

### J. J. ST. JOHN.

CHEAPEST IN THE CITY.

- Royal Household Flour, Five Roses Flour,
- Windsor Patent Flour, Verbena Flour,
- Lakewood Flour, Ceres Flour,
- American Beauty Flour.
- Ham Butt, Fat Back and Heavy Mess Pork,
- Boneless and Plate Beef.
- Punchons, Tierces and Brls. Molasses.
- Cases and Brls. Kero Oil, Oats, Bran, Cattle Feed and Corn Meal.

J. J. ST. JOHN.

### INGERSOLL WATCHES

ARE THE BEST IN THE WORLD FOR THE PRICE.

Remember that an Ingersoll Watch at \$1.25 is the best that \$1.25 can buy; and specially remember that it will cost you \$1.54 to import the watch we will sell you for \$1.25. We have just received a large supply in regular, medium and small sizes.

- |  |   |
|--|---|
| Ingersoll Reg. Nickel . . . . \$1.25   | Ingersoll Eclipse Nickel . . . . \$1.50 |
| Ingersoll Reg. Gold Plate . . . \$1.50 | Ingersoll Eclipse Gold Plate . . \$2.00 |
| Ingersoll Reg. Gun Metal . . . \$1.50  | Ingersoll Eclipse Gun Metal . . \$2.00  |
| Ingersoll Junior Nickel . . . . \$2.25 | Ingersoll Midget Nickel . . . . \$2.25  |
| Ingersoll Junior Gold Plate . . \$2.50 | Ingersoll Midget Gold Plate . . \$2.50  |
| Ingersoll Junior Gun Metal . . \$2.50  | Ingersoll Midget Gun Metal . . \$2.50   |

When ordering a Watch get one of our extra special Pure White Metal Chains, at 20, 30, 40 and 50c.

Gold Plate Chains to match G. P. Watches, at 25, 35, 50 and 75c. EXTRA SPECIAL—When remittance accompanies order, Watches and Chains will be mailed free of postage and registered.

GARLAND'S BOOKSTORES, St. John's, Nfld.

### BEEF!

\$16.00 per barrel.

Where?

Bishop, Sons & Co., Limited.

### The BIG Furniture Store

FURNITURE BARCAINS!

For the next few weeks you can expect something new and up-to-date in Furniture.

- |            |             |                   |
|------------|-------------|-------------------|
| ROCKERS    | COUCHES     | BRASS BEDSTEADS   |
| CHAIRS     | SIDEBOARDS  | CHINA CABINETS    |
| ARM CHAIRS | HALL STANDS | PARLOR SUITES     |
| PEDSTALS   | WARDROBES   | EASY CHAIRS       |
| TABLES     | LOUNGES     | DRESSING TABLES   |
| DISKS      | BOOK CASES  | RECEPTION CHAIRS. |

VERIBRITE 22c. FURNITURE POLISH.

The Polish with the Magic Finish. At this price everybody should have a bottle in the home.

SEE OUR WINDOW.

CALLAHAN, GLASS & Co., Duckworth and Gower Sts

### Crisco!

A scientific discovery which will affect every home in Newfoundland.

Use in cooking wherever you would use lard or butter.

Crisco is an absolutely wholesome and delicious material made under hygienic conditions from vegetable oils, and contains no animal fats.

It is crisp, flaky—just the proper consistency to make it ideal for creaming in cake or for working into pastry.

Put up in attractive airtight 1 1/2 pound tins with a book of recipes on top of each tin.

BUY A TIN TO-DAY.

### Too Much Pessimism.

BY RUTH CAMEON.



A young girl bred in a small suburban village, recently married a man from a large city and came to his home to live.

Of course, there were many things in the new environment which surprised and interested her, and it was a pleasure to hear her naive comments, but the one comment which interested me far above all the others was this: "The women here are always talking about how to keep one's husband faithful, as if that were the chief problem a woman had to worry about. Why, in my home a woman's chief problems were finances and children and making a comfortable home, and things like that. The women in our town were true to their husbands and expected as much of them. There were one or two men that people said went around with other women, but that was considered a terrible disgrace. We never expected it to happen right in our own families the way you do here."

