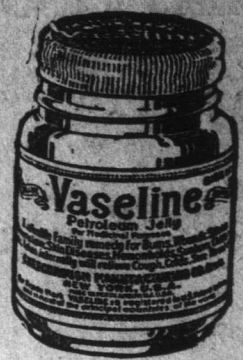


A Simple Home Remedy



You will need it every day for the countless little hurts that come up. For burns, cuts, scalds, sunburn, windburn; also for chapped hands and skin. Pure, soothing and healing. Take it internally for coughs, colds and sore throats. It is tasteless and odorless and gives great relief.

Vaseline Mark

Petroleum Jelly

(Send for a copy of our free booklet "Inquire Within")

CHESBROUGH MANUFACTURING COMPANY (CONSOLIDATED)
17 STATE STREET, NEW YORK.

All "Vaseline" Products can be obtained in Drug and General Stores throughout Newfoundland.

Fall Fashions

The straight line, graceful and smart, holds sway over gown and coat. Beltless and belted models are in favor, though the belt, where it does appear, is a mere suggestion.

Skirts are short and narrow, plain or with panel and apron effects. Patch pockets are coming back, slowly but surely, especially in connection with the coat dress, which has been shown of its severity.

Sleeves are long and tight, and over the coat sleeves go the smartest gauntlet gloves. Footwear has, on the whole, lost its summer frivolity, and cooler weather sees fewer fancy shoes, even so sedate a shoe as the lace-up Oxford returning to favor.

Top coats keep to the high draped collar, and capes receive a fair proportion of favor. Plaided goods are liked for the wrap-up coats, and in gowns plain and patterned materials are seen in happy combination. Fur trimmings are smartly applied.

As to hats, the cloche persists in popularity, though with modifications such as the upturned brim. High crowns, flat topped, make a brave demand for favor, and in trimmings an outstanding pompon or feather fancy set at the extreme edge of the side brim in the lower crowned hats is eminently smart, and an upright feather or ribbon trim goes straight in front or slanting, a little to one side of the new fall crowns.

Dance frocks go to the extreme of slimsness, a mere sheath, or copy the billows of crinolines days.

Fur is used almost indiscriminately. Collars sometimes continue to the foot of the forty or fifty inch coat, and handings and strappings of fur are an outstanding feature of sleeves.

Emigration

From British Isles

212,909 persons of eighteen years of age or over emigrated from the British Isles in 1923 and according to figures compiled by the British Board of Trade and just received through the British Information Service of the Bankers Trust Co. of New York, 150,158 of these emigrants were men, 75,456 went to various parts of the British Empire, 51,821 to the United States, and 2,911 to other countries. Of those emigrating to the United States, 28,827 were skilled mechanics, 8,474 were skilled in agricultural, commercial or professional lines, and 14,520 were in the laboring class.

Of the 82,721 women emigrants of eighteen years of age and over, 47,681 went to other parts of the British Empire, 32,828 to the United States, and 2,212 to other foreign countries. Of those going to the United States, 12,240 were intending to enter domestic service, 4,369 were skilled in commercial, professional or needlework lines, 13,297 were housewives, leaving 2,292 whose occupation was not defined in the returns.

It is stated that, although the bulk of agricultural workers from England, Scotland and Wales went to places within the Empire, an increasing number of skilled workers left for the United States. There was a great increase in emigration from Scotland in 1923, principally of agricultural workers and of those engaged in skilled trades. The former went mostly to British North America and the latter mostly to the United States. More than half of the persons employed in agriculture, or laborers not in agriculture or transport

who left the British Isles for the United States, emigrated from Ireland. Female domestics and hotel servants from Wales and Scotland emigrated to the British Empire, but the majority of this type of emigrant from Ireland went to the United States.

IVORY SOAP
is the most
Economical Soap

Fraud on Married Women

A Belgrade hotel-keeper has been sentenced to a month's imprisonment for defrauding women with quack rejuvenation treatment.

In his possession the police found 6,000 letters from women enclosing money for his treatment, which guaranteed to restore the "physical ravages of age."

Household Notes

Chili sauce mayonnaise, or "mock Russian dressing," is good served with a salad of chopped celery and pimento.

Vegetable coloring can be used to tint the crushed ice in which fruit cocktail or a half grapefruit is served.

Rice pudding is unusually interesting when flavored with chocolate or cocoa and enriched with seeded raisins.

Try lighting your dining table with electricity equipped candlesticks. They give a delightful air of cosiness.

SIDE TALKS.

By Ruth Cameron.

THOSE INHERITED LABELS.

Isn't it funny, if you let yourself stop to think of it, how many of our opinions we are born into? I heard two people arguing the other day on the subject of politics.

