



CONVINCING

It is impossible for any argument in favour of Sunlight Soap to be more convincing than a trial of the Soap itself.

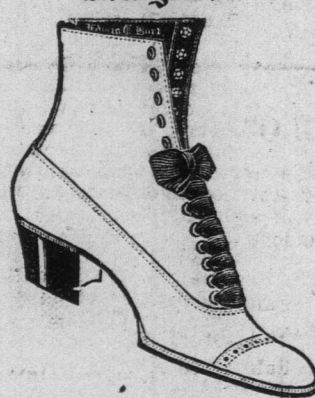
SUNLIGHT SOAP

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ABOVE ALL! The "BURT" Shoe.

Edwin C. Burt

THE BURT SHOE
New York.



Ladies we beg to announce that we have just received a complete assortment of Edwin C. Burt's Celebrated Shoes, every size and width, a big variety to select from. Ladies who admire good-looking, perfect fitting and up-to-date footwear, also Ladies having foot trouble, would do well by dropping in and secure the advantage of a perfect fitting whilst sizes and widths are complete.

Every Satisfaction Guaranteed.

F. SMALLWOOD,
THE HOME OF GOOD SHOES.

\$100 BONDS

The attention of investors of small amounts who wish only the safest kind of securities—bonds, is called to our offering of bonds at \$100 denominations.

Hewson Pure Wool Textile Co's with Common stock bonus.

Trinidad Consolidated Telephones Co's.

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Nova Scotia Steel & Coal Co's.

Nova Scotia Steel & Coal Co's.

Maritime Telegraph and Telephone Co's.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager,
St. John's.

The Canada Life.

In each of the past four years the Canada Life has earned a **LARGER SURPLUS** than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

C. A. C. BRUCE, Manager,

St. John's.

Proverbs That Lie.

By RUTH CAMERON.



The housewife who must have everything just so had been overworking again, and her husband was reasoning with her.

"Why couldn't you clean things up a little and let it go at that?" he asked. "Was it worth a fit of sickness to have everything spick and span?"

"Oh well! I hate to half do things," she answered fretfully. "What's worth doing at all is worth doing well, you know."

Did it ever occur to you that a proverb might lie? There are a great many people who consider a proverb the last word on any question. Apparently they think that proverbs come right from Heaven, such is their sublime faith in them. And yet when you come to think of it, proverbs are only the words of fallible mortals like you and me. The fact that generations have accepted and passed them on proves they have some value, but it doesn't prove that they are infallible. Applied to certain conditions proverbs may be bare-faced lies.

Take the proverb with which the woman who must have everything just so tried to justify herself, for instance. It certainly is a flagrant example. Doesn't almost every day of your life show you things that must be done and yet are not worth doing well?

I can feel those readers who are fond of quoting that proverb stiffening up in indignant denial. Very well, here is an instance. In my stocking basket last night was a pair of stockings with a tremendous hole in the lower part of the heel. They were old stockings and yet not quite old enough for my conscience to permit me to throw them away. To have darned that hole well would have taken at least half an hour. To draw the hole together so that it would last a few more wearings took about five minutes. The stocking certainly wasn't worth a half-hour of my time, but it was worth five minutes; and that's just what it got.

Furthermore people who use that proverb generally make it mean "What's worth doing at all is worth doing as well as you can." That's one of the objections to proverbs: people read their own meanings into them. Now a nurse once taught me to make a bed the absolutely perfect way in which they are made in hospitals. When I make a bed for an invalid or for any special occasion, I do it that way, but it takes just about twice as long. Is it worth while to spend my time that way every day? The devotees of that proverb assure me that it is. I can't see it.

"Figures can't lie," is an old saying. "Proverbs can't lie" is an old belief. I beg to differ on both cases. Figures and proverbs both need to be taken with a good pinch of the salt of common sense.

Ruth Cameron

HAPPY THO' MARRIED?

There are unhappy married lives, but a large percentage of these unhappy homes are due to the illness of the wife, mother or daughter. The feelings of nervousness, the befogged mind, the ill-temper, the pale and wrinkled face, hollow and circled eyes, result most often from those disorders peculiar to women. For the woman to be happy and good-looking she must naturally have good health. Dragging-down feelings, hysteria, hot-flashes or constantly returning pains and aches—are too great a drain upon a woman's vitality and strength. Dr. Pierce's Favorite Prescription restores weak and sick women to sound health by regulating and correcting the local disorders which are generally responsible for the above distressing symptoms.



