

Youth's Handmaiden

YOUTH'S Handmaiden is Endowment Assurance. Like all other things worth having it is worth some sacrifice to obtain. It is fickle because, if you do not cultivate it assiduously you may lose it, but it is very constant to those who pay faithful tribute. And, when youth has lived its day the hand that makes happy and contented the evening of life is this wonderful benefit known as Endowment Assurance.

There is nothing so beautiful, in its way, as contentment and financial independence in old age. There is nothing so distressing as the contrary condition.

The only way to insure a happy and financially independent old age is to pay court to Youth's Handmaiden while hope runs high and the blood courses like fire.

Our booklet on Endowment Assurance will certainly interest you. Write to-day for a free copy.

THE IMPERIAL LIFE ASSURANCE Company of Canada

HEAD OFFICE TORONTO

J. A. MACKENZIE, Manager for Newfoundland, ST. JOHN'S



Mountain Air

The guys who have climbed to the summit. Or up on the heights, anyhow. Will often remark, "Oh dad gum it I doubt if I'm happier now than when I was down in the valley. Or sticking around with the bunch with which I was formerly pally. When I spent two jitneys for lunch."

The guys who have made big successes. Will sigh for the "glorious days" when life had few worries and stresses.

And humble and plain were my ways. They turn their minds far from the present. And wander on Memory's track. To "Times that were frugal and pleasant."

But how they would hate to go back! The guys who are wealthy and famous. Will sob—as they brush off a tear—"Although the great world may acclaim us."

It's frequently lonely up here. They say that the white light is glaring. Which beats upon folks of renown. That life on a pedestal's wearing.

—But gods, how they hate to come down! —Berton Braley, in Forbes Magazine (N.Y.)

Words With Histories

When a housewife asks whether the goods she is buying are cotton or woolen, she little thinks that originally they were one and the same, for it was to a woolen fabric made in Bristol that the name "Bristol cotton" was first applied.

Bristol used to be the seaport of the then seat of the woolen trade, the West of England, and "Bristol cotton," a striped cloth with a long nap which could be re-shorn when the garment got shabby, was woven at Bridgewater and Taunton.

When the white vegetable wool began to come from the Southern States of America its common name was derived from this fabric.

The word "blanket" has a peculiar origin. In early times family names often arose from the bearer's occupation, and for generations a family named Blanket had been in the woolen trade and had manufactured white cloth. It is probable that this trade gave them their name from "Blank" (white), but it was this family which invented the comfortable bed-covering, and their new products were referred to as blankets.

MAJESTIC

20c.

Big Feature

20c.

By Request this Feature will be shown to-day.

Constance Binney in 'Midnight'

20c.

See This Big Feature--
The Last Word in Screen Life

20c.

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Kyle's Passengers.

The following passengers crossed over to Port aux Basques by S.S. Kyle yesterday, and are due to arrive in the city to-morrow afternoon:—Mrs. F. Clarke, Mrs. Faveacrie, P. and Mrs. Harris, J. Smith, Mrs. M. Brennan, Mrs. W. Farrell, W. Davis, Mrs. F. Skin, Mrs. J. Payne, R. A. Hunn, H. N. Wither, W. Gard, Capt. W. Kennedy, H. T. Cooper, T. McGrath, W. J. Dewar, Mrs. S. Anthony and son; G. Anderson, S. E. Delarier, Mrs. J. C. Cole, Miss T. Cole, Miss I. White, Miss V. Abbott, Miss M. Rodger, Miss M. Robinson, J. Pike, W. Tapp, A. Percie, Mrs. J. Hiscok, Miss V. Mewa, Miss A. Mewa, Miss M. Mewa, C. D. Ryan, H. C. Brown, W. T. Forbes, J. Garcin, Mrs. J. S. Gulliver, J. Frazer, Miss Rideout, M'ss Sparkes, Mrs. A. Wood and son, Miss Pike, Mrs. W. Leroux, R. and Mrs. Short, Miss E. Hartnett, B. Fillett, Mrs. J. Coady, P. O. Shea, Miss M. Ryan, A. J. Ensen, C. J. Merner, J. Gillis, M'ss J. McDonald, Miss A. Manning, J. Vatcher, J. Doyle, G. Cramm, Mrs. J. Auloin.

Have your repairs done at the West End Garage, Southside of Browning's Bridge. Phone 385. July 12, eod. 11

Messrs. Caruso and Cadieux

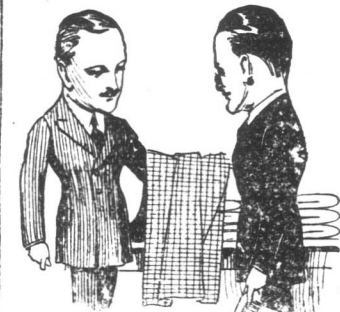
SCORE A BIG SUCCESS. At was expected last evening, the popular Star was the scene of large audiences, the main attraction being the singing of Giuseppe Caruso, and Paul Cadieux, and the large audience went in rapture over their work. They are both possessed of high class voices. Mr. Caruso being that of a Tenor whilst Mr. Cadieux being that of a high Baritone, so the audience had the opportunity of hearing two high class voices in different voices. At the close of their numbers they were most loudly applauded, being obliged to respond to encores. During the engagement they will render, amongst other numbers, some duets; and having heard them last evening, we feel that in those selections a still greater surprise is in store. Last evening's performance will be repeated this evening, when no doubt it will again draw big audiences.

Household Notes.

