

Wool and Cashmere HOSIERY,

Ladies', Children's & Men's.

Ladies' Heavy Black Wool Hose,
at 90c., \$1.00, 1.20, 1.55, 2.00, 2.20.

Children's Black Wool Hose,
for boys or girls, size 6 to 10 inches,
95c., to \$2.00.

Children's Dark Brown Wool Hose,
size 6 to 10 inches, \$1.05 to 2.00.

Ladies' Wool Cashmere Hose,
1 and 1 ribbed, \$2.10 pair; 2 and
1 ribbed, \$1.20 to 2.35 pair; 4 and
1 ribbed, \$1.25 to 2.00 pair.

PLAIN, \$1.80, 1.90, 2.10, 2.40, 2.50 pair.

Men's Black Wool Socks,
70c., \$1.00, 1.10, 1.35, 1.50.

Men's Black Wool Cashmere Socks, 90c.,
\$1.35, \$1.70.

Men's Heavy Dark Grey Wool Socks, 85c.,
90c., \$1.00.

KHAKI WOOL SOCKS, 65c., 85c., \$1.00.

STEER Brothers.

LODGE SPARK PLUGS,

MADE IN BRITAIN.

The LODGE PLUGS were used for aircraft work during the War in GREATER QUANTITIES than those of any other make.

They hold the World's ALTITUDE RECORD, 30,500 feet (5 miles) above sea level. They were used on the ROLLS-ROYCE engines and Handley-Page Aeroplanes, winners of the prize flights from London to Constantinople, and from Cairo to Delhi.

WILLIAM HEAP & CO., Ltd.,

Sole Agents for Newfoundland.

It Takes Courage.

(Selected.)

To live according to your convictions.

To be what you are not pretend to be what you are not.

To say "No" squarely and firmly when those around you say "Yes."

To live honestly within your means and not dishonestly upon the means of others.

To refuse to knuckle down to and bend the knee to the wealthy, even though you are poor.

When mortified and embarrassed by humiliating disaster, to seek in

your ruins the elements of future success.

To refuse to do a thing which is wrong because others do it, or because it is customary and done in trade.

To stay home evenings and try to improve yourself when your comrades spend their evenings having a good time.

To remain in honest poverty while others grow rich by questionable methods, which you could easily use yourself.

To refrain from gossip when others about you delight in it, and to stand up for an absent person who is being abused.

Not to bend the knee to popular prejudice, but to stand firmly erect while others are bowing and fawning for praise and power.

For a good Tailor-made Suit or Overcoat there's no better place to get it than at SPURRELL'S. A splendid line of Tweeds and the best Serge in the country. Prices range from \$50 up, but you get the best in goods, cut and workmanship. SPURRELL the Tailor, 365 Water Street. jan15,60d,t

MINARD'S LINIMENT
CURES DISTEMPER.

The Romance of a Great Business.

It is just 140 years ago since Mr. William Bass, owner of a small carrying business (since famous as Pickford's), opened a brewery at Burton. There were, of course, no railways in those days. The beer went by river or canal, and Mr. Bass found it cheaper to send it abroad by sea than to dispatch it to London.

In twenty years time the output was 2,000 barrels a year, which were nearly all sold in Russia. Then came an ugly blow. Russia decided to make her own beer, and put on a tariff which cut off all imports. Mr. Bass was not dismayed. He began to brew for India, and Bass's India Pale Ale soon obtained a big reputation in the Far East.

Why is Bass at Burton? Why is Burton the great brewing centre of the United Kingdom? The answer is in one word, "gypsum." Gypsum, which chemists call sulphate of lime, is a sort of rock which underlies the high ground above Burton. The rain falling on this catchment area percolates slowly down through the gypsum, dissolving it as it goes, until it reaches the level of the great wells from which it is pumped, when each gallon contains about seventy-eight grains of this mineral in solution. This water, which is what we should call extremely hard, is the very best for influencing the ferments which take place during the brewing of malt liquor.

Rapid Rise.

Brewing has gone on at Burton for centuries. The monks made good beer there in the fifteenth century. What they could not consume they sold, marking the casks with a cross as an emblem that the contents were good and sound.

In 1823 a sailing ship with a cargo of pale ale was wrecked in the Irish Sea. Three hundred barrels were salvaged, brought ashore at Liverpool, and sold by auction. A week later, everyone in Liverpool was asking where that wonderful ale came from. The firm of Bass was not slow to take the hint, and by 1827 were selling 8,000 barrels a year—most of it in the North of England.

Two years later the Midland Railway reached Burton and the boom began in earnest. Within the next ten years Bass's output trebled; by 1847 the firm was making 60,000 barrels a year; and in 1850 the second brewery was built. This is known as the "Middle" or White Brewery, the old one (since rebuilt) is the Red, and the third, the biggest of the three, was begun in 1863 and finished within a year. The latter is called the Blue Brewery, as the three together represent the national colours.

A Million a Day.

