

No Matter Where You Have Been Buying Your HATS

You should certainly make it a point to see our magnificent showing of Fashion's best and newest creations.

We have recently opened a large shipment of Felt, Velour Felts and Beavers. These Hats will win your admiration. Our prices will win your trade.

COME AND SEE THEM.

Special for this Week!

Ladies' Fancy Flannelette Blouses, newest styles and heavy weights. Regular 60c. This week's price 50c.

Ladies' Heavy Fleece Lined Underwear, only 27c. garment.

Ladies' Heavy Black Wool Hose, only 19c. pair
White Cotton Blankets, size 50 x 72, only 85c. pr.

ALEX. SCOTT,

18 NEW GOWER STREET.
The Store That Saves You Money.
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Phone 679 | Bishop Sons & Co., Ltd. | Phone 679

Bulbs! BULBS! Bulbs!

Hyacinths Single & Double	Narcissus Single & Double
Tulips Single & Double	Jonquils Single & Double

All Colours and Varieties.

Phone 679 | Bishop Sons & Co., Ltd. | Phone 679
GROCERY DEPT.

"OAK DALE" Smoking TOBACCO!

After experiencing considerable difficulty we have at last succeeded in getting a decent 5c. Plug of Smoking Tobacco that will give the consumer entire satisfaction and yet give the retailer a fair margin of profit.
SPECIAL PRICE TO THE WHOLESALE TRADE.
We intend giving a special ad. each week for retailers.

M. A. DUFFY,
SOLE IMPORTER.
Phone 302. P. O. Box 511.

Acquire the Well Dressed Look.

It takes more than fine clothes and good grooming to give a woman the "well dressed look." That's something of the spirit. If women understood this there would be fewer heartburns among those who cannot have the elaborate wardrobes they long for. And it costs nothing but spirit.

No matter how beautiful a frock a woman wears, no matter how much care she has lavished in having all the little personal appointments of her toilet perfect, if she has not the well dressed look, a thing of her spirit which the beautiful frock and grooming will not give her, she will have the "dressed up look," which is something quite different and not desirable.

The well dressed woman wears her clothes, no matter how elaborate, with an ease that makes them part of herself. She shies from them. They do not shine from her as in the case of the dressed up woman. She may have expended any amount of interest and care in selecting her clothes, in seeing that they were perfectly fitted, etc., but once donned a costume is ignored. She shows no consciousness of its beauty. As she enters a room she gives it no arranging pats or tweaks. She passes a dozen mirrors without a glance into one of them. She is as natural in her poses and gestures as she would be in a middy suit; no nervous fussing not to crush the frock when she takes a seat.

Such a woman will even smile blithely when a clumsy waiter lets fall a cup of coffee on her light satin frock. And there will not be a sign of anything forced in the smile. The "dressed up" woman couldn't have done it, because the "dressed up" woman has her clothes in mind all the time, takes them with a deadly seriousness, worries lest something hurt them.

A shopgirl may have the well dressed look to perfection, yet her clothes will be simplicity themselves, differing in style but little from the clothes of the other girls at the counter. They look conscious of their spotless skirts, waists, trim belts, their dainty coiffures. She appears perfectly unconscious of her clothes and coiffure. Everything about her shows pretty taste and care in dressing herself, but her eyes show no memory of any time devoted to her dress and no present concern with it. She does not stroke her belt or push it into a better fit about her waist, she does not handle the boy at her throat, pressing it into shape; she does not smooth her hair in public or look a her cuffs, and set them a little more this way or that. A woman can be quite natural, give the air of being quite careless in a frock, and yet not be careless with it. One can sit down quickly without crumpling things. Most of the fussing and arrangement the dressed up woman makes before settling herself is of no special avail. Better for her to crumple than rob herself of the well dressed look.

The dressed up woman, no matter how elegantly she may be dressed, always gives the impression of a person out in her best. When she enters a room full of people they think of her clothes, for the dressed up woman is simply a machine. She doesn't count. How can she when she lets herself look dressed up? The look means—clothes first.

The woman with the well dressed appearance might enter the same room, let us suppose in the identical costume of the dressed up woman, and the people would notice her costume only as a gracious flicer of herself.

Women often wonder why they do not make a finer effect in some creation of a costume. It's because they do not know they lack the well dressed appearance.

COD PLENTIFUL.—Several fishing boats were on the local grounds yesterday, and cod was found plentiful and of a large size. Mr. A. Martin, of the Battery, got three quintals. A few others got equally good fares. All sold their catches "green" and found the demand equal to the supply.

Granulation of the Eyelids

Is Cured by Dr. Chase's Ointment—Success of Use for the Great Soothing, Healing Ointment.

Most people know Dr. Chase's Ointment best as a cure for eczema and itching piles. Nor is this to be wondered at when you think of the remarkable record made in this class of cures.

But there are scores of other uses for this ointment, which are only discovered when it is kept constantly at hand.

Mrs. Martin, 13 Carroll street, Toronto, formerly of Bowmanville, Ont., writes: "We have used Dr. Chase's Ointment for years, and found it invaluable in treating skin irritations, and all sorts of burns and wounds. In fact, we would not be without it in the house. It is a most excellent treatment for granulated eyelids, from which I suffered without finding anything to help me."

Whenever there is itching of the skin or a sore that refuses to heal you can use Dr. Chase's Ointment with full assurance, that it will prove entirely satisfactory. 50 cents a box, all dealers, or Edman Bates & Co., Limited, Toronto.

