

THE PERFECTION OF EXCELLENCE

And a positive delight is
Lipton's High-Class Confectionery.

- The Best Goods at the **LOWEST PRICE.**
Freshness and Delicacy always Guaranteed.
- LIPTON'S Chocolate and Vanilla Cream Caramels, in 1-4 lb. and 1/2 lb. tins, 10c. and 20c. tin only.
 - LIPTON'S Walnut Toffy, in 1/2 lb. tins, only 20c. tin.
 - LIPTON'S Milk Chocolate, 2 oz. packets, 8c. each.
 - LIPTON'S Nut Milk Chocolate, 1 1/2-2 oz. packets, 7c. each.
 - LIPTON'S Butter Scotch, 3c. packet and 12c. tin.

These are some of Lipton's most popular and leading lines of Confectionery in the Newfoundland market than which it is not possible to get a more delightful or toothsome confectionery.

You can purchase Lipton's Confectionery in St. John's from Wood's West End and East End Water Street Stores, A. A. Delgado and A. S. Wadden, Water Street, Mrs. Summers and McMurdo's, Military Road, and the Reid Bld. Co's Stall and Trains, etc., etc.

If your dealer has not got the line you want in stock we will supply you.

HENRY BLAIR,
General Agent for Lipton, Ltd.

The Evening Chit-Chat

By **DUKE CAMERON**



I want to take exception to a very old proverb—Half a loaf is better than none. In one application that is true, of course, but in another sense I think it is wrong. For although in getting half a loaf is certainly better than none, in spending I think it is more often worse than none. That is, if you are going into a venture of any sort, it doesn't pay to go in a half-loaf style. On a paper on which I once worked the management decided to feature a certain big festival. "Feature," let me explain to the uninitiated, means "give a lot of space to."

"We will send all our special writers and cartoonists to this affair," said the editors, "and have them write and draw a lot of stuff that will interest and flatter these people. Then we will advertise on the grounds what splendid accounts we are giving of the such-and-such Convention, and that will make all those people buy our paper, and we shall get our money back in advertising."

All of which would have been very splendid if they had only done it in a whole-loaf style. But they didn't. Somewhere in the process the management evidently lost its courage about spending all that money, and instead of advertising the paper's intention to devote so much space to its reports of the convention in a wholesale way that

would have brought results, the management stuck to a few posters so small and obscure that no one who wasn't looking for them could have found them and let it go at that. Result — Because they lost their nerve and spent so little in their attempt to attract attention, they failed utterly, and the money they did spend accomplished absolutely nothing, and was completely thrown away. If they had spent three times as much they would undoubtedly have had a hundred times the results. Half-a-loafism is the worst kind of economy. Isn't it better to spend more than you really can afford and get it back twice over in results, than to spend half as much and then lose it all? Big money often gets big money. Small money often gets lost. The man who puts all he can afford, and then some, into a venture, burns his bridges behind him and therefore goes ahead with a desperation and determination that are almost sure to bring success. He mustn't lose and therefore he doesn't! All of which, although I have put it in terms of money because that was the easiest way to express it, is meant to apply just as much to the whole-hearted use of other things—time, and energy, and self, for instance. If you are about to start any venture, whether it be getting up an entertainment, winning a man's love, or going into business for yourself, remember that half a loaf is better than none applies to getting, not to spending, and go about it in a whole-loafed way, or not at all.

Duke Cameron

Amatite Roofing!

The New Roofing THAT WILL NEVER need Painting. AMATITE costs no more than Roofing that needs continual coating. AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs. If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send to us for Samples and Literature.
COLIN CAMPBELL, Wholesale Agent.

THE RELIABLE Piano and Organ Store.

N.B.—A Musician to select for you. Big discount for cash. Easy payment system.
CHARLES HUTTON,
The Reliable Piano and Organ Store.

W. A. SLATTERY'S
Wholesale Dry Goods House,

Slattery Building, Duckworth & George's Sts.

GRAND OPENING SEASON 1910

We present to the Trade and Outport Dealers this Spring the largest, most varied, and best selection of English and American Cotton and Wollen Goods, as well as a complete line of all classes of Pounds, Remnants and Seconds!

Balbriggan and Fleece-Lined Underwear a specialty. See our Stock of Muslins, Embroideries and Laces.
Please See Our Prices and Terms.

