

## THE ROMANCES OF RUSSIAN NOBLES

Interesting Careers of the Grand Dukes.

### TWO ARE LIBERAL IN VIEWS

Nicholas Nicolaievitch, Leader in the Army and at Court, on the Side of Reform.

St. Petersburg, Aug. 19.—Two prominent members of the imperial family, the Grand Duke Nicholas Nicolaievitch (son of Nicholas), and Constantine Constantinovitch (son of Constantine), are said to be men of liberal views. The latter is an author and entirely literary in his tastes. He pays no attention whatever to politics or to official affairs. He devotes himself entirely to his books and has written some very good things. He has translated "Hamlet" and several other of Shakespeare's plays into the Russian language, and some years ago produced "Hamlet" in Russian, taking the title role himself. He has also translated several of Longfellow's and Tennyson's poems. People about St. Petersburg very seldom see him. He lives quietly and never appears in public except on ceremonial occasions which require his attendance.

Nicholas, however, occupies one of the most important and conspicuous positions about the throne, being in command of the military district of which St. Petersburg is the center and having something like 200,000 troops under him. He succeeded his cousin, Vladimir, who resigned command of the army after the Emperor banished his son Cyril for marrying the divorced wife of the Czarina's brother. Nicholas is not considered a brilliant man, but is an honest, conscientious soldier, has been brought up in the cavalry and has a reputation as a very efficient head-quarters in Europe. If the Japanese war had lasted a little longer he would have been placed in command of the Russian forces in Manchuria. The removal of General Linvitch had been determined upon after the defeat at Mukden and Nicholas had been selected to succeed him, but the coming of the peace commission prevented the change.

Has Broad Views.

Nicholas is a man of broader views and better morals than the average grand duke and is liberal in his political opinions. He has recognized the drift of events in Russia for two years or more; has warned the Czar that the progressive movement cannot be successfully resisted, and has advised him that the wisest policy for him to pursue is to yield the autocracy and take the head of the procession. Nicholas is credited with having persuaded the Czar to grant the constitution and summon a parliament, and quite a dramatic little story is told of the circumstances. In October, at the critical period, he went to Peterhof at the suggestion of Count Witte to assist in countering the influence of the reactionaries, who were struggling to prevent any concessions to the popular demand. It was a Sunday afternoon, and he took a long walk with the Czar under the trees within the inclosure occupied by the imperial family. Witte had been laboring with the Czar for several hours the previous day, but Troopoff, General Ignatieff, Durnovo, Gorenkyin, the procurator of the holy synod, who has an unspendable and unpronounceable name, and the Emperor's mother had united in opposition to his advice and had succeeded in neutralizing his influence. Nicholas pleaded with his cousin most earnestly and remained for into the night. He finally succeeded in convincing the Czar of his view of the situation, and near midnight Baron Fredericks, minister of the imperial household, was sent to St. Petersburg in an automobile to bring the Prime Minister again to the imperial villa. Witte arrived about 2 o'clock in the morning and the so-called October manifesto, which will be one of the most important documents in all Russian history, was signed shortly after that hour. Witte and Nicholas returned to St. Petersburg together, reaching their homes between 5 and 6 o'clock in the morning. Nicholas told a friend that it was the longest night he ever spent, and declared that he emptied his cigarette case four times before Witte appeared.

Nicholas Nicolaievitch was in disgrace during the reign of Alexander III, originally because of the conduct of his father, who was a brother of Alexander II. The old gentleman was commander-in-chief of the army during the war with Turkey, and gained great credit and glory, which, however, he soon lost because of his profligate habits and dishonest transactions. Several millions or rubles passed through his hands which he was not able to account for, and Alexander III, who was very strict and scrupulous concerning the honor and behavior of the family, stripped his uncle of rank and authority, so far as he was able to do so, and banished him beyond the Caucasus, where he died in obscurity several years ago. The sons, naturally, shared in the disgrace and were not welcome at court. Nicholas, the present general, made his imperial relations extremely indignant by marrying Mme. Burnine, widow of a Moscow tea merchant, who has made him an exceptionally good wife, although the remainder of the family will have nothing to do with her.

