

The Canada Life.

The Canada Life
Is the only Canadian
Company whose poli-
cies have doubled
through profits.

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. 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.



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. Ian 30 Bridge & Sons.)
June 23, 1912 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.

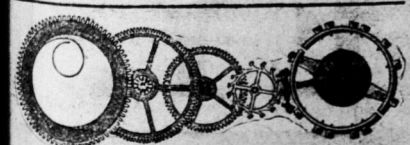
The SUITS are in Tan and White only—in the new WORFOLK style now being worn by all good dressers on Atlantic City's board-walk.

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 timing is most delicate. Imagine a 100th part of a hair. (Impossible to see!) Yet it is enough to interfere in its performance, so wonderful is the adjustment. The friction between the hairspring and the jewels, if not perfectly adjusted, will ruin the watch. Remember our business is the care of your watches, and our opinion costs nothing.

Watch and Jewellery Repairs.

Send your Watch and Jewellery Repairs by Mail or Express and we will give 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.

The Unreasonable Maid.

BY RUTH CAMERON.



A maid once went out from an employment bureau to a position, and on finding that the room in which she was expected to live was a wretched little hole, miserably furnished, with no wall paper on the wall, no arrangements for heating and one tiny window, told the lady of the house that she did not wish to stay, because she felt she could never make that room look homelike.

Whereupon she departed. And now the lady of the house goes about telling this experience as an illustration of how abominably presumptuous and uppish housework girls are becoming. And almost everywhere she tells it she receives sympathy. "The idea," exclaims her friends, "The idea. You simply cannot do anything with them nowadays, they are so independent. Wouldn't stay because she couldn't make the room look homelike. What do they expect—guest chambers?"

My friends, it seems to me that in that little incident is illustrated one of the chief causes of the maid problem. That a housework girl should want to have her room look homelike and should refuse to stay in a place where she couldn't make it so, seemed the acme of absurdity to these good women. They regarded it as unwarrantable independence on her part.

And yet a maid's bedroom means much more to her than her mistress's chamber does to the mistress, for the maid's bedroom must also be her living room.

If these women, who were most of them kind-hearted in other relations

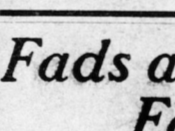
Ruth Cameron

NO ONE STRONGER THAN HIS STOMACH.

The celebrated Dr. Abernethy of London was firmly of the opinion that disorders of the stomach were the most prolific source of human ailments in general. A recent medical writer says: "Every feeling, emotion and affection reports to the stomach (through the system of nerves) and the stomach is affected accordingly. It is the vital center of the body." He continues, "so we may be said to live (through) the stomach." He goes on to show that the stomach is the vital center of the body. For weak stomach and the consequent indigestion or dyspepsia, and the multitude of various diseases which result therefrom, no medicine can be better suited as a curative agent than

Dr. Pierce's Golden Medical Discovery.

"Several months ago I suffered from a severe pain right under the breast-bone," writes Mrs. G. M. MURPHY, of Corona, Calif. "I had suffered from it, off and on, for several years. I also suffered from heart-burn, did not know what was the matter with me. I tried several medicines but they did me no good. Finally, I was told it was my liver. I did not dare to eat as it made me worse. Whenever I swallowed anything it seemed that I would faint—it hurt so. I grew very thin and weak from not eating. Was told to take Dr. Pierce's Golden Medical Discovery. I took five bottles of it, and could feel myself getting better from the first dose. I could eat a little without pain and grew strong fast. To-day I am strong and well and can do a big day's work with ease. Can eat everything and have put on flesh wonderfully. I will say to all sufferers write to Dr. Pierce. He has my undying gratitude."



Mrs. G. M. Murphy.

Fads and Fashions.

Skirts are longer. Beaded laces are a trimming novelty. Covert cloth coats are coming back. Ball trimmings are as popular as ever. The silk tailormades are still with us. The suit coat is now 32 to 34 inches long. Fabric hats bid fair to be seen this autumn. Undulating braids will appear this fall as trimmings. In both suits and dresses many saah effects are noticed. Broadcloth is rumored to be a coming autumn material. Coat sets are having a revival, so are collar and cuff sets. Perfectly simple tailored jackets with pleated skirts are seen. Chiffon blouses to match the tailored suit are still in fashion.

Is Sickness a Habit?

With many sickness undoubtedly becomes to some extent a habit. They have "bilious spells," "sick headaches," "attacks of indigestion." Why not shake loose from these ailments and know once more the joys of good health?

It takes a little will power. You may have to deny yourself some luxuries which do not agree with you, but it is worth while to be well and to prolong life. Dr. Chase's Kidney-Liver Pills will help you, because they act definitely and directly on the liver and thereby remove the cause of biliousness, headache and indigestion. Stir up the liver by taking one Kidney-Liver pill occasionally at bedtime and you will free yourself of many annoying ills, the temper will be less irritable and you will find more joy in living. Backache, Kidney Disease, Liver Complaint, Chronic Indigestion and Constipation are thoroughly cured by Dr. Chase's Kidney-Liver Pills. One pill a dose, 35c a box, at all dealers, or Edmanston, Bates & Co., Limited, Toronto.