ESTABLISHED in 1850,

THE GILSON MANUFACTURING CO.

Has been doing a large successful business ever since; therefore, from long experience, they are in a position to supply users of **MARINE or LAND ENGINES** with the best that is made. Those Engines can be run by Gas, Gasoline or Alcohol. It would be to the interest of intending purchasers of **MARINE or LAND ENGINES** to write to the undersigned, when illustrated catalogues and prices will be furnished.

HENRY R. COOK, Rocksley Farm, Outer Cove Road, St. John's Nfld., Agent for the Gilson Manufacturing Co. Ltd.,
225, 3rd, eod. **Guilph, Ont.**

A Clean Man

Outside cleanliness is less than half the battle. A man may scrub himself a dozen times a day, and still be unclean. Good health means cleanliness not only outside, but inside. It means a clean stomach, clean bowels, clean blood, a clean liver, and new, clean, healthy tissues. The man who is clean in this way will look it and act it. He will work with energy and think clean, clear, healthy thoughts. He will never be troubled with liver, lung, stomach or blood disorders. Dyspepsia and indigestion originate in unclean stomachs. Blood diseases are found where there is unclean blood. Consumption and bronchitis mean unclean lungs.

Dr. Pierce's Golden Medical Discovery
prevents these diseases. It makes a man's insides clean and healthy. It cleans the digestive organs, makes pure, clean blood, and cleans, healthy flesh. It restores tone to the nervous system, and cures nervous exhaustion and prostration. It contains no alcohol or habit-forming drugs. Constipation is the most unclean uncleanness. Dr. Pierce's Pleasant Pellets cure it. They never gripe. Easy to take as candy.

Household Notes.

- When mullage is too thick dilute with vinegar.
- Potatoes, to cook thoroughly, must be baked in a slow oven.
- Grated cheese and minced pepper, sprinkled on an omelet, will improve it.
- To remove odor from a knife used in peeling onions, run it through a raw potato.
- A dainty dessert is slices of ice cream dipped in melted chocolate just before serving.
- Pencil marks on white paint may often be removed by rubbing them with fresh bread crumbs.
- Liquid soap has supplanted the cake kind in many homes, because it is tidier and more refreshing.
- An egg that is shiny may be suspected; one that is rough on the surface generally is fresh.
- To prevent fat from spluttering when trying doughnuts or croquettes, sprinkle a little flour in it.
- Meats should be kept as cold as possible, but should not be kept touching the ice in the refrigerator.
- Two pairs of shoes, worn alternately, day by day, will last as long as three pairs, worn one after another.
- When boiling fresh potatoes, their insipid taste may be avoided by putting a sprig of mint in the water.
- Skin darkened by sun and wind may be much improved by the application of a bread and milk poultice.
- Pepper shells are especially adapted because of their colour and the flavor they impart, to be holders for cold slaw.
- To keep desserts from slipping on the ice, when they are set upon it to cool, place a newspaper under the dish.
- When ice cream is served in cantaloupe, it adds an attractive touch to sprinkle a few maraschino cherries on top.
- Very pretty curtains for living rooms or dining rooms may be made of Madras. It washes well and is durable.
- A rubber face brush is excellent to refresh one after a day of fatigue; and a jar of powdered pumice is another essential.
- To test a ham run a steel skewer deep into it. If it comes out free from unpleasant odor, the meat may be depended on.
- A soft flannel cloth dipped into warm soap suds and then into whiting will quickly remove all grease and dirt from oil paint.
- After washing windows or mirrors, dampen a cloth with alcohol and rub them vigorously, if you would have a brilliant polish.
- Camphorated chalk is one of the best things for cleaning and renovating white shoes. Mix in milk and apply with a soft cloth.
- The ice box should always be kept

Ayer's Sarsaparilla
Bleem

as full of ice as it will hold, otherwise there will be a waste of ice and danger of the refrigerator getting too warm.

Rhubarb will require less sugar to sweeten if a pinch of sugar is added while it is cooking. It is better if it is not peeled until the skin is tough.

To fry green tomatoes, slice them, sprinkle with a few drops of olive oil, dip in crumbs to which salt has been added, and saute in butter until tender.

If furniture has grown dull and streaked, try rubbing in with a mixture of equal parts of kerosene and turpentine. It is better than the prepared polishes.

A tiny bit of kerosene added to the water in which clothes are washed, not only adds materially in ridding them of dirt, but assists in the whitening process.