### Must Not Marry Favorites.

So long as they do not marry their favorites, the grand dukes may behave with women as loosely as they like. The case of the Grand Duke Alexis is an illustration. He has sons by two women and lives publicly with a third, a notorious French actress, both in St. Petersburg and Paris; yet no one stands any better than he with the church and the Government and no one is more

popular with the court. His nephew Cyril was disgraced and banished from Russia for marrying a decent woman, and for twelve years the Grand Duke Nicholas was not received at the imperial palace because he was considered too good to marry the woman he loved. The husband is at last admitted to court, where his rank and duty as commander-in-chief of the army makes him a necessary and conspicuous figure, but his wife, who received the blessing of the church at their marriage and is a woman of great intelligence and beauty, whose name has always been free from scandal and who has brought her husband the greatest happiness he enjoys, is boycotted because she has no royal blood in her veins. But I am told that she is perfectly indifferent about it and is undoubtedly happier than she would be at court.

The tea merchant's widow brought Nicholas an enormous fortune. She is said to have been the wealthiest woman in Russia, and shortly after their marriage she discredited herself still further in the eyes of a certain portion of the imperial family by paying the debts of her husband's father and the debts of her own uncle. It was unpardonable presumption. It was a reflection upon the rest of the family, who lacked her sense of honor. The Grand Duke Nicholas has frequently expressed himself in favor of a constitutional monarchy in place of the absolute despotism that has prevailed in Russia. He has frequently declared that the autocracy is not consistent with the spirit of the age, and that Russia cannot resist the progress of mankind. He has had nothing to do with politics, however, although frequently he is mentioned as the only member of the imperial family who has the confidence of the people and the necessary ability, character and energy to deal with an emergency such as may occur at any time. If anything should happen to the Czar a regency must follow for a long term of years, until the baby prince reaches his majority. Vladimir, the oldest member of the family, would naturally be selected as regent, but he is so unpopular that such a thing would not be permitted. Vladimir has been sentenced to death by the revolutionists because they believe him to be responsible for the massacre of the workmen and their families on "Red Sunday." Nothing would provoke a revolution quicker than his selection as regent. There would be no objection to Nicholas. His appointment would be not only considered suitable, but it would be popular. Therefore he stands second to the Czar in importance in the Romanoff family.

### Sons of Duke Alexis.

I told you that the Grand Duke Alexis had two sons, and the mother of one of them is an American, widow of a former member of the Russian diplomatic service, who married her while in Washington. The son is an officer in the army and bears her name. Alexis has always looked after him with a great deal of interest and is proud of his relationship. The mother is also well provided for. She has a handsome suite of apartments in St. Petersburg and a villa in the country, where an income of \$100,000 a year enables her to live in the greatest luxury.

The other son is also in the army. He bears the name of Count Belevskoi and is married to the Princess Maria Troubetskoi, one of the most popular women in St. Petersburg society. His mother was Alexandra Jouravski, a daughter of the famous poet and minister of finance under Alexander II. She was a maid of honor to the Empress when Alexis fell in love and eloped with her. She insisted upon a marriage, which was performed according to the orthodox rites at San Remo, but was afterward pronounced null and void by the holy synod, with the consent of Alexis, who was threatened with exile and the loss of his rank, titles and income unless he abandoned the woman who had trusted him. His cousin, Nicholas Nicolaievitch, boldly refused to do this, but Alexis is made of different stuff and persuaded his wife to release him. She was given a house and an income but did not return to Russia. She lived in France and Italy and eventually married Baron Woehrmann, of Dresden, an officer of the Saxon army. Her son was well taken care of. As soon as he was old enough he was placed in the school in St. Petersburg where all the boys of the imperial family are educated, and was brought up on equal terms and with equal privileges. He went into the army, is now an officer of the cavalry, and was aide-de-camp to his uncle, the Grand Duke Sergius, at the time he was assassinated last year.

These are not exceptional cases. There are a number of young men about St. Petersburg court occupying distinguished positions in the army and in the imperial household who are known to be half-brothers to some of their associates.

The love affairs of some of the grand dukes have not turned out happily. The Grand Duke Alexis, for example, has been publicly dishonored and banished from the Russian capital because of his relations with women. One of them, Constantine Paulovitch, was the heir to the throne, and in 1882 was compelled to renounce all his rights to the succession and to resign his commission in the army because he had dared to marry the woman he loved, a Polish countess, named Grunzinska. He was an honorable man and chose the woman rather than the crown. Nicholas I, his younger brother, became Czar instead. He is called "the Iron Czar."

