

EVERY BODY
SMOKES

Old Chum
Tobacco

solid Tobacco that has
met the smoker's de-
mand for delightful qual-
ity and mild character.

CASH'S
Tobacco Store.
WATER STREET.

HAVE YOU
EVER USED

Station
Stove
Polish

J. Clouston
Limited,
121 WATER STREET.
Phone 497.

NEW FRUITS!

Boxes Fancy Winter
Pears.
Cases Grape Fruit.
Cases Lemons.
Barrels Sweet Potatoes.
Count Calif. Oranges.
Count Porto Rico Oranges.
Bananas.
due by steamer this
week.
Barrels Apples.
Sacks Onions.
Cases Calif. Oranges.
Cases Eggs.

Super & Moore
Phone 489-502. P. O. B. 1345.
D.B.

GOLDEN
ROD
BORAX.

GOLDEN
ROD
BORAX.

NAPHTHA
WASHING
POWDER.

HAS NO EQUAL

and Carpet Clean-

etc.



He Wants Canned
Fruit for Dessert.

ELLIS & CO.
LIMITED,
203 WATER STREET.

Choice N.Y. Turkeys.
Choice N.Y. Chicken.
Choice N.Y. Ducks.
Choice P.E.I. Geese.
New York Corned Beef.
Corned Ox Tongues.
Choice Fresh Tripe.

Finnan Haddies.
Fresh Smelts.
Blue Point Oysters.

Dessert Apples.
Delicious.
Rome Beauties.
Spitzenburg.
Florida Oranges.
Grape Fruit.
Emperor Grapes (Red).
Almeria Grapes (Green).
Ripe Bananas.
Bartlett Pears.
Tangerines.

Fresh Eggs.

Brussels Sprouts.
Fresh Celery.
Ripe Bananas.
Fresh Lettuce.
Cranberries.

Fresh Patridge.
Fresh Rabbits.

Smokeless Fuel!

COKE is an excellent substitute for Anthracite Coal, and is the best smokeless fuel for Domestic or Industrial use. It is clean, efficient and economical. Our price, sent home, \$20.00 per ton of 2440 lbs. A 75 lbs. sack of coke may be purchased at the Gas Works for seventy five cents. We advise early booking of orders, because our production is limited.

ST. JOHN'S GAS LIGHT
COMPANY.

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
dye 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 is
truth in the cleaning and dyeing
house De Luxe.

PHONE 1488.
J.J. Dooley
WE KNOW HOW

and Carpet Clean-

etc.

Vital Statistics.

CITY OF ST. JOHN'S—WITHIN
THE LIMITS.

Total number of Births for month
of November 1922 84
Total number of Deaths for month
of November 1922 44
Deaths under one month 3

CAUSE:
Acute Oedema of Lungs 1
Marasmus 1
Prematurity 1

Deaths under one year 5

CAUSE:
Convulsions 1
Broncho-Pneumonia 1
Acute Dilatation Stomach 1
Gastro Enteritis 1
Marasmus 1

Deaths from one to five years 2

CAUSE:
Broncho-Pneumonia 1
Sudden 1

Deaths from five years and over 34

CAUSE:
Pulmonary Tuberculosis 5
Tuberculous Meningitis 2
Carcinoma Stomach 1
Carcinoma Intestines 2
Cerebral Haemorrhage 1
Paralysis 1
Transverse Myelitis 1
Endocarditis 1
Heart Disease 2
Myocarditis 2
Degeneration of Heart 1
Arteriosclerosis 1
Pneumonia 1
Intestinal Obstruction 1
Intestinal Indigestion 1
Hepatitis 2
Acute Nephritis 3
Senility 5
Injury to Spine 1

COMPARATIVE STATEMENT.

| Year | 1919 | 1920 | 1921 | 1922 |
|---|------|------|------|------|
| Total number of Births for mth. of November | 112 | 82 | 113 | 84 |
| Total number of Deaths for mth. of November | 39 | 50 | 65 | 44 |
| Deaths under one month | 5 | 3 | 9 | 3 |
| Deaths under one year | 3 | 13 | 9 | 5 |
| Deaths from one to five years | 1 | 2 | 6 | 2 |
| Deaths from five years and over | 30 | 32 | 41 | 34 |

W. J. MARTIN,
Registrar General.

Brick's Tasteless.

A most palatable preparation containing the active principles of the purest

Cod Liver Oil.

It contains all the virtue of Cod Liver Oil without the nauseous grease, and can be taken and retained by those with the most delicate stomach. No unpleasant effects follow its use.

No other medicine will restore lost weight so quickly as

BRICK'S TASTELESS.

