

Two 70 cent Specials For This Week.

Ladies' **WHITE BLOUSES.**

These LAWN and MUSLIN BLOUSES are an excellent line and are easily worth 90c.; now only **70c. each.**

Ladies' **Corsets, White & Drab.**

These are a Special line of MANUFACTURERS' SAMPLES, and are regularly worth from \$1.00 to \$2.00 per pair; now one price, **70c. pair.**

G. T. HUDSON,
367 and 148 Duckworth Street, St. John's.



LOOK

for any of the following brands on the Inside Breast Pocket of your new Suit, viz:—
Fitreform, Progress, Truefit, American, Stillenfit, The Mode, Faultless, Superior, etc.

IF

Your Coat is branded thus be assured that you have garments that are stylish, well finished and will retain their shape.

Newfoundland Clothing Co.'y, Ltd.,
DUCKWORTH STREET.

P. O. Box 236 **SLATTERY'S** PHONE 522

The Leading Wholesale

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OF ST. JOHN'S. WE STOCK:

All kinds of Men's and Boys' Fleece Lined Underwear. All kinds of Regular Piece Goods & Pound Remnants. All kinds of Men's Cotton Tweed and Denim Overalls & Jackets.

SLATTERY BUILDING,

Duckworth and George's Streets St. John's.



We can show you **THE GOODS**, can give you **THE CUT** and **STYLE** and **THE EXPERT WORKMANSHIP.** The largest stock of **TAILORING GOODS**

in the city All goods **UP-TO-DATE.** Mail orders given prompt attention. Samples and self-measuring cards sent to any address.

JOHN MAUNDER,
Tailor and Clothier, 291-293 Duckworth Street. ug2,ad.

Perfect Dressing—

This is a liquid polish that shines itself, gives new life to your shoes, and a brilliant and lasting lustre, in fact it is a most PERFECT DRESSING.

New Combination— The Blackest, Quickest and easiest Shoe Polish on the market—OUT SHINES THEM ALL.

BISHOP SONS & COMPANY.

Do You Want to be Popular?

BY RUTH CAMERON.



How many of all the readers of this column could honestly answer that in the negative?

Hunger for food is the most primal and imperative demand of the body. The desire to be liked is the most primal and imperative demand of the heart and mind.

Ruth Cameron has been asked by many readers to analyze the subject of popularity. In doing so, she has, with characteristic thoroughness, talked with a great many people on this subject. Her findings are set forth in a series of articles, each dealing with a quality which makes for popularity. To-day's is the first of the series. Don't fail to get them all. Together they make up a sure recipe for being liked.—[The Editor.]

Popularity Papers—Being the First of a Few Little Talks on the Ingredients of Popularity.

UNSELFISHNESS.

Unselfishness was far and away the favorite in the naming of qualities which bring popularity. Five people named unselfishness first to one who suggested some other quality, and everytime I said "Amen."

There never was a truly popular person who didn't have some of the twelfth commandment spirit about him.

You notice that I say "truly popu-

lar." You can buy the imitation kind of popularity at a cheap price, but if you want the real, all-wool-and-a-yard-wide popularity, you've got to pay an all-wool-and-a-yard-wide price for it.

You can buy a cheap and perishable vogue with the copper coin of offensiveness and flattery, but if you want true popularity, real love and admiration, the friendships that are guaranteed to wear a lifetime and wash without fading or shrinking, you've got to buy it with the gold of true heart cordiality, real love for your neighbours, real desire for their welfare.

"Gold and iron are good to buy iron and gold; all earth's fleeces and food for their like are sold," you know, and popularity is no exception to this rule of payment in kind. If you are going to be popular with people, people have got to be popular with you. If you are going to be liked, you've got to like. And your liking mustn't be just the put-on kind either. Or else the liking you get in return will go no deeper.

There are two women in our neighbourhood, a mother and daughter, who are truly popular—that is in the life-lasting way. I have never heard a word said against them by anyone and I have heard their kindness and sweetness lauded a hundred times. And yet neither of them is beautiful, talented or clever in any way. It is simply that they are, and always have been, unselfishly interested in other people.

It is an old story but a true one. If you want to be popular you must first of all be unselfish.

