

ng ram Plates.

Maker should keep
Hook of our Pat-
will be found very
from time to time.

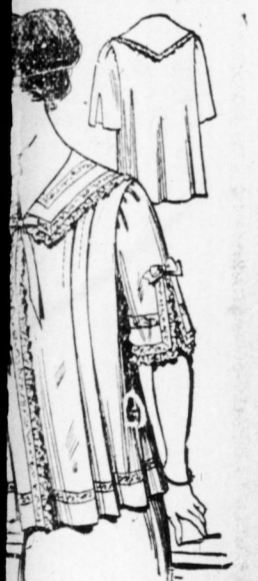
STYLISH
GOWN.



(with Skirt in Raised
ard Waistline).
ard in blue and white,
et for chemisette, and
or collar and cuffs, was
his attractive design,
a most unique and
finish, and may be de-
sed or normal waist
tern is cut in 6 sizes:
40 and 42 inches bust
requires 54 yards of 44
for a 36 inch size.
of this illustration mail-
ess on receipt of 10c. in
s.

aterials for any of these
be procured from AYRE
1. Samples on request.
ern number. Mail orders
ended to

MAINTY GARMENT FOR
HOUR OF REST.



ressing Sack or Neglige.
p silk with Val lace and
used for this pretty
e loose fitting, with short
ves and a deep collar
the back. Deep tucks
over the fronts. The
it in 6 sizes: Small, Me-
Large. It requires 2 1/2
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TERN COUPON.

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Lowney's shows you how cocoa ought to taste

**PROFITS over 100 pr. ct.
OF ORIGINAL SUM ASSURED.**

The following are examples of Canada Life Policies, in which the Profits added to same have more than doubled the original amounts.

Policy No.	Yearly Premium	Original Policy	Profits Added to 1910	Total Assurance to 1910
125	\$41.84	\$2,000	\$2,286.97	\$4,286.97
886	12.40	800	821.95	1,621.95
989	78.34	4,000	4,039.97	8,039.97
1,203	43.17	2,000	2,005.59	4,005.59
1,694	16.75	1,000	1,005.35	2,005.35
2,157	53.55	1,400	1,415.14	2,815.14

At age 30 a saving of \$14.00 monthly will buy a Profit-bearing Endowment Policy in the Canada Life for \$5,000, payable to you, at maturity in one amount or by way of annual instalments.

Send your name, age and address for a proposition of from \$1,000 to \$5,000 or more.

Canada Life Assurance Co.
C. A. C. BRUCE, Manager, St. John's.

Sensitiveness.
BY RUTH CAMERON.

Once upon a time two women went room hunting in a lodging house at a certain summer resort. At one house they were shown a very pleasant room, neat, attractive, well furnished and fairly reasonable in price, and the woman for whom the search was being conducted seemed almost persuaded. "I like this room immensely," she said to the hostess, who had been unusually agreeable and courteous in showing the room. "I am almost sure I will take it, but I must consult my husband. I'll let you know by Thursday."

That was Tuesday. On Wednesday another room hunter came to this house and fairly fell in love with the room in question. She was told that another party had the refusal of it. She urged the hostess not to mind that. "If you will only let me have the room I'll take it to-day for the whole summer," she promised. But the hostess, being new at the business, and having an unusual sense of honor, said she must wait until she heard from the other party.

Whereupon the applicant, not being in a position to wait, went elsewhere. That was two months ago. The woman who had the refusal of the room has not telephoned yet. Needless to say, she never meant to. Indeed, she was scarcely out of ear-shot before she said to her companion: "I knew that room wouldn't be big enough, but she was so pleasant that I didn't want to tell her that. I am so sensitive."

"But won't you hate to telephone?" inquired the companion.

"Oh, my dear, I shan't telephone."

her. If she doesn't hear by Thursday, she'll know I'm not coming. I wish I wasn't so sensitive (with a smile that showed how proud she was of just that) but I simply can't bear to hurt people's feelings."

Do you know what that woman reminds me of?

Of the kind of folks who are so sensitive that they can't bear to chloroform or otherwise dispose of their pet cats, but are quite willing to leave the poor creatures to shift for themselves during the vacation months, and probably be killed by dogs or die of starvation or rabies.

You don't see the parallel between the two? I do. They both display that peculiar kind of tender heartedness which makes its possessor cruel instead of kind.

Do you know whose feelings that woman was really afraid of hurting? Simply her own. She didn't want to make the effort of saying a firm, decided "No," so she shiftlessly slid out of the situation in that cowardly way.

When the fear of hurting anyone's feelings makes you deceitful and blind to their best interests, you may be pretty sure that it's your own feelings that you are really guarding.

Suppose a surgeon should look at a mortifying finger and say: "I know I ought to cut that off, because, if I don't, the trouble will spread to the whole arm, but I can't bear to hurt the patient."

