

## BETTY BRAND CONDENSED MILK.

Guaranteed to be absolutely pure.



Insist on getting "Betty" Brand  
from your grocer.

DON'T ACCEPT SUBSTITUTES.

Trade supplied by—

**A. E. Hickman & Co., Ltd**

Feb 16, 1923

## SIDE TALKS.

By Ruth Cameron.

### BOOKS AND MAN.



As I was riding home in a trolley car the other evening, the car seemed to take on a passenger outside a house where the evening lamp had been lit and the

curtain left up. I love to catch suggestive glimpses of the life that is forever going on behind the blank fronts of these strange contrivances we call houses, so I glanced toward the lighted window.

I could see just one bit of the room—a fireplace with several deep shelves either side of it filled with books, and a man sitting in an easy chair in front of it reading. In a few seconds the car moved on, but what I had seen seemed to open a vista to me, a vista down which I looked and caught a glimpse of what books mean to man and what life would be without them.

**Life Without the Printed Word.**  
By books I mean, of course, magazines and newspapers, and all the forms into which the printed words are put. Try to imagine life without them, no newspapers to read at breakfast or to steal time from the dishes to glance over; no magazine to be brought by the postman to brighten the day with its promise of the next installment in that thrilling serial to be read after your work is done; no absorbing novel to form an undercurrent in your thoughts (again and again I catch myself subconsciously wondering how the person in some book I have been reading is getting along, without at first read-

ing that he or she is not a real person) and to crown the days work with an evening of escape from reality; no record except inaccessible written ones of the vast and intricate development that has made the world what it is to-day; no biographies to thrill and inspire, or shame one out of depression and discouragement.

Of course it is obviously unthinkable and if it were not for all that has grown out of the little printing press of Gutenberg the world would not be in the least like the world as it is to-day. But just to glance down that vista gives one a shadow of an idea how large a part in our lives the printed word does take.

**A Whole Evening to Oneself.**  
You may wonder why a man in front of an open fire with a book and the background of bookshelves should mean all this to me. He simply served to started the whole train of thought, beginning with rich delight of an evening to oneself, in a comfortable chair in front of an open fire with a good book in one's hand, and shelves of other good friends old and new waiting to be communed with.

There is a little poem by Emily Dickinson which carried this thought better than pages that I might write. I think I could not do better than to stop here and give her the rest of my space.

"There is no frigate-like a book  
To take us lands away  
Nor any courser like a page  
Of prancing poetry  
This travels may the poorest take  
Without oppress of toll;  
How frugal is the chariot  
That bears a human soul!"  
Emily Dickinson.

## RUBBER FOOTWEAR FOR THE WHOLE FAMILY

Don't suffer with damp feet when we have such a splendid line of RUBBERS at such reasonable prices.  
MEN'S STORM RUBBERS @ \$1.25, \$1.45, \$1.65, \$1.75 and \$2.00.  
MEN'S LOW CUT RUBBERS, medium and pointed toe @ \$1.60, \$1.75

MEN'S TAN RUBBERS, medium and pointed toe @ \$2.00.  
BEST QUALITY.

LADIES' STORM RUBBERS @ \$1.15, \$1.25, \$1.40.  
LADIES' LOW CUT RUBBERS @ \$1.15, \$1.25.  
LADIES' TAN RUBBERS in all the well known styles @ \$1.40 and \$1.70.  
CHILDREN'S BLACK STORM RUBBERS, @ 85c.  
CHILDREN'S TAN & WHITE RUBBERS, @ \$1.00.  
MISSSES' BLACK STORM RUBBERS @ 97c.  
MISSSES' TAN & WHITE RUBBERS @ \$1.15.  
ALL HIGH GRADE MERCHANDISE.

**PARKER & MONROE, Ltd.**

Feb 16, 1923 THE SHOE MEN.

## Harvey's Team Won.

MERCANTILE LEAGUE HOCKEY  
CAUSE OF GREAT EXCITE-  
MENT.

