

EXTRAORDINARY CRUISES
Round the World
Empress of France Jan. 14
Mediterranean
Empress of Scotland Feb. 9
West Indies
Montreal Jan. 20-Feb. 21

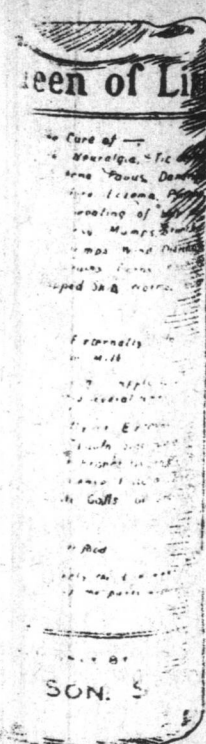
Memberships limited for each cruise. Canadian Pacific management effort and safety. Each ship a gigantic private yacht with all the luxury and comfort of a modern hotel — at your disposal. There will be extraordinary cruises next winter and reservations should be made early. Beautifully illustrated booklets with fullest information on application to any Steamship Agent.

Regular services to Liverpool, Glasgow, Belfast, Southampton, Cherbourg, Antwerp and Hamburg — sailings almost daily.

Particularly sailings Vancouver to the Orient — the Empress of the Pacific.

APPLY LOCAL AGENT.
 G. Bruce Burpee, C.P.S. Agent,
 40 King Street, St. John, N.B.

CANADIAN PACIFIC



Stafford's Liniment
FOR ALL Aches Pains.

Stafford's Liniment is a good reliable Liniment that has been in use the past Twenty Years and is still in great demand. This Liniment is prepared from a good reliable prescription and will give wonderful results in treating Rheumatism, Neuralgia, Sciatica, Strains, Lumbago, Bronchitis, Colds, Sore Throat, etc. If you have an ache or pain try a bottle of our Liniment and see how quick it does its work.

FOR SALE EVERYWHERE—20c. Per Bottle.

MANUFACTURED BY

Dr. F. Stafford & Son

Chemists & Druggists, St. John's, Newfoundland.
 NOTE:—FOR NIGHT SERVICE AT OUR WATER STREET STORE (Opposite Sudbury) 'PHONE 1770J.
 oct14,15

I OFFER—

\$7,000

CHARLES WALMSLEY & COMPANY

6 p.c. Bonds, due 1943.

Guaranteed Unconditionally by

Sir W. G. Armstrong-Whitworth Co., Ltd., of England. PRICE 98.50

BERNARD D. PARSONS,

INVESTMENT BROKER.

'Phone 1697W

P.O. Box 1301.

SIDE TALKS.

By Ruth Cameron.

THROWING MONEY AWAY.

Wouldn't you like to have the money that is wasted every year by the firms which advertise and then fail to follow up their advertising by a prompt and adequate response to the inquiries their advertisements bring them?

If you had that money you would surely be able to retire and, as my mother used to say, live on the interest of what you spent.

At least, judging from the experiences along this line which have come to me and to some of my friends, you would.

Here are some typical ones:

After Asking Prompt Service.

Two weeks ago I wrote for something I had seen in a catalogue for a birthday present. I explained that it was a birthday present and asked for a reasonably prompt delivery. Seven days after writing, I received not the article but a letter explaining that the price had been raised and asking if I still wanted it. As it takes a letter one day to go and one to come from the city to which I wrote, that meant that there had been a five day delay. I sent back the extra money but it was then too late to get the article in time for the birthday.

Still Waiting for Samples.

This spring the Authorman became interested in a kind of material he had seen advertised extensively. He wrote to the firm which advertised it and received after considerable delay a booklet. He then wrote for sample of the cloth. After more delay he received a letter telling him to write somewhere else. "Bad" business, of course, as many people would drop the matter there. But the Authorman, not an easy dropper so he wrote to the other address given him. He hasn't yet received the sample. The people

who make the cloth spend many thousands in trying to get customers and then throw what they have bought away like that.

That Must-Have-It-Feeling.

Last spring I saw a coat advertised in one of the fashion magazines. It was a charming picture and although the price was more than I wanted to pay I felt as if I just must have that coat (you know the feeling, it is the merchant's best ally). I sent for some further information about the color of the fur. (By the way, I should advise any merchant to engage a woman ad reader to see that such details were properly catalogued in the advertisement, so that people won't have to write for further information.) I waited ten days for an answer and during that time that must-have-it feeling had gradually cooled away and I had decided that I would get along for the present with my last year's coat. I had had an answer but it was a "no" and I should have bought that coat.

I should regard these as merely unfortunate personal experiences if I had not heard several others along the same line that I have not space to chronicle. Doubtless you can supply some indignation from your own experiences.

