

### 1d. Wise, & Foolish

In housekeeping, as in other things in life, one should look ahead. Do not be induced to spend a few pence less to-day on buying Soap of an inferior quality which will ultimately cost shillings, and even pounds, in ruined Household linen and clothes. This is not economy. True economy is to use a pure Soap.

### Sunlight Soap

is pure. USE IT, and preserve your clothes and household linen.

Lever Brothers Limited, Port Sunlight, England.



### For This Week

We are making a special offering of Men's and Boys' Readymade Clothing. Note prices:— MEN'S TWEED SUITS, from \$4.50 up MEN'S TWEED PANTS, from \$1.00 up MEN'S SERGE JACKETS, from 85c. up BOYS' TWEED SUITS, from \$1.20 up BOYS' TWEED KNICKER PANTS, from 60c. up It will pay you to see our immense stock.

### WILLIAM FREW.

We are now clearing the Balance stock of

### FURS.

including: STOLES, COLLARS, MUFFS, JACKETS, ETC.,

1-3 off regular prices.

Algood chance to get stylish FURS CHEAP.

U. S. Picture & Portrait Co.

### Superior Merit Alone

Can win the approbation of those accustomed to the luxuries of life. Their approval is not lightly given. The unstinted praise accorded OLD HOME TEA by tea-drinkers of this class clearly proves its vast superiority.

Made from the finest, purest and most carefully selected teas, OLD HOME is precisely what a perfect tea should be—full flavored, rich and exquisitely mild.

One Cup Means Many More

For Sale at all Grocers.

40c. and 60c. per lb.

### Airman's Vivid Story

Of Struggle as he flew across The Alps.

M. Bielvucic, the young Peruvian airman, who recently flew across the Alps by the Simplon Pass, from Brigine, in Switzerland, to Domodossola (Italy), thus "avenging," as he calls it, the death of his fellow-countryman Chavez, who accomplished the flight on Sept. 13, 1910 but was fatally injured at the moment of victory through an accident on landing.

The weather conditions were favorable, and M. Bielvucic decided to attempt the flight. He left Brigine at noon, and 25 minutes later landed safely about 100 yards from the monument erected near Domodossola to the memory of Chavez. M. Bielvucic gave the story of his wonderful flight in the following words:

"When I was a few hundred yards up in the air my engine suddenly stopped. I was over the deep and horrid black Saltine ravine. I saw the danger and managed to start the engine again, and rise in spiral curves. I passed over the Simplon at a height of about 10,000 feet. No words can describe the awful sensation I experienced. I was rising; the Alps, except the Weissmies and the Monte Leone, seemed to be falling.

"I rise still higher, and now the Weissmies, too, is under me. I go easily from the Simplon to the Gaby Pass. Now a an at a height of 10,600 feet over the Gaby Pass, and I see on my left the terrible Valley of Gondo, whose air currents swallowed up Chavez, and which Chavez called the 'Corridor of Hell.' I succeeded in avoiding it, and head to the right over Mount Monscera.

"But suddenly an icy current from the glacier of the Weissmies catches my machine and shakes it. I feel lost. Shall I, too, be swallowed up by the 'Corridor of Hell?' But no! My machine triumphs and now I am free over Mount Monscera. Everything under me is white, so white that I am almost blinded. Thank Heaven, after a few minutes the brown Ossola Valley opens before my eyes. What a relief! It is Italy! It is my goal! It is victory! I stop my engine and descend."

It is impossible to describe the enthusiasm at Domodossola when M. Bielvucic arrived there. The people surrounded the airman and embraced and kissed him.

Three hours afterwards M. Bielvucic returned to the place where he landed and covered the monument to poor Chavez with flowers. Then the airman got into his Hanriot monoplane again and flew over Domodossola.

### Play Reveals Character

If you want to know a person, play with him. About our work we are more or less artificial. We must subordinate the purely personal elements to the requirements of our task. In our amusements we relax; we feel free to indulge our whims and fancies—to be ourselves.

A game of cards can bring out as much cussedness to the square inch as a political campaign. The girl we thought so sweet—so innocent—will cheat like a little fiend; the man who seemed such an affable, gentlemanly chap is transformed before our eyes into an overbearing boor. I can recall two cases in which men came to our house as welcome guests to play cards, and left it bearing with them our silent but fervent desire that we might never see them again.

