

Lipton's Groceries

New Shipment just received by
GEORGE KNOWLING, Ltd.

Lipton's High Grade English Biscuits

We carry a very large assortment of these Biscuits, and having shipments arriving by every English steamer, are always in a position to fill all requirements, and at our usual low prices. Lipton's Biscuits are always fresh and very free from breakages.

Lipton's Superior Scotch Orange Marmalade
in 1-lb. Glass Jars.

Lipton's Delicious Table Jellies
in 1 Pint Tablets.

Flavours: Raspberry, Strawberry, Lemon, Orange and Vanilla.

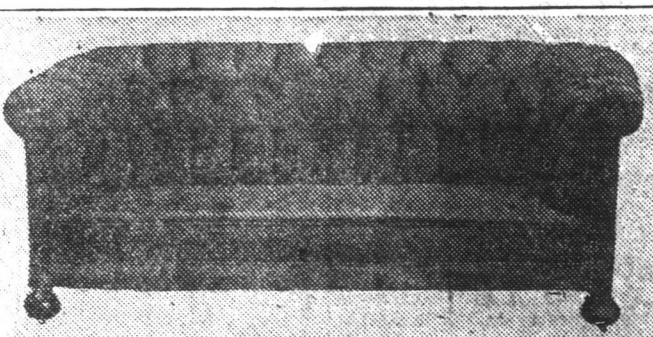
Lipton's Essence of Coffee and Chicory
in 5 ounce and 10 ounce Bottles.

LIPTON'S PICKLES
in assorted makes.

George Knowling, Ltd.,
GROCERY DEPARTMENT.

aug13,ed,tf

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Buy Upholstered Furniture that stays upholstered. Don't experiment with Chesterfields and Chairs that have nothing to recommend them but attractive prices. We make all our own frames from the best selected hardwoods and insure a solid foundation to build upon. The springs are manufactured of the best oil tempered Premier Spring Wire. Nothing but the best quality of stuffing materials are used and all work is carefully inspected before it leaves our factory.

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We are fully acquainted with the big world markets, and alive to the necessity of giving

HONEST and BEST VALUE FOR CASH.
The liberal support of our many customers that has aided us in our great success is appreciated, and we take this opportunity to express our sincere thanks

TO ALL WHO READ THIS.
We want your orders because we know the value of a Satisfied Customer.

Our WORK SHIRTS, OVERALLS and TWEED PANTS DEPARTMENT have been a big success.
Blue Chambray Shirts, double stitched 79c.
Extra Heavy Khaki Ideal Shirts \$1.20
Extra Heavy Blue Chambray Work Shirts; all sizes 89c.
Special reduction Heavy Blue Denim Overall \$1.29

SPECIAL JOB LINE

—OF—

Men's Cotton Tweed Pants,
\$1.90.

BonMarche
WATER STREET ST. JOHNS
july15,ed,th

Alaskan Dance Hall De Luxe in "The Siren Call"

MAJESTIC BIG FEATURE OF NEW
IRVIN WILLAT PRODUCTION



Dorothy Dalton in the
Paramount Picture
"The Siren Call"
AT THE MAJESTIC.

Those who believe that the dance hall-gambling resorts of Alaska and the far north are all of rough hewn construction, entirely lacking in the gorgeous and elaborate, will be surprised when the truth is revealed in a mammoth casino setting built for Irvin Willat's new production for Paramount, "The Siren Call," featuring Dorothy Dalton, which will be on view at the Majestic theatre to-day.

"Gore's Casino," as the place is known in the story, is a large interior, which occupied one-half of the largest enclosed studio stages at the Paramount studio. Adjoining the main casino is a hotel lobby setting. At the rear center of the casino is a stage, where the dancers and entertainers perform. At the left of the stage is a colossal stone fireplace, as wide at the side of an ordinary room. Next to the fireplace is the bar.