Mrs. Dickover.

"I suffered greatly for a number of years and for the past three years was so bad that life was a misery to me," writes Mrs. R. F. Dickover, of Uxio, Ohio, Route 4. "The doctors told me I would have to go to a hospital before I would ever be better. A year ago this winter and spring I was worse than ever before. At each period I suffered like one in torment. I am the mother of six children. I was so bad for five months that I knew something must be done, so I wrote to Dr. R. V. Pierce, telling him as nearly as I could how I suffered. He outlined a course of treatment which I followed to the letter. I took two bottles of Favorite Prescription and one of Golden Medical Discovery, and a fifty-cent bottle of Sarsaparilla, and have never suffered much since. I wish I could tell every suffering woman the world over what a boon Dr. Pierce's medicines are. There is no use wasting time and money doctoring with anything else or any one else."

The Medical Adviser by R. V. Pierce, M. D., Buffalo, N. Y., answers hosts of delicate questions about which every woman, single or married ought to know. Sent free on receipt of 50 stamps to pay for wrapping and mailing only.

Household Notes.

Fried food should not be allowed to become heated before serving.

A delicious salad is made by filling tomatoes with minced pineapple, celery and chopped nuts. Mix with mayonnaise and garnish with green.

When making garments for a bazaar it is a good idea to roll the scraps that are left into a little bundle and fasten them to the garment.

The odor of kerosene lamps can be stopped by putting one teaspoonful of fine table salt into each lamp. The salt should be changed once a month.

When churning it is sometimes difficult to make the butter gather. Try putting a little soda in the cream. It will cause the scattered bits of butter to come together.

When making apple salad pour over the apples a little lemon juice. This blends with the salad dressing and will improve the taste and keep the apples white.

To distinguish cotton from linen, moisten a spot of the material. If the material wets through instantly it is pure linen; cotton does not take up moisture so quickly.

Potatoes are not so apt to rot if the cellar is not kept too warm. Sprinkle air-tight lime among them and cover them lightly to keep the light away from them.

Black walnut furniture or furniture made of any dark rich wood should be cleaned occasionally with a soft rag dipped in paraffine oil, then polished with another soft rag.

To clean velvet, stretch it taut, pile

upward, over a basin of boiling water. As the steam rises through the velvet have a second person brush it briskly with a clean brush.

When the eyes ache, relieve them by closing them for a few minutes. If there is a burning sensation, bathe them with hot water, to which a few drops of witch hazel has been added.

White enamel ware can be cleaned of stains by making a strong solution of baking soda and rainwater. Put the utensils in it and boil them hard; they will be as white as new.

A good method of cleaning black jet is to first brush it free from dust, then apply a little olive oil by means of a brush, then polish with chamois. Care should be taken not to break the jet.

The best way to clean the beanpot: Fill with cold water, put in some kind of washing powder and cover tight. Put on the stove and let it come to a boil. This will make it easy to wash.

To test silk, fray out the threads and break them. If they snap easily, it is not good. The warp thread running lengthwise should be of equal strength with the wool thread running crosswise.

When frying doughnuts it is a splendid scheme to have a dish of boiling water on the stove. As each cake is done lift it out with a fork and dash quickly into the boiling water and out again.

If your kitchen is small and crowded, take out the kitchen table and have a hinged shelf made. A shelf answers every purpose of a table and can be put down out of the way when not in use.

Gum-arabic starch is made by putting a quarter of a pound of the best white gum in a large-mouthed bottle and covering it with a pint of water. Set the bottle on a cloth in a pan of water over the fire to dissolve. Stir until it liquefies, then strain through a cloth.

When darning table linen it is best to use a raveling from the goods. Where there is a hole, put under it a piece of the same material, carefully matching the pattern. If the darning is carefully done, the hole will not be noticeable.

Buck Kilbey says his notion of uneducated money is that paid out to see a prize fighter perform in a theatre.