A grand duke named Michael married Sophie Mensheber, a morganatic daughter of the Duke of Luxembourg, and a granddaughter of Pushkin, the most famous Russian poet. He was banished and deprived of his honors in the same way that the Grand Duke Cyril was recently punished, but two years ago was restored to the army, and is now living in St. Petersburg. His wife is not received at court, however, and is not called by his name. She is known as the Countess Torby.

Duke Nicholas of Leuchtenberg eloped with the wife of his colonel some years ago and married her in Paris after her husband's death. Before the marriage very little attention was paid to their escape, but the moment he made her his wife and legitimized her two sons he was punished by being deprived of his allowance and his military rank, and being sent into exile.

## FAR WEST FEARS YELLOW DELUGE

Think Japanese Will Over-run the Country.

Movement on Foot in the Western Province to Have Restrictions on Chinese Modified.

### AND WHITE LABOR IS AROUSED

Vancouver, B. C., Aug. 19.—British Columbia fears a Japanese invasion, which, while it may for a time solve the labor problem, will ultimately result in the province being anything but the white man's country, which the labor unions are trying to make it. Canada has just availed itself of the privilege of coming in under the treaty of commerce and navigation between Great Britain and Japan, which says the subjects of each of the contracting parties shall have full liberty to enter, travel or reside in any part of the Dominion and possessions of the other party, and shall enjoy full and perfect protection for their persons and property. In other words, Japanese can come as freely to British Columbia as any Europeans, which is taken to mean that unless the Mikado's Government continues the restrictions which it voluntarily placed on Japanese emigration some years ago there will be a yellow deluge in this direction.

It is reported here that these restrictions have been considerably modified, if, indeed, they have not been canceled, and considerable apprehension is felt in white labor circles in consequence. On several occasions in the past the Provincial Legislature has attempted to bring into force what is known as the Natal act, which would have the effect of keeping out the coolie class of Japanese, but each time the Ottawa and Imperial Governments have overruled the local effort.

Curiously enough, at this particular time an effort is being made by a certain class of employers in this country to have the Dominion Government either take off or reduce the \$500 poll tax on Chinese. When Sir Wilfrid Laurier took office he met the demand of British Columbia by raising the tax from \$100, action which met practically with unanimous approval in the province. Large employers of labor, merchants, tradesmen, farmers, and fishermen joined the trades unionists in demanding the exclusion of Asiatics, who were not only a menace, so far as competitive labor was concerned, but were in truth a yellow peril from a moral point of view. Now, in a moment of stress, because of the dearth of labor all over Canada, which is felt in British Columbia as well as beyond the Rockies, a class has arisen which calls on the Government to tear down the barriers against the Chinese coolies.

The trades unions are already prepared to battle against any change. They point out that the most mobile thing on the face of the earth is labor. It moves where it is wanted at great speed. There is undoubtedly a labor vacuum existing here, but if natural tendencies are allowed their play that vacuum will be filled by Europeans and not by Chinese. With scores of thousands of Europeans unemployed, particularly in England, it is argued that it is ridiculous to reopen the province to Chinese. If an organized effort were made to bring to British Columbia the surplus of the mother country the new Chinese cry would be heard no more, and the yellow peril might disappear. What would happen if more Chinese are allowed to come in? When work slackens the Celestials will continue to be employed, because they will work at a cheaper rate than the whites and the latter will be turned adrift.

It is noteworthy that in the forefront of those who demand the facilitation of the entry of Chinese are men who can only employ labor in any number for a short time during the picking season. The labor unions ask, "What is to be done with the Chinese during the rest of the year?" And they say the only answer is that they will out white men out of their positions by taking a lower wage. The whole matter bristles with difficulties.

### PERMANENT EXHIBITION

Where a Gentleman May See Everything Without.

Semi-ready tailoring has reached so high a point of artistic excellence that the term sartorial art now belongs to the Semi-ready trademark. The Semi-ready exhibition of the best there is in this modern method of tailoring. Seeing the \$15, \$20 and \$25 Semi-ready suits is worth your while. You need not buy because you are continually striving after a distinct individuality of dress. The actors may help to spread the desire for a new style by appearing in summer scenes in the winter, but the changes in style are rather created by the man who wants some distinctive touch which is not too loud a departure from the prevailing vogue, but is still original. In the Semi-ready tailor shops the extreme styles are tabooed, and yet there is always a distinctive touch about a Semi-ready garment. The Semi-ready Wardrobe is a permanent exhibition of garments which are correct in style and cultured in every part of their creation.

