

GOLDEN PHEASANT TEA.
Old in name, with a reputation that cannot be beaten.
Leader throughout Newfoundland.
Delicious Golden Pheasant.
Ever foremost in the trade.
Now—buy it, drink it; that is all we ask.

Pure—no adulteration.
Here's to Golden Pheasant—drink it down.
Easy to steep.
A good wife always has it on hand.
Sold at all high-class grocery stores.
Always certain to please you.
Not so bad, is it?
The name itself stands for quality.

Tea with a flavour—that's Golden Pheasant.
Everybody's asking for Golden Pheasant Tea.
Are you sure you are getting it?

Ferguson, Holness & Co., Ltd.
J. B. MITCHELL, Agent, St. John's.
Oct 11, 1913, W.S.H.

"Ideal" Draught Tubing,

For Windows & Doors,

15c.

per yard.

BOWRING BROS.,

LIMITED.

HARDWARE Department.

'Phone 332.

New Showing Ladies', Misses' & Children's

Winter COATS,

from England, France and Germany; the newest models and materials on the market.

Special selection Ladies' out sizes in Fashionable Tweed
Coats \$10.00 to \$15.00
Children's Coats from \$1.20 to \$7.50
Ladies' Coats from \$3.50 to \$14.00

ROBERT TEMPLETON.

YOU CAN'T LOSE

IF YOU BUY A

Ladies' Golf Coat

AT

HUDSON'S.

These Coats have been knitted with various shades of wool and are just the thing for Fall wear. The values run from \$1.80, but now all are one price:

\$1.25.

Call and select yours at

367 & 148 Duckworth Street

Bond Can't Lose!

Large versus Small Family.



BY RUTH CAMERON.
A belated letter on the much discussed subject of the large versus the small family has come to me. I am passing it on to you, not because it proves that large families are always the best, but because it shows what a wonderful worth-while thing a brave man and woman can make out of life, in spite of the handicap of financial stringency.
"I just can't keep still any longer about big families, for I think I have a right to say my say." Just this morning a young stranger asked to use our phone. After using it, he said, "How many children have you, anyway?" I said, "Nine." He said, "My how old are you, anyway, twenty-one?" "No, forty," I said. He said, "Gee, if you'd put on your glad rags, you could easily pass for twenty-one." I said, "I have more than once! I have very often been taken for one of my daughters. My husband and I were married when we were seventeen and fifteen. I know that life is what we make it. I could have been and possibly would have been a sour old drudge if it had not been for my little daughter waking me up. When I had four, my husband had taken the two

older girls to a big Church and when they came home, the second one, barely four years old, said, 'Oh, Mama, it looks so funny to go down town and see all the pretty ladies all dressed up and come home and find an old Mama in an old wrapper.' I was only twenty-two. I had a good cry but had sense enough to get out of wrappers and be a 'pretty lady' for the rest of my life. My children are all refined and I am proud to take them anywhere. I have often been told by friends who have only one or two, that if they can raise theirs to be as nice as mine they will be satisfied. Isn't that worth all the work and study I have put into them? We are a co-operative family, doing all our work without help. I have always let my little ones help, even letting the girls wipe dishes at sixteen months. Our boys are learning to cook and do housework as well as the girls, so they will be good husbands." (It was impossible to condense this letter into one day's space, but I feel sure you will agree with me it deserves two. A finer human document I have never seen. I have read it to all my friends and each time I read it over I am so touched and so proud of belonging to the splendid middle class which produced such people, that a lump rises in my throat.)
(Continued to-morrow)
Ruth Cameron

Fashions and Fads.

Beautiful shoulder scarfs are made of brocade velvet, bordered with fur.

The combination of white cloth and silk combined with dark fur is still good.

Rose-embroidered chiffon borders the bodice and tunic of some of the new gowns.

A charming combination is the Dresden silk frock with changeable taffeta jacket.

Braids, cording and buttons play an important part in finishing touches of street attire.

Loose and slightly draped effects distinguish both coat suits and separate cloaks and wraps.

The thin wool interlining is used in making up cloakings which are not warm enough in themselves.

Soft satins and broches are the favored linings for suit coats and more dressy separate wraps.

Tassels are sometimes fastened half way between wrist and the elbow on the sleeves of woolen suits.

One of the newest combinations to Dame Fashion's wardrobe is the blouse with touches of plaid.

White collars and cuffs give the necessary touch of freshness to the young girl's school frock of serge.

There are many service coats made from double-faced rough cloakings that do not require any lining.

Every well-selected wardrobe requires a loose wrap suitable for wearing over afternoon and evening gowns.

Milliners are combining the following colors: Brown and purple, blue and green; amber, Bordeaux red and olive green.

The four-cornered sailor of black velvet, with puff balls of black ostrich fronds poised on three corners, is the very latest innovation.

The effect of two lace flounces falling softly and edged with lace and finished at the waist with a crushed girde of satin is graceful, stylish and economical.

The mixture of several materials, the tunic idea, the flounces of lace and other fabrics, all make it possible for one to have pretty costumes at little cost.

There are many odd and beautiful

Headaches and Heart Trouble

Nervous Prostration of Three Years' Standing Cured a Year Ago by Dr. Chase's Nerve Food.

