

Bowring's Grocery Dept.

SPECIAL PRICES

High Class Groceries



Purity Milk—
10 tins for \$1.80
Evaporated Milk—
10 tins for \$1.40
Split Peas—
10 lbs. for 65c.
Whole Peas—
10 lbs. for 90c.

Sugar 10 lbs. for 65c.
Tea (Venture) 5.70
Tea (Cad.) 6.00
Beans 70c.
Rolled Oats 55c.
Beans 55c.
Oatmeal 65c.
Cheese 3.90
Currants 1.05
Green Coffee 4.20
Apricots 2.60
Peaches 2.20
Raisins (Aust.) 1.50
Raisins (Cal.) 1.55
Evaporated Apples 2.00
Prunes 1.50
Rice 65c.
Green Peas 85c.
Soap (Lion Borax) 10 cakes for 70c.
" (Camels) 90c.
" (Key) 1.25
" (M. Sweet) 55c.
" (Flag) 55c.
" (Long Bar) 4.50

Bowring's Drapery Dept.

New Dress Goods For Fall Wear

The new lines are now open and show a large assortment of the season's newest weaves. Care has been taken to select the newest colours and the quality is up to our usual high standard.



Dress Tweeds—In a big variety of Checks, Stripes and Plain weaves. Serviceable materials that will stand hard wear—60c. 67c. 70c. 90c. \$1.20, \$1.45, \$1.85 yard.

Fine Navy Blue Serges—Nothing looks finer in a Costume than a good Serge. You can get a wide range of weights and widths here. All good values at the prices shown: \$1.60, \$1.85, \$2.40, \$2.90, \$3.50 yard.

Coloured Dress Serges—Grey, Saxe, Taupe, etc. \$2.50, \$2.90, \$3.60, \$4.00 yard.

Navy Amazon Cloth \$2.60, \$3.50, \$3.75 yd.
Brown Amazon Cloth \$3.50 yd.

Velour Suitings—In rich plain shades—
Fawn, Brown, Light and Dark Grey . . . \$4.20 yd.
Taupe \$4.75 yd.

Velour Coatings—Good heavy weight, 54 inches wide, in Cranberry and Fawn \$4.50 yd.
Sealette Coating—Heavy lustrous Black, deep pile, full 50 inches wide \$10.50 and \$12.00 yd.

Cuff Links . . . 25c. 30c. 35c. 45c. 55c. set
Expanding Armlets 27c. pr.
Men's Waist Belts 55c. ea.
Men's Sets, containing Suspenders, Armlets and Garters \$1.50 set
Men's Sets, Garters and Arm 70c. set
Bands 70c. set
Ingersoll Watches . . . \$2.00 and \$3.10 ea.

Dressing Combs—
18c. 22c. 25c. 28c. 30c. to 45c.
Hair Barettes, 8c. 14c. 18c. 20c. 25c. ea.
Tooth Brushes, 20c. 25c. 30c. 40c. to 70c.
Hair Brushes 60c. 85c. 96c. \$1.40
Jazz Handkerchiefs . . . 25c. and 45c. ea.
Boxed Hks. 45c. 60c. 77c. \$1.30 up
Coloured Mending Wool—
1/2-oz. Balls, assorted, 9c. ea.

SPECIAL REDUCTIONS IN TAFFETTA SILKS.

Showing a considerable cut. These Silks offer an excellent opportunity to save. If you are thinking about a new Dance Frock, now is the time to buy. Saxe and Brown Now \$1.75 yd.
Grey, Black and Navy Now \$2.40 yd.

CHILDREN'S KNICKERS, BARGAIN

We offer you a splendid line of Children's all Wool Knickers, knee length, trimmed with lace edging. Worth at least double what we are selling them for. This is mother's opportunity to keep the kiddies warm during the Winter. Now 58c. pair.

CHILDREN'S SLEEPING SUITS

Comfortable garments of warm, fleecy weave, assorted sizes \$1.35, \$1.40, \$1.45 Suit.

