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KAGE OUTFITS.
s Dresses, Aprons, Dress-
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St. John's, N.F.

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CHASSES, PEDESTALS,
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LOUNGES, ROCKERS,
COAL VASES.

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TELEGRAM



Popular the World Over.



We have behind us the biggest women's shoe factory in the world—the huge Queen Quality plant at Boston. Its capacity is 5,000,000 pairs a year.

And because this tremendous factory can make fine shoes economically, we offer the best shoe values in town.

A smaller factory simply can't turn out the Queen Quality grade at Queen Quality prices.

Parker & Monroe, Ltd.,
THE SHOE MEN.

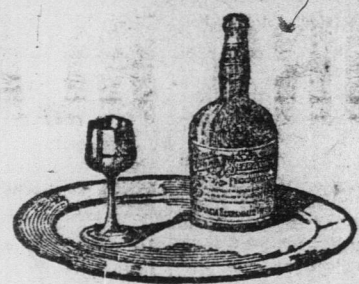
ANOTHER FIRE!

When you take out a policy of fire insurance, you intend to buy absolute indemnity that you may feel a comfortable sense of security. Are you certain that you have what you have paid for? Avoid all-doubt by insuring with the

FIDELITY (FIRE) UNDERWRITERS OF NEW YORK,
whose total assets are over forty-two million dollars.

XB—Moderate Rates.
Law Chambers,
Duckworth St.
197, 20, 21, 22

CYRIL J. CAHILL,
Agent for Newfoundland,
Telephone 370.



Ferravallo's Tonic

Highly recommended by Leading Physicians in all Countries.

HAYWARD & Co.,
Water Street East.



Smart
Stylish

Summer
Suitings

Specially Selected.
SEE STRANG'S.

J. J. STRANG

Ladies'
and Gents'

Tailoring,

193 WATER STREET,
St. John's.

Samples and Prices for a
Postal Card.

Satisfaction Guaranteed.

Over 40,000 People
Read The Telegram

Abusing a Courtesy.

By RUTH CAMERON.



To abuse or presume upon a courtesy which has been extended to you by a friend is extremely bad manners, isn't it?

Nobody denies a nobody would boast of doing it.

But to abuse a courtesy extended by a business house—that's an absolutely different thing.

At least a great many people seem to think so.

Let me tell you a few samples of this sort of abuse which have recently come under my eye.

The giving of samples to a prospective customer is a business courtesy. It costs the firm a good deal more than most people realize. The manager of a wholesale house which handles expensive tapestry goods told me that their samples to retailers cost them about \$10,000 a year. How the cost of samples for a big department store compares with this I do not know, but I am sure it is not small.

Now many people abuse this courtesy by carelessly taking half a dozen samples where one or two would do, but others abuse it in a much worse way. The shop to which I spoke has a retail department which handles many expensive figured tapestries and brocades, selling at from \$5 to \$10 a yard. In order to show the figures they used to give a sample several inches square. But they aren't doing it nowadays because of the craze for tapestry fancy work. What's the connection you ask? Well they found that a great many women who asked

for samples used them in making tapestry bags and other things of that sort.

Again permitting a customer to take goods home to examine is a business courtesy of which advantage is often taken. A salesman in an eye-holstery shop told me of a woman who bought expensive curtains from him to take home on approval. They were sent back the next day. This was not unusual so he took no notice of the incident until he read that the same woman was being sued by another shop. She had bought some costly rug there the same day and sent them back also. The point was that she was giving a party that night and wanted to dress up her apartment. The man who sold her the rugs found this out in some way and refused to receive them back. He finally sued her and won his case.

Taking the prospective customer to see a house in his automobile is a business courtesy often extended by the real estate agent. A woman who ought to be above such things astonished me by calmly announcing that several times when she felt like having an automobile ride she had gone to a real estate office and feigned interest in some property they had advertised.

Now of course we all know that the business courtesy is not extended for love of the customer, but through hope of landing him. Nevertheless a courtesy is a courtesy and to abuse it is to demean yourself. Furthermore it injures the innocent public, for in the last analysis it is the public which always suffers from such abuses, either by having the courtesy withdrawn or by paying for it in the overhead charges.

Ruth Cameron

Youth Won Out.

And Eugene Tremblay Lost His Crown.

After a clean, stubborn fight, in which they wrestled for an hour and eighteen minutes actual time, Paradis and Tremblay, the old king of the light-weight mat twice and gained the championship of the world. In the first hour, it looked as if Tremblay's experience and strength, notwithstanding the twelve years' difference in age between him and his opponent, might conserve his title for him, for Paradis visibly weakened towards the end of the forty-five minutes, which ended in a fall for Tremblay.

Spent His Strength.

