

WRIGLEY'S NIPS



This new candy-coated gum delights young and old.

It "melts in your mouth" and the gum in the center remains to aid digestion, brighten teeth and soothe mouth and throat.

There are the other WRIGLEY friends to choose from, too:

"After Every Meal"



Trade Supplied by MEEHAN & CO., St. John's, Nfld.

More Free Publicity.

Wherein does news stop and free advertising begin? has been a question much discussed in newspaper circles. Recently the Eastern Underwriter, an insurance weekly published in New York, asked the editors of 100 or more newspapers why they discriminated against insurance news. The replies were prompt. They said that news is news, no matter what or where the source. It was left to the judgment of the editor to decide just what was news. Which, of course, was the only answer that could be given. Now come a striking example of a news-advertising item in the insurance paper's own field. The Journal of Commerce, a daily paper which devotes much space to insurance topics, printed a 25-line double column ad from an agent and headed "Folsom Pie Insurance," directing its appeal to lunch rooms and bakeries in New York and elsewhere. The recent facilities which followed the eating of pie in the bakeshop of a Broadway lunch room being fresh in mind, the New York dailies "hopped to it" to use the slogan of the go-getters, and gave columns of space to the story, carrying prominently the name and address of the broker. On an agent line basis the advertising thus gained, would have cost the agency thousands of dollars.

Nor was the "free reader" confined to the New York papers. Correspondents of out of town dailies, and there are two-score of them in New York, put the item on the wires and gave full play to their imagination. Even London and other European capitals were apprised of the "news" by cable at many cents a word. And all this to convey to pie eaters in general the fact that the men serving the pastry would be immune from payment of damages should poison be found therein. In other words "Ich Ka-bibble." Does it pay to advertise? Verily it does if the job is done cleverly.—Newspaperdom.

Traveler's Tree.

Among the romantic stories of far-off lands that have long maintained their circulation and commanded more of less belief is that of the "traveler's tree," credited with possessing a reservoir of pure water filled to save the lives of wanderers in the desert. An American scientist declares, from his own experience, that the tree grows only in the neighborhood of swamps and springs, and that, although it has a considerable amount of water in a hollow at the base of its leaf, the water possesses a disagreeable vegetable taste and, of course, is inferior to other water found in the vicinity.

Mrs. Joan Rendell and Mr. Frank Bennett will give an exhibition of Dancing at the Highlanders' Dance on Thursday, November 9th, C.C.C. Hall.

Bankers Open Bowling Contest.

ROYALS DEFEAT MONTREALS—RULES OF THE GAME.

The opening game of the Bankers Bowling League took place in the alley of the Seamen's Institute yesterday afternoon at 5 o'clock, between the Royal Bank of Canada and Bank of Montreal teams. The series of games were officially opened by Mr. Alex Marshall, Manager of the Royal Bank of Canada (West End Branch), who rolled the first ball over the surface and knocked head pin No. 1 clear out of the centre, thus declaring the season's game officially opened. A large attendance of bankers and spectators present heartily applauded Mr. Marshall on his splendid performance. The players of the respective teams (four men each) then lined up, and played in their order throughout the entire three games, which consisted of 10 frames to a game. The team winning the best two out of three to be declared the victors. The players started the balls rolling, and in a few minutes much excitement was in evidence, the balls shooting and pins flying in all directions. The match proved interesting from the very outset, several strikes having been recorded. Carmichael for the B. of M., and Robertson for Royal, having several credited to them. When the first set had finished the scoreboard showed that the B. of M. had won by a margin of 8 points.

The players immediately afterwards settled away to the second set, which was marked by good clean play. Harrison for the Montreals, and Rowe of the Royals, being chief scorers, while DeMers for the same team was playing true to form. When the second game had concluded the score announced that the Royals had won by the small margin of one point. The teams played the third and final game to decide the winners. The Royals managed to make slight gains on their opponents from the very start and gradually increased their lead as each innings passed. The B. of M. players appeared to be in hard luck, though Hibbard of that team, who was playing a consistent game all through, made a score of 116 points, while Williams for the Royals, who showed up to advantage in the final session, ran up the splendid score of 148. The game ended in a win for the Royals, who defeated their opponents by 65 points, thus winning the best two-out of three games. The highest individual scores of the evening was Mr. H. Rowe of the Royals, having a total of 501 points. The following were the players who participated, and the scores for each game:—

"The Restless Sex."