Lose Sales and Friends.

Not only do the concerns which permit such sloppy methods lose the sales that they are trying to make by their advertising but they also incur another loss. One of the functions of advertising is to create good will and such treatment certainly creates bad will.

Not only do we fail to buy the individual article but we may also decide not to have anything more to do with that concern. Of course any concern has a right to waste in money this way if it wants to. But as all waste and all failure is ultimately paid for out of the pocket of the ultimate consumer we all have an interest in seeing better methods prevail.

Cape Breton Mines Report New Record

OUTPUT YESTERDAY WAS FAR THE LARGEST SINCE 1915.
 Mines Show Plenty of Employment At Least For Next 30 Days.

SYDNEY, Oct. 1.—To fill all outstanding orders for the St. Lawrence River trade before the close of navigation, the miners in the southern group of the Besco collieries will work to 90 per cent of capacity production in the month of October. This was in effect the statement of J. E. McLurg, vice-president of the corporation made to your correspondent.

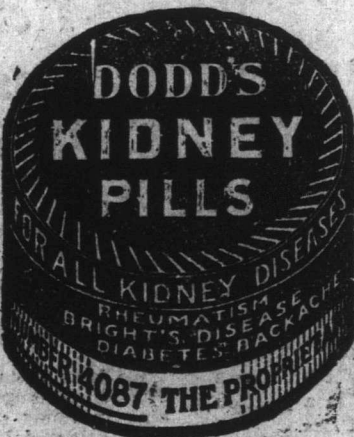
Coal production in the southern areas has been on the upgrade the past month notwithstanding the closing down of the steel plant, which when in operation consumed quite a large tonnage from the New Waterford and Birch Grove collieries. The comparative figures for September and the corresponding month last year show very little change. This year 273,274 tons were produced while September, 1923, showed a production total of 275,062. Running under ordinary conditions the combined output from all the collieries in the southern area, yesterday totalled 18,018 tons, the largest single day's output since November 12th, 1915, when 15,232 tons were produced.

There has been more or less talk among the miners that they were not getting as much work this year as last but these figures are quite to the contrary and the prospects are that there will be no shortage of work in both the northern and southern areas for the next thirty days at least. Mr. McLurg states that the October

production aimed at will total 350,000 tons for the southern field and 45,000 tons for the Scotia group. The output from the Dominion Collieries, it is expected will probably exceed this figure sufficiently to bring the output for the month to within 20 per cent of the total production capacity of all the mines working under normal conditions.

Navigation on the St. Lawrence closes November 30th, and Mr. McLurg stated that the reason for this year's larger output, was due in great part to better shipping instructions from their Montreal customers, who are anxious to obtain their supplies while the shipping season is on. While the corporation is making haste with deliveries to close all contracts before the marine insurance risk stops with the closing of navigation.

With regard to the prospects for the steel plant, Mr. McLurg stated that the corporation had expended or were in process of expending \$500,000 on repair work about the different mills and that when the steel trade revived the plant would be in first



glass shape to take care of any business which may come its way.

Of the above amount, approximately \$200,000 was spent in re-lining a blast furnace, where a new engine had been installed in the blooming mill and the mill itself practically rebuilt from the foundation. A new roll table has been installed in the rolling mills, and the open hearth furnaces rebuilt and soaking pits re-lined. In fact, the plant on the completion of these repairs and alterations was never in better shape according to Mr. McLurg.

There are between 1,300 and 1,400 men employed on the work, which will continue as long as weather permits until the full scheme of repairs and alterations has been completed.

A Word to Women

A hundred and twenty-one thousand women would comprise a vast army. Yet a canvass was recently made among more than that number of women who had used Lydia E. Pinkham's Vegetable Compound for feminine ailments. The result proved that ninety-eight out of every hundred reported benefit from its use. This is most remarkable evidence of the power of Lydia E. Pinkham's Vegetable Compound over the ills of womankind, and should influence every sick and ailing woman to try it.

The Father of Photography and How He Used the Sun

"With due piety the Royal Photographic Society has erected a tablet to the memory of Henry Fox Talbot, 'the father of modern photography,'" says the Telegraph.

"It is to be feared that the modern photographer, whose name is legion, spares but little attention for the history of his processes, but those who have found the taking of photographs made so easy that tolerable pictures of almost any subject can be produced with little trouble may profitably spend a moment on the difficulties which Fox Talbot found and his elaborate methods. For centuries it has been known that salts of silver blacken on exposure to light, and almost as long the camera obscura has been a plaything.

