

STILL LEADING

For over thirty years we have been the Leading Tailors of the City, and we're still going some.

Just arrived, the Largest and Best selection of SPRING SUITINGS and OVERCOATINGS ever shown in the city. Personally selected in the English markets.

NO TWO ALIKE.

Style, Fit and Finish the Best in the City.
English or American Cut.

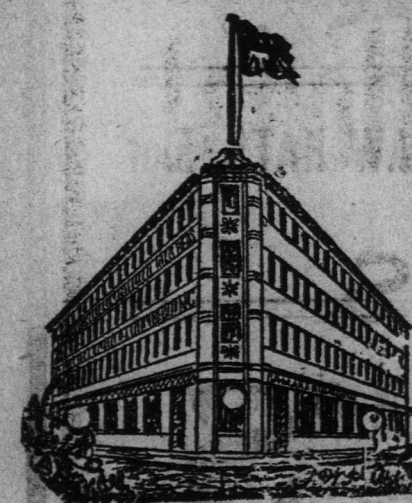
CHAPLIN'S,

The Store that Pleases.

THE BIG FURNITURE STORE

We have just opened an immense lot of Bamboo and Rattan Goods. Everything new and fancy.

BAMBOO.
Book Shelves, Music Racks, Ensembles, Walnut Stools, Tables, Flower Stands, Umbrella Stands, Tea Carriers.
RATTAN.
Rockers, Chairs, Divans, Tables, Cradles, Work Baskets, Music Racks, High Chairs, Child's Rockers. SEE OUR WINDOW DISPLAY.



CALLAHAN, GLASS & Co., Duckworth & Gower Streets.

MOTOR BUS

WILL LEAVE G. P. O. DAILY

FOR BOWRING PARK at 6.25

for the convenience of business men residing on Waterford Bridge Road, and, weather permitting, at 7.15, 7.45, 8.15 & 8.45.

Last return from Bowering Park, 9.15.

BANANAS.

BURT & LAWRENCE,

14 NEW GOWER STREET.

Box 245

'Phone 759.

For Sale!

400 barrels Ham Butt Pork,
300 ditto Short Cut Clear,
100 ditto Ex. Choice Spare Ribs,
250 ditto Boneless Beef,
200 ditto Bos Flank Beef,
200 ditto Plate and Packet Beef.

Harvey & Co.'y.

What Some Things Cost.

By RUTH CAMERON.



Every good thing in this world must be bought at a good price. Only nothing may be purchased for nothing. Few people stop to realize how much an exceptionally attractive appearance costs, not only in money but in many other ways. I was reminded of this the other day when one woman said to another: "I wish I could wear white as much as you do. It is becoming to me, but I simply can't keep it clean, and cleansing costs so much. How do you manage to keep so spotless?"

The other woman had worn a white corduroy suit to functions all winter and usually wears white house gowns in the afternoon at home, although she does her own housework. She looked down at the spotless white gown which she was wearing at the moment and answered, "I'll tell you how I can keep things better than most people. It is because I never have my mind off my clothes for a minute when I'm wearing anything like this. I don't make a move without thinking of them. I think of other things on top, but that is a

constant undercurrent of thought with me. At that answer a new light broke upon me," as our friend Mrs. Malaprop says. All at once I understood the preoccupied expression which I had so often seen on that woman's face.

A certain woman buyer for a big department store always tries to utter in her person the last word in coiffing and grooming. Now, this woman told a friend that three hours a day would scarcely cover the time she spends in putting on her clothes and doing her hair. She is so entirely point device that she really seems ultra well groomed. That means that over and beyond all the money and thought and study which she expends, she also pays one-eighth of her whole life, or about one-fifth of her waking time, for her stylish appearance.

Is it worth it? Pretty clothes, attractive coiffing and good grooming are by no means to be despised, but I think it is possible to pay too high a price for them. We do not like to pay too high in money for anything; when we do we feel cheated. I think we should be just as careful how we pay more than a thing is worth in other currency.

Ruth Cameron

Household Notes.

