

The London Life Insurance Co.

Requires the Services of
several good men to act as agents in St. John's and
Outport districts.

Alert and capable men who can produce satisfactory
new business may secure an Attractive Agency Con-
tract. Call or write

THE LONDON LIFE INSURANCE CO.

(Established 1874)

Beck's Cove and Water St., St. John's.
G. VATER PIPPY, District Manager.
POLICIES—"GOOD AS GOLD."

sept2,6,11

Fire. Insurance. Fire.

Insure all your property in good old British Fire
Insurance Companies.

SCOTTISH UNION & NATIONAL INSURANCE CO.
Est. 1824. Assets . . . \$79,000,000.
GENERAL ACCIDENT, FIRE & LIFE ASS.
CORP., LTD.

Est. 1885. Assets . . . \$15,000,000.
We represent the above Companies for the Domin-
ion of Newfoundland. Write or phone us for our rates.

NFLD-LABRADOR EXPORT CO., LTD.,
BOARD OF TRADE BUILDING.

June 18, 1911

THE DIFFERENCE.

"SHERIFF'S ESSENCE OF VANILLA WAS FOUND ON HIS
PERSON WHICH IS SAID TO BE THE MOST EFFECTIVE
DOPE ON THE MARKET."—Extract from an article in the Daily
News, Aug. 29, 1919.

FLAVORING EXTRACT.

If you want Flavoring Extract for Cooking purposes and not
"Dope" for drinking purposes, purchase the old reliable PURE
GOLD EXTRACT, the favorite of so many householders for
years.

The Pure Gold Mfg. Co., Ltd., have a reputation to maintain
and they positively refuse to sell their Extracts to any but the
legitimate Grocery trade, and only to members of the Grocery
trade whom they are convinced will sell Pure Gold Extract for
cooking purposes only and not for drinking purposes.

Orders from the Soft Drink trade have been turned down by
the dozen since the Prohibition Law went into effect. No stock
is carried in St. John's.

Orders will be booked from the legitimate Grocery trade with
the understanding that Pure Gold Extracts will be sold to house-
holders for cooking purposes only, by
P. E. OUTERBRIDGE,
Agent The Pure Gold Mfg. Co., Ltd.,
KING'S ROAD (cor. Gower St.) TELEPHONE 567.

aug29,6,11

Beautiful Motor Robes.

We have just received another shipment of
Chases' Plush Motor Robes,
in Greens, Greys, Browns and Blues.
Come in and see them.

T. A. MACNAB & CO.

Overland Distributors,
CITY CLUB BUILDING.

may14,6,11

500 BARRELS

Atlas Portland Cement.

Lowest Prices.

A. H. Murray & Co., Limited,
St. John's.

Furness Line Sailings

	From Liverpool.	St. John's to Halifax.	Halifax to St. John's.	St. John's to Liverpool.
S. S. SACHEM	Aug. 20th	Aug. 28th	Sept. 8th	Sept. 11th
S. S. DIGBY	Aug. 27th	Sept. 4th	Sept. 13th	Sept. 17th

These steamers are excellently fitted for cabin passengers. Passengers
for Liverpool must be in possession of passports. For rates of freight, pas-
sage and other particulars apply to

Furness, Withy & Co., Limited
WATER STREET EAST.

Advertise in The Telegram

Don't Snapshot Redskins

TRAGEDY MIGHT FOLLOW.

Savages have very quaint notions
about the evil effects which result
from having one's photograph taken.

The North American Indian some-
how imagines that, especially if the
portrait is a good one, the virtue is
obtained at the expense of the body
of the original, who moreover has
placed himself in the power of the
artist or photographer who is invest-
ed after the sitting with some kind
of a magic power over the man con-
cerned.

This well-known antipathy, on one
occasion, led to very tragic conse-
quences which have been described
by one of the chief actors in the
drama.

Half His Face Left Out.

A white man named Catlin was en-
gaged in drawing in profile the face
of a North American Indian chief,
named Mattochequa, who did not
share the sinister forebodings of his
fellow Redskins.

