

**Editorial Writing.**

To a discussion of editorial writing and the qualities needed for it, the Philadelphia Public Ledger contributes the following shrewd observations:

If the reporter is, as Franklin Matthews said, the backbone of a newspaper, the editorial writer is its face, and by him the newspaper is loved or hated. The slightest error damns the paper and brings in basketfuls of letters of protest, whereas the reporter's mistakes bring in about 25 per cent. at the most, of the reproaches to which he is entitled. Usually he does not draw one per cent. or none at all. This is a curious commentary on the saying that "nobody needs editorials."

The backbone of the editorial writer consists of everything he ever has studied, read, observed, heard in casual conversation, or seen for himself. A baby playing in the street, Shakespeare and the wildest doctrines of Sir Conan Doyle form part of his education. He can sneer at nothing unless he is prepared instantly to back up his sneer with a defence based on wide information of his subject. He can say what the reporter is not allowed to say, but he pays for the privilege with a total absence of the reporter's comparative immunity. He must be right as the heavens; he is not, but he suffers every time he falls short of that perfection. He is the most difficult job on a newspaper.

The Toronto Globe says: "The Ledger is right in saying that an error of fact in the editorial page of a paper of recognized standing brings literally 'basketfuls of letters of protest.' People who would never think of correcting corresponding errors in the news columns keep a rod in the brine for the editor who has trusted a poor memory instead of consulting a reliable book of reference. It is rather startling to be tripped up on one's starting regarding conditions in and around Erzerum by some one who has just returned from Armenia, or to be assured on the authority of an old resident of the Punjab that condemnation of General Dyer was based on a misapprehension of the situation in India."

The world has become a very small place, and the editor is liable to hear from a former companion of Borneo's head-hunters if he strays a foot from the path beaten by them through the cane in the jungle. One is not always sure of the accuracy of these contradictions and denials, but after all, in the never-ending contest between the written word and the man who has been there, it is better to set aside the testimony of Pro Bono Publico where he begins his letter of protest with the mild remark that the editor would not have written of the ukulele as the national weapon of Hawaii if he had ever resided in the South Seas.

The most serious falling away of the modern editorial writer, as compared with his predecessor of the past generation, again the digging department. Ten years in the Canadian Press, and often more frequently across the border, the editorial writer is a swallow skimming the surface, instead of a fish hawk swooping down on the more desirable and solid sustenance to be found beneath the water. Reading is still vital to the making of a full man, and reading becomes growingly difficult in these days when golf and motoring and lawn bowling and curling and even skating are tugging at the editorial writer's coat sleeve and demanding attention, each in its season. It is to be feared that in not a few cases the scissors and paste pot wield an increasing influence in the making of the editorial, and that the laborious hours of research spent by the editorial writers of bygone days before they tackled a new subject are now devoted to the entertainment of the first person singular, rather than the education of the masses. But the masses will never know that. The movie has claimed for its own, and the newspaper on which hours were spent in less strenuous times is now "read" in ten or fifteen minutes at breakfast or after tea.

**A Tough Nut.**

A colored man was shot in the head in the course of a row on Richmond Street, but the revolver bullet was deflected from his skull and only a superficial wound was inflicted. The colored man's head is proverbially tough, a fact that has been proven on many occasions. Some years ago a colored gentleman was walking along St. Antoine Street all dolled up in the latest style. He was feeling at peace with himself and the world, when suddenly his thoughts were disturbed by a tremendous crack on the head. He saw stars for a moment and realized the cause, for at his feet lay a big monkey wrench, which had been dropped by a workman from away up on a telegraph pole. The victim regained his scattered senses and then indignantly berated the man on the pole, who was tremendously relieved to see that the colored man was not killed. It is a great thing to have a hard head in these days of accidents, sandbagging and shooting.—The Review, Montreal.

