

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.

HENRY BLAIR

Sole Agent in Newfoundland for Lipton, Ltd., Tea, Coffee and Cocoa Planters.

STILL LEADING

For over thirty years we have been the Leading Tailors of the City, and we're still going some.

Just arrived, the Largest and Best selection of SPRING SUITINGS and OVERCOATINGS ever shown in the city. Personally selected in the English markets.

NO TWO ALIKE.
Style, Fit and Finish the Best in the City.
English or American Cut.

CHAPLIN'S,

The Store that Pleases.



THE BIG FURNITURE STORE

DINING ROOM FURNITURE.

Numerous styles in Chairs, Extension Tables, Buffets, Rockers, Sideboards, Fancy Tables and Chairs, Arm Chairs, Dinner Waggons, Overmantels, Cake Stands, China Cabinets, Tea Carriers.

In selecting the new things for your home there is a distinct advantage in having so large an assortment to choose from.

CALLAHAN, GLASS & Co., Duckworth & Gower Streets.

Ladies' Summer Skirts.

Ladies' White Lawn and Jean Costume Skirts, in all the leading styles and effects. Just the kind for the hot weather. Prices range from

\$1.30 to \$2.50.

Remember, we have only a small quantity left.

WILLIAM FREW.

Advertise in The People's Paper.

An Efficiency Talk.

By RUTH CAMERON.



do first class work in any other direction.

For instance, suppose your business is stenography. Being a woman, you usually make up the beds for mother of a Sunday morning. You don't like to make beds, and you are inclined to make them in a very slovenly fashion, despite the knowledge that by so doing you forfeit a handsome husband. Now, if you yield to this inclination you not only spoil the appearance of the room, but you also effect your ability to write a neat letter in the office on Monday. And conversely, if you insist on making those beds just as well as you know how, you also strengthen yourself as a neat and accurate stenographer.

Or, again, say that your profession is homemaking and you are elected treasurer of the local Woman's Club. Keeping books is stiff, up-hill work

for you, but if you persist in doing it in an orderly and systematic fashion, you will thereby strengthen the habits of order and system. Whereas, if you allow yourself to be careless about this task, you impair your ability as a housekeeper.

Of course, the influence which one single act exerts is not perceptible. But we seldom perform single acts. We let ourselves be slovenly in the making of the beds or the keeping of the books again and again, until by-and-by the poison of slovenliness begins to affect our whole system.

"The habits that a man has to acquire to become efficient in one class of work," says one of the writers on efficiency, "of whom we have had such a crop the last few years, stand him in good stead in becoming efficient in other work. These habits of work are vastly more important than the work itself, for it is our experience that a man who has become efficient in one thing readily learns to become efficient at doing other things."

"The habits of work are really more important than the work itself." That means bad habits as well as good ones. If you want to be efficient in one direction, you must try not to be slovenly in any, even though the work itself does not seem to you important.

Ruth Cameron

Fashions and Fads.

Brassieres become more and more transparent.

The outlook for flounced skirts is very favourable. New fall ribbons will be of rather dull broche crepe.

Dull French Plaid ribbons made delightful sashes.

Charmeuse continues to be among the best-liked silks.

Sashes become more frequent and more varied than ever.

Some of the prettiest blouses just now are made of organdy.

Gourai, muslin and coq feathers are as popular as ever.

Hatter's plush hats are simply trimmed with pleat ribbon.

Natural soq feathers are just now immensely popular in Paris.

Small flou ends are added to some of the new wired collars.

Chamois yellow is one of the colors seen among girls' topcoats.

Nothing equals white chinchilla for the fashionable sports coats.

Long, smooth handles are the favorites among summer parasols.

Cubist designs are seen even in some of the new corse materials.

The black-and-white combination in footwear continues to be liked.

The crown dent is a smart feature of the new felts for country wear.

Gold and green is fast coming to be one of the favorite combinations.

Staple colors are best for fall gloves—navy, brown, tan and taupe.