"About the beginning of last century a number of people were independently attempting to bring these two discoveries into fruitful association. In 1835 Fox Talbot made simple box cameras for taking views of his house on sensitized paper. He was a Cambridge mathematician of some distinction, who became interested in optics, and published monographs thereon almost as soon as he left the University. He must have had a mind of singular energy and versatility, for while he was engaged on his photographic investigations, he was also studying the antiquity of the Book of Genesis, and later he became one of the three original decipherers of the cuneiform inscriptions of Nineveh.

"Just before the once-famous process of Daguerre was published, in 1839, Talbot described his own success to the Royal Society. It is fair to say that the daguerreotype, whether to Daguerre or Niepce belongs the credit of its invention, was the first photograph which had any practical value. But in 1841 Fox Talbot patented his calotype process. He selected paper, he brushed it over with a solution of silver nitrate, he dried it at the fire, he dipped it into a solution of potassium iodide, he brushed 'gallo-nitrate of silver' over it, and then he exposed it in the camera. Sometimes it developed itself in the dark, sometimes more 'gallo-nitrate' was necessary. Then the paper was made transparent by the application of wax, and Fox Talbot had what he, first of men, called a negative.

"Let the modern photographer, with his rolls of film and his tanks and his prepared solutions, reflect on the tasks which the 'father of modern photography' set himself. It seems a far cry from his laborious pictures of fern-leaves and houses to the

A Record Bargain!

While assorting and arranging the stock taken over from the U.S.P. & P. Co., and to make room for a large New Stock to arrive

We Offer During the Month of October

A SELECTION OF THE FAMOUS

"COLUMBIA"

Records Below Cost

75c. Record for 49c.
 \$1.25 Record for 75c.
 \$1.50 Record for 99c.

— Also, —

A Few "Grafonolas"

Table and Cabinet Styles

AT GREATLY REDUCED PRICES

Make your Selection early.

DICKS & CO., Ltd.,

Sole Agents for Newfoundland.

Tinned Milks

At Lowest Prices to the Trade.

Borden's, Pet, Carnation, Libby's, My Own & Milkmaid Evaporated.

Purity and Red Mill Condensed.

HARVEY & CO., LTD.

photographs of moving bullets and bubbles and of mountains a hundred miles away in the Photographic Society's new exhibition. But Fox Talbot's catotypes are not yet a century old. Who can guess what photography will be doing a century hence?"

Get Rid of Dandruff By Cuticura Shampoos

Sample Soap, Ointment, Talcum Powder, Address Cuticura Department, Portland, Me., U.S.A.

Cleaning Suede

Slight grease marks and signs of wear upon suede, velour, felt and other soft pile materials will disappear if the surface is rubbed up with a clean piece of chamotte leather. If suede and velour, etc., are regularly treated thus, it is a very long time before they show a really shabby appearance.

Jade, lapis lazuli, and cornelian lead in colored jewelry which is so popular.

St. JOHN'S Grocery Stores

Heinz's Peanut Butter in glass.

Corn on Cob, 3lb. tins . . . 40c.

Strawberries, tins . . . 45c.

Pet and Carnation Milk, tin . . . 15c.

Best Granulated Sugar, lb. . . . 8½c.

Heinz's Sweet Pickles.

Cleaned Currants, lb. . . 12c.

Irish Table Butter.

Heinz's Tomato Ketchup.

Beet Parsnips, Carrots and Potatoes.

Choice Corned Beef, lb. . 13c.

Ribbed Family Mess Pork.

J. J. ST. JOHN.

Duckworth St. & LeMarchant Road.

A very delightful tweed top-coat has large bone buttons and very deep pockets.

ST. JOHN'S LINIMENT RELIEVES RHEUMATISM.

MUTT AND JEFF

IT'S GETTING AROUND TO THE TIME OF YEAR WHEN I GOTTA BE THINKING OF THE WORLD'S SERIES. IF I CAN PICK THE WINNER IT WILL PUT A BUNCH OF JACK IN MY POCKET.



LAST YEAR I WON FIFTY SEEDS ON THE YANKS. THE AMERICAN LEAGUE OUGHT TO COPE AGAIN WITH EITHER THE YANKS OR WASHINGTON REPRESENTING IT.



JEFF THE LATEST DOPE HAS IT THAT CAL WILL CARRY ALL THE EASTERN STATES, BUT THAT DAVIS WILL CARRY THE SOLID SOUTH AND RHODE ISLAND.



BUT WITH LA FOLLETTE SO STRONG IN MINNEAPOLIS THE WHOLE RACE IS BALLED UP! YOU'RE A BETTING MAN! WHO DO YOU PICK TO WIN?



MY COIN IS GOING ON THE AMERICAN LEAGUE ENTRY!



—By Bud Fisher