



'Tis Not the Clothes that Make the Man
BUT, we reckon, one of our STRAW HATS
 Will Top a Man off in Good Shape.
 Drop in and See Them.
 Prices \$1.00 and \$1.50
 AT
The Hat Store
 Mail Orders Promptly Attended to.

LIPTON'S TEAS!

Largest sale in the world. Best value in the market for the consumer.

RED LABEL 40c. per lb.
 YELLOW LABEL 46c. per lb.

In 1/4, 1/2 and 1 lb. double air-tight bags, and in 5 lb. patent air-tight decorated tins.

Lipton, Limited, growers of the Finest Tea the world can produce in Ceylon and India. Lipton's have been awarded for the pure quality of their Tea the following first-class honors:

3 GRAND PRIZES
 and
5 GOLD MEDALS,
 and the highest and only award given for Tea at the Chicago Exhibition. No other tea can show a record like that. Try a 1/4 lb. Red Label for 10c. It is the best value you can buy.

HY. BLAIR
 Sole Agent in Newfoundland for Lipton, Ltd., Tea, Coffee & Cocoa Planters.

WOMEN'S SHOES!




The new Oxfords and Ties are certainly the handsomest that have ever been made.

The Swell Styles of the Season are here in the finest variety we have ever shown.

NOT A CHOICE STYLE OMITTED.
 Dainty Oxfords with Cuban French heels.
 Bright, dull finish, and Tan leathers of all kinds.
 Every point of appearance, comfort and service is met in a most satisfactory manner.

The perfect fit of our Oxfords is a great feature
 \$1.60 \$2.00 \$2.50.

We've just the correct size and just the right width for every Woman's Foot.

Parker & Monroe, Ltd.
 THE SHOE MEN.

Job Printing Executed.

A Title for Married Men.

By RUTH CAMERON.



A western woman has recently astonished her acquaintances by calmly prefixing "Mrs." to her name. There is no "Mr." in the case. She has simply become tired of being called "Miss" and decided to be "Mrs." in the future.

Of course the self-made "Mrs." has been asked what is the reason for her unusual act, and she has promptly countered by asking her questioners why she shouldn't do this. "Why," she says, "should a woman's marital relations be advertised in this way to everyone she meets, and who hears her name spoken. Men don't have to be labeled bachelors or bachelorettes every time their names are uttered. Why should women be tagged in this way?"

Don't you think her objections are logical?

I do.

But I don't think I wholly like her solution of them. Some years ago a similar question arose as to why married women should go about the world labeled as wives by their wedding rings, and married men should wear no such label, although of the two, men certainly need the label the most, since they have always been more apt to pose as unmarried. Now, following the logic of the western lady, unmarried women would have taken to wearing the wedding ring in order to confuse the issue. You know what

has actually happened. Equality in this matter is being established by the use of the wedding ring by both sexes. In two-thirds of the weddings which I have attended in the last ten years, the beautiful double ring service has been used; and whereas twenty-five years ago it was thought peculiar for a man to wear a wedding ring, it attracts no attention whatever to-day except on the part of the woman who wants to find out whether he is married or not. Isn't this a much better way to even things up than to take all its meaning away from the wedding ring in order that woman might not be unfairly labeled?

I think so, and I wish this same thing might be extended to the engagement ring. Now don't scoff at that. There were plenty of people twenty-five years ago who scoffed at

the idea of wedding rings for men. Who knows but twenty-five years from now it will be as common for an engaged man to wear some sort of a pledge of betrothal as it is to-day for married men to wear the wedding pledge.

Suppose then we solve our bachelor lady's trouble in the same way, and instead of doing away with the title of "Mrs." or letting unmarried women assume it at will, suppose we invent a corresponding title for married males; have them put it on their cards, address them by it and introduce them by it wherever they go. Surely no faithful husband could have any logical argument against that. The man who would object to it would probably be the one who needed it most.

Ruth Cameron

Fashions and Fads.

The narrow frills of tulle turning away from the neckline is the most favored finish.

The scarf of lace, tulle or chiffon occupies an important place in the evening costume.

A new type of coat is very broad shouldered and draped. The material is a Scotch plaid.

White crepes are embroidered in colored sprigs, a reminiscence of the old-time sprigged muslin.

At present shoes of black patent leather with tops of white, tan, violet or blue kid are worn.

A touch of colored ribbon is invariably introduced at the waist and neck of the costume of white.

The newest hat is flat and oval in shape, with stiff sides and with a bow of ribbon directly in front.

Among the new tailored suits are a number of checked materials, trimmed with a bright touch of color.

Twitching of the Nerves

A Distressing Symptom of Nervous Exhaustion Cured by Dr. Chase's Nerve Food.



Mrs. John McKellar, 11 Barton street east, Hamilton, Ont., writes: "I was injured some years ago, and that left me with a broken-down nervous system. I could not sleep, and suffered from twitching of the nerves and disagreeable nervous sensations. 'It then began using Dr. Chase's Nerve Food, and can say that I never used any medicine that did me so much good; in fact, I am entirely cured of my old trouble. The Nerve Food not only strengthened the nerves, but also built up my system in every way." Under date of Aug. 29, 1912, Mrs. McKellar writes, confirming her cure, and states that she has had inquiries from many people who had heard of the great benefits she obtained from Dr. Chase's Nerve Food. Dr. Chase's Nerve Food, 50 cents a box, 6 for \$2.50. All dealers, or Edman & Co., Limited, Toronto.

