

# Values Count

Here are Values the Keen Buyer will Appreciate

## Dress Meltons

In Navy, Brown, Grey, Green, Black.

85, 90, 95, 1.10 yd.

## Wool Dress Tweeds

Assorted Dark shades.

85, 1.20, 1.30 yd.

## All Wool Navy Serges

1.00, 1.65, 1.85, 2.25, 2.75 yd.

## Flannelettes

White, at 22, 25, 30, 38, 40. Striped, 25, 28, 30.

Special Striped Flannelette.

36 inch wide, good quality, soft finish, all neat patterns.

35c. yd.

English Pyjama Flette.

Good wearing quality.

40c. yd.

## Cotton Blankets

All good Heavy makes.

at 2.00, 2.50, 2.75, 3.00

Extra large size at 4.00

## Wool Blankets

5.00 and 6.00 pair.

English Wool Blankets.

Guaranteed all Pure Wool. Heavy and warm at

8.50 to 13.00

## Ladies Coat Bargains

Winter Coats made of heavy Wool Coating Serge, with belt and large pockets, mostly Greys; a few Brown and Navy.

Special Price 6.75

# Steer Brothers

Oct 7, 10, 12

## NO LAW.

There is no law compelling us to read the books we think are rot; so it is vain to raise a fuss because such books don't hit the spot. For there are books for every taste, and we may choose the ones we like; and it is vain our scorn to waste on Author Pete or Author Mike. There is no law compelling men to sit through lectures long and flat, so why assail with tongue or pen the evening's wordy scrobbler? There is no law requiring gents to hear a sermon or a

play, so it is vain to raise laments when to our homes we wend away. We mark the poet with his harp, and say he should be sawing wood; we like to beef and kick and carp, and punk things please us more than good. We go to concert or to show like martyrs who must bear their cross; quite well before we start we know that it will be a total loss. But oh, it is a pleasant thing to roast the artists one by one, to say such people always sing when we're not furnished with a gun. We're fussing knocking all the time, denouncing things that do not please; the latest novel is a crime, your painting makes us think of cheese. Methinks if we were truly wise our troubled souls might find some rest; there is no law requiring guys to stand for things that they detest.

## Fads and Fashions.

A tailored jacket of duvetyn printed in a black and white crossbar has revers and cuffs of black crepe satin. Taffeta is used for charming evening gowns of Second Empire style with tight, fitted bodice and long full skirts.

Barbary color pipes a heavy crepe with a self-color crossbar, and forms rosettes around the metal ornament fastenings.

The circular idea recently appeared in cuffs, which were of black velvet and flared away from long loose sleeves.

A gayly colored Canton crepe dress has a yoke in a banded type of plain crepe de chine, and sleeves with the wrists caught in tight.

## NEW ARRIVALS!

Sheet Copper,  
Sheet Zinc,  
Sheet Lead,  
Black and Galvanized Sheet Iron.  
Genuine Muntz Sheathing  
Sheathing Felt.

**JOB'S STORES, Ltd.**

St. John's

## Just Folks

By EDGAR A. GUEST.

**AMBITION.**  
My father says when I grow up I ought to study law.  
My mother knew an artist once, an' hopes I'll learn to draw.  
My uncle says that maybe I could study medicine.  
An' give the children taster oil to make them well again.  
But it's all settled now an' they can let the subject drop.  
I made my mind up yesterday to be a mounted cop.

My sister says my pug nose an' my bunch of freckles are  
An' indication I can be a comic movie star.  
She says the whole wide world would laugh if just my face were seen.  
The way it is this minute on the picture silver screen.  
But some day she'll be proud of me when I am at the top.  
An' own a horse an' uniform—a dashing mounted cop.

I'll gallop down the avenue upon my coal black steed.  
An' every day I'll risk my life to do some dashing deed.  
I'll snatch the children from the path of trucks an' motor cars.  
An' land some desperado safe behind the prison bars.  
When times are dull I'll ride around to where the clover grows.  
An' let the youngsters pet my horse an' pat his neck and nose.

There's been a lot of talk of late 'bout what I'm goin' to be.  
An' all my folks are dreamin' dreams an' makin' plans for me.  
But I won't read the lawyer's books, or study mortal ills.  
An' give the children taster oil or bitter-tasting pills.  
I'm goin' to ride a dashing horse an' all disorder chase.  
Let him who will be President, I'll be a mounted cop!

## Sunshine Makes

You Shave.

The sun is the barber's friend.  
Every man has more haircuts and shaves in summer than in winter.  
However much we may like to keep our hair as a protection against the winter blast, when the warm days come we all want to be spruce and smart.