Table jellies mixed are delicious—pineapple and raspberry, or lemon and cherry, according to taste. A jelly added to stewed fruit improves it and thickens the syrup. Sufficient may be added to make a mold and turn out to serve with cream of custard.

A substitute for egg is made by preparing a thick paste of flour and water, then dip the fish or cutlet to be fried into batter, and with a little buttermilk. You will find this answer well, giving a beautiful brown appearance and preserving the delicate flavor.

When making a baked custard, add two tablespoonfuls of breadcrumbs.

Delicious with stewed fruit. When making a boiled custard, add a spoonful of corn flour, mixed with a little cold milk, and boil in the usual way. This just thickens it and prevents burning.

Fish scrambled on toast is a good luncheon dish. Any good white fish left over may be shredded, seasoned with pepper, salt, saffron and lemon juice. Heat the fish with a little butter in a saucepan, add two beaten eggs and spread the mixture on toast dipped in salted water.

Spiced jelly for decorating meat dishes is made with gelatine—a boxful soaked in a cup of consommé. Let the liquid simmer and add a cupful of tarragon vinegar, two tablespoonfuls of fruit juice, any kind, and two of lemon juice, and a teaspoonful of salt. Cook five minutes, strain and chill.

To make lemon sponge, dissolve a pint packet of lemon jelly and allow to cool. As the jelly begins to get, add the whites of three eggs and whisk until the mixture is frothy. Pile in a glass dish and allow to set. Sprinkle the top with chopped pistachio nuts, or decorate with strips of angelica or cherries.

For boiling water starch, use one tablespoonful of the best white starch, three tablespoonfuls of cold water to mix, half a teaspoonful of borax to gloss, and a bit of wax to make the iron glide smoothly. Pour on boiling water, stirring until the starch is cooked and looks semitransparent, dilute with cold water if required. For starch water, use one tablespoonful of this standard starch to half a pint of cold water.

Twice Proven Cure for Nerves

Irritable, Hysterical, Sleepless, Dr. Chase's Nerve Food Restores Health.

There is a message in this letter for thousands of women who are suffering from broken-down nervous systems. Sleepless nights, much irritability over little things, spells of dizziness and nervous sick headaches are among the symptoms.

"You may not realize the nature of your ailment until nervous prostration comes upon you. But in whatever stage you find yourself, Dr. Chase's Nerve Food is ready to help you."

Mrs. W. J. May, 38 Annette street, Toronto, writes: "Some years ago I suffered from nervous trouble, and took Dr. Chase's Nerve Food, which completely cured me. About six months ago I received a shock which again shattered my nervous system to such an extent that I was irritable and hysterical, and could not sleep nights. I began to use the Nerve Food again and was not disappointed. I am now a large number from St. John's will attend and that it will be an entire success."

Falling Trade With Canada.

Indictment of British Manufacturers Beaten by America—Insufficient Energy and Lack of Knowledge.

British export trade with Canada is losing ground in favor of the United States. This disquieting fact is the subject of a warning to British manufacturers by His Majesty's Trade Commissioner in Canada and Newfoundland—Mr. C. H. Wickes—in his report for 1912 on the trade of the Dominion, issued last night.

First the report deals with the amazing growth of Canadian trade. This trade in 1912, both import and export, continued to show great expansion, the gross figures for the twelve months ending December 31st 1912, for the first time, exceeding \$200,000,000.

In eleven years (1902-1912) imports have trebled, exports have increased by 73 per cent, bank clearings have increased 350 per cent, and revenue from Customs has trebled.

Between 1896-7 and 1912-3 imports from the United Kingdom for consumption in Canada quadrupled in value; but, nevertheless, the proportion of imports from the United Kingdom to the total imports from all countries showed a decline of 7.3 per cent. It should also be noted that during the last two years there has been a very marked falling off in the United Kingdom's share of dutiable imports.

Why Britain is Beaten.

The decline in the proportion of imports from the United Kingdom, which has been gradual and consistent, is a serious matter, states Mr. Wickes. The trade so lost to that country has not been divided between a number of other countries, but has been almost entirely absorbed by the United States.

