MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, OCTOBER 15, 1912

What Honesty Means in Cocoa-Making

In cocoa-making, honesty may have two meanings. A manufacturer may set out to produce a medium grade cocoa. He may honestly adhere to that standard. But the standard is low. The cocoa flavor suffers.

A manufacturer may set out to produce cocoa of the very finest quality possible.

He then puts himself under constant extra expense.
The finest cocoa beans must be used. They cost much more than medium grade beans.

He must employ skilled, and therefore expensive factory foremen.

He must install expensive modern machinery.

He must use care, care, care, and expensive time from the start to the finish of his cocoa-making.

In Lowney's we set out to make the very finest cocoa that could be produced. The equipment of our factory at Montreal shows the pains we take.

To justify our extra expense we must make for Lowney's Cocoa firm friends—cocoa lovers who will not be satisfied with cocoa of a lower quality.

This we are accomplishing. And the result of an honest adherence to this high-standard policy you can enjoy in a wholesome cup of Lowney's Cocoa. Sold by grocers. In tins-10c to 50c sizes.

decourses phone you how cocon ought to taste



The Walter M. Lowney Co. of Canada, Ltd., Montreal

The Value of Contrast By RUTH CAMERON

NE of the favorite precepts of all moralists is that one should compare one's lot with that of some less favored human being instead of with that of someone more fortunate than one's self.

Now that is surely a most excellent precept, but sometimes I find it very hard to follow. Don't you?

With the unerring human instinct for wanting what one hasn't got, my mind turns obstinately back to the lucky lady who has all the travel she wants, or to my fortunate friend whose father has re-cently given her a most beautiful home completely fitted up with all the lovely appointments that every woman loves instead of contemplating my unfortunate neighbor who has just lost her husband, been reduced from comfort to poverty and been obliged to give up her beloved country home and live in two stuffy rooms.

Such is the perversences of the human mind.

Now there is another way of encouraging one's self when one is inclined to be discouraged, which is somewhat similar to this, and yet to my mind not half so hard to follow.

"Oh, no," she answered, "they weren't wholly wasted. At least they gave me the value of contrast."

Wise, wise girl, to realize that the high lights in any picture are made possible by the shadows, and that the shadows in her life were not wasted since they made her present happiness more wonderful by contrast.

The darkest places in our lives will throw even the neutral tones into cheerful contrast if we will place them beside each other in our minds. So look back when you are inclined to be discouraged and see if you cannot find a time when you had far more reason to be sad than you have today. Of course, that may not be possible, but since there can be only one blackest time in each life, I think it's ninety-nine chances to one that it will.

COLLOCK IN SCHUUL IN

The Victor M. Lemony Co. of Canala, List, Manarel

Market Fire CUCHME

MISS E POTRES

MISS E VALUE and Delevery

Market Value and

SPECIAL PRICE \$29.50 For This Week Only

J. Marcus, 30 Dock St.

ANOTHER BIG VALUE!

Extension Dining Table, made of best quartered cut oak, highly polished - Five Chairs, quartered oak,

Special For This Week Only \$29.50

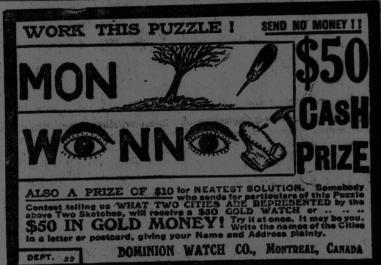
seats upholstered in geuuine leather, a very neat, strong and attractive looking chair.

FOREIGN PORTS.

New York, Oct. 14—Ard schr Unique, from Gold River (N S.)

Vineyard Haven, Oct 14—Ard schrs Abbie C Stubs, from St John; Gigantic, from Lunenburg (N S); Leo, from Musquodoboit

SOCIETY: AUXI



SOCIETY: AUXILIARY

Daily Hints For the Cook

Eczema Cured Three Years Ago

Best City Dootors Falled, But Gure Was Effected by Use of Dr. Chase's Ointment.



I was short of breath, had smothered spells, felt dull and draggy all the time. I could not do any work, and oh how I dreaded to have an operation.

"I received a letter full of kind advice, which I followed, and if I had only written her a year ago I would have been saved so much suffering, for today I am at well woman. I am now keeping house again and do every bit of my own work. Every one in this part of the country knows it was Lydis E. Pinkham's Very mend it to suffering women."—Mrs. Lizzie Scott, Buckner, Mo.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

The council at which the reports and statements to be presented at this evening is the country of the coincity were arranged and altered where changes were narged and altered where changes were arranged and altered where changes were and recity by a construction of business the session will be a lengthy one.

C. M. B. A. Convention

Yarmouth, N. S., Oct. 14—(Special)—The fifteenth annual local convention of the class of western Nova Scotia closed at West Pubnice yesterday. The fifteenth annual local convention of the attendance was nearly 200.

The principal speaker at a public meeting was Hon. A. D. Richard, of Dorchester. A resolution was passed congratulating Rev. Father LeBlanc on his elevation to the bishopric of St. John. A resolution of condolence was also passed to Hon. M. F. Hackett, of Stanstead (Que.), on the bishopric of St. John. A resolution. The situation of condolence was also passed to Hon. M. F. Hackett, of Stanstead (Que.), on the country work of the skin, and easily got rid of the skin, and easily got rid of the skin, and easily got rid of the skin and eruptions of the skin and eruptions. Dr. Chase's Ointment is a wonderful preparation."

Dr. Chase's