

TRUEFIT

Means what it says if you buy one of our REGISTERED BRAND SUITS.

THIS BRAND is designed with vent in back seam, S. B. Vest and peg top Pants, and is very popular with all classes.

OUR SUCCESS with these new models, packed in stock boxes, is so great that we are compelled to build a new Factory so as to increase our output.

Ask your Dealer for
**TRUEFIT, AMERICUS,
 FITREFORM, PROGRESS,
 STILENFIT, THE MODE,
 S. 11, ETC.**

Wholesale only.

THE NFLD. CLOTHING FACTORY,
 Limited,
 225 and 227 Duckworth Street.



Special Sale

Men's & Boys' Collars

THIS WEEK,
Only 12c. each,

OR HALF A DOZEN FOR 70c.

See Window Display for Styles and Shapes.

THESE ARE EXTRA VALUE.

A SNAP in a lot of Double Collars, in Flannel makes, sizes 14 and 14 1-2 only; regular, 20c. each, for 12c. each.

Men's Tweed Golf and Iona Caps,

Special Showing of Leading Styles

American Makes at 35c. and 70c. each.

English Makes at 40c. and 60c. each.

HENRY BLAIR.



ARE YOU IN NEED OF A SUIT OR OVERCOAT
 and cannot get the material and design you want?

We can show the largest stock and latest patterns in Suits and Overcoats in the city. Satisfaction guaranteed. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER

281-283 Duckworth Street,
 Newfoundland's Store for Fashionable Tailoring

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON. Insurance Aet.

Office: corner Duckworth and Prescott Streets.

NOTE—These Rolls are GUARANTEED



FULL 100 LBS.

Plain and Barbed
 Wire Fencing,
 Poultry Netting,
 24, 30, 36, 42, 48 in.

Martin Hardware Co.

The Evening Chit-Chat

By RUTH CAMERON



Do women actually enjoy brooding over troubles—both their own and other people's? I sometimes wonder that when I see a group of women avidly and apparently delightedly intent upon some lugubrious tale of illness or misfortune.

"Yes, isn't it the saddest thing you ever heard? Her son comes home drunk night after night—terribly drunk, too, so that he sings and laughs and wakes up the neighbors. And she such a nice, respectable woman, and a widow, and he her only son. And they say she sits up every night till he gets in, no matter how late; just sits there in the dark by the window where she can watch for him. I declare, I almost cry sometimes when I hear him come in."

Doubtless Mrs. R., being a sympathetic woman, really was saddened by the tragedy of the poor little widowed mother sitting in the dark by the window straining her eyes into the night for the boy whose coming she feared as intensely as she longed for it.

And yet, if she were really moved almost to tears, if she really were saddened and depressed by the realization of the other woman's suffering, why then, did she pass along the story, knowing it would probably sadden and depress others?

Why, furthermore, did she tell it twice in the course of the afternoon when new comers arrived?

Why, moreover, did she tell it each time with new and vivid and depressing details, and almost—*I truly*

We spoke of all these things casually, but we dwell on none of them.

It was our neighbor's misfortune that we reserved for that honor.

Of course, you have all noticed with what gusto any bearer of unpleasant news performs his mission.

"There is a diphtheria card on the Jones' door. They say it's the baby; and he's such a sickly little thing, too."

"Did you hear about Mrs. L.? Why, she was thrown from her carriage and broke her collar bone and three ribs, and they think she's injured internally."

"Isn't it terrible about Mr. R.? What, haven't you heard? Why, he's stole several thousand dollars from his bank. It's all in the afternoon papers—his picture and everything. Poor Mrs. R."

Can you deny that the bearers of news of that sort always seem to gloat over the precious morsels.

And yet we say:

"Laugh and the world laughs with you,
 Weep and you weep alone."
 I should think "weep and you have a delighted audience" would be nearer the mark.

Ruth Cameron

No Man is Stronger Than His Stomach

A strong man is strong all over. No man can be strong who is suffering from weak stomach with its consequent indigestion, or from some other disease of the stomach and its associated organs, which impairs digestion and nutrition. For when the stomach is weak or diseased there is a loss of the nutrition contained in food, which is the source of all physical strength. When a man "doesn't feel just right," when he doesn't sleep well, has an uncomfortable feeling in the stomach after meals, is languid, nervous, irritable and despondent, he is losing the nutrition needed to make strength.