The stout vats are at the new brewery. They are so big it makes you ache to look at them. Gigantic casks bound with massive iron hoops, each is large enough, if partitioned inside, for a family to live in.

It takes eighty people working all day and every day just to print the labels used by the House of Bass.

This, I think, is the one small fact which helped me more than anything else to understand the immensity of this gigantic brewing business.

A million of these labels are turned out daily, most of them bearing that red triangle which is the familiar trade-mark of the biggest beer firm in the world.

That trade mark, by the by, is No. 1 on the roll of British trade marks. On the night before the Trade Mark act of 1875 became law an employee of the firm sat all night on the steps of the Registrar's office in order to secure for his employers this proud position.

The City of London covers just a square mile. The works of Messrs. Bass at Burton-on-Trent are a quarter as large again. They cover 750 acres.

The torrent of beer poured out yearly requires a stock of 414,000 barrels. These, remember, are for the United Kingdom alone, and, of course, come back as soon as empty to be refilled. The actual output in the year 1914 was 1,500,000 barrels. It is nothing out of the way for the firm to send out 6,000 barrels in a day. They once dispatched 9,250 in one day, which, between them, held enough beer to supply a good glassful to every householder in England, Scotland, Wales, and Ireland.

In beer duty alone Bass's pay the Government nearly £2,000 a day.

To make the beer, the first thing needful is barley for conversion into malt. The twenty-two Bass malt-houses in Burton hold 2,000,000 bushels of malt, and there are a score of malt-houses elsewhere. The total capacity is 3,000,000 bushels, or roughly speaking—the produce of 100,000 acres of land. This would be a field 4,000 acres, larger than the whole country of Huntingdon.

To carry Bass's beer about the kingdom means a bill of £300,000 a year, a sum more than sufficient to pay the salaries of the whole House of Commons. To make the beer, the casks, etc., requires the services of 3,500 men and boys, while to cook the malt, to boil the beer, and to carry on the other operations of the works, a little matter of 85,000 tons of coal

MARINE ENGINE SUPPLIES

IN STOCK:

SPARK PLUG COILS, RUBBER HOSE, COPPER TUBING,
GASOLINE COCKS, PRIMING CUPS, SCHEBLOR CARBUR-
ETORS from 3/4 in. to 1 1/2 inch.

BRONZE LAG SCREWS, STUFFING BOXES,
GLOBE VALVES, ZINC OILERS, HIGH and LOW TENSION
CABLE,

BRONZE SHAFTING, PROPELLERS, Etc.

IRON and BRASS PIPE, ELBOWS, NIPPLES, Etc., all sizes.
Also SAWS, SAW MANDRELS, Etc., for mills.

JOB'S STORES, Ltd.

Agents Marine and Stationary Engines.

SPECIAL THIS WEEK!

Pork and Beans

in Tomato Sauce.

13 1-2 and 20 oz. tins,

10 and 15 cents per tin.

Ayre & Sons, Ltd.

'Phone 11.

Grocery Dept.

'Phone 11.

BRAN

We shall soon be sold out of Bran.

Our price is low, get a supply this week.

We haven't advanced our price on Bran or Flour.

Colin Campbell,
Limited.

has to be purchased each twelve months.

Within the works and connecting up with the main line the company have seventeen miles of railway lines, eleven locomotives, 120 trucks, and—last but not least—a saloon carriage for the benefit of the visitors who are always pouring in to have a look around.—Tit-Bits.

FOR SALE.

Schooner Rosie Bella,

42 Tons.

Built 1910. In good condition

and well found. Apply to

BISHOP, SONS & CO., Ltd.,

or St. John's.

JOSEPH COVEYDUCK,
Mackinson's, Conception Bay.
jan20,60d,t

Minard's Liniment Cures Diphtheria.

Mons to Care for Soldiers' Graves.

The French marraigne, who, during the war, chose a friendless soldier for godson so that she might send him comforts and soften his lot in a score of other little ways, is to be perpetuated in peace. But she will choose her godson, not from the living, but among the ranks of the dead, and her duty will be to attend his grave. The sacrifice of the Canadian soldiers who fell before Mons in the eleventh-hour struggle of the war is not to be forgotten by those whom they liberated. The Canadian military authorities have notified that the association has been formed by the people of the district of Mons to care for the graves. Each grave will be allotted to a family to be tended and beautified. If possible, the next of kin of the dead soldiers will be communicated with and will be in-

formed of the reverent charge, and if they propose to visit Belgium, they will be the guests of the family. The owners of the ground in which soldiers have been buried have given free titles to each plot to the families interested. On the anniversaries of the two battles of Mons, homage will be paid to the glorious dead, and wreaths will be placed on their graves. The population of Mons has also expressed the hope that a monument will be erected there to commemorate the heroism of the Canadian troops.

PRELIMINARY NOTICE.—The Ladies' Aid of the Congregational Church intend holding a Valentine Social on February 13th. Watch papers for particulars.—Feb.21

MINARD'S LINIMENT
CURES COLDS, Etc.