

Exclusiveness.

By RUTH CAMERON.



"A high degree of exclusiveness is only possible to do nothing and only prized by know-nothings. Last spring the question came up in our family as to the choice of a suburb for a summer boarding place. There were two or three possibilities. I had almost settled upon one of them when I received a call from an acquaintance of mine, who is occasionally so kind as to honor me. In her patronizing way she asked me if I had decided yet where we would live during the summer. I told her she lifted her eyebrows. "But, my dear, I thought you said you were going to the West Side."

But that was exactly what I felt. I hate exclusiveness. I hate exclusive people and exclusive things. Or I should say I hate people and things whose chief recommendation is their exclusiveness. Perhaps you wonder what I mean by exclusive things. I mean things like diamonds and orchids, that people care for not so much because of their beauty as because of their costliness which makes it impossible for everyone to have them—in other words their exclusiveness. In a florist's window the other day I saw a small plant with three or four orchid blossoms on it. Underneath was marked the price—\$300. Now some rich man will probably buy that orchid, not because of the beauty, but because of the price, because he will know he is getting something exclusive.

The desire for exclusiveness in respect to either people or things is sure to give one a distorted vision. The man or woman of any class who always seeks to meet only his or her particular kind of people will naturally grow narrow in mind, and atrophied in soul and sympathy.

"People" said a man who had just passed through that tremendous maelstrom the New York subway, "and they are interesting. Make a man at most willing to have been born."

I think that is a great and true sentence, and the man or woman who is not interested in the big world of common people, the man or woman who worships the fetish of the small minority—exclusiveness, is punished by losing half the flavor of life.

Red Cameron

Household Notes.

Soiled hot-water bottles can be cleaned if you will rub them with a piece of flannel dipped in hot water and soaped. Then dry with a soft cloth, and the rubber will look like new.

A new method of removing ink stains on linen is as follows: Cut a piece of flannel in half and rub the ink stain rigorously with the top. The stain will disappear when the linen is washed.

To clean chiffon, allow it to stand in a weak solution of cold, soapy water a few minutes, after which shake it up and down without rubbing. Rinse with dry and iron with a moderately hot iron.

Winter boots and shoes should be thoroughly cleaned of dust and dirt, then rubbed with olive oil, before being put away for the summer. The oil will prevent the leather from becoming dry.

The white knit sweater will clean easily in the following way: Put into a flour bag equal parts of flour and salt, then put the sweater in and shake well. No ironing will be necessary after the process.

To mend a zinc pail, take putty, put a small piece on the inside and a large piece on the outside of the pail over the hole. Press well together and place in the open air until perfectly dry. The pail will then hold water as good as new.

A good method of renewing old velvet is to let the kitchen fire get very low. Then bring a long cloth out of cold water and lay it on top of the stove. Then spread the velvet over

the cloth and allow it to remain until the nap rises.

Casts of plaster paris which have become soiled can be easily cleaned by melting some whiting in water. Dissolve a little in a glass in warm water to prevent it from rubbing off. Stir the liquid well and apply to the plaster with a soft camel's hair brush.

Varnish stains will be easily removed from white goods by moistening the stain with ammonia. Then put on a few drops of turpentine and roll it up. Leave it rolled for about fifteen minutes, then wash out with soapy water, rinse thoroughly and dry in the sun.

Rain spots on cloth can be removed if you will wring a soft towel out of water and lay it over the garment, then iron with a warm iron. If this process is repeated all over the garment, the stains will disappear and the garment will be proof against future rain spots.

We can recommend to our lady patrons a visit to the Showrooms of G. Knouling. You will find some new and very attractive and elegant costumes and one-piece Serge Robes, Jackets, etc., at marvellously low prices, being makers' samples.

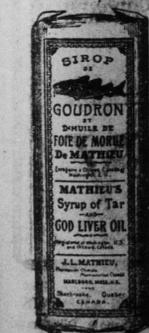
Minord's Liniment Co., Limited. Gentlemen,—I have used MINORD'S LINIMENT on my vessel and in my family for years, and for the every ill and accidents of life I consider it has no equal.

I would not start on a voyage without it, if it cost a dollar a bottle. CAPT. F. R. DESJARDIN. Schr. "Storke," St. Andre, Kamouraska.

PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persistent cough which exhausts you, MATHIEU'S SYRUP of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs: PORT GREVILLE, C.B., Dec. 27, '90. Blacking & Mercantile Co., Ltd.



Dear Sirs,—Please ship by next express, if possible, 3 doz. Mathieu's Syrup. It is the best Cough Mixture on the market. Yours truly, W. STERLING. CHURCH POINT, July 31, '08. Blacking & Mercantile Co., Ltd., Amherst, N.S.

Dear Sirs,—Nearly one year ago I had my first order of "Mathieu's Syrup" from you. It was not long in this country, and I gave samples to several families whom I knew would use it. After a few weeks I began to have a call for it, and made has increased wonderfully since. I have not the least doubt that it will soon be the best selling remedy for coughs, colds, etc., on the market. In my store there are good and our people ask for it. Several stores in this county now keep it in stock and report sales increasing. I have bought from you since August 18th, 1907, 4 Gross and have only three dozen on hand at this date, and which I am holding for retail trade in my store. Yours truly, LOUIS A. McLANSON.