(Herald Examiner—By Observer).

All the opposite sex seemed to be down to see "The Restless Sex," and all the sterner sex seemed to be along to see that no untoward ideas acquired. It is a fine example of picture-making. What you see holds you and what you see has to do with what went before and what is to follow. Everything it does is understandable in terms of pictures. You can SEE this story, and you see it roll across the white silver sheet with a smooth, quick lucidity that is almost lyric. Indeed, as a picture it is a SONG. No false notes, romantic, emotional, colorful, keyed high and kept keyed, it swings with rhythm, tight string.

Fitting into this scheme is Marion Davies, much better as an actress than ever before, and as beautiful as ever. She has had a new wedding with her art evidently, and her last name is now Emotion.

Robert Z. Leonard, the director for Cosmopolitan productions, has lavished money in plenty on this picture, his "ball of the gods" scene being designed by Joseph Urban, best of the authorities on such matters. . . . Into this comes Miss Davies. She is Pallas Athene, and when you see her you understand what Harrison, Fisher, Christy and Stanlaw meant when they said she was the best of all women to be painted. It was, however, neither Miss Davies' beauty nor Urban's sense of it that sent yesterday's crowds out with adjectives that made the restless hold-out crowds still more restless. It is the story as it is shown you, quite like Robert W. Chamber's novel from which it was scenarized.

See it to-night at the Majestic Theatre.

Don't fail to come to the T.A. Hall on next Tuesday night, big Card Party and Dance, will be held by the T.A. Ladies' Auxiliary. Tickets 50c. Bennett orchestra in attendance.—nov.8

For the information of those who are not conversant with the bowling of the fine pin game, the rules are as follows:—

BOWLING RULES.

1. There shall be five pins placed upon regulation spots, each pin being numbered. The head pin (no. 1) is placed on the same spot as the head pin in the game of ten pins. Pin no. 4 on the same spot as no. 10 in ten pins, and pin number 5 on the same spot as no. 10 in ten pins. The pins numbered 2 and 3 are placed on spots exactly half way between, and in line with head pin and pins numbered 4 and 5 respectively.
2. It is necessary to knock down pin number 4 or no score is made except in the case of a strike or spare on the 10th frame.
3. (a) THE COUNT. Three balls shall be allowed for each

frame, except when a strike is made, or when a spare is scored in the last frame, which must be completed before leaving the alleys, and on the same alley as made.

(b) "A strike" is credited when a player bowls over the first pins with the first delivered ball, which is designated on the score board with a cross (X) in the upper right hand corner of his frame and the player is credited with whatever pins are made with the next two successive balls.

(c) SPARE. A spare is credited whenever a player bowls over the five pins with the first and second balls. It is designated by a small diagonal line (/) in the upper right hand corner of the right frame in which it is made and the total score in that frame is left open until the player shall have rolled one ball in his next turn when the number of pins knocked down by such ball is immediately added to the fifteen.

4. The opposing team can declare a misplay if a man delivers the ball with his foot over the foul line. The ball should be delivered so that it meets the floor immediately after leaving one's hand. A ball which strikes the floor 3 or 4 feet from this line is called lofting and is considered bad form, and also damages the alley.

5. "SCORING." In league games it is necessary to have an independent person act as the official scorer. This should be arranged for by the team whose name is first mentioned in the schedule.

6. A team failing to turn up at the opportune time defaults the game. The team which keeps its appointment is required to bowl the three regulation games in order that they may have the advantage of high score records.

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(Herald Examiner—By Observer).

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Washington Irving's Immortal Classic--At the Nickel To-Day.

WARD LASCALLE Presents

THOMAS JEFFERSON

—IN—

"RIP VAN WINKLE."

