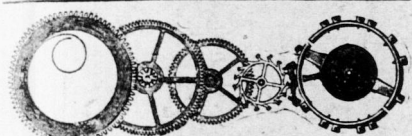


Mackintoshes

\$7.00.

AT THE
The Young Man's Store.

The Tale of Perfect Time in a Watch



From Mainspring to Hairspring, between them lies the secret. The Mainspring is the power which transmits to the active parts of the watch. The Hairspring has the control and regulates the motion. The fitting is most delicate; imagine a 100th part of a hair. Impossible to make! Yet it is enough to interfere in its performance, so wonderful is the adjustment. The friction of accumulating dirt, lack of oil, etc., destroy these perfect fittings. Do not let your watch run to ruin through neglect. Remember our business is the care of watches, and our opinion costs nothing.

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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.

The Canada Life.



C. A. C. BRUCE, Manager, St. John's,
July 20, 11
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.

A Board of Directors that is thoroughly familiar with the kind of business carried on.

Assets equal to more than twice the amount of bonds issued.

Net earnings that show a steady increase amounting to 24 p.c. 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.
July 20, 11



LOOK

for any of the following brands on the Inside Breast Pocket of your new Suit, viz:—
Fitreform, Progress, Truefit, Americus, Stillenfit, The Mode, Faultless, Superior, etc.

IF

Your Coat is branded thus be assured that you have garments that are stylish, well finished and will retain their shape.

Newfoundland Clothing Co., Ltd.,
DUCKWORTH STREET.

Telegram Ads Pay

Remember, Babies Also Have Nerves.

BY RUTH CAMERON.



How largely physical conditions affect what we used to think were wholly moral matters is something which we are realizing more fully each year.

The other day a man who had been arrested for gambling told the judge that the mania was something beyond his control and asked to have his brain examined with the X-ray, to see if there were not something wrong in his brain structure, and if possible, to have an operation performed that would cure him.

Bad temper, flightiness, hysteria, the desire for drink, and even the state of mind which leads a man to commit murder are nowadays considered in relation to the diseased brain or body which may be partially or wholly at fault.

Some people say all this is going too far. I don't think it has gone half so far as it will go and ought to go. "In my youth," declares a woman of the last generation, "nerves were called plain bad temper." Yes, madam, and perhaps a great injustice was done thereby. Undoubtedly there is some bad temper which is nothing more or less than "plain cussedness," but there is also much that is due to overwork, under-feeding, indigestion or any one of a hundred abnormal conditions. Besides, who shall say

how much "plain cussedness" is a matter of brain structure? Surely, not anyone as ignorant as you or I.

But I am wandering far a-field. What I started to say was this: Don't forget to give the children, and even the babies, their share in this new philosophy.

What do I mean by that? Well, let me tell you a story of our neighborhood in answer.

A dear little baby who had been sweet and lovable during the first year of his life, seemed to completely change in his whole disposition as he grew older. He fretted, whined, and had tantrums when he was crossed until even his mother said: "If he belonged to anyone else I should say he was the most disagreeable child I ever knew."

One day the child had an ill turn, and his father called in a specialist. The specialist asked innumerable questions about his patient and finally told his parents that they had been giving him too much sugar and he had undoubtedly been suffering from a form of stomach trouble known as sugar indigestion, of which nervousness and irritability were invariable symptoms. The baby has been put on a diet and bids fair to be again his own sweet self.

Now do you know what I mean by giving the baby his share in this new philosophy? To be sure, it may be bad training, or a naturally bad disposition that makes bad babies, but don't forget that it may also be a bad stomach or liver.

Ruth Cameron

Praise of His Wife.

Apparently there are some men who have words of praise and commendation for almost everyone else but their wives. They seem to think their wives are the only people they know who do not want appreciation of their work.

There are many men who, without meaning to be unkind, take everything their wives do as a matter of course. It is hard lines to be the wife of an unappreciative man. No spinster need envy such a position. A wife's loving toil is all in vain when her husband does not appreciate it. It is not a nice thing for any true-hearted woman to feel that she has to master her husband in order to live comfortably when he exercises it.

A man is usually complimentary to other ladies; why cannot he do this to his wife? Why cannot he praise the cooking of his wife as he does the cooking of his friend, Mrs. Jones, when they visit there? If a man would only do this, he would find matters go more smoothly in his household.