Criticizing the trade methods of United Kingdom firms, Mr. Wickes states that Canadians each year send representatives to England and Europe to buy, and it is contended that had the British manufacturer shown half the energy, or gone to the expense that the Canadian firms annually incur on behalf of their business, the trade of the United Kingdom would occupy a far more commanding position than it does to-day.

That British manufacturers have failed to secure the share of the Canadian import trade to which they are entitled is partly due to the fact that so few of the British merchant houses have thought it worth their while to start offices in such centres as Montreal, Toronto and Winnipeg. The American manufacturer, on the other hand, has largely built up his trade in overseas markets by sending direct representatives to study the conditions on the spot.

"It must be admitted," adds the report, "that the majority of British manufacturers have not learned the essential details governing direct trade with an overseas customer, and to this fact may be traced the larger number of the criticisms directed by the Canadian against the British manufacturer."—London, June 25th.

ENJOYABLE GARDEN PARTY.

An enjoyable Garden Party will shortly be held at the Priests Farm, Ferryland. It is safe to say that a large number from St. John's will attend and that it will be an entire success.

HOSE!

This week's special is Child's, Misses' & Ladies

Hosiery,

in Cashmere, Lisle, Silk, Fancy Embroidery and Gauze.

EXTRA VALUES.

Child's, all sizes, 16c. pair Ladies' Black and Tan Cotton, Cashmere, Rib and Plain, 25c. pair.

Soper & Moore.

Suffering Drives Engineer to Suicide.

Plunged in Wreck, Bess Becomes to Put End to His Agony—Testing New Engine When Accident Occurs—"For God's Sake Put Me Out of this Living Hell!" He Pleads.

Decatur, Ala., July 21.—Caught under an overturned locomotive in the Louisville and Nashville yards here, Houston G. Fleming, a twenty-six year old engineer whose wedding date was set within the week, killed himself by cutting his throat with his pocket-knife to bring relief from the agony he was suffering. With his legs crushed and steam fairly cooking his body, the young man begged fellow-workmen to kill him. The men refused though they could not rescue him from the wreck.

"For God's sake," the young man cried, "but me out of this living hell; kill me!"

Beneath the tangled mass of machinery the man's white face was seen by the crowd. Then, with half paralyzed hands, he managed to grope toward a pocket of his coat. Out of it he brought a penknife. He opened a blade of it with his teeth.

"Well, if none of you men have the nerve, I'll do it myself."

Without hesitation he drew the blade across his throat. He made a deep wound that severed the jugular vein, and that instant the suffering man escaped his agony.

With Floyd Hamlin, an air inspector, Fleming was testing the engine. A new one in the railroad yards. It was a big machine, devised for service on long distance express trains. While it was speeding through the yard a switch engine shot up on a side track, lurched into a switch, and crashed into the side of the big locomotive, causing it to turn turtle.

Hamlin was thrown from the cab, and his skull fractured. He was unconscious, and died in a hospital later.

John Smith, a fireman, who was a witness to Fleming's terrible and dramatic death, said:

"It was too awful to look at. And we couldn't do a thing for Fleming—one of the best liked men among us. We lost no time in getting the wrecker down here and trying to lift the engine, but the wrecker wasn't big enough to lift such a big locomotive. And all we could do was to stand there and see him suffer and hear him beg us to kill him. He was so much fearful pain, it seemed almost light that somebody should do as he asked. But, of course, none of us could bring ourselves to do that. And finally the boy got out his own knife, watching him for any of us to think of taking the knife away from him. We just stood there, staring while he cut his throat."

The wedding of Fleming was to have taken place in a few days, and his fiancée is prostrated by the tragedy.

Locked In Small Boy's Breast.

Locked securely in his breast for over a week, little ten-year-old Jackie Robinson, of 41 Fulton street, kept a tragic secret. On Friday, 6th June, his seven-year-old playmate, John Kuitia disappeared and yesterday his little body was recovered from the river. "Sobbing bitterly," Jackie told the detectives sent to find him that he and his chum had gone down to the river against their parents' orders, and played at launching sticks with pebbles on them to represent cargo boats. John Kuitia overbalanced, fell in, sank, and was carried away by this current. The frightened onlooker rushed home, but fearful of punishment for his disobedience, kept his lips sealed.