Ruth Cameron

FOR THE WOMAN WHO THINKS AND FEELS.

Some women complain that they periodically suffer from dull and heavy feelings, or dizziness in the head, nervousness, pain and bearing-down feelings which should not occur to the normal healthy woman. But most every woman is subject to these pains at some time in her life, due to abnormal conditions in life, such as corsets, over-taxed strength, bad air, poor or improper food, wet feet, sluggish liver, etc. A regulator and female tonic made from native medicinal roots with pure glycerin, and without the use of alcohol, called

DR. FIERCE'S FAVORITE PRESCRIPTION,

has proven its value in thousands of cases, like the following:

Miss Dora M. Martin, of Auburn, Me., Route 1, Box 84, says: "I thought I would write you in regard to what your medicines have done for me. I have used them for thirty years for female trouble and several weakens with the best result, and they have saved me hundreds of dollars in doctors' bills. I buy the Favorite Prescription and Golden Menses and take them together. I never was disappointed in your remedies and take pleasure in recommending them to any suffering lady. I am now almost fifty years old; at forty-five I took your medicines, both kinds, and I ceased that period very easily and left me fat and healthy. I feel like a young girl. If any lady cares to write me, I will gladly tell her more about the good work of your medicines."

DR. FIERCE'S GREAT FAMILY DOCTOR BOOK, The People's Common Sense Medical Adviser, newly revised up-to-date edition—of 1068 pages, answers hosts of delicate questions, which every woman, single or married, ought to know. Sent free in cloth binding to any address on receipt of 50 one-cent stamps, to cover cost of wrapping and mailing only.



Miss Dora M. Martin.

Household Notes.

If your suede shoes become shiny rub them with fine sand paper.

Put sliced orange in your tomato preserves. It will improve the flavor.

Good bacon is known by its thin rind and firm fat of the pinkish white.

Do not neglect to wash house plants in soap suds—it will destroy insects.

All cooked food should be thoroughly cooled before being placed in the icebox.

One level teaspoon of salt will season one quart of soup, sauce or vegetables.

If new shoes squeak, run linseed oil into the soles—it will stop the squeaking.

One cup of sugar will sweeten one quart of any mixture to be served chilled or frozen.

Rice will absorb three times its measure of water and a larger quantity of milk or stock.

When new eggs are used, allow two level teaspoons of baking powder to each cup of flour.

When cooking rhubarb, add a little lemon or orange rind; the flavor will be very much improved.

Before putting milk into a sauce pan to cook, rinse the pan out in cold water; the milk will not be so apt to stick.

When potatoes are cooked for making sauce, remember that one ounce of butter and one-half ounce of flour will thicken one cup of liquid.

Sandwiches made with nasturtium blossoms and leaves and spread with mayonnaise, are very spicy and delicious.

Always empty all the water out of the tea kettle before filling. The flat taste often is due to using water which has been boiled.

Medium-sized vegetables are best, if they are neither very large nor very small. They can be cooked and served with the least waste.

Pods inclosing fresh peas should be plump and crisp. String beans should not be faded or have an indication of toughness or limpness. If they break easily with a snap they are fresh.

The skin of poultry is frequently very dirty, and before preparing it for cooking should be scrubbed with a soft brush and warm water in which a teaspoonful of baking soda has

been dissolved.

If the window glass has been spattered with paint, it can be entirely removed by melting soda in very hot water and washing the glass with it.

If the skin of new potatoes has a slightly green colouring, they have been sunburned and the flavor will not be good, nor will they cook to be mealy and fluffy.

A delicious peach pie is made by baking the under-crust before filling and it is then filled with fresh sliced peaches, sweetened and covered with whipped cream.

Laces which have become stained with perspiration can be successfully washed in cold water and soap, and after the stains are removed put them into warm water.

A very delicious salad is made of apples and oranges. Cut into small pieces one apple, two oranges, lettuce, ground nuts; serve with lettuce leaves with salad dressing.

During August, potatoes can be well eliminated from the menu, and



A Pleasure To Take.

out Phoratox Cough Cure, because it is composed of pure and harmless drugs.

