

Provincial and Municipal Debentures to yield from 5 to 5 1/2 per cent.

Town of Amherst,
Town of Pictou,
Municipality of Shelbourne,
Province of Nova Scotia,
Town of Sydney,
City of Halifax.
Prices on application.

F. B. McCURDY & CO.,
Bankers and Brokers.
C. A. C. BRUCE, Manager,
St. John's, Nfld.

The Surplus Earned.

In 1912 the Canadian Life earned surplus of \$1,530,667, exceeding by over \$237,000 the earnings of 1911, and by a much larger amount the earnings of any previous year. This is of importance to policyholders, for their Dividends must come from this account.

CANADA LIFE ASSURANCE CO.

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

September Magazines and Fashion Books.

Argoey, Ainslee, American, All Story, Blue Book, Cosmopolitan, Cassells, Everybody's, Fry's, Grand, London, Munsey, McClure's, Metropolitan, New Nash's, Popular, Popular Mechanics, Physical Culture, Red, Red Book, Railroad, Royal Review of Reviews, Smart Set, Strand, Story Teller, Top Notch, Windsor, Technical World, Wide World, Delineator, Designer, Fashions for All, Jose Lilles Practical, Leach's Children, Ladies' Home Journal, Ladies' Companion, Pictorial Review, Weldon's Journal of Costumes, Weldon's Ladies' Journal, Weldon's Children's Fashions, Weldon's Illustrated Dressmaker, Woman's Home Companion, Woman at Home.

GARLAND'S Bookstore,
177-553 Water Street, St. John's.

"THE OIL THAT LUBRICATES."

THE IMPERIAL OIL CO., LTD.
Gentlemen,—With reference to POLARINE OIL, we desire to say that we operated six Winton Six-Cylinder Cars on the Cariboo Road in 1912, and these cars travelled 32,450 miles during the season. We used POLARINE exclusively, and found it superior to any other oil which we had previously tested, and while the cars were operated under all sorts of climatic conditions, we were so well pleased with the results obtainable from the use of POLARINE OIL that we propose to use nothing else on the eight Winton Cars which we will operate this year.

TRUEFIT Suits

Represents the Highest Value in Material, Style and Finish.

The leading merchants can save you many dollars on your next suit if you ask for TRUEFIT BRAND. We also make Men's Top Shirts, Ladies' Raglans, Large size Overalls.

Newfoundland Clothing Co., Ltd.

Do You Read Advertisements.

By RUTH CAMERON.
Do you make a regular practice of reading the advertisements in the newspapers and magazines? Or do you regard them as a necessary evil, a certain amount of which must be accepted along with your purchase of news or fiction? I am aware that the latter point of view is held by some people, and that they regard it as proof of their superiority. As a matter of fact, it shows how narrow minded and shortsighted they are. Advertisements are valuable, interesting and educative reading. In the first place, to take their merit this evening? I asked a neighbor the man or woman who wants to get a dollar's worth out of every dollar spent. "Did you see So-and-So's advertisement this morning?" I asked a neighbor of mine, who had told me she was going to buy a lingerie frock. "They are having a special sale of their summer costumes." "No, I didn't see it. I never read the advertisements," she answered rather snidely. "What I buy a newspaper for is the news."

Now what are department store advertisements but news—the news of what is being done in the shops? This woman is fond of saying that she never got a bargain. I showed her a pair of five dollar shoes I had bought for two dollars, pointed out to her the trade mark of a firm that does not make anything for less than five dollars and let her see how wonderful they had worn. She admitted that advertisements are interesting and educative is not so obvious as that they are valuable. Perhaps I should only speak for one in calling them so. I certainly can say that I myself enjoy looking over the advertising pages in a newspaper. I like to see what men are making and selling. I like to see progress as reflected in this mirror of the world's business, and I like to study the way in which the advertisers make their appeal—the psychology of the thing. Do you read advertisements? If you never have, please give these people who are paying so highly for a chance to talk to you at least one or two audiences. Doesn't our American gospel of the "square deal" require that of you?

