Quicker, whiter washes

Hands saved and clothes saved by this pure, new laundry soap

Now for easier wash-days—snowier clothes—with time and money saved.

For here is a pure, new laundry soap which gives you snowier washings with less work and time.

It never injures delicate garments or fabrics—because it is just good, pure soap. Contains no "filler" or other injurious content. For this same reason it is easy on your hands—saves them unnecessary roughening and reddening.

It cleans thoroughly—dissolving and removing the most ground-in dirt. Does this quickly—shortens rubbing-time.

It is Mother Hubbard Pure Laundry Soap.

One of the big, generous-sized bars lasts for a surprisingly long time—because it is all soap—and thus Mother Hubbard is economical. Not only for washing—but for every household cleaning job.

Made in Canada

You'll find it a big help.

Get some today—and at least try it. Ask your dealer for it.

MOTHER HUBBARD
PURE LAUNDRY SOAP

The Palmolive Company of Canada, Limited
Winnipeg Toronto Montreal

F. M. O'LEARY, Agent.

A Business Founded by Flames

THE ROMANTIC STORY OF FIRE INSURANCE.

Most people are aware of th eprominent part played by insurance in modern commerce and industry, but it is seldom realized over what a long period of history this form of business extends.

In feudal Europe, long before any system of fire insurance came into being, it was the custom for tenants to recover damages caused by fire from their landlords, at whose cost the property was replaced, providing the loss was not due to negligence.

In this country in the seventeenth century accidental fires were made the subject of a petition to the king, whose advisers, after investigation, sent out what was termed a king's brief to churches, sheriffs, justices of the peace, and others, asking for contributions to make good the loss. The system was continued for many years, until in the time of Charles II. it was abused and, as a result abolished.

The First Fire Brigade.

The first organized effort to found a fire insurance company was made in 1635, when a number of London citizens petitioned the king to allow them to insure houses at the rate of a shilling a year for each £20 rent, the association undertaking to repair or rebuild houses that were burned and to institute certain precautions against fire, such as watchmen to patrol the streets at night.

Political disturbances led to the idea being abandoned, but it was revived by the Great Fire of 1666, which led directly to the establishment of fire insurance companies.

One of the first was founded the following year by Dr. Nicholas Barbon, a son of the famous Puritan, "Praise-God Barebones." The business thus started was taken over shortly afterwards by a company styling itself "The Fire Office," its purpose being to insure houses in London for a fixed premium of 2½ per cent. of the yearly rent for brick-built houses and 5 per cent. for wooden buildings.

The business developed, and so great was the interest taken in it that the Common Council of the City of London proposed insuring its citizens' houses at lower rates than the company. The plan, however, was vetoed, the judges upholding that the Council had no power to transact such business.

Many insurance companies sprang up at this period, among them the "Phenix Office," which was not, as some suppose, the original of the present Phoenix Company; the Union Society; the Company of London Insurers, known nowadays as the Sun Office; and the Hand-in-Hand, which began as the Amicable Contributors for Insuring from Loss of Fire, and with which, it is believed, Daniel Defoe was connected.

A little-known fact is that the present-day Fire Brigade system owes its existence to these early companies, each of which kept its own fire-engine and staff of firemen. Not quite a hundred years ago the companies amalgamated their staffs of fire-fighters, and in this way the term "Fire Brigade" came into being. The first captain of the Londo Fire Brigade was James Braidwood, who lost his life in the terrible Tooley Street fire of 1861, when £2,000,000 worth of damage was done.

The old "fire-marks" of the companies may still be seen on houses in London and elsewhere. They were metal plates marked with the number of the policy and moulded in a distinctive design. Property to which a "fire-mark" was affixed was judged to be safe from incendiarism. The "Sun Office" mark was one of the best known, and in many places it became an object of superstitious regard.

RICHARD HUDNUT
THREE FLOWERS
TALCUM
Your choice of the Three Flowers odor presented in a Talcum, Powder fine of Quality and Daintily Packaged.

The Ideal Woman

Strong, healthy and beautiful in form and feature, with a happy disposition. Upon her condition depends the physical well-being of her children and the happiness of those about her. It is only by making the best of herself that a woman can give her best to the world. When weak and ailing there is one tried and true remedy, Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, which for fifty years has been restoring the woman of the Dominion of Canada to health and happiness.