108

Nox a Cold in One Day

At last a remedy has been discovered that will stop a cough, cure a cold, relieve asthma in a few seconds. It is called "Nox a Cold." Just try it. 25c. a bottle. Sold by McMurdo & Co.

The Man Not to Marry.

Girls are often advised as to the kind of man they ought to marry. I am varying the form of the advice a little in pointing out the sort of man whom it is not desirable to marry. Do not marry a worthless man. You may say it is not always possible to say that a man is worthless until you have married him.

There are, however, several indications in early manhood of how a man is likely to turn out later on. Never marry a lazy man: the chances are that whatever position he has now, you will have to support yourself and perhaps him too, later on. Never marry a lazy man: the chances are you would be ashamed of him. Whatever it is before, remember that after marriage "pity is not akin to love."

Never marry a man who has lived an evil life. The horrors resulting from such marriages are too terrible to be discussed here. Do not marry a man to reform him. If a man does not love a girl sufficiently to "reform" for her sake before marriage, he will never do it after.

Lastly (it ought really to be "firstly"), never marry a man given to drinking to excess. Of all men to be avoided, he is the one to be avoided the most.

Electric Restorer for Men
Phosphonol to its proper tension; restores and vitality. Premature decay and sexual weakness averted at once. Phosphonol will make you a new man. Price \$2 a box or two for \$3.50. Write to any address. The Sobell Drug Co., St. Catharines, Ont.

On Second Thought.

BY JAY E. HOUSE.

If you try to kiss a woman she probably will slap you, but she will not place any insuperable obstacle in your way.

One may be said to have a good memory if he can keep an eight-day clock going.

If being an army officer means that one must wear a sword, that is a sufficient objection to soldiering as a business.

Buck Kilby says he knows what it is wrong with a man whose wife won't let him smoke in the house. Buck diagnoses it as spinal trouble.

The fellow who knows anything worth while usually keeps it to himself. The fellow who doesn't tell everybody.

The neighbors are saying nice things of the Letroy Featheringhams who celebrated their wedding anniversary the other day. The neighbors say that although the Featheringhams have been married fifteen years they still are good friends.

What, by the way, became of the plan, endorsed by a New Hampshire statesman, to do away with the toothbrush?

The hammock has been superceded by the porch swing and matrimony thus loses another of its most effective aids.

The bloodhound figures rather prominently in fiction, but about all that can be said for it is that it eats less than a foxhound.

Speaking of the 131-pound catfish caught in the Missouri river, if this thing is valueless the supply of it always is ample.



"DON'T DIE!"

It is unnecessary. We have saved the lives of hundreds of our fellow-townsmen and will save yours for 25 cents, if you come to us in time. "OUR PHORATONE COUGH CURE" seldom fails to give immediate relief. Use one bottle and you will give up the hack business. A COUGH if not stopped in its first stage, often leads to consumption.

For Sale By:
DR. F. STAFFORD & SON,
Foot of Theatre Hill And—
STAFFORDS PHARMACY,
Duckworth Street.

Prepared only by **DR. F. STAFFORD & SON, St. John's Nfld.**

Also manufacturer of—
STAFFORDS LINIMENT
—And—
PRESCRIPTION "A."

ORGANS.—The famous Needham Organ—sold in tens of thousands of homes. Eight styles to select from. Call and see them. **CHESEBURY WOODS,** Sole Agent for Nfld.—June 25

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 Turnips, New Turnip Tops, Nova Scotia Cabbage, P.E.I Potatoes.

Soper & Moore

Game and Inland Fishing.

The following report from wardens was received by the Game and Inland Fisheries Board, during last week.

Little River.—8 salmon.
Grand River.—30 salmon.
South Branch.—32 salmon.
North Branch.—47 salmon.
Crabtree River.—12 salmon.
Fishes River.—25 salmon.
Robinson's.—81 salmon.
Little Barachois Brook.—2 salmon; salmon plentiful.
Bottom Brook and S. W. River.—3 salmon; salmon and trout fairly plentiful.
Harris River.—118 salmon.
Fox Island River.—14 salmon.
Humber River.—8 salmon.
Main River, Bonne Bay.—50 salmon.
Portland Creek.—17 salmon.
River of Ponds.—21 salmon.
Hawke's Bay.—41 salmon.
Hare Bay River.—Salmon fairly plentiful; trout plentiful.
no 3 sheet.