On either side of the large hall are boxes, in the nature of private compartments, where the dancing girls and the fur-clothed habitués of the place wine and dine and revel. Bizarre decorative gilded filigree work adds glamour to the general interior. It is in this casino that some of the most colorful scenes of "The Siren Call" are enacted. Miss Dalton plays the role of Charlotte Woods, a dance-hall girl, a type of role similar to the one she played in "The Flame of the Yukon," the memorial picture by virtue of which she became a screen favorite almost overnight. David Powell and Mitchell Lewis have the principal male roles.

The "Times" Says "We Reap as We Sow"

"As nations sow so shall they reap," says the Times. "In this country, up to half a century ago, the encouragement of the oldest and most important of all the industries was preferred to the development of others of more recent growth. Since that day the health and prosperity of agriculture, the industry that was sacrificed in the supposed interests of the rest, has steadily declined."

"England, alone of all the nations of Europe, has failed to realize the urgent necessity of maintaining its agricultural population. Between 1875 and 1907 the acreage under wheat declined by more than 50 per cent.; the displaced workers on the land were driven to emigrate, or to flock into the towns, with the fatal result of swelling the volume of unemployment to unheard-of proportions; and the British Isles became less and less self-supporting in its supplies of home-grown food."

"Before and after the war the process of rural depopulation has steadily continued, and it hardly lies in the mouth of Mr. Lloyd George, who was lamenting this fact recently, to blame anyone else for a period of unusually vacillating agricultural policy. In 1900 only 7,000,000 of the 35,000,000 quarters of wheat consumed in the United Kingdom were produced at home. Last year there was a further reduction of 400,000 acres in the arable land under cultivation. In the autumn the Prime Minister was informed by a representative agricultural deputation that unless something was done for the relief of British farmers the time must come when they could no longer afford to raise cereal crops. Nothing has happened in the intervening months to improve the situation, and all that the present Government have so far attempted to do for the relief of agriculture is to propose machinery for increasing the wages of the agricultural labourer. It is still the case that the country may be exposed to the risk of starvation in time of war, and the farmers, in time of peace, to the prospects of bankruptcy and a consequent inability to pay any wages at all."

"Meanwhile, with no apparent expectation of help from the hand of man, British farmers are carrying on, as best they may, the attempt to supply the rest of the population with food, and themselves and those who work with and for them with the means of living."

As to this year's harvest, the Times says:—
"In the case of wheat, from the point of view of the nation's food the

most important crop of all, it is expected that the harvest, though some days later than usual, will be slightly better than last year. But, good harvest or bad, the fact has still to be faced that the supply of wheat falls far short of that proportion of the national needs which should be our objective."

Mistakes We All Make

Popular Fallacies Explained and Corrected.

The next time you hear someone say that the sun shining on a fire in a grate will put it out, tell him he is wrong. Just as we cannot see the stars or planets by daylight, the contrast between the firelight and the bright sunlight is not so great as between the firelight and the dim light of the full day; hence the fire appears to be burning less brightly when the sunlight is on it than it really is.

This is one of the many interesting facts mentioned by Mr. A. S. E. Ackerman in "Popular Fallacies Explained and Corrected." Another cherished illusion which the author shatters is that the bracing effect of the sea-air comes from the ozone. The researches of scientists have proved this to be a mistake, since ozone is never present except in air more than 8,000 feet above sea-level. The smell attributed to ozone really arises from decaying seaweed.

Moths Don't Eat Clothes

A mistake which many housewives make is that an inverted egg-cup placed in a pie collects the juice or gravy and prevents it boiling over. The reason for placing an egg-cup in a pie is to hold up the crust.

Rooms warmed by gas-stoves are not unhealthy. Neither do they dry the atmosphere unduly, but care should be taken that the stove is not too powerful for the size of the room.

Moths do not eat clothes. This is done by the grubs that develop from the eggs the moths have laid.

The bagpipe did not originate in Scotland, but can be traced in ancient Persia and by inference in Egypt, Chaldaea and ancient Greece.

It is also a fallacy to believe that gravel soil is healthier to live on than a clay soil. As a matter of fact, when gravel has been rendered foul by infiltration with organic matters, it becomes "a very hotbed of disease."

