

# Still Leading!

Though assailed time and again, and threatened with displacement,

## Gossage's Soaps

still lead in sales. This is only due to its uniform quality which gives perfect satisfaction.

GEO. M. BARR, Agent.

# Arrival of Prince Albert TOBACCO.

Prince Albert Tobacco is prepared for smokers under the process discovered in making experiments to produce the most delightful and wholesome Tobacco.

## JAMES P. CASH

Distributor, Water Street.

# The Scarcity of Common Folks.

BY RUTH CAMERON.



Abraham Lincoln once said that God must have loved common folks because he made so many of them. I wonder what Lincoln would say if he could come back to earth now. For sometimes it seems to me that common folks now-a-days are one of the rarest things in the world.

A few years ago I went, early in May, to a summer place to spend the summer. I was almost the first arrival at the house at which I stayed, and I inspected all the later comers with even more than the keen and personal interest that the first arrival always feels in his successors. You see I hoped there would be some "common folks" among them.

Now in the course of that summer there must have been at least fifty guests at the house, and yet among the fifty I don't believe there were more than half a dozen "common folks."

What do I mean by "common folks?" Why simple folks, common every-day folks; folks that aren't trying to appear anything that they are not; folks who don't have to prove their importance by wearing expensive and elaborate clothes all the time, but are able to dignify simple and even shabby and old-fashioned clothes by the selves inside of them.

What do I mean by "common folks?" I mean folks who have no special pretensions to distinction, and who don't try to make up for that by telling-us about their relative pretensions; folks who can even talk for some few minutes without telling you that "my brother is just making his fourth trip abroad," or "my sister-in-law has a rose bush that she paid \$200 for."

What do I mean by "common folks?" I mean people who don't affect to disdain all kinds of simple pleasures, who like to listen when a good busy-gurdy comes round, who are pleased when there's ice cream for dessert, who don't pretend to have outgrown their taste for such national institutions as ginger-ale and ice-cream soda.

I mean folks who have neighbors and are neighbors in the good old-fashioned way, instead of taking pride in not having even a speaking acquaintance with "the other families in the apartment."

What do I mean by "common folks?" I mean folks who don't call other folks "common" in that disagreeable, snitty sense which that word has lately acquired.

And now that you know about what I mean by "common folks," search your acquaintance and see how many you know.

I'm afraid you won't need more than two hands to count them.

Ruth Cameron

# 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.

# Household Notes.

Pipe tomatoes are said to be good for taking ink stains out of dark cloth; sponge with cold rainwater after using.

A little raspberry juice added to the currant juice which is to be made into jelly improves the flavor decidedly.

Net corset covers with shields inside of them are ideally light and comfortable to wear with lingerie dresses.

To keep butter cool while camping, tie the butter crock in a cloth and suspend from a tree limb so it just touches the water.

A red brick kitchen floor will keep beautifully clean and red if a drop of paraffin oil be used in the water it is washed with.

Rice-water is made by boiling 1/2 cup of rice in 1 quart of water till well done; then strain through cheese-cloth and serve cold.

To renovate a white enamel bedstead, rub the iron parts all over with a cloth dipped in paraffin, then paint it with white enamel paint.

To make toastwater for invalids, toast very brown a slice of bread, break it in bits and pour a cup of boiling water over it. Chill before serving.

Blauses of net or chiffon do not need to be dried out of doors. Roll in a towel after rinsing or wash through the air and iron with a cool iron.

A pretty salad is made of lettuce leaves shredded, sliced red radishes and young onions sliced thin. Mix together with a good French dressing.

A sewing kit is an excellent gift to a boy going to camp. It should hold strong needles, coarse black and white thread, buttons, pins and scissors.

A pretty amusement for the children in summertime is the stringing of wild flowers, kernels of corn, young acorns, maple seeds or tiny hemlock cones.

To clean white kid shoes, soak a clean white cloth in gasoline, then dip in powdered prepared chalk. Rub till all dirt is removed, and dry the shoes in the air, not in the sun.

Tender feet should be bathed every night in warm water, with a tablespoonful of vinegar added; then powder them with a foot powder. All hard skin should be rubbed with pumice stone.

To remove varnish stains from white goods, moisten the stain with ammonia put on a few drops of turpentine and roll it up for twenty minutes. Wash with soapy water, rinse and dry in the sun.

Mintimize The Loss.

Practically farmers may easily minimize the loss, due to a backward and cold season, by the judicious use of Sulphate of Ammonia as a fertilizer.

Sulphate of Ammonia contains over 20 per cent of nitrogen, as against 15 per cent in Nitrate of Soda, and is therefore more than 25 per cent better than nitrate of soda as a means of quickening and increasing the growth of crops.

The use of Sulphate of Ammonia has increased enormously of late years and it is recognized to be the most valuable fertilizer obtainable. By its judicious use the production of root crops per acre may be doubled, and the growth of late crops stimulated.

We invite the attention of Farmers to our special pamphlet on the best methods of using Sulphate, copies of which will be forwarded free to any address on application.

