

MAGIC BAKING POWDER

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TORONTO, ONT.

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The Evening Chit-Chat
By RUTH CAMERON

Letters From a Successful Business Woman to Her Niece.



VII.
Dear Joan:
That natty little sample of cheviot that you sent me certainly ought to make an ideal office suit. Yes, I do like it very much better than the f a w-colored corduroy. I think the gentleman who said "a word to the wise is sufficient" must have had you in mind for his title role. While we are on this subject of clothes, I want to tell you a little experience that I had yesterday.
I've been wanting a good seamstress to do some plain sewing for me. Last night I heard of one and hustled right down to see her, because I was told she was pretty hard to get hold of. She was, all right. When I asked her for a week sometime this month she said, "I'm afraid that would be quite impossible. I have every day taken."
I said, "Well, I'll be willing to wait a little longer. What's the earliest you can possibly do for me?"
Then she sort of blushed and stammered, as if afraid I wouldn't believe her, and said, "Well, to tell the truth I have all my time engaged for a year and a half."
What do you think of that niece?
She charges a dollar and a half a day and she does only plain sewing. She has never advertised in any way and yet her time is spoken for for a year and a half ahead.
Can you beat it?

I talked with one of her customers and she says it's because the seamstress is a woman in a thousand.
"She does only plain sewing—doesn't dressmake at all, you know—but she is worth every cent of the money because everything she does is always right. You don't have to watch her, you don't have to worry about her work, and you never have to rip out anything."
I know another seamstress in this city—a medium good worker—who charges only one dollar and a quarter—twenty-five cents less than this woman—and yet she hasn't half the work she wants.
That's the difference between doing work so-so, and doing it right.
That's the difference between getting your dictation all right except two or three misspelled words and three or four commas omitted, and getting your dictation RIGHT.
That's often the difference between hanging onto a job at ten dollars a week, and having the job hang onto you at three times ten.
I think the story of that sewing woman ought to be told at every business college, and every other college, and every other kind of college, for that matter, in the country.
If I didn't have too much else on my hands I almost think I'd go around telling it.
Yes, I know I'm a regular crank Joan. But I've always had an idea that the reason cranks are called cranks is because they are what make the world go 'round. So I don't mind that title.
Laugh at me if you want to, but please don't forget that woman whose work was Right—with a capital R.
As ever,
Your "Queer Old" Aunt.

Ruth Cameron

A Clean Man

Outside cleanliness is less than half the battle. A man may scrub himself a dozen times a day, and still be unclean. Good health means cleanliness not only outside, but inside. It means a clean stomach, clean bowels, clean blood, a clean liver, and new, clean, healthy tissues. The man who is clean in this way will look it and act it. He will work with energy and think clean, clear, healthy thoughts.
He will never be troubled with liver, lung, stomach or blood disorders. Dyspepsia and indigestion originate in unclean stomachs. Blood diseases are found where there is unclean blood. Consumption and bronchitis mean unclean lungs.

Dr. Pierce's Golden Medical Discovery

prevents these diseases. It makes a man's insides clean and healthy. It cleans the digestive organs, makes pure, clean blood, and clean, healthy flesh.
It restores tone to the nervous system, and cures nervous exhaustion and prostration. It contains no alcohol or habit-forming drugs. Constipation is the most unclean uncleanness. Dr. Pierce's Pleasant Peppermint Cure. They never gripe. Easy to take as candy.



Fads and Fashions.

displaying fascinating necklaces and jewel collars.
Pleats let in at the sides, the back or the front, are characteristic of the popular coat forms, even the most exclusive.
Foulard is becoming one of the most popular silks for fall wear. It is used not only for entire dresses, but for trimmings.
Wide girdles are much used in house dress designs, and usually match a lower skirt trimming or that of the sleeve.
Austrian velvet hats, made derby style, are brand new in fashion and serve bewitchingly for women's equestrian headgear.
The display of wool challis is alluring; some of the prettiest have dainty figures with borders harmonizing in color and design.
The frill of lace fastened to the brim of a hat so it falls gracefully

Cut velvets or velvet brocades are among the most elegant of the new materials for handsome reception gowns.
Feather and fur toques or turbans are again in favor. Swanedowne, grebe and moleskin are in special demand.
The "shackle" fashion has practically eliminated all trims, even the most elaborate dance frocks appearing without it.
Afternoon frocks of dark velvet and satin are appearing with broad cuffs of ermine or small collars to match.
Many housegowns are made open at the throat, giving opportunity for

Ayer's Sarsaparilla
Cleanses

A \$1,000,000 Transfer.

