

## September Magazines and Fashion Books.

Argosy, Ainslee's, American, All Story, Blue Book, Cosmopolitan, Cassell's, 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 Liles 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,**  
177-223 Water Street, St. John's.

## Phoenix Insurance Co., Of Hartford, Conn.

**Capital \$2,000,000.**

Surplus to policy holders, \$1,155,090.

Losses paid since organization, \$73,400,000.

The following letter is an indication of this Company's promptitude and liberality in settling claims:—

To MESSRS. C. F. BENNETT & CO.,

Agents, Phoenix Insurance Co., Hartford, Conn.

Gentlemen:—I beg to tender you my most sincere thanks for your liberality and promptitude in settling my claim for loss sustained by the recent fire which occurred at New Gower Street on Thursday morning, the 29th inst.

Your readiness to meet my claim and the liberal manner in which your representative acted have greatly relieved me and have tended to lighten the burden which would otherwise have been heavy.

Yours truly,

(Sgd.) FRED ROSE,  
aug 4, 1913.

## ANCHOR BRAND HERRING NETS

The Fisherman's Favorite.

**Most Satisfactory Cheap  
Net on the Market.**

**Robert TEMPLETON,**

Wholesale and Retail.

"Scotia"

Six per cent Debenture

Stock,

Seasoned

Security,

Safe as regards Principal Invested.

Sure as regards Interest Return.

Secured by Assets valued at nearly

Five Times Amount Debenture

Stock Issued.

Price 98 and Interest.

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

Members Montreal Et al Exchange.

**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.

## The Household Efficiency Club.

By RUTH CAMERON.



What is the matter with the household efficiency club? Some months ago I suggested that we have a household efficiency club through which all the reader friends could pass on to each other any simple little helps which their experience with housework had taught them. We were to use our column once a month or oftener to print these suggestions in. All women interested in the great science of homemaking were asked to join; one idea was the initiation fee. I expected to be deluged with ideas, and lo, here I am several months later with only a tiny midget of letters at hand.

I've waited and waited for my good reader friends to wake up. I can't believe there aren't plenty of women among them bright enough to think up short cuts and generous enough to share them. I suppose that in the rush of their own daily affairs they must have just forgotten our club. Perhaps a symposium from those who didn't forget will be a sufficient reminder.

"You ask if we are tired of the word efficiency," writes one woman, "I, for one, am not. I will join the efficiency

club by contributing this idea: If one has silver to keep clean it is so much easier to do a piece at a time than to make a half day's work of it. I do a piece each time I do my dishes until it is all done. Of course I do the spoons one time, knives and forks another, and the larger ones such as cake basket, tea pot, etc., one at a time. In that way I soon have them all cleansed without realizing it. Most people dread it, it is such a dirty task. I don't mind it a bit now."

"You can make a good ironing board out of one of your extension table boards," suggests another woman; "I have tried it and it works perfectly." "I always keep some canned pineapple on hand," is another suggestion; "because I have found that it makes a good dessert to add a little pineapple to almost any cut up fruit such as banana or orange. The pineapple gives a rich and better flavour to any such mixture."

"When soaking a soiled garment in gasoline," writes another friend, "it helps a great deal to have the gasoline warm. Of course you should never have gasoline in the same room with a stove or any kind of flame. The only way to warm it is to set the vessel containing the gasoline into a tub of warm water. We simply run warm water into the bathtub and set the vessel in that."

*Ruth Cameron*

## Fashions and Fads.

Sleeves are nearly all full length. Skunk collars are dyed two colors. Smart costumes are made of bed-ford cord.

White, and red make a very chic combination. Flowers and fruit are popular hat adornments.

Much wool embroidery is used on the new fall costumes.

Printed silks are a favorite material for afternoon costumes.

There are many scarf-trimmed hats among the new models.

New collars are greens, reds, copper, orange, browns and violet.

Many of the hats are flat, resembling the plates or mandarin hats.

Costumes of black satin are brightened by touches of crimson satin.

Plain little walking skirts, cut in two or three gores are in very good style.

The new modes in fall coats and costumes require very elaborate neckwear.

The Parisienne has taken an amazing fancy to the short tunic effect.

Leige is the material of the moment for street wear and office dresses.

For afternoon wear there is the long white silk glove, with an embroidered back.

Flower-sprigged chailis and voile are popular materials for making one-piece frocks.

The outline of the dress neck of the present invariably runs to a "v" at the front.

Some afternoon gowns are cut so low that they might almost serve for evening wear.

Bandeaux, arranged at the side or across the back, tip the hats well over the eyes.

Skirts of plain zibeline cloth, velvet and mouseline are looped at back and sides.

The brilliant-colored silk tricot jacket is having great success at the present moment.

Evening gowns have novel front trains passing between the feet and trailing behind.

Lace used as inside revers is a feminine touch which has been given to some waistcoats.

The English girl's sporting jacket is either yellow, amber, cherry, green, blue or rose.

A stunning vest can be made of striped satin or bengaline, with the cords clearly defined.

The black-and-white skirts are particularly smart to wear with white blouses for mornings.

Many entire lace dresses are floun-

## Hr. Grace Notes.

The Harbor Grace Coal Co. are advertising a cargo of coal to arrive here shortly and which they offer at \$4.50 per ton of 2240 lbs. This is indeed good news to our people.

The marriage of Mr. Christopher Pike to Miss Isabel Davis, daughter of Mrs. Lavinia and the late Thomas Davis, is to take place on Wednesday, Sept. 10th. Congratulations in advance.

Mr. Arthur Rogers, only son of Mr. and Mrs. Albert Rogers, leaves by this afternoon's train for Canada where he hopes to secure a good position. Mr. Rogers is a very steady lad, has considerable experience in the trade of his father and uncle—carpentry—and we feel sure he is bound to make good in his new home. He takes with him the best wishes of all his friends.