I may be an extremist about cheating at games; I was brought up to consider it about as low and contemptible as picking pockets, and to this day I shouldn't care to have business dealing with a person whom I had caught "reigning." The habitual cheater will soon find himself unpopular with sportsmanlike players.

There are two types of nuisances at a card table. There is the person who plays as if he were playing for life and love. He regards the loss of a game as an unendurable misfortune; quarrels with his opponents over every trick, and insults his partner if she plays a spade when diamonds are suit. Then there is the opposite type which regards the whole affair as a bore or a joke. The man who has to be aroused from a comatose condition every time it is his turn to play—the girl who throws her king on her opponent's ace with the giggling observation that they'll get it sooner or later anyhow—you've met them, haven't you? And yearned to say them.

If you are playing a game, remember that you are playing a game. Your future here and hereafter is not at stake, and winning a rubber will hardly compensate you for the cordial dislike of at least three people. On the other hand, if you are going to play cards, play cards. Don't take time to plan out your summer vacation, or to perform vaudeville stunts to amuse your fellow-players. If you can't get up interest in the game, stay out of it.

### Fresh Poultry, New Fruit, New Vegetables.

### ELLIS & CO., LIMITED.

303 Water Street.

Fresh New York Turkeys Fresh New York Chicken Fresh New York Ducks Fresh New York Corned Beef

### FRESH N. Y. SAUSAGES

New Cauliflower Brussels Sprouts California Celery New Lettuce Sweet Potatoes American Cabbage

### FRESH SALMON SMOKED SALMON

New Rhubarb Russet Apples Naval Oranges Tangerines Pineapples Ripe Bananas Bartlett Pears Grape Fruit

### FRESH BLUE POINT OYSTERS FINNAN HADDIES

Camembert Cheese Gorgonzola Cheese Stilton Cheese

Remember our Telephones, No. 482 and 786.

### Sir H. H. Johnston On Furs.

Sir H. H. Johnston, the famous traveller and diplomat, says in the Times that "if an observant naturalist were to station himself at a favourable point of observation in Regent Street or Bond Street, or any other haunt of well-dressed woman, he would notice in the month that almost every fourth woman who passes on foot or in a carriage is wearing the striped black and white fur of the zorilla, or Cape polecat (Lecyonyx). The effect is very handsome, but to my eyes, quite novel. It results evidently from a new discovery and a new decree issued from Paris that zorilla is the only fur to be worn by smart women at the present time.

"One wonders, indeed, that with its very striking coloration this species of African skunk and the similarly coloured South African weasel (Poecilogale) have been so long spared by the world of fashion. But the fur merchants are making up for lost time and opportunity by their excessive demands on the purveyors of skins from all parts of Tropical and South Africa, with the result that the destruction of the zorilla is proceeding so fast in French West Africa, in Egypt and the Northern Sudan, and in British South Africa that before long it will be brought to the verge of extinction. And already the results are beginning to manifest in complaints arriving from the regions mentioned of the increase of crop destroying rodents.

"The zorilla probably does less damage by far to any property of white man or black man in South Africa than is attributed to the stoat in England. It is a remarkable handsome animal, of retiring habits, which makes no offensive use of its stench-glands after the manner of its American relations. It would be a grievous pity if any fashion mania in furs emanating from France or England ended in exterminating the zorilla, as well as so many other remarkably coloured beasts and birds.

Sir Harry argues that by a little skill and patience all, or at any rate nearly all, the fur-producing mammals of the world might be bred in captivity or semi-captivity for the sake of their fur, just as the ostrich has been done in the case of its plumes. But the whole question of the supply of pelts, plumes, and rare wild plants should now be placed legislatively on a proper basis, which shall be consistent with the preservation of all that is useful, beautiful, and remarkable in Nature.

### More Light.

Our new 40 candle power lamp can supply more light at less cost than any other system of Artificial Lighting. This lamp is especially designed for use with our new ten-cent Slot-Meter. Drop ten cents in the slot, and the lamp will run for 32 hours, giving a light of 40 candle power. Call and get full particulars of our "Special Fitting" Slot Meter proposition, or phone 97. ST. JOHN'S GAS LIGHT COMPANY. nov.10,fr.11

### Harnessing The Sun.

Science And The Amelioration of Social Ills.

"Man" makes the gods whom once he worshipped his slaves. He has tamed the lightning and enchaind the power of the air to his service. The idea of harnessing the sunshine has already passed beyond the region of dreams," says the Pall Mall. "What is known as the Shuman sun-power scheme is already under trial near Cairo.