Suppose a doctor should say: "I know that's the only medicine that will cure the patient, but it's so bitter I hate to ask him to take it."

The tender heartedness that is straightforward, honest and cruel to be kind, if necessary, is certainly a virtue, but the sentimental, deceitful tender heartedness that is kind and thereby cruel, is very much nearer a vice.

Editor Evening Telegram.
Dear Sir,—In looking over the Free Press of the 17th inst., I was surprised to see the following untruthful statement:—
"Cow Head's Welcome.—At 3.30 the Premier left Baker's Brook to go on board the Home. On the way here they landed at Cow Head, and there a most unexpected welcome met them. Volley after volley greeted them, and as the mail boat reached the Beach under the shelter of the new breakwater, fifty fishermen of Cow Head came down and shook the Premier's hand and one and all thanked him for thirty years they have been looking for, but which his Government had built during the past three years."
I could not imagine Mr. Editor, that any sane person could put such a deceitful statement in a public paper. When the Premier landed on the Beach at Cow Head, I am positive that not more than a half dozen men, and most of them were residents of St. Paul's met him, and as for the volleys after volleys which greeted them, well, one gun was fired at the Light House as the Home rounded the Point, and two other men on the Beach fired a gun or two each; and as for the hundreds displayed, I saw a couple of toy tags on a certain store and one or two others some of the school children, but upon a pole. Now, sir, that was all I witnessed and I am pretty confident that I have as good an understanding of what happened on that eventful day as the person who reported the above greeting to Sir E. P. Morris at Cow Head. If that person whoever it may be ever learned to speak the truth, well I am sorry for him, for he has confounded such untruthfulness. Mr. Editor, there is no fifty men residents of this place, and if all the men belonging to St. Paul's were here at the time there may be fifty all told. As for the breakwater, the public money is expended. The breakwater will speak for itself. It is time, Mr. Editor, the Free Press should cease to deceive our people, and in act any public paper which does not take truth for its motto should be given up until it sets nothing but fact before our people.
Yours etc.,
TRUTH.
Cow Head, Sept. 24th, 1912.

Streets Torn Up.

The heavy storm of rain which we had all yesterday and last night not alone flooded houses in many places but tore up the drains and cut great ruts in the streets in several instances. The Council intend to continue the sewer from the Casey St. main along LeMarchant Road to stop washouts on Pleasant Street in future.

DRUNKS ARRESTED.—The police made two arrests last night, both being ordinary drunks.

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.
Cow Head's
Welcome to Sir
Edward Morris!

**12,000 PIECES of
Enamelware Just Opened.**

Last week we received two large shipments of First-Class ENAMELWARE; each shipment from a different factory. This Enamelware is, without-doubt, some of the best we have ever handled. The colorings are perfect, while the enamel is regular throughout; will not rust, and is perfectly free from any poisonous finishing. All the weak or inferior points found in enamel in the past have been remedied. Granite or Enamel is the ideal kitchen cooking ware. Because of the smooth surface and its light weight it is easy to clean and handle. Below we give you some idea of the many different articles for everyday use:

CUPS & SAUCERS	ENAMELWARE	DINNER PLATES
SAUCEPANS		TOILET PAILS
SKILLETS		DINNER PAILS
POTATO POTS		MILK PAILS
BREAD PANS		BATHS, all sizes
COFFEE POTS		BASINS
TEA POTS		WASH BOWLS
DISH PANS		MUGS
JUGS, all sizes		CUSPIDORS
MILK PANS		KNEAD PANS
BOILERS, all kinds	CULLENDERS	
PIE PLATES	LADLES	

QUALITY AND PRICES OF THESE GOODS CANNOT BE EQUALED.

BOWRING BROS., Ltd.

Money Is Invested

for the purpose of obtaining interest. The more interest you get, the more money you will save. We own and offer a number of Securities that will meet the requirements of those who wish to double their interest income—with safety. Ask for particulars.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.
C. A. C. BRUCE, Manager,
St. John's.

**WE HAVE
FAITHFULLY**

considered the Furniture needs and offer a choice line of Furniture that will bring brightness and comfort to the home. Everything here to fit the season. Never here before in larger,

more attractive or better variety than now! For summer time comfort, at home or away. You'll find here much that will interest you.

**U. S. PICTURE
& PORTRAIT CO.**
Complete House Furnishers.
Water Street East.

NO ONE STRONGER THAN HIS STOMACH.