This profile, when finished, added
to the excitement of the other In-
dians, and indignation, as well as
fear, was loudly voiced when it was
noticed that the portrait was ap-
parently incomplete.

"Why is half of his face left out?"
demanded the aggrieved Indians.
"Mattochequa is no coward. He was
never afraid to look a white man full
in the face."

The chief himself, however, did not
share their indignation until he was
stung to action by the taunts of one
of his colleagues known as Shonka,
the Dog. Shonka jeered:

"The Englishman knows that you
are but half a man; hence he has
painted but one-half of your face, for
he knows that the rest is good for
nothing."

The chief's susceptibilities were
immediately aroused. His manhood
must be vindicated! He therefore
challenged Shonka, his accuser, to
mortal combat.

The duel was arranged, and unfor-
tunately Mattochequa was shot dead
as a result. By a coincidence the
bullet which ended his life tore away
the part of his face which had been
omitted in the drawing.

Went Out in Fear of Death.

The disastrous affair was not al-
lowed to end here. Mr. Catlin, the
Englishman who sketched the offend-
ing portrait, had the utmost difficulty
in escaping the vengeance of the In-
dians, and for months afterwards he
was in constant fear of death at their
hands.

Inside the tribe itself the Indians
proceeded to avenge the death of
their chief, and so declared a vendetta
quite as bitter as any which ever em-
anated from Corsica, against the fam-
ily of Shonka, who had killed him.

Although this had been done in a
fair fight, this did not in any way
placate their desire for revenge, and
the matter was only finally ended
when both Shonka and his brother had
been sent to follow the chief into the
happy hunting-grounds. — Pearson's
Weekly.

ST. MARGARET'S

TORONTO COLLEGE CANADA

A RESIDENTIAL AND DAY SCHOOL FOR GIRLS

FULL ACADEMIC COURSE

PREPARED FOR

HONOURS MATRICULATION,

FULL COMMERCIAL COURSE,

MUSIC—ART—HOUSEHOLD

SCIENCE—PHYSICAL EDUCATION—

THEORY—GAMES—SWIMMING

Mrs. GEORGE DICKSON, President

Miss FLORENCE H. M. NEWLAND, B.A.,

Principal

School Reopens Wednesday, Sept. 17th.

Calendar sent on application.

The Sahara Not Dry.

Soon It May Not Be A Desert At All.

It is one of the wildest beliefs that
the Sahara is perfectly dry. As a
matter of fact it rains there, animals
and plants live there, and it is in-
habited by close on half a million
people!

It is certainly a very dry region,
but throughout the Sahara Desert
there are wells and oases which sup-
ply plenty of water.

Nor is the desert without plants
and trees. Palm trees, mimosa, shrubs
of all kinds are found scattered all
over the desert, and this fact has turned
the attention of French experts
towards the region, who argue that
if anything grows there naturally,
much more will grow if the land is
cultivated.

Schemes are on foot, in fact, to cut
a road right across the desert, en-
large these wells and oases, and gen-
erally cultivate a region which has
really got its bad name because it
had been allowed to run wild for
centuries. Round the wells grow fig
trees, apricots, peaches, grapes and
date palms, which, with very little
care would bring a wonderful profit.

One of the greatest troubles, how-
ever, the French, who have a prote-
ctorate over the Sahara, have to face
is the people who live there. Like
the country, they are wild and abso-
lutely unscrupulous, not hesitating to
rob and murder any traveller who
attempts to cross the desert.

Sunset Soap Dyes, all colours,
at STAFFORD'S DRUG STORE,
Theatr. H. aug8,11

Father.

Used to wonder just why father
Never had much time for play;
Used to wonder why he'd rather
Work each minute of the day.
Used to wonder why he never
Loafed along the road and shirked;
Can't recall a time whenever
Father played while others worked.

Father didn't dress in fashion,
Sort of hated clothing new;
Style with him was not a passion,
He had other things in view.
Boys are blind to much that's going
Or about 'em day by day,
And I had no way of knowing
What became of father's pay.

All I knew was when I needed
Shoes I got 'em on the spot;
Everything for which I pleaded,
Somehow father always got.
Wondered, season after season,
Why he never took a rest,
And that I might be the reason
Then I never guessed.