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Ruth Cameron

LONDON GOSSIP.

LONDON, August 28th, 1913.
King George on the Moors.
Both in Yorkshire and at Balmoral the King has been fully up to his mark as a shot this season, and has made heavy bags. In fact, he is one of the best live shots in the kingdom, and is noted for the quickness and precision of his aim. His average is about eighty per cent of the cartridges used. At a right and left shot he is exceptionally good, and he seldom misses a rookery bird. He shoots with his left arm out practically straight, and this gives him great control over the swing of the barrels. But he likes a long walk in search of outlying game better than the battues that have done so much to spoil last sport.
A Secret Ally of the Turks.
It looks as though the Turks are to be left in undisturbed possession of Adrianople after all. Europe is too tired of crisis and too sick of the very name of the Balkans to start another weary and dangerous wrangle. A diplomat of my acquaintance prophesied this to me some weeks ago. The Turks, he told me, have an all-powerful ally on their side of whose existence they are no doubt unaware and whose name has never appeared in the Ambassadorial despatch or a newspaper telegram. This ally my friend Lord Stratford and the High Commissioner, respectively.
There is good reason to believe that the statement that Lord Stratford intends to resign the High Commissionership of Canada soon after the

gave the honourable title of "Monsieur Stratford" to the Chancellor in all European capitals are now almost empty. Ministers and officials are scattered, the Parliaments are not sitting. It is an unwritten law in international diplomacy that the summer vacation shall be sacrosanct and at the present moment that unwritten law is working to the benefit of the Turks. But had the Turkish re-occupation of Thrace taken place two months earlier or later, we should have had the papers full of it. The armies of the great nations might have been on a war-footing. Ambassadors would have been busy making "representations" or presenting "notes." Reuters and Herts and Wolf and the other agencies would have been publishing "communiqués" daily. The movements of our ships in the Mediterranean would have been a matter of world-wide importance. In the long run the result might have been just the same—that is, Adrianople would still have been Turkish—but diplomacy would have done its best to put our nerves on edge.

The Embassy at Vienna.
The diplomatic changes now officially announced have, of course, been fully discounted in advance. The retirement of Sir Fairfax Cartwright is the main pivot of the diplomatic movement. He had to go sooner or later if Anglo-German relations were to be placed on a sound footing was patent to everyone who had followed his career in Vienna. He was several times guilty of indiscretions of a distinctly anti-German character, and once he permitted himself to proclaim that the Eastern Question could only be solved if England were to obtain Suda Bay. Our relations with Vienna have always with the exception of the few months of the Bosnian crisis been of a cordial nature, but it obviously was a disadvantage to be represented there by a diplomatist who would not or could not conceal his strong dislike for Vienna's ally. So long as our relations with Germany were still of a doubtful temper we could confine ourselves to half-hearted disavowals of our Ambassador's compromising utterances. The moment, however, our Foreign Office decided to abandon the former policy of appeasement of Sir Fairfax Cartwright in Vienna has been a handicap. His successor, Sir Maurice de Bunsen, is, on the contrary, known as an advocate of Anglo-German alliance, being himself a member of the great Bunsen family, diplomatist and scientist. His appointment will no doubt be deeply regretted in Madrid, where he knew the present King as a baby and where the services he rendered to Spain during the Franco-Spanish litigation over the delimitation of their respective spheres in Morocco will long be remembered. Considering how secure we are of the friendship of Madrid we can only rejoice if he now transfers his great diplomatic tact to Vienna.

A BAKING SUCCESS WHICH YOU CAN DUPLICATE IN YOUR HOME WITH BEAVER FLOUR.