Daily Investment News

St. John's, Nov. 11, 1913.
Sir Thomas Lipton
the famous yachtsman

and one of the most successful business men the world ever knew, says:—

"Saving is the first great principle of all successes. It creates independence; it gives a young man standing; it fills him with vigor; it stimulates him with the proper energy; in fact, it brings to him the best part of any success—happiness and contentment. If it were possible to inject the faculty of saving into every boy, we would have a great many more real men."

We know of no more practical or profitable method of "injecting the faculty of saving" into boys or men of any age than our Partial Payment Plan, which conveniently combines saving with investment. Get the free booklet that outlines this unique system.

JCMackintosh & Co.

ESTD 1873
Members Montreal Stock Exchange
HEAD OFFICES—HALIFAX
Other Offices at St. John, Fredericton and Montreal.
R. C. Power, - - Representative.
Mercantile Chambers, St. John's.

McMurdo's Store News

TUESDAY, Nov. 11th, 1913.

It should be remembered that Cantharidine Hair Tonic is not only a first class hair grower, but also an excellent dressing for the head, and in this capacity is becoming almost as well known and well liked as in its primary and principal form of action. Nicely perfumed, not only non-sticky, a specific for dandruff and scurf, economical in use and moderate in price it forms a practically ideal tonic dressing for the hair. And its use tends to keep the hair youthful and of natural color, not because it is a dye for that it is not, but because it supplies to the scalp the nourishment which it needs to keep the hair healthy and vigorous. Price 25 and 50 cents a bottle.

If you have not tried Nelson's Chocolates, do not fail to do so. They are tip-top. In handsome boxes from 35 cents to \$2.50.

Coastal Boats.

REID'S SHIPS.

The Argyle left Placentia for the westward early this morning.

The Bruce was due at Port aux Basques this morning, but nothing definite could be heard owing to line interruption.

The Clyde left Lewisporte at 1.35 p.m. yesterday.

The Dundee left Princeton at 4.15 p.m. yesterday, outward.

The Ethie is due at Carbonear to-day.

The Fogota is north of Cook's Hr. The Glencoe arrived at Port aux Basques at 3.40 p.m. yesterday.

The Home left Lewisporte at 5 p.m. yesterday.

The Invermore is leaving Port aux Basques to-day with freight for here.

The Kyle sails for the Labrador at 1 p.m. to-morrow.

The Lintrose left Port aux Basques at 2.30 a.m. to-day.

The Meigle left Port aux Chloix at 5.20 p.m. yesterday, inward.

Refloated.

The English schooner Isabella, which struck a rock beating in the harbour and had to be beached near Woods' dock, three weeks ago, has been sold at auction and purchased by Mr. F. C. Willis for \$170. The new owner has managed to re-float the vessel and is getting her pumped out and she will go into dry dock shortly for complete repairs.

Cape Report.

Special to The Evening Telegram.

CAPE FACE, To-day.
Wind south, fresh, dense fog and rain; nothing heard, passing to-day. Bar. 29.60; ther. 42.

There are to-day over 184,000 FAIRBANKS MORSE ENGINES in successful use. WHAT DOES THIS PROVE?—nov11.t

Evening Telegram Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Cuts. These will be found very useful to refer to from time to time.

9781.—A PRACTICAL SERVICE-ABLE GARMENT.



Ladies' Combination Corset Cover, and Drawers with or without Ruffles.

Nainsook, cambric, lawn, long cloth, crepe and silk are suitable for this design. The cover and drawers may be finished as separate garments, if so desired. Lace, edging, or embroidery forms a suitable finish. The Pattern is cut in 3 sizes: Small, Medium and Large. It requires 1 3/4 yards of 27 inch material for the corset cover, 2 1/2 yards for the drawers with 2 1/2 yards of embroidery 5 inches wide for ruffling for a Medium size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

9782.—A NEW NEGLIGEE OR HOUSE SACK.



Ladies' Dressing or House Sack. Blue china silk, with embroidered bands in blue and white was used for this design. The fullness of the sack is gathered at its lower edge, and joined to a hip belt, in Balkan style. If preferred this belt may be omitted, and the sack worn loose. The shoulder is long and forms part of the sleeve that is lengthened by a bell shaped portion. The Pattern is cut in 3 sizes: Small, Medium and Large. It requires 3 yards of 44 inch material for a Medium size.

A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Minard's Liniment Cures

MINARD'S LINIMENT CURES COLDS, &c.

A NEW WALTHAM!

Never before has it been possible to obtain such value, except at a much higher price, than is now offered in this Waltham "Equity."

A good, sound, dependable Watch, made by the largest and the most famous watch factory in the world. The Equity is the most thoroughly constructed and finely finished of any watch in its class.

Made in 7 and 15 Jewel grade; Hunting Case, Engine Turned and Beautifully Engraved Gold Filled Cases, guaranteed for 20 years.

Prices \$15.00 and \$20.00.

COME AND SEE THIS NEW WATCH.

T. J. DULEY & Co.,
THE RELIABLE JEWELLERS.

40,000 Pairs Rubbers and Gaiters!

We have just received a very large stock of Rubbers from the leading manufacturers in the United States and Canada. They were bought at the very lowest cash prices for taking such a quantity, which puts us in a position to offer them to our customers at extremely low prices.

The stock includes the well known brands "Canadian," "Maltese Cross," "Woonsocket," etc.

Parker Monroe, Ltd.
195 and 363 Water Street.

"Finest P.E.I. Potatoes We ever handled!"

Verdict of our satisfied Customers.

We have another shipment "Blue Nose" quality, ex "Morwenna," from Charlottetown To-day, at Lowest Prices.

Let us have your order.

F. McNAMARA, Queen St.
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10 cents. No Turpentine. Gives a Quick, Brilliant Polish That Lasts. Easier to Use, Better for the Shoes.

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