**Auto Top Dressing for Motor Cars and Carriages at BOWRING BROTHERS, LIMITED, Hardware Department—may18,1922**

# RECORD-BREAKING REDUCTIONS

## in this Special Sale of "Period" Furniture

Beauty, dignity, charm—all that is most desirable in Furniture for the "Home beautiful" is embodied in the splendid pieces selected for this week's "Make-room" Sale.

Many articles are replicas of old English, French and American designs, William and Mary, Queen Anne, Louis XVI, Adam, Colonial and Mission styles, are well represented and faithfully reproduced. The rich grain and lustre of the beautiful woods and soft luxury of the upholstery must, however, be seen to be fully appreciated.

This Sale offers a large selection of handsome Furniture at such record-breaking reductions that it is nothing short of folly to allow such a rare opportunity to slip by without taking advantage of it.

### Parlor Suites.

This beautiful Living-room Furniture is as much a delight to the eye as a favorite picture would be. The one you'll like may be listed below.

3-piece, Mahogany finish, highly polished, "Adam" design, upholstered in Striped Plush.  
Regular Price . . . . . \$181.50  
Make-room Price . . . . . \$116.75

3-piece, Solid Mahogany, handsome design, upholstered in Tapestry.  
Regular Price . . . . . \$185.00  
Make-room Price . . . . . \$120.00

3-piece, Solid Mahogany, Louis XVI design, upholstered in Silk.  
Regular Price . . . . . \$210.00  
Make-room Price . . . . . \$135.00

5-piece, Mahogany finish, highly polished, very massive, upholstered in Tapestry or Green Cut Plush.  
Regular Price . . . . . \$235.00  
Make-room Price . . . . . \$146.00

3-piece, Solid Mahogany, Louis XVI design, upholstered in rich Blue Brocade.  
Regular Price . . . . . \$250.00  
Make-room Price . . . . . \$150.00

### Dining Chairs.

Beautiful in appearance, perfect in workmanship, and built to give long service without getting shabby.

Chair Suite, Fumed Oak, Mission style, upholstered genuine Leather Slip Seats.  
Regular Price . . . . . \$245.00  
Make-room Price . . . . . \$157.00

Chair Suite, 1/4 cut Golden Oak, Golden finish, highly polished, Colonial style.  
Regular Price . . . . . \$250.00  
Make-room Price . . . . . \$160.00

### Dining Tables.

Of fine workmanship, and beautifully grained woods highly finished. There is a particular attractiveness about a handsome Dining Table.

Dining Table, Fumed Oak, Mission style, round top, pedestal legs.  
Regular Price . . . . . \$175.00  
Make-room Price . . . . . \$120.00

Dining Table, Golden Oak, Colonial style, round top, pedestal legs, 1/4 cut oak, highly polished.  
Regular Price . . . . . \$145.00  
Make-room Price . . . . . \$ 95.00

Dining Table, Fumed Oak, Colonial style, round top, pedestal legs.  
Regular Price . . . . . \$78.00  
Make-room Price . . . . . \$52.00

### Royal Easy Chairs.

A wonderfully constructed chair—built specially for men's requirements and comfort. "Push the button" and adjust the reclining back at any desired angle. Concealed extension leg rest under seat. Altogether, a delightful chair to possess.

Fumed or Golden Oak frames, upholstered in fine Tan Moroccan.  
Regular Price . . . . . \$75.00  
Make-room Price . . . . . \$50.00

### Settees.

These Settees not only add to your living room's appearance, they are as comfortable as they are handsome.

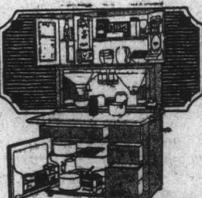
Mahogany finish frame, upholstered good quality silk, highly polished wood.  
Regular Price . . . . . \$55.00  
Make-room Price . . . . . \$36.00

Mahogany finish frame, highly polished, upholstered silk.  
Regular Price . . . . . \$50.00  
Make-room Price . . . . . \$33.00

### Sideboards.

There are only a very few of these Sideboards left, they went quickly. A finely made piece of furniture.