All the talk about Western wheat is "pastry" flour, is just plain talk. Anyone who knows anything about wheat, knows that Western wheat flour cannot and does not, make as good Pastry as "Beaver" Flour. Western wheat has what the bakers call strength. It makes a big loaf of bread—but the bread is spongy and lacks flavor. Ontario wheat, blended with spring wheat, makes the ideal bread and pastry flour. The bakers of Toronto and London—the experts at the agricultural colleges—and thousands of bakers in Ontario, Quebec and the Maritime Provinces—have proved that "Beaver" Flour is superior to any Western wheat flour, and is equally good for Bread and Pastry. Try it. DEALERS—Write us for prices on Food, Canned Goods and Cakes. THE T. H. TAYLOR CO., LIMITED, CHATEAUX, ONT.

R. G. Ash & Co., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.

Plums!

Owing to partial failure of local berry crop, we have ordered Plums for early shipment.
To arrive Thursday:
20 baskets Large Blue PLUMS.
10 baskets Large Yellow PLUMS.
10 baskets Green Gage PLUMS.
10 cases, 4 bks. each, assorted PLUMS.
50 baskets TOMATOES.
Also full stock of Apples, Pears, Bananas, Oranges, Cabbage, Potatoes Turnips, etc.

Soper & Moore.

New Year is well founded. The announcement is an interesting if somewhat premature disclosure of what I have ground for believing are his Lordship's intentions in the matter. Nonagenarian though he is, Lord Stratford will relinquish with reluctance those duties, devotion to which has won him the title of the Grand Old Man of Canada. For some time he has felt desirous of giving place to a younger man, and the only question has been the choosing of a convenient date for the transferring the reins to other hands. Whoever succeeds to the office will find it hard to live up to Lord Stratford's standard of industry. Despite his advanced years, he remains a glutton for work, and he is indefatigable in his attendance at the offices in Victoria Street, London, where with that thoroughness which has marked his career no detail is too small for his personal supervision.

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Wedding Bells.

A quiet little wedding took place at St. Michael's Church here on Tuesday last, 2nd inst. Rev. L. Godden officiating. The contracting parties were Mr. Tobias Ralph, of Coward's Island, and Miss Jane D. Gill, of Pinchard's Island, who has been teaching at Coward's Island for the past two years. The bride was charmingly attired in a cream and white gown, with bridal veil to match, and was attended by her sister and Miss Abia Ralph, with little Miss Marjorie Ralph—one of her former pupils—as flower girl. The groom was supported by Mr. E. A. Bishop, teacher at Flat Island. The bride was given away by Mr. Job Lane, who also took the party to Flat Island in his motor boat, which was nicely decorated for the occasion. Mr. and Mrs. Ralph were the recipients of many presents, among the number being one to the bride from her former pupils. They leave to-day for Grand Falls, where Mr. Ralph has secured a good position with the Harnsworth Co., and where they will make their home in future.
Flat Island, Sept. 6, 1913.

If Constipated or Bilious - Cascarets.

For Sick Headache, Sour Stomach, Stuffed Liver and Bowels—They work while you sleep.
Get a 10-cent box.
Take a Cascaret to-night to cleanse your Liver, Stomach and Bowels, and you will surely feel great by morning. You men and women who have headache, coated tongue, can't sleep, are bilious, nervous, upset, bothered with a sick, gassy, disordered stomach, or have backache and feel all worn out. Are you keeping your bowels clean with Cascarets—or merely forcing a passageway every few days with salts, cathartic pills or castor oil? Cascarets immediately cleanse and regulate the stomach, remove the sour, indigested and fermenting food and foul gases, take the excess bile from the liver and carry off the constipated waste matter and poison from the intestines and bowels. Remember, a Cascaret to-night will straighten you out by morning. A 10-cent box from your druggist means healthy bowel action; a clear head a cheerfulness for months. Don't forget the children.
MINARD'S LINTMENT FOR SALE EVERYWHERE.
The aeroplane manufacturers continue to talk hollow about the quietest interest in the world, for safety is not an "air scare"