AGAINST HEADACHE there is no remedy so effective as Mathieu's Nervine Powders which contain no opium, morphine or alcohol. 25 cents per box of 18 powders. J. L. MATHIEU Co., Sherbrooke, Can. THOS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

HOSE!

This week's special is Child's, Misses' & Ladies' Hosiery,

in Cashmere, Lisle, Silk, Fancy Embroidery and Gauze.

EXTRA VALUES. Child's, all sizes, 16c. pair Ladies' Black and Tan Cotton, Cashmere, Rib and Plain, 25c. pair.

Soper & Moore.

Partia Off. The S.S. Partia sailed yesterday for western ports, taking the following passengers: Messrs. Lynch, Butt, O'Connell, Quinn, Hickey, Butler, Mann, Byrne, Devine, Mander, Parker, Schlotter, Power, Snow, White, Ehsary, Cook, Ash, Lemassurier, Mess. James, Willar, Cook, Bambrick, Willard, Bulger, Nolan, Slater, Josephine, Sister, Bridget, Parker, Misses—Doherty, Baldwin, Byrne, Walsh, Hann, Killand, Shanahan, Fleming, Penny, Newman, Daney and Ryan; 25 steerage.

Minigise The Loss. Practically farmers may easily minimize the loss, due to a backward and cold season, by the judicious use of Sulphate of Ammonia as a fertilizer.

Sulphate of Ammonia contains over 20 per cent of nitrogen, as against 15 per cent in Nitrate of Soda, and is therefore more than 25 per cent better than nitrate of soda as a means of quickening and increasing the growth of crops. The use of Sulphate of Ammonia has increased enormously of late years, and it is recognized to be the most valuable fertilizer obtainable. By its judicious use the production of root crops per acre may be doubled, and the growth of late crops stimulated. We invite the attention of Farmers to our special pamphlet on the best methods of using Sulphate of Ammonia which will be forwarded free to any address on application.

The price of Sulphate is moderate, and our terms are accommodating. ST. JOHN'S GAS LIGHT COMPANY. Board of Trade Building, St. John's, July 17, 13.

Here and There.

Cricket Match, in aid of Mount Cashel Orphanage, St. George's Field, Wednesday, August 27th, August 21.

Electric Restorer for Men. Phosphonal restores every nerve in the body to its normal condition. It restores vitality, prevents decay and restores weakness stricken at once. Phosphonal will take you a new life. Price 50c. per bottle. Mailed to any address. The Scepter Dispensary, 100, St. John's.

NOTE OF THANKS.—Mr. and Mrs. H. Burridge and family wish to thank all kind friends who sent wreaths and flowers to adorn the casket of their dear son, John; also all who sent notes of sympathy, as well as those who helped in any way to lessen their great trouble.—advt. 11.

This morning Mr. James Murphy, our local song writer, received a very pleasing note from Sir Mackenzie Howell, thanking him for two copies of the songs of Newfoundland, compiled by Mrs. Murphy. The songs of some of our best known composers are in the book. Sir Mackenzie says, "My visit to Newfoundland I assure you will not soon be forgotten as it was one of the most pleasant of my outings."

Lord Kitchener in Tears. Lord Kitchener, who has just celebrated his sixty-third birthday, is by no means the cold, unemotional man he is represented to be. In action he certainly is, as the late G. W. Stevens put it, "A brain working in a box of lead," but he can shed tears.

Once in the final Sudan Campaign when sudden and torrential rains swept away the labour of months, he broke down, wept, and the job, asked why he should be thus afflicted. Again, in the final scene at Khartoum when a thanksgiving service was held, tears rolled down his face, and he made no effort to hide them.

At the Durban he appeared 200 odd men, all that was left of the Sepoys who remained loyal in the Mutiny, to be reviewed by the Duke of Connaught and the Viceroy. Lord Kitchener, of course, was there, and he gazed in silence at the line of quavering veterans.

Then he returned to a brother-officer of high rank and said: "I say, old chap, let's give these men a cheer!" All responded to the call, and a moment later it was seen that the tears were standing in Lord Kitchener's eyes.

Take a Mackintosh and You'll be Safe.

Fall days will soon be here, and Fall days mean rainy days; even if you go for a walk when it's nice and bright, it's safest to take a raincoat with you, for the fall showers come at a moment's notice.

The best thing to do is to be prepared for the "rainy day."

We have just received a splendid stock of Men's and Women's Mackintoshes in all the newest styles and colorings, and in a great variety of textures and weights. These new Mackintoshes are in advanced styles and are in reality samples of what will be the leading fashions next Spring in "rainy weather" wear.

Women's from.....\$3.75 to \$16. Men's from.....\$6.75 to \$18.

