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As the bloom of youth
 that is in its care. For
 Guest Ivory has the charm
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 As fine as soap can be

99% Pure
 It floats

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Science and Invention
 Treasures in Crude Oil

... now yields, under the
 treatment, a long series of
 products, including fuels, drugs and
 chemicals from what was previously
 regarded as waste. These are
 described by Dr. R. T. Good-
 ing (New York). The
 of chemical methods in
 industry is recent. Dr. Good-
 ing states that it has been com-
 monly known that the petroleum in-
 dustry is present strength and
 he says, to skilful business
 men plus good engineering
 With the possible exception
 of the iron and steel industry,
 probably no industry has been less
 indebted to science. Most of the refining
 operations are built upon the art of frac-
 tionation, which is physical
 chemical. Many other oper-
 ations are essentially physical in na-
 ture, such as the chilling and pres-
 suring of gas, and the decolorizing,
 by Fuller's earth or other ma-
 terials.

... number of years the industry
 has been built upon the basis of supplying
 a limited number of
 products, most of which exist, as such,
 in nature. These several prod-
 ucts are to be treated in such a
 way that the finished commodity
 is acceptable to the consumer. In
 many operations there are often
 products which have been
 considered as valueless, or for which
 there was no immediate need. It has
 been the purpose of the research
 to eliminate the production of
 material or to convert the so-
 called waste material into useful prod-
 ucts. Many of the new products are
 the result of a demand
 specialized use or because of the
 need of the usual supply of the
 material. An example is the prod-
 uct of pharmaceutical white oil,
 the supply was cut off from Rus-
 sia.

... principal commercial products
 naturally in crude petroleum so
 they can be separated and put
 through a proper refining process.
 Some do not occur as such,
 but are produced by chemical methods.
 These are the production of al-
 kane and still gases. Heretofore
 these were used for fuel in the
 New York still gases are pas-
 sed through a still which removes
 the sulphur and which removes
 the constituents for the form-
 ing of alcohols. The residue gas is
 passed under the stills as heret-
 ofore. These alcohols are used as col-
 oring lacquers, cosmetic prepara-
 tions, or they can be changed by
 chemical methods into a large number
 of products.

... sulphur content of petroleum is
 a detriment. The one ex-
 ception is in the production of sulphur
 a medicinal product having mild
 properties and used in the
 treatment of skin diseases and inter-
 stitiae.

... crude petroleum contains
 such as naphthenes, and other
 such as sulfonic acids, produced
 with sulphuric acid. These
 are separated from the oil by the
 use of caustic soda. These products
 are produced in commercial
 quantities by the industry.
 A well-known chemical fact
 is possible to effect the trans-
 formation of one class of oils into an-
 other of greater economic value. This
 is effected in the transformation
 of mineral oils, that is, petroleum,
 into olefins and fatty acids. These are
 used to those found in animal
 and vegetable sources and can be utilized
 for the production of soap. It has been rumored
 that the late war Germany sup-

Idle
 SOFT
 COLLARS

Will not wrinkle,
 sag nor shrink.

CEO. P. IRE & CO., INC.
 TROY, N. Y., U. S. A.

Balloon Tyres—
Pro and Con

MY EXPERIENCE ON A 4,000 MILES' TEST.
 (By MAJOR FORBES-LEITH, F.R.G.S.,
 in Glasgow Weekly).

I am often asked to express an opinion on the merits and defects of the balloon tyre compared with the high-pressure tyre. I have just completed 4,000 miles on a set of balloon tyres, travelling over every kind of road. I trust my comparison will not be taken in any way as a condemnation of this innovation, but as a frank and open criticism of these tyres as I find them.

It would appear that I have studied the tyre question—and care of tyres—in such a detailed fashion that I am regarded by my intimate friends as something of a crank on the subject! Nevertheless, I think I can claim that, by such care, I have saved many hours of unpleasant repair work when out upon the road.

Effect on Steering.
 On the old type of tyre, I have averaged, in fourteen years' running, only one puncture per set of tyres in every 6,000 odd miles of running, and I have always been an advocate of the hard tyre. I admit that the hardness may react a little on the general comfort of passengers when running on bad roads at speed, but, as this only occurs when emergency compels, it may be discounted as a real disadvantage.

In using low-pressure tyres the first obvious effect is a great increase in comfort and smooth running.

I had them fitted to a light 11 h.p. two-seater car, and they were over-size pattern. I used my pressure gauge continually and religiously to ensure that the exact pressure of 20lb. in front and 23lb. in rear was maintained. So nothing that I experienced can be ascribed to misuse.

I soon observed the effect they had on the steering, which was distinctly stiffer than with high-pressure tyres—so stiff, in fact, as to impose upon the steering gear a much greater strain than, in my judgment, is desirable, especially when making slow turns in a limited space. For lady drivers this must be a considerable disadvantage, since it also incurs a far greater strain on the body muscles to drive a long distance. I have distinctly felt the extra strain after a 200-mile drive, even on good main roads.

Skidding Considerations.
 It is claimed for the low-pressure type of tyre that the risks of skidding are greatly minimized, but I am afraid that my experience has been entirely the reverse. It is true that one presents a far larger surface of tyre to the wet ground, but I am of the opinion that the cut-pattern on the tread, which should help to grip the ground, is not nearly so effective as on the high-pressure variety. True, there is less tendency to side-skidding, but I have found that, with locked wheels on a slippery asphalt surface, one can slide forward straight for several yards when attempting to pull up at a speed of 20 miles per hour.

As regards punctures, my experience has been very unfortunate. I have had seven punctures in my 7,000 miles' test—a fact that has spoiled my average very considerably. Practically every puncture was caused by a small shoe nail, and one by a gramophone needle. A well-pumped, high-pressure tyre is much less likely to collect these unpleasant souvenirs.

