

**S**  
**& CHICORY**  
still remains  
for its popularity are:  
Quality.  
of Flavour.  
of Making.  
Price.  
will convince  
you may not have  
used it.

**BLAIR.**  
Lipton, Limited.

**PIPE**

An article that smokers  
of pipes first came into  
being, at its very best.

**S, WATER ST.**

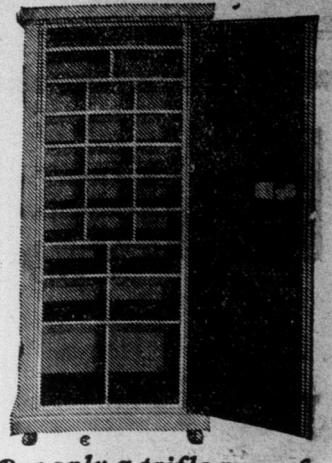
**hold."**

**& CO.**

**ADIES!**

SKIRTS  
now offering  
\$2.50 up  
\$3.00 up  
DRESS COATS from \$2.50 up  
\$5.00 up  
\$8.50 up  
ROBES, etc.

Water Street.



**Pay only a trifle more for  
The Safe-Cabinet**

Then you will have a cabinet that does all a wooden file can do plus this most important thing—protects your papers from fire, theft, dust and moisture. Measured by price alone, anyone can afford to buy *The Safe-Cabinet*. Measured by value, no one can afford to be without it.

FRED. V. CHESMAN, Agt.

**THE LONDON DIRECTORY**  
(Published Annually)

ENABLES traders throughout the World to communicate direct with English

**MANUFACTURERS & DEALERS**  
in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains lists of

**EXPORT MERCHANTS**  
with the goods they ship, and the Colonial and Foreign Markets they supply.

**STEAMSHIP LINES**  
arranged under the Ports to which they sail, and indicating the approximate sailing dates.

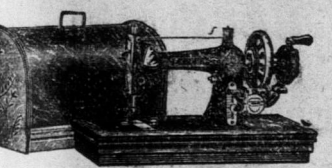
**PROVINCIAL TRADE NOTICES**  
of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom.

A copy of the current edition will be forwarded, freight paid, on receipt of Postal Order for 30s.

Dealers seeking Agencies can advertise their trade cards for £1, or large advertisements from £5.

THE LONDON DIRECTORY Co. Ltd

**Spring Sewing**



**Sewing Machines.**

We offer the Famous

**EXPERT--B**

—AT—

**BARGAIN FIGURES,**

To keep step with the times

**CHESLEY WOODS**  
**EUROPEAN AGENCY**

WHOLESALE Indents promptly executed at lowest cash rates for all kinds of British and Continental goods, including:

Books and Stationery,  
Boots, Shoes and Leather,  
Chemicals and Druggists' Sundries,  
China, Earthenware and Glassware,  
Cycles, Motors and Accessories,  
Drapery, Millinery and Piece Goods,  
Fancy Goods and Perfumery,  
Hardware, Machinery and Metals,  
Jewellery, Plate and Watches,  
Photographic and Optical Goods,  
Provisions and Oilmen's Stores,  
etc., etc.

Commission 2½ per cent. to 5 per cent. Trade Discounts allowed.  
Special Quotations on Demand.  
Sample Cases from £10 upwards.  
Consignments of Produce Sold on Account.

(Established 1814.)

**WILLIAM WILSON & SONS,**  
Cable Address "ANNULIARE LONDON"  
25 Abchurch Lane, London E. C.

**Canada Butter!**

Very Choice Fresh Blocks.  
LOWEST PRICE.

**JAS. R. KNIGHT,**

Commission Merchant,  
MINARD'S LINIMENT LUMBER  
MAN'S FRIEND.

**When Four People Marry.**

BY RUTH CAMERON.

If only marriages could be contracted between two parties instead of four, how much more chance there would be for happy unions!

What do I mean?  
Let me answer your question Yankee-wise by asking if you have ever read what Oliver Wendell Holmes says about the confusion and misapprehension which are likely to occur among the six, when any two people are talking together.

The "Breakfast Table" was startled at this statement as you were at mine, and he hastened to prove his sanity by explaining that these six personalities were:—

Thomas.  
1. The real John; known only to his Maker.  
2. John's ideal John; never the real one and often very unlike him.  
3. Thomas' ideal John; never the real John, nor John's John, but often very unlike either.  
3. The real Thomas  
2. Thomas' ideal  
3. John's ideal

Now I think that the four personalities which join in every marriage contract are: (1) The real woman; (2) The woman the man expects to marry; (3) The real man; (4) The man the woman expects to marry.

For instance, two young people who

would like to see it go on in a decent respectful way. But when the hour for fight strikes, let us as stalwart Britishers stamp out deceitful insolence and put down the instigators of oppression with a strong hand. In the last few issues of the Advocate we find

**Objectionable Comment.**  
but we extend every consideration to the editor on the ground that he has been attacked infamously without sound reason and it's "up to" every individual to stand his ground under such circumstances.