The celebrated Dr. Abernethy of London was firmly of the opinion that disorders of the stomach were the most prolific source of human ailments in general. A recent medical writer says: "every feeling, emotion and affection reports at the stomach (through the system of nerves) and the stomach is affected accordingly. It is the vital center of the body." He continues, "so we may be said to live through the stomach." He goes on to show that the stomach is the vital center of the body. For weak stomachs and the consequent indigestion or dyspepsia, and the multitude of various diseases which result therefrom, no medicine can be better suited as a curative agent than

Dr. Pierce's Golden Medical Discovery.

"Several months ago I suffered from a severe pain right under the breast-bone," writes Mrs. G. M. MURKIN, of Concord, N.H. "I had severe pain, and on for several years. I also suffered from heart-burn, did not know what was the matter with me. I tried several medicines, but they did me no good. Finally, I was told it was my liver. I did not dare to eat as it made me worse. Whenever I swallowed anything it seemed that I would faint—it hurt so. I grew very thin and weak from not eating. Was told to take Dr. Pierce's Golden Medical Discovery. I took five bottles of it, and could feel myself getting better from the first dose. I could eat a little without pain, and grew strong fast. To-day I am strong and well and can do a big day's work with ease. Can eat everything and have put on weight. I wonderfully, I will say to all sufferers write to Dr. Pierce. He has my undying gratitude."

Fads and Fashions.

The paradise plumes of natural yellow are a feature in the new millinery. The very becoming, simple turn-down neck frills are found among the new neckwear for fall.

Some of the newest suits show a slight flare in the skirt of the jacket, whether it be long or short.

Many of the evening dresses have trains finished with a large tassel into which the material is gathered.

Barpins are still fashionable, because they have become a necessity for fastening neckwear and collars.

Charming frocks for sunny autumn days are made of striped rattice trimmed with touches of dark velvet.

Very much in evidence are entire dresses made of pleated tulle mounted on a foundation of crepe de chine.

A costume novel and chic is made of black velvet with a tunic of white fisher net, trimmed with lace and deep fringe.

Quite the thing for automobiling is the limousine coat. It is made mostly of velvet of brocade and trimmed with fur.

Some of the new effective founcings are of linen, and they show floral patterns in blind work with an occasional lace medallion.

Plain frocks are decorated with groups of bar bows. A dark frock can be made much more gay if the bows are of contrasting color.

Muffs are to be larger this winter; in fact, they are to be mammoth size. Also, we will have many original little fittings for the neck.

There is a new material called voile velge. It is distinguished by its quaint snowflake effect; it is of supple texture and exceedingly dainty.

Accordion pleating promises to be very much used, but principally in evening gowns, because it is not very well adapted to street or outdoor wear.

In millinery dark seal brown is very smart. When a brown hat is worn with a dark lingerie dress, there is often a brown ribbon grille at the waist line.

Venetian in a soft shade of ecru is being very much used for the trimming of smart demi-saison gowns. It is combined with finger-width borderings of fur.

Many beautiful ribbons have been shown recently. They are in velvet broche, and in coloring, design and quality they frankly surpass anything ever produced.

Buckles and slides of various kinds will be very much used during the coming winter season, since they are indispensable as accessories to the directoire coats.

Striped materials are being very much used for tailored frocks. Generally speaking, they are very becoming, especially if the stripes are comparatively narrow.

Even the new tailored collars have not escaped the Robespierre fashion. They have the long pointed effect and roll away from the throat in real Robespierre fashion.

**Man Mastered
By His Business**

When a man cannot forget his business when he lays his head on the pillow at night, it is time to consider the condition of his nervous system. Otherwise his business will wreck his future by undermining his health.

For a time he may keep going on stimulants, but if health is to be restored and old-time vigor brought back the nerve cells must be revitalized by such treatment as Dr. Chase's Nerve Food.

A few weeks' use of this great food cure will do wonders for any business man or woman whose nervous system has failed to stand the strain. Gradually and naturally the blood is enriched and vigor and energy are restored to mind and body. Appetite is sharpened, digestion improves, you sleep well and regain the strength which makes you master of yourself and of your business.

Dr. Chase's Nerve Food, 50c a box, 8 for \$2.50, at all dealers of Edmondson, Bates & Co., Limited, Toronto.

We can show you **THE GOODS**, can give you **THE CUT** and **STYLE** and **THE EXPERT WORKMANSHIP**. The largest stock of **TAILORING GOODS** in the city. All goods **UP-TO-DATE**. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER,
Tailor and Clothier, 281-283
Dukeworth Street.

J. J. ST. JOHN.

50 baskets PLUMS, New PARSNIPS, New TURNIPS, New CARROTS, New CABBAGE, APPLES, ORANGES, BANANAS, Lakes Smoked CAPLIN, 25 in Carton, 8c. Choice Boneless JOWLS. McGuire's BREAD.

J. J. ST. JOHN.

In tourist, in pricing tea store in Shanghai, was found that he could purchase a certain kind of tea that if he bought ten more rich. More rich," he explained.