IN STOCK!

- 40 cases Local Tinned Rabbit.
- 50 cs. Boyer's Tomatoes—1 1/2's, 2's & 3's.
- 25 cases Medallion Beans.
- 25 cases Staple & Strong Pickles.
- 25 cases White's Pickles.
- 200 sacks P. E. I. Potatoes.
- 100 sacks Patna Rice.
- Pea Beans, Green Peas.

Soper & Moore.

The Lawn Mower.
 By H. L. RANN.



The lawn mower is a graceful implement which when pursued with feverish energy by a tall, bow-legged property owner without collar, necktie or suspenders, makes a pleasing landscape decoration. It is used to reduce the growth of brush on the front lawn and make it so that a man can play croquet on it without having to hunt for the end stakes.

When a man buys a lawn mower for the first time he is filled with enthusiasm and circulates around the premises with it on the dead run, finally bringing up against a cone from a pine tree and having his breastbone set back several inches. After a few of these comes have caught in the teeth of the mower and thrown him over the handlebars, his enthusiasm will ooze away at a rapid gait and he will decide to stick to his profession.

It is harder to plow a straight furrow with a dull lawn mower than it is to drive a drooping-tipped mule on a bee line. Many a man has been rendered cross-eyed for life in the attempt to square a lawn mower with a telephone pole out in the road and has come into the house looking like a small boy returning from a three-ring circus.

The lawn mower has teeth which catch everything that comes along and refuse to let go until somebody has been maimed in the region of the stomach. It is excellent exercise to push a lawn mower through grass that is knee deep, as it chokes up every few feet and has to be pounded on the back until it can draw a full breath.

People who have gotten into the habit of waking up at an unearthly hour during the summer, invariably rush out of the woodshed before breakfast and gallop up and down next to some neighbour's sleeping porch with a lawn mower that hasn't been oiled since infancy. Between times, in order to be sure that everybody in the block is awake, they will drag the mower over a cement walk on its hind legs, causing it to scream with agony at every step. This is a reprehensible pastime and ought to be taken in hand by the grand jury.

Special Evening Telegram.
 NEW YORK, June 22.
 The French liner "France," the greatest and swiftest of the French merchantmen, was struck by lightning shortly after anchoring on quarantine last night. The lightning ran down a steel spar, and the master of arms and six seamen standing near were knocked senseless. The sharp crackling of the lightning and the vivid illuminations stirred the steerage passengers into a panic.

Death on the Golf Course.

A tragic incident was witnessed by Bonar Law, the Unionist Leader, at the Malahide golf course, near Dublin, when Dean Webster, of the Chapel Royal, suddenly fell dead whilst playing at the eighth hole. At the time that the dean collapsed, Bonar Law, who was engaged in a foursome with J. H. Campbell, M.P., Sir A. Jackson, M.P., and Mr. Lunn, was at the sixth hole. Dr. Crawley, who was with Dean Webster, went to his assistance, but his efforts were in vain, as death was instantaneous. All play was immediately stopped, and the body was conveyed to the pavilion, where Mr. Law expressed his deep regret at the painful occurrence. An inquest was subsequently held at the Grand Hotel, and a verdict of heart failure as the cause of death was returned. The Very Rev. Reginald Godfrey Michael Webster, M.A., was chaplain to the household of the lord lieutenant, and canon of St. Patrick's Cathedral. He was a very well known figure in Dublin, and his death will be widely regretted.

Struck by Lightning.

Special Evening Telegram.
 NEW YORK, June 22.
 The French liner "France," the greatest and swiftest of the French merchantmen, was struck by lightning shortly after anchoring on quarantine last night. The lightning ran down a steel spar, and the master of arms and six seamen standing near were knocked senseless. The sharp crackling of the lightning and the vivid illuminations stirred the steerage passengers into a panic.

DODD'S KIDNEY PILLS
 FOR ALL KIDNEY DISEASES
 BRILLIANT CURE FOR
 GRAVEL RHEUMATISM
 BRIGHT'S DISEASE
 DIABETES BACKACHE
 NEURALGIA
 MARCH 23 THE PROGRESSIVE

DUE ON THURSDAY BY S.S. "FLORIZEL,"
50 tierces Sinclair's Ribs,
50 barrels Ham But Pork.
 Everyone is talking about
Brownrigg's Hams.
 Have you tried them?
H. J. Brownrigg.
 Phone 469.

\$10,000
NEWFOUNDLAND
4% DEBENTURES.

We are open for offers in lots [to suit purchasers].
F. B. McCURDY & CO.,
 Members Montreal Stock Exchange.
C. A. C. BRUCE, Manager,
 St. John's.

The Canada Life.

In each of the past four years the Canada Life has earned a **LARGER SURPLUS** than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

C. A. C. BRUCE, Manager,
 St. John's.

Beautiful
 are the new styles in our Women's
READY-TO-WEAR GARMENTS.

We have never presented a larger or more comprehensive assortment of Ladies' Gowns & Dresses for party, street and evening wear.

COATS, SUITS, etc.
 Styles are so varied, materials, effects so charming that it's a simple matter to find garments particularly suited for every individual taste. Most of these are exclusive—no two garments alike.

U. S. Picture & Portrait Company.



Job Printing Executed.