A large attendance of representatives of the various Mercantile firms witnessed the hockey match between Harvey's and Knowling's teams at the Prince's Rink last night. The former defeated the latter by a score of 6 goals to three in a game that would do credit to many of the players in the Senior League. The brand of hockey exhibited far exceeded the exhibition as witnessed in the opening slash, and all players are to be heartily congratulated on their stick handling ability. There was plenty of snappy play, while good combination play featured the contest. In the opening frame the honors were equally divided, each team scored two goals; Bailey and Marshall doing the needful for Harvey's, while Snow and Piercey were instrumental in tallying the counters for Knowling's. The second period saw good hockey. The shooting by both sets of forwards can be considered good, and the goalies were given a very busy period in clearing the disc out of danger. It was not until nineteen minutes of play had elapsed that Bailey from an end to end dash went clean through, thus giving Harvey's a one goal lead. Best play was witnessed in the third period, the rubber was chased all over the surface and good clever play by Brown and Piercey for Knowling's saved the situation. Harvey's however, increased the pace, and through the efforts of Bailey who played a great game, and Martin and Tilley, they increased the score to six goals. Knowling's lone tally was scored by Badcock in the dying moments of the game. The game ended leaving Harvey's victorious by a score of 6 goals to 3. Mr. J. M. Tobin refereed. The teams were:—  
HARVEY'S—Goal, E. Cornick; defence, R. Bailey, J. Kenny; centre, H. Tilley; wings, F. Martin, W. Barrett; subs, Heale, Walsh, Carter.  
KNOWLING'S—Goal, C. Thomas; defence, J. Piercey, F. Brown; centre, Knight; wings, Badcock, Snow; subs, Meadus, Bancroft, Kelly.

The third game of the series will be played by Bowring's and Jobs on Wednesday next.

## Greater Achievement Through Electric Service

Out of the great central power plant, electric energy leaps to do your bidding, in home and industry, lighting houses and streets, driving sewing machines and lathes, turning the wheels of transportation. Yet before the advent of this great power, generated for every conceivable use, women laboured at their household tasks from dawn to darkness; through the same hours men struggled to produce the world's goods.

How different now. Households are lighted, rooms cleaned, clothes washed, food prepared, by clean, silent, invisible energy, created miles away by the central power station. Men are transported to their labors, the heavy tasks are lightened, the scope of productive activity becomes boundless; gifts of a new era. The magic to electricity.

Keep ahead of the times, encourage this new industry on which so many other industries depend, not merely by using its product; electricity; but by investing in successful hydro-electric company stocks, put your spare funds to work for you and incidentally help build up new industries and increase your country's prosperity.

Prosperity will never come of its own accord. The time to act is now. Buy United Towns Electric Company 7 per cent. Preference Shares. Particulars, Prospectus, etc., on application to the Company's Office, Telephone Building. Feb 19, 23

## Dodging The Doctor.

OCCUPATIONS THAT KEEP OFF DISEASES.

It was stated recently that skin-dressing is the healthiest industry in which a man can engage.

It has, of course, long been recognized that a man's general health, and the consequent length of his years, are largely influenced by the character of the work he does; and to "walk round the tan-pits" has long been a favourite remedy in Bermondsey for people suffering from lung and chest complaints.

Salt-workers, again, are amongst the "long-livers." Northwich, the chief seat of the salt industry, is one of the healthiest towns in England.

Some occupations that used to be notoriously unhealthy are now the reverse. For instance, years ago there was a disease known as "distemper's phthisis." It exists no longer. Scavengers and dustmen are now remarkably healthy, and the expectation of life amongst them is very high up in the scale. This is no doubt due to modern improvements in regard to the collection and disposal of street and other refuse.

Workers in oil or varnish factories, in any place where turpentine is used, are practically free from rheumatism, and the same thing ap-

## Move with the crowd To the

# STAR MOVIE

On deck again to-day  
Wm. S. Hart at the Popular Star To-day  
In a Big Thrilling Production  
**HELL'S HINGES**  
IN SIX PARTS  
See the big fight at the little church door

**Carmel Myers**  
and  
**Wallace MacDonald**  
in  
**Breaking Through**

pies to tobacco workers. Should by any chance, one of these latter be attacked by sciatica, lumbago, neuralgia, or any kindred ailment of rheumatic origin, he has a sovereign remedy at hand. All he need do is to throw himself on a heap of tobacco and go to sleep. In nine cases out of ten he will wake up cured.

Men employed in making printers' ink rarely suffer from consumption. Neither do the women and girls who work in places where sealing-wax is produced. Collitis, too, it has been noted, are practically immune from the disease.

Finally, it may be stated as a proved fact that anything to do with refining or handling of petroleum constitutes one of the most helpful occupations in the world. Men so employed rarely suffer from throat, chest, or lung troubles, and in America those subject to these complaints frequently go to work in the oil refineries with wonderfully beneficial results.

## Dye Skirt, Coat Draperies with Diamond Dyes

Each package of "Diamond Dyes" contains directions so simple that any woman can dye or tint faded, shabby skirts, dresses, coats, sweaters, stockings, hangings, draperies, everything like new. Buy "Diamond Dyes"—no other kind—then perfect home dyeing is guaranteed, even if you have never dyed before. Tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton, or mixed goods. Diamond Dyes: never streak, spot, fade, or run.

## Freedom of the City.

AND HOW IT CAN BE OBTAINED.

When anyone becomes a Freeman of the City of London, he has certain advantages which do not come the way of the man in the street.

He is eligible for appointment to the office of Alderman, Sheriff or Common Councilman, and may, if he can prove necessity, enjoy the benefits of certain charities.

