

ing gram on Plates.

Dressmaker should keep Scrap Book of our Patterns. These will be found very useful from time to time.



Materials for any of these can be procured from AYR & Co. Ltd. Samples on request. Pattern number. Mail orders attended to.

MOST DESIRABLE, COMFORTABLE MODEL.



Child's Drawers.

Of the many bargains in unpractical mothers and home sewers often prefer to make drawers for their little ones, more comfortable, durability, of material and finish. The one shown is suitable for Canton flannel, domestic muslin. It is cut in 9 sizes: 3, 6, 7, 8 and 9 years. It requires 36 inch material for a pair. Send for this illustration mailed dress on receipt of 10c. in stamps.

PATTERN COUPON.

Send the above-mentioned per directions given below.

No.

Full:

Be sure to cut out the illustration send with the coupon, mailed out. The pattern can be had in less than 15 days each, in cash, postal note. Address: Telegram Pattern Co.

S. Stephano
Plums, Bananas,
Grapes, Apples,
Perry, Cauliflower,
York Corned Beef,
York Turkeys,
York Chicken.

ES STOTT.
In demand for sale everywhere

PROFITS over 100 pr. ct. OF ORIGINAL SUM ASSURED.

The following are examples of Canada Life Policies, in which the Profits added to same have more than doubled the original amounts.

Policy No.	Yearly Premium	Original Policy	Profits Added to 1910	Total Assurance to 1910
125	\$41.84	\$2,000	\$2,286.97	\$4,286.97
886	12.40	800	821.95	1,621.95
989	78.34	4,000	4,039.97	8,039.97
1,203	43.17	2,000	2,005.59	4,005.59
1,694	16.75	1,000	1,005.35	2,005.35
2,157	53.55	1,400	1,415.14	2,815.14

At age 30 a saving of \$14.00 monthly will buy a Profit-bearing Endowment Policy in the Canada Life for \$5,000, payable to you, at maturity in one amount or by way of annual instalments.

Send your name, age and address for a proposition of from \$1,000 to \$5,000 or more.

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.
July 30, 1912

Handsomeness Coats and Suits

Just received from the best of the present day makers. The Coats and Suits in the shipment just opened up are quite out of the ordinary.

Stroll through our Suit and Skirt Department; note the new Fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we have ever shown.

**U. S. PICTURE and
PORTRAIT CO.**



Ladies' Hats

Ready-to-Wear,

\$1.50, \$2.40,
\$3.00 and \$3.50.

NEWEST STYLES.

Robt. Templeton

Costly Luxuries.

BY RUTH CAMERON.



A man whom I used to know recently committed suicide. No, it wasn't a case of unrequited love. Nothing so romantic as that. It was simply a case of unpaid bills. This man had health, a good wife, a fairly good prospect. There was no reason on earth why he shouldn't have lived to a ripe old age in enjoyment of all these blessings. If it hadn't been that early in life he drifted into the habit of spending just a little more money than he had. Instead of basing his expenditures on his earning powers, he based them on his wishing powers. Marriage only made him worse. Agencies which had loaned him money at exorbitant rates were constantly hounding him, every mail brought him dunning letters, he borrowed from Peter to pay Paul, he passed sleepless nights trying to find a way out, he agonized over his condition, and yet all the time—such is the psychology of the spender—he went on living beyond his means.

Finally things came to a crisis, and driven half crazy by it all, he killed himself, leaving his wife with a good insurance and a broken heart.

We often see people who seem to have more of the good things of life than are commensurate with their financial condition; and sometimes we envy them. It is a foolish envy. Believe me, anyone who lives beyond his means, pays heavily in coin of anxiety and a troubled mind for all the pleasures he may get out of his luxuries.

For every man who is driven to suicide by extravagant living I don't doubt that there are hundreds who live on the brink of it.

It is said by those who have good reason to know, that a great many of the people who own automobiles are constantly on the verge of financial ruin. Their homes, their salaries and their peace of mind are all heavily pledged to maintain the wretched things. Decidedly the savages who used to call the automobile a "devil wagon" spoke better than they knew.

And decidedly we tortoisés, who plod along afoot and enviously watch the hares in their automobiles, are really much more likely to win out in the race for happiness than we realize.

