

Great BARGAIN Sale.

OPENING DAY:

THURSDAY, AUGUST 1st.

During this Sale all SUMMER GOODS, Dress Cottons, Linens, Silk Mullins, Delaines, Muslins, etc., will be offered at less than cost. Each Lot will be marked in plain figures.

Special attention is called to our Dress Dept.

Lustres, all shades, 5 yard lengths, 48 in. wide, **\$1.75.** Good value for \$2.50.

Costume Tweeds and Meltons in great variety. Our extra special lot **\$1.60** for 5 yard lengths.

Prices in all departments will be cut so that you will have to admit that this is a **REAL** Bargain Sale.

A Special Feature will be Our 20c. Counter.

We intend to make such a display here that it will prove an attractive feature to every one.

Other Bargains will be announced later—wait for them.

Remember Thursday, Aug. 1st.

Robert Templeton.

One Kind of Begging.

BY RUTH CAMERON.



The similarity of asking for money and asking for the use of time and talents which are worth money to their possessors, is something of which many people do not seem to be cognizant.

Mrs. L. is the fortunate possessor of a very sweet and well trained voice. Before her marriage she was trained in the use of this talent rather than in the household arts. Consequently she is glad that, although she is not a very economical household manager, she is able to help out her husband's rather slender income by singing. Although she is extremely busy in her home she finds time to hold a church position and has also put her name in an agency which occasionally brings her chances to sing at some entertainments. For this work she gets five to ten dollars a night.

Now Mrs. L.'s friends, who know that the family finances are none too flourishing, would never think of asking her to give five or ten dollars to some pet project, and yet they are perpetually asking her to sing for them, gratis, on this or that occasion. And what else does that mean than asking her to give five or ten dollars worth of time and talent?

Why is it, I wonder, that artistic talents, that is, the ability to sing, or play some instrument, or read well, or entertain in any other way, are thus regarded by people's friends as public property? We would never think of asking the clever dressmaker to give several dollars worth of time toward making a gown to be sold at

HATS!

Ladies' Hats.

Final clearing of all LADIES' Untrimmed Hats, this season's newest styles. Owing to the past ten days unfavorable weather we find 6 doz. Untrimmed Hats unsold.

- ALL OUR POPULAR 1.20 HATS NOW GO AT 60c. EACH.**
- All other shapes Half-Price Also
- 15 only Home Millinery HATS—
- \$3.60 for \$1.80
 - 4.20 for 2.10
 - 5.00 for 2.50
 - 6.00 for 3.00
 - 7.40 for 3.70
 - 8.00 for 4.00

Soper & Moore

ABSOLUTE SECURITY THE PROFITS PROFITABLE POLICIES

allotted to Canada Life Policyholders in 1910, amounted to over **\$2,000,000.00**

and the large increase in Surplus for the past year insures that Canada Life Policies will continue to be profitable.

Mr. J. B. T. insured under Policy No. 051,854, writes: "I desire to express my satisfaction with the outcome on my policy in your Company for \$2,000. I can now draw in cash over \$700 more than the total premiums paid, and besides I have had insurance protection for twenty years."

At age 30 a Profit-bearing, 30 year Endowment Policy of \$5,000 can be purchased for a quarterly investment of \$44. This amount, together with accumulated profits, will be paid to you in one sum or in a number of instalments, as desired.

It will pay you to invest in a Canada Life Policy. Ask for a proposition suited to your age and means.

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.

Heavy Green Cabbage.

(On the spot.)
50 Bunches Choice Bananas.
50 Boxes Calif. Oranges.
30 Brl. New Potatoes.
200 Bunches Turruips.
150 Sacks Choice P. E. I. Potatoes.
100 Brls. Green Cabbage.

And during the Week.
Lest stock before races; book quickly.

Edwin Murray

DO YOU WANT

MOONEY'S CREAM SODAS,
Mooney's Assorted Fancy Biscuits,
Jacob & Co.'s Assorted Fancy Biscuits,
(Fresh Stock and large assortment.)
Hartley's Assorted Jams,
Choice French Coffee—tins and loose,
Symington's Coffee Essence,
Heinz's Mince Meat—tins,
Baked Beans, 3-lb. tins, etc.,
Fruit Pudding, Fruitella, Dustbauc.

J. J. ST. JOHN.

Mackintoshes

\$7.00.

AT THE
The Young Man's Store.

The TORPEDO Propelling Pencil

ALWAYS ready for use. Requires no sharpening. Charged with extra Leads. Chase Vulcanite. Fountain Pen Size. The most convenient pocket pencil made.

Price **25c.** 27c. post paid.

CARRETT BYRNE, Bookseller and Stationer.

The Tale of Perfect Time in a Watch



From Main Spring to Hairspring, between them lies the secret.

The Mainspring is the power which it transmits to the other parts of the watch. The Hairspring has the control and regulates the motion. The fitting is most delicate machine a 1/16th part of a hair. (Impossible to make by hand.) It is so delicate that it is impossible to touch it with the finger. It is so delicate that it is impossible to touch it with the finger. It is so delicate that it is impossible to touch it with the finger.

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 100 satisfactory, we return your work at our expense.

D. A. McRAE,
Watchmaker & Jeweller.
295 Water Street.

Why Women Are Not RICH.