J. A. GILKER.

Dr. Chase's Ointment is a guaranteed cure for hemorrhoids, piles, itching, bleeding and protruding piles. See testimonials in the paper. Sold by Dr. Chase & Co., Toronto.

Bertha L. Fowler, a 12-year-old girl of Leiston, Me., has been astonishing patrons of the fair grounds there by driving a big Hambletonian pacer in something under 2:30 on a half mile track. She began handling the reins when she was half her present age.

## WANT DISPUTES SETTLED

Great Britain Anxious to Settle All Points With America.

London, Aug. 19.—Negotiations have now advanced almost to a point of complete agreement in all outstanding questions between Great Britain and the United States. The British Government strongly desires a clean slate at an early date in the same manner as it settled all the diplomatic issues with France sixteen months ago. The chief difference in the way, as is well understood in both countries, is not an obstacle to an easy understanding between the two governments, but the necessity of avoiding a serious dispute between Canada and the mother country.

This will be done as soon as Secretary Root returns to the United States, and the final details will be arranged at Washington by Secretary Root and Sir Henry Mortimer Durand, the British ambassador. The general lines will be those left unfinished by the Washington joint commission of 1893. Both countries have agreed that to preserve the peace it would be necessary to prohibit all killing at sea where the males and females cannot be distinguished. Besides the Newfoundland fishing rights, and the mining and railway questions, the agreement includes the question of the limitation of the use of the waters of Niagara, on both sides of the river.

## HEROINE DIES FOR CHILDREN

Saves Them from Burning House With Her Clothing Mass of Flames.

Geneva, Aug. 18.—Berthe Gallard, an orphan girl aged 19, died at the Basle Hospital yesterday in terrible agony. Around her bedside were gathered her former master and mistress and three children of tender years, whom she had saved from being burned to death.

A fire broke out at the house, which was an old one and built mainly of wood, and the terrified parents rushed out, calling for help and leaving their children in bed.

Berthe Gallard, who was employed as a servant, but treated as a member of the family, rushed into the room, and taking two children in her arms, found her way down to the street through the charred smoke. The roof threatened to fall in, but the brave girl went to the rescue of the third child.

She reappeared, holding the child at arm's length, and throwing it forward. Into willing hands, fell down, her clothing being a mass of flames. The firemen rushed to her aid and a doctor attended to her, but there was no hope of her recovering.

She asked to see the children and her master and mistress. After kissing the children the servant girl turned to her employers, who were in tears, and said: "I thank you for all your kindness to me. Don't cry. I only did my duty."

## RUNAWAY MOUNT PROVES PUZZLER

Great Mass of Earth Sliding Down Hill and Cannot Be Stopped.

New York, Aug. 19.—Anyone who knows of a good way in which to snub a sliding mountain can sell his knowledge on favorable terms to the Colorado and Southern Railroad, says a Golden, Col., correspondent of the New York Sun.

A mile from Golden is a spur of the Rockies known as North Table Mountain. It rears a square head something like a quarter of a mile into the atmosphere, and is a pretty husky sort of a mountain, taken all in all.

For the last two weeks a portion of it has taken to sliding, and the railroad people have found it necessary to keep a force of a hundred men busy shoveling the mountain dirt off the tracks. So far they have been able to keep the slide, but even with the aid of a steam shovel the task is a difficult one.

A quarter of the way up the mountain runs a flume through which are conducted the waters of Clear Creek, over into the farmers' irrigated lands to the west. On one slope lower down and above the smelter runs the highway, and bordering this are farms.

Engineers say that the cause is an unusual one. Far down in the ground is a stratum of hard, dry potter's clay, smooth as glass, and the great weight of the earth resting upon it is simply pushing the mass to move slowly down toward the level.

It is scarcely an avalanche, as in the mountains this term is understood to represent a sudden slide of great masses of earth. The only difference is that this mountain is moving with almost imperceptible speed, about ten feet a day.