Famous Recipes for Home Cooking

ORANGE LAYER CREAM PIE.
(A different and luscious dessert.)
Pastry.

1½ cupfuls flour.
½ cupful Crisco.
salt.

Cut Crisco into flour and salt with knife. Add enough ice water to hold. Divide, cover two inverted pie tins. Prick well with a fork. Bake.

If, after mixing raspberries with whipped cream, they turn purplish, restore their color with a few drops of lemon juice.

Pearline for easy washing.—july17,tf

Wedding Bells

MASON—SHORT.

A very pretty wedding was solemnized at the R.C. Cathedral on Monday, Sept. 15th, at 9 p.m., the contracting parties being Mr. Samuel Short of Kingston, C.B., and Miss Margaret Mason of Catalina, T.B. The ceremony was performed by Rev. Dr. Carter in the presence of a large number of friends and relatives of both bride and groom. The bride, who was beautifully attired in a dress of champagne silk with flowing veil and hat to match and carried a bouquet of white astors and maiden hair fern, was attended by her cousin, Miss Bride Duggan, while Mr. John Short, brother of the groom, performed the duties of best man. After the ceremony the happy couple motored to the home of the groom's parents where a sumptuous repast was partaken of by some eighty or ninety guests, after which dancing was indulged in until the wee sma' hours of the morning.

ONE OF THE GUESTS.

Young-Adams Co. Coming Next Month

WILL OPEN DRAMATIC SEASON IN CASINO THEATRE.

The theatrical season will open in a few weeks in the Casino Theatre with the re-appearance of the Young-Adams Company, which made such a notable hit at this theatre a few years ago, and whose presentation of "East Lynne," and "The Great John Ganton" will never be forgotten.

Recently H. Wilmot Young, the popular manager and actor of this well known company has turned down an exceptionally good offer to manage a theatre in Miami, Fla. Mr. Young was promised an up-to-date theatre with full control, an apartment and a very fine stipend; this he turned down so as not to disappoint his friends n St. John's and the Maritime Provinces. Mr. Young says he thinks far more of his connection down this way than all the offers that were held out to him, and would not miss his trip to St. John's this year for anything. This season he is trying to do something really worth while; he is no longer measuring things by money but is trying to do something just because it is worth doing.

The list of plays that the company will offer during their visit to St. John's is really interesting and all fresh from Broadway, whilst the company consists of H. Wilmot Young, Marjie Adams, P. Ernest Miller, Art Crawford, Comedian; Edgar Jason, Ann McNeil, Clara Crawford, Edward Stauffer, Harry Young, Joseph Lynell, Mabel Liverton, Marguerite Young, Ted Crawley and Hugh Barstead. An orchestra and a carload of excellent scenery together with a big stock of vaudeville comprise this outfit which St. John's will look forward to seeing shortly.

Y.

Welshmen Turn to Digging Gold

LLANDOVERY, Wales, Aug. 27 (A.P.)—In a marshy field at Caio, near here, gold mining has been recommenced on a site said to have been worked nearly 1,700 years ago by the Romans.

Samples taken by the firm which has secured the mining lease are stated to yield free gold valued at from 5 to 9 shillings a cubic yard, and in some instances 70 shillings a cubic yard, with an assay result of 84.1 per cent. of fine gold.

IVORY SOAP
is the most
Economical Soap

Do not fry onions while the fat is still bubbling. Wait until it has become still and is giving off a thin line of smoke.

Athletic Girls Keep Their Muscles Supple—Relieve Strains by Using
Dr. CHASE'S LINIMENT
At all Drug Stores.
GERALD S. DOYLE, Distributor.

Star Movie To-Day

A BRIDAL NIGHT—
A TELEPHONE—
A COLLEGE CHUM—
AN UNWED WIFE—

It was her bridal night. This emotional, romantic girl had trouped about the country playing Shakespearian roles. She had been whole heart and fancy free until the company stranded in a little western mining town. Then when she found herself a screen star overnight the BIG ROMANCE came to her. It was love at first sight between Wallace Foster and Jo Bishop. She saw in this wealthy youth the ideal of her dreams—the Prince Charming of her fancy.

And so they were married.

She only obeyed the dictates of her heart—a heart which told her that untold happiness would be her reward.

The two lovers—this young bridal couple had found a secret retreat in a hotel far away from the studios.

