

The Canada Life.



C. A. C. BRUCE, Manager, St. John's,
July 20, 1912
Canada Life Assurance Co.

We know of an Issue of Bonds of a Public Utility Corporation

That has an exclusive franchise. Has a management that is making good.

A Board of Directors that is thoroughly familiar with the kind of business carried on.

Assets equal to more than twice the amount of bonds issued.

Net earnings that show a steady increase amounting to 24 per cent more than those for the corresponding ten months of the Company's previous fiscal year.

These bonds can be secured to yield six per cent, on the money invested.

We shall be glad to give you full particulars of this issue upon request.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.
C. A. C. BRUCE, Manager, St. John's, Nfld.
July 22, 1912



John T. Kelly,
MARBLE
and Granite Dealer,
HEADSTONES
AND MONUMENTS.
Latest Designs.
Orders executed promptly.
First-class workmanship. Plans and prices sent on application.
324 Water St.,
(Opp. A. L. S. and Sons.)
P. O. Box—411

Shop in New York Pay in St. John's.

This our second shipment of ONE PIECE DRESSES and TUB SUITS affords you the pleasure of making your selection from identical goods as are being shown in New York's best stores, and New York's "fair sex" shoppers demand the utmost style and value for their money.

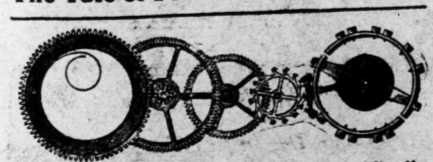
These DRESSES and SUITS come in a beautiful FRENCH FINISHED LINON, in colors of Copenhagen and Light Tans, Trimmed White and Green.

The SUITS are in Tan and White only—in the new NORFOLK style now being worn by all good dressers on Atlantic City's boardwalk.

No first choice in these goods—they are all beautiful. Come when you can—but come before they are all sold to avoid disappointments.

J. M. DEVINE,
THE RIGHT HOUSE.

The Tale of Perfect Time in a Watch



From Mainspring to Hairspring, between them lies the secret.
The Mainspring is the power which it transmits to the active parts of the watch. The Hairspring has the control and regulates the motion. The fitting is most delicate; imagine a tooth part of a hair. (Impossible in its fit) Yet it is enough to interfere in its performance, so wonderful is the adjustment. The friction from accumulating dirt; lack of oil, etc., destroy these perfect fittings. Do not let your watch run to ruin from neglect. Remember our business is the cure of watches, and our opinion costs nothing.

Watch and Jewellery Repairs.

Send your Watch and Jewellery Repairs by Mail or Express and get the best. Repair service in Newfoundland. Estimates given by return mail, and if not satisfactory, we return your work at our expense.

D. A. McRAE,
Watchmaker & Jeweller,
295 Water Street.

Advertise in the TELEGRAM

Dr. Wakefield on Public Health.