A writer in last week's Standard complained that the electric lights here were so bad that one 8-candle power lamp had to be lit to try and find another. As the company will shut off the power from now until Thursday, that writer will have an opportunity of looking around with a low-test kerosene oil lamp. The company would like to hear the result of his search.

Mr. John G. Munn, of the James Baird Co., St. John's, is here on a holiday. Mr. Munn's old friends were all glad to see him in town again.

The following resolutions were passed at the meeting on Thursday last of the ladies of this town, in connection with the proposed Hospital for Harbor Grace:

1st. They are pleased to see that Sir Edward is open to conviction that the Custom House is not a suitable place for a hospital. All are of opinion that it would be very unwise to spend money on the Custom House as it never would be a satisfactory site.

2nd. Seeing that the Custom House is not a suitable place, they would urge the Government not to make any delay in waiting for the old Custom House to be vacated; as the need of prompt hospital accommodation is very pressing.

3rd. That the ladies request the Government to arrange, as soon as possible, for an expert to approve of a satisfactory place.

4th. That these resolutions be published.

Hr. Grace, Sept. 2, 1913.

One of the pretty new modes is the blouse of cream-tulle, with collars and cuffs of black tulle.

MINARD'S LINIMENT CURES COLDS, etc.

## 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.**

## Table Manners for Children.

Do not sit sideways on the chairs or lean back in them.

Never put your elbows on the table.

Do not make playthings of either the food or silverware.

Break a small piece of bread from the slice. Never butter and attempt to eat from the entire slice or even half slice.

The mouth should be wiped with the napkin both before and after drinking.

Be sure to swallow all food in the mouth before taking a drink.

Do not look at people through the bottom of the glass as though it were a field glass.

Sip the soup quietly from the side of the spoon. Medium-sized spoons should be provided for children.

Do not put either spoon or fork further into the mouth than is necessary.

Put just enough food on the end of the fork to make a proper-sized mouthful.

Do not tip the plate for the last drop of soup.

Never put potato skins, egg shells, etc., on the tablecloth. Either put them on the side of the plate or ask for a saucer.

Do not dip cake or bread into the water.

Never help yourself with your own knife, fork or spoon.

Do not reach across the table or in front of anyone.

Never take anything from a plate and put it back to take something else.

Lay your knife and fork on your plate so that it will not fall off when the plate is removed.

Children should be helped first at meals, and should be given a little recess between dinner course and dessert.

Never ask what kind of dessert there is before it appears.

Never complain about the food.

Never ask for what is not on the table unless it be some necessary dish or utensil, such as knife, fork or spoon.

Never eat or drink with one hand while you pass a plate with the other.

The first and last rule is to never do anything unpleasant at the table, and to always be considerate of others.—Woman's World for September.

**Six Generations.**

Strathroy, Ont., Aug. 29.—A remarkable fact has been discovered in connection with the life of the late Mrs. John Calcutt, who passed away in Strathroy recently in her 92nd year. The old lady, while living, had the unique distinction of becoming a great-great-grandmother. Her children and grand-children extending into the sixth generation. Six generations within a period of 92 years is surely a record-breaker, and it is doubtful if it can be equalled anywhere in this country.

**A GREAT BENEFIT**—Staf-ford's Drug Store, Theatre Hill, is open every night.—aug 29, 1913.

## Extra!

## Eight BIG SPECIALS

FOR THIS WEEK at

**COLLINS'**



**LADIES' DRESSES**  
in Linen and Serge; colors: Navy Blue, Cream, Black, Tan and Lt. Blue.  
At Half Price.

**CHILDREN'S DRESSES**  
to fit 4 years to 8 years old.

At Half Price.

**SKIRT EMBROIDERY,**  
45 inches wide.

Regular 75c. for . . . 57c.  
Regular 1.00 for . . . 70c.

**LADIES' SINGLETs.**

Regular 15c. for . . . 8c.  
Regular 20c. for . . . 13c.

**MEN'S WORKING SHIRTS.**  
Direct from the factories and bought much below the regular value.  
Regular 75c. for . . . 63c.  
Regular 85c. for . . . 70c.

**MEN'S WORKING PANTS.**  
Sizes 3 to 7; very strong material and worth \$1.80 a pair. Selling at \$1.30.

**WHITE QUILTS.**  
A lot of American Cotton Quilts, bought direct from a jobber at anchor prices.  
Regular \$2.00 for . . . \$1.30  
Regular \$1.50 for . . . 85c.

**Mill Ends of**

**WHITE FLANNELETTES**  
Worth 15c. yd. for 10c. yd.

## P. F. Collins.

## Take a Mackintosh and You'll be Safe.

Fall days will soon be here, and Fall days mean rainy days; even if you go for a walk when it's nice and bright, it's safest to take a raincoat with you, for the fall showers come at a moment's notice.

[The best thing to do is to be prepared for the "rainy day."

[We have just received a splendid stock of Men's and Women's Mackintoshes in all the newest styles and colorings, and in a great variety of textures and weights. These new Mackintoshes are in advanced styles and are in reality samples of what will be the leading fashions next Spring in "rainy weather" wear.

Women's from . . . \$3.75 to \$16.

Men's from . . . \$6.75 to \$18.

## U. S. Picture & Portrait Co.

## 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 BAKEAPPLES.

When you want a cup of appetizing TEA, get our 40c.

## J. J. ST. JOHN.

## NEW FLOOR COVERINGS.

Just opened another shipment of

**Floor Canvas and Linoleums,**

In the Newest, Neatest and most Attractive Patterns, at very Lowest Prices. We invite you to see our stock.

**WILLIAM FRFW**