Weight yourself the day you commence to take BRICK'S TASTELESS, then weigh yourself two weeks later and note the increase.

BRICK'S TASTELESS can be purchased wholesale or retail at Messrs. J. McDonald & Co., Geo. Knowling, Ltd., or

DR. E. STAFFORD & SON,
Wholesale and Retail Chemists and
Druggists, St. John's.

oct11,12

Just Folks.

By EDGAR A. GUEST.

IF I WERE A BOSS.

If I were a boss I would like to say:
"You did a good job here yesterday."
I'd look for a man, or a girl, or boy,
Whose heart would leap with a thrill
of joy.
At a word of praise, and I'd pass it
out
Where the crowd could hear as I
walked about.

If I were the boss I would like to find
The fellow whose work is the pro-
per kind,
And whenever to me a good thing
came
I'd ask to be told the fellow's name.
And I'd go to him and I'd pat his
back
And I'd say: "That was perfectly
splendid, Jack!"

Now a bit of praise isn't much to
give,
But it's dear to the hearts of all who
live!
And there's never a man on this good
old earth
But is glad to be told that he's been
of worth,
And a kindly word when the work is
fair
Is welcomed and wanted everywhere.

If I were a boss, I am sure I should
Say a kindly word whenever I could:
For the man who has given his best
by day
Wants a little more than his weekly
pay.
He likes to know, with the setting
sun,
That his boss is pleased with the
work he's done.

MINARD'S LINIMENT FOR GARGET

Imperial Tobacco Co.



No matter when, where
or in what company
they're popular everywhere

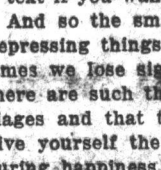
SIDE TALKS.

By Ruth Cameron.

THE BEST CHANCE.



How easy it is to say cynical things about marriage. Every daily paper with its reports of divorces, and eternal triangles, and murders for jealous, and sordid struggles over matters of alimony, will provide you a text if you want it.



And so the smart and cynical and depressing things are said and some things we lose sight of that fact that there are such things as happy marriages and that to achieve one is to give yourself the best chance of enduring happiness.

The Greatest Earthly Happiness.

"There is no earthly happiness exceeding that of a reciprocal satisfaction in the conjugal state," said an old philosopher.

How true that is!

We have heard it said that a true marriage halves our sorrows and doubles our joys so often that we have to come to make fun of that statement as a bromide. But it's true just the same.

Marriage has many inconveniences, many annoyances, many restraints, many sacrifices. But it is a true marriage it has enough comradeship, enough tenderness, enough sympathy, to counterbalance these twice over.

When passionate love is gradually transmuted by the years into that blend of tenderness and friendship which is true married love, it forms the best possible background for happiness that exists in all life.

It Takes Brains.

True, it is not easy to achieve a

Nor Out Of It.

What wonder, then, that we sometimes fall and grow discouraged and begin to wonder if we are not looking in the wrong place for happiness. If we are looking for perfect happiness, we are. There is no such thing in marriage. Nor out of it. But if we are looking for the best background for happiness we shall find it in no place so surely as in the tenderness and companionship of true married life.

When some moment comes that brings out this tenderness and it surges through your heart and brings a light to your eyes, you know that that is the reality and other things are just on the surface. Of course these moments cannot come often but the facts are always there just the same. Do not lose your grasp of them.

A good dinner deserves a good cigarette, a bad dinner needs one. Let your choice be CUB.

Lady Duff Gordon a Business Failure.

The Toronto-Quebec girl, Lady Duff Gordon, who became one of the world's most famous dressmakers, has just come to grief, being discharged from her own establishment. She was born Lucy Sutherland, a daughter of Douglas Sutherland of Toronto, and is a sister of the writer, Elinor Glynn. Her story, as cabled from London to the New York Herald, gives an interesting side-light on business and financial methods in some of the famous retail stores.—Financial Post.

Lady Cosmo Duff Gordon, whose nom de mother is Lucille, has been discharged from that establishment which she founded, known as Lucille Ltd. Creditors of the New York headquarters of the modiste concern filed a petition in bankruptcy last spring. But now Lucille herself is penniless and is filing a petition in bankruptcy in London.

"I've been absolutely foolish," she said, adding that the fact that she

had been "fired" from her own business, incredible as it might be, made her laugh. "Otto B. Schuloff, president of the New York corporation, managed the business," she said, "but it's entirely my own fault that my dream of fortune has not been realized. A few weeks ago I was summarily dismissed and a writ has been served for my debts to Lucille's."

Lady Duff Gordon said she had been designing dresses ever since she was eight years old, when she made doll's clothing for her own dolls and those of her sister, Elinor Glynn.

