



You'd drink more cocoa if you knew how good it is for you and how good it ought to taste.

Ordinary cocoa prepared in the ordinary way cannot give you the faintest idea of the real deliciousness of the finest cocoa.

To get the full delicious flavor you must use the right kind of cocoa and make it in the right way.

Lowney's, properly prepared, will show you how cocoa ought to taste.

The full, rich flavor of Lowney's Cocoa, produced at our factory in Montreal, is due to this: (1) the finest-flavored, most costly cocoa beans from the tropics are used; (2) the beans are skillfully roasted to bring out all their rich flavor; (3) beans from different countries are combined in proportions that make a delicious blend.

That is why you get a rich fullness of flavor in Lowney's not found in ordinary cocoa.

The Best Way to Make Cocoa: Mix two even tablespoons of Lowney's Cocoa with two cups of water. Add one-eighth of a teaspoonful of salt.

Over this mixture pour gradually two cups of boiling water, and stir with the back of a spoon until it is a smooth paste. Then boil 5 minutes.

Finally, add two cups of scalded milk and beat with an egg-beater until frothy.

These directions, carefully followed, will give you four steaming cups of the most delicious cocoa you ever tasted.

Lowney's Cocoa is sold by grocers. In tins—10c to 50c, sizes.

Lowney's Cocoa is sold by grocers. In tins—10c to 50c, sizes.

The Walter M. Lowney Co., of Canada, Ltd., Montreal.

Costly Luxuries By RUTH CAMERON

MAN whom I used to know recently committed suicide. No, it was not a case of unrequited love. Nothing so romantic as that. It was simply a case of unpaid bills.

Finally things came to a crisis, and driven half crazy by it all, he killed himself, leaving his wife with a good insurance and a broken heart.

We often see people who seem to have more of the good things of life than we do. They are in financial condition; and sometimes we envy them. It is a foolish envy. Believe me, anyone who lives beyond his means, pays heavily in coin of anxiety and a troubled mind for all the pleasure he may get out of his luxuries.

For every man who is driven to suicide by extravagant living I don't doubt that there are a hundred who live on the brink of it.

It is said by those who have good reason to know, that a great many of the people who own automobiles are constantly on the very edge of financial ruin. Their homes, their salaries and their peace of mind are all heavily mortgaged to maintain the wretched things. Decidedly the savages who start on the automobile "devil wagon" spoke better than they know.

And decidedly we torturers, who plod along stout and enviously watch the horses in their automobiles, are really much more likely to win out in the race for happiness than we realize.

When a young couple starts out spending money in a haphazard way without attempting to reckon just how much per week they can afford to spend for each item, they start on the road to trouble. Loan sharks and charge accounts make such conditions possible, and I think anyone with limited means should avoid the latter as carefully as the former.

Even checking accounts, unless one is very strong minded, have a tendency to make one careless about spending money. It seems so much more real, when you part with an actual five dollar bill than it does just to sign one's name to a scrap of paper, especially when one has a plentiful supply of such scraps in one's check book.

Spending money is the easiest and most pleasant thing in the world—except when you don't have it. Even then it may be pleasant at first but sooner or later it will spoil your whole life.

MORNING LOCALS: Some milk dealers in Carleton and Fairville who raised the price of milk to eight cents a quart a few days ago, have decided to reduce it again to seven cents, the same as is charged by the city dealers.

The fire department was called out early this morning for a fire in John Guilfoill's woodshed at the foot of Chapel street. In revenge for being put off a car for disorderly conduct a couple of men stood

IN AID OF PLAYGROUNDS Ladies Discuss Plans for Raising Funds — Alice in Wonderland Thought Of

Determined efforts are being made by a large number of representative ladies of St. John to raise funds for the Playgrounds Association and it is likely that a highly interesting and entertaining performance will be given soon, or that some other means will be adopted in the interests of the playgrounds for which there is such a crying need.

Several ladies who were called together by Walter C. Allison met at the home of Mrs. F. E. Sayre last evening to meet Miss D. Hope Leonard, of New York, regarding a possible production of that great favorite of the children, Alice in Wonderland, in the Opera House six nights and a matinee, beginning November 4.

The ladies present besides Mrs. Sayre were Mrs. C. H. Eason, Mrs. J. A. Jones, Mrs. Murray McLaren, Mrs. W. E. Foster, Mrs. Stewart Skinner, Mrs. George Fleming, Mrs. J. Royce Thomson, Mrs. Geo. L. Wetmore, Mrs. M. B. Edwards, Mrs. Daniel Mullin, Mrs. D. Chisholm and Mrs. W. C. Matthews. Others who were unable to be present but who will lend the movement every assistance are Mrs. J. H. Frank, Mrs. George J. Smith, Mrs. Percy W. Thomson, Mrs. W. S. Allison, Mrs. John McAvity.