Such a man should use **Dr. Pierce's Golden Medical Discovery**. It cures diseases of the stomach and other organs of digestion and nutrition. It enriches the blood, invigorates the liver, strengthens the kidneys, nourishes the nerves, and so GIVES HEALTH AND STRENGTH TO THE WHOLE BODY.

You can't afford to accept a secret nostrum as a substitute for this non-alcoholic medicine of known composition, not even though the dealer may thereby make a little bigger profit. Ingredients printed on wrapper.



Household Notes.

Use the ordinary tongs that come with boxes of candy for plucking the hulls from strawberries.

A white felt hat can be beautifully cleaned with the soft inner part of a stale loaf of wheat bread.

When next making lemon jelly add a few cloves to the mixture. The seasoning will be a pleasing addition.

When coating chocolate creams the melted chocolate often becomes curdled. To remedy this add a little olive oil.

Chicken salad served in green pepper shells not only is attractive, but the season from the pepper is very pleasing.

When the children's books have become soiled the pages can be cleaned by rubbing with powdered pumice stone.

To clean curtain hooks place them in water in which a little ammonia has been poured and leave for a little while.

A delicious pineapple dish is made from the fresh fruit, served with mayonnaise mixed generously with whipped cream.

The arrangement of a mirror so that a child can see itself at play will oftentimes prove as amusing to a child as a playmate.

Cretonne-covered shoe boxes are very handy. They come provided with pockets for as many as a dozen pair of shoes or slippers.

A few peas added to the fish or creamed chicken, lobster or shrimps are as pleasing to the eye as they are satisfied to the palate.

When ironing with gas, place two irons side by side, then put one more on top of each. This will heat four irons on one burner.

A little kerosene added to the

water used for washing windows greatly lessens the labor and improves the appearance of the window.

In using the rind of a lemon for flavoring, remember that it is only the outer or yellow part of the rind that holds the essential oil.

Up-Set Sick Feeling

that follows taking a dose of castor oil, salts or calomel, is about the worst you can endure—Ugh—it gives one the creeps. You don't have to have it—CASCARETS move the bowels—tone up the liver—without these bad feelings. Try them. 914.

CASCARETS 10c. a box for a week's treatment, all druggists. Biggest seller in the world. Million boxes a month.

Buried Alive.

Buried alive for an hour and ten minutes under fifteen feet of sand, Joseph Plante was dug out early today still living and conscious, so conscious in fact that he gave instructions to the men who were digging him out as to how best to accomplish their task without injuring him.

Plante was trying to start the sand in a large box used in the construction of the Harbor Commissioners grain elevator on the river front near the Bonsecours Market, about midnight, when all at once it gave way and buried him underneath it.

Forty-three men employed on the night shift immediately started to work to dig him out, but it took them over an hour working as hard as they possibly could to reach him. His friend and room-mate Magloire Gulllette, as the first to catch sight of him.

Working carefully so as not to injure the body, he, in hitting a shovel

DRY SACK Sherry



How the Slaney Cousins Were Drowned

North Sydney, May 25.—The Newfoundland fishing schooner Gertrude, Capt. Walter Kennedy, arrived in port yesterday and reported the loss of two of her crew, David and Edward Slaney, on Quero Bank on the 14th inst. The two victims and Robert Slaney, a brother of Edward, were returning to the vessel after setting their trawls, and were sailing along in a moderate breeze of wind. When about two hundred feet from the schooner their dory upset. Capt. Kennedy, who saw the accident, at once ran forward to launch another dory to go to their rescue, but in manning the craft the thwart was broken and the half filled with water. Another dory was at once put in the water and hastened to the scene of the accident, but when the rescue party got there David and Edward Slaney had disappeared. Robert, however, was saved and taken on board the Gertrude. The victims of the accident were both young men, David being only 19 years of age, and Edward 20. They were first cousins, and belonged to St. Lawrence.

Shoal Harbor Notes.

On Thursday evening, May 25th, the Ladies' Mutual Endeavour Society of this place gave a very nice concert in the New Town Hall which is situated on the outskirts of the town, not far from Ryan's Ridge. The programme consisted of songs, dialogues, and recitations which were very bright and interesting. After the concert there was a Syrup Social and a Chicken Supper. After all the old folk had some home the "young fry" got together for a bit of sport which was kept up until the wee small hours of the morning. The proceeds of the evening will go toward purchasing material to complete the "Hall."