A small rug can be cleaned by beating it on the wrong side with a flexible rattan beater. Place a clean white cloth over the canary cage at night, and the tiny red lice will cling to it. A spoonful of sugar added to the boiling water of turnips will take the strong taste away. Deal shavings, which can be purchased at any carpenter's shop, make an ideal bed for a dog. Wind elastic bands around the ends of clothes hangers to prevent dresses and chopped sardines make a good sandwich mixture. Keep electrical appliances in good condition and you will get better well sweetened and baked. Serve for breakfast or as a dessert.

In Justice to Your Reputation
as a Good Cook You
Should Insist Upon Your Grocer
Supplying You with

WINDSOR PATENT "Canada's Best Flour"



WE SUBMIT OUR FABRICS FOR YOUR APPROVAL.

Good tailoring begins with the selection of exclusive, serviceable and dignified woollens and worsteds, different from the common run found in ready-made clothing stores. The cutting, fitting and workmanship follow as a matter of course—here.

J. J. STRANG,
LADIES' & GENTS' TAILOR,
Corner Water & Prescott Sts.
ap17, eod. 11



TRY THE FAMOUS METHOD THAT KEEPS THE SKIN YOUNG.

With Pond's Two Creams and a little care every day, you will be astonished to see how clear and smooth, how soft and velvety your skin looks. And it will keep this charm of freshness and youthfulness for years longer than one would suppose possible! Buy Pond's Two Creams in jars or tubes from any drug or department store. July 21, 23, 25

SIDE TALKS.

By Ruth Cameron.

PAINTING THE OTHER FELLOW'S PICTURE.

Did you ever try when you are having a disagreement with Himself or Herself, painting the other person's picture in your mind instead of your own? Here's the sort of thing I mean.

You have had a disagreement because Himself promised to go out to that bridge party with you, promised it weeks ahead, and then when the day before comes, said he must have been crazy to promise, that he was going to have to get out the foreign mail that night, and that he can't possibly manage it, and that you'll have to plan it some other way.

The Picture You Paint.

And you lie there, after you have gone to bed, making a picture of yourself. You are the wife whose husband almost never goes anywhere with her. You have to give up so many things because he won't make that effort to please you once in awhile. It's no fun going around alone and being fifth wheel. He used to be willing to go with you sometimes but now it's less and less every year. By and by he probably won't go at all. No one wants a woman alone. You'll just have to get used to sitting home all the time and sewing. That would probably suit him perfectly.

That's your picture, your mind is full of it. You add to it, for contrast, the things you do for him; make his shirts so that he can have them just the way he likes them, entertain his family, write half his letters for him and do lots of things that the ordinary wife doesn't do.

He's Making A Picture, Too. Now all the time you lie there twisting and turning and trying to punch your pillow into some comfortable shape, he is making a picture too. What do you suppose it is?

Just for the fun of it try sometime to pretend you are he and to make his picture in your mind instead of yours. You won't know exactly what it is but you ought to be able to give a fairly good guess.

What He Sees.

He sees himself as the husband whose wife isn't satisfied with having him work hard for her and the children all day at the office, but wants to drag him around at night to things she knows perfectly well he doesn't enjoy. Isn't he to have a few hours in the evening to call his own? Isn't he to have any chance to live his own life? Isn't it enough that he works ten hours a day (counting the time he

spends going to and fro) to give his wife and children every advantage? Must he bore himself all the evening too?

Look at the way he stuck in the hot city last summer all alone getting his meals at that greasy restaurant, so he and the children could have two months at the lake? Look at the way he worked overtime so that he could get her that fur coat last Christmas! Look at the way he lets her drive the car and have it lots of times when he wants it himself. And just because he won't go with her every time she wants to she calls him selfish.

After all you can see how he can make a picture for himself that is pretty presentable, can't you?

Not that yours isn't too. Only you know your picture by heart. Just as he knows his picture. Whereas if each would paint the other person's picture in his mind he might get a new point of view. Try it sometime.



RICHARD HUDNUT
THREE FLOWERS FACE POWDER
The Face Powder that is Different
Having the Particular Desirable
Quality of Adhesiveness and
perfumed with the Distinctive and
Appealing odor of Three Flowers
in All Popular Shades

Keep a head of lettuce in a bowl, with the root in water and cover with a plate. By changing the water every day you can keep the head a week.

Dress Slashing at Exhibition

Five cases of dress slashing occurred at the British Empire Exhibition at Wembley in one night. The first case appeared to have occurred about seven o'clock in the Burmese Pavilion, when a woman had her skirt cut with some sharp instrument. Shortly afterwards another woman was attacked in a similar manner near the same pavilion. Later two cases occurred in the Indian Pavilion, and the last was discovered in the Australian Pavilion.

Random Remarks

I would make every girl salute the cradle.—The Bishop of Exeter.

I have been a commercial traveller, but had to find an easier job.—Lord Leverhulme.

After all, the beginning of wisdom is the facing of facts.—Rt. Hon. G. N. Barnes.

I never apologize for my poverty or lack of education.—Mr. J. H. Thomas, M.P.

The neglect of the sun's healing powers has been one of the greatest of many blunders of so-called civilization.—Sir Herbert Barker, the famous bone-setter.

A good sport is always a good man and a fine gentleman.—Mr. Frank Hodges, M.P.

The greatest calling for a woman is to be a home-maker.—Mrs. Winttingham, M.P.

STRAWBERRIES—We can supply your wants in glass preserving jars. S. O. STEELE & SONS, LTD., opp. Seamen's Institute, Phone 192. July 19, 21, s. t. s.

Pearline for easy washing—July 17, 11

The bristles of brushes will not become soft if they are cleaned in a solution of soda and water or ammonia water. It is a great saver of time and energy to have a kitchen drawer divided into compartments for knives, forks and spoons.



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MUTT AND JEFF



—By Bud Fisher.