

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. 651,854, 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.

New Lumber!
Four Million ft. Last Year's Cut,
Thoroughly dry and clean Pine and Spruce.
Landing every day at our wharves and for sale.
Horwood Lumber Co'y, Ltd.

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, 1-lb.,
Fruit Pudding, Fruitella, Dustbane.

J. J. ST. JOHN.



We can show you **THE GOODS**, can give you **THE CUT** and **STYLE** and **THE EXPERT WORKMANSHIP**. The largest stock of **TAILORING GOODS** in the city. All goods **UP-TO-DATE**. Mail orders given prompt attention. Samples and self-measuring cards sent to any address.
JOHN MAUNDER,
Tailor and Clothier, 281-283
Duckworth Street.

This Year.

BY RUTH CAMERON.



Did you know that cerise and purple were an exquisite color combination?
I never knew it before, but I have just acquired that information, and it is such a surprise to me that I want to share it. It was supplied to me by a young friend of mine who has a reputation for good dressing, and was imparted apropos of a large hat, composed chiefly of purple violets and trimmed with two cerise plumes. I commented upon the hat as an outrage of good taste, and my companion seemed most surprised. "Why, I think that's pretty," she said. "You know cerise and purple are all right together this year."
What, I wonder, has the year 1912 done to deserve the laws of nature should be suspended this year? For surely that must have happened. Last year and forever before, cerise and purple was a combination to make even the least aesthetic shudder. This year it produces a harmony.
Now please do not conclude by my inability to admire this combination that I am a dowdy-minded person who does not like stylish things. I think I appreciate a truly stylish hat or gown as much as anybody, and I realize that the wand of style can transform many things. For instance, it can make a bath towel desirable material for a gown. But this I maintain—that there are some immutable facts and conditions which even the decrees of fashion cannot change.
For instance, I do not think that anything can make cerise and purple harmonize.
And again, I refuse to be convinced, when I am told that an indecently peek-a-boo waist is all right this year. I do not think that even the dictates of fashion can make immodesty, modest.
Yet, again, when I go to buy china and am told that octagonal dishes are the prettiest things nowadays, I beg to disagree. Despite the shop girl's emphatic assurances, I still remember "Curved is the line of beauty, straight is the line of duty," and prefer to have the dishes I am to live with for the next ten or twenty years exhibit the lines of beauty.
Yet one more example. When I see a very thin woman accentuating her thinness by dressing in an indecently skimpy gown and wearing, perhaps, no petticoats at all, I cannot think that even the fact that thinness is stylish this year makes her conduct good taste or her appearance attractive.
Fashion is a wonderfully powerful force, and there are undoubtedly many things which it can influence, but there are also many laws of good taste, or artistic harmony, and of decency, with which not even the most emphatic demands of fashion should interfere.
In other words, there are some things which cannot possibly be right, proper or beautiful this year, any more than they have been for the last million years.

Ruth Cameron

Nature's Way Is The Best.

Buried deep in our American forest we find bloodroot, queen's root, man-drake and stone root, golden seal, Oregon grape root and cherrybark. Of these Dr. R. V. Pierce made a pure glyceric extract which has been favorably known for over forty years. He called it "Golden Medical Discovery."

This "Discovery" purifies the blood and tones up the stomach and the entire system in Nature's own way. It's just the tissue builder and tonic you require when recovering from a hard cold, grip, or pneumonia. No matter how strong the constitution the stomach is apt to be "out of kilter" at times; in consequence the blood is disordered, for the stomach is the laboratory for the constant manufacture of blood. Dr. Pierce's Golden Medical Discovery strengthens the stomach—puts it in shape to make pure, rich blood—helps the liver and kidneys to expel the poisons from the body. The weak, nervous, run-down, debilitated condition which so many people experience at this time of the year is usually the effect of poisons in the blood; it is often indicated by pimples or boils appearing on the skin, the face becomes thin—you feel "blue."



J. G. KENT, Esq.

"More than a week ago I was suffering with an awful cold in my head, the chest, and body," writes Mr. JAMES G. KENT, of 710 L Street, S. E., Washington, D. C. "Some called it La Grippe, some pneumonia. I was advised by a friend to try a bottle of your 'Golden Medical Discovery.' I tried a bottle and it did me so much good that I feel safe in saying it is the greatest and best medicine that I ever took. My health is much better than it was before using your medicine. It does all you claim for it and is satisfactory."

Dream Won Ocean Race.

Both Boats Compelled to Heave to in Rough Weather.

