

**SOLIGNUM
Wood Preservative**

Prevents Dry Rot and Decay.
Easily Applied.
Great Covering Capacity.
FOR ALL OUT DOOR WOODWORK.

A Post Card, or Phone call will bring you
Shade Card and Descriptive Pamphlet (a "mes-
sage from Mars").

PHONE 686.
P. C. MARS,
Sole Agent for Newfoundland.
T. A. BUILDING, St. John's.
July 27, 1912

A Good Appearance



Is an essential to success. To have a good appearance your clothes must be stylish in Cut, Fabric and Finish. We are experts in Cut and Finish, and our stock of Fashionable Fabrics for Fall and Winter Suitings and Overcoatings are the last word in style and design.

Remember, we have no old stock, and our Cutter is direct from New York with the most modern ideas. Patterns and Measurement Cards sent to any address on application.

Phone 230. **CHAS. J. ELLIS,** P. O. Box 122.
English and American High Class Tailoring, 302 Water Street.

**SHOW ROOM SALE!
NEWEST FALL GOODS
—AT—
HENRY BLAIR'S**

Special offering this week of 217 Ladies' Blouses, newest styles; manufacturers' samples; all made for this season's trade, in White, Black and Fancy, short and long sleeves; all kinds and materials. Note the prices:—

- White Embroidered Lawn45c. up
- Fancy Stripe Lawn39c. up
- Fancy Colored Fabrics59c. up
- Fancy Flannelette59c. up
- Newest styles in Scotch Wincey, worth \$1.80 for \$1.49

LADIES' BLACK BLOUSES

in Sateen, Cashmere, Lustre and Silk; all sizes. Note the Prices:—

- Black Cashmere, worth 95c. for79c.
- Black Silk, worth \$2.50 for \$1.99

LADIES' COSTUME SKIRTS.

12 only, latest styles from the maker, made for this season's trade, in Tweed, Serge and Cloth, from \$1.35 to \$3.60 each. All worth a lot more money.

LADIES' COLORED MOIRE UNDERSKIRTS.

All manufacturers' samples; 12 only, assorted shades, from 79c. to \$1.70. A little over half price. Come early and secure first choice.

HENRY BLAIR.

Gravenstein Apples & Cabbage,

TO ARRIVE THURSDAY.
100 Brls. Choice APPLES,
40 barrels CABBAGE,

BURT & LAWRENCE,

Box 215. 14 New Gower Street. Phone 759

Telegram ads. Give Satisfaction

Successes and Characters.

BY RUTH CAMERON.



she may care even more for the force and power that makes him capable of making that money.

We never blame a man for admiring beauty in a woman, why then should we think it any more censurable for a woman to admire force and power—the masculine complements of beauty. Sometimes, of course, the successful man does not possess these characteristics—his success may have come to him through luck or through undesirable methods—and sometimes, of course, the failure has latent power, but nine times out of ten if you see a young man who has made a place for himself in the world you see a man who has something of power and bigness in him; and nine times out of ten when you see a man in a mediocre position, you see a mediocre man.

The girl whom this man is to marry is a young woman who, by her unusual personality, has won excellent social position, of which he is justly proud. Yet no one accuses him of being in love with her popularity. They realize that he is rather in love with the personality that "makes it possible. Why not judge her feelings as kindly?

As a nation we certainly take a deep interest in wealthy people. We eagerly devour the newspaper chronicles of their doings. We point them out on the street. We are vastly excited if our hostess tells us we are to meet a millionaire. And then, again, the more thoughtful of us are sometimes ashamed of that interest. But after all, need we be? The possession of wealth means that either a man or his father had remarkable force of some kind, or something that set him apart from his fellows.

Is it not that force rather than the wealth itself to which we make obeisance, and is that anything to be ashamed of?

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Are the Fly and Mosquito Dangerous?

The fly, with spongy feet, collects the invisible germs of disease, spreads them over our food and poisons us with typhoid and cholera. The mosquito with its bite injects into our veins malaria and yellow fever. The bacteria of consumption, or grip, are everywhere present for us to breathe into our lungs. The blood which flows through our veins and arteries is our protection. It should contain healthy red and white blood corpuscles—capable of warding off these disease germs. Dr. Pierce's Golden Medical Discovery is a blood medicine and alterative, made entirely without alcohol, a pure glyceric extract of bloodroot, golden seal, Oregon grape root, queen's root, mandrake and stone root, which has enjoyed a good reputation for over forty years. The refreshing influence of this extract is like Nature's influence—the blood vital fires of the body burn brighter and their increased activity consumes the tissue rubbish which has accumulated during the winter.

