



"All things
bright and
beautiful"

with a soft cloth and



Put a
little and
shining
silver
on all metals

For cleaning
silver

World's
Greatest Secret

AS WE USE THE ATOM'S
ENERGY

The claim is once more put forward,
this time by a young Welsh investi-
gator, that the problem of utilizing
the energy of the atom has been
solved.

The experiment is in too early a
stage for a definite pronouncement
to be made, but it may be said that
the results reported to have been
obtained are more promising than
any have been at any previous per-
iod.

At the great scientists, headed by
Ernest Rutherford, who have
been investigating the properties of
the atom, are agreed that its poten-
tial energy is enormous. It has been
estimated that the atomic energy of
a piece of metal the size of a walnut
could be sufficient to drive the Mau-
ritania across the Atlantic and back,
and it but be released and kept un-
der control.

The Sun's Activities

Mr. Curie's experiments with
radio, and those of the physicists
who have followed her in this line
of investigation, enable the layman to
appreciate the elementary conditions
of the problem. The seventeenth
century, when the first experiments
with electric particles in one sec-

These particles are so minute that
their size can only be calculated mathe-
matically, but they have been cal-
culated, and it has been found that
one thousand million million million
million electrons would have a mass
rather less than one gramme.

The researches of Rutherford,
Curie and others have shown that
the matter of whatever kind is com-
posed of atoms; that all atoms are
composed of negative electrical par-
ticles, or electrons, and positive elec-
trical particles, or protons, and that
the electrons, even in an apparently
neutral mass of iron, are in a constant
state of motion.

It is the energy indicated by this
constant activity in the atom that
scientists are seeking to control and
use.

We have the most familiar and
powerful illustration of atomic energy
in the radio-activity of the sun,
which, according to Sir Oliver Lodge,
radiates four million tons of matter
every second.

Although of this vast total our
small globe receives only an exceed-
ingly small proportion—about three
hundredweight per minute—that por-
tion is responsible for all the activi-
ties of the earth and for our life it-
self.

The correlation to be noted between
the enormous mass of the sun, whose
diameter is one hundred times that
of the earth, and the mass of the
atom, which is so infinitely small as
to be beyond detection by the most
powerful microscope, is that both
manifest the same form of energy.

Can It Be Done?

The analogy may be carried fur-

ther, inasmuch as every atom has a
solar system of its own in which the
electrons revolve round a central nu-
cleus just as the planets revolve
round the sun; only with the differ-
ence, that the electrons may, and
such change liberates a certain
amount of energy which takes the
form of radiation.

One of our most famous chemists
has calculated that if the molecular
energy of two grammes of hydrogen
could be utilized, it would be suffi-
cient to raise a weight of 770 lb.
through a distance of one metre,
which is a fraction over 391 in.

The calculation is greatly simplified
if it is remembered that two grammes
are roughly equivalent to a little
more than one-fiftieth of an ounce
troy. Thus, if the energy of the atom
could safely be utilized it would offer
to the service of mankind an un-
limited source of power comprised
within an exceedingly small com-
pass.

Can it be done? Some of our most
famous authorities on physics have
declared it to be as visionary as the
Philosopher's Stone or the Elixir of
Life, yet we have already approximated
to the one by the transmutation of
mercury into gold, and the science
of electricity may easily bring us
within reach of the other.

Common Ailments
of Middle Age

are indicated in women by nervous
conditions, irritability, melancholia,
pains and aches in the back, dizzy
spells, headaches and heat flashes.
These trying conditions may be easily
overcome and such symptoms con-
trolled by taking Lydia E. Pinkham's
Vegetable Compound. It will inter-
cept women to know that in a recent
census among over one hundred and
twenty-one thousand women, ninety-
eight out of every hundred reported
benefit from its use.

France's Power to Repay

"If France will manage her
finances prudently and submit to
taxation comparable to that in this
country and in America, she can cer-
tainly undertake the repayment of the
money she borrowed from England
and America."

"This is the considered opinion of
no less a European financial authority
than Lord Bradbury (who, as Sir
John Bradbury, was Chief British
Delegate on the Reparations Commis-
sion), given in a Daily News inter-
view."

"Always with the proviso," he ad-
ded, that France were given a fund-
ing arrangement, similar to, but
rather more generous than, our own
engagement with the United States.

"France has recovered remarkably
from the war, 90 per cent. at least of
her damage has been repaired, and
this almost entirely by means of the
savings of the French people."