Bermuda, Aug. 1.—The motor boat races from Philadelphia to Bermuda, which started at 12:15 p.m. Saturday last, ended this evening, when the Kathemma crossed the finish line shortly after 6 o'clock. The Dream, the smaller of the two contestants, crossed the line off St. David's Head at 8:44 o'clock last evening.

Both boats experienced heavy gales and a rough passage over the course of 719 miles. On Monday, when the storm was at its height, the Dream and Kathemma were holed to the latter for 14 hours, and the Dream came in under sail.

The Dream is a forty-foot boat, owned by Charles L. Lagen, of the Yachtmen's Club. She was buffeted about and the crew suffered many hardships, all of those aboard being exhausted when they reached port. On the other hand, the crew of the Kathemma were in splendid condition. The greater length of the Kathemma—51 feet—and her ten and a half feet breadth of beam aided her materially

in withstanding the heavy seas. Her steering gear, however, was broken and had to be repaired. The elapsed time of the Dream was 105 hours, six minutes and five seconds.

The Kathemma's elapsed time was 126 hours and 39 minutes. The Dream had a time allowance of 14 hours, 14 minutes and 24 seconds. She therefore wins the Bermuda challenge cup and the \$1000 prize by nearly 30 hours.

Electric Restorer for Men
Phosphoral restores every nerve in the body to its proper tension; restores the vitality, premature decay and all sexual weakness affected at once. Phosphoral makes you a new man. Price \$5 a box, or two for \$10. Mailed by any address. The Spermatorrhoea, St. Catharines, Ont.

The Wise Man.



There is a man in our town who thinks he's wondrous wise; though he has lots of junk to sell, he does not advertise. He often says: "The people must know I'm in the game; and if they want my doodads, they'll come and buy the same. To advertise my jim-cracks won't bring me trade or scads, for folks who take the papers refuse to read the ads. They read the sporting pages, they read the household dope, they read what Lilian Russell says of her beautiful soap, they read the wedding stories of joyous girls and lads, they read the "Hints to Hoboes," but do not read the ads." The large and clammy spiders build cobwebs in his store, and no one will disturb them by entering the door. The clerks are growing whiskers all filled with fungus blue, and comb them with their fingers—they've nothing else to do. Sometimes a sad-eyed pilgrim, insomnia-accursed, goes there, in peace and quiet to sleep a little verat. Anon a man who wishes to drop from public view, drops in to see that merchant and stays a week or two. But no one takes a bundle to buy things at that store, where broods the drowsy merchant, and all the clerking's merriment.

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Obach Mason

To Arrive

By S. S. Stephano Thursday Morning.

1020 bunches New Turnips

35 bunches Bananas,

25 cases Cal. Oranges,
Best and cheapest for season.

15 brls. Jamaica Oranges,
Last shipment of first crop.

25 brls. ch. New Potatoes,
Full sacks, right prices.

20 brls. N. S. Cabbage,
Grass green, heavy weight.

30 bds. Good Hay,
Large bds., lowest prices.

Soper & Moore
Phone—490.

Here and There.

PRESCRIPTION "A" sells for 25 & 50 cents a bottle. j26.

League Football, St. George's Field, 6:30 o'clock this evening, C. E. I. vs. B. I. S.

TALK OF NEW BOAT.—Some of the Bell Island sports propose getting a new race boat built and will bring it to St. John's next year to take part in our Regatta.

Enjoy your meals by taking a teaspoonful of PRESCRIPTION "A" a few minutes before eating. j26

FISH PLENTIFUL.—The fishermen at the North Battery, Petty Harbour, and Quidi Vidi found fish plentiful on the local grounds yesterday and some good hauls were made.

NEW SILVERWARE.—Handsome new designs, best makes, just opening, at Trappell's, 197 Water St.—j18, 19.

NOT CORRECT.—There was a rumour about yesterday that the yacht Amazon had gone ashore in a dense fog. It was, however, a false alarm and the trim little ship is yet on her mission.

GUARD-CADET MATCH.—The Brigade Championship football match between the Guards and Cadets which was set down for this evening has been postponed and will come off on Monday. This match is being looked forward to with much interest.

STAFFORDS' PRESCRIPTION "A" cures Indigestion and Dyspepsia, in all their forms. j26.

IN BAD STATE.—Two police officers were called to Victoria Park last night to remove a man who was in a bad state from the effects of alcohol and fearing he would do harm to himself was brought to the station.