Saw his cheeks were getting paler,
Didn't understand just why;
Saw his body growing frailer,
Then at last I saw him die.
Rest had come! His tasks were ended,
Calm was written on his brow,
Father's life was big and splendid,
And I understand it now.

Nature's Red Flags.

Every hedgerow is a mixture of
valuable food plants and others
which are deadly poisonous, and the
eye cannot judge which are
and which are harmful.

Indeed, if one attempts to trust
the eye alone, the consequences are
bound to be disastrous, for it is a
curious fact that many of the most
beautiful berries are also the most
deadly. What, for instance, could be
more lovely than the brilliant crim-
son fruit of the guelder rose? Yet
these berries are decidedly poisonous.

So, too, are the lovely pink berries
of the spindle tree, and the scarlet
ones of the bitter-sweet.

What could be more exquisite to
the eye than the fruit of the deadly
nightshade? This plant bears a large
black berry which resembles a ripe
cherry. Yet it is the most dangerous
of all our wild fruits. Two of these
berries will kill a child.

The berry succeeds a flower which
is of a deep purple colour, and here
is one warning which Nature gives
us. The fruit of most plants which
bear flowers of this colour is poison-
ous. Another instance in point is the
meadow saffron, a sort of crocus, the
purple blooms of which appear in the
autumn. Its bulb and leaves are
both poisonous. The result of eat-
ing them is burning in the throat,
sickness, and paralytic blindness.

The sense of smell is more trust-
worthy in the detection of poison than
that of sight. Take the hemlocks,
of which there are several sorts, all as
poisonous as can be. All have a
strong, mousy odour.

The water dropwort, water hem-
lock, and fool's parsley are all dan-
gerous. To this order belong the
carrot, parsnip, celery, and parsley;
yet, while these are valuable garden
plants, nearly all the wild members
of the same family are poisonous.
Daffodil leaves are most poison-
ous, but no one in their senses would
dream of eating them, for the merest
drop of their juice stings the lips.

Fads and Fashions.

Round collars are used much on
children's frocks.

The oval silhouette is much liked
for tailored suits.

A few of the new blouses are made
of duvetyne.

New street dresses have girdles
of heavy silk cord.

One-piece cost-dresses sometimes
have peg-top skirts.

Smart little hats are being made
of embroidered kid.

Accordin pleated skirts are in high
favor for fall.

Some afternoon dresses feature
full gathered skirts.

Chiffon velvet and suede are the
favorites for handbags.

Long black silk gloves are worn
with plain black gowns.

FOR THE

HOLIDAY

TAKE A KODAK WITH YOU.

Our stock of

KODAKS,

BROWNIE and

PREMO CAMERAS

is complete.

Also a full stock of Eastman
Kodak, and Film Pack to fit
every size camera at

TOOTON'S,

The Kodak Store,

320 WATER STREET.

YOU'LL

FIND

RAINBOW FLOUR

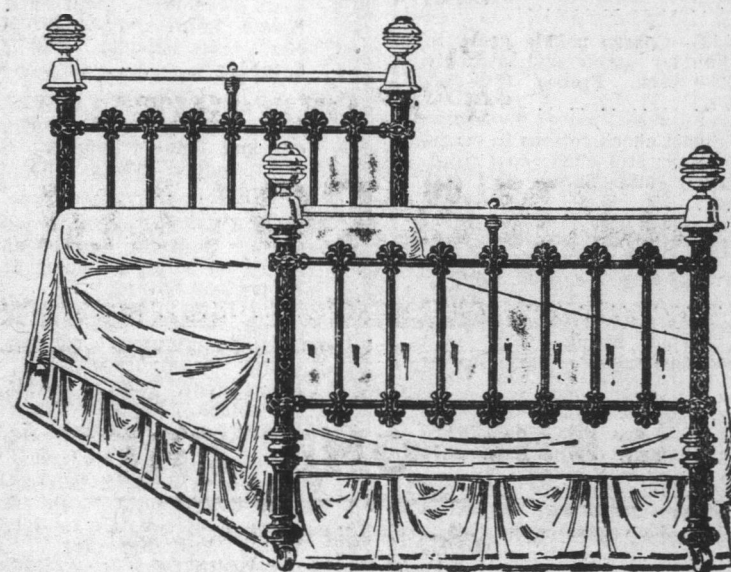
GOOD

AS EVER

Just in a shipment of CHAIRS. Get yours
now as they are going quickly.

