

# Hats.

**GRINOLINE HATS** at  
**AIR'S.**  
 Odds and ends, were  
 down, to clear, at \$1.19  
 Cream and Colored:  
 down to \$1.10.  
 down to 1.79.  
 down to 1.69.  
 down to 1.89.  
 down to 2.20.

**argain**  
**WEEK.**  
**Lace shoes,**  
 pair.  
**Blair**  
 July 17th, 1911

porter, James, care G.P.O.  
 Divisioner, care Telegram  
 wer, Wm.,  
 ward, Edward, card.  
 Rose Blanche  
 anton, Carl,  
 care Campbell & McKay  
 R  
 an, atle, card  
 an, Enos, card.  
 abbits, Roy, Gower St.  
 ad, Isabella,  
 Hamilton Street  
 we, Agnes, retd.  
 ew, Lizzie, retd.  
 ad, James, card.  
 Cornwall Avenue  
 oberts, Mrs. J., Bond St.  
 msey, Miss Jennie, card.  
 Casey's St.  
 S  
 arks, Roland Geo., card  
 arks, Mrs. Wm.,  
 ship, Mrs. Thomas,  
 Pennywell Road  
 amson, A. E., Water St.  
 ewicer, Alfred,  
 New Gower St.  
 berwood, Emily F.  
 mith, Simeon,  
 ith, D. F., Long's Hill  
 am, G.  
 ow, John C.  
 ow, Lillie, care G. P. O.  
 rong, F. G.  
 shes, C. B.  
 mmons, Thos.  
 urrell, John, Lime St.  
 quires, Miss Magt.  
 Y  
 lor, Robert, card  
 elior, Wm.,  
 olor, D., retd.  
 New Gower Street  
 mpleton, Miss P., retd.  
 ley, Mrs. Wm., retd.  
 ley, Mrs. C. W.  
 arnball, Frank,  
 St. John's West  
 ay, Philip, card  
 rren, Miss Lillian,  
 Rennie Mill Road  
 dden, Mrs. P., retd.  
 ay, Miss Madge, card  
 urch, Alfred, retd.  
 lah, Patrick,  
 late Bay Bulls  
 lah, John, card  
 Long Pond Road  
 ay, Mrs. Gower St.  
 lston, J. J.  
 st, Wm., Alexander St.  
 alle, Joseph, retd.  
 ley, Moses, card  
 lth, Rowland,  
 late Badger Brook  
 ale, Miss H., card.  
 kinson, Mr., King's Road  
 ten, Miss Lilly,  
 Rennie Mill Road

## HELPING HANDS!

Here is where we lend help-  
 ing HANDS, to our Customers  
 that desire to make a saving.

If you require anything we are now offering, and don't come to this Sale, you are throwing money away. You see some of the Goods are cut down ONE HALF.

**WHITE LINEN TABLE CENTRES—Value \$1.**  
**Collins' Price, 40c. and 50c.**

**WHITE LINEN SIDE-BOARD COVERS—Value 80c.**  
**Collins' Price, 35c. and 40c.**

**WHITE H. C. QUILTS—Value up to \$1.40.**  
**Collins' Price, 90c.**

**MARCELLA QUILTS—\$1.20 to \$1.50 each.**

**PILLOW CASES, Frilled. Value 40c. now 25c.**

**PILLOW CASES—Hemmed. Value 25c. now 17c.**

**LAUNDRY and NIGHT DRESS BAGS, half price.**

White Linen Sheets, Value to \$1.70, now \$1 to \$1.25 each.

**P. F. COLLINS,**  
 The Mail Order Man—340, 342, 344 Water St.

A New Shipment of

## Baby Carriages and Go-Carts

IS NOW ON DISPLAY.



You certainly will want to take the Baby out these bright sunny days, and this store is ready to furnish the finest

## BABY CARRIAGES and GO-CARTS

that can be secured anywhere. WE HAVE THEM AT ALL PRICES.

**U. S. PICTURE & PORTRAIT Company.**  
 Complete House Furnishers.

## 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.

## 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.

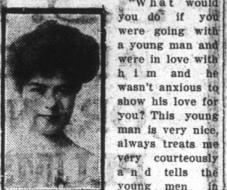
Ask your Dealer for  
**TRUEFIT, AMERICUS,  
 FITREFORM, PROGRESS,  
 STILENFIT, THE MODE,  
 S. H. ETC.**  
 Wholesale only.