CHILDREN'S PANTALLETTE LEGGINGS

No fear of baby catching cold when he has on a pair of these warm Pantallettes. Colours: Fawn, Grey and Brown. Assorted sizes, 2 to 5 years . . . \$1.75 pair.

LADIES' SWEATERS AND SWEATER COATS

We can give you an endless variety. It's no trouble to make your choice here. Sleeveless and coat styles in all the newest plain and jazz colours.

Prices \$2.50, \$2.70, \$2.90, \$3.30, \$4.30, \$7.00 up

Bowring's Hardware Dept.

A good workman needs good tools. Our large stock of high grade English and American Tools can always be depended on to supply your needs.

Diston Compass Saws—
90c. 95c. \$1.00 ea.

Diston Hand Saws—
\$2.80, \$3.40, \$3.90, \$4.30 ea.

Diston Double Duty Saws, Rip &
Cross-Cut, Combined . . . \$3.90 ea.

Bit Braces . . . \$1.00, 1.10, 1.90, 2.20 ea.

Corner Braces \$7.50 ea.

Breast Drills \$4.60, \$4.75 ea.

Stanley Hand Saws \$2.50 ea.

Hand Drills, 2.50, 3.45, 3.70

" Plough Planes, No. 45—
\$16.50

" Iron Smooth Planes—
\$4.50 and \$5.00 each.

" Wood Planes—
\$4.20 and \$4.30 ea.

" Iron Jack Planes—14 in.
\$6.40

" Fore Plane, 18 in. . . \$6.50

" Jointer Plane, 22 in. . \$7.50

" Block Planes—
\$1.65, \$1.70, \$2.20 ea.

" Hammers \$1.10 ea.

" Spoke Shaves—
55c. \$1.10, \$1.70 ea.

" Cabinet Scrapers . . \$2.30 ea.

" Nail Sets . . . 17c. & 22c. ea.

" Rules—
25c. 30c. 35c. 85c. \$1.00 ea.

" Zig-Zag Rules, 6 ft., 55c. ea.

" Pipe Wrenches . . \$1.25 ea.

" Bits 65c. 70c. 75c. ea.

" Stanley Trammel Points . . \$1.10, \$1.25 ea.

" Squares \$1.85 ea.

" Mitre Boxes \$4.00 ea.

" Levels . . . \$1.30, \$1.85, \$2.40, \$4.80, \$7.50 ea.

" Emery Wheels . . \$4.30, \$4.40, \$5.20, \$7.25 ea.

" Shingling Hatchets . . 95c. \$1.00, \$1.25, \$2.60 ea.

" Try Squares \$1.30, \$1.50 ea.

" T. Bevels 75c. 80c. 85c. ea.

" Files and Rasps, all sizes.



BOWRING BROTHERS, LTD.

The Fish Business as I See It

(Continued from 8th page.)

member, when I speak of retail fish I am bunching them together as a convenient view of them. They are retail fish markets run by men, mostly of the fish business, and they are the most attractive of the fish business. They are the fish business as I see it.

I have met many retailers of excellent type in Nova Scotia. I have been agreeably surprised to find many up-to-date markets in small towns. But always running them were men whose heads were set on keeping abreast of the times. I have seen how it is in the larger cities of Canada. But from my experience in the eastern cities of the U.S. I have not found the fish markets at all comparable to those of the western cities.

From my experience in talking with thousands of housewives I would say that generally speaking, they would prefer to pay more and get the fish in appetizing form. The trend of the fish trade is toward the fish market, and we cannot expect this kind of thing to change.

Which would you rather save time or money? The Valet Auto-Stop saves both and gives you a smooth shave.



