

# Great BARGAIN Sale.

**OPENING DAY:**  
**THURSDAY, AUGUST 1st.**

During this Sale all SUMMER GOODS, Dress Cottons, Linens, Silk Muslins, Delaines, Muslins, etc., will be offered at less than cost. Each Lot will be marked in plain figures.

Special attention is called to our Dress Dept. Lustres, all shades, 5 yard lengths, 48 in. wide, **\$1.75**. Good value for \$2.50. Costume Tweeds and Meltons in great variety. Our extra special lot **\$1.60** for 5 yard lengths.

Prices in all departments will be cut so that you will have to admit that this is a REAL Bargain Sale.

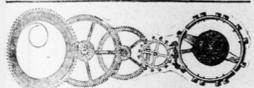
A Special Feature will be Our 20c. Counter. We intend to make such a display here that it will prove an attractive feature to every one.

Other Bargains will be announced later—wait for them.

Remember Thursday, Aug. 1st.

## Robert Templeton.

### 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 other parts of the watch. The Hairspring has the most delicate motion. The setting is most delicate, it is a 10th part of a hair. Impossible to set. Yet it is enough to interfere in its performance, so wonderful is the adjustment. The friction between the hairspring and the pallets, if they are not perfect, will ruin the watch. Remember our business is the care of watches, and our opinion costs nothing.

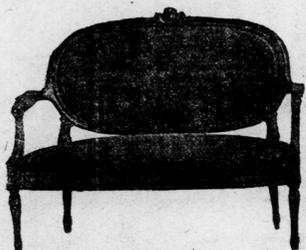
### Watch and Jewellery Repairs.

Send your Watch and Jewellery Repairs by Mail or Express and get 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.

### WE HAVE FAITHFULLY

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



**U. S. PICTURE & PORTRAIT Co.**  
Complete House Furnishers.  
Water Street East.



**John T. Kelly,**  
MARBLE and Granite Dealer,  
HEADSTONES AND MONUMENTS.  
Latest Designs.  
Circles executed promptly.  
First-class workmanship. Plans and prices sent on application.

**324 Water St.,**  
(Opp. A. J. Spedding & Sons.)  
June 3rd 1912 P. O. Box 411

ADVERTISE in THE EVENING TELEGRAM.

### Read This to a Poor Boy.

Poverty is capital—a creative force, a whip, a spur, an incentive. Ambition dies on diet of truffle and goose liver. Determination grows sluggish on a full belly.

Hard schools teach great lessons. Rich men's sons are seldom rich men's fathers. An unearned dollar is a fool-maker. Those who do not understand how to make money can't retain it. You are not handicapped—it's the idler, the pampered, overfed, careless, protected boy who must fear the future.

Don't mind these few Spartan years. They are blessings. The appetite for achievement stales on sweets—hunger lends zest to doggedness.

You must work—you have no choice. You must earn or you can't eat. There's no helping hand behind you—you've got to seize the opportunity before you.

Responsibility is riding on your shoulders, but duty broadens character. Pack your chest with courage and begin to win. What you've missed in training you can make up in steadiness and readiness. Education at its best merely points out the most competent method, and if you keep your eyes open and put your heart in your task, commonsense will show you as much as a text book. You are ignorant of theories, but theory, after all, isn't nearly so important as practice.

You stand to-day where Edison and Wanamaker and Marshall Field and Carnegie and Lincoln stood at your age—on your feet, with empty pockets, a sound constitution and license to make a dare anywhere. The path to prosperity and fame runs through your soul.

You can't achieve more than you believe. Your reward will be proportionate with clean hands as your property, but you'll be knocked about, blocked and fought by every man who wants what you seek. If you have one yellow streak you haven't a show.

The years that face you are full of promise. To-morrow is always mightier than yesterday.

The new-comer profits by the trials and struggles of the past, and more knots have been untied, more problems have been solved in this single generation than in any previous century.

Legislation is tearing whip after whip from the hand of Privilege—hours are shorter—sanitation is better—and facilities of every sort are at the disposal of all who wish to improve their minds and bodies.

But we offer no charity—only cowards and shirkers whine for concessions. We want the greatest ability at the top, so we are merciless to quitters. It's the one way in which we can truly test efficiency.

When you are discouraged, weep on your own shoulder—pluck is ashamed to display its tears.

Hold hard to hope—fling your faith in the teeth of ridicule, disaster and enmity.

Dread far—we build close to the stars in this century. Think with unflinching imagination. Whatever Mind can plan, Will can produce.—Herbert Kaufman in Woman's World for August.