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

Job Printing Neatly Executed.

## The Evening Chit-Chat

By RUTH CARRISON



What would you do if you were going with a young man and were in love with him and he wasn't anxious to show his love for you? This young man is very nice, always treats me very courteously and tells the young men in town that he loves me. But I had my girl friend go with him to a show recently and she asked him if he ever intended to get married. He told her "yes, come day when he got so old that he would have to feed himself with a spoon."

I quote the above letter because it describes a certain kind of cad which, I think, decidedly needs to be put into the pillory of public scorn. And that is the man who never wants to admit to one girl that he is in love with another.

This creature with a disagreeable kind of cunning, evidently realizes what is, to a certain extent, true—that the knowledge that he is in love with one woman will make him less interesting to the other members of the opposite sex. And so, whenever he goes among other women, he either keeps still about his love or openly belittles it as this one does.

To one girl he cynically sings the

praises of bachelorhood.  
 To another he insists that there is really nothing between him and the lady in the case.

Another he flatters by "comparing her favourably in some particular with the girl he is supposed to regard as the pink of perfection.

Sometimes he is good to the girl he has won, but more often he is the most ardent and admiring lover and she sometimes wonders, when she tells her girl friends how devoted he is, why they don't see more impressed.

"What would I do if I had a man like that?" to return to the lady's question.  
 I don't know.  
 I hope I should be strong enough to give him up and wait for a man more worth loving.

But I know things like that are easier to say "I would" about, than to do.

Maybe I'd just keep on loving him and perhaps love him and idealize him into decency.  
 He's hoping that that's what you will succeed in doing, little girl.  
 Of course, it's much harder to do that with petty little meanness than real big sins.

But "harder" doesn't mean impossible.

It couldn't be that. For love knows no such word.

*Ruth Carrison*

## A Clean Man

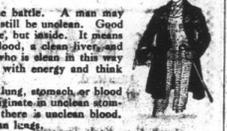
Outside cleanliness is less than half the battle. A man may scrub himself seven times a day, and still be unclean. Good health means cleanliness not only outside, but inside. It means a clean stomach, clean bowels, clean blood, a clean liver, and new, clean, healthy tissues. The man who is clean in this way will look it, and use it. He will work with energy and think clean, clear, healthy thoughts.

He will never be troubled with liver, lung, stomach, or kidney disorders. Dyspepsia and indigestion originate in unclean stomachs. Blood diseases are found where there is unclean blood. Consumption and bronchitis mean unclean lungs.

## Dr. Pierce's Golden Medical Discovery

prevents these diseases. It makes a man's insides clean and healthy. It cures all kinds of unclean blood, clean, blood, and clean, healthy flesh.

It restores tone to the nervous system, and cures nervous exhaustion and prostration. It contains no alcohol or habit-forming drugs. Constipation is the most unclean uncleanliness. Dr. Pierce's Pleasant Peas cure it. They never grip. Easy to take as candy.



## Household Notes.

To keep flies from the house dip a sponge in boiling water and place it in a saucer. Pour on this half a teaspoonful of oil of lavender, which, for some reason or other is very odorous to flies. The sponge requires moistening with boiling water about twice a day, with oil about once a week.

To protect the ruffles of petticoats from the inevitable wear and tear, bind the edge of the outer ruffle with rick-rack braid and the dust ruffle with fatted braid, which is coarser. Not only will the lace and lawn be protected from harm, but the appearance of the ruffle itself will be improved.

To dry clean a white coat lay the coat on a table and cover it with a mixture of powdered borax and French chalk. Leave it for half an hour or so, then take a clean cloth and rub it well all over. Let it lie twenty-four hours, then shake and brush it well, when it will probably look quite fresh.

One of the most satisfactory ways to hasten the cure of mosquito bites or of bites of other insects, or of cold sores, is to open the skin over the sore, so as to let the poisoned fluid escape. Then the affected spot is cured.

## Eczema Not a Blood Disease

For this reason internal treatments fail to cure Success of Dr. Chase's Ointment.

Experience with the use of Dr. Chase's Ointment will soon convince anyone that Eczema is a disease of the skin and not of the blood.