ROW ON FIELD.—During last evening's football match the players and spectators witnessed a row between an inebriated on-looker and the League ticket agent. The former attacked and beat the latter and would have served him badly but for the interference of Supt. Grimes.

A PROSPECTIVE WEDDING.—Mr. Michael Wadden, the popular proprietor of McNeill's Drug Store, will next month forsake single blessedness. Mr. Wadden will lead the altar Miss Margaret Rolfs, a young lady who is very popular. We wish both the young people in advance every happiness.

THE SOUVENIR HOUSE! Trappell's, 197 Water Street. All kinds Enamels, Labradorite, Model Seals, etc.—July 18, 19.

MADE GOOD.—Mr. Simon B. Kesner yesterday presented the crew who made the quickest time (the L. O. A.) with the boots to which we referred a few days ago. The boots were the best in his store and the men were delighted with the handsome present. This generous act of Mr. Kesner is thought a deal of in the city.

CITY OF SYDNEY OFF.—The S. S. City of Sydney, Fraser, sailed last night for Sydney and Montreal taking as passengers:—Mr. and Mrs. A. J. Ridge, Miss Haive, Mrs. J. Ross, Miss Ross, Mr. A. W. Faust, Miss M. Cowan, Miss Launder, Miss Irish, Mrs. Karnopp, Master A. Karnopp, Master C. Karnopp, Mr. D. R. McPherson, Mrs. W. B. Williams, Mr. T. H. White, and six in steerage.

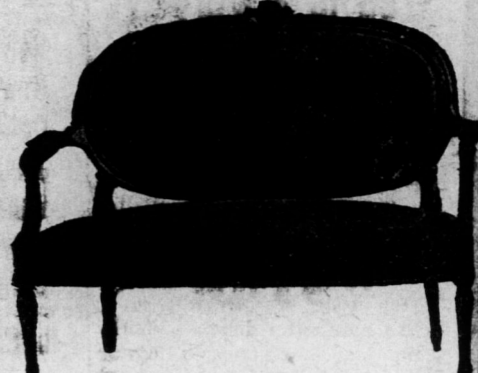
Ask your Druggist for **SERRAVALLO'S TONIC** (Black and Iron Wine).

Cures: **ANEMIA, CHLOROSIS, DEBILITY, Dipsyhead Taint.**

A POPULAR MAN.—Mr. Forbes Ross so well and favourably known here has taken a position in the firm of Ayre & Sons. He is attached to the grocery department, and Mr. Ross brings into the firm the experience of many years; besides, Forbes Ross is a popular chap, is well liked in St. John's, and we bespeak for him a successful business career.

WE HAVE FAITHFULLY

considered the Furniture needs and offer a choice line of Furniture that will bring brightness and comfort to the home. Everything here to fit the season. Never here before in larger,



more attractive or better variety than now. For summer time comfort, at home or away. You'll find here much that will interest you.



U. S. PICTURE & PORTRAIT Co.
Complete House Furnishers.
Water Street East.

Just Received!

400 barrels BEST PORTLAND CEMENT.
200 barrels NEW BRUNSWICK LIME.

This Lime is a few cents dearer, but is dollars better than any Lime in the market.

COLIN CAMPBELL.

A SALE FOR MEN

WITHOUT A STRING TO IT.

This is a bit slangy, but expressive. It is not a "realization," "consternation," "clean up," "chopped down," "cut to the bone" sort of sale, but a plain, honest, old-fashioned offer which you will appreciate and take advantage of.

NOW THEN!

MEN'S SUITS—In stylish patterns; made in the American way and always keep their shape. Get one for the Regatta. From 40c

\$6.00 to \$16.00
MEN'S NEGLIGEE SHIRTS—For 49c. A shirt that looks well and wears well, in neat stripes and checks, beautifully cool withal. Get a half dozen (all sizes). 75c. value for 49c

MEN'S ROWING SHIRTS—(Perforated.) You'll want one of these. For 40c

MEN'S BALBRIGGAN SHIRTS—For 40c. These shirts are very comfortable and the correct thing for summer wear. Each 40c

MEN'S SOX—For 25c per pair. This is a nobby line and will be anxiously sought after by careful dressers. See the rage of the season in fancy shades. 25c

LINEN CUFFS—For 15c. per pair. Fine Linen Cuffs worth 20c per pair. For 10c

ALWAYS

A Special Offering AT DEVINE'S.
And the Thrifty Shopper is fast learning that Devine's Doubles Dollars.

J. M. DEVINE,

THE RIGHT HOUSE.