

## ASPHALT FELT

We have just received a shipment of  
**1000 Rolls No. 3**  
**Asphalt Felt**  
**OUR PRICES WILL SUIT YOU.**  
 WHOLESALE ONLY.  
**BIRD & SON, Hamilton, Manufacturers**  
**The Direct Agencies, Ltd.**  
 SOLE AGENTS.

## WHY FRENCH HAVE MONEY TO INVEST

Investigator Says That They  
 Are a Very Thrifty  
 People  
**PRACTICE THE VIRTUE  
 OF STRICT ECONOMY**  
 And Are Always Eager To  
 Secure Most Stable  
 Investments

Paris, July 8.—Simon W. Straus, of Chicago, president of the American Society for Thrift, has just finished several months of inquiry on the continent into the origins of economy among European peoples. "I should say that a French family can live off what an American family wastes," said Mr. Straus. "The principal reason, of course, is in a habit of mind, in a way of looking upon the relative values of efficient living as compared with inefficient and wasteful living. One may be as extravagant with a dollar as with a million. "Now, the self-denial of the French in food and in other necessities of living often is carried into what I should consider excess, but there is nevertheless thoughtful, intelligent thrift in the French household which contributes to the happiness and well being of every member. It is that sort of thrift which I should like to see cultivated in American families—a careful adjustment, according to a thoughtful plan of the domestic budget, so much for rent, food, clothing, education, the dowry of the daughter, the amusements of every member of the family, the provision for emergencies and old age.

**Expenditures Planned**  
 "When a scheme of expenditure is adopted in the French home—and every French home, it is said, is a parliament—and carried out, every item of expenditure can be made with a certain contentment or even joy because it is known to be a harmonious relation with the whole. This makes French amusements so thorough because there is no feeling of extravagance on the part of those amusing themselves. They take their amusements, and what might be to the observer, indulgences, happily and without inward sense of discomfort and wrong doing because these expenses fit into the rational scale of living which has been wrought out earnestly and rationally.

"The French people are wonderful hoarders. They seem to keep their savings hidden at home more than on deposit at banks. A bond issue of the government or one of the great credit institutions is usually taken up without affecting to any great extent the deposits in the great banks. Persons evidently of the lower middle and lower classes will often stay all night in front of the office of issue in line for an early opportunity to buy a \$20 bond. Interest in Government  
 "Often several members of a family will unite to buy a low denomina-

tional bond. The holders of such securities change their point of view, they look upon life differently, upon social institutions differently when they have even a small interest in the government or one of the great industrial or business companies. I think we in America ought to insist on states and cities issuing their bonds for public subscription in small denominations instead of selling them in great blocks to persons who resell them to the public at a profit."

## THE "STANDARD" Marine Motor Engine

Manufactured by the  
**Standard Gas Engine Company,**  
 San Francisco, California.  
**The Engine That Never Disappoints.**  
 This is a slow speed heavy duty four cycle Marine Engine, built to stand the hardest class of work, and is used extensively by the Halibut fishing vessels of the North Pacific Coast and the Trading Schooners that go into the Behring Sea.  
 Some of its main points are:  
 1st. Perfectly reliable ignition system.  
 2nd. Crosshead can be adjusted, without removing Piston from Cylinder.  
 3rd. A thrust bearing that will not heat.  
 4th. Reversing gear that will back up for any length of time.  
 5th. An Automatic Governor which prevents the engine from racing in a heavy sea.  
 Owners of Banking and Coastal vessels and all who may require a heavy duty engine are invited to investigate the "Standard."  
 Full information will be given on application to  
**Colin Campbell, Distributor,**  
 85 Water Street.

## Coal! Coal!

Best Household Scotch Coal, now landing ex Schooner "H. C. Jensen" at Mullaly's premises sent home for \$7.30 per ton whilst discharging.  
**BAINE, JOHNSTON & CO.**

## 2 H. P. Engines.

We have received a shipment of 2 h.p. Gasoline Engines, suitable for Dorries. F.P.U. members requiring such engines should order at once as number is limited.  
**Union Trading Company, Ltd.**

## COAL! COAL! COAL!

A RARE CHANCE  
**ONLY \$6.80 PER TON DELIVERED**

The Trading Co. is now booking orders for 400 tons of Sydney Coal at

**\$6.80 per Ton Sent Home**

The "Can't Lose" will be due in about 10 days.