Mr. A. D. Macaulay, Stomoway, Que., writes: "I had itching eczema on my leg for over five years and tried many remedies and several doctors without benefit. Dr. Chase's Ointment cured me completely."

Mrs. Chas. Gilbert, Haysack, Pleasant Bay, Nfld., writes: "I was a sufferer from Salt Rheum for ten years and was cured by eight boxes of Dr. Chase's Ointment. I am heartily thankful for this cure and want to recommend Dr. Chase's Ointment to other sufferers."

really one a wound, and is susceptible to treatment with antiseptics and healing lotions.

Make your curtains with hems of equal width at top and bottom. After washing them, hang them upside down, slipping the rod through what was before the bottom hem. This equalizes wear and tear and prolongs their life. Be careful not to make such curtains of a material whose fibres are not reversible in position.

A good way to wash white silk gloves: Rub them well in luke-warm water to which a little ammonia has been added, and rinse quickly in clear water of the same temperature. Hang them where they will dry rapidly, and then put them between sheets of white paper and under a weight. Treated in this way they will not turn yellow.

Wall paper may be successfully cleaned with stale bread. A loaf of ordinary size is used. The bread should be two days old. Dust the paper with a soft cloth wrapped about a broom. Use light strokes in order not to stretch the paper. When the dust has been removed, cut the loaf of bread into four parts and sweep down the paper with a light, steady stroke.

A most effective trimming for a dress can be secured by selecting a pattern of lace with a decided floral figure, and painting the flowers and leaves with oil paints of dyes. These colors will not fade when laundered if pressed with a hot iron immediately after being painted. Paint the outline of the design in a tone slightly darker than the rest.

A poison for flies which is harmless to domestic animals is made by mixing together a teaspoonful each of black pepper and sugar with either butter or cream. Spread this on a plate, and leave it in any room where flies are troublesome. It is wise also to wash over the panes of windows with a weak solution of carbolic acid.

A very effective method of catching flies is to take a square of blue paper, or cardboard and cut a small hole in the centre. Cover it thickly on the underside with treacle, taking care to put plenty of treacle round the opening. Then place the cardboard, treacle side down, over a bowl of spiced, when the flies, attracted by the treacle, will fall into the snare. This fly trap is especially good, as no poisonous compound is used.

## Bovril and Virol.

Fresh Supplies by S.S. Rappahan-  
 ock, August 4th.

**BOVRIL:**  
 1 ounce bottles,  
 2 ounce bottles,  
 4 ounce bottles,  
 8 ounce bottles,  
 16 ounce bottles.

**VIROL:**  
 SMALL,  
 MEDIUM,  
 LARGE.

**T. J. EDENS,**  
 Sole Agent for Nfld.

## Hackenschmidt Coming

Chicago, Aug. 12.—George Hackenschmidt, the Russian wrestler, who is matched to meet champion Frank Gotch here on Labor Day, has made elaborate plans to complete his training. Hackenschmidt will sail from Southampton for the United States on August 9, and will bring with him ten cases of a special spring water obtained in France. In the Hackenschmidt party will be Dr. B. F. Roller, chief trainer; Johann Koch, German athlete; Messer Coleman and a German chef, who will prepare all the food. At New York the wrestler will pick up Tom Jenkins, who will accompany him to Chicago.

## Shock of 4,000 Volts.

Received Shock of 4,000 Volts and Lives to Tell the Tale.  
 Chippewa, Ont., Aug. 4.—Harry Davis, 23 years old, received a shock of 4,000 volts at the transformer rooms of the Ontario Power Company yesterday afternoon, and lives to tell of it. He was knocked insensible and resuscitated with difficulty. The electricity severely burned him about the body, neck and arms.

## Why He Wept.

A hard-looking Punjabi was on trial, and the counsel for the defence, in a voice husky with emotion, addressed the jury:  
 "Gentlemen, my client is a poor man. He was driven by hunger and want to take a small sum of money. All that he wanted was sufficient money to buy bread, for it is in evidence that he did not take the pocket-book containing \$200 that was in the same bureau drawer."

The eloquent lawyer for the accused was interrupted by the convulsive sobs of his client.  
 "Why do you weep?" asked the judge of the doomed man.  
 "Because I didn't see the pocket-book in the drawer," he wailed.  
 Three years with hard labor.