Canada Bay River, viz:—East River, North East River, West River and Cloud's River; all of which are good salmon rivers. Salmon just striking in.—July 12.
Baird River.—The warden states: "I have seen quite a lot of salmon in the river already. (July 16th) but none have been taken yet with rod, hook and line except one taken by Mr. Jackman. I expect there will be a large quantity of salmon up this river this season. This is an ideal place for sportsmen who go in for salmon fishing. Last summer while here I must have seen as many as a barrel of salmon in one small pool. Please remember just one small pool besides all the larger ones. I can recommend this as a No. 1 place for salmon. Prospero calls going North and South every trip. Calls at wharf always. Train running from the wharf where the steamer calls to the mines about 2 miles in by the river."

Upper Exploits, Millertown.—Warden states: "Drivers and other laborers have caught quite a large number of quanaiche or land-locked salmon on this river; also on the Victoria River. As you will remember, there are no salmon come from the ocean over the Grand Falls to Red Indian Lake. Caribou seem to be just as plentiful around the Lake as I have ever seen them and to the best of my knowledge, undisturbed. Bears—there seem to be quite a number prowling around and in several cases have gone in the camps when men have been there."

Gander River.—57 salmon.
Dog Bay River.—Salmon and trout fairly plentiful. No person salmon fishing as yet with rod, hook or line.

Little Bay River.—24 salmon.
Middle Brook.—3 salmon. Quite a number of salmon at Tavers' Brook. No anglers as yet (July 12th) have been there.

Terra Nova River.—5 salmon; fairly plentiful.
Goose Bay River.—Good sign of salmon, better than last year.

Salmon Brook.—Near Trinity—8 salmon in fair numbers. Trout plentiful.

North and South Rivers.—Clark's Beach.—No person fishing for salmon in this locality as yet, with rod, hook and line, but salmon are going up rivers in fair numbers.

Salmonier River.—187 salmon.
Colinet River.—Trout very plentiful. 66 doz. caught by residents of Whitbourne and Colinet during the last week. Salmon in river in fair numbers.

North Harbour River.—St. Mary's Bay.—Trout very plentiful.

Little Salmonier and Barachois Rivers.—Salmon fairly plentiful.

Branch River.—Trout plentiful and many taken by residents.

Great Barachois River.—Salmon in fair numbers. Trout plentiful.

South East River.—Placentia—65 salmon.

N. E. Arm River.—20 salmon.

North Hr. River.—Placentia Bay—4 salmon.

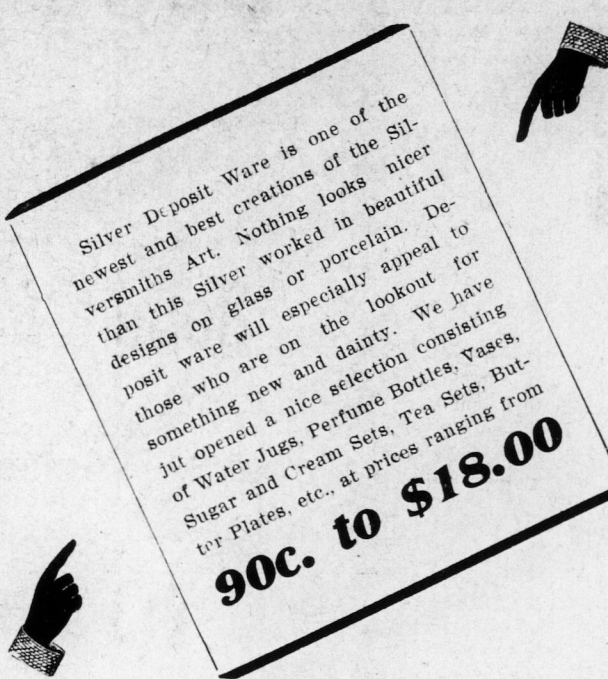
Pipe's Hole.—Salmon fairly plentiful.

Garnish River.—7 salmon; in good numbers.