Electric Restorer For Men.
A French Remedy

PHOSPHONOL
restores every nerve in the body to its proper tension; restores vim and vitality. Premature decay and all sexual weakness averted at once. PHOSPHONOL will make you a new man. Price \$3.00 a box, or two for \$5.00. Mailed to any address. The Scobell Drug Co., St. Catharines Ont.—mon,fr.

Store With No Clerks.

Washington Farmers Try Experiment In Honesty.
Spokane, Wash., Sept. 17.—A consumers' company has been formed by the Farmers' Educational and Co-operative Union at Medical Lake. The union has bought a general store, fully stocked with groceries and provisions and farm implements, and supplied each of its one hundred members with a key to the establishment, the doors of which are not open to the general public. There are no clerks, cashiers and storekeepers, no goods are displayed in the windows, neither are here and hand bills and catchy advertisements to tempt the housewife. The store is an experiment to reduce the cost of living. Officers of the organization believe with Tolstoy that it is as natural for normal man to be honest as it is for a babe to breathe, and it is proposed to demonstrate the truth of the theory by giving each member access to the stock of unguarded provisions.

Army of Spies at Work In Great Britain.

London, Sept. 17.—Behind the excitement caused by the recent arrest of spies in Germany and England there is an interesting story. Extensive work of this nature is carried on in all European countries by officers of the rival armies and navies. It is well known to the English press, but it has not been published, that the two Englishmen laid by the eels at Borkum by the German authorities are officers of social prominence on the active list of the British navy. The Admiralty solemnly affirms that the two are "under leave of absence to study the language abroad." The idea that they are sent on a mission of espionage is indignantly repudiated. Their influential relatives brought pressure on the British authorities on after their arrest to take retaliatory action. The reply was that it would be easy to arrest forty German spies at work in England but that it was not considered expedient. Strong influence was brought to bear and the authorities finally agreed to take the hostages, and so Lieut. Helm was released at Portsmouth, and he was admitted this week for trial on a felony charge. According to the records of the German War Department he too was in leave, for the purpose of studying English in England. As a matter of fact hundreds of German officers have gained by similar methods almost as full knowledge of all British fortifications as the English occupants themselves possess. It has never heretofore been thought worth while to interfere with them. The British authorities have not undertaken to get similar information in regard to German defences to anything like the same extent, but they have been making efforts recently to inspect the extensive construction on the islands off the German coast, and that country resents it. There are a variety of opinions as to what the result will be. There is no doubt that if the British officers in custody in Germany are severely treated similar treatment will be extended to Lieut. Helm and perhaps others of his kidney who can be easily captured. It is more probable that both countries will go through the farce of condemning the prisoners and then after a short delay both sides will extend royal clemency.

KEE MINARD'S LINIMENT IN THE HOUSE.

BOVRIL
Don't forget to order **BOVRIL**. Better to be sure you've got it in the house than sorry you haven't.

PROGRESS
IN EVERY DIRECTION.

rapid, continuous increase of business, improvement of methods and details of organization. Constantly aiming to do business better and to be of greater service to the trade each day, each season, each year.

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FIT, AMERICUS, FITREFORM, PROGRESS, THE MODE, STILENFIT.

THE NEWFOUNDLAND CLOTHING FACTORY, LTD.
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WE'RE EASY!

Five Dollar Greenbacks are Burning Holes in Our Pockets

Do You Want One?

Save the Alphabet Cards in all Pound Packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.

IN STOCK.

- ROLLED OATS—in brls,
- Ogilvie's Rolled Oats, in hlf-brls,
- Ogilvie's Oatmeal, in brls,
- Ogilvie's Oatmeal, in hlf-brls,
- "Canadian Beauty" Round Peas,
- "Sugar Marrow" Round Peas,
- Selected Round Peas,
- Split Peas, Yellow Corn,
- Yellow Corn-Meal,
- White Hominy Feed,
- Hercules Feed,—Crushed Corn,
- Oats, Barley. Bran.

HARVEY & Co.,
WHOLESALE.

Wedding GIFTS!

JOSEPH ROPER,
Watchmaker and Jeweller,
ST. JOHN'S, NEWFOUNDLAND.
WEDDING RINGS AND KEYPERS.

Repairs of every description Carefully and Skillfully Executed. INSPECTION INVITED.

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