

The Aches and Pains of Muscular Strains

AFTER this job come the after-effects—soreness and stiffness of muscles, exposure results—rheumatic twinges, lumbago, sciatica.

And then—Sloan's Liniment, with its prompt, soothing pain-and-ache-conquering relief, its known ability to put you in ship-shape for the day's work ahead.

Sloan's Liniment is the ever-ready, ever-effective, standard remedy of its kind. It leaves no stained skin, no plaster or ointment muddiness. *Practically without rubbing.* It goes further, acts quicker, relieves better. For 38 years it has been the favorite liniment of families everywhere.

Three sizes—35c, 70c, \$1.40, the largest lasts longer and costs less. More than your money's worth, whatever the size.

Sloan's Liniment is always sold by DEALERS you know and can trust.

Sloan's Liniment **KEEP IT HANDY**

McMURDO'S DRUG STORE.

FREE

Beautiful Caskets of Fry's Delicious Chocolates

In every tin of FRY'S BREAKFAST COCOA you will find full particulars of our Gift Scheme and 4 COUPONS as a FREE START

For one of these dainty Caskets you collect 28 Coupons (24 in addition to 4 given free).

a 1 lb. tin contains 1 coupon
1 " " 2 coupons
1 " " 4 "

BEGIN NOW—TO-DAY—TO COLLECT COUPONS AND SECURE ONE OF THESE DAINY GIFTS.

Fry's **PURE SOLUBLE** **Breakfast Cocoa**

Coupons redeemed by
T. A. MACNAB & CO., Water Street, St. John's
Distributors.

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SUMMER FASHIONS
and
SUMMER FASHION BOOK.

Every Pattern has a Pictograph—the latest invention.

A Child can make a Dress.
THOUSANDS TO SELECT FROM.

CHAS. HUTTON
222 Water Street.

Forty-Five Years in the Service of
the Public—The Evening Telegram.

SIDE TALKS.

By Ruth Cameron.

THOSE HIDDEN PERSONALITIES.



Do you remember the old saying that an institution is a lengthened shadow of one man?

Long ago I first heard that and thought how wonderful it would be to be great enough to have a shadow that should stretch out across the years and touch many people who had never heard of me.

It has been borne in upon me since then, that you do not have to be great to have your personality embody itself in a way that shall make many people feel you without ever having heard of you.

The Wonderful Hat Buyer.

There is a certain shop to which everyone in the big city near which I was born used to go for their hats if they could afford it. To say your hat was bought at R's meant something. Yet there were many other shops as expensive. Furthermore, there were many other departments at R's and the goods in them did not have the distinction of the hats. One day I met a woman who knew a good deal about merchandising and she told me about the wonderful buyer of hats at R's. "She has the most uncanny flair for getting the smart thing," she said to me, "there isn't another woman like her in the city." And so it was that the lengthened shadow of that personality made itself felt in the popularity of her department, despite the fact that 99 per cent. of her patrons had never heard of her and, accepting the shop in the unthinkable way most of us accept such service as if it were a sort of mechanical affair, scarcely realized that she existed.

VIEWING WITH ALARM.

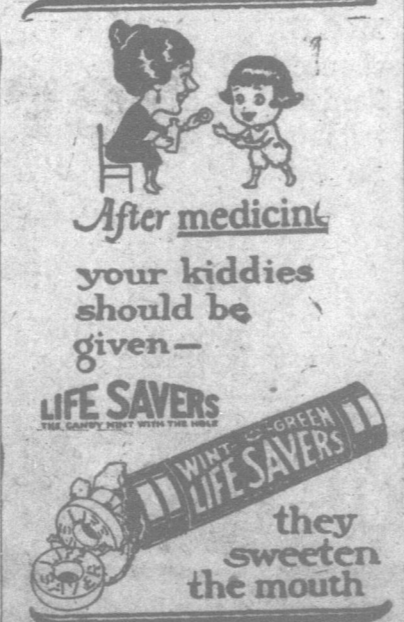


These be truly parlous times and forever worse they grow, still we read of sins and crimes in the places high and low; bandits shoot us for a cent; in the halls of government every day some weeping gent springs another tale of woe. Drearly we read our hair as we read the daily news, and we cry in our despair, "Does the race its conscience lose? Is there any guy on deck having name without a speck, having fame that's not a wreck, scented not with oil or booze?" Let's remember as we read that our fears are often vain; let no halcyon stampee people claiming to be sane; there is just as much of worth on this good old piece of earth as there was before the birth of this present oily rain. There are statesmen just as white as the world has ever known, public conscience shines as bright as the blaméd thing ever shone; righteousness is still alive, though some sevev skates or five in their moral blindness strive to acquire the easy bone. If a robber plies a gun for a gulliver or a yen, well, the robber's only one in a street of honest men; if a grafter plays with oil, breaking all the rules of Hoyle, scores adhere to honest toil and restore our faith again.

Training Your Mind

By A PSYCHOLOGIST.

Psychology has been too long considered as an abstruse, "dry-as-dust" scheme, interesting only to the specialist; whereas it is a subject that affects the man in the street in countless ways every day of his life.



at all stores.
GERALD S. DOYLE,
Distributor.

The Man Behind.