The Freedom of the City may be obtained in four different ways—Servitude, Redemption (or purchase), Patrimony or Honorary Presentation (or gift of the City).

To be admitted by Servitude a man must complete an apprenticeship with a Freeman, according to the customs of the City; Freedom by Redemption necessitates certain fees being paid to the chamber of London, after the candidate has attained his majority.

Admission by Patrimony means that a child of a Freeman, whether a boy or girl, may gain the Freedom of the City, when he or she is twenty-one years of age, provided that the approval of the Court of Common Council is obtained.

Honorary Presentation is usually made to distinguished people on a resolution of the Court of Common Council.

Women, says "Debrett's City of London Book," whether unmarried or widows, are admitted to the Freedom in the same way and on the same terms as men, but they are suspended when married.

## RHEUMATISM

Minard's Liniment is the old reliable relief for Rheumatism. Rub it in to the aching part and you'll see why two generations have crowned it King of Pain.

## MINARD'S LINIMENT.

The Family Medicine Chest.

## From Cape Race.

Special to Evening Telegram  
CAPE RACE, to-day.  
Wind northwest, light, weather fine; shore clear inward, ice in sight south. Nothing sighted to-day. Bar. 29.42; Ther. 28.

Have you not often wondered what has become of the ragged boys who used to offer to carry your grip up from the station for a nickel?

## His Journey For Nothing.

Miss Jessie Stephens, the well-known Labour leader and social worker, recently told a good story—and pointed moral at the same time—in the course of an address she delivered at a mother's meeting.

Motherly love, she explained, was a beautiful thing, but one must not exercise it at the expense of others. Then came the story.

It concerned a poor old rag-and-bone man, who bent nearly double under his heavy bag, was making his feeble way down the street creaking in a cracked and wheezy voice:—

"Rags, bones, old iron."

A woman came out on the fifth-story landing of a big block of artisans' dwellings, called down, smiled and beckoned.

The old rag man totted painfully up to the woman's floor.

She stood smiling in the doorway. "Won't you?" she said, and she winked and nodded.

The old man put down his bag, and wiping the sweat from his brow, looked at the woman in bewilderment.

"Won't I what, ma'am?" he panted. "Won't you, said the woman, 'take Willie away in your bag if he isn't a good boy?'"

"Mel" Wasn't  
Goog Enough.

Telling stories against one's self seems to be all the rage just now. The latest to "fall" is Melbourne Inman, the Billiards player.

He and Willie Smith were to play an exhibition match in a Midland town.

There was a fair there, and on the evening of their arrival the pair of them paid a visit to it.

Going the rounds, their attention was attracted by an open-air side-show, consisting of a full-sized, but dilapidated billiard table.

Two packets of cigarettes stood upon it, and the public were invited to try to drive a billiard ball between them without knocking the packets down. Smith tried his skill first, but met with no success.

Then "Mel" had a go. He, too, failed.

"Why, man, it's impossible," he said to the stallholder. "It can't be done."

"It ain't impossible," said the showman. "Any decent billiards player can do it."

**Rheumatic Pains**  
Are relieved in a few days by taking 30 drops of **Heiler's Syrup** after meals and on retiring. It dissolves the lime and acid accumulation in the muscles and joints so these deposits can be expelled, thus relieving pain and soreness. Heiler's Syrup, also known as **Heiler's Kneads**, contains no dope nor other strong drugs to kill or mask the pain of rheumatism or lumbago; it removes the cause, 50c. and \$1.00 bottles at druggists.

## The Lighter Side.

**LITTLE BO-PEEP.**  
Little Bo-Peep, she lost her sheep,  
How careless not to mind 'em;  
For Bo-Peep had no Telegram ad,  
That would help her to find 'em.

Wally Bean says: "Treat 'em rough" was a good war slogan, but we fail to understand why the laundries should adopt it.

**PERFECT EXAMPLES.**  
Teacher—"We borrowed our numerals from the Arabs, our calendar from the Romans, and our banking system from the Italians. Can anyone think of any other examples?"

Willie—"Our lawn-mower from the Smiths, and our vacuum cleaner from the Thompsons."

