

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").

P. C. MARS,

Sole Agent for Newfoundland.

July 27, 1912

T. A. BUILDING, St. John's.

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 Over-
coats 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 Winsey, 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.



good-looking as the first young man,
and of a little better social standing,
but he has not been successful in
business.

The neighbourhood as usual buzzes
with comment on the match, and this
is the most common verdict. "Of course
she is to marry John (the accepted
suitor) because of that good business
of his. She used to like Philip might
well. If that business were his I
guess he wouldn't take John quite so
quickly. Nowadays girls seem to
think money is the only thing."

Now maybe that is true and maybe
it isn't. The heart of a maid isn't as
much of an open book as these gos-
sips fancy. Her love for this man
may be entirely independent of his
business success, but supposing it
isn't, what then? Does that mean
that her critics had any right to think
she cared for nothing but money? No
it doesn't.

Behind success are the qualities that
make success, and the qualities that
stand behind a clean success, such
as this young man has made, are
qualities which any girl may well ad-
mire.

When a girl is fascinated by a suc-
cessful young man, that does not
necessarily mean that she is fascinat-
ed by the money he is making. She may
be glad of the money and position, but

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 charac-
teristics—his success may have come
to him through luck or through un-
desirable methods—and sometimes,
of course, the failure has latent pow-
er, 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 medi-
ocre 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 asham-
ed 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—
something that set him apart from his
fellows.

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

Ruth Cameron

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 consump-
tion, or grip, are everywhere present for us to breathe or eat. 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
is purified, the tonic which gives life to the blood—the
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 Mr. of National Military Home,
Kansas. "I went to Kansas City and in the spring of 1877 the chills and
fever returned. I was everywhere and I tried to do me good.
Finally I saw Dr. Pierce's Golden Medical Discovery advertised. I took
a bottle of it and the chills vanished. In about a year afterward
I felt then coming 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 de-
lightful 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 fashion-
able, and fisher fur is very effective.

A costume of rich dahlia-colored
velvet is perfect with skunk borders.

A lovely wrap of broad 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 gimpes 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 au-
tumn 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 stock-
ings, are very popular.

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

Gorging Is Suicide

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

Every day you read of deaths of
persons in middle life caused by
acute indigestion, peritonitis, appen-
dicitis 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 Kid-
ney-Liver Pills. Then turn over a
new leaf and eat less, particularly of
meats, pastry and highly-seasoned
foods. One kidney-liver pill occasion-
ally 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 Edmanison, Bates &
Co., Limited, Toronto.

The newest veils are escorial ef-
fects with magpie colorings. These
are astonishingly becoming.

The new English raincoats for girls
have a porous "sweetband" 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.

Pau de sunde, 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.

MINARD'S LINIMENT CURES DARTS.
REFF.

Apples.

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

50 barrels

Choice
Gravenstein

APPLES FOR FAMILY USE,

\$2.75 brl.

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 es-
teem in which you are held by us.

We regret that you find it neces-
sary 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, Gil-
lispie Carew.
Channel, Sept. 23rd, 1912.

REPLY.

My Dear Children,—No words of
mine can convey to you my appre-
ciation 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 thing I must
congratulate you upon, and it is the
womanly and manly spirit displayed
by you at all times. You did every-
thing 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 de-
sire that you extend your kindness and
love to my successor, Mr. Harnett.
He is a man of many years' experi-
ence 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 un-
varying kindness to me during my
stay, and more especially to those
who contributed toward the hand-
some 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 sweetness 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 healthiest boys I have ever seen."

Mrs. J. W. PAYNE, Toronto.
Neave's Food is sold in all the
best drug stores 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.
(Mention this paper.) 35c

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 peo-
ple in St. John's and the outposts, who have prov-
en 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, can-
not fully do justice to these very fashionable gar-
ments. You must personally see them to appre-
ciate. They come in shades of Grey, White, Car-
dinal, 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 wear-
ing 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,
per pair 85c

155 Sample pairs. Worth 70c. Fri-
day 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 de-
partment 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 rear
of Henry Street. For particulars ap-
ply to M. A. BASTOW, or MR. COD-
NER on the premises. oct2,12

An Intelligent person

may earn \$100 monthly corresponding
for newspapers. No canvassing. Send
for particulars. Press Syndicate F1713,
Lockport, N.Y. dec16,12

Telegram Ads. Pay