A public speaker, whom I know, always seems to have the cleverest and most whimsical little jests to fit in at the right spot. One day he told me that he got a good many of them from the C. R., naming a religious paper. "There's something about their exchange column," he said, "that's entirely different from other exchange columns. I don't know just why it is." The answer to that is simple enough. The editor of that column is not satisfied to clip just carelessly. He has the same material to draw from as other exchange editors, but he evidently has a very keen sense of humor, and that part of his personality has made itself felt in spite of the fact that his name is unknown and his existence only vaguely apprehended by those who read his column.

He Creates the Atmosphere.

There is a certain hotel to which I always like to go when I go to the big city because there is an atmosphere of friendliness and welcome. Back of the staff of that hotel is a man with a friendly, cordial personality, and it makes itself felt in the atmosphere that fills his house.

"If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though his hut be in the forest, the world will make a beaten path to his door," said Emerson. I don't know about the world making a beaten path to his door. The world generally prefers to follow beaten paths rather than make them. But I do believe that any such force of personality, any such struggle toward perfection, will make itself felt, even if the world doesn't ever trace out the individuality behind the force.

Perhaps even now your personality is throwing such a far reaching and beneficent shadow.

A Youth's Struggle

A 15 year old boy, whose father is out of the country and who has been earning his own living for some years past, applied to the police lockup last night for shelter. The lad had been working at an up-town premises and earned just sufficient to pay his board. A short while ago he became sick. Another boy was taken to fill his place, and he, having no money to pay board, the landlady refused to keep him longer. The probation officer investigated the case and found, that although he has been without the care of a mother since infancy, he has never been into mischief. The boys' former employer, being made aware of the facts, promised to reinstate him to-day. He was surprised to learn of the boy's struggle. He knew him only as a boy that performed his duties and never enquired further about him. He has promised the probation officer that from now on he will take an interest in the lad and do all in his power for his advancement.

The psychologist does not confine himself to the study of pure intellect, but includes the whole of human nature—emotions, sentiments, habits, and disposition.

The relations between individuals, as well as nations, can only be properly understood or explained on a psychological basis. A thorough understanding of psychological principles would go far towards helping the wheels of society to revolve more smoothly than they do.

The greatest benefit that the study of psychology can confer on the individual is self-control, lack of which lies at the root of most of the troubles of the present age.

Self-control is the chief feature that distinguishes the outstanding man from the rank and file. Concentration of attention, self-mastery, and will-power are the insignia of real genius. Yet these are human qualities, capable of immense development, and their continual neglect is a standing reproach to our educational methods.

A great deal of the tension that seems to be inseparable from modern life may be attributed to such energy-wasting habits as restlessness, irritability, acquisitiveness, worry over trifles, want of concentration, and just for social pleasures, all of which are indirect evidences of a want of self-control.

Every family doctor knows that a large proportion of the minor ailments of the present day are traceable to a want of self-mastery. Those whose lives are a continual round of hurried meals and rushing for train or omnibus, or who are nervous and irritable from the deadly effects of worry or too much pleasure, make up the bulk of the medical practitioner's daily round.

While the strain of modern life is apt to be exaggerated, yet there is no denying its effects. The truth is that anyone can easily stand it who knows how to conserve his mental energy.

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of

New FOOTWEAR

at

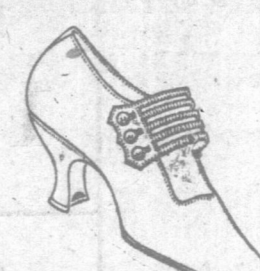
The Home of Good Shoes



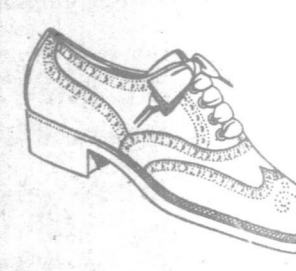
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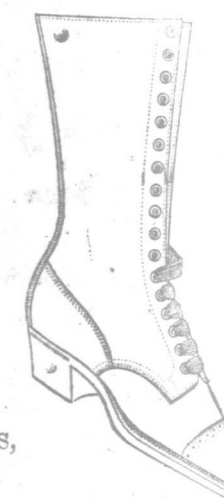
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We carry a very select line of Suede Footwear, in Laced and Strapped designs, in Brown and Grey Suedes. Priced at \$10.50 the pair.

Boys' and Girls' Footwear

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For good, honest-made Boys' and Girls' Boots and Shoes, we certainly can show you the correct thing to shoe your boy or girl with.

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The Home of Good Shoes

Ladies Department

Mail Orders Shipped same day as received.

Our Dumb Animals

REPORT FROM THE CHIEF AGENT
FOR WEEK ENDING APRIL 18.

Humanely put to death a dog for a resident of Casey Street. Received a report from a boy named Bown, that a dog had been run over by a car on Springdale Street and left in a wounded condition and had perished. I am trying to locate the owner of the car. Another report was received from Mr. Penman that a dog had been run over by a car on Prescott Street. I got there. There is not much to report this week as I have been ill with a severe cold owing to the weather. I ask the lovers of animals all over Newfoundland to report any ill-treatment of animals to me in confidence.

JONAS BARTER,
Chief Agent.

MINARD'S LINIMENT FOR COUGHS

SEED OATS!

We have just received a carload of specially good
P. E. I. BLACK AND WHITE
Most suitable for seed purposes.

Full 4 Bushel Heavy Strong Bags.

HARVEY & CO., Limited.