New FRUIT

70 baskets FRESH RIPE
CHERRIES, only
25c. each.
Ripe Tasmanian APPLES
30c. dozen.
Jamaica Oranges, Sweet
and Juicy, 30 and 40c.
California ORANGES,
Large, Ripe Fruit, 45
and 60c. doz.
BANANAS.
Big Bananas, 35c. dozen.

New Vegetables.

New Beets, New Carrots,
New Radish, New Turn-
ips, New Turnip Tops,
Nova Scotia Cabbage,
P.E.I. Potatoes.

Soper & Moore

"I curse you in the name of the workers' wives, for it is you and your likes who have caused our ruin." As the child moaned pitifully in its mother's arms, being weak from starvation to cry aloud, the woman continued: "Yes, it is you and Tillet who are starving my child. Can't you see that it is starving?"

Mother's Smile.

It is true, as some writer has wisely observed, that "it is mother's sunny smile that starts the day happily, or her frown that mars the day for members of her household. In order to command love and respect, mother must, first of all, have full control of her temper, must be able to appear happy under trying conditions, must have learned to govern herself, and have reason to respect herself, or she will fall where she would reign supreme."

Not any easy task—nay, a difficult one at times, and one requiring the divine patience that God gives to some wives and mothers. There is many a great moral victory back of the mother's smile, back of her self-control, back of the careful guard she puts upon her tongue. No mother ever reigns worthily in her own little home kingdom without achieving a great many moral victories and without winning the approving smile of God.

SALVIA is a Preparation That Will Grow Hair Abundantly.

MEURDOR & CO. HAVE IT.
This is an age of new discoveries. To grow hair after it has fallen out today is a reality. SALVIA, the Great Hair Tonic and Dressing, will positively create a new growth of hair. If you want to have a beautiful head of hair, free from dandruff, use SALVIA once a day and watch the result. SALVIA is guaranteed to stop falling hair and restore the hair to its natural color. The greatest Hair Vigor known. SALVIA is compounded by expert chemists. Watch your hair if it is falling out. If you don't, you will sooner or later be bald. SALVIA prevents baldness by fastening the hair to the roots. Ladies will find SALVIA just the hair dressing they are looking for. It makes the hair soft and fluffy and is not sticky. A large bottle, 50c.

TONS OF FIREWORKS SET OFF BY CIGARETTE.

New York, July 4.—A lighted cigarette thrown into a moving van containing a ton of fireworks for the Fourth of July celebration of the 26th Assembly District at 5th avenue and 110th street to-night exploded the entire contents of the wagon and created a panic among 10,000 persons in the park circle.

In the stampede for places of safety luckily no one was injured. The horses attached to the van dashed out into the crowd and headed up 5th avenue with rockets and sparks flying in every direction. They were stopped, but not before the horses were severely burned and the wagon wrecked. Further celebration was abandoned.

THE CANADIAN BANK OF COMMERCE.

Head Office Toronto.
Capital ... \$15,000,000 Res. ... \$12,500,000

A branch of this Bank has been established in St. John's at 222 Water Street, where a general banking business may be transacted.

Savings' Bank Accounts.

Interest at the current rate is allowed on all deposits of \$1.00 and upwards. Careful attention is given to every account. Small accounts are welcomed. Accounts may be opened and operated by mail, and also may be opened in the name of two or more persons, withdrawals to be made by any one of them or by the survivor.

F. E. DENCH, Manager.

TINNED SALMON!

THIS SEASON'S PACK.

Choice No. 1 Salmon,

Put up by a Reliable Packer. Prices Right.

A. H. MURRAY, O'Dwyer's Cove.

Call & Inspect Our

STOCK OF
Wedding
Presents.

JOSEPH ROPER.

A RARE CHANCE

To get good clothing for Men and Boys at real BARGAIN PRICES. We have:

Men's Tweed Suits, from	\$4.50 up
Men's Tweed Pants, from	\$1.00 up
Boys' Tweed Suits, from	\$1.20 up
Boys' Tweed Pants, from	60 cts. up

Made of thoroughly reliable material in Latest Styles.

Send along your Mail Orders.

WILLIAM FREW, Water St.

Every body's doing it.

Doing What?

Drinking Golden Pheasant Tea.

FERGUSON, HOLNESS & Co.

J. B. MITCHELL, Selling Agent.

The BIG Furniture Store.

JUNE WEDDINGS

Will soon be the order of the day, and Wedding Gifts follow as a natural sequence. In these strenuous times the bride and groom will appreciate nothing better than some article of Furniture. We pride ourselves on the fact that in no Furniture Store in Newfoundland can be seen a more varied, more artistic, or more reasonable goods than we are showing. For a gift how would some of the following do?

DRESSER.	SIDEBOARD.
PARLOR SUITE.	EXTENSION TABLE.
ROCKING CHAIR.	CHINA CLOSET.
MUSIC CABINET.	BOOK CASE.
CHESTERFIELD.	LOUNGE.

But I would take a whole newspaper to itemize the many suitable articles we can supply. Call and have a walk through our store and pick out what best suits your ideas and purse.

CALLAHAN, GLASS & Co., Duckworth and Gower Sts.

Advertise in the TELEGRAM