



Soothing and Healing

When the oven door burns you or the tea-kettle scalds your hand, apply "Vaseline" Jelly. It eases the pain and promotes rapid healing. After exposure to the weather it softens and soothes the inflamed surfaces. Coughs, colds and sore throat are greatly relieved by "Vaseline" Jelly taken internally. It is odorless and tasteless.

Vaseline
Petroleum Jelly

(Send for copy of our free book—"Inquire Within")
CHESEBROUGH MANUFACTURING COMPANY (CONSOLIDATED)
12 STATE STREET, NEW YORK.
All "Vaseline" Products can be obtained in Drug Stores and General Stores throughout Newfoundland.

Clothes cost money

Sunlight Soap saves clothes.

Chemicals are put into inferior soap to cheapen it
Inferior soap will damage your clothes.

Pure Soap is best for washing clothes
Sunlight is Pure Soap.

Every tablet of Sunlight Soap is guaranteed pure
This guarantee amounts to \$5000.00

Don't be deceived with inferior soap
Soap which costs less than Sunlight is worth less.

Insist on getting Sunlight Soap
Sunlight is best for all household purposes.

The few extra cents which Sunlight costs will save
you fifty dollars worth of clothes.

When you are asked to buy inferior soaps instead of
Sunlight Soap,

The reason is—someone wants to make money at
your expense.

When Lady this or Lady that asks for Sunlight Soap,
she gets Sunlight Soap.

When you ask for Sunlight Soap see that you get it.

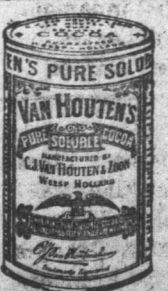
You know some shopkeepers think any old soap is
good enough for you.

If you don't get Sunlight when you ask for it, go to
the shop next door.

Don't waste your money on inferior soap which will
damage your clothes.

Clothes cost money.

Sunlight Soap saves clothes.



GOLD LABEL
Once Tried
Always Used
At All Grocers.

Oct 12, 14, 16

Advertise in The Evening Telegram.

Canadian Horses for Scotland

London, Eng. (C.P.)—Some months ago the Glasgow Trade Commissioner reported that there was a market in Scotland for Canadian horses. Twenty horses have since been despatched from Seaford, Ontario, to Glasgow, and last week twenty more Pershires have arrived for the same Scottish firm. Further shipment will consist of Clydesdales for carrier firms.

Imitation leopard fur is used on the pockets of two-piece jersey frocks, with the jumper buttoning in the back.

MINARD'S LINGERIE FOR NEW BALGIA.

Scots, Wae Hae

(From the Liverpool Courier.)

Sir Robert Bruce makes the lamentable and even startling confession that "There are thousands of young Scots to whom a considerable part of Burns' and even more of some of his predecessors' work is utterly unintelligible." This then, is the result of education: the Scots are forgetting the Scottish.

No longer do they revel in such lines as:
His honest, sonie, baw'n't face,
Aye gat him friends in like place.

If you ask them the meaning of the words, "Mae" or "sonie", they will reply in correct English, and perhaps even with an Oxford accent, that they have no information on the point. It is useless to sprinkle your conversation, when in Scotland, with such convenient ejaculations as "ye", "this", to speak of "a canny day," or call a foolish person a "coot." If you ask for "usquebae" you will go dry. As Hamlet observed, "In a moment or less tragic, 'That it should come to this.'"

For these reasons it has seemed needful to 400 delegates from 140 Burns Clubs to pass a resolution in support of the preservation and teaching of the Scottish vernacular. No Englishman this may seem unnecessary. Scotsmen who wish to acquire a Scottish accent and a knowledge of their native tongue need only come south of the Border.

BRICKS TASTELESS is a wonderful Tonic. Try a bottle. sept 28, 11

Aviator Killed as Races Start

ANOTHER FLIER IS SERIOUSLY INJURED.