The price of Sulphate is moderate, and our terms are accommodating. ST. JOHN'S GAS LIGHT COMPANY, Board of Trade Building, St. John's, July 21st.

Bahlot wins the Automobile Grand Prize of France.

Le Mans, France, August 5.—Bahlot the French automobilist, 10-day won the automobile grand Prize of France, covering the distance of approximately 335 5/8 miles in four hours, 21 minutes, 50 seconds. His average speed was 77 miles per hour.

The family in a group photograph—before they have left the old fireside and gone out into the big world—Ever think of it?

Nothing preserves the home atmosphere and home memories like a group picture—with father and mother in the center.

And, when the family is scattered how glad you will be that you had it done in time.

Photography almost puts this obligation on us. Make the appointment to-day.

## The Holloway Studio, Ltd.,

Corner Bates' Hill & Henry Sts. Phone 768.

# Chesley Woods

Manufacturers Agent.

Needham Organs,

Mason & Hamlin Organs.

Kohler Pianos,

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Expert B Sewing Machines,

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Pianos & Organ Warerooms.

The old stand, 140 Water Street.

# J. J. ST. JOHN.

10,000 VERY CHOICE CIGARS. BROCK'S BIRD FOOD.

ROSE'S LIME JUICE. SUNSHINE CUSTARD POWDER

BIRD'S CUSTARD POWDER. BLANC MANGE POWDER.

TINNED RABBIT. TINNED BAKE APPLES.

When you want a cup of appetizing TEA, get our 40c.

# J. J. ST. JOHN.

"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.

Advertise in THE EVENING TELEGRAM

R. WALLACE STERLING "The Saxon Pattern" Something new which will never grow old A rare combination of beauty and utility If you contemplate a purchase of solid silver, be sure to see this exquisite line at our store Remember, it's "The Saxon in Sterling" T. J. DULEY & CO., The Reliable Jewellers.

Prepare for the Jamming Season! We are now showing an extra heavy quality of Enamel Skillets, From 46c. to 70c. each. Also, Best English Metal and Brass Skillets, Wood Spoons, etc. MARTIN HARDWARE CO.

Tintara (AUSTRALIAN BURGUNDY) In Bottles and Half Bottles. Hayward & Co.

Advertise in The TELEGRAM.

# Old-Age Pension Impostors.

Some of Their Little Tricks Exposed.

The Old-Age Pensions Act has now been in operation for some time, and it is alleged there are thousands of persons in receipt of pensions to which they have no valid claim whatever.

Said a "pensions" officer in Wales to the writer the other day: "There are scores of small farmers in my district in receipt of old-age pensions to which they are not entitled."

I am quite satisfied of this, but I have to work night and day to get through my ordinary duties, so that I have no time to look into these cases and bring the offenders to book."

Some little time ago a very artful fraud was exposed in a provincial police-court in the prosecution of a man for preferring a bogus claim.

Family Bibles as Evidence. As evidence of age he put in a Prayer Book containing an entry showing that he was born in the year 1839. But, unfortunately for him, it was shown by expert testimony that the ink in which the entry had been made was composed of a dye that was not invented until some twenty-eight years later.

The consequence was that, instead of a pension, the claimant received a sentence of fourteen days' imprisonment.

More frequently than the Prayer Book, the family Bible is put forward in support of bogus claims. From remote times it has been the sacred receptacle of the date, hour, and, in some instances, even the minute, of the birth of each member of the household. In numbers of cases it has been made to lie sadly in connection with applications for old-age pensions.

Family bibles has been forthcoming from houses in which their presence would never have been suspected and certainly could not be accounted for by the piety of the inmates.

Of one town it has been stated that

Ladies of Culture and Refined Use Salvia Hair Tonic. It Makes the Hair Beautiful.

At last a remedy has been discovered that will positively destroy the pest Dandruff.

That Dandruff is caused by germs is accepted by every sensible person. Dandruff is the root of all hair evils. SALVIA will kill the dandruff germs and remove dandruff in ten days, or money refunded.

The manufacturer guarantees it. It will grow hairs, stop itching scalp, falling hair, and make the hair thick and abundant. It prevents hair from turning gray, and adds life and lustre.

SALVIA is a hair dressing that has become the favorite with women of taste and culture, who know the social value of beautiful hair. A large, generous bottle costs only 50c. The leading druggists everywhere. The word "SALVIA" is on every bottle. McCURDY & CO., Wholesale Agents.

# The Torch Fish.

Remarkable fish have been captured in depths of from 1,000 to 2,000 fathoms in the Atlantic and brought to the surface. The majority of those living at great depths were jet black.

Their luminous portions which light up the dark regions which they inhabit are marvellous. These fish, plow through the dark water like flaming torches, says the New York "Press."

Some have elongated snouts, with luminous tips emitting great volumes of light. Others have rows of luminous cells on top and below their bodies, with reflectors and lenses which serve the function of projecting light in definite directions. This light serves the purpose of illuminating the surrounding water to avoid foes to recognize their own kind or to capture prey.

McCURDY & CO., Wholesale Agents.

Advertise in THE EVENING TELEGRAM