Editor Evening Telegram

Dear Sir—It is only since leaving St. John's on my way to Britain that I have had leisure to examine the recently issued Vital Statistics for 1911. I find that the deaths attributed to Tuberculosis of the lungs show a slight increase, both in St. John's and in the Colony, over the number of those recorded as being due to this cause in 1910. Fearing that these figures may discourage some of these taking part in the present campaign against "The White Plague," I venture to send you a consideration of these figures as they appear to me. I hope that this will cheer up any who are inclined to be discouraged. In the first place I am fully in agreement with prominent medical authorities in Newfoundland who maintain that statistics for so short a period as any one year are of no value in estimating the increase or decrease of so lingering a disease as Tuberculosis. The duration of an average fatal case of Tuberculosis is generally considered to be about 4 years. (falling health 1 year, partial disability 1 1/2 years, total disability 1 1/2 years. It is therefore reasonable to suppose a hard winter, as other common hardships, would carry off an unusual number of these nearing a fatal issue. Secondly, public interest recently has been more and more focussed upon the terrible ravages of Tuberculosis in the Colony, and I believe that this has caused the recognition of many cases which would otherwise have been attributed to Pleurisy, Broncho-Pneumonia, or one of many other conditions. This has been the usual experience when interest has first been aroused in the disease according to the experience of Dr. Livingston Barrand, Secretary of the S. Association for the Study and Prevention of Tuberculosis. For he writes: "It is inevitable that an impatient public should demand results before definite results can be forthcoming. A drop in the mortality curve of a slowly developing and slow progressive disease, such as Tuberculosis, is not a matter of months but rather a matter of years. It would seem to me unjustifiable to expect results in an observable diminution in mortality for five years to come, I think, however, we should have in decisions by that time, and ten years should afford indisputable proof. Also: "In spite of the fact that the first results of this concentrated activity and interest of greater accuracy in mortality and morbidity statistics and that an actual decrease might appear in official reports as an apparent increase in the disease, there is evidence in some quarters that a direct response to the organized movement is already forthcoming." Thirdly: "Although the number of deaths from Tuberculosis of the lungs has increased, the total number of deaths from all forms of Tuberculosis has decreased from 75 to 73. While on the subject may I add a few further remarks: While on the voyage I have been busy studying the eleventh annual report of the Canadian Association for the Prevention of Tuberculosis. I have been deeply impressed by the fact that nearly all the recorded speeches by the most celebrated doctors on the west of the Atlantic, together with many of the reports from the local associations dealing with the subject

SALLOW FACES

Often Caused by Tea and Coffee Drinking.

How many persons realize that tea and coffee so disturb digestion that they produce a muddy, yellow complexion?

A ten days' trial of Postum has proven a means, in thousands of cases of clearing up a bad complexion.

A Wash. young lady tells her experience:

"All of us—father, mother, sister and brother—had used tea and coffee for many years until finally we all had stomach troubles more or less.

"We all were sallow and troubled with pimples, breath bad, disagreeable taste in the mouth, and all of us simply so many bundles of nerves.

"We didn't realize that tea and coffee caused the trouble until one day we ran out of coffee and went to borrow some from a neighbor. She gave us some Postum and told us to try that.

"Although we started to make it, we all felt sure we would be sick if we missed our strong coffee, but we tried Postum and were surprised to find it delicious.

"We read the statements on the pkg., got more and in a month and a half you wouldn't have known us. We all were able to digest our food without any trouble, each one's skin became clear, tongues cleaned off, and nerves in fine condition. We never use anything now but Postum. There is nothing like it." Name given by Canadian Postum Co., Windsor Ont.

"There's a reason," and it is explained in the little book, "The Road to Wellville," in pkgs.

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

What Does the Governor Think?

Special Evening Telegram.

TILTING, July 23.

The man we are proud to honour visited us on Saturday. He arrived just before the burial of an old and respected lady, and the outward demonstrations of our appreciation were deferred until the evening when the harbor belched forth volleys of musketry equal to cannon to show that hearts at Tilting were true to wards our leader and the great friend of the sons of toil in this country of ours. Long will we remember the visit. The President is not a jinker, for our best day's real trapping this year came with him, and many of us were very busy. He remained and held a meeting Saturday night. Every Union man in Tilting gave up their work to listen to the man who has accomplished so much benefit for us during the last three years. His speech ended at midnight, he having spoken over two and a half hours. The speaker received an ovation as he arose to speak that shook the parish hall. He was continually applauded and as he sat down the audience showed their approval by rounds of applause and cheers. Tilting intends to do its part when voting day comes. We are solid Union men determined to work our ballots to transfer real political power from "get rich quick" politicians to the shoulders of the peoples own selected candidates. "Maker will be supported and Union men we intend to remain. The President visited the union store which is being erected and which we hope to complete the coming fall. Guns fired at Joe Batt's Arm and Barrd Islands on Friday and Saturday morning as the President left were heard here. The district is stirred up and the union fire is brighter than we ever thought it could be by the President's visit, long may he remain to uphold our cause. Long may the F. P. U. rule our island and defend the right of the sons of toil. The President left for "Oakville" in his motor, accompanied by several friends who accompanied him to Joe Batt's Arm. Now what to the Chronicle, Plaindealer, Guardian, Star and the Governor think of the People's Union and their universal approval of their leader's actions. Will they yet attempt to be blind? On behalf of Tilting Council.