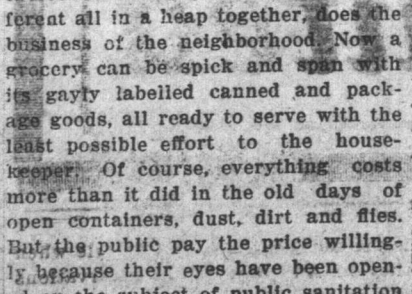
Valet Auto-Stop Razor
\$5. up to \$25;
Other Models at Lower Prices.

line. They are one of the most spoils of articles. They take delicate handling to keep them attractive as the most perishable of fruits, and because they have been roughly handled, because time has not been taken to take care of them properly, dumped around in promiscuous fashion by the retailer, he must sell them very cheaply, and they must be purchased by those to whom a cheap food is a necessity—in many localities.

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Valet Auto-Stop Razor
\$5. up to \$25;
Other Models at Lower Prices.

he has to sell his goods cheaper in consequence.

The Fish Business As I See It.

So if the retail fish dealer can be persuaded to consider gradually modifying his premises, installing suitable fixtures to carry on business which will insure clean, well kept fish—that change will give the greatest impetus to the sale of fresh fish which can be devised. Then if some form of advertising to keep fish before the minds of the public will accompany this onward step, the greater consumption of fish will follow as a matter of course.

You cannot charge the public to eat fish for "their health's sake" and expect them to purchase the same from a dirty, smelly, fly-laden market. The two viewpoints clash.

Demonstration Experiences.

I have just concluded a trip through the province of Nova Scotia lecturing on the health-values of fish oils in the diet and giving actual demonstrations in fish cookery and sauce making. Everywhere this work has attracted large audiences of housewives even in the smallest towns; in one college town of 1500 (which included the students) we had 150 women for three days' running! I was told that every housewife in the town had turned the key in her door and attended one or all of these meetings!

After having lectured in some of the largest cities in the U.S. and knowing the difficulty of attracting large audiences on the subject of fish—I was agreeably surprised to find the N.S. housewives so much interested. I might as well say that we often heard of "senior citizens" on the streets among the men such as: "What are these U.S. women coming here to teach our women how to cook fish? Surely the mothers and grand mothers of Nova Scotia have been cooking fish long enough to know something about it!" But the housewives themselves, both by their attendance at their remarks showed an entirely different

spirit. First they were always glad to find out I was a Canadian woman, then they freely confessed that they did not know fish could be made to taste so delicious and luscious—as it did when cooked just long enough to retain all its own succulent, flavorful juices, instead of the same being all dried out in the cooking process. They did not know, generally speaking, until the principles of fish cookery were explained to them wherein fish differed from meat, in that the connective tissue holding the fibres of fish together, is tender and gelatinous and softens at once upon the application of great heat, while that of many cuts of meat is stronger and tougher, thus taking longer cooking to render it tender to the palate.

Again, generally speaking, the housewife knows very little about the concoction of the finer fish sauces, she being usually content to thicken a little milk, add a lump of butter, and let the sauce go at that or melt some butter and pour it over the fish. Now, melted butter makes very good eating, but variety is the spice of life, even in fish sauce. A celebrated Frenchman who was a great epicure, made what he considered a most bitter, scathing arraignment of England when he said, "England is a land of a hundred religions—and only 'one' sauce!" This was the melted butter referred to above. Consequently, I would say, from my experience, that the housewife needs instructions upon sauce making as an adjunct to variation in fish cookery just as much as learning the principles which govern the cooking of fish. Such as: if you want a flavorful fish steak, you must blanket it to retain its juices, then subject it to great heat, around 600 degrees Fahrenheit, to seal in those juices and keep them intact inside the fish; or if you want a steamed fish, wrap it in parchment paper, salt and pepper it, treating it to a sauce of lemon juice and a few dots of butter, then drawing the parchment well around it, cover

with a tight lid and steam (over boiling kettle of water) in its own well seasoned juices which are always lost in the ordinary process of steaming or boiling fish. Now, the juices are the flavoring material of the fish, each variety has its own flavor as distinctive as those of beef or lamb. So to preserve its juices, to actually steam the fish in the same, is to have the very finest foundation for a fish sauce to finish the dish which the imagination of the best cook can produce!