While it is not at all certain that the performance referred to will take place, the matter is under serious consideration and if it is decided upon, 300 of the best talent of the young people of the city will be seen and the performance will undoubtedly be the most elaborate of its kind attempted here since Parola was given several years ago. Alice in Wonderland was produced in Portland (Me.) recently under the patronage of the governor of the state and it is believed that it will be a success.

AMUSEMENTS IN ST. JOHN; WHAT THE PLAYHOUSES OFFER

THE OPERA HOUSE: The Amoral of Kitty, a three-act farce comedy, was presented in the Opera House last night. The audience was large, and appeared to enjoy the performance. There are eight performers in the company, and each played the parts allotted with a certain amount of success. The principal part making role was entrusted to Hal Johnson, a female impersonator, who made an excellent part. The play was well acted, although at times his acting was very much overdone. The scenes of the play are said to be the most interesting and there is just enough plot to make the play continuous.

R. J. Bentley as Colonel Bell, and A. Ross as Benjamin Moore supplied much of the comedy of the play, and the other members of the cast also assisted in the play. Several songs are sung, including Wedding Bells, Tum, Tum, Tiddle, Another Rag and others. The box office demands are not high and this must be considered in judging the production. The musical is marked by plenty of action and stirring incidents. The principal curtain number is a love tale, "The Heart of the Mermaid," in which popular Viennese players are seen. The story is set in a delightful scenic surroundings of a certain absorbing interest. Then there are two comedies which send everyone away smiling.

THE NICKEL: With five pictures, two vocal numbers, and the usual good orchestra music, the Nickel opened the week in interesting style, and a great crowd attended. The program has begun with an interesting picture from far off Moorland, showing the life and pictures of the natives.

BRITISH PORTS: Cardiff, Oct 7—Arr, str Lusitania, Butterfield, New York; Moonlight, do. Liverpool, Oct 7—Arr, str Mauretania, New York. Glasgow, Oct 7—Arr, str Athenia, Heerling, Montreal. Glasgow, Oct 7—Arr, str Athenia, Montreal.

FOREIGN PORTS: New York, Oct 7—Arr, str Drummond, Maud, Hillsboro. Saunterdown, Oct 7—Arr, str Pendleton Sisters, Calais (Me). Portland, Oct 7—Arr, str Oriole, St. John; Robert McFarland, Nova Scotia. Machias, Oct 7—Arr, str Childie Harold, St. John.

BRIDGE TOWN NOTES: Bridgetown, N. S., Oct. 7.—J. D. Shaff, a former Bridgetown resident, now of Vancouver, has engaged several local men to work in Coguilliam, where he is president of a large company lately incorporated there.

HOLD UP NEAR FAIRVILLE: John Collins, a Fairville merchant who resides at South Bay, was held up while on his way home with his wife and family on Sunday night last. They were driving from Fairville. When they were almost in front of Dr. Walker's house two men jumped to the road and caught hold of the horse's head. One man attempted to drag Mr. Collins out of the wagon, but the horse made a sudden start and succeeded in breaking away from the men. Mr. Collins drove on until he came to a neighbor's house, where stopped and organized a party to wear back to look for the hold-up men. No trace of them could be found however.

THESE OLD PEOPLE OWE THEIR HEALTH To the Wonderful Powers of "Fruit-a-tives"

Mr. N. Joubert of Grand Ligne, P. Q., says: "For more than 10 years, I suffered with Constipation and Piles. I tried many remedies, but none did me good. After taking four boxes of 'Fruit-a-tives,' I am well. I am now over 80 years of age."

Mr. Wm. Pitt, general store-keeper at Shanty, Ont., writes: "I am 67 years of age and long suffered torture from Headaches, due to Stomach Troubles. I was advised to try 'Fruit-a-tives.' I did so and they completely cured me."

Mr. Wm. Parsons of Otterville, Ont., states: "I am 70 years old and a great believer in 'Fruit-a-tives.'"

Mr. J. H. Lewis of Grand Ligne, P. Q., writes: "I am 70 years old and a great believer in 'Fruit-a-tives.'"

Mr. J. H. Lewis of Grand Ligne, P. Q., writes: "I am 70 years old and a great believer in 'Fruit-a-tives.'"

SHIPPING

PORT OF ST. JOHN: Arrived yesterday: Str Oceanic, 1172, Coffin, Demerara via West Indies and Bermuda, Wm Thomson & Co, mds and pass.

