

We Want Every Woman's Opinion

And will pay \$300.00 in Cash Prizes for the best answers to these questions---This offer is open to every woman in Nfld. and the competition closes Nov. 15th, 1920



The Human Clock usually Breaks Down Instead of Runs Down

"It has long been a favorite idea of mine to compare the human body with my old clock here."

"Without proper attention the old clock gets run down and stops until I wind it up again and then it ticks away just as heartily and regularly as ever."

"And so it is with the human body, but the great difference I find is that the human clock usually breaks down instead of runs down, because people neglect to take proper care of their health."

"Through all these years I have managed to keep well and to keep young by using restorative treatment whenever there are indications of the system becoming run down."

"Fortunately I learned the value some years ago of Dr. Chase's Nerve Food and its use largely attribute my healthful condition at this age."

"When I hear people talking about being unable to sleep, or of suffering from nervous headaches, indigestion or worn-out feelings, I ask them, 'Why do you not use Dr. Chase's Nerve Food to increase your nervous energy?'"

"So many people, as age advances, suffer from a lowering of the vitality, from high blood pressure or hardening of the arteries, but I have found that the use of this restorative treatment, when required, keeps my health at the high water mark."

Illustrated Conversational Style.

Before beginning the next series of advertisements to tell people about Dr. Chase's Nerve Food, we want you to help us decide on the style of our advertising.

The use of testimonials has always been favored in medical advertising, but with an effort to make our advertisements more interesting we have during the last few years used attractive illustrations and the conversational style of reading matter.

You will find samples of both styles of advertising on this page. What we want to know is which style appeals most strongly to women, because it is on the wife and mother mostly that rests the responsibility of looking after the health of the family.

If in addition to reporting that such a style of advertising is most interesting to you, you can say, "I have made inquiry among 25 of my friends and find that 16 have used Dr. Chase's Nerve Food as the result of reading your illustrated advertisements, 7 on account of reading testimonials and the other two have never used it," your answer would be much strengthened.

By adding further particulars as to various cases which have come to your attention your letter would be made more interesting and more likely to win a good prize. Your name will not be used publicly without your permission.

The Questions to be Answered

1. Which style of advertising interests the most people in Dr. Chase's Nerve Food?

A. The use of testimonials?

B. Human interest advertisements with illustrations and conversational style of copy?

2. For what ailment do you find that Dr. Chase's Nerve Food is most frequently used?

Both these questions can best be answered by making inquiry among your friends. Then write a good letter telling what you found out by your investigation.

\$300.00 in Cash Prizes

\$100 for the best letter.

\$50 for second best letter.

\$25 for third best letter.

\$5 each for succeeding

twenty-five best letters.

For your guidance we would suggest that you clip out this advertisement and start in at once to make an investigation among your friends and neighbors.

The competition closes Nov. 15th, 1920, but in case of two letters being equally good, the first one received will have the preference.

Edmanson, Bates & Co., Ltd.

DEPT. 50, TORONTO, ONT.



Was given Few Months to Live Is Now Strong and Well

Miss E. W. Ehmman, School Teacher, Libau, Man., writes:—"Four years ago, while living in Regina, I was afflicted with fainting spells, nervous headache, and became very thin and pale. I sought medical advice and was treated for consumption, and given only a few months to live. I had to sleep on the verandah and was told not to go to public places for fear of spreading germs."

"A newspaper advertising Dr. Chase's Nerve Food fell into my hands. I bought six boxes and after a few weeks began to increase in weight and feel better. Under this treatment I gradually regained my health, and now weigh 145 pounds. I enclose a picture I had taken while ill and my photo of to-day, so that you can see what a difference there is."

"The reason for my writing this is the hope that this statement of mine will fall into the hands of some poor sufferer who can be benefited, may be saved, by the steady, regular use of Dr. Chase's preparations."

"I often use Dr. Chase's Kidney-Liver Pills to keep my kidneys and liver in shape. I have recommended Dr. Chase's medicines to a great number of people for kidney trouble, lame back, appendicitis, shortness of breath, indigestion, nervousness, and in fact for every sickness I am asked advice about."

Testimonial Style.

Let Us Fill Your Orders With Something New and Fresh.

ELLIS & CO.

Limited.

Choice Canadian Chicken.

Fresh Tomatoes.
New Cucumbers.
Fresh Cauliflower.
New Celery.
Spanish Onions.
Fresh Garlic.
Sweet Potatoes.

Fresh Smoked Cod.

Fresh Blue Point Oysters.

Ripe Bananas.
California Oranges.
Palermo Lemons.
Tokay Grapes.
Bartlett Pears.
Dessert Apples.
Gravenstein Apples.
Malaga Grapes.
Cranberries.

Fresh Eggs.

English Ox Tongue.
Lamb Cutlets.
Lamb & Green Peas.
Veal Cutlets.
Veal & Green Peas.
Army & Navy Rations.
Oxford Brawn.
Boar's Head.
Steak & Kidney Pudding.
Veal & Ham Pie.
Apple Pudding.