One man was telling the reasons why he was a Republican and the other was telling the reasons why he was a Democrat.

Said a third man, who was also listening to them:

"Why don't you give us the real reasons why you're what you are?"

"What do you mean, real reasons?" said the Democrat, pugnaciously.

And the Republican echoed his tone in: "Do you think we're making them up?"

"Good Reasons, Not Real Reasons." "Not at all," said the interloper.

"You're giving me some very good reasons but you're not giving the real reasons to my way of thinking."

"Well, what do you think are the real reasons?" queried the Republican.

"Because you were born into a Republican family, and you," turning to the other man, "were born into a Democratic family. If you'd each been born into the other family the chances are ten-to-one you'd be rooting for the other party right now."

"Nothing of the sort," said the Republican.

"Root for what? The Republican party stands for, I see myself," said the Democrat.

Which was the end of it so far as they were concerned.

But I found myself thinking the discussion over afterward, and wondering how much of what the man said was true.

"My Party."

I am not a strong party woman. I see, alas, that my party has many faults. I cannot convince myself, as some people I know can, that all the graft is in the other party, and that my party has no incompetent men in it, and is never assisted by contributions from "the interests." Indeed, I am saddened by the feeling that both parties are made up of ordinary human beings instead of the supermen we need to run this gigantic business of government and that there is too little difference between the two. But when it comes down to the point at issue I do have the feeling that the country will be a little better governed under my party. And so I vote for my party. But I feel pretty sure that if I had been born into a family of another political color I should be feeling just the same way about the other party.

Swap Cradles, Swap Religions.

If one wonders, as one sometimes does, how people can hold religious beliefs so opposed to one's own, one has only to remember that if one had swapped cradles with the other person one would probably have swapped religions too.

Show me a man (or woman) who after he has grown up has changed his religion or his political party, and I will show you a man who may have thought things out for himself. I still say "may," because even in this case matrimonial or other influences may have colored his convictions.

Of course there are also some who have felt justified in keeping the old labels after thinking things out for themselves. That is equally possible. But I fear the number of us who form our opinions by research and study and thought, compared to those who inherit them or get them by the infection of mob thinking are sadly few.

Motor Car Over Ferry

TWO DAUGHTERS RESCUED BUT FATHER DROWNED.

A motor car containing Mr. Edward Elijah Trett, a farmer, of Rockland St. Mary, Norfolk, and his two daughters, plunged over the ferry at Buckenham into the River Yare recently. Mr. Trett was drowned, but his daughters were rescued.

Mrs. Trett, who was on the ferry at the time, was a spectator of the tragedy.

Mr. Trett and his family had been on a motor trip. On arriving at the ferry Mrs. Trett got out of the car while it was being driven slowly by her husband on to the wooden platform before being pulled by hand across the river. It was a new car, to which Mr. Trett was not accustomed. It suddenly sprang forward and, smashing the chain at the end of the ferry, fell with its occupants into the river.

The landlord of the Ferry Inn, who was crossing the river in a boat with a cyclist, rescued the two daughters, who had jumped clear from the car, but was unable to save Mr. Trett, whose body was recovered shortly afterwards.

The river is 20ft. deep at the point where the accident occurred.

Pearline for easy washing.—July 17, 12.

Heart Made to Beat

MASSAGE RESTORES LIFE DURING OPERATION.

At Westminster Hospital a patient whose heart stopped while he was receiving an anæsthetic before an operation was restored to life through heart massage by a surgeon.

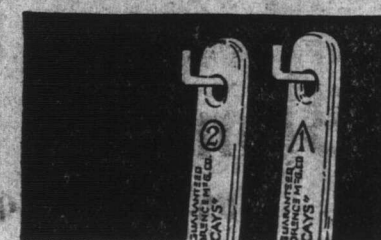
The patient is an ex-Serviceman, Mr. W. G. S. Needman, of Ventnor, Isle of Wight, who went to the hospital for the removal of a growth in the bladder, and is now quite recovered.

A doctor stated to a Daily Mail reporter: "A number of lives have been saved by heart massage. It is regarded as a formidable measure, but if the heart ceases to beat for five or ten seconds it is the only hope."

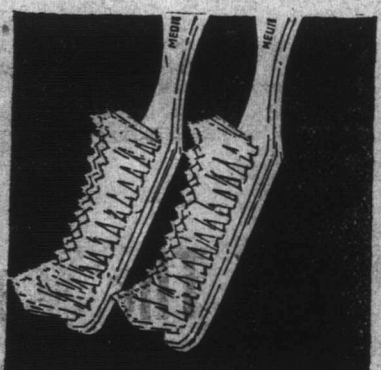
Domestic Heroines in Our Homes

Women who lead a domestic life seem to listen to every call of duty excepting the supreme one that tells them to guard their health. As long as they can drag themselves around women continue to work. Necessity to keep on their feet all day when over-tired, or sitting in cramped positions day in and day out often brings on ailments from which women suffer tortures. For fifty years Lydia E. Pinkham's Vegetable Compound has been strengthening women and overcoming such ailments. Sickness and pain vanish under its influence and thousands of women have been benefited by it.