When a young couple starts out spending money in a haphazard way without attempting to reckon just how much per week they can afford to spend for each item, they start on the road to trouble. Loan sharks and charge accounts make such conditions possible, and I think anyone with limited means should avoid the latter as carefully as the former. Even checking accounts, unless one is very strong minded, have a tendency to make one careless about spending money. It seems so much more real, you know, when you part with an actual five dollar bill than it does just to sign one's name to a scrap of paper, especially when one has a plentiful supply of just such scraps in one's check book.

Spending money is the easiest and most pleasant thing in the world—except when you don't have it. Even then it may be pleasant at first but sooner or later it will spoil your whole life.

Ruth Cameron

How The Body Kills Germs.

Germs that get into the body are killed in two ways—by the white corpuscles of the blood, and by a germ-killing substance that is in the blood. Just what this substance is, we do not know. The blood of a healthy person always has some germ-killing substance in it to ward off the attack of disease. The fountain head of life is the stomach. A man who has a weak and impaired stomach and who does not properly digest his food will soon find that his blood has become weak and impoverished, and that his whole body is improperly and insufficiently nourished. To put the body in healthy condition, to feed the system on rich, red blood and throw out the poisons from the body, nothing in the past forty years has excelled Dr. Pierce's Golden Medical Discovery, a pure glyceric extract (without alcohol) of bloodroot, golden seal and Oregon grape root, stone root, mandrake and queen's root with black cherry bark.



J. H. MARTIN, ESQ.

My husband was a sufferer from stomach trouble and impure blood. He writes Mrs. JAMES H. MARTIN, of Frankfort, Ky. "He had a sore on his face that would form a scab which would dry and drop off in about a month, then another would immediately form. It continued this way for a long time. He tried every remedy that any one would suggest but found no relief. He then tried Dr. Pierce's Golden Medical Discovery which completely cured him. He has stayed cured now for two years, and I recommend this valuable medicine for impurities of the blood."

Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar-coated, tiny granules.

Fashions and Fads.

Pearls are fashion's latest jewels.

The oriental effects are creeping even into negligees.

Eton collars in fancy variations are such in evidence.

Real Irish neck fixings will be as much in favor as ever.

Some of the silk summer gloves are tucked their full length.

Colored buttons are much used as trimming on children's dresses.

Black silk broche is used with delightful effect for dressy suits.

A great deal of amber is used in hair ornaments for the evening.

White coq and white vulture are both favorites on the new hats.

Fine novelty suits are made of wool broche combined with satin.

Children's styles show a great many belts and sashes this season.

Sable fur is always ultra fashionable, and fisher fur is very effective.

A costume of rich dahlia-colored velvet is perfect with skunk borders.

A lovely wrap of brocade velvet has chiffon sleeves that almost hide the hands.

"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. This 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 Edmanson, Bates & Co., Limited, Toronto.

Bangor Head Ashore

Special Evening Telegram.

MONTREAL, Oct. 7. The S. S. Bangor Head, which went ashore last night on Pilot's Bank near Point Amour, floated off this morning. She was bound to Belfast from Montreal.

Apples.

TO HOUSEHOLDERS:
Just in per S.S. Florizel,

50 barrels

Choice
Gravenstein

APPLES FOR FAMILY USE,

\$2.75 bbl.

Fresh Stock of

Plums, Crab

Apples, Parsnips,

Carrots, Beets.

SOPER & MOORE.

Five Drowned.

Omemee, Ont., Sept. 29.—Five persons, a family party, were drowned yesterday in the Pigeon River, near Omemee, when their canoe was overturned by the pull of a 14-pound maskinonge, on a trailing line, held by Wm. McCaffery, assistant supply manager of the Canadian General Electric Company, Toronto. The dead are—

William McCaffery, aged 38, 16 South Drive; Laura Seager McCaffery, aged 38, his wife; Mrs. Mary McCaffery, Omemee, his mother, Grace Maxine McCaffery, aged 12, his daughter; Howard Seager McCaffery, aged 8, his son.

Mr. McCaffery, a son of Chas. McCaffery of this town, came here with his family on Friday, to spend a short holiday. With his wife, mother and two children, he started down the Pigeon River, yesterday morning, on a fishing expedition. The weather was fine and though rain came on towards evening, there was nothing in the nature of a squall.

No member of the party was seen alive after the canoe passed down the river. When the party did not return towards evening, Chas. McCaffery, father of the drowned man, became alarmed, and organized a search party.