That Tortoise Tale

Turning to the animal kingdom, it appears that owls do not avoid daylight, that cats see no better at night than other animals, that tortoises cannot swim, and that birds they will eat up slugs and other garden pests do nothing of the kind, but feast themselves on the good garden stuff.

Ostriches do not bury their heads in the sand when pursued. A black roof to a dog's mouth does not denote purity of breed, and a beaver does not use his broad, flat tail as a trowel. Moles are not blind, although their sight is not brilliant, and monkeys rarely, if ever, have fleas.

If ever anyone tells you some story of an exciting fight he had with an alligator, take his remarks with a grain of salt. For alligators do not attack man. They are, too, found only in the rivers of China and North America. Crocodiles are man-eating, and it is confusion between the two species which leads to the mistake.

A Bathing Belief

Adders, again, are generally supposed to be deaf. "As deaf as an adder" is a well-known simile. The sight and hearing of snakes as a class are poor, but adders are no more deaf than any other snake.

Cancer is not hereditary; brimstone and treacle is not good for children in the spring or at any time; and the good old linseed poultice beloved of our grandmothers is no good so far as the linseed is concerned (a sponge would do as well), the only virtue in it being that hot water with which it is mixed.

A mild winter is healthier than a cold one, and therefore a green winter does not necessarily ill the churchyard. It is a popular belief that it is bad to bathe in cold water when you are hot, but this, it would appear, is not so. "On the contrary, it is better to bathe in cold water when the body is warm provided no time is lost in getting into the water."

Curved Junctions for City Streets

New System Said to Promise Fewer Accidents.

(Montreal Daily Star).

A new departure in street plotting has been decided upon at the City Hall with a view to "making Montreal safe for traffic," and plans have been prepared whereby rectangular street intersections will be replaced by curved junctions.

It is estimated that the building line will be thereby set back from 30 to 50 feet, thus giving approaching traffic on cross streets an opportunity of becoming visible this distance from the intersection.

While "round corners" would seem a contradiction, this is not the case it was explained at the administrative offices. The first such is actually be-

ing put into practice on Goulin Boulevard, where it is traversed by Levesque street, and will be followed in all new street lines.

In future, where new streets are being opened or old ones extended, or where lines are being set and subdivisions made, the committee will recommend none except where curved intersections have been provided for.

In drawing up plans for the extension of Hochelaga street, the city engineers are utilizing this principle, and there will be no more right angles, but rounded crossings instead. "Benefits accruing from adoption of this scheme are stated to be numerous. In the first place, corners will be more spacious, receiving the addition of several feet on four corners. As the building line will have to be squared within this curve, buildings will recede from the crossings several feet, leaving a clear perspective in every direction."

In this manner, pedestrians will be able to note the approach of motor vehicles at twice or even three times the present radius, and traffic at intersections will be less liable to congestion and blocking.

Investors and Their Losses

"Wide areas in France, Belgium and elsewhere were devastated by the war," says the Scotsman. "Immense destruction was wrought to property of all kinds. Then came the peace. Sanity demanded that with peace should come reconstruction. The immense sacrifices that had been borne for the sake of destruction were again necessary in the work of reconstruction. Curiously enough, no one seemed to realize this. Instead of sane, sober efforts at restoring the vast values that had been destroyed, the world was seized with the strange delusion that it was immensely richer as the result of the war. We all thought in terms of money instead of in terms of value. We overlooked entirely the fact that the more money we received the less we were able to obtain for it."

A Tragic Boom

"In this country the delusion took the form of an orgy of financial destruction. There was a 'boom.' Everything became worth twice its previous value. A new class of promoters came into being. They sought the country for business propositions capable of flotation as public companies. They offered to the owners fabulous sums in money, and then repaid by the investing public on the basis of the inflated value of the shares."