Sideboard, Surface Oak, finely finished, 14 x 24 British Bevelled Plate Mirror.  
Regular Price . . . . . \$70.50  
Make-room Price . . . . . \$38.50



### Hoosier Cabinets.

A Cabinet to gladden the heart of the particular housekeeper, who likes "a place for everything and everything in its place."

The place for this Hoosier "Beauty" is in your kitchen.

Hoosier All-White Beauty, in Porcelain and Enamel, the most complete Cabinet ever built.  
Regular Price . . . . . \$140.00  
Make-room Price . . . . . \$105.00

Hoosier Beauty No. 2053. Similar to the All-White but finished in fine Oak.  
Regular Price . . . . . \$122.50  
Make-room Price . . . . . \$100.00

### China Cabinets.

An adornment to any room, and a delight to the housekeeper who loves to display her pretty china.

Fumed finish, Mission style; a very useful Cabinet.  
Regular Price . . . . . \$67.50  
Make-room Price . . . . . \$41.50

Fumed Oak, Mission style.  
Regular Price . . . . . \$98.50  
Make-room Price . . . . . \$65.00

Fumed Oak, Mission style; very massive and handsome.  
Regular Price . . . . . \$135.00  
Make-room Price . . . . . \$ 81.50

Jacobean Oak, very high quality, William and Mary period design.  
Regular Price . . . . . \$130.50  
Make-room Price . . . . . \$ 91.50

### Wardrobes.

Just right for the house that's short of cupboard space; a place to hang pretty frocks when not in use, with fascinating mirrors to reflect how nice they look when "on".

Very large and massive, Colonial style, Golden Oak or Mahogany finish, with two doors, each with British Bevelled Plate Mirror, 14 x 50.  
Regular Price . . . . . \$195.00  
Make-room Price . . . . . \$135.00

### Beauty in Buffets.

Wouldn't you like one of these beautiful Buffets in your Dining Room? They are a joy to look upon.

Dining Buffet, 1/4 cut Golden Oak, Golden finish, very highly polished, Colonial design.  
Regular Price . . . . . \$150.00  
Make-room Price . . . . . \$ 95.00

Dining Buffet, 1/4 cut Golden Oak, Golden finish, very highly polished, Colonial design.  
Regular Price . . . . . \$165.00  
Make-room Price . . . . . \$110.00

Dining Buffet 1/4 cut Golden Oak, Golden finish, Colonial design. Very massive and handsome.  
Regular Price . . . . . \$265.00  
Make-room Price . . . . . \$180.00

Dining Buffet, 1/4 cut Golden Oak, Golden finish, Colonial design. Very large and massive.  
Regular Price . . . . . \$275.00  
Make-room Price . . . . . \$184.00

Dining Buffet, fine Fumed Oak, Mission style; a very beautiful piece of furniture; 1 only.  
Regular Price . . . . . \$205.00  
Make-room Price . . . . . \$135.00

# U. S. Picture & Portrait Co.

Water St., St. John's

### Household Notes.

Sprinkle buttered beets with lemon juice just before serving.

For deep-fat frying, use two-thirds lard and one-third beef fat.

Peasut butter added to fudge gives it a deliciously "nutty" flavor.

Noodles or plain boiled rice are often served with a pot roast of veal.

Try crowning a strawberry pie with stiffly whipped cream. Delicious.

Scraps of left-over pie crust may be used in making cheese straws for the salad.

New rubbers should be used every year in canning, if you wish good results.

Just before serving cream of celery

simmer in the gravy of lamb for a minute or two before serving.

Fruit moulded in jelly and served on crisp lettuce with mayonnaise is an appetizing "hot weather" salad.

Popovers are nice filled with canned fruit on fresh stewed fruit and served with maheshmallow sauce.

Sew a gear button on the back of the boy's collarband, and he will always know where to find his collar button.