(Signed)
PATRICK GREENE, Chairman
DANIEL FOLEY, Secretary.

confirm the well known statement of Dr. Newsholme and the other leaders in the fight with this monster disease in the Old Country, in fact I think I am not going too far if I say that all the prominent leaders in the west of the world, and all the leading medical practitioners in Newfoundland, believe that in order rapidly to decrease the amount of suffering and the number of deaths from Tuberculosis in Newfoundland, two things are most necessary. These are: (1.) A law to stop spitting in public places for long will men allow the lives of themselves, their wives and above all their small children to be endangered by careless dirty persons indulging in their dangerous habit? (2.) The isolation of advanced cases who by their habits or conditions are a public danger, in that they are scattering the seeds of disease and death amongst all those about them. Persons with Smallpox, Cholera, or The Plague, are kept in isolation, by force if necessary. Why should not those with Tuberculosis, which causes far more suffering and death than Smallpox, Cholera and The Plague all put together. (This course does not apply to those willing and able to take the necessary precautions, for it cannot be too deeply impressed that clean and careful consumptives are no danger to the community.) Sir, I have been deeply impressed by the unanimity with which the foregoing opinions are held by all authorities on the subject that I know of. I therefore feel that the only course for me to take is to lay them before the public through your valuable columns. Finally: The above mentioned report focuses the attention of readers on the consensus of opinion expressed by so many eminent authorities on the vital necessity for:— (1.) Efficient inspection of food-stuffs, particularly milk and meat. (2.) Especial attention to children. It shows that Tuberculosis is very frequently acquired in childhood, but does not develop until later years. Owing to the great recuperative powers of childhood very much may be done to counteract this evil by:— (a.) Medical inspection of school children. (b.) PREVENTORIA and open air schools. Attention is also directed to the unusual arguments against the erection of Sanatoria in any neighborhood by local residents. As this is likely to occur very shortly in Newfoundland, it may be well to explain this more fully. The usual arguments advanced by local residents against the erection of sanatoria in their neighborhoods are:— (1.) Danger to the community. (2.) Injury to business. (3.) Depreciation of surrounding property. The report claims that there is no truth whatever in these assertions, in fact all available

statistics prove: (1.) That there is no place in which fewer persons contract Tuberculosis than in a properly run sanatorium. (2.) That local business is increased. (3.) That surrounding property goes up in value. Dr. Newsholme, who is probably the greatest living authority on these matters, holds the same views. The above mentioned report published by Messrs. James Hope & Sons, Ottawa, is full of interest and information, and anyone who is interested in this all-important subject could not do better than obtain a copy and carefully study the contents. With apologies, Mr. Editor, for taking up so much of your valuable space, I remain,
Yours sincerely,
A. W. WAKEFIELD.
Kendal, 28 June, 1912.

"Taking His Losses!"

THE VALUE OF EVERY BUYING DOLLAR IS DOUBLED NOW AND EVERY SELLING DOLLAR IS CUT IN HALF.

BY J. R. HAMILTON.
These are the days when every merchant is "taking his losses." That is why they also should be the days when you are making your gains. Baron Rothschild said that he "found his fortunes by buying cheap and selling dear." This is just as much the road to wealth for every home as it was for that great financier.
We don't seem to realize that things must be sold cheap at times and will be sold dear at other times.
You can't look at the advertising in this paper to-day without finding "doubt" money's worth in almost everything you are accustomed to buy.