Sch Helen G King (Am), 126, Gough, Boston, A W Adams, bal. Sch Estelle H Barbour (Am), 266, New Bedford, A W Adams, bal. Sch Effie May, 67, Tingley, Boston, C M Kenyon, bal.

Sch Lena Maud, 68, Ellis, Bath. Sch Rescue, 277, McLean, New York.

BRITISH PORTS: Cardiff, Oct 7—Arr, str Lusitania, Butterfield, New York; Moonlight, do. Liverpool, Oct 7—Arr, str Mauretania, New York. Glasgow, Oct 7—Arr, str Athenia, Heerling, Montreal. Glasgow, Oct 7—Arr, str Athenia, Montreal.

FOREIGN PORTS: New York, Oct 7—Arr, str Drummond, Maud, Hillsboro. Saunterdown, Oct 7—Arr, str Pendleton Sisters, Calais (Me). Portland, Oct 7—Arr, str Oriole, St. John; Robert McFarland, Nova Scotia. Machias, Oct 7—Arr, str Childie Harold, St. John.

BRIDGE TOWN NOTES: Bridgetown, N. S., Oct. 7.—J. D. Shaff, a former Bridgetown resident, now of Vancouver, has engaged several local men to work in Coguilliam, where he is president of a large company lately incorporated there.

HOLD UP NEAR FAIRVILLE: John Collins, a Fairville merchant who resides at South Bay, was held up while on his way home with his wife and family on Sunday night last. They were driving from Fairville. When they were almost in front of Dr. Walker's house two men jumped to the road and caught hold of the horse's head. One man attempted to drag Mr. Collins out of the wagon, but the horse made a sudden start and succeeded in breaking away from the men. Mr. Collins drove on until he came to a neighbor's house, where stopped and organized a party to wear back to look for the hold-up men. No trace of them could be found however.

Daily Hints For the Cook

A TWELVE-CENT CAKE: One egg, 1 cup sugar, 1 tablespoon butter stir them together; 1/2 cup sweet milk, 1 1/2 cups flour, 1 teaspoon baking powder; beat well and bake 25 minutes.

HALF-FROZEN DESSERT: Cut top from pineapple, pare away the bottom so that it will stand firm, scoop out the pulp and mix with the juice of three oranges, sweeten, put in a glass jar and pack in ice for 2 hours. When ready to serve turn the mixture into the pineapple shell and garnish the base.

BROWN BETTY: Grease a pudding dish and place in the bottom a layer of bread crumbs, then nearly fill the dish with alternate layers of bread crumbs and chopped or sliced apples, strewn brown sugar, cinnamon and a little butter over each layer, topping off with crumbs. Bake one hour and serve with hard sauce.

Sound Sleep

is usually impossible to the bilious. But biliousness yields—and headaches, sour stomach, indigestion go—when the bowels are regulated and the liver and kidneys stimulated by BEECHAM'S PILLS

Makes Sweet, Wholesome Bread: Women write that the yeast they've used makes sour bread, but White Swan Yeast makes bread sweet, light and wholesome. Sold by live grocers & sales for 5c. Get free sample from White Swan Spices & Cereals, Limited, Toronto, Ont.

Buffets - Sideboards At 20 to 30 p. c. Less Their Usual Price

Don't wait till "the very one I wanted" is sold, and then say "so sorry, I really should have come sooner." Come now and make an early selection. If you wish to store your purchase we will be pleased to do so free of charge till wanted.

These Prices Are For This Week Only! BUFFET, hardwood, finished in golden surface oak, regular price \$21.00, special price less discount \$16.90. BUFFET, fumed oak, regular price \$32.15, special price less discount \$27.00.

J. MARCUS, 30 DOCK STREET.

SHIPPING

PORT OF ST. JOHN: Arrived yesterday: Str Oceanic, 1172, Coffin, Demerara via West Indies and Bermuda, Wm Thomson & Co, mds and pass.

Sch Helen G King (Am), 126, Gough, Boston, A W Adams, bal. Sch Estelle H Barbour (Am), 266, New Bedford, A W Adams, bal. Sch Effie May, 67, Tingley, Boston, C M Kenyon, bal.

Sch Lena Maud, 68, Ellis, Bath. Sch Rescue, 277, McLean, New York.

BRITISH PORTS: Cardiff, Oct 7—Arr, str Lusitania, Butterfield, New York; Moonlight, do. Liverpool, Oct 7—Arr, str Mauretania, New York. Glasgow, Oct 7—Arr, str Athenia, Heerling, Montreal. Glasgow, Oct 7—Arr, str Athenia, Montreal.

