

# REWARD.

WHEREAS five years ago the word Zam-Buk was unknown in Canada, and Zam-Buk is to-day admitted to be the finest cure for skin injuries and diseases;

AND WHEREAS it has been represented to us that there are still some good Canadians, and even some mothers and heads of families who have not yet tried this great balm, we hereby offer a REWARD of one free trial box of Zam-Buk to every person who has not yet tried this wonderful balm;

PROVIDED they send by mail to us this proclamation together with one-cent stamp to pay return postage of such box;

AND FURTHER PROVIDED that they address such application to our offices at Toronto.

Given under our hand this day.

## ZAM-BUK.

ADDRESS ALL APPLICATIONS FOR SAMPLES AND RETAIL ORDERS TO T. McMURDO & CO., ST. JOHN'S, N.F.L.D.

### W. V. DRAYTON'S PIANOS and ORGANS are the Best.

Agents for  
NEW SCALE WILLIAMS' PIANO.  
RICCA PIANO.  
BERLIN PIANO.  
REGAL PIANO.  
POSITIVE PIPE ORGANS, London.  
WEAVER ORGANS, U.S.A.  
DOHERTY ORGANS, Canada.  
Terms to suit purchasers.

W. V. DRAYTON,  
256 Water Street, St. John's.

P. O. Box 236 **SLATTERY'S** PHONE 22  
The Leading Wholesale  
**Dry Goods House**

OF ST. JOHN'S. WE STOCK:  
All kinds of Men's and Boys' Fleece Lined Underwear. All kinds of Regular Piece Goods & Cotton Tweed and Pound Remnants. All kinds of Men's Denim Overalls & Jackets.

**SLATTERY BUILDING,**  
Duckworth and George's Streets St. John's.

# New Caps!

THE LATEST, at  
**THE K. & A. STORE.**

PRICES:  
**45c. to 95c.**

EACH.

G. F. Kearney *K & A Store* J. M. A. Kinson

## The Value of Contrast.

BY RUTH CAMERON.



but sometimes I find it very hard to follow. Don't you?

With the unerring human instinct for wanting what one hasn't got, my mind turns obstinately back to the lucky lady who has all the travel she wants, or to my fortunate friend whose father has recently given her a most beautiful home completely fitted up with all the lovely appointments that every woman loves, instead of contemplating my unfortunate neighbor who has just lost her husband, been reduced from comfort to poverty and been obliged to give up her beloved country home and live in two stuffy rooms.

Such is the perverseness of the human mind.

Now there is another way of encouraging one's self when one is inclined to be discouraged, which is somewhat similar to this, and yet to my mind not half so hard to follow.

And that is, when one is discouraged or dissatisfied, to look back at the very blackest time in one's own life and think how much happier one really is now than then.

A friend of mine who is having some very strenuous years with three turbulent little ones to bring up, said to me the other day, "Sometimes when

the babies are all taking turns being sick, and the doctor's bills are appalling, and I haven't had enough sleep for weeks, I get away down in the blues. And then I always think away back to the time when I was working in that miserable office and had nothing to look forward to except long years of such work and a lonely old age, and I'm so thankful I'm not there that it makes me quite happy."

Another girl who had found her niche in the world's work, and even better than that, had found her mate awaiting her in that niche, was speaking of two years in which she was doing work which was unworthy of her, among people who were uncongenial. "Doesn't it make you sad to look back over those wasted years?" I foolishly asked.

"Oh no," she answered, "they weren't wholly wasted. At least they gave me the value of contrast."

Wise, wise girl to realize that the high lights in any picture are made possible by the shadows, and that the shadows in her life were not wasted since they made her present happiness more wonderful by contrast.

The darkest places in our lives will throw even the neutral tones into cheerful contrast if we will place them beside each other in our minds.

So look back when you are inclined to be discouraged and see if you cannot find a time when you had far more reason to be sad than you have to-day.

Of course, that may not be possible, but since there can be only one blackest time in each life, I think it's ninety-nine chances to one that it will.

*Ruth Cameron*

## Are You Blue and Worried?

Nervous? Some of the time really ill? Catch cold easily and frequently suffer from biliousness or headache? The reason is that your system does not rid itself of the poisons in the blood; just as impossible as it is for the greasy to rid itself of dinkers. The waste does to us exactly what the clinkers do to the stove; make the fires burn low until enough clinkers have accumulated and then prevent its burning at all. Your liver is sluggish—you are dull and heavy—sleep does not rest, nor is food appetizing. In this condition illness develops. Doctor Pierce's Golden Medical Discovery eradicates the poisons from the body—a glyceric alternative extract made from bloodroot, golden seal and mandrake root, stone and queen's root, without the use of alcohol. 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.

Mrs. BENJ. BLAKE, of Port Dover, Ont., Box 36, writes: "I have been a great sufferer for years from throat trouble, catarrh, indigestion, female troubles, biliousness and nervousness—catarrh of the stomach would be in bed, then able to be up again. Was under many different doctors' care, and would not better for a little while, then I would go down with chronic inflammation all through me. For thirteen years I had this poison in my blood. After trying nearly everything I got worse. I read of the Golden Medical Discovery and Dr. Sage's Catarrh Remedy. I have taken the Golden Medical Discovery and 'Pleasant Pellets,' and have used five bottles of Dr. Sage's Catarrh Remedy. I am now able to do my work and walk with pleasure. I feel like a new woman. I enjoy everything around me and thank God for letting me live long enough to find something that made me well again."

Dr. Pierce's Pleasant Pellets regulate liver and bowels.