Much of the merchandise you do not need right now. But you are going to need it later; so why not buy it now. When every store is unloading, it is time for you to load up.

A dollar in a saving bank will only earn three cents if it works a year. But a dollar put into the right kind of merchandise in July and August can easily earn fifty cents in a single month.

If you are going to need furniture or rugs or a piano in the fall now is the time to purchase—not two months from now.

What if you don't need shoes or clothes or underwear this week? If you can get five dollar shoes for three or four dollars by buying this week; if you can cut a third off the price of your clothes or underwear; if you can bring down the cost of your house needs twenty-five per cent, there isn't any bank or investment in the world can equal that.

Every store and every factory is clearing its stock at this season of the year. They are all selling cheap because they must all make ready for the coming fall.

And when they are compelled to sell cheap, then is the time above all others when you are able to buy cheap.

This paper now is filled full of clearance sale advertising. Every page is a money-making page for you. Pick over every advertisement large and small. Figure out not only what you need right now, but what you are going to need in and in that way double the buying of your pocket-book.

Fire Alarm.

At 7:45 p.m. yesterday an alarm of fire was turned in from box 38 in Brazil Square bringing the Central and Western firemen to the residence of Mr. T. J. Malone, grocer, of Gower Street. Mr. Malone's little boy, James, who was about going to bed in the top of the house, a three story building, procured some matches and ignited the window curtains. Const. Humber saw the blaze from the street, ran up stairs in the house tore down the blinds and quenched the fire with a few buckets of water. It was well for the child that the fire was discovered so quickly. Little damage was done.

How Nerve Cells Are Broken Down

Every man or woman who works with the brain uses up daily an enormous amount of nerve force. Millions of tiny nerve cells are broken down and must be replaced if mental and bodily efficiency is to be maintained. If brain fog, headaches, sleeplessness or irritability set in, the evidence is plain that nature is not rebuilding as fast as work is breaking down. You cannot allow this depleting process to continue long if nervous prostration or paralysis is to be ward off.
Dr. Chase's Nerve Food will help you to get the balance on the other side of the account, so that each day will add a little to your stock of health and vitality. A man whose work is largely intellectual may keep going with health below par, but the brain worker must have a clear head or fall behind in the race. Restore the wasted nerve cells with Dr. Chase's Nerve Food and know the joys of good health and success.
Dr. Chase's Nerve Food, 50c a box, 6 for \$2.50, at all dealers or Edman-son, Bates & Co., Limited, Toronto.

TO-DAY THE NICKEL! TO-DAY Another Brilliant Offering.

PAST TIMES OF THE PLAINS.
A typically Western subject Rancheros—Cowboys—Mexicans—Lariat-throwing, Bucking Bronchos, Lassoing, etc.
GONE WITH A HANDSOME MAN.
A Vitagraph adaptation from Will L. Carleton's poem. A distinct novelty, with Maurice Costello in the leading role.
Wedding Bells—A beautiful Edison heart interest story.
That City Fellow—A Rural Photoplay.
COMING! The most wonderful film of this decade,
THE DELUGE.
A magnificent Biblical Production by the Vitagraph Company.

Mackintoshes

\$7.00.

AT THE
The K&A Store The Young Man's Store.

Make it a point to buy original bags or barrels



Make it a point to look for this Trade-Mark on every bag and barrel you buy

R. G. ASH & CO., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.

Serravallo's Tonic

(Bark Iron and Wine)
Gives Health and Strength.
Sold by Drug-gists throughout the Island, and
EAYWARD & CO., Distributing Agents

In Every Household
"Bulldog" Brand TEA
Is First Favorite.
WHY?
Because in the blending of it there are combinations acceptable to every taste the whole year round.
It won its Favor through its Flavor.
TRY IT! You will be pleased.
40c. lb.
5-lbs. for 36c. lb.
T. J. EDENS, Sole Importer.