### Wave Carries Craft to Trea.

Sydney, N. S. W., July 25.—Stories of recent gales around the coast are still coming to hand and indicate that the fury of the elements was something exceptional. At Melbourne the bar at the mouth of the harbour shifted shore ward no less than two hundred feet, while large trees some distance inland were washed out by the roots and carried out to sea.

A marvellous escape from death was that of a mother and five children who were in a boat when the storm attacked them. The mother tried to keep the frail craft from overturning and succeeded. A huge wave caught it, carried it inland, and deposited it on the branches of a tree. The heroic mother and her children were safely rescued.

### "Cured the Piles, That I Know"

It is not pleasant to think of the dreadful suffering caused by this wretched disease, but it is satisfactory to know that there is a cure, for all who will avail themselves of it, in Dr. Chase's Ointment.

Mr. Dan Stewart, Gabarouse Lake, N.S., writes—"For about two years I had itching piles. Last summer I was working in a lobster factory, but had to give up and go home because the suffering from piles was so great. I was two weeks in bed, and my doctor could help me very little. One night I suffered such agony that I did not know what to do. Next day I wrote for a sample of Dr. Chase's Ointment, and this did me so much good that I ordered a large box, and was entirely cured by its use. That was six months ago, and there has been no return of the trouble. Dr. Chase's Ointment is a sure cure for piles. That I know."

Dr. Chase's Ointment is a positive cure for itching, bleeding and protruding piles. 60c a box, at all dealers or Edmansons, Bates & Co., Limited, Toronto.

### A Simple Treatment that Will Make Hair Grow Now Sold in Newfoundland.

Every up-to-date woman should have radiant hair.

There are thousands of women with harsh, faded, characterless hair, who do not try to improve it.

In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the Great American Saxe Hair Tonic.

Every reader of the Telegram can have an attractive head of hair in a few weeks by using SALVIA.

McMurdo & Co. sells a large bottle for 50 cents, and guarantees it to banish Dandruff, stop falling hair and itching scalp in ten days, or money back.

SALVIA is a beautiful, pleasant, nonsticky Hair Tonic.

### The Sewing Machine.

BY H. L. RANN.



The sewing machine is a mild-looking household utensil which is used to keep a woman in a contented frame of mind and prevent her from becoming a mere butterfly of fashion.

After a high-spirited wife has played on the pedals of a sewing machine for ten hours, she will not be inclined to count the pulsing accents of the cuckoo clock as her husband ascends the stairs in his stocking feet and a state of trepidation.

The sewing machine was invented in 1845 by the late Elias Howe, a Massachusetts Yankee who had grown tired of holding his suspenders in place with ten-penny nails. His first machine was a crude affair, having a very short wheelbase, and doing most of its stitching on the hop, step and jump principle, which caused its output to look like the hem-stitching in a gunny sack. It took Mr. Howe several years to perfect a machine which could be used without introducing leg cramps into the family circle.

If Mr. Howe could come back to earth now, he would not recognize his child. The modern sewing machine will do everything except sweep under the bed and keep ants out of the refrigerator. Some women make clothes on it which fit just as well as if they had been ordered from a house-wrecking concern.

The latest style machines are run by electric motor, with self starter and automatic cut off. A woman can feed a bolt of blue denim into one of these machines, and it will emerge at the other end in serried ranks of form-fitting overalls, while she is peeling the potatoes or swaying in rhythmic cadence with the family wash.

The sewing machine runs neck and neck with the carpet sweeper as a pleasing and appropriate birthday present, as it reminds a wife that woman's work is never done, if she lives to be 90,000 years old.

### STOP A COUGH AT ONCE 108 Nox a Cold in One Day

If you have a Cough, troubled with Bronchitis, Asthma or any Lung Trouble, get a 25c. bottle of 108 Nox a Cold. You will never regret it. Sold by McMurdo & Co.

### Real Slayers Still at Large.

New York, July 27.—The anticipated breakdown and confession of one or more of the men, now under arrest, in connection with the murder of the gambler, Rosenthal, has failed to materialize. The real slayers are still at large and District Attorney Whitman is balked, so far in his efforts to show who the actual conspirators were, behind the plot to kill Rosenthal.

The proceedings of the Grand Jury have been adjourned until next week, and District Attorney Whitman has left the city, until next Monday. In the meantime Deputy Police Commissioner Dougherty is scouring the city to round up the slayers of Rosenthal. Commissioner Dougherty says the developments in the last few days have been very important, but does not expect any more arrests for a day or so. Threats have been received by Louis Creste, the waiter who yesterday identified "Bridle Webber" and Jack Sullivan, as having been in front of the Hotel Metropole, when the murder took place, and a guard of detectives have been given him, to prevent him from being harmed or spirited away.

### Did You Ever Buy Direct From the Factory?

BY J. R. HAMILTON.

