

Guest Ivory

As fine as soap can be



99% Pure
It floats

GERALD S. DOYLE, Distributor.

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. Goodrich (New York). The science of chemical methods in the petroleum industry is recent. Dr. Goodrich has been working on it for some time. The petroleum industry is present strength and he says, to skillful business men plus good engineering. With the possible exception of the chemical industry, probably no other industry has been less indebted to science. Most of the refining operations are built upon the art of fractional distillation, which is physical rather than chemical. Many other operations are essentially physical in nature, such as the chilling and pressing of wax, the recovery of sulfur, and the decolorizing of kerosene and other materials.

As early as 1894 patents were granted to Frasch for the production of a nitro dye by the nitration of petroleum. The production of such dyes from petroleum has not been a commercial success, for it appears to be easier to prepare dyes from coal-tar. The writer has made dyes as a by-product from crude shale oil.

Drying oils, such as linseed oil, are used to mix with pigments for the production of paint. It is possible to produce a substitute by adding chlorine to certain petroleum products, then displacing or removing the chlorine by heating. Another petroleum product used in the paint industry is Varnolene, or mineral turpentine.

Another paint product is petroleum asphalt, used as a basis for black paints and varnishes. The black paint is used extensively for coating paper, in the production of tar roofing-paper or for the coating of other roofing materials. To quote further: The addition of chlorine gas to certain hydrocarbons produces a series of very interesting products. By such a chemical combination it is possible to produce chloroform, carbon tetrachloride and methyl chloride. By a simple chemical procedure the methyl chloride can be changed to methanol or wood alcohol. It is of interest to note that a product which can be obtained from petroleum is used for fire-extinguishing. This material is carbon tetrachloride. Some of the refinery gases contain propylene, which has been found valuable as an anesthetic.

After all of the lighter products are taken out of the crude petroleum, there remains a residue in the form of a liquid pitch or a solid carbon, depending on the operation of the still. If pitch is formed much of this material is used for a binder in road-making and for insulation in electrical apparatus, or fused with lighter petroleum products to make paint or roofing material. If the pitch is warmed and air blown through it, the mass becomes hard and brittle, and is called oxidized pitch. The highly oxidized pitch is ground and used, up to about 20 per cent., in the production of solid automobile tires.—Literary Digest.

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 tyre, 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 enchanted 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

difficult. 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 type, 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.

ECZEMA OVER 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 a nearly drove me crazy itching, and it kept me awake nights."
"I was treated but it did not help me, so when I heard about Cuticura Soap and Ointment, I bought them. I used two cakes of Cuticura Soap and one box of Cuticura Ointment and I was healed." (Signed) Alice Brooks, Charlotte, Vermont, Sept. 16, 1924.
"Clear the pores of impurities by daily use of Cuticura Soap with touches of Cuticura Ointment as needed to soothe and heal. Cuticura Talcum is fragrant and refreshing, an ideal toilet powder."
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Cuticura Soap and Ointment 25c.



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 tyres that the risks of skidding are greatly minimised, 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.

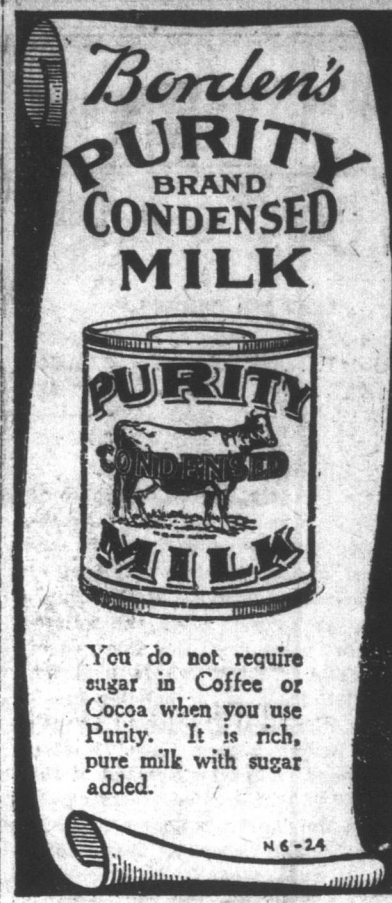
As regards punctures, my experience has been very unfortunate. I have had seven punctures in my 7,000 miles' test—a fact that has spoiled my average very considerably. Practically every puncture was caused by a small shoe nail, and one by a gramophone needle. A well-pumped, high-pressure tyre is much 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 case particular tyre, but further investigation produced the same effect of a slipping 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.