NOTICE.

TO CONFECTIONERS.

Herbert James of St. John's, Confectioner, as trustee of the insolvent estate of George W. Hierlihy and Chesley Pafford, is prepared to receive tenders for the purchase of each of the following businesses as going concerns:

1. Green Lantern, Theatre Hill.
2. Oyster Bay Parlours, New Gower Street.
3. Pafford's Fruit Store, New Gower Street.

Full particulars, together with stock sheets, fixtures, etc., may be obtained at the offices of P. F. Fearn & Co., Ltd., 200 Water St., St. John's, or from the undersigned.

Tenders should be addressed to the said Trustee at the said offices in a cover endorsed "Tenders for Business" and should be delivered not later than noon on Saturday, the 6th day of November, 1920.

The highest or any tender will not necessarily be accepted.

St. John's, October 27th, 1920.

LESLIE R. CURTIS,

Solicitor for Trustee.

Address:—

Bank of Nova Scotia Building, St. John's. oct27,tt

NOTICE.

To the Public in General.

Your old Couch or Easy Chair, also Hair and Wool Mattress can be re-covered and upholstered in first-class style by getting Keats & O'Dea, Mattress Manufacturers and Upholsterers, to do them.

Ship work a specialty.

All goods called for and delivered. Drop us a line.

KEATS & O'DEA,

oct27,sm 15 Balsam St.

NOTICE.

The ladies of St. Andrew's Auxiliary will hold a SALE OF WORK at the New Club Rooms, Water Street (opp. Queen St.),

Wednesday, Nov. 3rd.

Plain Work, Fancy Work,

Candy and Pantry Stalls.

Afternoon Teas and Meat

Teas after 6 p.m.

ADMISSION 20c.

oct27,sl,w,t,tt

Klark-Urban Co.

Delights Capacity House in "Nothing But the Truth."

An exceptionally fine house greeted the Klark-Urban Company at the Casino last evening to witness Wm. Collier's greatest success, "Nothing But the Truth." The house was practically filled to capacity and with a very appreciative audience, which thoroughly enjoyed the production throughout. To-night the company presents "The 13th Chair," a mystic melodrama. The story tells of a young man, Will Crosby, a son of wealthy parents, who is engaged to marry Helen O'Neill, a young woman of poor parents, but who is accepted by Crosby's parents. Philip Mason, a friend of the family, thinks Helen is guilty of a mysterious murder, and has Madam Rosalie LeGrange, a clairvoyant come to the Crosby house the night before the wedding, hoping she may clear up the mystery and prevent an undesirable union. Madam LeGrange attempts to solve the mystery. Seated around her are a dozen people hanging on her words. Mystery follows mystery. See the 13th Chair for some real excitement. The C.C.C. Band will be present and their rendition of popular airs is well worth listening to.

Obituary.

CHARLES FEARN.

At St. Joseph's Hospital, Chatham, Ontario, there passed away on October 14, following an operation for peritonitis, Charles, son of Geo. J. Fearn, Esq., well known in St. John's. Deceased had been previously operated upon for appendicitis, and was going on successfully, but a set back supervened and specialists in charge of his case decided for the second operation, from which unfortunately, the patient did not recover. The body was embalmed and shipped to Sioux Falls, South Dakota, U.S.A. for burial, accompanied by Mrs. Fearn on October 15. The funeral took place on Wednesday, October 20, at Sioux Falls. The late Charles Fearn was auditor for the Wilson Canadian Co. Ltd., of Chatham, Ontario, and was overseas with a Canadian Regiment. Mr. Percy Fearn of P. F. Fearn & Co. Ltd., this city is a brother. To the bereaved widow, father, brother and other relatives the Telegram extends sympathies.

The Young Man's Boot! Men's Dark Tan Laced Boots with rubber heels; makes an excellent Fall Boot, for \$13.50 at SMALLWOOD'S. —sep25,tt

The East End Feed and Produce Store.

We offer to-day at a Special Price:

FAMILY STYLE BEEF.

This is a good chance to secure a barrel of choice Beef at a LOW PRICE. oct23,lm,fp

Make Love—Live Long.

The art of love-making has a direct influence on the heart and blood. It stimulates the working capacity of the former organ, and keeps it up to concert pitch. As a result, the blood circulates with greater strength, and every part of the body is accordingly strengthened.

Love-making, moreover, has a very decided influence in stimulating the working of the liver. Patent medicines would have to go out of business to a considerable extent if the world were more generally given to the art of making love with genuine feeling. Perhaps the most striking proof of the humanity of lovers from one form of ill, viz., colds and chills, is afforded by the fact that a pair of Cupid's devotees will sit on a damp bench in November for hours and take no harm.

