

ABSOLUTE SECURITY THE PROFITS PROFITABLE POLICIES

allotted to Canada Life Policyholders in 1910, amounted to over **\$2,000,000.00**

and the large increase in Surplus for the past year insures that Canada Life Policies will continue to be profitable.

Mr. J. B. T. — insured under Policy No. 051,854, writes: "I desire to express my satisfaction with the outcome on my policy in your Company for \$2,000. I can now draw in cash over \$700 more than the total premium paid, and besides I have had insurance protection for twenty years."

At age 30 a Profit-bearing, 30 year Endowment Policy of \$5,000 can be purchased for a quarterly investment of \$44. This amount, together with accumulated profits, will be paid to you in one sum or in a number of instalments, as desired.

It will pay you to invest in a Canada Life Policy. Ask for a proposition suited to your age and means.

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,

July 30, 11

New Lumber!
Four Million ft. Last Year's Cut,

Thoroughly dry and clean Pine and Spruce.
Landing every day at our wharves and for sale.

Horwood Lumber Co'y, Ltd.

DO YOU WANT

MOONEY'S CREAM SODAS,
MOONEY'S Assorted Fancy Biscuits,
Jacob & Co.'s Assorted Fancy Biscuits,
(Fresh Stock and large assortment.)
Hartley's Assorted Jams,
Choice French Coffee—tins and loose,
Symington's Coffee Essence,
Heinz's Mince Meat—tins,
Baked Beans, 3-lb. tins, etc.,
Fruit Pudding, Fruitella, Dustbane.

J. J. ST. JOHN.

PIANOS
and
ORGANS

New Instruments just received.

CHESLEY WOODS.

REPRESENTATIVES WANTED!

THE KITSON-EMPIRE LIGHTING CO., LTD., STAMFORD, ENGLAND.
Patentees and Manufacturers of the World-famed "KITSON-EMPIRE PENTROLEUM INCANDESCENT LIGHT" want Representatives for Newfoundland.

The Lamps are suitable for Factories, Stores, Wharves, Railway Stations, Streets and the Home, ranging in Candle Power from 100 to 1,000.

SIMPLE, ECONOMICAL, EFFICIENT.

Preference given to firms with a Show Room. Apply to
H. A. BARNARD, Controlling Agent, 16 Victoria Square, Montreal,
aug. 13, '12, Gl. ad.

ADVERTISE in THE EVENING TELEGRAM.

Plain Girls and The Marriage Problem

Ninety-Nine Times Out of Hundred the Homely Women Makes Best Wife.—All Sensiblemen Know it's The Case.—Ugly Ducklings Need Not Worry Over Pretty Features of Other Women.

There exists a belief of which every plain woman in her heart of hearts cannot get rid, and that is that man's deepest and most abiding affections are given to her prettier sister, and that she, the plain woman, gets but the dregs of what the lovelier woman leaves. This idea is deeply ingrained in women with no pretensions to good looks, more particularly before marriage.

But the truth, nine times out of ten, is the exact reverse. Deep down in his nature man is an extremely conservative animal, and in no way does he show it so clearly and candidly as in his choice of a wife. In most cases he wants her, not as a rare ornament with which to dazzle the neighbors, but as some little delicate bric-a-brac, which he can take to his home and put away in a secret drawer for his own exclusive use.

"But how is it men are always so fascinated by a pretty woman?" says an observant feminine reader at once.

Certainly man is attracted by a pretty face. Never believe a man who tells you he is not; he's sure to be drawing the long bow. But the question can best be answered in the words of an extremely attractive man, whose plain wife was for ever worrying about her plainness, fearing that she could not possess the whole of her husband's heart.

The Difference.

"Of course I look at a pretty woman," he said, "in precisely the same way as I look at a very ugly one. They are both 'sights,' and therefore to be looked at; but it might be a very different thing to live with either. As for you, why?" and he looked at that plain wife of his with a look she never forgot—"you are just you!"

"That's the whole secret of it in a nutshell. A plain woman, more often than not, exerts herself to please, while her more favored sister waits to be pleased."

The former, realizing her disadvantages, strives to cultivate her advantages both physically and mentally, and so produces a lasting impression on the mind and heart of a man.

Immaculate features won't keep a husband amused or a house in order. It is often the woman with plain features, but possessing a fund of humor, and even "moods," who keeps her husband's love. However much a man once longed to possess a woman with faultless lines of face and figure, he must, as time goes on, grow somewhat tired of sitting opposite those same features every day, when their owner is totally incapable of uttering an original remark on any subject mentioned, excepting, perhaps, clothes and servants.

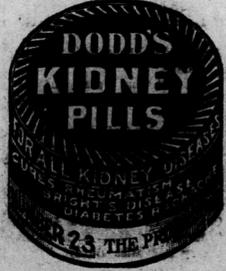
It's Just Her Way.

The popular song, which runs something like this: "It ain't this or that, it's just her way," contains a wonderful truth lightly expressed. It is the woman who cultivates a "way" who wins against heavy odds in the matrimonial stakes.

