

FREEMAN'S ENGLISH FOODS

ENTICING IN APPEARANCE
GRATIFYING TO THE TASTE

A woman who takes pride in her table is for ever on the outlook for a tempting dish. The series of Freeman's English foods now available in Newfoundland, places many dainty dishes at your disposal—

CUSTARD POWDER
BLANC-MANGE POWDER
JELLY CRYSTALS
PUDDING POWDERS
EGG POWDER
GLASS LEMON (for lemonade)

They are all the best that Science, Pure Materials, and Ideal Working Conditions can make them. You will be delighted to see how greatly your guests and family will appreciate them.

Freeman's Foods, Limited,
England.

Fooled Hubby.

He had been married about a year and had taken to spending his evenings down town with the boys. One night his conscience worried him, and he thought he would phone his wife and get her to come down and meet him and have dinner with him. So he called her up. "Hello, kid," he began. "Say, slip on some old clothes and run down and meet me on the quiet. We'll have a good dinner and then we'll get a machine and go

out and smear a little red paint around. How about it?" "I'll be delighted to join you Jack," was the reply. "But why not come up to the house and get me? There's nobody home." As the young husband's name is Tom he spends his evenings at home now. And his wife wears a queer smile when he isn't looking at her.

I want another bottle of "Brick's Tasteless", it is the best preparation I have ever taken to give me an appetite.—apr25,11

A CHOCOLATE THAT "GOES ONE BETTER."

Havenden's Chocolates

are a superior product. They have that quality hard-est of all to get—Distinction. Havenden's have Distinction. It is there in the materials; it is there in the manufacture; it is there, above all, in the flavor. It is this something distinctive—and delicious—which makes Haven'en's the Chocolates which the discriminating buy, because they know that here is the topmost mark in candies. In a word, Havenden's "Go One Better." In half and one pound boxes.

Havenden's Chocolates are sold in St. John's by

T. McMurdo & Co., Ltd.

may12,51

Best Canadian Creamery.

New Stock Just Arrived.

2-lb. Slabs and Solids.

Slabs are in 60-lb. Boxes, Solids in small packages.

This is the best Butter that money can buy. Our wholesale price is right

'Phone 264.

GEO. NEAL, Ltd.

Obligatory Contributions

"We must all contribute" writes "Observer" in the Family Herald and Weekly Star to the expenses of the State, as we have incurred or shall incur them through our elected representative government. We cannot spend money upon pensions, or upon any government assistance unless we furnish the money ourselves. We cannot spend without providing the means. Taxes will never be popular. I suppose, but how can we get along without them? For years Canada has been one of the most lightly taxed countries, for State purposes, in the world. Now we have to face a different order of things, and we shall, all of us, have to pay our share—in addition to our little municipal road, bridge and other taxes. Of course, those who receive most ought to pay most. There is a good deal of rough justice about the Excess Profits Tax, as we now have it in Canada. The law allows a wholesaler or manufacturer seven per cent. upon his investment. If his accounts show that he made over seven per cent., the Government takes a quarter of it up to fifteen per cent. If he made over fifteen per cent., the Government takes one half up to twenty per cent. If he made over twenty per cent. profit, the Government takes three quarters. By profit is meant net income after all expenses, repairs, wages, etc., have been paid. A staff of expert accountants is always at work, examining accounts, auditing books and checking statements all over Canada. The plan may not be as fair as it appears to be. A plant may be built upon which no income at all can be netted for a couple of years. In the third year, it might be argued, a net income of twenty-one per cent. might be permitted to be perfectly fair. But it is about impossible to get a law just right until experience has done some work upon it. I think, however, that that tax is rightly directed. It does try to place the burden upon the shoulders best qualified to bear it. Very little is heard about it, excepting when we hear of new attempts to do away with it. I believe it is a good producer for the Government, and I hope its success will lead to other taxing plans equally and well-applied. The Government will need a whole lot of money, thanks to the rascally Wilhelm, skulking in Holland, like the cowardly bully he is. And the gathering of it without oppressing our people will be a task calling for a good deal of careful diplomacy, and the exercise of skilful financing."

A Famous American.

Mr. James Gordon Bennett, the proprietor of the "New York Herald," who died at Beaulieu, near Nice, on May 14, 1918, was a man who lived every minute of his life of 77 years. He was not a self-made journalist, as his father, who emigrated from Aberdeen, was making £20,000 a year when his son was born. When the young man came of age the "New York Telegram" was founded and handed to him as a gift. By his 25th year he had become one of the most famous yachting men in the world, and sailed across the Atlantic in an ordinary racing cutter. He equipped and dispatched a Polar expedition; he introduced and fostered polo in America; he revived coaching in France; and through the "Gordon Bennett Cup" was one of the earliest promoters of automobilism and motor racing. He will, perhaps, be best remembered as the man who sent Stanley to find Livingstone. In the late sixties he made Paris his home and founded the Paris "New York Herald." In 1914 he married the Baroness de Reuter, widow of the founder of the newsagency. Though Mr. Gordon Bennett figured only as the chairman of the executive committee of his paper, he was, in fact, the sole proprietor. Once a wealthy American syndicate desired to purchase the paper, and sent to him the following cable: "Please wire price for which you will sell 'New York Herald.'" Mr. Bennett's reply was: "Daily, 3 cents, Sunday, 5 cents.—J. Gordon Bennett."

