

## 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.

## 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.

July 30, 1911

## 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.



## Ladies' Hats

Ready-to-Wear,

\$1.50, \$2.40,  
\$3.00 and \$3.50.

NEWEST STYLES.

**Robt. Templeton**

## The Inconsistent Sex.

BY RUTH CAMERON.



Which is the inconsistent sex? The older I grow, the more I protest against the accepted answer to that question. Women to be sure, are very inconsistent about some things, but if anyone can point out a greater inconsistency in the feminine character than the average male shows in the discrepancy between what he thinks he likes in a woman and what he actually likes, I shall be ashamed for my sex.

Now one day a girl friend who was visiting this woman, persuaded her hostess to let her do the latter's hair in fluffy ruffles style. The result was surprisingly becoming, but the hostess insisted that she must take it down before her husband came home as he would not approve. Finally, however, she was persuaded by the author of the new headress not to change it. "I bet he'll like it," said the audacious one. "You don't know him," said his wife.

But as it proved she knew him better than he knew himself, for when he came home his greeting to his wife was "Why how nice you look dear. What have you been doing to yourself? If it's that gown, I wish you'd wear it every night." A doctor's wife tells how she meekly adopted all her husband's suggestions as to heelless shoes, boneless corsets, shapeless dresses and ratless hair, and never suspected that she wasn't delighting his eyes until she heard him enthuse over the wives of some new friends. She made an effort to meet the women, and found that without exception they typified the opposite of his suggestions to her.

Again, men will almost invariably tell you that they dislike any sort of perfume on a woman, and yet they cluster like bees about the attractive woman whose affectation of some particular fragrance is one of her attractions.

Nor is it just in little matters like this that men do not know their own minds. Indeed no. Many a man will describe his ideal woman to you one day as a quiet mannered, simply gowned girl with some intelligence and character, and the next day will throw himself at the feet of some undressed, overdressed creature with about as much intelligence in her head as in the puffs that cover it.

Which really deserves to be called the inconsistent sex?

No, on second thought, I don't.

I wonder.

*Ruth Cameron*

## Nature's Way Is The Best.

Buried deep in our American forest we find bloodroot, queen's root, man-drake and stone root, golden seal, Oregon grape root and cherrybark. Of these Dr. R. V. Pierce made a pure glyceric extract which has been favorably known for over forty years. He called it "Golden Medical Discovery."

"This 'Discovery' purifies the blood and tones up the stomach and the entire system in Nature's own way. It's just the tissue builder and tonic you require when recovering from a hard cold, grip, or pneumonia. No matter how strong the constitution the stomach is apt to be 'out of kilter' at times; in consequence the blood is disordered, for the stomach is the laboratory for the constant manufacture of blood. Dr. Pierce's Golden Medical Discovery strengthens the stomach—puts it in shape to make pure, rich blood—helps the liver and kidneys to expel the poisons from the body. The weak, nervous, run-down, debilitated condition which so many people experience at this time of the year is usually the effect of poisons in the blood; it is often indicated by pimples or boils appearing on the skin, the face becomes thin—you feel 'blue'." "More than a week ago I was suffering with an awful cold in my head, throat, and body," writes Mr. JAMES G. KENT, of 710 L. Street, S. E., Washington, D. C. "Some called it La Grippe, some pneumonia. I was advised by a friend to try a bottle of your 'Golden Medical Discovery.' I tried a bottle and it did me so much good that I feel safe in saying it is the greatest and best medicine that I ever took. My health is much better than it was before using your medicine. It does all you claim for it and is satisfactory."



J. G. KENT, Esq.

## Fashions and Fads.

The strapped shoe in satin and colored leather is very smart.

Leather boots in color or in black to match the material used are shown in tailored suits.

Some of the smartest tailored suits and mantles are made of brown or navy velvet of fine quality.

Double mainline and tulle ruffs are worn in black and white, tied around the neck with velvet ribbon.

A long stole of black fox fur looks well on any autumn walking suit, and is never out of fashion.

Very smart just now is the broad rimmed hat, worn tip-tilted—the more tipped it is the more chic it is.

Plain cloth and satin dresses have velvet sashes of a brilliant color, with the uneven ends falling toward one side.

In some of the newest street costumes the coats are entirely of fur, mostly in mole, Hudson seal, ermine and sable.

When the tailored suits are trimmed with fur, very wide, soft muffs are carried to match the fur trimming of the suit.

For early fall, black and white checked fabric coats will be great

favorites, the dice-sized checks being especially favored.

A charming blouse is designed of white mousseline de sole over blue taffeta and trimmed with mink fur and small buttons.

More popular than ever are the bead tunics, mostly of net and carrying out the irregular and picturesque effects that prevail.

If the suit is in three pieces the waist should match in color, either in chiffon or hand-embroidered material with touches of lace.

Very attractive separate blouses of white satin appear in a variety of styles, amber buttons giving a touch of soft coloring to many.

A very suitable model for a young girl is of dark blue velvet, simply made with white revers and Venetian lace collar and cuffs.

Pom poms in soft silk, which give a brush-like effect, and pom poms of fur tails, make a very effective trimming on the newest hats.

Old gold is the newest tone of the autumn, and it is vastly becoming. It is, of course, merely a "touch" tone and not used for entire garments.