Now, Mr. Coaker, as you have been attacked so outrageously, handle your opponent smartly, don't give in one inch to any dirty mud-throwing, and champion your own cause.

Fishermen now is the time for freedom. Help your leader. Fight for higher and nobler privileges that have been withheld from you so long. I am, very truly yours,  
SAU' CRUQUE VOLUPTAS.  
Recontre, Fortune Bay, May 25, '12.

**HOW TO PRESERVE YOUTH AND BEAUTY.**

One great secret of youth and beauty for the young woman or the mother is the proper understanding of her womanly system and well-being. Every woman, young or old, should know herself and her physical make up. A good way to arrive at this knowledge is to get a good doctor book, such for instance, as "The People's Common Sense Medical Adviser," by R. V. Pierce, M. D., which can readily be procured by sending thirty-one cents for cloth-bound copy, addressing Dr. Pierce, at Buffalo, N. Y.

The womanly system is a delicate machine which can only be compared to the intricate mechanism of a beautiful watch which will keep in good running order only with good care and the proper oiling at the right time, so that the delicate mechanism may not be worn out. Very many young women get old or run down before their time through ignorance and the improper handling of this human mechanism. Mental depression, a confused head, headache, dizziness, or hot flashes and many symptoms of derangement of the womanly system can be avoided by a proper understanding of what to do, in those trying times that come to all women.

Mrs. G. H. Williams, of Larchmont, Va., writes: "It is six years since my health gave way. I had female trouble and all the doctors (I employed three) said I would die. I was not able to do my work, had to hire someone all the time. Finally, I read in the papers about Dr. Pierce's Favorite Prescription, and decided to try it. I had not taken but one bottle until I found it had done me good. I took in all five bottles of 'Favorite Prescription' and two of 'Golden Medical Discovery,' and now I am able to do all my household and business duties, and have gained fourteen pounds. I advise all women who suffer from female trouble to try your 'Favorite Prescription.' It's the only medicine on earth."

**A Defence of the F.P.U.**

Editor Evening Telegram.  
Dear Sir,—Kindly permit me space in the columns of your valuable paper to make a few remarks on the Plaindealer on the Fishermen's Protective Union. Many individuals are more or less brought in close contact with recent slanders. The "Hen" organ, under its masked editor, is making a practice of filling its columns with objectionable attacks on the Fishermen's Union.

If the Plaindealer has upheld the rights of our fishermen in days gone by, which it claims it has done, why does it not continue to do so, and to do so, without judging the faults of another who is utilizing his time and talent for the betterment of our country in general and the uplifting of our sons of toil from the depths of thralldom.

Whether the President has been inspired to lead the fishermen of Newfoundland or not, we do not know. But I do know that he has come out boldly and fought political traitors and exposed their wrong doings to the eyes of the electorate. I cannot say if the F. P. U. is an influence for good, but I do urge men to endeavor to do all in their power to help him to bring about a reform and free our hardy and robust sons from the tyranny of

**Pneumonia from a Cold**

PNEUMONIA is second only to consumption in the number of deaths which it causes, and like consumption always has its beginning with a cold.

Cold in the head, fever and chills, a cough which gradually becomes dry and more painful in the chest, rapid, difficult breathing, feelings of exhaustion and depression—these are symptoms of pneumonia.

You can prevent and cure pneumonia by the use of Dr. Chase's Syrup of Linseed and Turpentine, the greatest of all treatments for the throat and lungs.

The only safe way is to regard every cold as serious. By frequent doses of Dr. Chase's Syrup of Linseed and Turpentine you can quickly break up the cold and guard against dangerous developments. 25 cents a bottle, at all dealers, or Edmansons Rates & Co., Limited, Toronto.

**Charity That Was Misplaed.**

Yesterday afternoon an Irish stoker who was drunk and incapable was arrested. The day previous this stoker was paid off with \$25.00 when he was confronted by a widow who told him a story of her abject poverty and later escorted him to a hotel where she was living, whereupon the stoker reached her a ten dollar note. On the strength of the gift he started to celebrate on the balance of the amount and when picked up by the police had it all "blown in." He appeared in court this morning where his little donation would have come in handy.

Messrs. C. O'N. Conroy, J. Cormack, R. Rodgers, Capt. English and Capt. Fitzpatrick left by the Stephano last evening en route to Washington to attend, as representatives of the local branch of the Knights of Columbus, the unveiling of the Columbus Memorial which takes place in Washington on Saturday, June 8th. It is expected that upwards of 50,000 K. of C. will be present on the occasion.

**Will Make Hair Grow**

Every up-to-date woman should have radiant hair.

There are thousands of women with harsh, faded, characterless hair, who do not try to improve it.

In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Sage-Hair Tonic. McCormick & Co. sells a large bottle for 50 cents, and guarantees it to banish dandruff, stop falling hair and itching scalp in ten days, or money back.

