

## 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. 051,854, 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.

July 30, 1912

**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.)

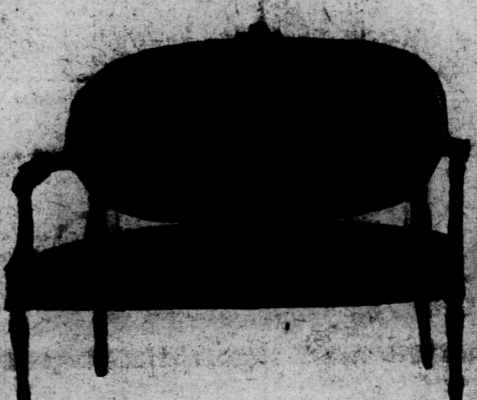
Hartley's Assorted Jams,  
Choice French Coffee—tins and loose,  
Symington's Coffee Essence.

Being's Mince Meat—tins,  
Baked Beans, 3-lb. tins, etc.,  
Fruit Pudding, Fruitella, Dustbanc.

**J. J. ST. JOHN.**

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.

ADVERTISE IN THE EVENING TELEGRAM.

## Dignity.

BY RUTH CAMERON.

Popularity Papers—Being the Third of a Few Little Talks on the Ingredients of Popularity.



"Ah, the huge porridge of popularity. 'Tis fine to sit in front of it, but what a scalding—y-o-u catch when it is overturned."—Daudet.

Dignity is one of the qualities which helps win popularity. Many people may disagree with this,

but it is true, nevertheless.

By "dignity" I don't mean stiffness, haughtiness or aloofness. I mean self-respect, high mindedness, unwillingness to cheapen or lower one's self in a word—"dignity."

We never really like anyone we look down upon.

Some author, it seems to me it is Barrie, but I am not sure, tells of a minister who, whenever he was invited out to tea, used to relate so many funny and foolish stories about himself that those who heard him never could respect him afterward. He was probably seeking for popularity in thus making fun of himself, but because he went too far and impaired

his own dignity, he missed his goal. Respect is part of any true popularity, just as it is the foundation of real love or friendship. We are willing to laugh at people who lack dignity; we will even seek their company for a time; but we do not admire them and we do not desire them for our most treasured friends.

Of course, dignity must not be construed in too strict a sense. A man or woman may be as genial and jolly and informal as you please without losing an atom of dignity. An unexpected caller once found Abraham Lincoln down on the floor playing leapfrog with his children, but he did not find his president lacking in true dignity. True dignity is something deeper than that. It is the kind of fine self-respect which Lincoln had and could never lose, no matter if he did do informal or unexpected things.

Respect yourself and others will respect you, and what is more, will probably like you if you do not have other qualities that prevent it.

No one can tell you what true dignity is if you do not know in your heart. If you do know what dignity is and do have it, may serve to remind you of its value and to assure you that it is worth cherishing if you care for popularity.

*Ruth Cameron*

## For The Nervous Woman.

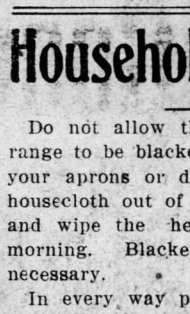
Or the woman who experiences hot flashes nothing is so good to both, quiet and calm the nervous system as a pure glyceric extract of native medical plants, and made without alcohol, which has been sold by druggists for the past forty years, and most favorably known as Doctor Pierce's Favorite Prescription. In younger years some women suffer from dizziness, or fainting spells, headache, bearing-down feelings and pain. All these symptoms of irregularity and female disturbance are relieved by the use of this famous "Prescription" of Doctor Pierce.

As a powerful, invigorating tonic "Favorite Prescription" imparts strength to the whole system, and in particular to the organs distinctly feminine. For over-worked, "worn-out," "run-down," debilitated teachers, milliners, dressmakers, seamstresses, "shop-girls," house-keepers, nursing mothers, and feeble women generally, it is an excellent appetizing and restorative tonic.

