

SHOPKEEPERS!

Don't Buy Soaps You Cannot Sell.
Stick to **SUNLIGHT SOAP** and You Won't be Stuck!

SUNLIGHT SOAP is made and guaranteed by Lever Bros., Ltd., Soapmakers to His Majesty King George

Most of your customers
will buy **SUNLIGHT**
in large twin bars
like this—

SUNLIGHT SOAP
SUNLIGHT SOAP
FOURTEEN CENTS

If your customers want
a smaller piece of soap
cut the twin bar into
two pieces
like this—

SUNLIGHT SOAP
SEVEN CENTS

SUNLIGHT SOAP
SEVEN CENTS

Therefore, with a case of **SUNLIGHT SOAP** containing 144 large twin bars you can sell **SUNLIGHT** in large bars for 14 cts. and half bars for 7 cts.

If you have a demand for a smaller piece of soap, you can buy a case of **SMALL SUNLIGHT** containing 200 small cakes, and in an individual carton or box.

SMALL SUNLIGHT Sells Everywhere for Five Cents

SUNLIGHT SOAP is so pure that it cannot injure even a baby's tender skin.

Prize Books

KNOWLING'S Annuals

General

School

Supplies

Scribblers, 4 to 12c. each.
Exercise Books, 7 to 12c. ea.

Newfoundland Readers.
No. 4 and 5, as ordered for C.H.
E. Examination for 1924.

Slates, Lead Pencils,
Rubbers, Pens & Holders.

INKS.
Black, Blue Black, Red, Green,
Violet Inks at 4c. Bottle.

School Books, all kinds always on hand

East, West, Central Stores
G. KNOWLING, Ltd.

NEW SHIPMENT

METALS,

Sheets and Bars

Sheet Copper Tinn'd., Sheet Zinc,

Sheet Brass, Sheet Lead, Sheathing,

Black and Galvzd. Sheets,

Octagon Steel, Cold Rolled Steel Shafting,

Sq. Key Steel, Tobin Bronze, etc.

JOB'S STORES, Limited

Phone 634.

Advertise in the Telegram.

SIDE TALKS.

By Ruth Cameron.

"DON'T TRY TO ANSWER"

When you do anyone a kindness you do not mean to lay a burden on his or her shoulders, do you?
Yet there are people who make their kindnesses such a burden, and complain if those who have received them are not willing to accept the burden.
This is the sort of thing I mean. I heard a neighbor of mine criticizing a mutual friend of ours for rudeness. And the rudeness consisted in the fact that she had not answered a letter of sympathy sent to her at a time when she was very ill.
A Burden For A Convalescent.
Now I happen to know that this friend had had a long and slow convalescence. Like the rest of us she has a part to play in the routine of family life and she has tried to take up her household duties as soon as possible in order that the burden imposed on other shoulders by her illness should not rest there any longer than necessary. And that has been the strength that she could summon.
If, in addition to that, she had tried to acknowledge all the kind letters her friends sent her at the time of her illness she would have placed a very heavy burden on herself. And so she has let the letters go for the present.

A Four-Hour Day.

"O Dream of Rapture!" sing the lovers in "Tristan and Isolde." But without either their impulse or their ecstasy we can sing the same words with equal enthusiasm—If Dr. Chas. B. Steinmetz is correct in his recent little message to the world, Dr. Steinmetz is an electrical expert of international renown. He believed the time is coming very shortly when there will be no long, backbreaking drudgery, and when nobody will be working more than four hours a day. Electricity will do the rest.

It is a great and glorious prospect, and it causes a great and glorious feeling to creep over us and to make our blood go singing merrily through our veins. No longer shall we have to labor at that which wears us without satisfying. For instance furniture will be shifted by merely connecting up the electrical furniture mover with the nearest socket. The dishes will wash themselves up in an automatically rotating dishpan, heated by wire coils. Floors will clean themselves when the violet rays are turned upon them, and similar treatment will remove all footprints from Persian rugs. Potatoes will rub their skins off through rubbing against each other in an electric rocking bath. Cabbage will shake its own leaves loose. Beds will revert to their overnight condition of inviting and immaculate smoothness, and pyjamas will fold themselves up, when the radio ironer sends invisible waves of

electricity through the bedroom air from the wall socket.

But will it be entirely an unmitigated blessing, the relief from all work that worries? Will automatically cooked meals taste just as nice as those prepared by some devoted housewife? Will a room set to rights by the manipulation of self-regulating wave measures from an electric straightener or leave the same impression of the dete. aquatic touch, that marks the perfect housekeeper? Will a drive in an automatically driven automobile be as pleasurable or as comfortable or as free from nerve strain as one which the knight of the road labors strenuously at the wheel?

We fear, lest there be an embarrassment of relief from labor. Let us be free once and for all from all toil that degrades, debases or crushes humanity, in whatever form. But let us retain our right to do that work which is inspiring, which enables us to realize the dignity of labor and give us at the day's long ending that quiet, calm, supreme satisfaction of a task well done and rest well earned—the peace that Henry realized so well—Montreal Star.

PET MILK
MAY 12, 1924, 11

MINARD'S LINTMENT FOR SALE EVERYWHERE.

Insulin Saves Young Lad's Life.

London, Aug. 30.—(Canadian Press Cable).—Insulin has saved the life of a five-year old South African boy. He was brought to London a few weeks ago in a diabetic coma and nearly dead. To-day he is plump and jolly. Hospital experts regard this as the most remarkable example of the efficacy of the insulin treatment yet experienced.

A very charming sports coat would be of camel's-hair cloth in the new fog-gray shade.

KILL THE FLY!

The most practical and useful instrument and liquid **SAN-O-SPRAY** now on the market.

ELLIS & CO., Limited.
203 WATER STREET.

SAN-O-SPRAY will knock flies off the wall, and not harm paint or paper. Will keep the Kitchen, Bedroom or Verandah clear of Flies, Mosquitos, etc., for several hours after a few sprays.

NO INSECT CAN LIVE

where **SAN-O-SPRAY** is used. Yet **SAN-O-SPRAY** is non-poisonous to human beings and can be used with perfect safety in Pantry, Kitchen, Dining Room and Cellar.

In addition, **SAN-O-SPRAY** is a disinfectant and germicide.

Keeps the home sanitary and free from infectious diseases. **SAN-O-SPRAY.**

ELLIS & CO'Y.
Limited.
203 WATER STREET.
June 6, 1912

Special Offer Baby Carriages.



A shipment of very handsome Baby Carriages has just arrived, somewhat late in the season—so in order not to have them "hanging over" until Spring, we are offering them at prices genuinely away below cost.

The chance of a life time to get such a high-class Carriage at such a tremendous reduction.

U.S. Picture & Portrait Co.
WATER STREET ST. JOHN'S.

FOR FORWARD DELIVERY

Bar Iron

Black and Galv. Sheets

Wrot Iron Pipe

Electrical Equipment

Mechanical Equipment

Contractor's Supplies

WM. HEAP & CO., Ltd.
Phones 873-1980

A Giant Cricketer.

By scoring 370 runs against Middlesex at Canterbury, Frank Woolley, the famous Kent professional, made the highest score of the present cricket season.

Woolley stands six feet four in his socks, and bats and bowls left-hand-

ed. "He is such a long barger," remarked a fellow-professional who had "enjoyed" a long spell of bowling against the Kent international, "that he just steps halfway down the pitch and turns a long hop into a half volley. You simply can't bowl a length to him."

MINARD'S LINTMENT USED BY PHYSICIANS.