The phone rang. Why should that phone buzz? Wallace answered it and learned that his old college chums were downstairs in the lobby. Would he come down and join them for a while so that they might offer a toast to his happiness?

"I'll only be gone a little while," he said.

The minutes became hours and the hours lengthened until the sky was streaked with the first shafts of dawn. And this was supposed to be Jo's bridal night. Chagrined in being disillusioned she went in search of her husband. But she couldn't find him. So she returned to her room—their room. Her dreams were shattered. The insult—the injury could not be repaired. Then Wallace came back in the flood of the morning light—came back intoxicated. But she forgave him.

Woolworth Pays Record Rental

THE COSTLIEST RETAIL STORE LEASE IN AMERICA COVERS NEW LOCATION IN AEOLIAN BUILDING, N.Y.

What is said to be the highest rental ever paid by a retail store in America, and probably in the world, is to be paid by the Woolworth five and ten cent stores for the Aeolian Building on Forty-second street, New York. The Woolworth store will pay $33,333 a month rent, $27,500,000 in all for 68 years, and will also pay the taxes and the carrying charges, amounting to several thousand dollars more a month.

A good many five and ten cent pieces will have to be taken in each day to pay that rent.

Fifth Avenue Store Wins.

Still, the Woolworth Company has been amazingly successful in its high rent location stores.

When the firm took a long lease of their Fifth avenue store, real estate men felt the company was letting itself in for a big loss, as the rent was terrific. Even the company officials felt the store would probably not pay, but that the advertisement of a "store on Fifth avenue" would help the other stores.

However, in spite of the enormous rent, the Fifth avenue store was a success from the start and is now considered the best paying unit of the Woolworth chain.

Cuticura Soap
Is Pure and Sweet
Ideal for Children
Sample Soap, Ointment, Talcum free. Address Canadian Depot: "Cuticura, P.O. Box 2616, Montreal."

Mix mashed banana pulp with sweetened whipped cream, chill, and serve sprinkled with a little grated chocolate.

Ladies' SUEDE FOOTWEAR
FOR AUTUMN 1924.

Our Ladies' Suede Oxfords for Fall and Winter wear are now ready. A splendid showing of Suede Oxfords of unusual merit.

THE PRICE—It's the Shoes at the price that tell the story of value—prices count for nothing, until you see the Shoes.

LADIES' GREY SUEDE 1-STRAP—Low rubber heel	Price	$3.75
LADIES' GREY SUEDE SALLY PUMP	Price	$3.75
LADIES' GREY SUEDE CROSS STRAP	Price	$3.75
LADIES' GREY SUEDE 2-BUCKLE SANDAL	Price	$3.75
LADIES' GREY SUEDE 1-STRAP and 2-BUTTON	Price	$4.50
LADIES' BROWN SUEDE 2-BUTTON, 1-STRAP	Price	$4.75
LADIES' FAWN SUEDE 1-STRAP	Price	$5.00

We also have a range of new FALL SUEDE OXFORDS, at $6.50, $6.75, $8.00 up to $10.00 per pair, in many handsome designs.

F. SMALLWOOD, Ladies' Department
THE HOME OF GOOD SHOES.
218 and 220 Water Street.

sept12,tf

New Stock

Axes, Pickaxes,
Shingling Hatchets,
Cross Cut Saws,
Axe Handles, Lanterns,
Kitchen Pumps,
Galvanized Buckets, Shot.

JOB'S STORES, Ltd.

Bells Summon Gleaners to Cull Waiting Fields

LONDON, Aug. 29 (A.P.)—Although Ruth's ancient industry went out of fashion in the United States long ago, for which modern agricultural reaping machinery may be praised or blamed, there are many places throughout England where the "gleaner's bell" may still be heard in these early harvest days.

The bell notifies the village folk that they may begin to glean the fields, and a casual passer through the English countryside these days may witness scenes closely akin to the one which Millet's canvas immortalizes in the Louvre.

The gleaner's bell can be heard very near London, in the neighboring village of Farnham, in Essex. It sounds from the church tower at 9 a.m. and 5 p.m., as soon as hrvesting is sufficiently advanced for gleaning to be permissible.

Pearline for easy washing—july17,tf

MUTT AND JEFF— DOWN IN COLUMBUS, GEORGIA—THE PEACHY COUNTRY. —By Bud Fisher