



FOR THE BRIDE!

The gift that provides the means of telling the picture story of that day—

A KODAK.

TOOTON'S,

The Kodak Store, 309 Water Street.
PHONE 131.

SIDE TALKS.

By Ruth Cameron.

SHE FOOLS HERSELF.

"I'd love above anything on earth to write," an admiring reader once wrote to the Authorman, "but I simply cannot get the time."

In the same letter she told about certain activities she was engaged in, she was rehearsing for some dramatics, planning an entertainment at the Church, and entertaining the bridge club to which she belongs.

"So you see I am a very busy woman," she ended.

He saw that. But he also saw that she was fooling herself when she said she would like above everything to write.

What we really want most in this world we usually get.

What She Really Wanted.

That woman wanted most to play a part in the life of the community. No reason that she shouldn't, a perfectly laudable ambition. Very possibly, she will give more joy that way than if she really did spend her time in writing. But when she says she wants most of anything in the world to write, she is mistaken.

I know a woman who earns her living by working nine hours a day and then comes home and writes in the evenings. The woman evidently does want to write more than she wants anything else in the world. And I know she is going to succeed because she can't help it.

Half of any success consists in knowing what one wants most in life. When fate says: "Which hand will you take?" You cannot say: "Both." Many of us try to, with the result

that she does not give us the full measure from either.

Not Spoken Prayers.

"Be careful what you pray for," said Emerson, "for all sincere prayers are granted."

He didn't mean what you pray for when you kneel down at night, but what you pray for all day long with your heart and mind, what you admire, what you think worth giving time to.

We all fool ourselves more or less about such things. We could have this or that if we had better luck, if circumstances had been different. But while circumstances do affect what we make of ourselves, we give circumstances the power over us by our affections and desires.

Why He Succeeds.

I know a man, who with no large talent to start with, has made a success as an illustrator. He has done it because that success meant more to him than anything else on earth, more than the claims of any conventions, more than his own pleasures, more than any tie of affection. I suppose to most all successful men their work does mean that, when you come right down to it. And it seldom does to women. Which is why women, even with equality of opportunity will not make the success in the business and professional world that men do—at least not until their characters have had a few centuries to change in.

It's a great thing to really know what you want most in life. "The world stands aside for the man who knows where he is going." And the man who has studied his own desires and knows what he wants does know where he is going.

What do YOU want most in the world?

Advertising

THE LOCOMOTIVE OF BUSINESS.

One of our most enterprising and successful business men and one of the world's largest advertisers was recently questioned on the advisability of continued advertising. One of his auditors remarked that he had spent thousands of pounds and created a splendid demand now, a demand which was steady and growing; was it not a waste to continue spending such a huge sum of money every year in publicity. "My friend," replied the manufacturer, "if I were to stop advertising it would be just like taking the engine off a train. It would slow down and after a little while stop. Advertising is the locomotive of business and if you don't have it, business comes to a stop."

One of the most important things in the world is advertising, and advertising is telling who you are and where you are, and what you have to offer in the way of service and commodity. If nobody knows who you are and what you have to offer you do no business, the world will give you absent treatment. Life is too short for the consumer to hire detectives to ferret out merchants who have necessities of life to sell. I have been in business for over twenty years; I have probably had my share of what was going because I am usually there with my plate when things are being handed out. I have no kick coming; but when the trade wants to buy they don't catch me, chloroform me, and cram the orders into my pockets. If you want milk it isn't wise to seat yourself in the middle of the field and expect the cow to back up to you.

That would be as vain as for any of you to step out of your office and shoot into the air in the hope of firing into a flock of ducks that might be flying over. Advertising is the proper education of the public as to where the thing can be found, and therefore it is a necessity. All live

men are advertisers. I visited a cemetery close to where I live the other day, and inscribed on nearly every marble slab was given a list of the virtues, talents and beautiful qualities which the dead man was supposed to have carried in stock. This is what you call non-productive advertising, or advertising from an emotional viewpoint.

