

Borden's St. Charles Milk is pure, rich, and contains more than half the natural water has been removed. Its creamy richness makes it ideal for all economical milk recipes. Order from your grocer. Four sizes.

Write for St. Charles Recipe Book The Borden Co. Limited Montreal



Our Modes of Marketing

With the return of our schooners from the fishery, the question of marketing is one that suggests itself very strongly, and one that must of necessity present a lot of interest to our people. The question of the "foreign market" immediately presses for solution, and it is this question of our foreign markets that we intend to discuss in our columns to-day. This at once revives the question of control, or what a few years ago was known as the Regulations.

Not many approved of the Regulations. They were entirely too drastic. We have said before that certain regulations in connection with the marketing of our greater staple are necessary. We believe in a degree of regulation, and saw the necessity of it long years ago, but the Regulations like other things were pushed to an extreme which bordered upon the impracticable, and which were, therefore, impracticable. They were impracticable because the price demanded for our fish in the markets was too great. Our readers will bear in mind that the enormous sum of ninety-five shillings was demanded for our fish, which was bought here in the market for thirty-five and forty-five. This was a huge mistake, and brought untold loss upon business people, and upon the country generally. Many cargoes of fish which at the time could have been disposed of at the rate of sixty-five and seventy-five, and even eighty shillings, were tied up, and lost their purchasers, and finally had to be disposed of for half the amount demanded. Regulations in their place are necessary, and we wish to say just now, that we believe at the present moment, that some sort of Regulations are necessary. We say this, because we notice that huge cargoes of fish are being sent across; not that there is a demand in the market, but simply because a big steamer has been chartered, and she being "on time," must of necessity get a quick dispatch, and therefore must be hurriedly loaded. It matters not whether the fish be ready, or whether it be properly made, the fact of the steamer being "on time," over-rides every other interest. This means that we are sending fish to market when there is literally no demand for it, and that we are further glutting the market and creating unnecessary congestion, and therefore damaging our own interests. This has gone on for a long time, and it has meant lost and annoyance on every side.

It does indeed seem a wonder that

A WOMAN'S SUFFERING

Relieved by Lydia E. Pinkham's Vegetable Compound

Verdun, Montreal, Quebec.—"I am one of thousands who have taken Lydia E. Pinkham's Vegetable Compound and I have great faith in it. I can safely say it has relieved my troubles and I shall never be without a bottle of it in my house. Since my last baby was born I suffered from pains and backache and would feel so tired I could not do anything in my home. Since I have been taking the Vegetable Compound and Lydia E. Pinkham's Blood Medicine I feel so different. I recommend it to all my friends and hope it will cure other women who are suffering from the troubles I had." Mrs. THOMAS H. GARDNER, 821 Evelyn Street, Verdun, Montreal, Quebec.

Lydia E. Pinkham's Vegetable Compound is a dependable medicine for the new mother. It is prepared from roots and herbs, contains no harmful drugs and can be taken by the nursing mother.

It is worth in restoring the mother to normal health and strength is told again and again in just such letters as Mrs. Gardner writes. A recent canvass of women users of the Vegetable Compound shows that 98 out of every 100 women taking the medicine are benefited by it. They write and tell us so. Such evidence entitles us to call it a dependable medicine for women. It is for sale by druggists everywhere.

our business men, both in St. John's and in the outports, and especially our Board of Trade, do not exercise better judgment, and show better business methods. Anybody can rush goods to market, anybody can get in a fuss and muddle up the best interests of the country, but we consider that the Board of Trade and those whom it represents, should do better than they are doing. It is their duty to do better. They owe it to themselves. They owe it to the banking institutions of the country with whom they trade, and they owe it to the common interests of the fishermen.—Trinity Enterprise.

King of Belgium in White Chapel

HAGGLES WITH STREET VENDOR OVER PIECE OF COMB.

LONDON, Sept. 30.—Many stories are being told about the incognito visit recently of the King and Queen of Belgium in London, when they travelled about on buses and street cars unaccompanied and unnoticed. One of the best is about Sunday morning in a Jewish street market in Commercial Road, Whitechapel. They boarded a bus in Piccadilly circus and rode on to the top to Aldgate, and then walked down Commercial Road.

Both were plainly dressed, the King in an old baggy blue suit, and the Queen in a black coat and skirt. They halted before various street stands, examined the wares, and asked prices. Finally they stopped at a stand kept by an old woman selling gaily colored celluloid combs.

"My wife would like that one," said the King to the old woman; "what is the price?"

"One shilling," replied the woman.

"Too dear; I'll give you ten pence," said the King.

"Take it, then."

And the King dropped the gaudy comb in his pocket, handed over ten pence, and walked off unrecognized, except by a detective who had been assigned by Scotland Yard to keep an eye on him, whether he liked it or not.

IVORY SOAP
is the most
Economical Soap

The War in China

The civil wars in China are not wars for a principle or wars between two nationalities; but they are struggles between local Tutchuns, or "war lords," for purely personal advantage.