But men have a stronger reason for visiting their barber more frequently in the hot weather.  
Their hair actually grows far more quickly than in the winter months. This is probably noticeable with men who have strong beards.

In winter a daily shave is enough. But on the sunny days a man who has been shaved in the morning will have a dark chin towards the end of the afternoon, and will certainly have to visit the barber again if he wishes to be clean shaven in the evening.

In August many a barber's regular customers are shaved twice a day. So if your beard grows quickly during your holidays, don't put the blame entirely on the razor blade.

## Are You Succeeding?

Many people are drifting in the world, failing to succeed, because they don't know how to get success out of themselves.

There are many things that hinder them. Some are too different—they are afraid to let themselves go for fear of adverse criticism. Others ruin their chances by lack of faith in their own capabilities.

The first rule for success is—Study yourself. Find your weak points. Know them yourself, but don't let others know them.

Learn to concentrate. Read a column of the news, and then run over it in your mind, attempting to recall all the important points. You will be surprised first time to find how few you remember!

But, after a few days of this gentle brain exercise, you will begin to read things in a different and more compelling way. Instead of letting the matter drift across your brain, you will be keenly attentive, not only to the broad idea, but also to details.

Soon you will begin to believe in yourself, and once you feel like that you will be getting success out of yourself.

## That Settled It.

The dear little bride sat in the railway carriage, trying to look as though she had been married for years. Her spouse, being hungry, had departed for a rapid "bath-bun," he called it.

"And how do you like being married, my dear?" asked the old lady, opposite, who was wise enough to know.

"Oh, well," she answered, "when you have been married for eight years, you know."

"There, there!" exclaimed the lady, throwing up her hands in surprise. "And I took you for a little honey-mooner!"

"Oh, dear me, no! My husband will tell you—here he comes—that we have been married eight years. Haven't we, Jack?"

"Yes, yes; certainly!" replied the husband, with a wriggle. "And, do you know, I've some of that beastly confetti down my neck yet!"

Come and be one of us at the S. U. F. Hall, Monday and Thursday, 8.30-11. Oct 21, 22, 23.

Imperial Tobacco Co.  
Limited, London, W.C.



Many smokers continually use

**IMPERIAL.**

It's a real good smoke.

**Imperial Quality.**

## SIDE TALKS.

By Ruth Cameron.

### FUSSING ABOUT MONEY.

A neighbor of mine was going down the street the other day and I asked her if she would stop at the post office and get me five stamps.

When she came back with the stamps and I started to hand her the money she drew back. "Oh, don't bother about a little thing like that," she said. And then, as I naturally insisted that she should not be charged ten cents for the privilege of doing an errand, she still protested. So foolish of me to bother about such a little sum, as if I didn't do things for her, etc. It wasn't until we had talked about the matter for several minutes that she accepted the money.

I hate that sort of thing, don't you? Be Master of Fact.

I hate fussing about money. The best bred people are always most simple and matter of fact in regard to money, small sums as well as large.

And I think that is the way to be.

The natural thing was that having asked that woman to buy me something I should pay for it. Had she been moved to come over and make me a present of five stamps, that would have been one thing. I should have tried to accept it gracefully. But she would scarcely have done that and I can see no more reasons why she should try to do it because I asked her to do an errand. Of course the inevitable result of yielding to her and letting her pay for the privilege of doing an errand would be that I should not want to ask her to do an errand again. Unless she wanted to accomplish that result I think it was silly of her to try to avoid payment.

Too Much Emphasis.

Making a fuss in public as to who shall pay a carfare, or for a theatre ticket, or an ice cream soda is another sign of lack of breeding. Well bred people simply wouldn't share their affairs with the public or put that much emphasis on the matter of any more than they would go about telling what things cost or how much money they made.

### About the Air.

FRENCH SCIENTIST TALKS ABOUT SPACE UP ABOVE.

What is above the air we breathe? This is a problem which is more and more engaging the attention of science, and it is a matter of slight interest and fascination for the man race. In the Revue de Paris, Houlléville, a French scientist of great eminence, gives the most recent theories on the subject.

"The air which we breathe," writes, "extends upwards for 12½ miles, after which it comes so little oxygen that it would support human life. Explorations have been carried out by 'sounding balloons' to a height of about 10 miles, these balloons being fitted with instruments which record the temperature and bring back specimens of the atmosphere to the earth.

"Well above the level of 24 miles, according to the latest theory, is a film of ozone, a form of oxygen which differs from oxygen in the molecule is a condensation of the atoms, whereas in the molecule this film serves as a protective oxygen there are only two atoms against radiations from the sun which would in the long run destroy life if they were not intercepted by this thin and fragile protective were to vanish, life as we know would become impossible on earth.