**ORANGES!**

Just landed in splendid condition, sweet and juicy,  
40 cases Large Oranges.  
Also, 10 cases  
Extra Large Oranges.

**ONIONS!**

40 Sacks Silver Peel Onions, sound heavy stock.

**POTATOES!**

150 Sacks P. E. I. Blues.  
Just in time for seed.

**Soper & Moore**

but we extend every consideration to the editor on the ground that he has been attacked infamously without sound reason and it's "up to" every individual to stand his ground under such circumstances.

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SAU' CRUQUE VOLUPTAS.  
Recontre, Fortune Bay, May 25, '12.

**Old Feildians Hold Meeting.**

The Feildian Club held their annual meeting in the Board of Trade Rooms last evening, Mr. W. W. Blackall, presiding over a large attendance. Satisfactory reports were received and the result of the election of officers was as follows:—

Patron—Hon. E. R. Bowring.  
Hon. President—W. W. Blackall.  
President—R. R. Wood.  
Vice-President—P. E. Outerbridge.  
Secretary—H. A. Winter.  
Treasurer—W. P. Goodridge.  
Football Sec.—E. S. Plisnet.  
Hockey Sec.—A. Raley.  
Gymnasium Sec.—Geo. Hunt.  
Lyceum Sec.—A. E. Bernard.  
Sports Sec.—R. H. Simms.  
College Sec.—C. E. Jeffrey.

These will also form the general committee in addition to Messrs. P. Johnson, R. Jeans, R. Rowsell, C. Carter, C. E. Hunt and E. Collier. The annual dinner takes place June 26th.

**Political Oppressors.**

We are placed in this world with a given work to do, but whatever our work may be let us strive to do it in a Christian-like way. If we are able to climb the ladder and reach an exalted position, there is the ladder for us. But some of us, may a great many of us, have neither the strength nor the courage, like W. F. Coaker, to climb the ladder, and when we look up to see the height far above us, then we lose our balance and we sway in every direction, some to criticize the present methods, and others to find fault with the past of those whose labours have brought them success. It might be well for the Editor of the Plaindealer to learn a

**Lesson in Charitableness.**

when he is overwhelmed with abuse and take consolation with his brother editor, Hon. P. T. McGrath. Is it unusual for some editors to criticize the acts of others and condemn them, while themselves holden with it? Such considerations should induce these editors to be lenient and charitable in judging the faults of others. It may be too that these critics have not the same faults as those they complain of, yet they have faults as grave if not graver than those they tell such deliberate falsehoods about. Perhaps, Mr. Editor, some of your readers may think me

**A Union Man**

because my letter expresses sympathy with President Coaker and the Fisherman's Protective Union. But that is not so. I am not a Union man. But I am the son of a fisherman and have inherited resentment to oppression which so many sons of toil have felt. Although I am not one of the Society, I have every belief in it, and

**Steele Briggs Reliable Seeds**

are **GOING**  
and **GROWING** Fast.

We still have some left. Secure yours at once during this fine growing weather.

**Best to Grow Under the Sun.**

Hardware Department. **Ayre & Sons** LIMITED. Hardware Department.

**GREAT REALIZATION SALE**


**Furniture, Crockeryware and Fe'y Goods**

Why buy Surface or Imitation Oak Furniture when you can get the Genuine Quartered Oak at practically the same cost by availing of our **REALIZATION PRICES** NOW? Read carefully the following prices, and come in and inspect the goods:—

	<b>Let Us Tempt You.</b>	<b>Dressers &amp; Stands.</b>
		A very small and Genuine Quartered Oak Dresser & Stand to match. This \$52.00 Dresser and Stand pecially priced
		<b>\$41.30</b>
		A handsome Light Oak Dresser and Stand, guaranteed finest finish, with best British Plate Mirror, bevelled. Size 22 x 28. A snap at
		<b>\$41.55</b>
		One Genuine Solid Quartered Oak Dresser and Stand, very highly polished, Sweet Front, has large round British Bevel Mirror. Regular \$65.00; Special Cut Price
		<b>\$50.98</b>
		A 4-piece Bedroom Suite, Mahogany finish, Dresser, Chiffonier, Dressing Table and Stand, suite complete. Reg. \$98.00;
		your for <b>\$74.50</b>

**C. L. March Co., Ltd.**

**JUST ARRIVED**  
A NEW LINE OF BABY CARRIAGES



**Pullman SLEEPERS & GO-CARTS.**

All the Best Makes and Latest Designs. Almost every variety of Cart is to be found in this Splendid Assortment of ours, and the Styles have been particularly well selected. Prices range from

**\$2.90 to \$30.00.** **Outport Orders Promptly attended to.**

**U. S. PICTURE & PORTRAIT CO., COMPLETE House FURNISHERS.**

The Popular London Dry Gin is

**VICKERS' GIN**

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