Seems to me that the little country mouse has struck a note that needed to be sounded. In the last ten or fifteen years women's eyes have been opened; they have ceased to be the blind and trusting wives, mothers and sisters they used to be. And that I think, is well. But is it not possible that some of us have opened our eyes altogether too wide and are seeing a much more gloomy state of affairs than really exists?

A young married woman asserted to me that she did not believe that more than 25 per cent. of married men were faithful to their wives.

What nonsense! There may be a so-called upper class of society in which that is true, but it most emphatically is not anywhere near true of the backbone of the country, the middle class, the people you and I know.

To hold one's husband's romantic love, to keep him always a sweetheart, that is indeed a problem and one that few women are capable of solving.

But to keep a husband faithful! I don't think that's a problem that the average woman—or should I say the wife of the average man—needs to worry about, unless she gets into the I've-got-him-and-so-it-doesn't-matter-how-I-dress-and-act attitude.

To be sure, married life isn't all on the heights, isn't all smooth sailing, but then neither is any condition of life.

When married people aren't happy they are likely to think it is because they are married. It's more apt to be just because they are themselves and because they are living in an ordinary old world, where there is always more or less to trouble and annoy. Half the time when we think our problem is "How to be happy though married," it's simply "How to be happy though human."

"Let's not make the mistake of being cynical and pessimistic about marriage and the sex relations, just because we have acquired a little knowledge.

It really doesn't pay.

### Are You Blue and Worried?

Nervous? Some of the time really ill? Catch cold easily and frequently suffer from biliousness or headache? The reason is that your system does not rid itself of the poisons in the blood; just as impossible as it is for the grate of a stove to rid itself of cinders. The waste does to us exactly what the cinders do to the stove; make the fires burn low until enough cinders have accumulated and then prevent its burning at all. Your liver is sluggish—you are dull and heavy—sleep does not rest, nor is food appetizing. In this condition illness develops. Doctor Pierce's Golden Medical Discovery eradicates the poisons from the body—a glyceric alternative extract made from bloodroot, golden seal and mandrake root, stone and its burning at all. No matter how strong the constitution, if the stomach is apt to be "out of kilter" at times; in consequence the blood is disordered, for the stomach is the laboratory for the constant manufacture of blood.



MRS. BLAKE.

Mrs. EMMA BLAKE, of Port Dover, Ont., Box 36, writes: "I have been a great sufferer for years from throat troubles, catarrh, indigestion, female troubles, bloating, constipation and nervousness—at times I would lie in bed, then able to get up again. Was under many different doctors' care, and would get better for a little while, then I would go down with chronic inflammation all through me. For nineteen years I had this poison in my blood. After trying nearly everything I got worse. I read in The People's Common Sense Medical Adviser of Dr. Pierce's Golden Medical Discovery and Dr. Sage's Catarrh Remedy. I have taken the Golden Medical Discovery and Pleasant Pellets, and have used five bottles of Dr. Sage's Catarrh Remedy. I am now able to do my work and walk with pleasure. I feel like a new woman. I enjoy everything around me and thank God for letting me live long enough to find something that made me well again."

Dr. Pierce's Pleasant Pellets regulate liver and bowels.

### Fashions and Fads.

Stockings of the most brilliant shades are fashion's present fancy. Small hats and Persian toques reign supreme.

For little folks, smart black fur hats, with a single rosebud placed at one side, are very attractive and new.

Crystal and emerald buttons are used on footgear, and they make the footgear they adorn decidedly smart.

The person who does not wear a touch of color about the feet is the exception.

Flat collars, revers, cuffs and pockets are all trimmed with buttons and buttonholes.

A suit made of corduroy and trimmed with big self-covered buttons is most attractive.

The newest street hats are small and close-fitting and very well adapted to the use of veils.