Peculiar Punctures.
 The particular kind of punctures that resulted from these nails are well worth studying. Once, on a smooth and good road, my rear tyre was suddenly deflated, and I pulled up slowly, without severe breaking, in about fifty yards. When the tube was examined a small nail was found to be the cause of the trouble; but, to my intense surprise, I found a row of fifteen tiny punctures, spread over a length of nearly seven inches, which proved that the tyre had slipped immediately the pressure dropped at the time of the initial puncture.

I thought that this might be due to an error in the heading of this one particular tyre, but further punctures produced the same effect of a slithering cover, even before the car was pulled up before the tyre became flat. This shows a general tendency for the cover to slip under low inflation, which is seriously detrimental to the inner tubes and extremely hard on the pocket.

There is another important factor against the low-pressure tyre. Should a large front tyre burst at speed, one's chance of steering clear of trouble is only about half what it would be with the less voluminous and more substantial cover of the high-pressure type, and I have lately met several motorists who have had very narrow escapes from serious accidents in such circumstances.

Some Virtues.
 Against all these disadvantages, however, we can place certain advantages. Firstly, there is an enhanced comfort in running and less vibration over bad roads, thus minimizing wear and tear on the chassis. Secondly, when running in thick dust and mud away from the beaten track, it is possible to reduce the pressure to such a low poundage that the tyres give a long and wide tractor-like tread, enabling one to pull out of a

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PURITY
BRAND
CONDENSED
MILK

You do not require sugar in Coffee or Cocoa when you use Purity. It is rich, pure milk with sugar added.

difficulty. But, even so, there is the disadvantage of the tyre slipping round the wheels.

I am of opinion that the future has a lot in store for a half-way measure—the semi-balloon, with heavy, or, rather, heavy-tread. It will be a little bigger than the old high-pressure tyre, and will serve every purpose, both in comfort, safety, and efficiency. I am about to make an experiment with this type for the benefit of my readers, and in the near future I hope to give a report of my experience.

Fashions to Follow

Blue is to be one of the chief fashionable colours this autumn.

A perfectly straight front and a "flared" back is the correct "line" for smart street coats.

The waistline that goes up in front is a feature of many of the new frocks from Paris.

English cashmere is to rank among the foremost of distinctive materials for suits.

Sleeves will be very tight or very full.

Tiger and leopard skin furs will be more popular than ever in the winter. There is an excellent imitation of tiger skin in tiger-patterned velours which is being used to trim wrap coats.

Civet cat is reappearing among the smart furs; its white marks are dyed green, puce, blue or orange.

Blue lizard makes a very smart trimming for sports coats of wool and silk.

RICHARD HUDNUT
 THREE FLOWERS COMPACT
 With Full and Mirror
 Meets the requirements of those wishing an individual box of Rouge or Powder.
 Supplied in all Popular Shades.

Clocks Without Hands

A new type of clock with a square dial and no hands is being tested at Waterloo and other London terminal stations.

The time is indicated by figures on two small panels, instead of by hands pointing to numerals on a round dial. A new panel is let down automatically as each minute passes, and the hours are changed the same way. The clock, which is driven by electricity, is controlled by a master clock of the ordinary type.

It is easier to read the figures than hands at a distance, and for that reason the timepiece is particularly suited to railway stations. On the new clock the time appears just as it does in time-tables. Thus, at 12.30, all that you see are the figures 12.30.

Hello!—A: "How would you classify a telephone girl? Is hers a business or a profession?"
 B: "Neither. It's a calling."—The Continent.

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FACE AND BODY

Nearly Driven Crazy By Itching, Cuticura Healed.

"I was bothered for a year with eczema all over my face and body. It was in pimples and I kept it irritated by scratching for it nearly drove me crazy itching, and it kept me awake nights."
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Now is The Time to Antici-
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Every economical housewife should immediately check over her Blanket needs for the coming winter, for here are presented opportunities to save on BLANKETS that are known and noted all over Newfoundland for their wonderful wearing qualities, as well as their splendid appearance—RIVERSIDE BLANKETS. New, fresh assortments direct from the mill are offered at a substantial reduction from their former prices, so plan to supply your BLANKET needs during this Sale.

Union Wool Blankets.

These Blankets are 70 p.c. Wool and are guaranteed to give satisfaction. Ask to see them; you will be delighted with their splendid appearance and warmth giving quality.

Size 50 x 70.	Reg. \$ 6.05 pair.	Special Price \$ 5.45
" 54 x 70.	Reg. \$ 7.60 pair.	Special Price \$ 6.20
" 60 x 78.	Reg. \$ 9.10 pair.	Special Price \$ 8.15
" 66 x 88.	Reg. \$10.50 pair.	Special Price \$ 9.50
" 70 x 88.	Reg. \$12.10 pair.	Special Price \$10.90

All Wool Blankets.

These are guaranteed pure Wool and are recommended for their wonderful wearing qualities. Weigh them, measure them, poke your thumbs into their heat-holding depths, and you will agree with us that there isn't a better Blanket made at any price.

Size 40 x 48.	Reg. \$ 5.45 pair.	Special Price \$ 4.95
" 54 x 70.	Reg. \$ 9.10 pair.	Special Price \$ 8.15
" 60 x 78.	Reg. \$10.95 pair.	Special Price \$ 9.50
" 66 x 88.	Reg. \$13.70 pair.	Special Price \$11.95
" 70 x 88.	Reg. \$14.50 pair.	Special Price \$12.90
" 62 x 85.	Reg. \$16.45 pair.	Special Price \$13.75
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