Of the Pacific Whaling Co., in which Halifax People are Interested—The Company was Originated in this City Five Years ago and has Prospered.

A Victoria, B. C., despatch says: The Mackenzie & Mann interests will, about December 1, take over the business of the Pacific Whaling Company, which they have bought as a going concern for one million dollars, and will organize a new company with a capital of two or three million dollars.

The deal will be followed by an immediate enlargement of whaling operations and the institution of halibut and shark fishing, in connection with which freezing plants and store-houses will be erected at Sechart, in the Queen Charlotte Islands, and in all probability at other points.
Five new whalers have been ordered, and will arrive early next year. It is expected that three will reach Victoria in February and two in March.

The exploitation of the halibut fishing on the Pacific coast as planned by the new owners of the whaling company, will, undoubtedly, result in the building up of the industry.
Up to the present time nearly all the halibut caught off this coast has been taken to Seattle, as the lack of freezing plants, storage facilities, and railway transportation has prevented profitable fishing by Canadian concerns. With the building of the Grand Trunk Pacific and the Canadian Northern Railway, mainland lines and the erection of adequate plants at advantageous points the industry should prove a most lucrative one, especially when it is combined with the catching of whales and sharks.

It will be remembered that plans are already being prepared by British capitalists for the establishment of immense fisheries on this coast in connection with the Grand Trunk Pacific at Prince Rupert, a project in which Sir George Doughty, who recently visited the coast upon the advice of Governor-General Grey, is interested. The operations of the two concerns will certainly result in the building up of British Columbia fisheries to a stage where they will be real rivals, in point of value, to those of the east coast of England.

The purchase of five new whalers by the Mackenzie and Mann interests will bring the coast fleet of these vessels up to ten, and it is proposed to immediately secure sites for the two new whaling stations from which the new vessels can be operated.
In reference to the above, a Recorder representative called on Jas. F. Donahoe, of this city, this morning, and was informed that the despatch was correct. He stated that the meeting of the Pacific Whaling Co. was held at Victoria, B. C., on Oct. 14, when the sale to A. D. McRae, of Vancouver, and Andrew B. Davidson, of Winnipeg, was agreed to. He stated that the action at this meeting was almost purely formal, arrangements for the purchase of the property having reached an advanced stage, and five new whalers ordered by the Mackenzie & Mann representatives.

Mr. Donahoe stated that the purchasers had put up \$25,000 as a forfeit in case the deal was not completed. But now it had been and the shareholders will benefit materially. \$75 cash for each share of preferred stock.
Each holder of common stock will get \$62.50 a share.
Besides this each holder of stock, whether preferred or common, will receive five £1 shares for each share held in the old company.
The par value of the Pacific Whaling Co.'s shares was \$50.—Halifax Recorder, Oct. 25.

Married On Deathbed.

Nova Scotia Couple Have a Strange Wedding.
Somerville, Mass., Oct. 24.—As an heroic measure adopted as a last hope to put her on the road to recovery, Miss Alwida H. Harlow, lying on what is believed to be her deathbed, was married at 1 p.m. to-day to Frank A. Chute, at 671 Somerville Avenue, Somerville. The bride, who had been apprised that her end was near, and who had been ill since last July, was closely watched during the ceremony by her physician, who, fearing that a sudden rush of emotion might result disastrously, stood ready to administer a heart-stimulant. She is reported a trifle better but her life is still despaired of. She was taken ill at Port Mouton, N.S., her native place, last July, while on a visit with her fiancé. Both are natives of Nova Scotia, met in Nova Scotia, and have relatives there. She is 34 and he is 40. They had been engaged for 15 years. The bride is ill with typhoid fever and an ensuing complication.

over the hair, gives a bewitching touch even to a plain face.

Mens' NEWEST STYLE
Winter Caps
As per cut, at
70 cts. each.