Pearline for easy washing.—July 17, 12.



Give your tooth brush an even chance



Your Prophy-lactic Tooth Brush does its best work when you give it a chance to dry out thoroughly between brushings. The saw-tooth-ridge tufts are more resilient when they are dry. That's when they can chase germs the best.

Keep two Prophy-lactic Tooth Brushes on hand. Use them alternately. Then for each of your four-times-a-day brushings you'll have a Prophy-lactic at its best. They last longer that way, too.

A Prophy-lactic at its best keeps teeth at their best—free from decay, white, strong, and beautiful.

AT ALL DEALERS.

Charles S. Doyle

LOCAL AGENT.

"A Clean Tooth Never Decays"

Prophy-lactic Tooth Brush

Always Sold in the Yellow Box

© 1924, P. S. CO.

Your nicest ramekins can be used for this frozen dessert: In the bottom of each place a spoonful of vanilla ice cream, sprinkle with sliced maraschino cherries, top with sweetened whipped cream and garnish with a piece of marm.

FALL MILLINERY OPENING

Including many of the most desired Hats, in Velvets, Felts and Velours--shown in a wide variety of colors and color combinations of distinctive personal character making a becoming selection both easy and satisfactory.

Headquarters for Hosiery and Underwear.

Vast Variety of Ladies' Knitted Sweater Wear.

MILLEY'S

sept 29, m. th. f.

New Stock

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

JOB'S STORES, Ltd.

Smallwood's Big Sale of School Boots!

High Grade Boys' and Girls' Boots — AT — Lowest Prices.



ABOUT 2,000 PAIRS—NOTE OUR PRICES

CHILD'S TAN LACED BOOTS—Sizes 6 to 10 Only \$1.85 per pair
CHILD'S BLACK LACED HIGH CUT BOOTS—Sizes 6 to 10 Only \$2.00 per pair
CHILD'S TAN LACED, with Cloth Top. Sizes 6 to 10 Only \$2.00 per pair

GIRLS' BLACK SKUFTER LACED BOOTS—Sizes 11 to 2 Only \$2.50 per pair
GIRLS' TAN LACED CLOTH TOP BOOTS—Sizes 11 to 2 Only \$2.50 per pair

BOYS' LACED BOOTS—Sizes 6 to 10 Only \$1.90 per pair
BOYS' LACED BOOTS—Sizes 11 to 13 Only \$2.75 per pair
BOYS' LACED BOOTS—Sizes 1 to 6 Only \$2.90 per pair

SPECIAL: BOYS' STRONG SCHOOL BOOTS—Double wear in each pair, for \$4.50 per pair.

F. Smallwood, The Home of Good Shoes
218 & 220 Water St.

Better, More Beautiful Interiors With this free book and Genuine Beaver Wall Board

REDECORATING, remodelling, creating new rooms out of waste spaces becomes delightfully easy and economical when Beaver Wall Board is used. With the aid of the free Beaver Plan Book and the free Beaver Plan Service you can accomplish wonders in beautiful, distinctive interiors. It's easy with genuine Beaver Wall Board, with the Red Beaver Border on the back edge of every panel, because of the exclusive Beaver Wall Board features. It is the only wall board built of virgin spruce fibres, laminated under enormous pressure. It is the only wall board completely moisture-proofed. It takes any form of decorating—perfectly.

Write for free sample and splendid Beaver Plan Book filled with helpful ideas for the home owner and home builder. Your carpenter or building material dealer will gladly give you cost figures on any Beaver Wall Board job.

Find Out About Vulcanite Roofing

Vulcanite Asphalt Shingles, made by the Beaver Company, have patented, exclusive advantages found in no other shingles. Build better, more attractive, longer-lasting roofs. Send coupon for samples and literature.

PRODUCED IN CANADA

BEAVER WALL BOARD

Look for the Red Beaver Border

FREE—This Splendid BEAVER PLAN BOOK
The Beaver Company, Limited, 1 Beaver Road, Thorsby, Ontario.
Send free sample of Standard and Junior grade Beaver Wall Board. Also free copy of new Beaver Plan Book, which tells all about free Beaver Plan Service.
Check here if you want sample of Beaver Plan Book.

Name _____
Address _____
Also check here if you want information on famous Beaver, Vulcanite Roofing.