"By the use of lenses the heat of the sun is made to turn water into steam which may be used to drive machinery and Mr. J. Astley Cooper in a paper on Northern Nigeria, has made the suggestion that, if the experiment is successful, an attempt might be made to utilise in this way the enormous sun-power of the Sahara, which, when it is not wasted, is at present only destructive. Our Dependence on Bottled Sunshine.

"Human industry has for centuries depended on coal, which has been poetically described as 'bottled sunshine.' It is feared that, within a measurable space of time, the vintage may be exhausted, so the happy thought has occurred to scientists to use sunshine 'on draught,' so to speak. We see no reason why the experiment should not be successful, in countries, at least, which the sun is pleased to favour.

"At the moment of writing it is hard to conjure up a vision of success in this happy land of England. We are inclined to think that some new method of bottling the sunshine will have to be found unless the center of the world's work is to be transferred to regions which Horace believed to be denied to human habitation. We are, however, persuaded that science will not stop short at the crude experiment of using the sun's heat to boil a giant's kettle. A way will be found to utilise the chemical properties of the sun's rays, and even to transmit the power by some new process of 'bottling' to the zone called by courtesy 'temperate.'

### Power Wanted for the Villages

"The various schemes for harnessing the forces of nature, the sun, the winds, and the tides, have a great fascination for all men, and especially for those who see in the triumphs of Science one of the roads to the amelioration of social ills. Men live crowded together in cities mainly because of the need of power to drive engines and the difficulty of transmitting that power to small communities at a sufficiently low cost to make industry remunerative. While the treadle sufficed to turn the spinning-wheel, and the water-wheel the loom, manufactures flourished in the villages. If power to drive the voracious high speed machines now required can be distributed cheaply from a few centres, or can be derived directly from natural forces, 'garden cities' will at once spring up all over the country, and the true balance between industry and agriculture, in some of its forms, at any rate, will be automatically maintained. The quick communication and cheap transport required for sale and distribution are already supplied by the telephone and the motor."

### Surely Settles Upset Stomachs.

"Pape's Diapepsin" ends Indigestion, Gas, Sourness and Heartburn in five minutes.

"Really does" put bad stomach in order—"really does" overcome indigestion, dyspepsia, gas, heartburn and sourness in five minutes—that—just that—makes Pape's Diapepsin the largest selling stomach regulator in the world. If what you eat ferments into stubborn lumps, you belch gas and cruetate sour, undigested food and acid; head is dizzy and aches; breath foul; tongue coated; your insides filled with bile and indigestible waste, remember the moment Diapepsin comes in contact with the stomach all such distress vanishes. It's truly astonishing—almost marvelous, and the joy is its harmless.

A large fifty-cent case of Pape's Diapepsin will give you a hundred dollars' worth of satisfaction or your druggist hands you your money back. It's worth its weight in gold to men and women who can't get their stomachs regulated. It belongs in your home—should always be kept handy in case of a sick, sour, upset stomach during the day or at night. It's the quickest, surest and most harmless stomach doctor in the world.

To clean light-colored satin shoes, rub the satin with a flannel dipped in spirits of wine, turning the flannel from time to time.

Cakes should not be placed in a cold place or at an open window to cool. The steam will condense and make them heavy.

Minard's Liment Cures Diphtheria.

### \$100 BONDS

The attention of investors of small amounts who wish only the safest kind of securities—bonds, is called to our offering of bonds at \$100 denominations.

Hudson Falls Wool Textile Co with Common stock bonds. Trinidad Consolidated Telephone Co's. Stanfield's Limited Co's. Nova Scotia Steel & Coal Co's. Nova Scotia Steel & Coal Co p.c. Debenture Stock. Maritime Telegraph and Telephone Co's.

E. B. McCURDY & CO., Members Montreal Stock Exchange. C. A. C. BRUCE, Manager, St. John's.

### The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

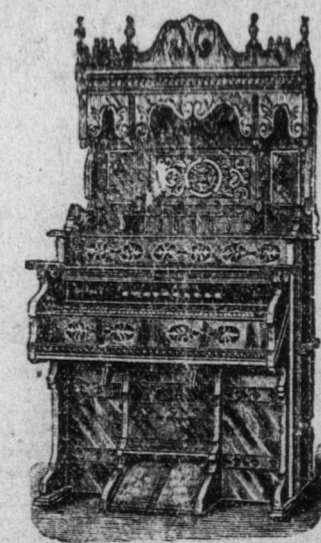
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