"Millions of people held stock for the first time in their lives, and with the removal of the dread of war they were thoroughly enjoying the new experience of being capitalists. They all easy victims to the delusion. Stock and shares were poured upon them in what appeared to be a never-ending stream. vast combinations of erstwhile prosperous businesses were formed on the basis of the hugely inflated value of money. Hardworking manufacturers, shipowners, and

merchants, who by personal efforts and influence had built up solid businesses, were unable to withstand the temptation of selling them for two, three, or more times their worth. It was a time in which anything could be sold to the public. Bankers, industrialists, investors, and speculators were united in the common purpose of getting rich quickly.

The Awakening

"Then the warnings commenced to sound. Economists began to preach the futility of fortunes that existed only on paper. Bankers began to get nervous, and called in their too-easily granted loans. The bubble burst. To-day, after three years of travail, we are still endeavoring to repair the financial ruin caused by those two years of delusion. Millions and millions of capital paid cheerfully and hopefully for stock and shares in all kinds of amalgamations and combinations have simply vanished. Company after company has gone through the saddening process of reconstruction in the endeavour to bury decently the huge deficits that have piled up, and restore once more the former earning capacity of the assets they own. Within the past few days we have seen one great company endeavoring to wipe out over \$11,000,000 of capital; \$4,000,000 goes, in the scheme proposed to the shareholders of another company. Almost equally large amounts have gone in other instances."

"We are a sporting race, and, generally speaking, we take our losses with philosophy. That philosophy is tinged, however, with the smarting feeling that behind the long list of failures and lost millions stand rows of promoters and vendors whose profits have been commensurate with the losses sustained."

"In one or two notable cases the vendors have voluntarily stepped in and shared the losses. In many other cases, however, both promoters and vendors have their profits safely stowed away in gilt-edged and other stocks. In more than one case vendors have repurchased their business at a fraction of the price they received."

Indian Dies at Age of 121

Glendale, Cal., Aug. 12 (A.P.)—Francisco Arballo, an Indian, credited with being one of the oldest men in the world, died near here recently at the age of 121. He fought through eight wars and had many other adventures. He came to California 63 years ago.

France Also Lacks Cooks

PARIS, Oct. 8 (A.P.)—It is not true, as many foreigners seem to believe, that domestic servants are plentiful in France. Here is an advertisement found recently in a French newspaper which proves that the servant problem is very real over here.

"Wanted, cook for family of two. Wages \$25.00 a month. Husband will do the washing, wife will clean the rooms."

Purity, mildness and gentleness are three of the pleasing features about Ivory Soap.—adv,tf

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We are able to guarantee our Suites because we use only the best English materials throughout. Curled Hair, which we use exclusively, is the only material possessing the three necessary qualifications for Stuffing: Resiliency, Cleanliness and Durability. It costs more, but is most economical in the end.

We carry a full line of Velours, Velvets and Tapestries, and invite inspection.

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Nine of value \$200.00 to \$50.00, awarded on results of matriculation examinations, Sept. 22-25, 1924.
EQUALLY VALUABLE
awarded at end of each year of course.
UNIVERSITY HALL.
Residence for men, temporarily occupied by King's College.
SHIRREFF HALL.
Beautiful new residence for women.
REGISTRATION DAYS.
September 22nd-27th for all Arts and Science students and first year students in Engineering, Medicine and Dentistry. September 10th for all other students.
FOR FULL INFORMATION
apply in person or by letter to the Registrar.

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PREPARATIONS FOR MCGILL, R.M.C., R.N.C.
Physical Training, Manual Training, Music, Drawing. Term commences Wednesday, September 10th, at 9 a.m. Supplemental Examination September 9th, at 9 a.m. New Boys 2 p.m.

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Three Flowers talc is the choice of discriminating ladies all over the world. Its fragrant odor—its refined lily—dust powder and its many other distinctive qualities make Three Flowers talcum particularly appealing during summer's warm days. If you wish to use the best talc, be sure to try Three Flowers. Obtainable at any drug or department store.

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House with 8 rooms, water and sewerage and electric light; large concrete cellar; freehold; good locality. \$2,000.00 gives you a clear title.

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A Bakery such as our famous all these things. You needn't be fooled in using inferior bread. We make White Wheat, Brown Bread, Raisin, French and Vienna Loaves. All exceptionally good quality.

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