

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, 11

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,
Heinz's Mince Meat—tins,
Baked Beans, 3-lb. tins, 14c.,
Fruit Pudding, Fruitella, Dustbane.

J. J. ST. JOHN.

Just Received,

Per S.S. CITY OF SYDNEY:

400 Sacks 14's
"Windsor"
400 Sacks 14's
"Royal
Household."



HARVEY & CO.

Before and After Taking.

BY RUTH CAMERON.



Two young people who were unusually reserved and uncommunicative during the six months of their engagement have developed into a surprisingly affectionate and demonstrative married couple. They have been married over two years and seem to grow steadily more affectionate in their manner towards each other.

A group of the wife's feminine friends were discussing this phenomenon.

"Why, when they were engaged I thought John was the most uncommunicative lover I ever saw!" one of the girls contributed, "and I said, 'Goodness, if he's like this before marriage what will he be afterwards?' But I never saw such a change in my life. He can hardly keep his hands off Barbara even in public, and every time he looks at her you feel as if he were kissing her and you ought to go out of the room. That after they've been married two years!"

"And Barbara's just so bad, too," put in the wife's most intimate friend. "You know before she was married she was the strictest thing. She wouldn't let John kiss her until they were actually engaged with a ring, though they had an understanding long before that. And now she's just as affectionate as he is. Isn't it queer?"

In the group of girls was one young married woman—a bride of six months. The intimate friend turned to her. "Well, Jane, what do you say?" she asked lightly. "Is it that way in your family too?"

The unconscious sigh which Jane gave as she answered was a keener commentary on her answer than she would probably have deliberately given. "Oh, no," she said, rather bitterly, "nothing like that in our family. We did all our lovemaking before we were married."

There was a little silence while some of the girls recalled what an excessively demonstrative lover even in public Jane had been, and how very different he was as a husband, and then someone opened another subject with nervous haste.

How many couples there are who could explain not only post-nuptial uncommunicativeness, but far graver troubles by that sentence, "We did all our lovemaking before we were married."

The question of how far lovemaking should go before marriage is something besides a moral question. It is a question of expediency, as many girls who have married after ultra-fervid courtships can sadly testify. Every undue liberty a girl permits before marriage she will bitterly rue sooner or later.

I know some girl who is even now committing such indiscretions as is thinking, "But my case is different. I know my lover will never tire of me."

Is it not a queer quirk of human nature that makes us all so sure that OUR cases are always different.

No, little girl, it's ten million to one that your case isn't different. And I wish with all my heart that you might hear the bitterness and the sigh that went with that bride's revelation. If you could, I'm sure you would never give yourself reason to say,

"We did all our lovemaking before we were married."

Ruth Cameron

A BLOOD MEDICINE WITHOUT ALCOHOL.

Recently it has been definitely proven by experiments on animals that alcohol lowers the germicidal power of the body and that alcohol paralyzes the white corpuscles of the blood and renders them unable to take up and destroy disease germs. Disease germs cause the death of over one-half of the human race.

A blood medicine, made entirely without alcohol, which is a pure glyceric extract of roots, such as Bloodroot, Queen's root, Golden Seal root, Mandrake and Stone root, has been extensively sold by druggists for the past forty years as Dr. Pierce's Golden Medical Discovery. The refreshing influence of this extract is like Nature's influence—the blood is bathed in the tonic which gives life to the blood—the vital fires of the body burn brighter and their increased activity consumes the tissue rubbish which has accumulated during the winter.

Dr. R. V. Pierce, the founder of the Levalade Hotel and Surgical Institute, and a physician of large experience, and practice, was the first to make up an ALTERNATIVE EXTRACT of roots, without a particle of alcohol or narcotic.

"It is with the greatest of pleasure, that I write to let you know of the great benefit I received from the use of your medicine and self-treatment at home," writes Mrs. Wm. Hayes of Ladysmith, B.C. "I suffered for three years from Constipation. I consulted four doctors but they failed to mend or give relief. Finally I was told I was in consumption and was to be buried. A kind friend told me to try your medicine. I did so and after seven months' use of the treatment the sore is healed, and I enjoy better health than I ever did. I dressed the wound with Dr. Pierce's All-Healing Salve and took the Golden Medical Discovery and Pleasant Pellets for my troubles. I shall always recommend your medicines."

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

Fads and Fashions.

Skirts of plenteous chiffon are among the new models.

Smart white satin dresses have buttons and belts of black velvet.

Soft faille silk and silk-and-wool collanets are returning to fashion.

Extremely smart little frocks for children are trimmed with cross stitch.

The white satin blouses are trimmed with amber and pearl buttons.

Soft rose, palest blue and delicate lilac are favorite blendings in pannier frocks.

Venice lace will be much in evidence in bands. In ball trimming and in all-over patterns.

In the matter of trains to dresses, all depends on how formal the occasion is when they are worn.

Light-weight laces will be used in border and band ornamentations for lingerie flouncings.

Although summer is still with us.

The Chances Against You

"Oh, I will be all right in a few days," says the person who is tired out and has to drag himself to his daily work because the nervous system is exhausted.

Unfortunately nervous diseases do not right themselves, and the wasting process which has brought you to this condition keeps right on until there is a complete break-down.

You must get the building-up process started, so that, instead of being a little weaker at the end of each day, you will find the balance on the other side and know that you are gradually getting strong and well.

Dr. Chase's Nerve Food will help you wonderfully if you only give it a reasonable chance. As the system is built up you will find such symptoms as headache, sleeplessness and indigestion leaving you. You will find the old energy coming back. The mind and body will better serve you, and you will see a new pleasure in life.