U. S. Picture & Portrait Co.

T. J. Edens. 20 kegs ALMERIA GRAPES. 10 cases FRESH COUNTRY EGGS. LOCAL CABBAGE, TURNIPS, LETTUCE, NEW CARROTS.

By s.s. Florizel: 10 cases CENTRAL UNION Plug & Cut Tobacco. 10 cases DATES, 1 lb. cartons. 25 cases CAMPBELL'S SOUPS, small tins. PURITY BUTTER, 10 lb. tubs, 2 lb. prints.

T. J. EDENS, Duckworth St. and Military Road.

Hr. Grace Notes.

A severe thunder storm passed over this town on Monday evening and night. The lightning was very bright and kept the sky in a quiver of brilliancy for the greater part of the night.

Mr. P. E. O'Rourke, of St. John's, passed through here in his automobile last evening, accompanied by several ladies and gentlemen. The party left about 7.30 for Briggs.

Mr. and Mrs. A. J. Goodland and baby arrived by train last evening from their holiday trip to Trinity and Bonavista Bays.

Men are now employed making a concrete sewer over Heath Hill to connect with the main sewer on Harvey Street. This is a good work, and will no doubt save many dollars and much annoyance in the spring time particularly when the water flowing along to the north of the railway track used to overflow and coming down cut deep ruts in the streets and in a few minutes cause damage that often took hundreds of dollars to repair.

We have to thank a St. John's gentleman for a little help to the needy ones referred to by us some weeks ago. Would that he could see the happy faces of these people when his gift was presented, and to hear their grateful words for appreciation as we did, and we feel sure he would be fully repaid for his thoughtful kindness. Thanks very much on their behalf.

We are very pleased indeed to see a writer in the "Standard" opening

Varicose Veins and Itching Piles. Usually Arise From Same Cause—Relief and Cure Effected by Dr. Chase's Ointment.

Nearly everybody knows of Dr. Chase's Ointment as the most effective treatment for piles or hemorrhoids. That medical science has been able to compound, so much suffering, and misery arising from this ailment, that one is not long in telling his friends when he has found an actual cure. This accounts for the enormous sales of Dr. Chase's Ointment.

This letter tells of relief from the suffering of varicose veins by the use of this great soothing ointment. Mrs. R. J. Evans, 181 Munro street, Toronto, writes: "We have used Dr. Chase's Ointment for years. I have been troubled with varicose veins, and find it the only thing that gives me relief. Every time I use it when something heating ointment is needed there is nothing so good as Dr. Chase's Ointment. I have bought it of all dealers, or Edmondson, Bates & Co., Limited, Toronto."

The Old Favorite excursion party to Carbonara, from St. John's, passed through here at 11.25 to-day. A garden party is being held at Carbonara, and the party will no doubt have a pleasant time.

The lightning storm on Monday night was felt very much in some parts of this town. At the court house the lightning struck very heavily in one room, breaking the electric light bulb and making large holes in the partition. At the home of Mr. Selby Parsons, near the railway station, the electric current entered being apparently attracted by the stove. Mr. T. O'Neil, of the station, was standing near the stove, and was knocked down and rendered unconscious with the shock. He is now fully recovered. No other damage was done so far as we have heard.

Mr. Grace, Aug. 20, 1913.

Mr. M. Sullivan was a passenger from Grand Falls by yesterday's express.

Children's Straw and Linen HATS

Have all been greatly reduced in price by us in order that our customers may have a chance to fit out all in their family with a new Hat for Regatta Day.

Give us an early call and we shall be delighted to show you our stock.

GEORGE T. HUDSON, 367 and 148 Duckworth Street.

All Newfoundlanders

who have visited London, have taken afternoon tea at FULLER'S world celebrated shops on Regent Street, and have eaten their delicious Chocolates and Candies, the finest in the world.

We have been appointed Sole Agents for Newfoundland and have just opened a shipment in 1 lb and 1/2 lb. boxes. You should certainly try a box.

In response to many enquiries for ABDULLA CIGARETTES of Virginian Tobacco, we have imported a quantity.

BISHOP, SONS & CO., Ltd., Grocery Dept. Phone 679.

Distinguished Arrivals!

Admin C. Burt. BUSTER BROWN LOW CUTS. WHITE HOUSE SHOE FOR MEN.

Mr. E. E. Parsons, and her little daughter, Miss Florence Parsons, were passengers on the s.s. Kite to Labrador last week, where they will visit Mrs. R. S. Munn at Shoal Bay Island.

Judge Oke is confined to his home with an attack of illness. Although feeling unwell on Monday he attended court, but was compelled to go home and seek medical attendance. Dr. Cron is attending him and we hope to see the Judge out again in a day or two.

The sailings of the Reid coastal boats as published in the daily papers are very interesting and valuable particularly to people who are about to take a trip or has friends connecting with the boats. But they should be accurate, otherwise they mislead, and may cause people endless trouble and much expense. During last week the items published were not according to the real sailings of the boats. Whoever supplies the information should do so properly.

A very fine horse arrived by train yesterday for Dr. Cron from Nova Scotia. The doctor had him out for the first time to-day.

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Tintara (AUSTRALIAN BURGUNDY)

In Bottles and Half Bottles. Hayward & Co.

Telegram Ads Pay.