## Fashions and Fads.

Silver and crystal are the keynote of the new trimmings. There is a crystal lace which follows the design of fabric lace. Rhinestones will flash from gowns in many ways this winter. They form the outline of bodice garniture, of girdle and of sleeves. Effective as the rhinestone trimming is, it should be used discreetly, as it is very easily overdone.

If you are planning a brown costume, very special care must be given to the exact tint of the color chosen. Some browns are best combined with yellow, others with red, and no other color will bring out the lights and shades of the particular material as well. In fact, it is extraordinary how much richer and deeper a red brown will look if a touch of vivid red is introduced.

Although crystal embroidered net and chiffon are used very much for evening dresses, there are other types that will prove rivals; they are made of the wonderful new brocade of remarkable richness of weave and color.

## RAILROAD MAN HAD TO LAY OFF

Until He Took GIN PILLS.

Buffalo, N.Y.  
"I have been a Pullman conductor on the C. P. R. and Michigan Central for the last three years. I was laid up with intense pain in the groin, a very sore back, and suffered most severely when I tried to urinate."

I treated with my family physician for two months for Gravel in the Bladder but did not receive any benefit. About that time, I met another railroad man who had been similarly affected and who had been cured by GIN PILLS, after having been given up by a prominent physician who treated him for Diabetes. He is now running on the road and is perfectly cured. He strongly advised me to try GIN PILLS, which I did, with the result that the pains left me entirely."

FRANK S. IDE.  
50c. a box, 6 for \$2.50. Sample free, if you write National Drug and Chemical Co. of Canada Limited, Toronto.

## NEW ARRIVALS.

Now due large stock of new Vegetables and Fruit.

250 bris Choice Apples, assorted kinds.

25 bags P.E.I. Turnips

100 bags (dry as meal) POTATOES.

20 bris Green Cabbage

25 only 11 qt. Table TOMATOES.

10 bris Jam Oranges

50 cases Silverpeel ONIONS.

40 kegs Heavy Green GRAPES.

## SOPER & MOORE.

or various colors are worn in front at the neck of the flounced jabots of lace. The different colors should be a carefully selected shade that would go with the costume. The white satin embroidered Robespierre odd collars are very effective worn over the jacket collars of a tailored suit, and are generally finished with a black tailored bow or the colored butterfly.

## Hard Work.



It's exhausting when the straw vote finds annoy us, when they pass the hat for ballots in the r dippy, dizzy way; it is hard to look serene o'er this idiotic traffic, when we'd like to take a bludgeon or an ax, and slay, and slay! It is hard to keep on beaming when the girl next door is screaming some old stale moth-eaten ballad of the Injun maiden kind; hard it is to be pretending that the melody heart-rending is a solace to your spirit, a refreshment to your mind. It is hard to keep on grinning in a fashion glad and winning when the tall distinguished stranger you've admitted to your home proves to be a base, designing agent who begins a whining of his starving wife and parents and his "History of Rome." Ah, the strain on us is frightful when we smile and cry "Delightful!" at the coming of some kindred whose arrival's a surprise; oh, we think their visit merry, for the house is topsy-turvy, and the shack's already crowded, and the larder's short of pies. We are most heroic mortals! Every day man smiles and chortles when he's full of gall and wormwood and would like to wall a few; every day when he'd be weeping if he had his way he's keeping up a front serene, undaunted, crying, cockadoodleloo!

Copyright, 1912, by *Clack Mason*  
George Matthew Adams

**All You Need is a Cascaret To-Night**  
No Sick Headache, Bilious Stomach, Coated Tongue or Constipated Bowels by Morning.  
Turn the rascals out—the headache, the biliousness, the indigestion, the sick, sour stomach and foul gases—turn them out tonight and keep them out with Cascarets.  
Millions of men and women take a Cascaret now and then and never know the misery caused by a lazy liver, clogged bowels or an upset stomach.  
Don't put in another day of distress. Let Cascarets cleanse and regulate your stomach; remove the sour, undigested and fermenting food, and that misery-making gas; take the excess bile from your liver and carry out of the system all the constipated waste matter and poison in the intestines and bowels. Then you will feel great.  
A Cascaret to-night will surely straighten you out by morning. They work while you sleep. A 10-cent box from any drug store means a clear head, sweet stomach and clean, healthy liver and bowel action for months. Children love to take Cascarets because they taste good—never gripe or sicken.

Mr. Nehemiah Mills, of the schooner Gladys Blanche, was severely hurt on Saturday night. While walking along the deck he stumbled over a barrel, fell heavily, was stunned for a while and was so badly injured about the left side that he had to go to a doctor for treatment.

## 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.

## Handsome 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.



## The BIG Furniture Store

FURNITURE BARCAINS!

For the next few weeks you can expect something new and up-to-date in Furniture.

- |            |             |                   |
|------------|-------------|-------------------|
| ROCKERS    | COUCHES     | BRASS BEDSTEADS   |
| CHAIRS     | SIDEBOARDS  | CHINA CABINETS    |
| ARM CHAIRS | HALL STANDS | PARLOR SUITES     |
| PEDESTALS  | WARDROBES   | EASY CHAIRS       |
| TABLES     | LOUNGES     | DRESSING TABLES   |
| DISKS      | BOOK CASES  | RECEPTION CHAIRS. |

VERIBRITE 22c. FURNITURE POLISH.  
The Polish with the Magic Finish. At this price everybody should have a bottle in the home.

SEE OUR WINDOW.

CALLAHAN, GLASS & Co., Duckworth and Gower Sts.

## Telegram Ads Pay