7—ACTS—7

"THE PATHE NEWS"—"THE LIONESS AND THE BUG"

(sees all—knows all)

(Aesop's Fables)

FRIDAY—ANITA STEWART in "IN OLD KENTUCKY"—MONDAY—NORMA TALMADGE in "THE SIGN ON THE DOOR"

COMING—JACKIE COOGAN in "MY BOY" and MILDRED HARRIS CHAPLIN in "OLD DAD"—All First National Attractions.

BOYS and GIRLS, READ THIS!

(Then cut it out and pin it up in your bedroom).

Your mother, her friends and her relatives all use

SUNLIGHT SOAP

Around every Bar of SUNLIGHT SOAP you will find a Wrapper, which tells how excellent

SUNLIGHT SOAP

really is, and tells also, that, Lever Brothers, of England (who make SUNLIGHT SOAP are so proud of their Soap and so certain that it is the best Soap in the world) will pay \$1000 (about five thousand dollars) to anyone who can prove SUNLIGHT SOAP to be other than pure unadulterated Soap. SUNLIGHT SOAP won't hurt even a baby's tender skin.

ASK YOUR MOTHER'S FRIENDS

for SUNLIGHT SOAP WRAPPERS; bring them to us and get an EAGLE POINTER PENCIL FREE for NINETY SUNLIGHT SOAP WRAPPERS.

If you cannot get 90 wrappers, your efforts will not be wasted, because we have other free gifts as follows:

For 10 Wrappers you can get a Velvet Lead Pencil or a Pen Holder, or a Box of Refills for a Faber or Eagle Pencil.

For 30 Wrappers we shall give you a Faber Magazine Pencil complete with a supply of leads and vest pocket clip.

This chance to get GOOD PENCILS FREE will last until the end of the year, and if you go to all your friends and get SUNLIGHT SOAP WRAPPERS from them you will easily secure a nice Nickel Plated Pencil for Christmas.

BUTLER BROTHERS

FOUNTAIN PEN CORNER

nov.7,31,oct

WATER STREET, ST. JOHN'S.

Seed Trees for France.

N.F. SPRUCE TO BE PLANTED IN CEMETERIES.

A second shipment of over one thousand three year old saplings of white spruce, which will produce a large quantity of spruce buds for seeding purposes, was made by S.S. Sachem from the Militia Department to the head office in England, from whence the seeded species will be transhipped to France, where they will be transplanted for decorating purposes at Beaumont Hamel and other battle sites where memorials are being erected. A deed of praise is due Mr. A. E. Canning and staff of Bowring Park for their untiring efforts in doing all possible for the Militia Dept. in getting these saplings. The young trees were procured near Mount Pearl and vicinity after much difficulty.

Discharging to Suppliers

NO CHANGE IN FISH PRICES.

Yesterday a number of schooners were discharging cargo, most of the fish being shipped off to suppliers. Very little difficulty is experienced in selling Labrador at \$4 per quintal, but shore fish is not in such great demand, and is selling at from \$5.50 to \$6 but the cull is considered very strict, so that a much lower price would be the average.

Mahogany.

The observations of the conservator of forests for southern Nigeria, held to be an eminent authority in the matter, indicate that the mahogany tree grows much more rapidly than the number of so-called annual rings suggests. He thinks that they show three or four well marked zones of growth each year, corresponding to the four seasons. Both forest trees and those grown in the botanical garden exhibit the same phenomenon. On the site of the town of Ilaye, destroyed 60 years ago, a forest has grown up containing mahogany trees with trunks exceeding 10 feet in girth.—Washington Star.

WE MANUFACTURE RUBBER STAMPS SEALS. For Companies, Commissioners, Notary Publics, Justices of the Peace, and all other official uses. METAL STENCILS. We carry a full line of Numbering Machines, Stamp Pads, and all of Stamping Devices. OUR SERVICE IS PERFECT.

LONDON RUBBER STAMP CO. HALIFAX. oct20,1mo

MUTT AND JEFF

WE'D LIKE TO WATCH JEFF EAT A PINE APPLE.

