

NOTICE TO SHOPKEEPERS!

This is not an advertisement but is merely a reminder,

That profits are made on the Soap which you SELL, but not always on the SOAP you buy.

Therefore BUY SUNLIGHT SOAP, the Soap which YOU KNOW WILL SELL.

Remember every Bar of Sunlight Soap is warranted purest and best and that

Selling Sunlight Soap is the easiest thing any Shopkeeper has to do.

SUNLIGHT SOAP SELLS ITSELF.

GEORGE NEAL, LIMITED

SIDE TALKS.

By Ruth Cameron.

THE "ME TOO" FOLKS.

A Letter Friend writes me to write about the "me too" personalities.

She means the kind of people who court popularity by always agreeing with what the popular person they are talking to says.

They think it's a shame that they should be allowed to go to the picture shows so much.

They think so, too. The next person they are talking to is the biggest educated force of the children aren't hurt by because they don't understand.

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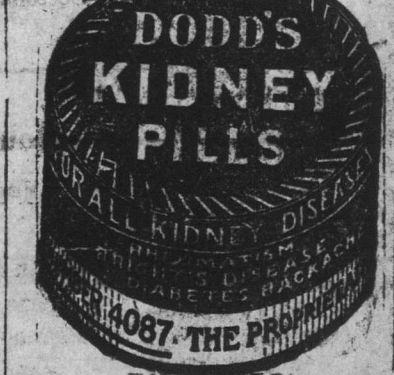
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wins popularity—until one is found out. But one is pretty sure to be found out by anyone with whom one has any extended acquaintance. For casual meetings it does very well—if one has no special desire to preserve one's sincerity or mean anything by what one says. But in the long run it is not so good a dodge.

Of course there are people who don't do this deliberately. Indeed, when you come to think of it, I fancy that many deeds which we ascribe to deliberate agents are really just done because that seems to the individual the line of least resistance.

Less Bother.

So some people say "me too" because it saves them the bother of



thinking and is the simplest thing to do. My Letter Friend asks me what I think of these people. Well, they are all right if you like better than anything to be agreed with. And some people do. But if you value sincerity and independent thought in a friend you won't care for them. Though even at that, I'll wager you will turn to them when some of your more sincere and independent friends have ruffled your feelings.

Charlotte Ribout's Collapsible Hat.

For generations women have found it impossible to carry an extra hat about, except in a container or a trunk.

Then a Parisienne thought of taking the "wiring" out. She probably sat down and wondered, "What stunts haven't been done yet in millinery? What are the objections to present hats? What advantages can be added to them?" Or perhaps a customer suggested, "I'd like to take another bonnet along. Can't you design one to slip in a suitcase? I'm making a quick trip and don't want to be burdened with a hatbox."

There's room for constructive curiosity anywhere—a chance to do something better. The first men to make sails and wheels and pots and looms and their

descendants who puddled steel and designed cogs and created dynamos, also began to achieve, notably through wondering how things could be done better.

They whittled imagination on possibility and sought and wrought until this earth changed into the miracle shop from which we now leisurely and comfortably satisfy all requirements.

If you realized oftener what an interminable procession of efforts preceded the civilization to which you were born, your own undistinguished career might spur you to a use of that cuckoo's nest of inherited ideas you call a brain.

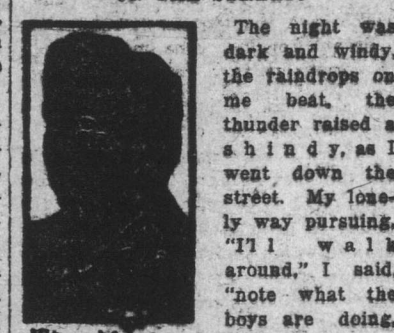
Until you in turn design a tool or improve a method, or do something that a million available substitutes can't as easily accomplish, your time will be bought and sold at the reigning price of mediocrity.

RINGBONE?

I bought a horse with ringbone for \$20.00. Used 31 worth of Minard's Liniment on him and sold him for \$85. Profit on Liniment, \$65. Molese Dorence, Hotel Keeper, St. Philips, Que.

MINARD'S LINIMENT. The Stable Stand-by.

ON THE STREET.

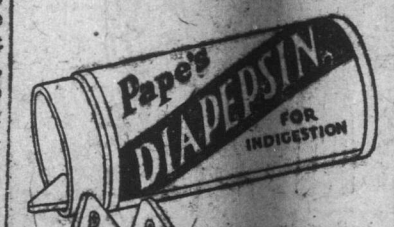


The night was dark and windy, the falldrops on the beat, the thunder raised a shiver as I went down the street. My lonely way pursuing, "I'll walk around," I said, "note what the boys are doing, and then go back to bed." The night was wild and juicy, no stars were in the dome; it was no errand useful that took me from my home. A vain and foolish longing had let me thus astray, to see the people thronging along the Great White Way. And as I passed an alley, two highwaymen took toll; while one of them kept tally, the other pinched my roll. They smote me with a spanner and knocked me cold and flat, and, in a brutal manner, they spoiled my Sunday hat. And when the twain skeddaddled on brisk and lawless legs, my brains seemed badly added, like last year's storage eggs. Yet I had sense remaining; enough to see the truth as, struggling, weeping, straining, I journeyed to my bopli. I sighed, while pouring cruises of ointment on my dome. "I would not have these bruises had I but stayed at home. My nutty, dippy yearning to roam the streets by night, and see the white lights burning, has got me in this

plight. Hereafter I'll be wiser, I'll stay at home and read the Memoirs of the Kaler, and then my head won't bleed."

CHEW A FEW!!! NO INDIGESTION, BAD STOMACH

Ate Too Much! Stomach Upset! Here's Instant Relief



So pleasant and so harmless! The moment "Peppermint Cure" reaches the stomach all distress goes. Lumps of indigestion, gases, heartburn, sourness, bloating, flatulence, palpitation, vanish. Ease your stomach now! Correct digestion and addity for a few cents. Druggists sell millions of packages. Two ounces of chifon make the overskirt of a sheath-like frock of metal brocade.

Important

We have large supplies of Fresh Killed Beef, Mutton, Lamb, Pork and Veal at keenest prices; also Sausages, Puddings and Fresh Country Eggs; Turkeys and Chicken, New York, at Christmas prices.

Yours respectfully,
JOHN WALLACE,
For Blackley & Wallace,
Tel. 1026. 54 New Gower St.

ST. JOHN'S GROCERY STORES

NEW LAID EGGS.
AMERICAN PARSNIPS & CARROTS
FINEST LOCAL TURNIPS.
LIBBY'S SPECIAL PLATE BEEF.
SMALL GREEN CABBAGE (Free from frost).
J. J. ST. JOHN,
Duckworth St. & LeMarchant Road.