Seven miles down the river the canoe was discovered, floating bottom upwards. Dragging operations were commenced immediately. The search continued until 3 o'clock on Sunday morning, by which time four bottles of McCaffery, his wife, mother and son—had been recovered. The body of the little girl was not found until 10 o'clock this morning. Clutched in the hand of Mr. McCaffery, when his body was found was the end of a trailing line. On the hook was a maskinonge weighing 14 pounds. Mr. McCaffery's watch had stopped at 2:35 o'clock.

ALDERMAN DROPS DEAD IN COUNCIL.

Quebec, Oct. 3.—There was a sensation at the city hall last evening when alderman Patrick Dineen, one of the best known members of the city council, was suddenly taken ill and expired. When doctors pronounced the verdict that his life was in danger, a priest and notary were called, and the deceased was allowed to make his last will before expiring.

How to Make Better Cough Syrup than You Can Buy

A Family Supply, Saving \$3
and Fully Guaranteed.

Sixteen ounces of cough syrup— as much as you could buy for \$2.50—can easily be made at home. You will find nothing that takes hold of an obstinate cough more quickly, usually ending it inside of 24 hours. Excellent, too, for croup, whooping cough, sore lungs, asthma, hoarseness and other throat troubles.

Mix two cups of granulated sugar with one cup of warm water, and stir for two minutes. Put 2 1/2 ounces of Pinex (fifty cents' worth) in a 16-ounce bottle, then add the Sugar Syrup. It keeps perfectly. Take a teaspoonful every one, two or three hours.

This is just laxative enough to help cure a cough. Also stimulates the appetite, which is usually upset by a cough. The taste is pleasant. The effect of pine and sugar syrup on the inflamed membranes is well known. Pinex is the most valuable concentrated compound of Norway white pine extract rich in gualacol and all the natural healing pine elements. Other preparations will not work in this formula. The Pinex and Sugar Syrup recipe is now used by thousands of housewives throughout the United States and Canada. The plan has been limited, but the old successful formula has never been equaled.

A guarantee of absolute satisfaction or money promptly refunded, goes with each recipe. Your druggist has Pinex, or write for you. If not, send to The Pinex Co., Toronto, Ont.

SOLIGNUM
Wood Preservative
Prevents Dry Rot and Decay.
Easily Applied.
Great Covering Capacity.
FOR ALL OUT DOOR WOODWORK.
A Post Card, or 'Phone call will bring you Shade Card and Descriptive Pamphlet (a "mes sage from Mars").
P. C. MARS,
Sole Agent for Newfoundland.
july27, eod
T. A. BUILDING, St. John's.

A Good Appearance

Is an essential to success. To have a good appearance your clothes must be stylish in Cut, Fabric and Finish. We are experts in Cut and Finish, and our stock of Fashionable Fabrics for Fall and Winter Suitings and Overcoatings are the last word in style and design.

Remember, we have no old stock, and our Cutter is direct from New York with the most modern ideas.

Patterns and Measurement Cards sent to any address on application.

'Phone 230. **CHAS. J. ELLIS,** P. O. Box 122.
English and American High Class Tailoring, 302 Water Street.

SHOW ROOM SALE!
NEWEST FALL GOODS
—AT—
HENRY BLAIR'S

Special offering this week of 217 Ladies' Blouses, newest styles; manufacturers' samples; all made for this season's trade, in White, Black and Fancy, short and long sleeves; all kinds and materials. Note the prices:—

White Embroidered Lawn45c. up
Fancy Stripe Lawn39c. up
Fancy Colored Fabrics59c. up
Fancy Flannelette59c. up
Newest styles in Scotch Wincey, worth \$1.80 for \$1.49

LADIES' BLACK BLOUSES
in Sateen, Cashmere, Lustre and Silk; all sizes. Note the Prices:—
Black Cashmere, worth 95c. for79c.
Black Silk, worth \$2.50 for \$1.99

LADIES' COSTUME SKIRTS.
12 only, latest styles from the maker, made for this season's trade, in Tweed, Serge and Cloth, from \$1.35 to \$3.60 each. All worth a lot more money.

LADIES' COLORED MOIRE UNDERSKIRTS.
All manufacturers' samples; 12 only, assorted shades, from 79c. to \$1.70. A little over half price. Come early and secure first choice.

HENRY BLAIR.

Gravenstein Apples & Cabbage,
TO ARRIVE THURSDAY.
100 Brls. Choice APPLES,
40 barrels CABBAGE,
BURT & LAWRENCE,
Box 245. 14 New Gower Street. 'Phone 759

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