Latest Attractions in POUND GOODS.

White, Pink and Blue Voile at less than half the price if bought by the yard. SATEENS, PERCALES.

and BLOUSE MUSLINS, SERGES, TWEEDS, DRESS CLOTH, LAWNS and SHIRTINGS, FLANNELETTES.

QUILT COVERINGS, QUILT PATCHES, etc., etc., etc.

Give us a call and let us show you our stocks. Outport orders given strict attention.

GEORGE T. HUDSON,

367 and 148 Duckworth Street.

The Employers Liability Assurance Corporation,

Limited, OF LONDON, ENGLAND.

Accident, Liability, Health & Fidelity Guaranteed.

For particulars apply to

W. & G. RENDELL, St. John's.

Agents for Newfoundland.

"Scotia" Six per cent Debenture Stock, Seasoned Security.

Safe as regards Principal Invested. Sure as regards Interest Return.

Secured by Assets valued at nearly

Five Times Amount Debenture Stock Issued.

Price 98 and Interest.

F. B. McCURDY & CO.,

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager,

St. John's, Nfld.

The Surplus Earned.

In 1912 the Canadian Life earned surplus of \$1,530,667, exceeding by over \$237,000 the earnings of 1911, and by a much larger amount the earnings of any previous year. This is of importance to policyholders, for their Dividends must come from this account.

CANADA LIFE ASSURANCE CO.

C. A. C. BRUCE, Manager,

St. John's.

LOAD your camera with Anso Film and make clearer, more artistic photographs. This film has chromatic balance—it reproduces color tones in their correct values. It has latitude that compensates for mistakes in lighting and timing, making good results more probable under all conditions. Non-curling, easy to work and handle. Sizes to fit all film cameras. Anso Cameras, Cyko Paper, Pure Chemicals. Expert developing and printing. HOLLOWAY STUDIO, Ltd.

ANSO FILM

Refrigerators.

"Star" Cleanable, \$11.50

The "White Mountain" has the only perfect system of chilled dry air circulation.

PINE ICE CHESTS, \$7.70.

REFRIGERATOR, galvanized lining, \$19.50.

REFRIGERATOR, White Enamel

\$47.00, Germ Proof and Sanitary

REFRIGERATOR



ICE TONNS, ICE PRICKS

ICE CREAM

G. KNOX

Special S. A. Services.

The meetings at the S. A. Citadel, New Gower Street, yesterday, were of more than ordinary interest and were very largely attended. At the eleven o'clock service Adjutant Drago of Bonavista, was in charge and preached a most fitting and forceful sermon from the text: "Thus saith the Lord, your Saviour, in all things." At 7 o'clock the service took the form of a memorial to the late William Moore. A number of the soldiers spoke, all testifying to the exemplary life of their promoted comrade.

Mr. Short, a member of the People's Palace Corps, Boston, U.S.A., was present and gave a short address, dealing with the uncertainties of life, and the need of preparation for the great journey which all must take. Capt. Stratford read the scriptures, taking her text from Job 38, 11: "Hitherto shalt thou come, but no further; and hence shall thy proud waves be stayed." Rev. Dr. Simpson, of Idaho, U.S.A., was also present and took part in the service. It is possible that Dr. Simpson will address the meeting at the Citadel on Thursday night, July 31st.—J.M.

Fogota Here.

The s.s. Fogota, Capt. Baxter Parhour, reached here yesterday morning. The ship had fine weather during the trip but at times there was heavy fog. The captain reports trap fishing in places far and at times places poor in Fogota district. About the Wadhams it is better than at first reported. The ship brought a small freight and a number of passengers.

T. J. E.

Kellogg's Toasted Corn Flakes, 12c. package. 100 doz. Pure Gold Jelly Powders. Fidelity Hams. Fidelity Bacon. Wiltshire Bacon. English Ox Tongue in glass and tin.

T. J. E.

Duckworth St. and