"My disease was called retroversion," writes Mrs. LYNN McDONALD, of Macosta, Mich., Route 1. "I had nervous chills and numb spells and I would leave me very weak. Then I had information and the doctor said I had a floating kidney. I doctored seven months with our family physician. He said I would have to have an operation. Then I stopped taking his medicine. After taking three bottles of Dr. Pierce's medicine, I have not had any nervous chills or weak spells. I am better than for years."

"My daughter is now taking the 'Prescription' and Dr. Pierce's Golden Medical Discovery, also the 'Pillars' for nervousness and weak tired feeling. These remedies have helped her ever since she has a short time. We have great faith in your medicines for female troubles."

Mrs. McDONALD. Dr. Pierce's Pleasant Pellets induce mild natural bowel movement.



## Household Notes.

Do not allow the hearth of the range to be blackened, as it will soil your aprons or dresses. Wring a household out of warm soapy water and wipe the hearth clean every morning. Blackening will not be necessary.

In every possible, beauty and utility should be combined in the home. Dispense with everything that does not serve well for use or ornamentation. Gaudiness and congestion are not suggestive of prettiness, and things unnecessary only collect dust.

Sunburn will be less severe if you do not wash your face before going out; rub it with cold cream instead, wipe off with a soft rag and use powder; there will be none of that heated, burning feeling that would have resulted had you used water.

If turpentine is put on a burn immediately, it will stop the burning and there will be no pain. Saturate a piece of bandage with turpentine, then wrap the burn carefully and saturate again and again; keeping the bandage wet for some time.

The work of polishing windows and mirrors can be made much lighter if instead of using wet clothes or white-



## A Pleasure To Take.

Our Phlegm Cough Cure, because it is composed of pure and harmless drugs. If troubled with a cough or cold take our Cough and Cold Cure. It isn't a sovereign remedy for every ill. It gets at the very seat of the trouble, and effects a cure by putting all the organs affected into a thoroughly healthy condition.

The price of a bottle is only 25 cts. Postage, 5 cts. extra; and one bottle will work wonders. For sale by Medical Hall, Dr. F. Stafford & Son, Theatre Hill, and Stafford's Pharmacy, Duckworth St. Prepared only by Dr. F. Stafford & Son, St. John's, Nfld. Also manufacturers of Stafford's Liniment and Prescription "A." August 1912.

## Just Arrived.

in splendid condition,  
30 only 6-quart Baskets

## Preserving Plums.

30 barrels NEW APPLES,  
20 cases Valencia ONIONS.

And to Arrive Thursday,  
150 Baskets PLUMS,  
100 Baskets TOMATOES,  
50 Barrels New APPLES,  
50 Barrels New TURNIPS,  
Special Low Price.  
150 Barrels POTATOES.  
Get our price this week.

Cabbage, Bananas,  
Oranges.

**Soper & Moore**

Phone 450.

day is a general sweeping day. Saturday being baking day. There should be one day in every week when the housewife has not planned anything, but does the little odd things which have no name. But do not become a slave of routine, the best rules can be broken with impunity.

For winter clothes which are best not crushed by putting into a chest, there has been invented moth bags and moth sheets, these bags are made to close air tight and will accommodate automobile garments, ulsters or suits and small size come for muffs and furs. The sheets are used for packing rugs, and curtains. This should all be done before the moth fly has made its appearance as a nit. laid in the garment may hatch even after the garment has been put away, and the worm will destroy a great deal.

The piano case sometimes needs cleaning. For this, provide two basins of clean, lukewarm water, to be renewed as often as necessary, and three good sized pieces of "cheese-cloth." Wring one cloth nearly dry from the first basin, rub in ivory soap and clean about a square foot of the surface. Wring the second cloth nearly dry from the second basin and wipe off the suds. Rub and wring the cloth again and wipe any moisture that remains. Rub with the third cloth, using quick light strokes and little pressure. Proceed in this way until the entire instrument has been cleaned. Then go over slightly with a clean, soft handkerchief, or a very soft new cambric.

## On Second Thought.

BY JAY E. HOUSE.

If a woman leaves her relatives for her husband the community, in time, forgets it. But the husband never is permitted to do so.