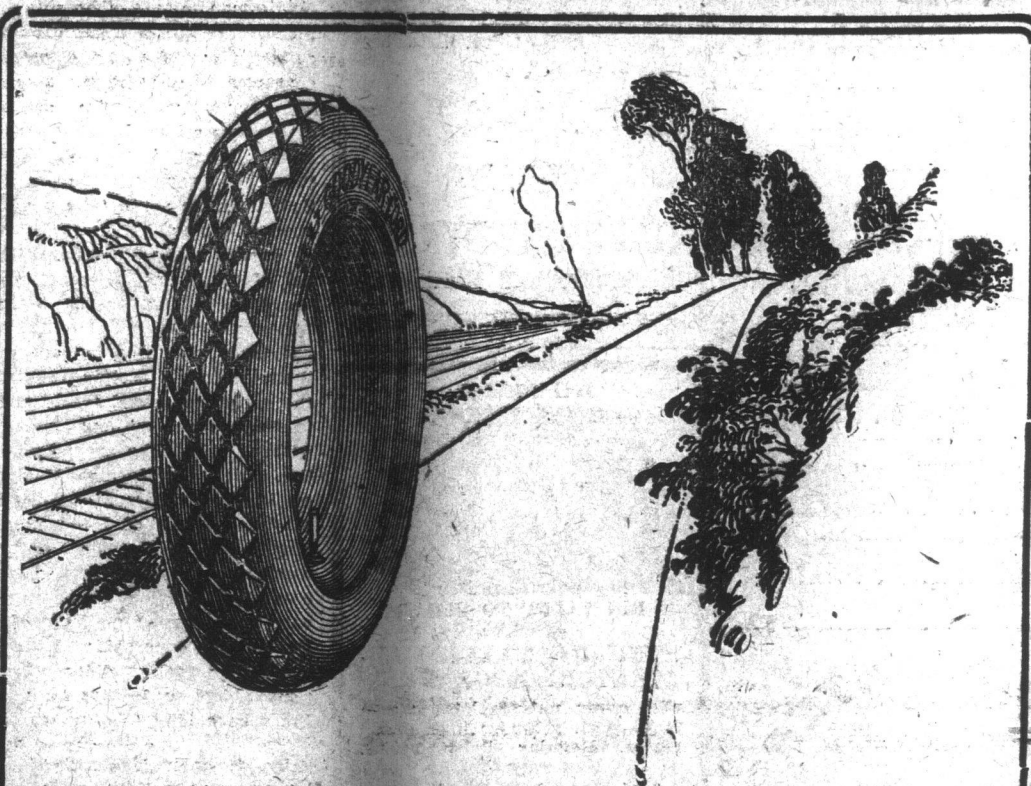
"In 1933 my first husband left me as penniless as I am to-day, living in two small rooms in Davis Street. Mrs. Arthur Brand asked me to make her a tea gown. It created a mild sensation among her friends and orders poured in. The first year a turnover of \$500 made me deliciously happy, though I had to cut out the dresses on the floor, not having any table.

"Four years later I moved to Hanover Square, called my dresses by name and used manikins for the first time," Lady Duff Gordon told how

her business grew steadily, with the founding of her New York house in 1910, and the Chicago and Paris houses later. "Life was a golden dream," she said. "I designed the 'Ziegfeld Follies' costumes. Then in 1917 I met Otto Bernard Schuloff at the Plaza Hotel.

"He took me by the arm, and said: 'Gee, girlie, I'm glad to meet you!' I was amused and interested, and he persuaded me to reorganise my business along with his great millinery business. But I do not blame Schuloff for a moment. It was all my own fault.

"He was the boss, and I was on a salary of \$25,000 a year, with a share of the profits. The first hint of disaster came when he ordered me to go to Paris in 1920, where my salary disappeared in francs; but the sterling basis was restored, and I was happy, for I was still designing dresses. Now I'm fired. Even a writ has been served for the little money I still owe the firm—and my petition in bankruptcy was filed yesterday. It's funny!"



Motoring Economy of the Finest Kind

Buying a Goodyear Cord Pneumatic Truck Tire is economy of the finest kind. You get a uniformly good product known the world over for quality.

You get mileage comfort, and freedom from trouble to the fullest extent.

You get these things because of the strength and honesty of the Goodyear construction.

You get a tire made with long staple cotton and the purest of other materials, with groups of plies alternating in direction and the rubber fully insulated against internal friction.

Yet you pay no more for Goodyears than for many brands that cannot satisfy as Goodyears do.

GOOD YEAR

FRED. V. CHESMAN, Distributor.