Personally I do not endorse it. Advertisers while you are alive, and send flowers to the man when he can appreciate them. We need help to live, but we do not need any help to die. Death is no problem, but life is a great and most important one. We are parts and particles of one another, but a little of the kindly glue of human brotherhood is needed in order to fasten us together. Advertising has occasionally been referred to by shallow thinkers as economic waste. Well, the policeman who keeps the crossing clear and at the same time informs us as to the location of the post office and the savings bank is, no doubt, in one sense an economic waste. On the other hand, he is no economic necessity. He is a necessary middleman. He relieves the

Mentholatum
A wonderful relief for Summer Insect Bites, etc.
Send 2¢ Stamp for Free Sample of 1/2 oz. Jar for Large Trial Size Tin.
The Mentholatum Company
21 Lewis St., Bridgeport, Ont.

BIG VALUES

Men's Boots!

Men's Mahogany Calf Blucher

\$4.75

MEN'S MAHOGANY CALF—

Pointed last, Goodyear welt, \$6.50



MEN'S MAHOGANY CALF BLUCHER—Goodyear welt, at \$8.00 and \$8.50

MEN'S MAHOGANY CALF BLUCHER OXFORD — Goodyear welt \$7.00

MEN'S BLACK GUNMETAL BLUCHER \$5.00

MEN'S BLACK VICI KID BLUCHER \$6.00

MEN'S BLACK GUNMETAL CALF —Pointed last (welt) . . . \$6.00

MEN'S BLACK CALF BLUCHER —Goodyear welt \$7.00

F. Smallwood,

The Home of Good Shoes, Water Street.

apr129,tz

JUST RECEIVED

From the Land of the Heather a Shipment of the famous

John Cotton's

MIXTURE

Smoking Tobacco

Rich in Flavor, Fine Aroma Sweet Smoking, Pleasing to the Palate.

Manufactured in Edinburgh.

CASH'S

Tobacco Store.

WATER STREET.

tel10,ead,tf

Tinned Vegetablese

for Early Summer Trade:

Sweet Corn, Table Parsnips, Whole Carrots, Whole Beets, Refugee Beans, Tinned Beans.

SPECIAL

Just a few cases TINNED PUMPKIN, BAKEAPPLES, BLUE BERRIES.

Soper & Moore.

Phone 450-002. P. O. B. 1244.

USE

SULPHATE OF AMMONIA

To secure large crops. The Best Fertilizer extant for

HAY FIELD or GARDEN.

RETAIL AT CALVER'S Duckworth Street.

Sold by

ST. JOHN'S GAS LIGHT COMPANY.

MINARD'S LUMBER MAN'S FRIEND.

MUTT AND JEFF—

A FRIENDLY DISCUSSION WITH THE USUAL ENDING.

—By Bud Fisher

JEFF, HERE'S AN ARTICLE BY A WRITER WHO STATES THAT WE SHOULD HAVE HAD A EUGENIC MARRIAGE LAW IN FORCE IN THIS COUNTRY TWENTY YEARS AGO!

IF THAT WAS SO YOU'D STILL BE SINGLE!

ALL, SPOOFING ASIDE—DO YOU THINK AN ACT LIKE THAT WOULD BE BENEFICIAL?

ABSOLUTELY! LOOK AT SWEDEN!

SWEDEN!

RIGHTO! DON'T YOU KNOW THERE'S BEEN A EUGENIC MARRIAGE LAW IN FORCE IN SWEDEN FOR YEARS?

THEY'RE THE PIONEERS IN THE SAFETY-MATCH BUSINESS!

Hams, Bacon, etc.

Sinclair's Fidelity Hams
Sinclair's Bacon
Wilson's Certified Bacon
Wilson's Laurel Bacon
Irish Bacon

Special for Saturday:
Turnip Tops.

W. J. MURPHY,
RAWLIN'S CROSS.

HIGH TEST and LOW TEST

Gasoline

filtered from tanks, on retail, also in casks and cases.

H. J. Stabb & Co.

Ice Cream Freezers and Refrigerators at BOWRING BROS. LIMITED, Hardware Dept. may18,tz