It is to be regretted, of course, but do not permit the fact that the great herds of buffalo have all been wiped out to interfere with your business.

Minard's Liniment Cures Diphtheria.

Soper & Moore.

500 brls.

Dry as Meat Potatoes at

\$2.00 brl

Price is rising, buy to-day.

100 bags Turnips.
40 bags Parsnips.
40 bags Carrots.
10 bags Beets.

25 brls. Partridge Berries.
20 brls. Choice Herring.
700 boxes Digby Chicken.

100 brls. all No. 1 large, fancy King, Wagner, Baldwin APPLES.

SOPER & MOORE

Wedding Bells.

A real old time wedding took place at Ferryland on the evening of the 19th inst., when Mr. William Costello was united in bonds of matrimony to Miss Martha Devereaux, daughter of our energetic and popular planter, Mr. James Devereaux. The ceremony was performed by the Rev. L. Vereker at the home of the bride, where a hundred guests had assembled to witness the ceremony and also partake of the sumptuous and appetizing wedding supper, which each did full justice to after the eventful knot was tied and the bride and groom had led the way to the tables and his Reverence, Fr. L. Vereker, adhering to the traditional custom started the feasting by cutting the bride cake and proposing the toast, Magistrate Freebairn, Mr. Geo. Teasler, Mr. Fred Costello and several other prominent residents then followed in brief but complimentary remarks appropriate to the occasion, each speaker in concluding his remarks alluded to the skill of the Misses Devereaux in the culinary art, which was fully demonstrated in the elegant spread that all were then about to enjoy.

As the feast was drawing to a close the strains of sweet music were heard from the adjoining dance room, inviting all to enter in the programme of quadrilles, lancers, waltzes, reels and jigs, that our local artist felt capable of rendering on the accordion with a skill to almost rival that of the famous Peter Wipod the accordion king. Dancing then began and was kept up in that exhilarating and unconventional manner for which our fishfolk are famous, until the wee hours of the morning.

The great display of bunting, the numerous volleys of musketry on the evening of the event as also the many valuable presents received by the happy young couple go to show how popular they are in this locality. The bride who had but recently returned from the United States where she spent three years as cook in one of those wealthy homes, was the recipient of many valuable presents from her friends in the land of Uncle Sam. The bridesmaids who looked almost as charming as the bride, were Misses Maggie and Katie Devereaux, sisters of the bride, while the role of bridesmaid was ably fulfilled by Mr. Richard Maher.

OBSERVER.

Ferryland, Jan. 20th, 1913.

Electric Restorer for Men
Phosphonal restores every nerve in the body to its proper tension; restores vitality. Premature decay and all sexual weakness averted at once. Phosphonal will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Phosphonal Drug Co., St. Catharines, Ont.

Photographic Enlargements

We are specially equipped to meet the most exacting demands in Photographic Enlargements. No matter what age a photograph may be we can positively give you the very best enlargement that can possibly be obtained from such a photo.

We enlarge in Oil, Pastel, Sepia and Crayon in the most modern way, and guarantee our work to be of the very highest class. Don't take our word for it. Call in and we will show you samples and explain every little detail.

A full stock of frames in the most attractive styles and shapes.

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House of Superior Quality.

"BEAVER" FLOUR Makes the True Home-Made Bread Your Mother Used to Make



"Beaver" Flour is a blended flour—really two flours in one. It contains the quality, nutriment and flavor of Ontario fall wheat and the strength of Western wheat.

"Beaver" Flour is a perfectly balanced flour. It makes baking easy because it is always the same in strength, quality and flavor. Your grocer has it. Try it.

DEALERS—Write us for prices on Feed, Coarse Grains and Cereals.

THE T. H. TAYLOR CO., LIMITED,
CHATHAM, Ont.

R. G. ASH & CO., St. John's, Sole Agents

Newfoundland, will be pleased to quote prices

The Florence Disaster.

LETTER FROM MR. WM. LONDRE-
GAN, ON THE NEED OF BEACONS

Editor Evening Telegram.