Some of the most novel suits have the coat made of striped taffeta and the skirt of velvet.

Very pretty are waists made of tucked net, alternating with broad inserts of lace.

Small fur and velvet toques are trimmed with broad ribbon bows, posed at eccentric angles.

A wide satin girdle finishes the waist line of many of the suits having short coats.

The half-length Russian blouse, which holds a place between the full-length pelisse and the ordinary jacket, bids fair to have great success.

A unique and smart costume worn recently in Paris was made of chestnut brown velour de laine, trimmed with tiger skin.

On some of the newest suits for the small boy are silk sashes of a contrasting shade from that chosen for the garment.

Among the new ideas in neckwear are novelties in which tiny bands of fur are used in the collar portion, and in some instances on the jabot.

With the fur bows, silk flowers are being worn. The bright roses add a gay note to the sombre colored skunk and sable furs.

Very attractive dresses are made of black velvet. With them are worn long scarfs of fur or chiffon bordered with fur.

Chinchilla-dotted veils are steadily growing in favor. Plain mesh effects are worn by the conservative few.

For evening coats, moleskin is the most popular fur; it lends itself very favorably to the fashionable lines.

The latest fur fad is to allow the ends of the scarf to drop down the centre of the back; boas and stoles are crossed in front, and the ends fall with a studied carelessness.

### Such is Journalism.

"Who is the oldest journalist?" asks "A Man of Kent" in the British Weekly.

"If I am not mistaken, Mr. George P. Buckle, who has just retired from the Times, has occupied one editorial chair longer than any other journalist in London. He has seen all the morning dailies change editors—often more than once—unless we except the Telegraph. He has seen all the evening dailies change and change again. All the illustrated papers, all the weekly reviews, all the monthly magazines and reviews have new editors."

"Who succeeds him in this capacity?" Nobody is astonished at a doctor or a clergyman or a business man who keeps one place for thirty years. No editor in London has done it so far as I know, unless it be Lord Burnham. Such is Journalism!

*"Home Dyeing"*  
has no terrors for me - it's simply my delight

Even Professional Dyers cannot equal my perfect results

It's the CLEANEST, SIMPLEST, and BEST HOME DYE. One can buy - Why you don't you have to know what KIND of Cloth you dye, etc. made of. - So Mistake are Impossible.

Send for Free Color Card, Story, Booklet, and Booklet giving results of Dyeing over other colors.

The JOHNSON-RICHARDSON CO., Limited,  
Montreal, Canada.

### IN STOCK!

We have large stocks of Fruit and Vegetables on spot for immediate delivery.

- 5 cases Lemons.
- 50 kegs Heavy Grapes.
- 60 cases Silver Peel Onions.
- 200 bags P. E. I. Turnips.
- 600 bags P. E. I. Blue Potatoes.
- 50 bags P. E. I. Parsnips.
- 25 bags P. E. I. Carrots.
- 25 bags P. E. I. Beets.

To arrive ex City of Sydney and Stephano:

- 50 cases Fresh Receipt Eggs.
- 200 brls. Winter Apples.
- Hulberts, Wagners, Kings.

GET OUR PRICES. 100 cases Tinned Fruit. 200 boxes Dried Fruit.

### Soper & Moore

Stead and Sultan.

The Sultan of Turkey showed a desire to see him again on several occasions, writes Jean Finot of W. T. Stead, in La Revue. Their meeting has all the charm of an Oriental tale. "You over by the bonhomie of the famous London journalist, the monarch said to him one day:

"You are a brave man, Mr. Stead, and you bring precious friendship to my country. Permit me at least to refund your expenses."

Saying this, the Sultan offered him a cheque.

"Send it, sire, to the Peace Society at Berne; for personally, I cannot accept it."

"Let me, at least, give you a proof of my sympathy with you."

Stead, believing that he was to be offered some decoration, was uneasy, but the Sultan smilingly broke in:

"I know the story—and it is not a question of adding another distinction to your own, but I should be happy to be able to offer you at least some souvenir."