"About forty years ago while in Newark, New Jersey, I had chills and fever," writes Miss Macleod, of National Military Home, Kans. "I went to Kansas City and in the spring of 1877 the chills and fever returned evering. I tried to do my good. Finally I saw Dr. Pierce's Golden Medical Discovery advertised. I took one bottle of it and the chills vanished. In about a year afterward I felt then come back so I got another bottle and have never had any symptoms of fever or ague since. That is all of twenty years ago, for I had the chills about twelve years before I started to take Golden Medical Discovery."

Dr. Pierce's Pleasant Pellets are for Liver Ills.

Fashions and Fads.

Pearls are fashion's latest jewels. The oriental effects are creeping even into negligees. Eton collars in fancy variations are much in evidence. Real Irish neck fixings will be as much in favor as ever.

Some of the silk summer gloves are tucked their full length. Colored buttons are much used as trimming on children's dresses. Black silk broche is used with delightful effect for dressy suits.

A great deal of amber is used in hair ornaments for the evening. White coq and white vulture are both favorites on the new hats. Fine novelty suits are made of wool broche combined with satin.

Children's styles show a great many belts and sashes this season. Sable fur is always ultra fashionable, and fisher fur is very effective. A costume of rich dahlia-colored

velvet is perfect with skunk borders. A lovely wrap of broadened velvet has chiffon sleeves that almost hide the hands.

Little box-pleated frills are seen on some of the white charmuse frocks for afternoon.

Some of the most charming of the low-cut neck gumples have fronts slightly frilled.

In the smart tearooms of Paris one sees women wearing their hair in a series of knots.

Luxurious small handbags for autumn are often of silk and are gold or silver mounted.

It is characteristic of many of the new collars to be long in the back and short in front.

The new Medici collars are strong rivals of the Robespierre, but not so universally becoming.

The Robespierre fashion promises to be the rage in both blouses and one-piece dresses.

Black velvet pumps with colonial buckles, worn with black silk stockings, are very popular.

Some of the new purses are made of reindeer skin, lined with moire. They come in vivid colors.

The newest veils are escorial effects with magpie colorings. These are astonishingly becoming.

The new English raincoats for girls have a porous "sweatband" inside across the shoulders.

Afternoon and evening dresses are much longer than hitherto and have that much added grace.

Many of the new gowns have their skirts caught at the foot by buttons and ornamented straps.

The fad for making one side of the bodice different from the other is as much as ever in evidence.

Peau de suede, a fabric with the dull finish of suede and the softness of silk, is a favorite this season.

Long wraps of velvet cloth or satin are much favoured for autumn wear before putting on fur coats.

It is said that some of the soft warm cloths will be faced with white kid, even the buttons being kid covered.

Gorging Is Suicide

In these words a prominent graduate of Harvard Medical School, E. R. Moras, M.D., calls attention to the habit of "overeating," which is resulting in the shortening of so many useful lives.

Every day you read of deaths of persons in middle life caused by acute indigestion, peritonitis, appendicitis or Bright's disease. All of which result from overcrowding the digestive organs.

The liver gets sluggish, the bowels become constipated, and the whole system is poisoned by the fermenting waste matter.

You can overcome this poisoned condition by using Dr. Chase's Kidney-Liver Pills. They turn over a new leaf and eat less, particularly of meats, pastry and highly-seasoned foods. One kidney-liver pill occasionally at bedtime will keep the liver and bowels active, and insure the healthful working of the organs of digestion. One pill a dose, 25c a box, at all dealers or Edmanson, Bates & Co., Limited, Toronto.

MINARD'S LINIMENT CURES DARTS.

Apples.

TO HOUSEHOLDERS:
Just in per S.S. Florizel,

50 barrels
Choice
Gravenstein
APPLES FOR FAMILY USE,
\$2.75 bbl.

Fresh Stock of
Plums, Crab
Apples, Parsnips,
Carrots, Beets.
SOPER & MOORE.

Address to Mr. Payne

Dear Mr. Payne,—On this, the eve of your departure from Channel, we, the pupils of St. James' School, beg to present you with the accompanying set of cuff links in token of the esteem in which you are held by us. We regret that you find it necessary to discontinue your good work among us as our teacher, but our loss will be a gain elsewhere. We shall always remember you as one who worked hard and willingly in everything that appertained to our welfare, and we all feel proud of the progress made by our school under your capable management. In leaving us we want you to rest assured that you are taking with you the prayers and best wishes of us all for every success in your new work. Signed on behalf of the school,— Jennie Currie, Hilda Mackey, Camilla Keating, Maud Pike, John Read, Percy Carter, Gillespie Carew. Channel, Sept. 23rd, 1912.