This Cap is made in best Dark Tweeds, and has a Storm Band which fits inside cap when not in use. Band is a knitted Wool one, warm and elastic and guaranteed not to bind head as the Fur Bands sometimes do.

However, we may say we have the same Cap in the various patterns with Fur Bands if required. Sizes in these Caps run from 6 7/8 to 7 3/4, sizes being equal to one size smaller in ordinary makes, owing to the fitting of the Storm Band inside Cap making it smaller.

Boy's WINTER CAPS,
With Knitted Storm Band same as Men's. Price:
60 cts. each. Sizes of these are 6 1/2 to 7 1/2.

Men's Tweed Golf Caps,
Small peaks, "BLAIR" Brand, in good patterns of Tweeds. Sizes: 6 3/8 to 7 3/4 regular. Two qualities. Price:
40c. and 60c. each.
This is the Cap with the Reputation.

HENRY BLAIR.

FUSSELL'S GOLDEN BUTTERFLY BRAND.
PURE RICH CREAM
The Real Thing at Last!
Is NOT a Make-shift nor a Substitute but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed quite Pure. Contains no Preservative. Keeps good anywhere.
NINE GOLD MEDALS.

Cheap Watches, Clocks & Barometers

JUST OPENED.
JOSEPH ROPER,
Watchmaker and Jeweller,
ST. JOHN'S, NEWFOUNDLAND.
WEDDING RINGS AND KEEPERS.
Repairs of every description Carefully and Skillfully Executed.
INSPECTION INVITED.

JOSEPH ROPER.

At the Big Furniture Store

WE HAVE JUST RECEIVED the largest and best variety of Scotch
Floor Cloths and Linoleums
that was ever imported. As great care and attention was given in the selection of patterns it goes without saying that every piece is a winner.
We would impress on all intending purchasers to be sure and see our selection and get our prices before buying elsewhere.
N.B.—We lay all Inlaid Linoleums free of charge.
We are also showing a beautiful variety of **Tapestry, Brussels and Velvet Squares, Axminster and Kidderminster Rugs, Cotton and Wool Blankets.**
See our special **WOOL BLANKETS** at \$2.50 per pair.
CALLAHAN, GLASS & Co.
Duckworth and Gower Streets.

Job Printing Executed.

Heavy Joisting and Timber!

Just received a large cargo of
Heavy Building Timber,
By schooner "Gypsum Emperor," direct from American Mills. The finest cargo of TIMBER ever imported here.

SELLING AT REASONABLE PRICES.
HORWOOD LUMBER Co., Ltd.

IN STOCK.

ROLLED OATS—in brls,
Ogilvie's Rolled Oats, in hlt-brls,
Ogilvie's Oatmeal, in brls,
Ogilvie's Oatmeal, in hlt-brls,
"Canadian Beauty" Round Peas,
"Sugar Marrow" Round Peas,
Selected Round Peas,
Split Peas, Yellow Corn,
Yellow Corn-Meal,
White Hominy Feed,
Hercules Feed,—Crushed Corn,
Oats, Barley. Bran.

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WHOLESALE.

JOHN T. KELLY.
Marble Works.
HEADSTONES,
MONUMENTS,
TOMBS, FONTS, etc.
Orders Executed Promptly.
Latest Designs.
Estimates Cheerfully Furnished.
Plans sent on application.
JOHN T. KELLY, 324 Water St.,
opp. Messrs. Allan Goodridge & Sons. P. O. Box 411.

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We have now in
10 Firkins Irish Butter.
Very large stock of all the well-known brands of **Flour.**

Those excellent **SPARE RIBS** at \$12.50 per barrel are selling very fast. See them.

Corn Meal, Corn, Hominy Feed, Molassine Meal—all at **LOWEST PRICES**

J. J. ST. JOHN, Duckworth St.

WE'RE EASY!

Five Dollar Greenbacks are Burning Holes in Our Pockets
Do You Want One?

Save the Alphabet Cards in all Pound Packets of Union Blend Tea, bring to us and get the money.

H. W. de FOREST TEA CO'Y.

PURE BEESWAX

"ALTAR" CANDLES,

6, 12, 15, 18 and 24 inches.

Garrett Byrne, Bookseller & Stationer.

Job Printing Executed!