For some reason or other, there is an attractiveness, both to women and men, about "getting things at the factory price" or "buying direct from factory" that surpasses any other pocket-book achievement we may attain to.

We all know that the high cost of most things is due to the high cost of distribution and not to the cost of production itself. And so the factory cost is usually our goal of economy.

We know that all this intricate machinery of business is necessary but naturally we dislike to pay the toll.

Now, if we only knew it, there is one month in the year when all of us can buy at "factory cost"—or at least so near to factory cost that the saving is immense.

And that month is this month of August.

We have been dealing with the clearance sales of retail stores. Now we come to the clearance of the factories themselves.

The manufacturer or wholesaler is no different from the retailer. Each of them has stocks that must be cleared. The retailer is the natural outlet for the manufacturer. Through his aisles and over his counters only can the maker clear his stocks.

In business every man looks out for himself first. So the retailer clears his surplus stocks before he allows the surplus stocks of the manufacturer to come through.

Up to the present time you have been buying from the clearance sales of retail stores alone. But now the stores have cleared themselves and allowed the manufacturers' surplus stocks to come through.

To-day when you walk into a retail store you are virtually walking into a factory to buy your goods. Where you paid three profits before, you are paying a little less than one right now.

That is the reason for this second big price cut that you see in most of the advertising to-day.

The wholesale surplus stocks are coming through at or a little above their factory cost. The channels of trade are being sluiced out and cleared from end to end, and if you do not get your share of all the good things that are pouring out, why that is your fault.

The advertising in this paper tells you all about these sales from day to day.

In this twentieth century you might as well not take the paper as to overlook the advertising it contains.

### Bay de Verde Notes.

The recent storm of south easterly wind caused a heavy sea which resulted in considerable damage to the traps, some of them being torn too much to repair. A large number are now ashore being repaired, and will be placed in the water again when finished.

Had it not been for the damage sustained there would have been very good trapping the past few days as there seemed to be some fish. We trust, however, that there may be a few more good days trapping before the voyage ends.

The trawl men are doing very little and don't expect to do much before the advent of the squid, which have not yet made their appearance.

Mr. J. J. O'Grady and Messrs. Connolly and Walsh are now here painting Rev. J. Donnelly's residence after which they will proceed to Grate's Cove to paint the new R. C. Church there.

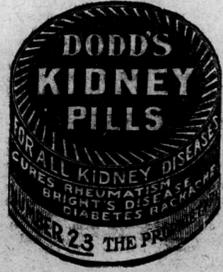
The Misses Brennan (2), school teachers, Bay Roberts, are here on a visit to Mrs. A. Moore.

Constable Blundon who has been enjoying a two weeks vacation here, returned to St. John's by the S. S. Dogota to resume his duty.

The wedding of one of our leading young business men to a young lady of Harbour Grace will take place next week at the latter town. We wish them a pleasant passage across the matrimonial sea of wedded life.

Mr. Farmer, of Harbor Grace, is now here purchasing fish for the Munn Boneless Fish Co., and is sojourning at North's Hotel.

CORRESPONDENT.



# Shirts--That's All.

And being all we are advertising this week, we've marked them to please all.

### Lot 1--Men's Work Shirts:

In Stiffels Indigo dyed cloth—stripes and spots; and the famous Endura cloth—in dark stripes; also, English Oxfords—English Havards—and Striped Tennis in this lot—with collars. Sizes 14 to 17. First price, 75c.; now.....

**57c**

### Lot 2--Men's Work Shirts:

In striped tan and Khaki Duck—Black and White Cotton—Black Sateen—Grey Army Flannel—Navy Fleeced Jersey—with collars—all sizes. First price, 85c.; now.....

**67c**

### Lot 3--Men's Work Shirts:

In Khaki colored Duck Hunting Shirts—Endura Brand Cotton Tweed. Also, in this famous Endura Cloth, Black and White Striped—and grounds of Drab, Green, Brown and Tan with fancy stripes—White Oatmeal Cloth. First price, 95c.; now.....

**77c**

For Men who are looking for the best, we specially direct attention to our **BLACK PRICE SHIRT**. These shirts are made from Twilled Whiteny—are perfectly made and finished in every detail. Price.....

**\$1.50**

The above stock represents a Manufacturers' "clean up." We would tell you his name but he requests us not to.

His Loss—Your Gain.

## J. M. DEVINE,

THE RIGHT HOUSE.

### 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. 651354, 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.

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

# Money Is Invested

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.

**F. B. McCURDY & CO.,**

Members Montreal Stock Exchange.

**C. A. C. BRUCE, Manager,**

St. John's.

Job Printing Executed!