If you are tired of plain hamburg steaks, add an equal quantity of ground raw potato. The steak will go much farther.

Cold diced beets, sliced hard-boiled eggs and chopped pickles marinated with French dressing make an excellent

unthreaded sewing machine can be used instead of a tracing wheel to mark paper patterns.

Chopped toasted nut meats added to mayonnaise render it highly exciting and most tempting.

Lengthwise strips cut from 'old white silk stockings' make dainty bindings for the tops of silk vests.

A little finely chopped onion and a teaspoonful or two of brown sugar improve the flavor of tomato soup.

When sweeping a carpet, keep the broom close to the floor, and sweep with the grain of the carpet.

Let a few slices of cucumber pickle

### SOME GOOD OILS WITH SPECULATIVE POSSIBILITIES.

Standard Oil (of Indiana), Mexican Seaboard, Sinclair Cons. Texas Company, Middle States, Cosden Oil, Carb Syndicate.

Ask for our margin requirements.

**J. J. LACEY & COMPANY, LIMITED,**

### Try Ironized Yeast To-Day.

If you want to banish skin eruptions and quickly acquire a fresh clean-looking skin—if you are thin and run-down and want to fill out your figure with firm hard flesh, then try Ironized Yeast to-day.

Ironized Yeast comes in handy convenient easy-to-take tablets, and the price is \$1.20 box.

**PETER O'MARA,**  
The Druggist,  
THE REGALL STORE.

### ST. JOHN'S GROCERY STORES.

- LIME JUICE—Pints, per bot. . . . . 25c.
- PURE HONEY, per bot. . . . . 50c.
- MAPLE SYRUP, per bot. . . . . 50c.
- LOOSE COCOA—Good grade, per lb. . . . . 22c.
- PURE GOLD TAPIOCA and CUSTARD PUDDING, per pk. . . . . 25c.
- LIBBY'S SOLID PACK TOMATOES, per tin . . . . . 22c.
- SLICED PINEAPPLE, 2 1/2's, per tin . . . . . 35c.
- SLICED PEACHES, 2 1/2's, per tin . . . . . 35c.
- CARO CORN SYRUP, per tin . . . . . 30c.
- RAISINS—Seeded, per pk. . . . . 25c.
- RAISINS—Sunmaid, pkg. . . . . 5c.
- per doz. pkgs. . . . . 45c.
- LARGE SWEET ORANGES, per doz. . . . . 48c.
- CANADIAN BUTTER—Very best grade, per lb. . . . . 50c.

**J. J. ST. JOHN,**  
DUCKWORTH STREET and  
LEMARCHANT ROAD.



### The Maritime Dental Parlors.

Your duty to your teeth is essential to health and happiness. You cannot afford to neglect them any longer; but you can afford to join our great clientele to whom we tender courteous and invaluable services. Call for free examination.

Painless Extraction . . . . . 50c.  
Full Upper or Lower Sets . . . \$12.00 and \$15.00.

Crown and Bridge Work and Fillings at most reasonable rates.

**M. S. POWER, D.D.S.**  
(Graduate of Philadelphia Dental College, Garretson Hospital of Oral Surgery, and Philadelphia General Hospital.)  
P. O. Box 1220. Phone 62.  
176 WATER STREET,  
(Opp. M. Chaplin's.)



**Mrs. Somebody else's Clothes**

"You may dress as well as she," says our Dainty Dorothy.

DON'T envy the clothes of the well-dressed woman whose wardrobe seems inexhaustible; have some of your own garments dry cleaned and dyed. For that is the secret of many a woman's smartly garbed appearance.

And here you know that your clothes will be properly treated and that our business courtesy will make you feel that this in truth is the cleaning and dyeing house De Luxe.

PHONE 1488.  
**J. J. Dooley**  
**WE KNOW HOW**  
PHONE COR. LIME ST. CONNECTION & LE MARCHANT ST.