The armies that these Tutchuns recruit are largely mercenary semi-professionals. They are not unlike the famous "free companies" that wandered over Europe in the Middle Ages. Conan Doyle told the romantic story of one of them in "The White Company." Sir John Hawkwood, an English soldier of fortune, commanding it, sometimes helped one side and sometimes helped the other, but usually helped himself. We merely mention these facts lest we become "superior" and say that Anglo-Saxons would never do these things.

Naturally armies of this sort obey the power of the purse. When these soldiers are not paid—as often happens—they are liable to turn into bandits, and pay themselves. That is the explanation of the large amount of banditry in Shantung recently. A local army lost its leaders, its vocation and its hope for pay in the first defeat of Chang, and it had nothing to do but return home and live off the country—and the casual foreigner. When the central Government buys an army, it seems to buy its officers with it. It is a wholesale transaction. In a sense, it is not unpatriotic. It is all for China. The outside world will make a fatal mistake if they imagine that these armies could be bought to fight against China.—Family Herald.

Soldiers as Scholars

General Chang Tso-lin, of Manchuria may have been a bandit, but apparently he appreciates education, for he has issued instructions that his soldiers must know how to read and write. Each of his officers and men must memorize the "thousand" Chinese characters that make the minimum requirement of literacy under the new standard of the Republic. The method is thus described by a correspondent of the Shanghai Times:

It was discovered that only twenty-five out of each battalion of one hundred and fifty could read and write. So the other one hundred and twenty-five in the battalion formed a convenient class unit for the mass method of education. Over each battalion class an officer teacher was sent to take up the first half of the daily school period with instruction by means of a lantern and slides. During the other half of the period the class is in charge of assistants and "guides." These two groups are taken from the twenty-five literate men in each battalion. The assistant teachers conduct a review of the previous day's work, and the guides pass around among the soldier pupils answering any questions they have to put. The school course for the Manchurian Army is to be short and quick. The

The Broadway House of Fashion

Millinery Sensation!

Gigantic Showing! -- Astounding Sale 300 Hats!

4.00 Hats -- 5.00 Hats -- For -- 6.00 Hats -- 7.00 Hats

VARIETY, STYLE, QUALITY, DISTINCTIVENESS, such as no other millinery event has been able to accomplish this season, is achieved in this Sensational Sale of Manufacturers' Samples.

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New off-the-face effects—new Cloche shapes—new draped Turbans—new high crown effects—new Mushroom shapes—new roll brims—new Matrons' Hats

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Assorted shades in Feathers, Embroidery, Ribbons, Rhinestones, Buckles, Sutache Braid and many other Novelties.

The Town is Full of Sales—But this Sale Beats them all—Leads them all.

Coat Sensation!

Misses', sizes 14 to 19 yrs. -- 500 COATS -- Women's, sizes 16 to 44

\$12.50 COATS
FOR
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Every Coat in this great collection, one of the largest ever shown at these low prices—shows conclusively the ability of the "BROADWAY" to corral the best merchandise at the lowest prices.

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A truly magnificent gathering of Coats—doing full justice to this Sensational Value-giving event. A Sale right at the beginning of the New Fall Season, when every miss and woman wants a nice coat at the least cost.

\$19.50 COATS
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Materials

Velours, Silvertones, Tweeds, Bolivias, Suedines, Plaids.

Colours

Black, Navy, Brown, Sand, Mixtures, Grey, Dark Fawns, Light Browns.

Coats with Fur Collars. Coats with Self-made Collars. Coats with Fur Collars and Cuffs

Buy Your Coat Now! You Save!

"It Pays to Shop" at

The Broadway House of Fashion.

General Director of the National Popular Education Movement was summoned from Shanghai to take charge of the campaign, and every man in Chang's army must be able to read and write by the end of November.

Germany borrowing money to pay her debts should give some of our well-known spendthrifts a new idea.—Boston Shoe and Leather Reporter.

U.S. to Develop Airships

The success of the world flight has convinced President Coolidge that the value of capital ships in future warfare is limited, and, according to information issued at the White House, he is not in sympathy with the efforts of naval officers to obtain an increase in naval appropriations.

These officers, who have the avowed sympathy of Mr. Wilbur, the Secre-

tary of the Navy, have been demanding that capital ships should be modernized to bring the Navy up to the 5-6-3 ratio of the Five-Power treaty. Mr. Wilbur, who has been making several speeches for a greater naval budget and a greater Navy, was recently summoned to Washington to discuss the situation with the President.

The President made it frankly known that he is inclined to favour

aircraft in place of large ships, particularly battleships.

It was indicated at the same time that the trip by the dirigible Shenandoah over the North Pole contemplated some months ago will now be abandoned.

A very chic and youthful combination is dark blue rep and white crepe de chine.

MINARD'S LINIMENT FOR CORNS.

Shingling

LONDON, Sept. 30.—Has shingling come to stay?

Experts recently interviewed, here declare that it has, and contend that in this method of dressing their hair women have found the ideal. The arguments in favor of shingling are:

It discloses the natural shape of the head; helps the growth of the

hair; is much more comfortable and makes hairdressing easier; it suits women of all ages.

Arguments against it are:

It is not suitable for social functions; is too "mannish" for a woman. "At least 75 per cent. of our women clients have had their hair shingled," a member of a firm of hair experts said the other day.

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