"Above this film ozone from 100 miles above the earth is probably an atmosphere of hydrogen, helium, two of the lightest gases known. The existence of this atmosphere has recently been verified by two observers, who have discovered the characteristic lines of hydrogen in the spectrum of shooting stars (meteors) passing through it. It is confirmed by the presence of hydrogen in meteorites that are light enough to reach the earth. Meteorites on passing the lower layers of the hydrogen layer and in contact with oxygen detonate and are reduced to dust. It is not the heat which they generate in falling that they are destroyed, but in these upper regions of the atmosphere matter is extremely rare like the vacuum in X-ray tubes.

"Beyond the hydrogen layer probably a wide belt of a rare gas, coronium, which has not yet been discovered on the earth, but which is known from the spectroscopic examination of the sun, and then beyond that the nothing of cosmic space—or rather the ether which pervades everything, and which no one can stand. Comfort on the earth is largely affected by the equilibrium set up through the ozone film between the sun's destructive and pleasant rays. There are days when the film lets the destructive rays through in a proportion and when the temperature rises.

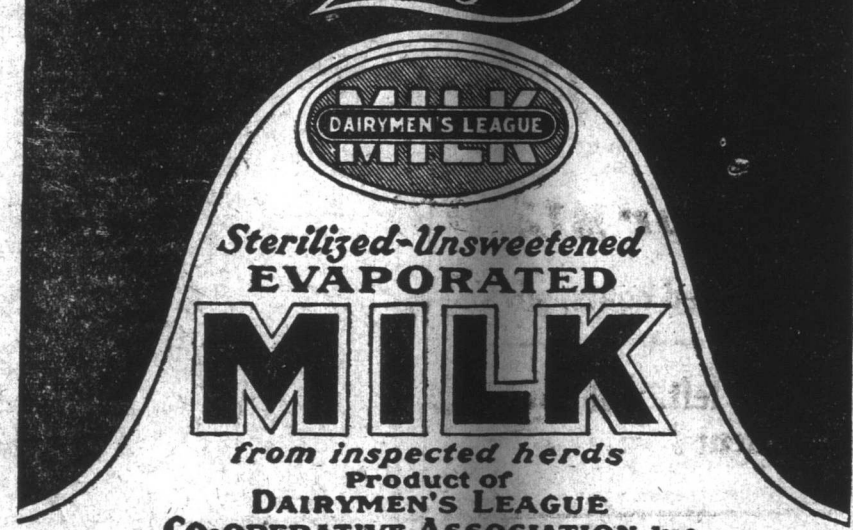
"Modern meteorology holds the movements of the barometer and temperature are in close relation with changes in the upper atmosphere, so that there had or no weather may be prepared for us. Volcanic dust in the lower atmosphere has a great influence on the sun, though it is only temporary. It may even cause a fall of two or even three degrees as compared with the normal average. Paris may for some years have climate of Rotterdam when there is more dust in the air."

### Household Notes.

Raisins, with their accompanying tank of lemon, add real interest to ordinary rice croquettes. Of course they should be well chopped before using.

A deliciously flavored sherbet made with 1½ cups grated pineapple, 2 cups raspberry juice, ¼ cup lemon juice, 2 tablespoons lemon juice, 1 cup water and 1 cup sugar is advisable to use a little gelatin with so much acid.

## DAIRYMEN'S League



## 70,000 farmers guarantee this

The men of the Dairymen's League—seventy thousand farmers—with many hundred thousand cows, devote their lives to the production of pure milk and milk products.

They are as much a permanent part of American life as New York State or Florida is. When they make a dairy product and put their collective name on it, that product is good. It is made and sold not merely for a fickle demand of the moment, but for to-day, to-morrow, next year, and for the years to come.

Not all the farmers in this territory are members of the Dairymen's League Co-operative Association, Inc. for to be a member, a farmer must have the right kind of farm and clean, healthy cows subject to a regular rigid inspection and to unscheduled inspections by government officials. This means much to all who buy milk or milk products.

For these seventy thousand men are in business to stay. The farms MUST produce all they can. The cows MUST give milk. It is the privilege and the desire of the farmers to give the people the best dairy products that can be made.

The storekeeper who sells Dairymen's League Dairy Products can depend upon the products now and in the future.

DAIRYMEN'S LEAGUE  
CO-OPERATIVE ASSOCIATION INC.  
UTICA, N.Y.



Oct 10, 1922