Prices, \$1.45, \$1.65, \$1.85, \$1.95, \$2.25, \$2.50.

MATTRESSES--All prices according to grade and size. All
home-made. SPRINGS--Oxford Copper Wire with wooden
frames, \$5.25, \$5.50 and \$5.60. COUCHES--Just a few on
hand, \$14.50. THE NATIONAL SPRING only \$9.50.



Bedsteads,

from

\$11.50

to

\$29.50.

The C. L. March Co., Ltd.,

Showroom Second Floor Vail Building.

Corner WATER and SPRINGDALE STREETS.

Oil Is Beating Coal.

Shall We Have It In Our Grates?

The high price of coal and the pro-
spects of it becoming dearer still has
resulted in a big demand for oil fuel.
It is now cheaper to use oil fuel in
ships and factories than it is to use
coal. Perhaps before long we shall be
using it in our homes too.

The great coal strikes of 1911 and
1912 made hundreds of big firms turn
towards oil, and it is a remarkable
fact that once oil fuel has been used
coal is abandoned for ever.

Oil is not only cheaper than coal,
but it is cleaner and less trouble. It
is ever so much easier to transport
and to supply to engines. A few feet
of tubing and a main line express en-
gine, for example, can take in 600
gallons of oil fuel in from four to five
minutes. Oil, too, has the advantage
that there are so many big deposits
of it in various parts of the world that
it is not affected by strikes so much
as coal.

When proper oil-burning engines
are used there is no smoke attached to
it at all, and factories using oil have
no tall chimneys, no piles of ashes,
no tedious shovelling of coal into the
furnace. Just a few pipes, that's all. A
few taps regulate the oil supply to the
boiler furnace, and, in fact, with oil
the grimy coalstokers can be replaced
by girls in spotless white caps and
aprons.

WANTED—A Big Boy to
drive horse, calling for and de-
livering parcels; apply to SPUR-
RELL the Tailor, 365 Water St.
aug26,6,11

ARMADA TEA

For All Occasions.

IT SATISFIES.



If your Grocer hasn't got it.—
He hasn't got it's equal.

Put up in one pound tins—never in bulk.

Advertise in The "Telegram."



DUE BY

100 case

100 case

100 case

100 case

100 case

100 case

200 case

200 case

P. F. F.

June 28, 1911

DO YOU

About a year ago v
clients at that time. W
a copy free of charge or

It treats upon the
money; the significance
penies; the magnificent
ments; speculative deals
fits and who makes ther
interesting items.

YOUR

J. J. La

City Cham

Funeral Tuesday.

The funeral of the late Mr. Norman
Belbin took place on Tuesday after-
noon, and was well attended. A guard
of honor was present from Lodge St.
Andrew, A. F. and A. M., and from
Looming Lodge, L. O. A., with which
Societies deceased was associated. In-
terment was at the General Prote-
stant Cemetery, the officiating clergy-
man being Rev. E. W. Forbes M. A.

When you want Steaks, Chops,
Cutlets and Collops, try ELLIS'.

PUBLIC NOTICE.

Under the provisions of Chapter 23,
Edward VII., entitled "An Act to
amend the Post Office Act, 1891," and
upon the recommendation of the Board
appointed under Section 1 thereof, no-
tice is hereby given that, Three
Months after this date, a Proclamation
will issue for the alteration of name,
or re-naming of places as under, that
is to say:—

1. That Turk's Gut, District of Har-
bor Main, to be re-named MARYS-
VALE.
2. That Seal Cove, near Stephen-
ville Crossing, District of St.
George, to be re-named ROTH-
ESAY.

J. R. BENNETT,
Colonial Secretary.
Dept. of the Colonial Sec'y,
August 6th, 1919. aug7,1919