And the Sultan offered him a gold cigarette case, studded with diamonds.

Stead, thus placed, knew that he could not possibly refuse the Sultan. But his indignance being at stake, he made this reply, worthy of a son of liberty:

"Sire, will you extend your kindness so far as to accept a present from me?"

The Sultan agreed with a smile. He had said to himself in the depth of his heart that he was assuredly the Sultan to whom a modest private individual had dared to offer a return present as reciprocity for a favour.

Stead offered him solemnly a Mountain Pen in gold, and the Sultan, eyes said to him:

"This is the first I have received in my life, and I have often dreamed of possessing one."

### For Household Accidents

ZAM-BUCK IS SO VERY USEFUL.

and how beneficial it proved in this case.

Mrs. H. Sawyer, of Keene, Ont., writes: "My husband is engaged on a farm, and one day, while chopping wood, the top of the axe broke and fell upon his foot, cutting a nasty gash. The wound was so bad that we at first thought we would have to get a doctor, but finally decided to dress the cut with Zam-Buk."

"Well, the Zam-Buk treatment proved a great success. It not only eased the pain, but it prevented any inflammation; and right from first applying Zam-Buk, the cut began to heal. It is now completely healed, and my husband says he will never be without a box of Zam-Buk in the house, for we are sure it saved us a great deal of expense."

Over and over again Zam-Buk has been proved to be the worker's best remedy. As soon as applied to a cut, a burn, a scald, or any skin injury, it relieves the pain and it sets up healing. It also prevents blood-poisoning or inflammation. It is a sure cure, too, for eczema, piles, ulcers, old wounds, bad leg, ringworm, scalp sores, festering, running sores, rruptions, cold sores, chapped hands, etc. Its absolute purity, also, makes it the ideal balm for babies.

Zam-Buk Soap should be used along with the balm for washing all sore places. This soap will be found excellent for baby's bath, even where the balm is not being used.

All druggists and stores sell Zam-Buk at 50c. tablet, or post free from Zam-Buk Co., St. John's, Nfld, upon receipt of price. Refuse harmful substitutes.

It is very difficult to whip the white of an egg if the yolk breaks when separating them and a particle of the latter gets into the whites. When this happens, take a clean cloth dipped in hot water, insert a corner of it into the white of the egg; the particles of yolk will adhere to the cloth.

### HAY, HAY

- 1500 bales New Hay,
- 1000 bags Bran,
- 1000 bags Black Oats,
- 500 bags Turnips,
- 500 bags Blue Potatoes.

NOV 12

GEO. NEAL.

### FUSSELL'S FULL CREAM CONDENSED MILK IS THE CREAM OF MILKS



### Dainty Shirt Waists!

We are now showing some very attractive designs in Ladies' Silk, Lawn and Muslin Waists, all beautifully made and trimmed.

The newest and latest styles are to be found in this magnificent display. A full range of sizes. From 35c. to \$6.50.



U. S. PICTURE & PORTRAIT CO.

Bonds with all the features of a Good Investment

Maritime Telegraph & Telephone Co. 6's.

F. B. McCURDY @ CO., Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager, St. John's.

### IN THE YEAR 1932

how much will you have accumulated at your present rate of saving? Most men will have little or nothing saved if conditions are at all similar to those of to-day.

Every prominent young man appreciates the wisdom of accumulating for his own benefit at least, and looks forward to an old age of comfort and enjoyment relieved from want and worry. And every thoughtful man endowed with manhood feels that a duty rests upon him to make some provision for others dependent upon him.

The safest, simplest and most profitable way to accomplish all this, and to be sure of a snug competency by the year 1932, is by investing in a Canada Life Endowment Policy for \$5,000 or \$10,000, according to your means and requirements. The policy can be bought on easy instalments and facilities are provided to assist in carrying and enjoying the insurance.

Send in your name and age and let us submit to you a good proposition.

### Canada Life Assurance Co.

C. A. C. BRUCE, Manager. St. John's.