The county officers have already expended thousands of dollars in keeping the road in passable condition. In the last week the road has dropped four or five feet in some place, while other portions are twisted and heaped up. It has become necessary to put up fence rail barricades at night, inasmuch as no one knows what will happen within an hour. The slide started below the level of the ditch, which has not yet been affected. Up above on the mountain slide are a number of springs, and these are supposed to furnish the solvent which causes the earth to slip. The side of the mountain is torn and seamed with great fissures.

At points these are eight or ten feet wide, giving the appearance of an earthquake. Every few minutes, in some spot, there is a loosening of the overhanging earth, a dust cloud and the dis-

## SMALLMAN & INGRAM

THE WEATHER TODAY. THE SATISFACTORY STORE

## Don't Miss This Event! August Bedding Sale Tuesday Ushers It In

This sale has become an annual event with this store. An event that watchful, careful housewives will not care to let slip by without at least an investigation.

During this sale especially good inducements are offered you to buy your fall and winter bedding early in the season. AUGUST BEDDING SALE PRICES are low enough to make it wise to look ahead a few months—to make an inventory of what bedding you'll need for months to come. Bring the list with you and just see how much it will be to your advantage to buy the "wanted bedding" while this sale is in progress.

We're going to put special emphasis on Blankets today. Tomorrow we'll emphasize some other lines of bedding. Watch the papers daily. Each section of the sale will provide inducements you will desire to take advantage of. Cotton and Eiderdown Comforters, White Quilts, Feather Pillows, etc., will be included in August sale offerings. See window display.

## Buy Blankets, Tuesday

Blanket prices have strongly advanced since last season. But we're going to give you a chance to renew your blanket supplies at last year's prices. Isn't that liberal enough inducement to bring you here tomorrow?

Tomorrow we place on sale 21 pairs Wool Blankets. Good weight—6 lbs. Double bed size. Regular last year's price \$3.25. Now for a rush. While they last, pr. \$2.95

25 pairs Special Wool Blankets. An examination will show you that they are to be sold at an unusually low price—a very low price, indeed, for wool blankets. Listen! Only, pair.....\$2.75

Gray All-Wool Blankets. Pair.....\$2.50 to \$4

Fine All-Wool Blankets. We can recommend these very highly. Made of soft, fleecy wool. Thoroughly scoured. 7 lbs, size 64x84. You can have these splendid blankets at last year's prices—if you get here before they are all sold. August Bedding Sale price, pair.....\$5.00

At above price we are showing FOUR different lines. Same blanket as above in 6 lbs, size 60x80, for only, pair.....\$4.25

ON SALE IN HOUSEFURNISHINGS DEPARTMENT—SECOND FLOOR.

## SMALLMAN & INGRAM, 149, 151, 153 and 155 Dundas Street

ures appear on the mountain side, with a fence gone here and a part of the road there.

The smelter was thought to be in danger of joining in the slide, but the work done by the railroad men has so far protected it. These men say that they cannot think of any way of solving the problem, but to keep right on moving along the dirt as fast as it comes and carrying the mountain away piece-meal on the trains.

On the south slope James Taylor had a fine orchard. Trees, earth and all have been corralled in the slide, and the orchard is several hundred feet further down the mountain than it originally was. Taylor whimsically asserts that if it keeps on moving he will have a hard time agreeing with his next neighbor in whom title to the orchard rests. The earth has slipped down upon the dwelling of William Carpenter, another farmer, and has torn away a corner of the house. The residence is built at the bottom of a sharp slope, with a two-foot foundation under the upper part and a six-foot on the lower. Carpenter has braced the house with a dozen upright beams, but it is unlikely that he will be able to save it.

Another house that was situated 40 feet from the foot of the mountain now has the mass of earth at its back door. The barn on Ole Peterson's farm was formerly about 50 feet from the house. The moving earth has not affected the house, but the barn is 150 feet away now and there is a big chasm between it and the house, which Peterson has been compelled to bridge.

### A PUBLIC HOUSE POET.

Miss Annie Workman, the daughter of a retired member of the Worcestershire Yeomanry, was awarded £200 damages for breach of promise of marriage at the Worcester assizes recently.

Miss Workman was a young girl, who has been an engine driver and a dealer in pigs, and now keeps a public house at Worcester, the Arcadian name of the Mux House Inn.