agitation has been running in this country, and the burden of the outcry has been "more orders" for aeroplane constructors, whether the Government wanted them or not. One might have imagined that France, with its large air fleet, would have been exempt from this nuisance. Not so, however. The French constructors have started a ferocious agitation against the Aero Club, the War Office, and the Ministry of Marine for not giving them sufficient "encouragement," and they have got a powerful popular newspaper, the "Matin," on their side. The arguments have a familiar ring. Armaments firms, large or small, have one thing in common: M. Morane, the well-known airman, writes indirectly on behalf of the Bleriot firm. "I tell you," he says excitedly, "that in six months according to what I know of the organization and progress of flying in Germany, where they are beginning to make light machines and have copied the Gnome motor—in six months we shall be outclassed by the Germans." There we have once more the familiar German "boog." As for the remedy, it is, of course, "orders." "The French Government," M. Morane explains, "orders from the aeroplane firms only forty machines in six months, whereas our factories can turn out 300 machines in that time." And, of course, he will not be satisfied until the State orders that number. By that time, however, the aeroplane firms will probably be able to turn out 1,000 or more machines. Then the clamour will begin again.

Minimise The Loss.

Practically farmers may easily minimise the loss, due to a backward and cold season, by the judicious use of Sulphate of Ammonia as a fertilizer. Sulphate of Ammonia contains over 20 per cent of nitrogen, as against 15 per cent in Nitrate of Soda, and is therefore more than 25 per cent better than nitrate of soda as a means of quickening and increasing the growth of crops. The use of Sulphate of Ammonia has increased enormously of late years and it is recognized to be the most valuable fertilizer obtainable. By its judicious use the production of root crops per acre may be doubled, and the growth of late crops stimulated. We invite the attention of Farmers to our special pamphlet on the best methods of using Sulphate, copies of which will be forwarded free to any address on application. The price of Sulphate is moderate, and our terms are accommodating. ST. JOHN'S GAS LIGHT COMPANY, Board of Trade Building, St. John's, July 8, 12

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Flat Island, Sept. 6, 1913.

Fresh Fruit, Fresh Poultry, New Vegetables.

ELLIS & CO., LIMITED.

208 Water Street.
Fresh New York Turkeys,
Fresh New York Chicken,
Fresh New York Ducks,
Fresh New York Corned Beef,
LOCAL GEESE, Killed to Order.
New Cucumbers,
Fresh Cauliflower,
New Green Peas,
New Celery,
New Carrots,
New Beetroot,
New Parsnips,
Fresh Tomatoes,
New Potatoes,
New Swede Turnips,
Fresh String Beans,
Fresh Green Corn.
AMERICAN BEAUTY BUTTER,
1 lb. blocks.
California Oranges,
Messina Lemons,
Gravenstein Apples,
Red, Green and Blue Plums,
Lemon Cling Peaches,
Bartlett Pears,
Almeria Grapes,
California Grapes,
Grape Fruit,
Cantaloupes,
Pineapples,
Ripe Bananas.
Fresh Confectionery
HUTTEN'S CONFECTIONERY.
MEDICINAL
Senator Brandy,
20 Years Old.

Senator Brandy.

No Family should be without it. An Essential in every Household.
Ask for Senator Medicinal Brandy.
Remember our Telephone, Nos 482 & 786.

PUBLIC NOTICE.

REVISION OF THE LIST OF ELECTORS FOR THE DISTRICT OF ST. JOHN'S EASTERN AND WESTERN DIVISIONS.
Notice is hereby given that a Revision of the list of electors for the election of six members of the House of Assembly of Newfoundland in the Eastern and Western divisions of the Electoral District of St. John's will commence at the Magistrate's Court on Monday next, the 8th inst., and shall be continued each day thereafter until and including the 15th inst., from 12 o'clock noon until 2 p.m.
A. W. KNIGHT,
Actg. Stipendiary Magistrate,
September 1st, 1913.
sep2,61,2,4,6,8,10,12

LADIES!

W. N. Gallan,
Ladies' Tailor & Furrier.
First Class Fitting,
First Class Workmanship,
Charges Moderate.
208 DUCKWORTH STREET,
2 doors East of Prescott Street
sep5,3m,m,w,f