## Have You a Bad Sore?

If so remember these facts—Zam-Buk is by far the most widely used balm in Canada! Why has it become so popular? Because it heals sores, cures skin diseases, and does what is claimed for it. Why not let it heal your sore?

Remember that Zam-Buk is altogether different from the ordinary ointments. Most of these consist of animal fats. Zam-Buk contains no trace of any animal fat, or any mineral matter. It is absolutely herbal.

Remember that Zam-Buk is at the same time healing, soothing, and antiseptic. Kills poison instantly, and all harmful germs. It is suitable alike for recent injuries and diseases, and chronic sores, ulcers, etc. Test how different and superior Zam-Buk really is. All druggists and stores at 50c. box. Use also Zam-Buk Soap. Best for baby's bath. 25c. tablet.

## THE PATIENT BRAIN

A tireless worker so long as supplied with rich, red blood.

The brain is one of the most patient and industrious organs of the body. It can be induced, by good treatment, to perform prodigies of work. But it is sensitive and will not brook abuse. It responds to the lash of stress, but if the lash is laid on too hard it strikes.

Nervous trouble is generally brain trouble, and no suffering is to be compared to mental suffering, with the accompanying dread, suspicion and melancholy.

One-fifth of the blood in the human body is consumed by the brain, so make the blood rich and red by using Dr. Chase's Nerve Food, and you will give place to new hope and energy. Headaches will disappear, irritability will go, digestion will improve, and weakness and despondency will give place to new hope and courage, new vigor and energy.

## To the Trade!

**LIFEBUOY RUBBERS**  
 for Fishermen.

Worn by all Canadian Fishermen at Shore and Bank Fishing.

The Cheapest Rubber Boot on the Market.

Try a Case.  
**PARKER & MONROE, LTD.**

## CHEAP

## UNDERWEAR & HOSE

FOR THE HOT WAVE.

Men's Balbriggan Shirts and Drawers, all sizes, only 35 cts. garment.

Men's black and Tan Cotton 1/2 Hose, only 13c. and 17c. pair.

Women's Black and Tan Plain Cotton Hose, guaranteed fast, only 13c. and 20c. pair.

Children's Black Rib Cotton Hose, sizes: 5 inch to 9 1/2 inch, only 10 to 14c. pair.

Children's Tan Rib Cotton Hose, sizes: 5 inch to 9 1/2 inch, only 11c. to 15c. pair. These Children's Hose are guaranteed to be fast colours, as their thousands of wearers can prove. The Tan Hose are first quality and the Blacks are seconds.

Women's Short Sleeve White Cotton Vests, assorted styles, all good fitting garments, at 12c., 18c., 20c., 25c. and 27 cts. each.

Women's Long Sleeve White Cotton Vests, Buttoned Fronts, only 30c. and 37c. each.

Children's Short Sleeve White Cotton Vests, 20 inch to 28 inch, 11c. to 13c. each.

Boys' Balbriggan Shirts and Drawers, 24 to 32 inch, 32c. to 40c. garment.

Women's Short Sleeve and Long Sleeve White Woven Cotton Corset Covers, at 22c., 27c., 35c., 38c. and 40c.

Women's Plain Black Cashmere Hose, job, at 25c. pair.

Women's Ribbed Black Cashmere Hose, short legs, in good wool cashmires. Regular 35c. to 40c. pair, only 22c. pair. Magnificent assortment to choose from in Women's Black, Tan, Vieux Rose and Myrtle, Lisle Thread and Cashmere Hose, assorted prices.

Women's Coloured Striped Cashmere Hose in the very newest styles.

## For Underwear and Hose of all kinds

AND AT ALL PRICES,

## HENRY BLAIR

## Cabots Creosote Shingle Stains!

For Shingles and all Rough Wood Work.

They are 50 per cent. cheaper than paint, and 100 per cent. more artistic, and the Creosote makes the stained shingles impervious to decay.

Red and Green in Stock.

## MARTIN HARDWARE COMPANY.

## SLATTERY'S

Wholesale Dry Goods House.

WE OFFER to our Customers, the Trade and Outport Buyers, this Spring, the best selected Stock of Dry Goods of all kinds—American and English—yet put on the market.

See our Stock of Fleece Underwear, Muslins, Embroideries and Dress Goods before purchasing elsewhere.

**W. A. SLATTERY, Slattery Build'g,**  
 Duckworth and George's Street—near City Hall