Tulle may be seen in the smartest of neckwear, making attractive collars and jabots that add much to the otherwise plain gown.

A question of importance in selecting a travelling coat is the color; it should be of a neutral tone, beige or gray, which will accord with any frock.

Many of the new blouses combine the broad revers with the new Robespierre collar, and they are very becoming to nearly every kind of figure.

A very charming gown is made of salmon pink satin veiled with gray mousseline de sole draped with a tunic of white lace, black velvet forming the girdle.

The picture hat is never out of fashion. Very becoming this year are the soft velour hats trimmed with a band of fur around the crown and one sweeping white plume.

The extreme Empire lines on which some of the newest creations of the French couturiers are cut, seem to defy the so-called tendency to return to the normal waist line.

Scarfs of ostrich feather are the correct thing, and they are very much worn in Paris. They are either very short or of medium length, the long ones are usually for evening.

Charming tea gowns are made of damask silks and trimmed with gold

## NEW ARRIVALS.

Now due large stock of new Vegetables and Fruit.

250 brls Choice Apples, assorted kinds.

25 bags P.E.I. Turnips  
100 bags (dry as meal) POTATOES.

20 brls Green Cabbage  
25 only 11 qut. Table TOMATOES.

10 brls Jam. Oranges  
50 cases Silverpeel ONIONS.

40 kegs Heavy Green GRAPES.

**SOPER & MOORE.**

## The Thing That Counts.

Did ever jewel rare outshine  
A heart that's pure within.  
That ope's alone to love divine  
And bolts its gates to sin?

O tell me is a gentle mind  
Less dearest than palace gold?  
The soul that joys in being kind  
Hath peace and rest untold.

Has ever monarch's throne more love  
Than lowly cottage home  
Resting in sunbeams from above,  
Smiling 'neath heaven's dome?

An honest thought is nobler far  
Than all that wealth can buy.  
Truth shines divinely like a star  
That gems the midnight sky.

And so to do what'er is right  
Is sure a Godlike plan.  
He is, whose soul fears not the light  
A noble, honest man.

## A Mad Story.

The following story is told by a writer in a Paris Journal. A lunatic, whose name was Legend, and who lived in a village, developed such alarming symptoms that an order for his removal to an asylum was obtained. The Garde Champetre was ordered to take him, with the aid of a local baker, to an asylum a few miles away. On the road, however, the unatic became quite lucid, and showed a very strong objection to going to an asylum. The Garde Champetre consulted with the baker, and they decided to humor him by offering him drinks, in which they joined. But before they left the bar they had imbibed so much that all three reached the asylum in a state of intoxication. Which of the three is it? wired the superintendent to the Mayor. "Legend," was the reply. But this was endorsed by the telegraph operator Le Grand, thus indicating "the tail ne." As the Garde Champetre was older than the other two he was designated and the lunatic and the baker returned to the village, where the unatic, who was the first to become sober, told the story.

Only One "BROMO QUININE," that i  
Laxative Bromo Quinine  
cures a Cold in One Day, Grip in 2 Day

*E. W. Brown*

and silver laces. Silk crepe de chine and charmeuse are also very good for tea gowns over negligees.

## Chafed and Aching Feet

How far can you walk without suffering in one way or another from discomfort to your feet?

Modern footwear is a prison house and the result is chafed, scalded, inflamed feet.

You can get a world of comfort by using Dr. A. W. Chase's Ointment when your feet give you trouble. This treatment is so delightfully soothing and healing that it helps you as soon as applied.

Unlike insensate powders which clog the pores, Dr. Chase's Ointment makes the skin soft and smooth and prevents corns and bunions.

When the feet are chafed, scalded, itching and tired it takes out the stinging and burning and its benefits are both quick and lasting.

In scores of ways Dr. Chase's Ointment is of the greatest value in every home, as a means of relieving itching, healing the skin and curing all sorts of chafing and skin irritations and diseases, etc. a box, at all dealers or Edmanston, Bates & Co., Limited, Toronto.

MINARD'S LINIMENT FOR SALE EVERYWHERE.

## Men's Shirt Special

**MEN'S  
TUNIC SHIRT,  
75 cts.**

Received from large maker at special figure to clear. Regular prices would be \$1.00 to \$1.20. A marvellous range of patterns and colorings; double and single cuffs.

**G. KNOWLING.**

## New Caps!

THE LATEST, at  
**THE K. & A. STORE.**

PRICES:

**45c. to 95c.**

EACH.

G. F. Kearney *The K. & A. Store* J. M. Atkinson

## The Following Brands of TEA

are known throughout the Island for

**Unvarying Quality,  
Delightful Flavour.**

Sold Wholesale in Half Chests.

**Chester, Lotus, Hazlefield,  
Forest, Lomax, Belmont.**

Fresh Shipments expected next week for the Fall Trade.

Now is the cheapest time to buy.

Teas are up again in Ceylon.

Send your orders now for delivery any time this fall.

**HARVEY & Co.**

## OUR TWO FACTORIES

are working overtime supplying the demand for our popular branded Suits and Overcoats.



FITREFORM.  
AMERICUS.  
TRUEFIT.  
THE MODE.  
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PROGRESS.

These brands represent our high-class make and style only. We make a large assortment of prices in each.

Wholesale only.

Ask your dealer for these brands and get the best.

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