And it is very often the plain woman who takes the trouble to do this. For the pretty woman imagines still—as she had always found in the past to be the case—that her beauty of face and form is all-sufficient. She completely forgets that time, with his cunning hand, will one day come and sweep away her natural graces, and, if she has never bothered to develop a "way," will leave her with nothing to take their place.

But the plain woman, if she is wise in her generation—and to-day is her hour in very truth—need never go through such a heart-rending experience. All she has to do is to remember that beauty, after all, is but "skin deep," and that man gives his deepest, purest, tenderest love to her who twines herself about his heart and thoughts and life.

The schr. Rose reached port yesterday from Trinity with a cargo of fish for Jas. Baird, Ltd.



Half Your Vim

May Go to Waste Without an O-P-C

An O-P-C suspension, with the average man, will double his vitality.

Just by saving a fearful drain on the nerve force—a constant tax with every step one takes.

Men much on their feet often lose half their energy, through this needless, wrongful, waste.

Even men who walk little lose more vim than any man can afford. Every man who wants to keep at his best should wear an O-P-C.

There are countless men who lack endurance—lack poise and power—simply for want of an O-P-C.

A week will tell you what it means to you.

The O-P-C is the scientific suspension, famous for 20 years. Our book tells why you need it—what it does. Write for it now.

All druggists guarantee you satisfaction with an O-P-C. No. 2, Lisle, 75c.—No. 3, Sisk, \$1.00. Mailed direct from 45 W. Twenty-Fifth Street, Chicago, if your druggist will not supply you.

Bauer & Black Chicago, U. S. A.

The Complexion.

BY H. L. RANN.



The complexion is that part of the human face which is taken off at night and hung in place immediately after breakfast.

It is the lowest order of complexion is worn by men, who allow it to collect whalers, moles and other debris.

In setting out to organize a complexion which will be weather-proof and non-combustible, only the best quality of white enamel and strawberry extract should be used. These are inexpensive and can be applied with a mop, although a trowel makes a neater and more durable job.

The old-fashioned natural complexion, which stayed in one place year after year and didn't have to be re-decorated with anything except soap and water, has become so common that everybody is trying to trade it off for one of the drug store patterns.

A very neat warm-weather complexion can be made of aniline dyes and liquid glue, laid up in veneered strips and trimmed with talcum powder. After a man sees his wife in one of these complexions, plural marriages will have no attraction for him.

The complexion should be unhooked before retiring and dusted carefully, after which it should be retouched and hung on the foot of the bed for emergency use. A well-bred woman would sooner think of going out without her complexion and other impediments than she would of holding the hand of the total stranger.

In some localities there is an unreasonable prejudice against the evening dress complexion, which should never be allowed to clash with the colors in a décolleté gown. Then there is the dust-proof automobile bleach, which can go over a four-inch bump without releasing its hold.

It is a good plan not to compete with patent complexion renovators until they have been tried out on somebody with a shallow skin and a hopeless future. It is better to go through life with an inherited complexion and a sour look than to become an experiment station for the untried and inexperienced cosmetic.

Here and There.

ADET OARSMAN.—You have not furnished your name and address.

Stafford's Liniment for sale by S. D. Halfyard, Hayward Avenue, aug 19, 11

HOME'S REPORT.—The S. S. Home arrived back to Humbermouth yesterday and Capt. Parsons reported the weather fine; no fog.

FUNERAL LARGELY ATTENDED.—The funeral of the late Rev. Mr. Mosdell took place at Bay Roberts on Wednesday and was largely attended.

WALTONIANS RETURN.—A few parties who had been on a trouting trip along the line, returned by last night's train with good catches of speckled beauties.

STEAMER COMING TO LOAD FISH.—Word has been received in town that the S. S. Taff is due here on Sunday from New York, which port she left on Tuesday. She will load fish at St. John's for Spain and Italy.

TAKEN BY AMBULANCE.—Mrs. John Collins, of Placentia, came by the local train last night to be operated on at the General Hospital for a serious internal ailment. The ambulance awaited the arrival of the patient at the railway station and conveyed her to the institution.

CITY OF SYDNEY'S PASSENGERS.—The S. S. City of Sydney took 14 passengers yesterday for Montreal:—Mrs. Quinn, Master Cramer, J. Parsons, Miss Parsons, Mrs. M. P. Gibbs, Mrs. M. S. Gibbs, Mr. and Mrs. Geo. Davey, W. O'Dell, Mrs. Lawrence, Miss Oakley, Mrs. Donovan, Mr. and Mrs. J. Pike, F. Pike and 20 in stowage.

Cable News.

Special Evening Telegram.

LONDON, Aug. 22.
The suffragettes are indignant because the Sheriff's officers entered the country house of Mr. and Mrs. Pethick Laurence, now visiting Canada, and ordered the furniture to be sold to pay the cost of the recent conspiracy prosecutions. The Women's Social and Political Union has issued a statement saying the action is persecution because of window breaking. They say that the cost has been paid by the insurance companies and that the tradesmen obtained good advertisements.