Chiffon flowers continue to favor for evening dresses and lingerie trimmings.

The outing felt hats for August are brilliant-hued felts in small round shapes.

White, cardinal, gray and maroon are the preferred colors for fall sweaters.

A novel empire nightgown has yoke and long sleeves made of allover embroidery.

It is the fashion among the most chic of Parisian women not to wear corsets at all.

The World's Remedy

You make no risky experiment when you use occasionally—whenever there is need—the most universally popular home remedy known—Beecham's Pills, which have stood the test of time with absolute success and their world-wide fame rests securely on proved merit.

BEECHAM'S PILLS

relieve the numerous ailments caused by defective action of the stomach, liver, kidneys and bowels. Cleansing the system, they purify the blood and tone body, brain and nerves. Beecham's Pills act quickly; they are always safe and reliable, and you may depend upon it they

Will Benefit You

Sold everywhere. In boxes, 25 cents. Everyone—especially every woman—should read the directions with every box.

Rough materials, such as chevrons and chinchillas, will be much used for autumn coats.

Tunic skirts increase in favor, and separate skirts generally are coming to the fore.

Ornaments and tassels of every description are being used on the new clothes for fall.

The new colored novelty laces are in Chinese and Egyptian designs and soft rich colorings.

Striped mohair is still used for the practical every-day skirt which is to have hard wear.

Metal laces of the sheer and filmy sort will rule this fall, gold laces being the favorites.

Colbert embroidery is much used, together with hemstitched bands for trimming lingerie.

SALVIA is a Preparation That Will Grow Hair Abundantly

This is an age of new discoveries. To grow hair after it has fallen out to-day 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 results.

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.

McMURDO & Co., Wholesale Agents.

Sampling

One of Mr. Brookfield's most amusing stories is about the young Guardsman, Charles Buller, who was told by a lady he adored that he was not to come and see her again unless he brought with him a basket of strawberries. As this happened in the month of March, young Buller was plunged in the depths of despair, but with the help of a famous fruiterer he was able in about a week to get out for the hard-hearted lady a basket of a little basket containing about a dozen rather pale-looking strawberries, which had cost him, about a sovereign each.

He was shown into her boudoir to wait.

"How surprised she'll be," reflected Captain Buller, as he stripped the precious basket of its covering and he didn't look particularly inviting, but they are strawberries. There's no getting away from that. She must be pleased at the trouble I've taken to get them, as she was so bent on them, whether they're fit to eat or not. I don't suppose she'll be really any the wiser, but I'll just taste without taste at all. But that was a very wild idea. He had, in fact, a very wild idea. He had, in fact, a very wild idea. He had, in fact, a very wild idea.

That one was indeed the most delicious sweet and refreshing, but they're no distinctive flavor.

As the lovely lady sailed into the room the absent-minded officer was in the act of throwing out of the window the stalk of the last strawberry!

HOSE!

This week's special is

Child's, Misses' & Ladies'

Hosiery,

in Cashmere, Lisle, Silk, Fancy Embroidery and Gauze.

EXTRA VALUES.

Child's, all sizes, 16c. pair
Ladies' Black and Tan Cotton, Cashmere, Rib and Plain, 25c. pair.

Soper & Moore.

Sunstroke Without Sun

Sunstroke is seldom fatal in this country, but it may be very serious after-effects. It has been noticed in the Army and Navy that officers who have once had a severe sunstroke are seldom quite as efficient afterwards. They are sometimes inclined to dizziness often to ringing in the ears, and are always more inclined to come on the sick list for spring causes.

Sun is not necessary to sunstroke, a fact which explains why many doctors prefer to call it heatstroke. You can get sunstroke before a hot fire, and many cases occur after the sun has set. You are most likely to get it if doing hard physical work. Ships stokers are peculiarly liable to it, and it is the usual cause of the suicides by drowning which occur so frequently among stokers at sea.

The chief tip about avoiding sunstroke is to take things easy in hot weather, particularly if you are run down physically, as sunstroke usually attacks people who are out of sorts.