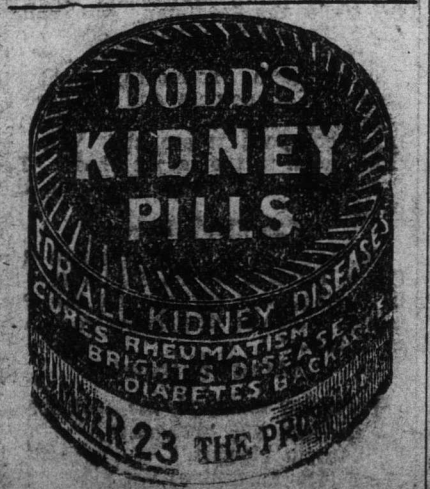
But in his first encounter, the wonderful broad-shouldered, deep-chested favorite seemed to have spent the better part of his strength, while Paradis appeared to gain in power and self-confidence, till he had planked the former's shoulders at least three times on the mat during the next twenty-three minutes. Referee Bourque failing to see it once. That Paradis was nervous in the first encounter was noticeable to everyone, and no other proof of it was needed, than that while he tried to surreptitiously get a toe-hold on his opponent, which was forbidden under the rules, he, a couple of times, grabbed his own toes in his eagerness to make things move.

Marvel of Form.

A remarkable feature of his work, seeming to prove that against all the rules of reason, he became stronger as the bout progressed, was, that while he was unable, apparently through weakness, to get any advantage out of setting Tremblay on his head, or swinging him around in the first set-to, it was by exactly those means that he won the last fall. It was beautiful wrestling from beginning to finish; clean and crisp, and the best seen here this season. So good, in fact, that till towards the end of every go, when it was apparent that a fall was imminent, the crowd, watched in breathless silence, fascinated by the swift and ever-changing holds and movements of the little fellows.

Agonizing Minutes.

The wind-up of the first go, came



Whard's Linctol Cures Diphtheria.

Cranberries!

Extra Fancy Cape Cod Cranberries on retail.

APPLES!

Choice Geno Apples.

ORANGES!

Large California Oranges.
Sweet Valencia Oranges.

To Arrive:

Due per s.s. Durango:
50 cases Sweet Oranges,
25 cases Small Onions,
150 bris. Potatoes.

SOPER & MOORE

Ponce de Leon.

By GEORGE FITCH.

Author of "At Good Old Swash."

Ponce de Leon was a Spaniard hung around the court as a boy about 150 years ago, went to war now and then and gradually accumulated a substantial pull.

In those days this was regarded as a greater financial success than running a factory or organizing a trust and Ponce de Leon could probably have snatched off a Dukedom before he died if he had been content to remain around Madrid. But he was adventurous and when Christopher Columbus, a man of not half his education and influence in court, came rolling home from somewhere west and got a disgusting amount of notice for having discovered a continent or two, Ponce de Leon determined to get into the discovering game himself. He, therefore, got busy and with the help of his friends who all recommended him, he got the appointment as governor of Porto Rico, and sailed for America in 1502. In 1510 he became governor of Porto Rico, and introduced the halberd, spear and rest of progress into the Indians with great vigor. He civilized the native island so thoroughly that it did not recover from the operation until 1838.

By the time Ponce de Leon became governor he was a very great man. But he was not satisfied. The gentle Indians could not fight the Spaniards, but they usually got even with them by telling stories about strange rich lands to the west, in which they were as adept as modern land agents. They hinted to de Leon that somewhere beyond Cuba there was a land which had a miraculous fountain that conferred eternal youth on all who bathed in it. This greatly excited Ponce de Leon, who knew that when a Spanish courtier became bald-headed and toothless, he stood no show at all, and he accordingly fitted out an expedition, while the Indians washed their whipped backs and smiled contentedly.

Ponce de Leon discovered Florida and wandered all over it. He fought mosquitos, water moccasins, alligators and Indians and bathed religiously in every pool of water which he found. But every morning he felt two years older and when he returned to Porto Rico his subjects took one look at his malaria ruined complexion and wept for joy. He soon became an old man and died from a poisoned arrow in Cuba at the age of sixty-one.

Ponce de Leon was unfortunate in discovering Florida before the Palm Beach Hotels and the orange groves were installed and also in hunting for perpetual youth in that region instead of in the complexion parlors of New York.

Where Responsibility Lies.

No matter how large, or how small, a business may be, nobody can deny that its Office is the nerve centre of the firm. Every transaction, important or trivial, must be recorded at the Office. An order is received at the Office—its history is recorded at the Office, and finally payment is received at the Office. If the Office makes an error the firm stands the loss. That's why you must be sure that your office is modernly and dependably equipped for the care of all important papers. To do this effectively you need the up-to-date equipment of the "GLOBE-WERNICKE CO." When sixty offices in St. John's have found this necessity this equipment can surely be of use to you. Mr. Percie Johnson represents this world known firm in Newfoundland—ap17,tt

Large Lenses, medium size Lenses, and small Lenses, in fact all kinds of Lenses, excepting the cheap kind, are fitted according to the individual needs by R. H. TRANNEL, Eyeglass Specialist—ap17,tt

**Investors
Maritime Telegraph & Telephone Co.
Common**

The value of this stock as an investment can be judged from the following figures furnished by the Maritime Telegraph & Telephone Company:

The Nova Scotia Telephone Company, Ltd., had an increase of subscribers in

| | | |
|------|----|-----|
| 1907 | of | 860 |
| 1908 | of | 583 |
| 1909 | of | 655 |
| 1910 | of | 740 |
| 1911 | of | 705 |

The Maritime Telegraph & Telephone Company, Ltd., had AN INCREASE of subscribers in

| | | |
|------|----|------|
| 1912 | of | 2153 |
| 1913 | of | 2279 |

The president in the fourth annual report states that from present indications THIS GROWTH WILL BE CONTINUED for some time to come.