If troubled with a cough or cold take our Cough and Cold Cure. It isn't a sovereign remedy for every ill. It gets at the very seat of the trouble, and effects a cure by putting all the organs affected into a thoroughly healthy condition.

The price of a bottle is only 25 cts. Postage, 5 cts. extra; and one bottle will work wonders.

For sale by Medical Hall, Dr. F. Stafford & Son, Theatre Hill, and Stafford's Pharmacy, Duckworth St.

Prepared only by Dr. E. Stafford & Son, St. John's, Nfld.

Also manufacturers of Stafford's Liniment and Prescription "A."

FRESH VEGETABLES

Just arrived and in store:

25 brls New Potatoes,
30 brls Green Cabbage,
30 crates Bananas,
10 cases Calif. Oranges,
5 brls Jamaica Oranges,
100 bunches Turnips.

White Swan Yeast.

The kind that makes good bread, the perfection of compressed Yeast.

TRY IT.

FRESH, POWERFUL, SURE.

Soper & Moore

Phone—450.

their place taken by rice or spaghetti, as the last named foods are lighter and easier of digestion.

In making cup custards, allow four eggs to each quart of milk; allow from four to six eggs to each quart of milk when making a custard which is to be turned from the mold.

After a cake is baked, stand the tin on a cloth which has been run out of hot water. Leave it a few moments and the cake will come out of the pan without any trouble.

A newly painted room should not be slept in until the smell of paint has disappeared. A pail full of fresh water kept in the room and frequently changed will help to purify the air.

Watch very carefully the cooking utensils that they are thoroughly clean—cooking utensils that are not clean not only spoil the flavor of the food, but they are dangerous to health.

Before varnishing a piece of furniture, first rub the surface of the wood with sandpaper to make it smooth. Use soft brushes of good quality—then the varnish will not dry streaky.

Ducks to be good must be young and fat, the lower part of the legs and webbing of the feet soft. The under bill, if the duck is young, will break easily. The breast should be plump and fat.

Cabbage should be crisp and of bright color. Cucumbers should be firm to the touch. Lettuce should be firm and not rusty, there is a vast difference between the flavor of truly fresh vegetables and vegetables which are stale.

Coffee beans, if thrown on hot coals, will serve as a deodorizer. Put the coals on a fire shovel and sprinkle the coffee over them. Then carry this through the room, allowing the fumes to fill the air. The smell of burning coffee is very pleasant.

The dish cloth should be kept sweet and clean by being thoroughly washed and scalded after every dish-washing and if possible dried in the sun. Serious illness sometimes originates in an insanitary dishcloth.

On Second Thought.

BY JAY E. HOUSE.

Down deep in his heart every consumer believes the gas company furnishes air and charges for radium.

Another crying need is a carnation which will sprout a pin with which it may be attached to the lapel of a man's coat.

In a small town nothing turns public sentiment against a man so quickly as the fact that he shaves every day.

Eph Wiley says a woman hates the newspaper that abuses her husband principally because it interferes with her monopoly of the product.

When a man refuses to wear evening clothes that is an indication that he has no evening clothes.

There is this to say for marriage: Those who have had experience with it are always willing to give it another trial.

There are all kinds of suckers, in-bition to lead the grand march, and is satisfied to appear anywhere in the parade.

here are all kinds of suckers, including the one who puts up the side bet.

Men appear to be superior to women in the respect that they do not dance with each other.

Probably the worst thing that can be said of whiskey is that it encourages those who drink it to talk more.

MINARD'S LINIMENT LUMBER-HAVE FRIEND.

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 premiums 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.

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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.

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New Lumber!

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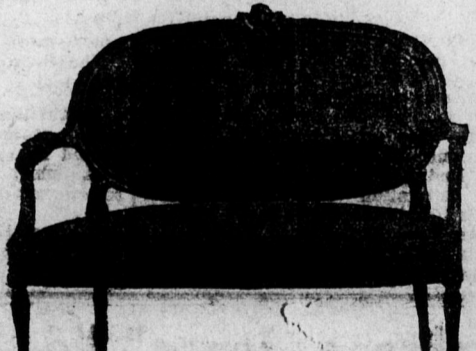
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(Fresh Stock and large assortment.)

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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 row. For summer time comfort, at home or away. You'll find here much that will interest you.



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