"The productive capacity which
this really amazing effort represents
is now free to create new capi-
tal or to pay her debts. The wealth
of France, with Alsace-Lorraine, is
now probably greater than before the
war. Her capacity to pay her foreign
debts out of her own resources is cer-
tainly not less than two-thirds that of
Germany. I do not believe France will
suffer at all by adopting the policy of
paying her debts, nor that she will
suffer from receiving payment."

"A creditor nation must, in the
long run, always have the advantage
of a debtor, even in the prosperity of
its export trade. For years we lived as
a creditor nation," said Lord Brad-
bury emphatically, "and it is rubbish
to suppose that anything else will
happen in these days."

"I would be content with com-
paratively small payments in the
earlier years, although a beginning
should be made at once, the payments
rising gradually to the full normal
payment at, say, the end of eight or
ten years."

"Discussing a possible funding ar-
rangement on the terms of the Anglo-
American debt settlement, Lord Brad-
bury said he was disposed to suggest
an arrangement with a rather lower
rate of interest, especially in the
earlier years."

"That settlement," he said, "gave us
an abatement as compared with the
5 per cent. basis of about 28 per cent.
The more generous interest rates I
suggest would give France an abate-
ment of at least 40 per cent., which
would make the total sum to be re-
paid about £280,000,000."

"I am sure that France could make
such an arrangement with us, and
one on like terms with America, with-
out risk of exceeding her capacity to
make foreign payments. I do not be-
lieve that such a liability would be an
intolerable burden, even if German
reparation payments failed altogether."

"If the Dawes Plan should realize
50 per cent. of its paper estimate,"
Lord Bradbury added, "I believe
France would be relatively better off
than we are."

A great many fall-top coats fea-
ture the shawl collar.

A chic little ribbon hat has a nar-
row, rolled front brim.

SEWARD'S LIMENT FOR COLDS.

Obtainable everywhere at
little cost; give more power for
longer time.

for
Bells
Buzzer
Gas Engines
and
All general
purposes.

National Carbon Co., Inc.
30 East 42d Street
New York, N. Y. U. S. A.

We Now Start Our FRIDAY and SATURDAY ECONOMY SALES

Multitudes of inducements of the most surprising character will be here to tempt the shrewd shopper. Bargains will be displayed in every available place. Just the sort of Sales that thousands of St. John's Shoppers will hail with delight. There will be Bargains for Men, Bargains for Women, Bargains for Girls, Boys, and Infants. Bargains for every-

one at this Store FRIDAY and SATURDAY. Bar-
gains of the most pronounced sort, not all are adver-
tised—Space forbids. Every stand laden and every
counter decorated with hundreds of chances to
save, and almost every special value is created on
new, desirable Fall merchandise of the wanted
quality.



New Goods from the Showroom

WOMEN'S HAND AND UNDER-
ARM BAGS—Leather and
Brocade. Silk, fitted with
mirror and handkerchief
pocket; a good assortment
of the newest shades just open-
ed. Reg. \$1.95 each.

Friday & Saturday \$1.55

INFANTS' RUBBER PANTS—
Natural shade, gathered at
waist and legs with elastic
cord, finished with fancy
stitching. Reg. 35c. pr.

Friday and Saturday 25c.

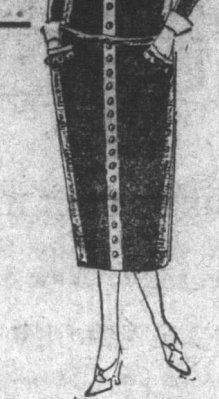
WOMEN'S SILK AND WOOL
JUMPERS—Round and V
neck styles, with the new col-
lor in the crossover effect;
shades: Wallflower, Pearl,
Pitch Pine, Beige, Powder
Blue, Rose, Jade, Gold and
Black; finished in pretty con-
trasting shades. Reg. \$4.25
each. Friday and Saturday \$3.40

Saturday \$3.40

COLLAR AND CUFF SETS—Of
Cream and White Lace;
dainty styles for present
wear. Reg. 70c. each. Friday
and Saturday 55c.

WOMEN'S COTTON CREEPE
NIGHTIES—Delicate shades
of Pink, Orchid, Peach and
White; made in the popular
V neck style with short
sleeves, nicely trimmed with
fancy silk stitchings. Regular
\$1.50 each. Friday and Saturday \$1.45

INFANTS' LONG ROBES—Of
fine White Lawn, beautifully
embroidered and trimmed with
fine Val. lace and pin tucks.
Reg. \$1.60 ea. Fri-
day and Saturday \$1.20



Reduced for Friday & Saturday

WOMEN'S & MISSES' PATENT
LEATHER BELTS—Plain Black
and two color Red and Black,
and Black and White; abso-
lutely new and up to date.
Reg. 80c. each. Fri-
day and Saturday 15c.