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

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.



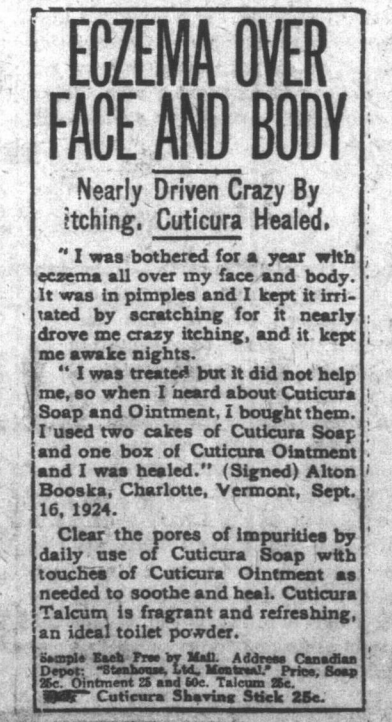
Clocks Without Hands

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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A Picture that throws the powerful searchlight of truth on marriage and its mistakes.

A Story of a Woman who drank the cocktail of temptation and found the dregs bitter

Admission 20 cts.

FRIDAY and SATURDAY—

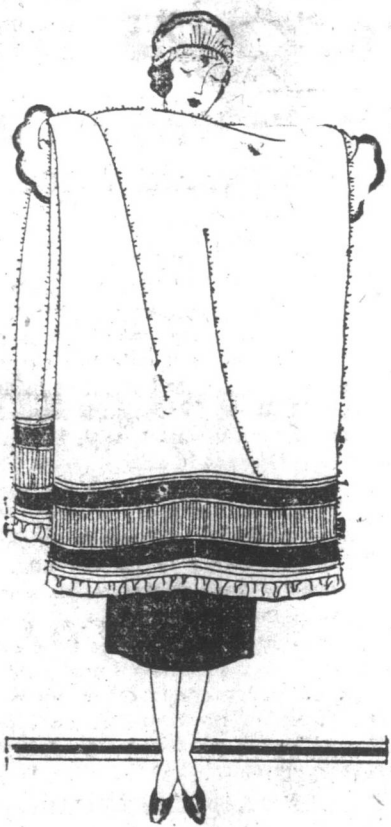
"THE CYCLONE RIDER"

Seven Big Thrilling Reels—also extra Fox Comedies for the Big Saturday Matinee.



Based on the popular play by OWEN DAVIS with Willard Louis Margaret Livingstone John Roche Directed by Millard Webb

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Awarded Commemorative Medal at British Empire Exhibition Wembley, England

Now is The Time to Anticipate Your Blanket Needs

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 \$ 6.80
" 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. \$10.50 pair.	Special Price \$ 9.50
" 66 x 88.	Reg. \$12.10 pair.	Special Price \$11.25
" 70 x 88.	Reg. \$14.50 pair.	Special Price \$12.90
" 62 x 85.	Reg. \$15.45 pair.	Special Price \$13.75
" 75 x 90.	Reg. \$18.10 pair.	Special Price \$16.25
" 84 x 90.	Reg. \$19.80 pair.	Special Price \$17.75

When Winter Comes this Sale of Blankets will be gratefully remembered by the wise housekeeper, both for the adequate supply of fine, warm Blankets she has provided and the substantial economy they represent. MAIL ORDERS FOR THESE BLANKETS WILL RECEIVE PROMPT AND CAREFUL ATTENTION.

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