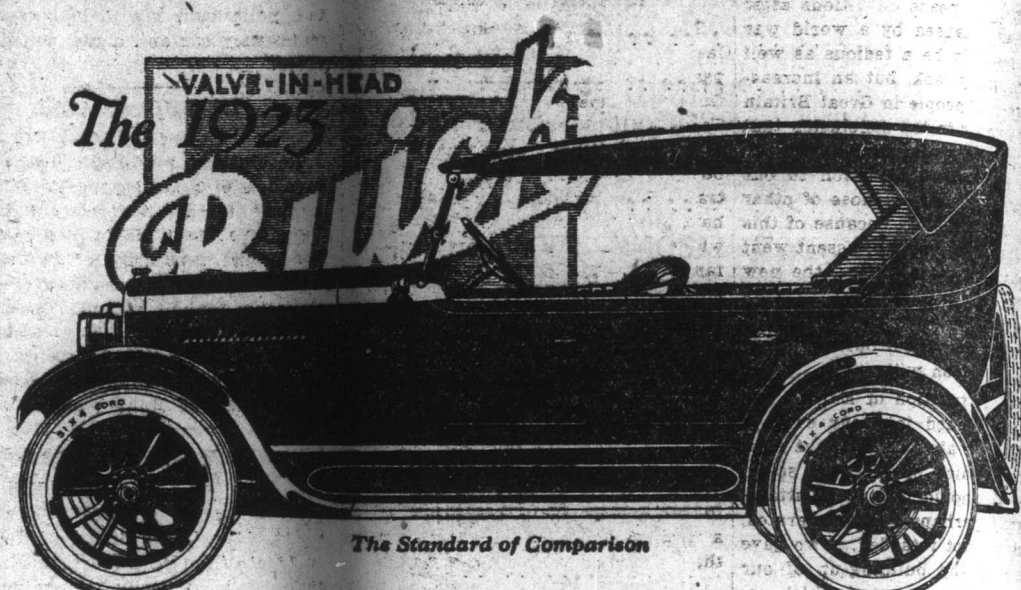
**EGOTISM.**  
A kind of self-gluttony, induced by looking at things too much through one's "I," and which often causes the victim to throw up his job.

No matter what opinion people may have for the street car company the majority stand up for them every night.

It used to be women were the only runabouts we had. Now we have the auto kind also.

There was one test to which the patience of Job was never subjected. He didn't have to teach his wife to run his automobile.

## ANNOUNCING!



## A NATION'S TRIBUTE TO BUICK

Again Buick has occupied first place at the 23rd National Automobile shows which recently took place in New York and later in Chicago.

In occupying first place at both National shows for the fifth consecutive year, Buick continues the position in the industry awarded it by universal public opinion.

In line with Buick's leadership throughout the World, we are selling 1923 Buicks at prices not equalled elsewhere.

**BERT HAYWARD, Distributor.**  
Bank of Montreal Building.

Feb 23, 23

## THE LONDON DIRECTORY

with Provincial & Foreign Sections,  
enables traders to communicate direct  
with

### MANUFACTURERS & DEALERS

in London and in the Provincial Towns and Industrial Centres of the United Kingdom and the Continent of Europe. The names, addresses and other details are classified under more than 2000 trade headings, including

**EXPORT MERCHANTS**  
with detailed particulars of the goods shipped and the Colonial and Foreign Markets supplied;

**STEAMSHIP LINES**  
arranged under the Ports to which they sail, and indicating the approximate Sailings.

One-inch BUSINESS CARDS of Firms desiring to extend their connections, or Trade Cards of

**DEALERS SEEKING AGENCIES**  
can be printed at a cost of 5 dollars for each trade leading under which they are inserted. Larger advertisements from 10 to 30 dollars.

A copy of the directory will be sent by parcel post for 10 dollars, net cash with order.

**THE LONDON DIRECTORY CO., LTD.,**  
25, Abchurch Lane, London, E.C.4.  
BUSINESS ESTABLISHED 105 YEARS.



**G. D. SLEATER,**  
Graduate Optician

437 WATER STREET WEST,  
will be out of town until April 15th, during his absence R. H. Trapnell, Ltd., will attend to his Optical Customers.

Phone 916 P.O. Box 251

## Wallace Silverware.

Is your Table Silver as good to-day as when you bought it?

Have you noticed that at the parts most exposed to wear, the plate has become worn?

Do you think this condition of your Silver is keeping with your idea of a well appointed table?

Then why not, when you decide on replacing your old ware, give place to it with the "Wallace" Brand, the Silver that refuses to wear and is guaranteed without time limit.

Start with the Tea Spoons and gradually complete your set with the one pattern—there are several for you to choose from and the price is very moderate.

Tea Spoons cost \$5.00 for a Dozen.

**T. J. DULEY & CO., Ltd.**  
The Reliable Jewellers & Opticians.

## Furness Line Sailing

From	St. John's	Halifax	Boston	Halifax	St. John's	Halifax
Ship	Liv'pool	Halifax	Boston	Halifax	St. John's	Halifax
Sail	Feb 20th	Feb 24th	Feb 27th	March 2nd	March 5th	March 8th

These steamers are excellently fitted for Cabin Passengers. Passengers for Liverpool must be in possession of Passports. Through rates quoted on cargo from all United States and Canadian Ports.

For rates of freight, passage and other particulars, apply to  
**Furness Withy & Co., Limited**  
WATER STREET EAST.