Orders booked at the Office of The Union Trading Co.

over J. M. Devine's Store.

**FISHERMEN'S UNION TRADING CO. LTD.**

## Pope's Furniture and Mattress Factory.

We have been Furniture and Mattress Manufacturers of Newfoundland for over half a century.  
 Manufacturers of House, School, Church, Lodge and Office Furniture. All orders receive prompt and careful attention. Our Upholstering and Bedding Department is up-to-date. Nothing but pure, clean material used in the manufacture of same.  
 Factory, Office and Show Rooms  
**WALDEGRAVE and GEORGE STREETS.**  
 ST. JOHN'S.

## Headquarters —FOR— Motor Boat Supplies

In Stock, a full supply of  
**Batteries, Spark Plugs, Spark Coils, Magnets, Trouble Lights, Propellers,**  
 ETC., ETC.

**Lowest Prices**  
 —ON—  
**Gasoline, Kerosene**  
 —AND—  
**Lubricating Oils.**

AGENTS for  
**New FERRO Kerosene Engines,**  
 The Standard of the World.

DISTRIBUTORS for  
**Imperial Oil Co., Limited, Canada.**

OUR Stock is Complete—Prices Right.  
 INSPECTION INVITED.

**A. H. Murray**  
 Bowring's Cove.

## FIRE! FIRE!

We are clearing out the balance of our stock of  
**Ice Cream Freezers**

—AT—  
**1/3 off**  
 Regular Price  
 All in excellent condition.

How to make ice-cream: Get the **LIGHTNING** Freezer. The famous Wheel Dasher lifts, tosses, lightens, aerates the cream: makes "more." Smooth, velvety, even texture comes from thorough, continuous can-scraping of **AUTOMATIC** Twin Scrapers. Uses less ice and salt, and saves money. Quick-freezing; easiest running. Look for "LIGHTNING" on freezer.



Write for free booklet containing freezer instructions and Mrs. Sarah Tyson Rorer's recipes for delicious ice-creams, ices, frozen custards, etc.  
**NORTH BRO. MFG. CO.**

N.B.—Watch for our Enamelware Sale this week, Wonderful Bargains. All must go to make room for new stock, which is daily arriving.

**MARTIN HARDWARE CO.**



Yet Another  
 Shipment of  
**Baby Carriages**  
 and  
**Go-Carts.**

Why? Because our Carriages and Go-Carts can't be beaten in the Island, for Quality, Comfort, Newest Designs and most moderate Prices, and consequently our Sales in this direction are so large as to require its continual replenishing.

† Eminent physicians advise open air for Infants, so keep Baby "out-doors" as much as possible these bonnie Summer days. Let him sleep "out-doors" in his Carriage, or lie and watch the bigger "Kiddies" playing round him. When you go out, take him along in his Carriage, and when the chilly October winds come along and shake the leaves down from the trees you will find "King Baby" in much better health, and well prepared to meet the Winty blasts that are sure to follow.

**U.S. Picture & Portrait Co.**

**STANDARD Granite and Marble Works,**  
 361 Duckworth Street  
 Two doors west of City Hall.

The leading and most reliable store in the city for **HEADSTONES, MONUMENTS, TOMBS, ETC.** in Aberdeen Granite of different colors. Dealer in White Sicilian and American Marble of Best Quality—**WORKMANSHIP GUARANTEED.** Designs sent on application, by letter or otherwise.

**J. McINTYRE, Proprietor.**

Mail and Advocate \$2.00 a Year.

## The Elite Tonsorial Parlor,

Prescott Street, near Rawlins' Cross,  
**F. ROBERTS, Proprietor,**  
 is now open under the Management of **MR. H. WALSH,** lately arrived from Moncton, N.B.  
 Handsomely fitted up with the most up-to-date fixtures and tonsorial appliances. The patronage of the public is respectfully solicited.

## Oranges and Onions!

To arrive To-day Ex S.S. Digby  
 50 Cases **SMALL ONIONS**  
 25 Cases **SWEET VAL. ORANGES**  
 And Ex S.S. Mongolian  
 100 Barrels **GREEN CABBAGE**

**George Neal.**