BUNGALOW APRONS—Service-
able Gingham in Blue,
Brown, Lavender and Black
check on white grounds, neat-
ly trimmed with ric-rac braid;
square neck style, gathered at
hips; patch pockets and wide
girdle. Reg. \$1.45 each. Fri-
day and Saturday \$1.17

WOMEN'S AND CHILDREN'S
HANDKERCHIEFS—A choice
new assortment in white with
colored embroidered border.
Reg. 7c. each. Friday
and Saturday 6c.

WOMEN'S JERSEY KNIT SILK
SCARVES—Contrasting and
beautifully blended colors.
These are all the rage and our
assortment is large. Regular
\$1.50 each. Friday and Saturday \$1.55

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NEW SWEATERS, etc.

at Sale Prices

MEN'S WOOL COAT SWEATERS—
Smart, comfortable sweaters for
Fall and Winter wear; offered at
a substantial reduction in price.
Brown only. Sizes 38 to 40.
Regular \$3.25 each. Fri-
day and Saturday \$2.75

MEN'S WOOL TULL-OVER SWEAT-
ERS—Fawn trimmings with Brown.
A good quality. Men's Wool Tull-over
Sweaters. Sizes 36, 38, 40 and 42. Regular
\$2.50 each. Friday and Saturday \$2.00

MEN'S COTTON TWEED
PANTS—Assorted dark
stripes in qualities that
will give most satisfactory
wear; all sizes, nicest
\$2.30 pair. Fri-
day and Saturday \$1.75

Also a better grade. Re-
gular \$2.60 pair. Fri-
day and Saturday \$2.15

MEN'S WOOL CASHMERE
SOCKS—A good quality
and most desirable shape
for present season's wear.
All sizes. Regular 68c.
pair. Friday and Saturday 59c.

MEN'S POLICE BRACES—
Extra good quality Braces
made from strong web-
bing and with nickel-plated
fittings and strong leather
loops. Regular 60c. pair.
Friday and Saturday 42c.

MEN'S TWEED CAPS—A
better grade in Greys,
Greens and Fawns; Check
designs on plain grounds.
A real fashionable shape.
Regular \$1.65 ea. Fri-
day and Sat. \$1.30

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Price Magnets



From the SHIRT DEPT.

MEN'S STRIPED TUNIC SHIRTS—A good
reliable quality that will give great sat-
isfaction; made with stiff neck band and
soft cuff; sizes 14 to 16½. Reg.
\$1.50 each. Friday & Saturday \$1.30

MEN'S NEGLIGEE SHIRTS—Plain White
or Ecru in tunic style, with collar at-
tached and soft double cuff; sizes 14 to
16. Reg. \$2.00 each. Friday & Saturday \$1.65

MEN'S WORK SHIRTS—Khaki Drill and
Black and White Striped Cotton. These
shirts are thoroughly well made from ex-
tra good quality materials; sizes 14½ to
16½. Reg. \$1.95 each. Friday \$1.60
and Saturday \$1.19

MEN'S RIBBED UNDERWEAR—Fairly
heavy weight in a good wearing quality.
Good value at the regular price of
\$1.30 garment. Fri. & Sat. \$1.19

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NEW UNDERWEAR

at Sale Prices

WOMEN'S FLEECE LINED UNDERVESTS—
Natural color union wool with high,
snug-fitting neck and long sleeves; sizes
34 to 40. Regular 75c. each. Fri-
day and Saturday 59c.

WOMEN'S FLEECE LINED PANTS—Open
style in either knee or ankle length; but-
toned at waist; all sizes. Reg.
\$1.10 pair. Friday and Saturday 85c.

CHILDREN'S UNDERVESTS—Cream and
White Fleece Jersey, with round neck
and long sleeves; sizes to fit from 3
months up to 3 years. Reg. 35c.
each. Friday and Saturday 31c.

WOMEN'S SLEEVELESS
SWEATERS—The very
newest creations in Lemon
and White, Sand and
Brown, Peacock and Sand,
Peacock and Pearl, Pearl
and Red, Sand and Henna,
etc. V-shape neck, with
or without pockets. Reg.
\$2.75 each. Fri-
day and Saturday \$2.40

WOMEN'S & MISSES' COT-
TON GLOVES—For the
cool nights now and later
on. Regular 28c. pair.
Friday and Sat. 20c.

WOMEN'S UMBRELLAS—
Fancy coloured handles in
a good assortment of de-
sirable shapes; strong
metal frames. Reg. \$2.00
each. Friday & Saturday \$1