Terrenceville River.—10 salmon.
Grey River.—Salmon plentiful.
Cling Cert.—Salmon plentiful. Warden further states: very few seem to know we have such a valuable river. Thousands of salmon go up this river. I have been standing by my camp door at rising tide, watching out and saw a half dozen jump out of water at a time. No person salmon fishing here at present.

LaPelle River.—7 salmon.
Barnet Island Brook.—5 salmon.
Paradise Arm Brook.—17 salmon.
Grand Bay Brook.—3 salmon. Salmon fairly plentiful in this brook.

Silver Deposit Ware!



Silver Deposit Ware is one of the newest and best creations of the Silversmiths Art. Nothing looks nicer than this Silver worked in beautiful designs on glass or porcelain. Deposit ware will especially appeal to those who are on the lookout for something new and dainty. We have just opened a nice selection consisting of Water Jugs, Perfume Bottles, Teapots, Sugar and Cream Sets, Tea Sets, Butter Plates, etc., at prices ranging from 90c. to \$18.00

T. J. DULEY & Co.,
The Reliable Jewellers and Opticians.

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.

Reached Port.

The cattle schooner Gladys E. Whidden, reached port on Saturday evening, after a rough and eventful passage of five days from Mulgrave, N. S. The vessel left there on the early part of last week. On Friday afternoon last she ran into Trepassey for shelter out of the big storm. Captain Hilton knew that a storm was brewing and it was fortunate he did, as a few hours after he harboured a regular hurricane prevailed, accompanied by a mountainous sea and heavy rain storm. If the craft had been caught out in the gale there would be little hope that she would survive it. The Gladys E. Whidden brought a full cargo to J. & W. Pitts, including horses, cows, sheep, hay, produce, etc.

The second and final VEDEE demonstration takes place next Tuesday, at 8, at the Casino Theatre, (T. A. Hall), and tickets for reserved front seats at ten cents each can be secured in advance without extra charge, at Mercantile Chambers, 193 Water Street, (two doors west from City Club), between 11 a.m. and 1 p.m., or from 3 to 5 p.m.—July 27, 28.

For Hospital.

By the express yesterday there came a man named Jacob Peddle, of Little Harbor, P. B., whose hand is in a bad state from erysipilas. He recently drove a thorn in it in the woods and from this the disease set in.

A young man named Dunphy, of Paradise, P. B., arrived here by Saturday night's train. He was seriously ill of chest trouble and was taken by Mr. E. Whiteway to a boarding house until he could secure a bed for him at the hospital.

League Football, St. George's Field, 6.45 o'clock this evening, C. E. I. vs. Star.

Bruce Passengers.

The S. S. Bruce arrived at Port aux Basques at 6.35 a.m. yesterday. Her passengers were:—J. M. Barter, Mrs. J. Henderson, Miss A. Kremble, Mrs. R. Gills, Mrs. M. T. Flynn, Miss A. Flynn, H. P. Reid, Miss F. Matthews, Miss H. Horwood, Miss A. Horwood, Miss J. Foote, Miss M. Foote, Mrs. T. Salsbury, Miss O. S. Winsor, L. Alard, F. A. Ross, J. F. Bishop, Capt. F. Butt, G. S. Mackay, M. H. Winsor, J. Greene, F. Hickman, T. Grundy, L. Chafe, Mrs. M. Ryan, Miss E. Bussey, Miss Bishop, Miss M. Vigus, Mrs. J. Ledrew, Mrs. H. Noseworthy, Mrs. M. M. Devine, Mrs. H. A. Loane, Mrs. B. C. Carew, H. C. Anderson, J. M. Kellam, J. F. Ryan, J. T. Power, B. J. Bates, H. H. Small.

The Police Court.

A fireman charged with being drunk and disorderly, was discharged. These 20's are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at 25c. a box, or three for \$1.00. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

When making chocolate frosting try stirring the grated chocolate in the milk and sugar syrup after taking it from the fire or just before putting it on the cake. The rich flavor of chocolate is lost when it is allowed to boil.

In Every Household "Bulldog" Brand TEA

Is First Favorite.

WHY?

Because in the blending of it there are combinations acceptable to every taste the whole year round.

It won its Favor through its Flavor.

TRY IT! You will be pleased.

40c. lb.

5-lbs. for 36c. lb.

T. J. EDENS, Sole Importer.