Dr. Chase's Nerve Food, 50c a box, 4 for \$2.50, at all dealers or Edman-son, Bates & Co., Limited, Toronto.

FRESH VEGETABLES

Just arrived and in store:

25 brls New Potatoes,
30 brls Green Cabbage,
30 crates Bananas,
10 cases Cali. Oranges,
5 brls Jamaica Oranges,
100 bunches Turnips.

White Swan Yeast,

The kind that makes good bread, the perfection of compressed Yeast.

TRY IT.

FRESH,
POWERFUL,
SURE.

Soper & Moore

'Phone—480.

two and a half yards long and a yard wide.

The new smart coat is cut away at the waist and rather short, reaching only to the hips, either in the same material as the skirt or in a contrasting color.

The figured gowns have skirts trimmed with ruchings of plain silk or satin. This is newer than the wide bands, which gives solidity to a narrow skirt.

The girls' and young women's suits show belts and belted effects. A few have Russian blouse coats, the coat buttons high up to the throat, in military effect.

The new nightgown made of lawn nainsook, French dimity, china silk or crinkly crepe has butterfly sleeves and a daintily pointed yoke, finely embroidered.

Very effective are the sleeves which are slashed to show a soft underleece of white net or lace. The slashes are made in a short sleeve just at the elbow.

The charmeuse and soft satin afternoon gowns have velvet panels, no wider than sashes and heavily embroidered. These hang from the waist to the bottom of the skirt, either front or back.

The Modern Drug Store

No more is the metropolitan drug store merely a drug store. It is an emporium wherein is to be found an ever growing and widening variety of wares, most of them appealing to the feminine purse and taste. Candy and soda water, which were the first additions to the medicines and legitimate adjuncts of the druggist's stock, have extended their departments until they now form in some stores the principal features. Lunch has been added to the soft, luscious, pastel colored drinks manipulated by the white costumed attendant of the soda fountain. In addition to ice cream of all flavors, "fin season," and sundae surmounted by wonderful decorations of nuts, fruits and whipped cream, there are to be had in many drug stores assorted sandwiches, cake and even salads. The candy counter has extended itself to the inclusion of salted nuts, wafers and biscuits of all sorts. In the stationary department are to be found not only ordinary paper and envelopes, but picture post cards, illuminated texts and small books.

The "beauty section" has gone beyond the cosmetics which used to be the sole contribution of the drug store along this line. False hair and all manner of garniture for the hair are on sale, along with every sort of curling apparatus. Electric curlers lead the way to electric household devices, chafing dishes, flat-irons, and toasters. From the perfume department there branched artificial flowers bearing various scents, and then was added the department of fresh cut flowers for sale. On a rainy day some drug stores even put out the sign, Umbrellas for sale, with detachable handles, suitable for packing in dress suit case. As in department stores, the demonstrator is at work in the modern drug store, advertising wares and showing how easily they are adapted to home use.

Minard's Liment Co., Limited.

Gentlemen,—I have used MINARD'S LIMENT on my vessel and in my family for years, and for every day life and accidents of life I consider it has no equal.

I would not start on a voyage without it, if it cost a dollar a bottle.

CAPT. F. R. DESJARDIN.
Schr. "Stroke," St. Andre, Kamouraska

Our Sale Continues!



We have decided to prolong our

Shoe Sale Ten Days Longer.

Here are Special Bargains in Men's Footwear:

48 Pairs Men's Fine Boots, worth \$3.00, now \$2.50

48 Pairs Men's Fine Kid Boots, worth \$4.00, now \$3.50

60 Pairs Men's Kid Boots, leather lined, regular \$4.50 and \$5.00 value, now \$3.50

Also, 400 Pairs Ladies' and Children's Fine Boots and Shoes, at Greatly Reduced Prices.

You will Save Money during the next Ten Days.

F. SMALLWOOD,

THE HOME OF GOOD SHOES.

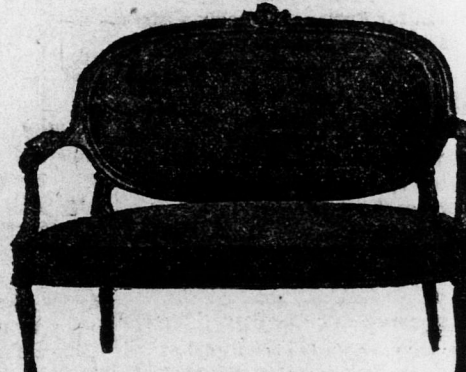
PIANOS and ORGANS

New Instruments just received.

CHESLEY WOODS.

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.

REPRESENTATIVES WANTED!

THE KITSON-EMPIRE LIGHTING CO., LTD., STAMFORD, ENGLAND.

Patentees and Manufacturers of the World-famed "KITSON-EMPIRE PENTROLEUM INCANDESCENT LIGHT" want Representatives for Newfoundland.

The Lamps are suitable for Factories, Stores, Wharves, Railway Stations, Streets and the Home, ranging in Candle Power from 100 to 1,000.

SIMPLE, ECONOMICAL, EFFICIENT.

Preference given to firms with a Show Room. Apply to

H. A. BARNARD, Controlling Agent, 16 Victoria Square, Montreal, August 12, 1912.

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each.

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Spring Press Studs,

2 cards for

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and Eyes, Hair Pins,

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4 sizes; handy size

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all shades. Reg. 50c

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Mohair Boot Laces,

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Pearl Buttons, new a

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Assortment of Pin

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