Qualities of a Nurse.

A doctor, speaking from long and varied experience, told of the qualities he considered essential in the girl who would be a nurse. "First and foremost," he said, "a would-be nurse must feel the wish to undertake social service; for the reward of nursing is not in financial gain, but is chiefly in that indescribable feeling of contentment which comes from the knowledge of help afforded to those requiring it. And this love for the profession is necessary to make the many arduous and at times unpleasant duties of a nurse endurable. Then a knowledge of human nature is an asset, for it helps a woman to realize that the psychology of the sick is different from that of the healthy, and thus prevents a feeling of irritation over the whims of her patients. "And I should like to point out," he continued, "that from the purely technical and professional aspect a nurse needs to be very thorough in the carrying out of all details of treatment, and keenly observant of all her patient's signs and symptoms."

Asked if a nurse's work is inclined

to make her callous, his reply was that it should cause her to be more sympathetic. "But," he said, "owing to her training, her sympathy will not take the form of exaggerated expressions which the 'lay' mind often utters, but it will be translated into helpful action—and it is this silent expression which is unfortunately often misconstrued as callousness."

The Mayor of Royal Windsor.

From baker's boy to the mayorship of Windsor, England, and the honor of knighthood, is the rise in life made by Sir William Carter. "My parents," says Sir William, "kept a baker's shop at Marlow, and I helped in the business for a time. Getting tired of that, I started work as a gardener, and was following that employment when I got married, although my wages were very small indeed. I was then 23 years of age, and as gardening did not seem to hold out very bright prospects, I determined on a change."

The change he made was to take up the insurance business, which he followed for twenty-four years.

"I have no use," he says, "for pluckers. Grit and tenacity of purpose are what point the way to success. Always open to learn, I am, at the age of 73, still learning. "As soon as I had saved £20 I invested it. 'That has got to work as well as myself,' I said. And it did, for I invested my money to good advantage."

"I believe in a man getting married at an early age if he has found a good partner. It keeps a fellow straight. "Do it now" has always been my motto, and it has stood me in good stead."

Shortly before setting out for Australia, the Prince of Wales was made a citizen of Windsor, and the Mayor, Sir William Carter, presided at the ceremony.

A serving tray can be made out of an old picture frame. Polish, put handles on each end and insert a flint design under glass.

This Year's Demand For Post Toasties Is Greater Than Ever Before

Public Demand Has Its Significance!

The grocers' shelves hold many brands of corn flakes. There they are; take your choice. But the great army of buyers, knowing merit, appreciating worth and valuing superiority in flavor and satisfaction, order

POST TOASTIES

Best of Corn Flakes

And so when you order, specify Post Toasties—by name. It will mean fresh goods of superior quality, made on honor in Canada, by Canadian workmen, and sold to you at a fair price.

Made by Canadian Postum Cereal Co. Ltd., Windsor, Ont.

"I'll Do What No Other Hatter Will Dare Do!"
"I'll Guarantee These Hats"—Says "Kearney First."



Daring evidence of the city's foremost Hatter's confidence in the standfast qualities of the world's most famous Hats.

"I'll guarantee them to keep their colours, to retain their shapes, to wear as truly as any other article of Kearney First Quality can be expected to wear, to give you greater value than you have ever received from any other make at any price."

"I guarantee them because they are guaranteed to me; because I buy direct from manufacturers who refuse to endanger their reputation by the production of any but Superior Hats."

"I guarantee them because I have my customers' words for it that they are 'the finest hats they have ever worn'—and in the end it is the customer who knows."

Stetson Hats

Set the styles for America. What's new on Broadway is on show here, ready to grace your head. Many styles.

Borsalino Hats

Italian Hat Craftsmanship Supreme. Finely curled brims from expensive blocks. All colours.

\$12.50.

Kearney's

286 Water Street.

TO THE SMALL INVESTOR!

If you knew of a company whose stock sold as low as 25 cents, 35 cents and 38 cents on three different occasions and advanced as high as \$1.35, \$1.50, \$1.62 and \$1.75 on four occasions during last year, and—if you knew that the company was progressing exceedingly well, had plenty of capital and a splendid product with an assured market, and—if you knew that the net monthly earnings were large enough to show 8 per cent. profits, and that a dividend declaration might be expected reasonably early; if you knew this, wouldn't you like to own at least 20 of these shares if you could control them with only \$20?

Ask us about it—we honestly believe you will be interested; if not, no harm done.

J. J. LACEY & COMPANY LIMITED,
CITY CHAMBERS.

LADIES' BLOUSE BARGAINS

Good Quality Lawn, cut full Standard sizes, 36, 38, 40 inches and of the best workmanship. All one price:

\$1.30 each.

SMITH'S Dry Goods Store

RAWLINS' CROSS.

JUST ARRIVED:

ENGLISH LEATHER GOODS,

Including

LETTER CASES
TOBACCO POUCHES

DIARY CASES.
BILL FOLDS

Prices ranging from

\$1.50 to \$20.00.

These goods are of best English quality. Positively none better.

R. H. TRAPNELL, Ltd.

Jewellers and Opticians.