Army surgeons recommend keeping constantly wetted cloths under the hat when the temperature is abnormal, or cabbage leaves.

Sunstroke usually comes gradually in this country, the victim becoming more and more languid before he collapses. In hotter countries it usually comes with the suddenness of a stroke of apoplexy.

The first thing to do with anyone attacked by sunstroke is to lay them down in a dark room. Cold cloths should be applied to the head. If the pulse is very feeble, stimulants are needed.

A curious point about sunstroke that medical science is unable to explain is that the sufferer always gives off a curious mousey odour.—P.W.

All the Leading Brands of Tobaccos and Cigarettes at P. J. RAYNES', 112 New Gower St. July 12, 1913.

Eastern Canada.

Mr. S. C. Alward, of the Advertising Department of the Intercolonial Railway, Moncton, N.B., attending the Grand Lodge, being a Past County Master from Westmorland County, N. B. Mr. Alward is circulating among the delegates some booklets issued by the Intercolonial Railway.

These publications are quite interesting and give quite an idea of some of the places along the route of the Intercolonial. He has only a few of these publications with him, but any one seeing them and wishing to obtain them can do so by leaving name and address with Mr. Alward, at the Osborne House.

An Operation For Appendicitis

Was Ordered by His Doctor, But Complete Cure Was Effected by Dr. Chase's Kidney-Liver Pills.

Almost anyone who has suffered from appendicitis will assure you that this trouble developed only after months or years of derangements of the liver and bowels.

Appendicitis can almost invariably be prevented and very frequently cured, by the use of Dr. Chase's Kidney-Liver Pills. In the case described in this letter the doctors had ordered an operation, but a thorough cure was brought about by this great medicine.

Mrs. J. A. Ballantyne, Surgeon Falls, Ont., writes: "My husband was treated for appendicitis, and the doctors ordered an operation. But he would not consent to an operation and began the use of Dr. Chase's Kidney-Liver Pills. Since doing so he has had no need of an operation, or even of a doctor, as the trouble has completely left him. I cannot find words to speak our gratitude for his cure."

Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, all dealers, or Edman, Bates & Co., Limited, Toronto.

FOR SALE! A Quantity of LOCAL BRICK,

Hard and Soft. CHEAP TO CLEAR
W. H. HYNES, East End Coal Dealer.

COMBINATIONS—Knee Length and Ankle Length.
B. V. D.—as cut.
BALBRIGGAN 2-piece Suits, Knee Length and Ankle Length Drawers.
We have here just the Summer Underwear you are looking for. Our stock is quite new, and we have a full range of all sizes.

K. St. John

J. J. ST. JOHN.
10,000 VERY CHOICE CIGARS.
BROCK'S BIRD FOOD.
ROSE'S LIME JUICE.
SUNSHINE CUSTARD POWDER
BIRD'S CUSTARD POWDER.
BLANC MANGE POWDER.
TINNED RABBIT.
TINNED BAKE APPLES.
When you want a cup of appetizing TEA, get our 40c.
J. J. ST. JOHN.

Choice Barbados
Molasses
In tierces and barrels; also,
BRIGHT WEST INDIA SUGAR.
SALT.
BAINE, JOHNSTON & CO.

ALWAYS MASTER OF THE ROAD.
Look for the Dunlop Traction Tread trail on asphalt and on mud. It's the "V" tread for comfort. No chains, no skidding.
A WEATHERABLE TIRE.
It is just weather like we get here in Newfoundland that gives Dunlop Traction Tread Tires a chance to show their class—and motorists who have them know it.
Created because of the insufficiency of the so-called non-slip or "buttoned" tread.
Marketed only after the most exhaustive tests ever given to an anti-skid tire.
Proven itself the only real anti-skid tire obtainable—bar none. That's
DUNLOP TRACTION TREAD.
The Tire Which Makes Safety Sure.
FRED. V. GHESMAN, Representative.
Stocked by Parsons, "The Automobile Man."

Advertise in The Telegram.