Man is a millionaire many times over in the possession of blood cells. Woman is not quite so rich, for scientists have proven that the normal man has five million—the woman only four and a half million to a cubic millimetre of blood.

A decrease in number of red blood corpuscles and a person "looks pale"—in fact, is anemic, the blood does not get the right food and probably the stomach is disordered.

Dr. R. V. Pierce found years ago that a glyceric extract of golden seal and Oregon grape roots, quenched with black cherry bark, would help the assimilation of the food in the stomach, correct liver ills and in Nature's own way increase the red blood corpuscles. This medicine is called Dr. Pierce's Golden Medical Discovery. By assimilating the food eaten the system is nourished and the blood takes on a rich red color. Nervousness is only "the cry of the starved nerves for food," and when the nerves are fed on rich red blood the person loses those irritable feelings, sleeps well at night and is refreshed in the morning.

"I was attacked with a severe nervous disease, which was caused by a disordered stomach and liver," writes Mrs. J. D. Lavelly, of Washburn, Tenn., Route 2, Box 33. "All my friends thought I would die and the best physicians gave me up. I was advised to try Dr. Pierce's Golden Medical Discovery, and derived much benefit from same. My case had run so long, it had become so chronic that nothing would effect a permanent cure, but Dr. Pierce's medicine has done much for me and I highly recommend it. I heartily advise its use as a spring tonic, and further advise ailing people to take Dr. Pierce's medicines before their diseases have run so long that there is no chance to be cured."

J. D. LAVELLY, Esq.
Dr. Pierce's Medical Adviser, 50 stamps, to pay for wrapping and mailing only.

Household Notes.

Put a little ammonia in the warm water used to wash paint.

Save the tea leaves to sprinkle on the carpet when sweeping.

Lemon juice can be used instead of vinegar in salad dressing.

A vacuum cleaner will catch more flies than a "swatter." Try it.

A piece of cheese grated over a simple salad is a great improvement.

Flour the cake pan after you have greased it to keep the cake from sticking.

Red currants added to the raspberries give raspberry jam a delicious flavor.

When you find mold on bread or cake, scald and dry out the box you keep them in.

Equal parts of olive oil and turpentine make an excellent polish for mahogany furniture.

When cucumbers have lost their crispness they may be fried exactly as you do egg plant.

Dish towels should be washed and scalded every day and dried in the sun to keep them sweet.

In starching coloured clothes, the starch should be very blue. It helps to keep the color bright.

A good sweet sandwich is made of banana cream spread between thin slices of sponge-finger cake.

When an iron gets rough on the bottom, rub it back and forth on smooth earth or a flat stone.

To remove paint from common wooden chairs, scrub them with a strong solution of washing soda.

If cucumbers have lost their crispness, let them lie in cold water for several hours before slicing.

Cold fish and hard-boiled eggs with lettuce make a simple nourishing salad for a hot-weather dinner.

Sweet green peppers shredded with young cabbage make an excellent simple salad with French dressing.

Satisfaction or Your Money Back!

That's the condition that goes with every barrel Cream of the West Flour. It's a fair, square guarantee, and I want you to take it to mean just what it says:

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the hard wheat flour guaranteed for bread

Give Cream of the West a fair, square trial. If you don't have satisfaction in baking bread, you'll get satisfaction at your grocer's. We guarantee one or the other. Cream of the West is a superior bread flour. Improve your home-made bread by using it.

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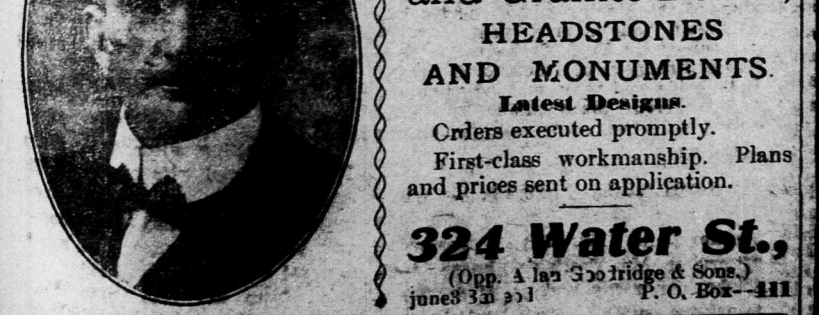
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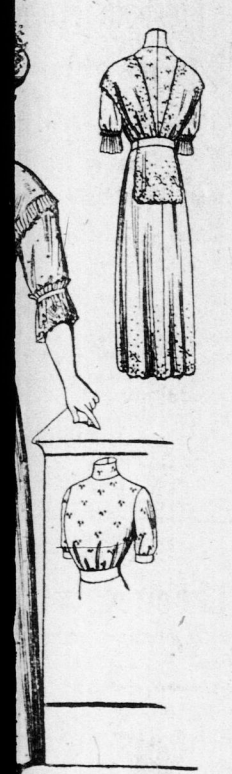
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With or without Sur- with Waist in High Neck.

ite foulard was used with platings and piped with green satins for excellent for em- for voile, chiffon, other lingerie fab- without the fichu smart through simple dress. It is cut in 36, 40 and 42 inches requires 6 3/4 yards for the 36 inch

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Dress With or With- and Standing Col- or Elbow Sleeve).

The design is and suitable for wash. The neck edge may with the standing "v" style with the m is cut in 4 sizes: 36, 40, 44. It requires 3 material for the 36

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