Mr. Harris' courtship ran the usual course for three years. He wrote the customary letters, with crosses for kisses, and the extravagant phrases which invariably awake laughter in court. He did more, however. He dropped into poetry, of which the following is a delicious example:

More faithful am I to my friends,  
More kindly to my foes,  
Doubt's questioning, fancies are at end,  
Earth's purest bliss I know.  
Like summer eves,  
My heart's o'erflows,  
Because I love you so, sweetheart,  
Because I love you so

But after three years of devotion to Miss Workman his fancy faltered and wandered to the young cook of one of his majesty's counsel learned in the law. He married the autocrat of the kitchen, and Miss Workman was compelled to seek a salve for her wounded feelings at the hands of a jury.—London Express.

### Common With All Women

Almost invariably they suffer from constipation and should use Dr. Hamilton's Pills because they cleanse the system, regulate the stomach and bowels and bring health and vigor back's surprising. Try Dr. Hamilton's Pills price 25c everywhere.

## Woods' Fair

Best Green Corn Brooms, 15c, 20c, 25c, 30c each. Jelly Glasses with tops, 35c dozen.

### SCREEN DOORS AT COST ON TUESDAY

We have left in stock about 15 Screen Doors, and as the season is getting pretty well advanced for these goods, and we never carry them over, we will clear them out at cost price on Tuesday.

2 Oak-Finished Doors, size 6-10x2-10, regular \$1 25, sale price ..... 85c  
2 Oak-Finished Doors, size 3x7, regular \$1 25, sale price ..... 85c  
2 Oak-Finished Doors, size 3x7, regular \$1 25, sale price ..... 90c  
2 Oak-Finished Doors, size 6-10x2-10, regular price \$1 25, sale price, 90c  
3 Varnished and Extra Fine Doors, 6-10x2-10, regular price \$1 50, sale price ..... \$1 10  
2 Varnished and Extra Fine Doors, 3x7, regular price \$1 85, sale price ..... \$1 35  
Mrs. Potts' Sadirons, 3 irons in set, with handle and stand, for a set ..... 95c

### LARGE BEDROOM JUGS 40c EACH

100 Meakins' White Ironstone Bedroom Ewers, large size and good shape, sale price, on Tuesday, each ..... 40c

### JAPANESE CUPS AND SAUCERS, 15c EACH

Our Big Japanese China Sale will begin on Tuesday morning. Thousands of dollars' worth of these elegant goods we are expecting direct from Japan this month. Call in on Tuesday and see cups and saucers hand decorated and very fine. Regular 25c, sale price, Tuesday, each ..... 15c

## WOODS' FAIR

Market Baskets at 10c, 15c, 20c, 25c. Willow Clothes Baskets, 45c, 60c and 75c.

### NOTICE

W. & A. Gilbey, Ltd., and John Jameson & Son, Ltd., beg to announce that by mutual and friendly arrangement, and with the view of preventing confusion in future, W. & A. Gilbey, Ltd., have consented to forego the right held by them for the last 20 years of importing John Jameson & Son's Whiskey into Canada under their "Castle J. J." label.

### A DAVITT STORY.

An English woman reporter relates her experience interviewing Michael Davitt. He was out, and she left a card explaining her business. "The next morning" post brought me a handsome bit of "copy," written by Mr. Davitt himself, and a note inviting me to see him at the house if I required further information." In this way she made the acquaintance of a charming, kindly gentleman, who introduced her to several members of Parliament she was desirous of interviewing, and at great personal trouble gave her a helping hand on several occasions. Later on he wrote: "You ask me if Mr. Davitt would object to being interviewed by a charming lady journalist about the bill he is bringing in. Do young cats like cream? Come to the house tomorrow at 8, and I will introduce you."—Exchange.

Texans are original in the matter of landscape gardening. They like to decorate their trees with horse thistles. FOR THE OVERWORKED.—What are the causes of despondency and melancholy? A disordered liver is one cause and a prime one. A disordered liver means a disordered stomach, and a disordered stomach means disturbance of the nervous system. This brings the whole body into subjection and the victim feels sick all over. Parmenter's Vegetable Pills are a recognized remedy in this state, and relief will follow their use. It is reported that more than 100 Jewish families move into Jerusalem every week. Though most of them are very poor, yet they find means to make scanty living. Jerusalem is rapidly becoming once more a Jewish city.

**Maha-Vita**  
"The Perfect Food"  
The grocer who offers you something "just as good" has no regard for your judgment or your health. It's delicious.