Dear Sir,—I saw a statement in the Telegram Jan. 2nd, from the second mate of the ill-fated s.s. Florence. I don't pay much attention to what he says. A lot of it was false; the case was bad enough. He says they swung the boats in the davits and then went ashore on the rocks and stopped four hours, then went back to the ship again. He does not say when he went back, whether the boats were there or not. If they were, I would like to know the reason that all the crew didn't get away in them. He says there was a raging sea. Any man acquainted with the place knew that could not be so. It is true there was a good sea on but not too much to land men anywhere between Broad Cove and Peter's River if the boats were manned by skilled oarsmen. My opinion is that when England lost the square rigger she likewise lost her oarsmen. I saw by the Titanic disaster, the women had to row. All the same the poor fellows met a dismal doom all for the want of some one to help them. I would take four men and land anywhere from the wrecked steamer to Peter's River. It is true it is called the Graveyard of the Atlantic, and so it is. It is sixty-three years ago since I went to my first wreck and the crew of her were all drowned. From that time I have seen many a disaster on that bleak and desolate shore and no one to render any assistance.

Vessels coming to the eastward go ashore. They know little of what they have to contend with, the chart shows about a two and a half mile tide where there is a five knot one running. I have seen several times one running four and a half or probably more. A vessel steering across east south east takes on the starboard bow drags her in St. Mary's Bay, and the captain is not aware of it until he is brought to destruction.

If survivors go there a night before a south easter or in a south gale then they would find how the tide runs. There is no fear of them being there then. They are snug enough stowed away then in their homes. There is not a man alive understands the run of the tide around the coast of Newfoundland in the winter. A few years ago a schooner was lost at Baccalet. The skipper's name was Hiseck. He had a boy on board. Within forty-one hours from the time she was lost I picked up that boy's cap on St. Vincent's Beach with his name on the inside with white letters. If he is living and writes to me he can have it. That will give you some idea of the cruel tide that runs on those shores in the winter. All this fearful loss of life and property that is lost is all for the want of more light-

houses. Remember those wrecks not in St. John's. Four or five miles to the westward of it there is a desolate shore and worse than that is a god-forsaken spit from the westward head of St. John's to Gull Point. Put a lighthouse there and all those things will end. St. Cape Pine light was lit in 1856 and ever knew a vessel or a man to be there. Just fancy a light on Cape Pine and another on Cape St. Mary's. St. Mary's Bay have only one light to guide our poor fishermen to safety. A short while before the s.s. Florence was lost, there was a steamer ran into Peter's River. She was lights in the houses and backed after a delay of twenty minutes. If for these lights there would have been another disaster, remember one time when I was a Newfoundland schooner and crew were lost. One man got ashore. He was found in the bush next day. He was supposed to be the skipper. They were coming from Fanning. His name was Michael Ash. There was a couple of lightkeepers on part of the coast the keepers were able to render assistance and many a poor sailor from drowning. Just think of these poor fellows thinking of their dear ones in England and death staring them in the face.

It seems to me that England's ones are not half as well lighted as France. Go down the French coast in the East you will see the lights; go down the coast in the East you will see the lights; go down the coast in the East you will see the lights. If this coast was well lighted, Florence or Helligland wouldn't have been lost as there was no fog, darkness and hard to see the shore with the snow on it. The fishermen of St. Vincent wouldn't have been there and bury scraps of human life that have to contend with the waves or two there. Don't let this go on any longer. Put them lights on a lookout it is absolutely looking not up in the bushes where the few lights on the coast. Something should be done to stop this dreadful slaughter. It appears that those poor unfortunate people had lots of time to save themselves but didn't do so. It is sure they landed on the rocks as they had room to do so. I remain,

Yours truly

WM. LONDREGAN

Jan. 20, 1913.

Pretty Wedding.

On Sunday Miss Ellie Walsh daughter of Mr. Mike Walsh, North Head, and Mr. John Trimlett were united in the holy bonds of matrimony by Father O'Flaherty. The bride, charming in a suit of white silk with hat and veil to match. The bridesmaids were dressed in blue. After a ceremony a sumptuous supper was provided and a dance held at the house of the parents of the bride. Fifty couples were entertained.

John's Pond, Jan. 12th, 1913.



If you would know how good the best Brandy can be, buy

HINE'S Three Star BRANDY

Guaranteed Twenty Years Old

T. Hine & Co. are the holders of the oldest vintage brandies in Cognac

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