You, no doubt, wonder how a dog gets its reputation for intelligence. We'll tell you. It gets it through its owner.

In the contest to decide as to the most useless thing, the left hand hip pocket has a good many partisans.

A New York woman is advertising for a husband she lost in 1899. How long does it take the statute of limitations to run on a lost husband.

When a dog kills a sheep upon the theory that mutton is good to eat, the joke is on the dog.

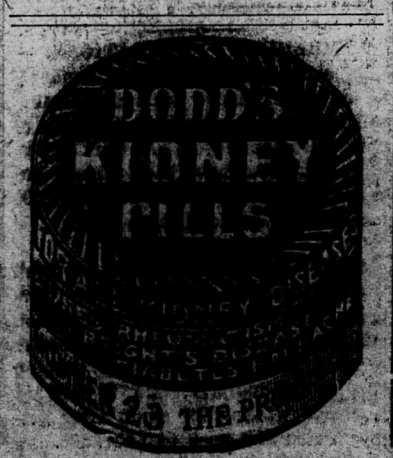
"He is the sort of man," said Eph Wiley yesterday in discussing Lish Gideon, "who bids four in a pitch game when he needs only two to win."

The financial condition of the actor is reflected with tolerable accuracy by the number of dogs he keeps.

If you are not prejudiced you are not interested.

The average man isn't looking for information. He is looking for an argument.

When a man tells you he is thinking it over, that means he has decided not to do it.



## President Taft WHITE HOUSE SHOE FOR MEN.



We have now in stock and for inspection some of the VERY BEST SHOES for gentlemen, in the Latest Styles, manufactured in the United States. These Shoes are for men who care to dress well.

PRICE:

**\$4.50, 5.00, 6.00.**

One pair sells another.

**F. SMALLWOOD.**

THE HOME OF GOOD SHOES.

## LATE NOVELS, in Attractive Cloth Bindings.

Late novels in attractive cloth bindings, 75c. to \$1.00 editions offered for two weeks only at 50c. No deadheads.

The Green Domino, by A. Dwellington; By Faith Alone, by Renée Bazan; Borlase & Son, by T. B. Russell; Son of a Bondsman, E. P. Bazan; Little Anarchist, A. W. Marchmont; Prime Minister, by Orme Agnas; First It Was Obedience, Guy Thorne; The Monks Treasure, G. Norton; The Gates That Shall Not Preval; In the Emperors Villas, R. A. Savage; Man—Alive, by G. K. Chesterton; Daisy's Aunt, by E. T. Benson; Dancing Leaves, by G. Warden; The Day Spring, by Dr. Wm. Barry; The Pitfall, by Sir W. Magnay; The Envilattle Sanctuary, by G. A. Birmingham; Ireland's New Humourist; The Centipede, by Guy Boothby; Prester John, by John Buchan; A Daughter of Astrae, E. P. Openheim; Eternal Tires, by O. Cross; The New Tenant, E. P. Openheim; Caged, by Heddon Hill; Sea Dogs, by Morley Roberts; Love the Fiddler, L. Ashbourne; As It Happened, A. Hilliers; Love in a Venture, A. E. Barr; Adventure, by Jack London; Pearl of Great Price, A. & C. Askew; Prince Karl, by A. C. Gunter;

**GARLAND'S Bookstores, 177 & 353 Water Street**

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**Unvarying Quality,  
Delightful Flavour.**

Sold Wholesale in Half Chests.

**Chester, Lotus, Hazlefield,  
Forest, Lomax, Belmont.**

Fresh Shipments expected next week for the Fall Trade.

Now is the cheapest time to buy.  
Teas are up again in Ceylon.

Send your orders now for delivery any time this fall.

**HARVEY & Co.**

## NEW ARRIVALS!

Our first shipment of  
NEW DRESS GOODS, BLOUSE CLOTHS,  
LADIES' BLOUSES, HAT FLOWERS, Etc.

Just opened. Special prices to wholesale buyers. A small shipment of Pound Tweeds, in good lengths, from 45c. lb. up.

**WILLIAM FREW.**