

BEAVER BOARD

We Sell "Genuine"

Beaver Boards

4 feet wide and 7, 8, 9, 10 and 12 feet long.

Our price is only Five Cents per square foot.

You'll know the Genuine Beaver Board by the Red Border on every board.

Boards which have not the Red Border, are not Genuine Beaver Boards.

About Seven Dollars worth of Beaver Board will cover the ceiling of an ordinary size room.

About Fifteen Dollars worth of Beaver Board will cover the walls of your room.

To find out the cost of a Beaver Board ceiling for your room is easy.

Suppose your room is 12 feet square, then three Beaver Board ends 4 ft. wide by 12 feet long will cover the ceiling.

1 Beaver Board 4 feet wide by 12 feet long, contains 48 square feet (because 4 times 12 equals 48), and 48 feet at 5 cents, equals \$2.40; therefore 3 Boards at \$2.40 each equal \$7.20.

4 FEET WIDE.

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12 FEET LONG.

10 FEET LONG.

9 FEET LONG.

8 FEET LONG.

7 FEET LONG.

To "put on" a Beaver Board ceiling, you require only THREE Beaver Boards, a hammer, a saw and a handful of nails.

Beaver Board suits the Newfoundland climate. We can show you a panel of Beaver Board which for 15 years has been exposed to raging storm and scorching sun, yet remains "good."

NO OTHER WALL BOARD HAS STOOD THIS TEST.

There is only one Genuine Beaver Board, only one built of virgin spruce through and through, only one sized by the patented "Sealtite" process, only one marked with the Red Beaver Border.

We sell this ONE and ONLY Genuine Beaver Board. See that you get it. It will last as long as your house.

Beaver Board is better than plaster, it will not crack. Beaver Board is better than V-jointed ceiling, it shows no seams.

Send us your name and address so that we may send you a sample of Beaver Board.

Beaver Board is artistic enough for your best room and cheap enough for your kitchen.

Rooms done with Beaver Board, are warm, cozy and comfortable. Do your rooms with Beaver Board and be free forever from the annoyance and expense of paper-hanging.

LOOK FOR THE RED BEAVER BORDER if you want Genuine Beaver Board

Colin Campbell, Limited

Water Street

St. John's

SIDE TALKS.

By Ruth Cameron.

A FASHION FOR BOYS.

There are fashions in a great many things besides clothes, and other material possessions.

Fashions in habits, for instance. And like the fashions in clothes some are beautiful and some are unbecoming, some are good and some are bad.

When I was a small girl it was almost unknown to any of the boys in our crowd, the comfortable middle class, to work during their summer vacations. I cannot recall a single one who did. They all played tennis and roquet, rode their bicycles to the nearest swimming place (that was before the days when people went to each and country for the whole summer), sat on porches and got pretty well bored before the end of the summer.

Only the Widow's Son.

It was only the sons of widowed others or of very poor families who worked in their summer vacations in those days.

To-day it seems to me that half the boys I know put in at least part of their summer earning money for their college course.

"Did I tell you about Junior?" one other, the wife of a successful doctor, writes me, "he has a job taking care of the news stand on the little island steamer, and he is sticking to it like a tramp although the hours are terrific, 12 hours a day for seven days a week. But he is out-of-doors and it isn't hard work so I know it

won't hurt him; and he is making about \$15 a week and putting it all aside for his college course."

From Lawn Cutting To Church Singing.

The son of another one of my friends has been working toward his college course ever since he was knee high to a grasshopper. He has done everything his hand could find to do from delivering papers and doing errands for the florist and cutting lawns, to singing in church. Last summer he spent the summer as a caddy at a big summer hotel where the caddies had their own camp and their own golf tournament, and where he doubtless had a far better time than the boys who used to hang around home. And he made a goodly sum of money besides. When this youngster was 16 he already had \$1,000 in the bank toward his college course. Some gifts were included in that, but the bulk of it he had earned himself.

I hardly need to speak of the boy in whose simplicity and unspoiledness, when his father rose to the presidency, we all felt a sort of proprietary pride, the boy whose tragic taking off shocked us and sick-

ened us as if it had been our own friend's son. We all know what a splendid example he set the boys of the nation in his willingness to work at even the humblest of labor.

What Sort of Steel Is He?

It is an axiom and a bromidium to say that the boy who has earned the money for his college or his high school course will appreciate it the more. But there are some axioms that it does no harm to repeat.

For my own part, though I think it is a splendid thing for a boy or girl to go to college, I doubt if it is worthwhile for the family in moderate circumstances to make the sacrifices they so often do to send him unless he is willing to make his contribution by earning some of the money himself. You cannot put a finer temper on steel unless it has the right quality to begin with. It seems doubtful to me if the boy or girl who wasn't willing to help would have the right stuff in him to expend that extra time and money upon.

Pearline for easy washing.—July 17, 1924

BE CAUTIOUS.

If you've money to invest—rubles in the old oak chest—see your banker, that is best; he is wise; he is on to all the men who deal in dreams, to the crooks who work in teams, gold-brick guys. When the schemes of fact is widely known that you have an extra bone, all the fakers fairly groan for that tin; they will tug you when you walk they will bore you with their talk, they will never halt

nor balk, till they win. They will mutter, shark to shark. "Here's another easy mark; it will be a pleasant lark, deceiving him; let us meet him at his gate, handing him the hot air straight, let us there impersonate Sunny Jim." You may think you're pretty keen, but they're sharper still, I ween; garnering the good long green is their trade; they are men of winning smiles, they are men of many

viles, and they heap their loot in piles, with a spade. And they love to see a gent who is boasting in his tent, "None can trim me for a cent, nor defraud;" on their mettle they are placed and they'd feel themselves disgraced if they didn't get, in haste, that man's wad. When you have a little roll, to the village banker stroll; let him counsel and control, mark his rede; he is wise to all the snares of the fakers in their liars with their phony stocks and shares gone to seed.

A meat loaf looks nice when sliced if a row of hard-boiled eggs is put right through the center of it.

Pearline for easy washing.—July 17, 1924

IVORY SOAP
is the most
Economical Soap

MENTHOLATUM
SUNBURN SPRAINS ACHING FEET
JARS 50c. & 25c.—TUBES 25c.—At All Drug Stores

MUTT AND JEFF

WHEN IT COMES TO SALESMANSHIP JEFF IS THERE LIKE A TURTLE.

—By Bud Fisher