REPLY.
My Dear Children,—No words of mine can convey to you my appreciation of this your beautiful present and accompanying address. It is a pleasant surprise to me, as it assures me of your appreciation of my weak endeavours to train your minds and lives in the way they should be trained. On this I must congratulate you upon, and it is the womanly and manly spirit displayed by you at all times. You did everything possible to make my two years spent with you happy ones, and if I had not been so I feel sure that my work would have been a failure. Doubtless there were times when I administered corporal punishment, which you thought unjustly given, but I am sure that as you grow older you will realize that such punishment was for your own good.

And now that I am leaving, I desire that you extend your kindness and love to my successor, Mr. Harnett. He is a man of many years' experience and capable of carrying on, in a higher measure, the work laid down by me. Rest assured, dear children, that Channel in general, and you in particular, will always find a warm spot in my heart.

I must take this opportunity of thanking all in Channel for their unvarying kindness to me during my stay, and more especially to those who contributed toward the handsome souvenir which you have presented me. May God's blessing and protection be with you and your teachers in your work and life is the wish of

Your affectionate teacher,
HAROLD PAYNE.
Channel, Sept. 23, 1912.

"Why did you leave that boarding house?"

"Because the wellness was at the expense of the food supply."

"What do you mean?"

"Four kinds of forks and two kinds of vegetables." — Louisville Courier-Journal.

Neave's Food FOR INFANTS

Will Bring Your Baby Safely Through The First Year



"We put our Maurice on Neave's Food when he was one week old, and he never tasted anything else until his first birthday. Hundreds of people have stopped me on the streets and in the stores to ask how old he was and what he was fed on. He has never had a day's illness and is one of the boldest boys I have ever seen." Mrs. J. W. PATRICK, Toronto. Neave's Food is sold in all bright lines by all druggists in Canada. FREE TO MOTHERS—Write today for free tin of Neave's Food and copy of our book "Hints About Baby", to the Canadian Agent—EDWIN LITTLE, 14 Front Street East, TORONTO, (Attention this paper.) 35¢ Mrs. J. R. NEAVE & Co., England.

DEVINE'S DOUBLE DOLLAR

This chorus of approval of our merchandising methods has been caught up by hundreds of people in St. John's and the outports, who have proven to their complete satisfaction that when they have dollars to spend Devine's is the right place to spend them. Don't miss us to-morrow and Saturday. SCAN—

LADIES' COATS.
German samples, very exclusive; positively the last word in fashion, in shades of Brown, Grey, Navy and Drab; reversible collars. Only one of a kind. Worth \$20.00 each. Friday and Saturday \$10.00
Samples, remember! Hence the price.

SWEATER COATS.
We would like you to see these. Anything we may say here no matter how convincing, cannot fully do justice to these very fashionable garments. You must personally see them to appreciate. They come in shades of Grey, White, Cardinal, Cardinal and White, Slate and Myrtle, Champagne and Fawn. Prices from \$6.50 \$1.20 to \$6.50
Those who know say they are the prettiest now being shown in the city.

CORSETS.
Ladies generally spend more time selecting other garments than they do this most important article of dress. Yet there is no item of the wearing apparel so necessary to give the correct poise and graceful outline to a lady's figure as the Corset. Read a word or two about these. We are offering D. & A., a special (samples). Worth ordinarily \$1.70. Friday and Saturday, \$1.20 per pair 85c
155 Sample pairs. Worth 70c. Friday and Saturday, per pair 35c
Get in early.

LADIES' UNDERWEAR.
Many kinds and many prices; but the real stunner and the one that will live in the annals of bargain giving in this city as the greatest is the 55c. Vest, which on Friday and Saturday will be sold from 8.30 in morning until 10 o'clock at night, at—what? 28c
Get in before the crowd.

BARGAINS ALL ROUND.
Keep it in your mind at the heading of this advertisement, viz., Devine's Doubles Dollars. Always a place open for experienced salesmen.

J. M. DEVINE,
The Right House, Water St.

Handsome Coats and Suits

Just received from the best of the present day makers. The Coats and Suits in the shipment just opened up are quite out of the ordinary.

Stroll through our Suit and Skirt Department; note the new Fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we have ever shown.

U. S. PICTURE and PORTRAIT CO.



A Grand Snap for the Right Man—Freehold Property, situated on Henry and Bell Streets. One large Shop and Dwelling on Henry Street; one Dwelling House on Bell Street. The property measures 92 on Henry Street, 71 feet on Bell Street, 62 feet of Henry Street. For particulars apply to M. A. BASTOW, or MR. CODNER on the premises. oct2,12

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