To sum up: the ordinary housewife has two or three ways of cooking fish—and one sauce. Consequently a family tire of fish, even only using it once a week, on account of the repetition of what might be an admirable dish. Or in her zeal to cook it enough, she often over cooks it, thus driving out its juices which are the differentiation between the varieties of fish, thus making all fish taste alike and the family soon tiring of it.

"I had no idea fish could be cooked to taste like this!" "I thought I hated fish, but I could eat it if I could make it taste as this does!" "My husband loves fish. I hate to cook it. So when we have it, he must cook it himself. Do you think I could ever get over my distaste of handling fish?"

"Our children will not touch fish—but I know they would like it if I could make a sauce like this to serve with it!" These are the sort of comments I hear after every meeting.

I have come across women so skeptical as to question the evidence of their own sense of taste. They know the codfish they cook has a strong "coddy" taste (from too long cooking) and that my cod and haddock fillets are as delicious in flavor as the finest halibut, flounder or sole fillet. So they conclude that I must resort to some secret process; some species of chicanery or juggling in the cooking which I am not divulging.

One day, I watched two women of this stamp come early before the crowd gathered and proceed to examine all the cooking equipment standing ready on the table, then turn to the open trunk in which we carry it around and rummage through that, lifting out and minutely examining everything in sight. Finding nothing of a secret or mysterious nature—they sighed with relief of a duty performed and seated themselves to await the cooking demonstration, satisfied then to learn some of these new ways.

Everywhere I find the women eager to listen to all the newer ideas upon the health side of using fish and the fish oil.

In Nova Scotia I have observed there is no gaffer to speak of. The ocean breezes in this almost inland province, together with the indigestion of salt sea fish seems to be proof that they all get enough iodine to keep the thyroid gland functioning properly. I recall my Chicago audiences where I saw so many gopher necks and how eager those women were, questioning me afterwards did I think they would be benefited by eating ocean fish. I suppose the same condition will obtain round the Great Lakes region in Ontario.

Everywhere I go I meet splendid women. Eager, interested women, ready to listen to new ideas. And if the per capita consumption of fish is ever raised, it must be through the co-operation with these groups of fine housewives—the backbone of the country—Canadian Fishermen.

Have you tried the Home-made Candy at L. G. HARSANT'S, G. W.V.A. Building—it's delicious. oct.15/25

A large monogram of meta; may be used on the envelope purse of violet kid.



MAVIS
de Maudou
FACE POWDER
If you would possess the charm of youth, use Mavis Face Powder for a perfect complexion. Mavis Rouge is nature's own coloring. V. VIDAUDOU, INC. Paris New York

Bricks Tasteless! Bricks Tasteless! Bricks Tasteless!

the best all round TONIC and BLOOD BUILDER that is on sale in the country to-day. If you feel "run down" or suffer from lack of energy, get a bottle at once and see how quick it will help you. It will certainly give you a good appetite—THE ONE WHO TAKES IT MUST EAT.

A Good Tonic

is what most people need at this time of the year, as the weather being so changeable, it is hard to avoid colds and other diseases that are prevalent unless your system is kept in good condition.

Thousands of bottles have been sold in the country, and there will be thousands more sold this Fall and Winter. We have our first shipment just in of over 1,500 bottles, with four or five shipments to follow during the month, and can supply all you need.

BRICKS TASTELESS can be purchased everywhere, and if you want results insist on getting BRICKS when you ask for it.

\$1.20 PER BOTTLE.

Dr. F. STAFFORD & Son

(Sole Distributors for Newfoundland).

CHEMISTS and DRUGGISTS.

Fads and Fashions

The tiny dinner or dance bag may be in a bright color, studded with rhinestones.

The small hat for afternoon may be of velours with a brush of glycerized ostrich.

Very smart for the right face and neck is the little turn-over collar with its tiny bow.

The frock of the ensemble may be appliqued around the hem with the coat material.

Silver lace is used on a dainty frock of sweet pea taffeta with a full, gathered skirt.