FOREIGN PORTS: New York, Oct 7—Arr, str Drummond, Maud, Hillsboro. Saunterdown, Oct 7—Arr, str Pendleton Sisters, Calais (Me). Portland, Oct 7—Arr, str Oriole, St. John; Robert McFarland, Nova Scotia. Machias, Oct 7—Arr, str Childie Harold, St. John.

PILES

Do not suffer another day with itching, bleeding, smarting Piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once. A box, all dealers, or Edmondson, Baker & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 5c. stamp to pay postage.

SHIPPING

PORT OF ST. JOHN: Arrived yesterday: Str Oceanic, 1172, Coffin, Demerara via West Indies and Bermuda, Wm Thomson & Co, mds and pass.

Sch Helen G King (Am), 126, Gough, Boston, A W Adams, bal. Sch Estelle H Barbour (Am), 266, New Bedford, A W Adams, bal. Sch Effie May, 67, Tingley, Boston, C M Kenyon, bal.

Sch Lena Maud, 68, Ellis, Bath. Sch Rescue, 277, McLean, New York.

BRITISH PORTS: Cardiff, Oct 7—Arr, str Lusitania, Butterfield, New York; Moonlight, do. Liverpool, Oct 7—Arr, str Mauretania, New York. Glasgow, Oct 7—Arr, str Athenia, Heerling, Montreal. Glasgow, Oct 7—Arr, str Athenia, Montreal.

FOREIGN PORTS: New York, Oct 7—Arr, str Drummond, Maud, Hillsboro. Saunterdown, Oct 7—Arr, str Pendleton Sisters, Calais (Me). Portland, Oct 7—Arr, str Oriole, St. John; Robert McFarland, Nova Scotia. Machias, Oct 7—Arr, str Childie Harold, St. John.

THE FIRST GRAY HAIR SIGN OF AGE

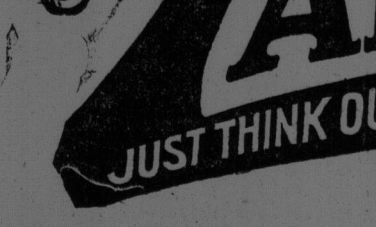
Easy Way to Preserve Natural Color of the Hair and Make it Grow

A harmless remedy made from garden sage, quick restores gray hair to natural color. The care of the hair, to prevent it from losing its color and lustre is just as important as to care for teeth to keep them from discoloring. Why spend money for cosmetics and creams to improve the complexion, and yet neglect your hair, when gray hair is even more conspicuous and suggestive of age than wrinkles or a poor complexion? Of the two, it is easier to preserve the natural color and beauty of the hair than it is to have a good complexion.

All that is necessary is the occasional use of Vyvyle's Sage and Sulphur Hair Remedy, a preparation of common garden Sage and Sulphur, combined with other valuable remedies for dry, harsh, faded hair, dandruff, itching scalp and falling hair. After a few applications of this simple, harmless remedy, your hair will gradually be restored to its natural color, in a short time the dandruff will be removed, and your hair will no longer come out but will start to grow as Nature intended it should.

Don't neglect your hair, for it goes further than anything else to make or mar your good looks. You can buy this remedy at any drug store for fifty cents a bottle, and your druggist will give you a money back if you are not satisfied after using. Purchase a bottle today. You will never regret it when you realize the difference it will make in your appearance. Agent, Watson's, 109 King street.

IT ENDS PAIN!



Has defied all efforts at healing? If so, apply Zam-Buk and prove its merits. A Woman's Message to Women.

Mrs. James Elsworth, 902 Selkirk Ave., Winnipeg, Man., says: "Four and a half years ago ulcers started on my left ankle, and spread until the top of my foot and limb, to the knee, was well-nigh covered. I used ointment after ointment, until everything I knew of had been tried, but I received little or no benefit. I was laid up in bed for a long time, and had no rest or sleep, night after night, from the acute pain and irritation."

ZAM-BUK

JUST THINK OUT THE EXPERIENCE RELATED ABOVE. Zam-Buk cures piles, ulcers, abscesses, blood-poison, burns, sores, eczema, cuts, scalp soreness, all skin injuries and diseases. 50c. box all druggists and stores. Send 1c. stamp and this coupon to Zam-Buk Co., Toronto, and free sample box will be mailed.

Wilcox Charlotte St. Cor. Union

Ladies' Suits from \$8.50 to \$48.00. Ladies' Coats from \$4.98 to \$45.00. Girls' Coats to fit from 3 to 7 Years. Worth \$5.00 for \$3.50. Girls' Coats All sizes and a good assortment to pick from, at prices from \$2.25 to \$18.00.