MITCHEL FIELD, New York, Oct. 8.—One aviator was killed and a second seriously injured in a crash today during the first event of the international air races held here.

Two men, Clarence D. Chamberlain, a pilot, and Lawrence Buranelli, a passenger, were in the machine when it crashed several miles away from the judges' stand.

First reports stated that both men were dead, but this was later corrected to the announcement that one had been killed and the other was in the hospital. It was officially announced that Chamberlain was the man killed and then changed to state that Buranelli had met his death, while Chamberlain was injured.

Chamberlain and Buranelli took off with five other machines and were flying 20 laps around a five-mile course marked by three pylons. Mitchell Field, another at Meadowbrook, and the third two miles south of Meadowbrook.

The Halifax Road Race on Saturday will decide the prize winners in the Halifax Marathon Sweep. Total prizes \$6,450. Entries 1, 2, 3 and 4, we feel sure, will be lucky numbers. Oct 15, 31

The Halifax Marathon Sweep Committee is defraying the entire expenses of O'Toole, Bell, Stone and Ralph, Newfoundland's Track Team in the big road race, which is to be pulled off at Halifax on Saturday. Oct 15, 31

London's Lord Mayor

On September 28th, that ancient institution the Court of Aldermen of the City of London elected the Lord Mayor from three names submitted to them. The Lord Mayor's rule extends over the city proper, which occupies an area of a little over a mile, and which is ephemerically styled "the City." To this square mile, however, is attached, north, south, east, and west that Greater London which spreads itself over no mean portion of Middlesex, having a population of nearly 5,000,000 people. London had its name given in the year 55 B.C. However, jumping a few hundred years, we find that London received its first charter from William the Conqueror in 1066. It being some score of years later that the title of Mayor was bestowed upon the chief commoner. The title was grandiosized to that of Lord Mayor in 1645, and has so remained until today.

Coty's Perfumes & Powders are exquisite. At L. G. HARSANT'S, G.W.V.A. Building. Oct 15, 31

Utilization of Waste

Such progress has been made in utilizing cobs, stalks, leaves and other corn waste that the United States Department of Agriculture enumerates as many as 146 of these corn products of greatly varied kinds. The great range is shown by such materials as xylitol, a kind of sugar, absorbents for nitroglycerine in the manufacture of dynamite, axle grease, gunpowder, chair cushions, photograph records, shaving soap, varnish, cigarette holders, face powder, incense, punk, shoe horns, and a continued list quite as divergent.

Men's Guaranteed Blue Serge Suits

—FADEPROOF—

**"If I hadn't another suit in the world
I'd still be well dressed."**

THAT'S THE PHILOSOPHY BEHIND A BLUE SERGE SUIT—THE MOST BECOMING COLOR TO EVERY MAN—BLUE!

In one a man feels the thrill of GOOD APPEARANCE. He knows he can wear his "Blue" on all occasions—on Sociable Afternoons and Evenings—to Church and Business.

YOU should have a "Blue"—the all around, indispensable Suit.

**When selecting your Blue Serge Suit it will
pay you to see our range of Guaranteed
Blue Serges.**

It's a fool-proof guarantee—NOT only for color fastness—but for anything that could happen to a Suit. And what you say goes.

HAND-TAILORED—GUARANTEED FADE PROOF

**Blue Serge \$25, \$28, \$33
SUITS \$36, \$38, \$40**

**BLUE
SERGE SUITS--Silk Lined**

You should see our SILK-LINED BLUE SERGE SUITS—They are easy fitting—Comfortable, well cut and tailored—a Quality Suit throughout.

\$46--\$49--\$53

THE HIGH GRADE SERGE used in these Suits wears well and even when old "looks like new."

SIZES AND MODELS TO MEET THE YOUNG MAN—MEN AND STOUT MEN.

**London, New York and Paris
Association of Fashion, Ltd.**

Oct 14, 21, W.F.