California Sunkist Oranges, all sizes; California Apples, Lemons, Walnuts, Hazel Nuts, Brazilian Nuts, Almond Nuts, wholesale and retail at GLEESONS, 108 Water St. —feb13,ts,tt

MINARD'S LINIMENT FOR SALE EVERYWHERE.

World's Most Terrible Prison.

HORRORS OF DEVIL'S ISLAND.

We have heard ugly tales of Siberia. The Spanish penal settlement at Fernando Po is not a health resort, while Italy was obliged to close up her prison colony at Massowah because warders as well as convicts were dying by the score.

But of all prisons in existence to-day, there is nothing to match, for horror, the French convict settlement of Devil's Island.

Devil's Island lies off the coast of French Guiana or Cayenne, the one colony which France owns in South America. This settlement is reserved for the worst cases, and few survive a term of imprisonment there.

A prisoner sentenced to Cayenne is usually given six months' solitary confinement in a French prison before being sent away. The term varies according to the length of time required to collect a cargo of unfortunates.

For a week or two before leaving the prisoners are given some meat or wine to prepare them for the ordeal of the voyage in a convict ship. The 'tween decks of the ship are made into one long passage with cells on either side, closely barred in front. Near the boilers are two punishment cells in which a man can neither lie nor stand, and where the heat is almost unendurable.

Arrived at Devil's Island, the prisoners are stripped and searched. They are then divided into large barracks, each of which holds 50 prisoners. These large rooms are perfectly bare, and paved with stone, and the unfortunate prisoners are obliged to lie on the floors all through the sweating nights, tormented by mosquitoes and other insects.

The food consists of provisions condemned by the military and naval authorities. The only exception is the flour, which is of fair quality.

Roll call sounds at five in the morning, and after breakfast the gangs go out to work in the sweltering sun. They clear the land and cultivate it. Yet if one is caught picking up a cocoanut or any other fruit he is at once ordered sixty days in the cells.

"Cells" means confinement in a airless place, sleeping on a plank bed, and only one meal a day, that being bread and water. Punishments are frequent and of fearful severity, and if a man lays hands on a warder the penalty is death.

Devil's Island was first used as a prison about seventy years ago. At that time there was no guards. Since the tepid sea teems with man-eating sharks, the authorities thought it needless to take other precautions.

Then came the escape of Henri Chabanne, one of the most wonderful instances of prison breaking on record. Under his directions his companions built a large raft. They made oars, a mast and sail; they even constructed casks to hold freshwater.

Seven in all started away. They left at eight in the evening and next morning were out of sight of land and in a rough sea. They were up to their waist in water, with hordes of sharks around.

Escaped Three Times.

After four days and four nights of indescribable horror, they landed on the coast of Dutch Guiana, but there was no fresh water. Chabanne and another plunged into the forest, and after five days reached a plantation where the owner received them kindly. Chabanne asked for assistance to go back to fetch his friends. This was granted, but of the five only three were alive.

This was the first of a long series of escapes. One man, Adrian Demarian, possesses the amazing record of having made three separate escapes from Devil's Island.

DYE RIGHT

Buy only "Diamond Dyes"



Each package of "Diamond Dyes" contains directions so simple that any woman can diamond-dye worn, shabby skirts, waists, dresses, coats, gloves, stockings, sweaters, draperies, everything, whether wool, silk, linen, cotton or mixed goods, new, rich, fadeless colors. Have druggist show you "Diamond Dyes Color Card."

Anchor Fouled.

While preparing to leave port yesterday, the S.S. Vicia had a lot of trouble with her anchor, which in some way had become fouled with the chain and anchor lost about two weeks ago from the S.S. West Waukegan. After much trouble the Vicia was ranged alongside the S.S. Tulsa, when both chains and anchors were hauled up. The Vicia sailed last night for New York.

Ladies' Tan Calf Laced Boots, worth \$10.00, only \$7.50 at SMALLWOOD'S. —sep25,tt

Cigars!

ABOVE ALL IN QUALITY.

Just received from Havana a shipment of the world renowned Henry Clay and Bock & Co.

Cigars,

Comprising
Regalia Chica Tina
Perfectos Elegantes
Fuma Especiales
Petit Coronas.
Also in stock Benson and Hedges famous brands, comprising:
B. and H. Covanas
B. and H. Invincibles
B. and H. Perfectos
B. and H. Pantelas
And a large variety of other brands of cheaper quality.

Cash's

TOBACCO STORE,
Water Street.

Grove Hill Bulletin

Begonias in Bloom.

DUTCH BULBS.

Now Arrived—Prices on application.

J. McNeil,
P. O. Box 792. Telephone 247.
Closes at 6 p.m.

EMPIRE HALL (formerly

Blue Puddle Hall), cor. Gower Street and King's Road, may be hired for small dances or meetings. Rates: Evenings \$15 up. Afternoons \$8. Apply W. F. POWER, Manager. Jan2,17

MINARD'S LINIMENT BELIEVES DISTEMPER.