Investors will do well to write for full particulars.

F. B. McCURDY & CO.

Halifax, St. John, N.B., Sherbrooke, Que., Montreal, Ottawa, Kingston, Charlottetown, St. John's, Nfld., Sydney, London, England.

C. A. C. BRUCE, Mgr., St. John's

A Canada Life Actual Result!

NET CASH RETURN MORE THAN TWICE THE COST.

W. J. Robertson, Welland, 12th June, 1913.

Agent CANADA LIFE ASSURANCE CO., Port Hope, Ontario.

Dear Sir,—

When acknowledging receipt of the Company's cheque for my matured Endowment Policy No. 24937, I desire to avail myself of the opportunity to express my satisfaction with the outcome of my investment.

The policy was payable to me at age 60, with ten premiums of \$48.00 each. The return under it is as follows:

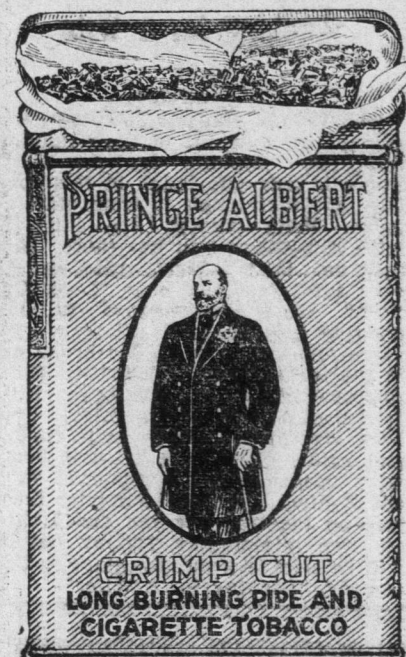
| | |
|----------------------------|------------|
| Sum assured | \$1,000.00 |
| Dividends added | 116.91 |
| Total amount payable | \$1,116.91 |
| Deduct total premiums paid | 480.00 |
| | \$ 636.91 |

That I should have insurance protection free for all these years and now have over twice the amount of my premiums returned to me in cash is a most satisfactory outcome and I heartily congratulate you on it.

Yours truly, GEO. ROSS.

A CANADA LIFE POLICY PAYS.

C. A. C. BRUCE, Manager, St. John's.



It Smokes Good,
And Tastes Good,
And is Good.

The largest selling brand in the world.

**PRINCE ALBERT
TOBACCO.**

JAS. P. CASH, Distributor.

J. J. ST. JOHN.

Where do you buy your Tea? At St. John's, Duckworth St. Sure everybody is talking of their Teas. I buy their 40c, and

it's the best value by odds I can find. Their 50c. Tea is like some of the good old-time Tea of 20 years ago, that used to cost 4s.-pound. Prices 30c, 35c, 40c, 50c, & 60c.

PLUM, DAMSON and MARMALADE JAMS, 3 lb. pots, 50c. each.

Agent for Sloan's Liniment, that cures Rheumatism and all pains, 25c. bottle.

J. J. ST. JOHN,

DUCKWORTH STREET & LAMARCHANT ROAD.

The Eastern Trust Co.

The Eastern Trust Company has removed to the offices in Pitts' Building, Water Street, lately occupied by Messrs. J. & W. Pitts.

The vacancy in the Board of Directors for Newfoundland occasioned by the death of the Hon. J. S. Pitts, C.M.G., has been filled by the appointment of Hon. John Harris as Chairman, and of Mr. F. W. Ayre as a member of the Board.

The Company is now prepared to execute all manner of trusts. It does no other business. It does not speculate and lives only upon the revenue it derives from the execution of the trusts it is called upon to administer.

Below is a further list of the larger trusts which the Company administers:—

- Church Endowment Fund of the Church of England, Nova Scotia.
- Dioecesan Synod Fund of the Church of England.
- Dalhousie University, Halifax, N.S.
- King's College, Windsor, N.S.
- Province of Nova Scotia Sinking Funds.
- Town of New Glasgow Sinking Funds.
- Town of Glace Bay Sinking Funds.
- All Saint's Cottage Hospital, Springhill, N.S.
- Acadia Sugar Refinery Company Insurance Funds.

Other lists will follow in future advertisements.

HERBERT KNIGHT, Manager,

Pitts' Building, Water Street.
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