MARIENBAD, Bohemia, Aug. 22.
A number of English suffragettes went to the hotel where Lloyd George was staying, and struck his name off the visiting board. Afterwards they waited for him in the streets, shouting "Votes for Women."

Special to Evening Telegram.
NEW YORK, Aug. 22.
District Attorney Whitman says that he has now located money's aggregating \$125,000, held on deposit in several banks by the accused police officer Becker.

Stafford's Liniment for sale Kavanagh & Hickey, Military Road, aug 19, 11

Cheering Up.

Aunt Susan's joined the Sunshine Sisters, a cheerup club in town, and nothing, from cyclonic twisters to earthquakes, makes her frown. The rain comes down: I sit repining; "Oh, put your griefto fight! Somewhere," she says, "the sun is shining, and skies are blue and bright!" The sun is hot and I am frying; Aunt Susan heaves a smile. "Somewhere," she says, "the snow is flying, and chilblains are in style!" I have the intermittent glanders; Aunt Susan hears me groan; "Somewhere," she says, "in Spain or Flanders, that ailment is unknown." When wintry blizzards swat the valleys and zigzag through the vales, "somewhere," she'll say, "in tropic islands, there are no nipping gales!" I know my aunt's reflections merry should make my spirit glad; alas—man is so blamed contrary!—they only make me mad. When all my rags with sweat are wringing, and I am prone to swear, what boots it that the birds are singing on swaying boughs, somewhere? I tell you what, O mfn and brothers, ye sons of liberty, when in the heat man gasps and smothers, he wants some sympathy; it lightens not the load that's squashing his spirit to despair, to hear that purple waves are washing on coral shores somewhere.

Copyright, 1911, by George Matthews Adams Over Mason

Gorging Is Suicide

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

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

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.

Cheap Hosiery.
Cheap Underwear.

for the warm weather,
At HENRY BLAIR'S

Superior Values at Small & Money Saving Prices

- Women's White Ribbed Cotton Vests, Sleeveless, at 10c, 11c, 12c, 13c, and 15c, each.
- Women's White Ribbed Cotton Vests, Short Sleeves, at 12c, 13c, 25c, and 27c, each.
- Women's White Ribbed Cotton Vests, Full Shaped, Short Sleeves, Buttoned Fronts, extra value; at 25c, each.
- Women's White Ribbed Cotton Vests, Full Shaped, Long Sleeves, extraordinary value; from 25c, each.
- Women's White Cotton Bodices (or Corset Covers), Long and Short Sleeves, at 22c, 27c, 38c, and 40c, each.
- Children's White Cotton Vests, Short Sleeves, from 11c, each.
- Children's White Cotton Vests, Long Sleeves, from 20c, each.
- Children's Tan Rib Cotton Hose, guaranteed fast; all the sizes from 5 inch to 9 1/2 inch, only 11c, to 15c, pair.
- Children's Black Rib Cotton Hose, guaranteed fast, (Job), all the sizes from 5 inch to 9 1/2 inch, only 10c, to 14c, pair.
- Children's Dark Red Cotton Hose, fast colours. An assortment of sizes from 5 inch to 8 1/2 inch; regular 20c, to 30c, pair; now all round 12c, pair.
- Women's Plain Black Fine Cotton Hose, only 13c, pair.
- Women's Plain Tan Fine Cotton Hose, only 12c, and 20c, pair.
- Large assortment of Women's Black Tan, White and Coloured Lisle Thread Hose in Lace Ankle and Plain Makes.
- Women's Plain Black Cashmere Hose, Superior values at 25c, 30c, 35c, 40c, 45c, and 55c, pair up.
- Women's Plain Tan Cashmere Hose, Extra values at 30c, 32c, 35c, 45c, 55c, and 60c, pair.
- Women's Coloured and Fancy Striped and Clocked Cashmere Hose in great variety.
- Just a small lot left of Women's Black Ribbed Wool Cashmere Hose at 22c, pair. These are some regular 40c, to 45c, value; slightly short in legs, clearing at this price.
- Men's Black and Tan Cotton Half-Hose, only 13c, and 18c, pair.
- Men's Black and Tan Cashmere Half-Hose at all prices.
- Large Variety of Men's Coloured, Striped, Embroidered and Clocked Cashmere Half-Hose.
- Men's Natural Balbriggan Light Summer Underwear; regularly sold at 45c, garment. Our price: 35c, garment.
- Men's White Net Summer Underwear, for the hot weather; at 45c, and 70c, garment.
- Boys' Balbriggan Shirts and Drawers for summer wear; only 22c, to 40c, garment.

The Underwear and Hosiery House

HENRY BLAIR.

Cabbage, Potatoes, Apples,
Ex S. S. "Stephano" To-Day.

300 Barrels New Potatoes,
100 Brls. Green Cabbage,
50 Barrels Apples,
50 Bunches Bananas,
50 Cases Plums,
50 Cases Cal. Oranges,
50 Tierces Sinclair's Spare Ribs.

GEORGE NEAL.