Anyone who knows the discouragement and despair which accompanies the helplessness of nervous prostration will appreciate the gratitude felt by the writer of this letter.

Mrs. H. C. Jones, Scotch Lake, Ont. writes: "I suffered from nervous prostration for nearly three years. I had frequent headaches, had no appetite and was troubled with my heart. After consulting two doctors, without obtaining satisfactory results, I began the use of Dr. Chase's Nerve Food, and was completely cured by this treatment. It is nearly a year since I was cured, and I want others to know of this splendid medicine. I now attend to my household with pleasure and comfort, and am glad to have the opportunity of recommending Dr. Chase's Nerve Food."

At least some benefit is bound to be derived from each dose of this great good cure, as day by day it forms new blood, and builds up the system.

50 cents a box, 6 for \$2.50, all dealers, or Edmondson, Bates & Co., Limited, Toronto.

MINARDS LINIMENT FOR SALE EVERYWHERE.

Apples

Just arrived
per S.S. Florizel & Digby

239 brls

CHOICE APPLES

Assorted kinds,

Lowest Prices.

Soper & Moore.

The Chorus Girl.



The chorus girl is a movable adjunct to the modern stage, who makes nine changes of toilet in the first act, without missing a hook and eye. Chorus girls make ideal wives, as they never keep a man waiting out in the touring car until he can feel the chilblains taking possession of his person. In order to be a successful chorus girl, one must have a figure which cannot be confused with the stand pipe. The rest can be acquired. Several of our leading chorus girls have abandoned the stage, at the request of men who wanted to get rid of their small change, minus a modest alimony, and none of these gentlemen have been satisfied with cash, or pocket money since. The chief occupation of the chorus girl is shooting happy boys away from the stage entrance, which they infest in silk hats and palpitation of the heart. She is also kept busy being photographed for the Sunday papers in her stage complexion. It takes a chorus girl some time to adjust her complexion so that she won't look like the headlight on an interurban car, as she generally carries it around in her trunk. Some chorus girls use a complexion which would trip a fire alarm, while others affect the genteel pallor of a man who is awakened by a noise in the cellar. There is no more popular institution on the stage than the chorus girl whose beauty has not begun to sugar off, and she is the recipient of many continuous and floral offerings from elderly gentlemen, whose hair has gone where the woodhens twine. The life of a chorus girl is full of offers of marriage, and rehearsals, during which the stage manager indulges in a very low order of remarks relative to the decline of skirt dancing and the inviting qualities of a brimstone future. She isn't half so bad as she is painted, and without her the first seven rows of the orchestra circle would be as empty as a bathing beach in January.

Your Duty.

Nothing to do with the Custom House, good friend. Its only reference just now is to yourself. Let us suppose that you are a man of family with sufficient of the world's goods to keep them in comfort. Very well. You did not reach this satisfactory state of affairs without care and labour—few men do. Suppose you are awakened some night with shouts of alarm ringing in your ears. Too late then to talk of prudence; too late then to say: "If I had only, etc., etc." That "if" means too much to many forgetful people. Is it not always the duty of a self-respecting citizen to protect his home and thus provide for those within it. Is it any more than his duty to those depending on him to protect them as far as possible? Can you call your property your own when it is not insured? The answer to this argument is to carry insurance with Percie Johnson's agency, the most popular office in Newfoundland and the least expensive.

Special to Evening Telegram.

CHATEAUGUAY, Que. Oct. 12.

In the bye-election for a seat in the Federal House, for the riding of Chateauguay, on Saturday, James Morris, Conservative, defeated Hon. Sidney Fisher, Liberal, by a majority of 121. This is the first time the constituency has gone Conservative since Confederation.

OUR OWN MAKE.

"Victoria Boot."

For the best \$2.00 Woman's Boot you can't beat the "Victoria."

Made from the best upper and sole leathers, solid throughout; latest styles; \$2.50 value. Our price,

\$2.00.

"Rambler Boot."

Men's Vici Kid Blucher Boot, solid leather insoles, solid counters, best dull linings, full double sole, fast black eyelets; \$3.00 value. Price

\$2.50.

Men's Rambler Box Calf Bluchers. Boots, solid leather insoles and counters; \$2.50 value. Price

\$2.80.

Parker & Monroe, Ltd.

Take Your Camera

SHOOTING WITH YOU.

And to be sure of the best possible results send your Developing and Printing to

THE HOLLOWAY STUDIO, LTD.,

Corner Bates' Hill and Henry St.

'Phone 768.

Provincial and Municipal Debentures to yield from 5 to 5½ pr ct.

Town of Amherst,
Town of Pictou,
Municipality of Shelbourne,
Province of Nova Scotia,
Town of Sydney,
City of Halifax.

Prices on application.

F. B. McCURDY & CO.,

Bankers and Brokers.

C. A. C. BRUCE, Manager,

St. John's, Nfld.

The Surplus Earned.

In 1912 the Canadian Life earned surplus of \$1,530,667, exceeding by over \$237,000 the earnings of 1911, and by a much larger amount the earnings of any previous year. This is of importance to policyholders, for their Dividends must come from this account.

CANADA LIFE ASSURANCE CO.

C. A. C. BRUCE, Manager,

St. John's.

Tintara

(AUSTRALIAN BURGUNDY)

In Bottles and Half Bottles.

Hayward & Co.