Work on the Bonavista Branch Railway is progressing very rapidly and quite a number of men are employed. The line is expected to be completed by the last of June. A fine station house has been erected at this end of the line which adds considerably to the appearance of the place.

Most of the people of this place have finished their gardening, and have gone to various places seeking employment, and we hope they will have a successful summer.

Shoal Harbor, May 26th, 1911.

PASSENGERS FROM SYDNEY.

The s.s. Invermore arrived from Sydney to Port aux Basques at 6.30 a.m. yesterday with the following passengers in saloons: Miss M. Little, Miss G. Little, Miss E. Ellmore, J. L. and Mrs. Reardon, F. M. Stewart, J. W. and Mrs. McConnell, G. Patten, E. Hodge, S. G. Keen, J. W. Winsor, Rev. F. P. Low, J. F. Downey, J. J. McDougall, Mrs. M. Beses, H. M. Caulfield and Mrs. W. Roberts.

Minard's Liniment Co., Limited, Yarmouth, N.S.

Genlmen.—In January last, Francis Leclaire, one of the men employed by me, working in the lumber woods, had a tree fall on him, crushing him fearfully. He was, when found, placed on a sled and taken home, where grave fears were entertained for his recovery, his hips being badly bruised and his body turned black from his ribs to his feet. We used MINARD'S LINIMENT on him freely to deaden the pain and with the use of three bottles he was completely cured and able to return to his work.

SAUVEUR DUVAL, Elgin Road, L'Islet Co., Que.

ful of sand saw a hand, he touched it and the fingers moved showing that the man yet lived. Encouraged by their efforts the men soon unearthed his head and shoulders, when it was found that he was conscious.

He told them that he was not feeling badly after that he was temporary interment and instructed them as how best to get him entirely free from the sand which was packed tightly about him.

Meanwhile an ambulance had been summoned from the General Hospital, and he was taken there. His condition is not reported as serious, the pressure from the weight of the sand about his body and the particles of it which entered his nose and mouth while making him unfit for work have left no serious injury.—Montreal Star.

OUR OWN MAKE "ROVER BOOT" FOR BOYS.



'Tis false economy to buy cheap shoddy Boots for your boy. The live boy needs a little better than the best in footwear.

The "ROVER BOOT" is made to wear and hold its shape, it has all the appearance of the finest American make Boot. The only difference is that the "ROVER" is all solid leather, insole, counter and outside.

Made in Blucher and Lace Styles.
 Box Calf, Vici Kid and Tan Leathers.

Parker & Monroe, Ltd.

THE BIG FURNITURE STORE.

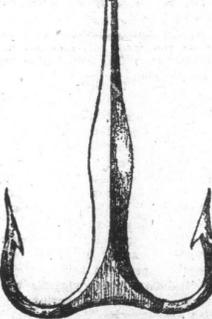
We are now showing the biggest line of **Baby Carriages and Go-Carts**

we ever had, and for style, elegance and price cannot be surpassed. To intending purchasers we would advise you seeing our stock before buying elsewhere as we are confident that we can please you.

See Our Special Folding GO-CART with Rubber-Tired Wheels that we are giving away at \$2.80.

CALLAHAN, GLASS & Co.,
 may3, eod
 Duckworth Street.

Mustad's FISH JIGGER



as used in Norway. Greatest Fish-killer ever invented.—Made of Tin and Aluminium always keeps bright, acts as minnow and every fish hooked by the head.

Sample of this Celebrated Jigger, rigged exactly as used in Norway, now on exhibition in Bowring Bros. window.

For Sale by Bowring Bros., Ltd., J. Pennock, G. Knowling, Ayre & Sons, Ltd., John Barrow & Co., Royal Stores, Ltd., Rd. Neyle, and other dealers.

HAVE YOU TRIED

Cleaning, Pressing and Repairing Service Yet? If not give us a Trial Order To-day. Let us demonstrate to you what Perfect Cleaning and Pressing Service means.

Goods called for and delivered. PHONE-727.

WILLIAM SPURRELL,
 The Reliable Tailoring, Cleaning and Pressing-House,
 174 Duckworth Street, - - - On the Beach.

A man would naturally think that a

60 CENT HAT

could not be much good, or it must be an old shape; but this is not so. Our buyer succeeded in purchasing a **JOB LINE of HARD FELT HATS**

which we know will please you in quality and shape as well as in price. All sizes in stock. 60c. each.

ROBT. TEMPLETON'S.
 Job Printing Neatly Executed.