

Nature's Greatest Washers



The sea washes the world—Pears' Soap washes its inhabitants!

For over a century, Pears' has been making its way round the world. Ask for it in your local store; it is there! From the Cape to Cairo, in the bazaars of India, throughout Australia, Canada, the U.S., and South America Pears' has made its way with civilization,—on merits!

Pears' Soap is transparent because it is pure; it is the most economical soap because it wears but does not waste. It cleanses and purifies the skin and freshens up body and mind.

"Pears"

is not heavily scented. Its delicate perfume comes from pure natural ingredients; the difference is important,—it means again that Pears' soap is pure.



The Day.

Of all the days in all the week
There's only one I care to speak;
Sunday is a day divine,
A restful day for me and mine.
Monday is a day of yawning,
A boring day right from the morning.
Tuesday's just an aggravation,
Like an old and poor relation.
Wednesday's not so bad, you see,
Someone takes me out to tea.
Thursday, I am well-nigh stony,
Have to go on Shanks' pony.

Friday I begin to smile,
I may be broke but for a while.
Saturday, oh, blessed pay day,
Bright and cheerful, happy, gay day!
Of all the days in all the week,
"Tis Saturday I love to speak.

Stafford's Liniment for Neuralgia, Lumbago, Rheumatism and all kinds of Aches and Pains. Price 20c. bot. For sale everywhere.—Feb 2, 21

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ONE PAIR

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\$22.00 to 50.00.

This is what you call a real discount. You can feel this one. Most discounts are on paper only.

W. R. GOOBIE,

Is Just Opposite Post Office.

Learning Journalism.

Can journalism be taught? Mr. Max Pemberton, who has just started the London School of Journalism at 110, Great Russell-street, London, says: "Yes and No. We can teach anyone that has an aptitude that way; we can show him where he goes wrong; we can put his feet upon the right path. But there are many whom we should never attempt to teach. We have already turned away a number of applications although we have only been open for ten days." It is the old, old dispute over again: "Can an artist be taught?" Of course it is impossible to supply the unimaginative with imagination, yet all the famous artists have been taught. The capacity for expression must be there, but the means of expression can be and indeed must be acquired.

"What the journalist needs," says Mr. Max Pemberton, "is observation, resourcefulness, readiness of wit. These it is possible to develop. If there are no signs of them, then we say No. We shall not waste our time on 'duds'."

Mr. Pemberton is best known as a novelist and writer of adventure stories. But he began as a journalist and he has never ceased to be one.

His beginning was instructive. It was at the time when Sir George Newnes had just started Tit-Bits and was offering a guinea a column for contributions. Pemberton, just down from Cambridge, called at the office in Farringdon-street and found the proprietor-editor in a long shed of an office with a plate before him and on the plate a pork chop for his lunch.

"What do you want?" he asked.

"I want to write for you," was the reply.

"What about?"

This was a facer. Pemberton had not thought about a subject. But he looked round and in that instant proved himself a journalist. He noticed that the building was going to pieces. Evidently it had been creepily built.

"I want to write," he said, "about Jerry-building."

He was told to send in an article as soon as he liked.

Then he had a piece of luck. He went home and found there a lawyer who happened to be full of the subject of Jerry-builders' iniquities. Pemberton pumped him and wrote three columns. A few days afterwards came three guineas. That was the first money he earned.

As to the method of teaching, he explains that it is based on practice, not on theory.

"The only way to learn to do anything is to try, with someone to tell you where you go wrong and to correct your mistakes. We set our students to work, and their work is examined by none but men who are journalists and successful journalists. No 'duds' there either. Every journalist knows that it is possible to teach journalists. Most of them have done it. There must be teachable boards. But how did we all learn? By trying. That's what our pupils will do."

Even the knock of the short story can be imparted if the learner has any gift at all in that direction. But the signs of a gift will be carefully looked for first. Was it Mr. Pemberton in one of his previous ventures who received a letter which read thus: "Dear Sir—My wife is very noisy in the house. Do you think you could keep her quiet if I paid for her to learn short-story writing?" No applicants of that kind need trouble the

London School of Journalism. It is out to make journalists, not for "easy money."—F. H. in Daily Mail.

The World's Press.

SAGE PHILOSOPHY.

Minneapolis News: It is a grievous fault to refuse to love a man because you do not approve of him entirely. No mother ever loved a son less because of his faults. No man should love his fellows less because of their weaknesses.

THE INCENTIVE TO SAVING.

Kansas City Star: In all the lamentations that the dollar will buy so little, consider this fact, usually overlooked! Every dollar saved now will buy two dollars' worth of stuff a few years from now when the currency begins its value.

THE PENDULUM SWINGS BACK.

Portland Oregonian: The communist finds that the only salvation of Russia is to return to one of the distinctive characteristics of what they call "capitalism." After they have done all they can to knock out the brain of Russia by massacre of the bourgeois, they turn to the survivors of that class only to find an "insufficient number of trained executives and technical experts available for the industrial machine" and to find most of these antagonistic to them.

MANHANDLED ENGLISH.

Cleveland Plain Dealer: Never before, perhaps, was the tendency to manhandle the English language so mighty and so general. For the sake of the coming generation parents, at least, should resist the temptation to talk in the new vernacular. If good English is heard at home it will be spoken on the playground. If it is not heard at home the playground will hear linguistic offences scarcely dreamed of by the too careless elders.

SHORTSTORY ROMANCES.

London Morning Post: Cattle are taking the place of ships in the making of sudden fortunes. At the recent short-story sales in Scotland a small farmer who took up breeding only a year ago got £400 for two bull calves; a crofter entered his solitary calf of the year and got third prize and 1,000 guineas in the sale ring; and another small farmer who paid 45 guineas for a calf nine months ago sold it for 1,100 guineas.

A DROP IN THE BUCKET.

London Daily News: As members elected to Parliament who do not take the Oath forfeit their deposits, the Treasury must receive £118,800 from the Sinn Féiners, according to their membership of 72. But it will really be more than that, because only one £150 is returned to a candidate who contests more than one constituency. De Valera "sets" for two constituencies, and contested a third unsuccessfully. So the Treasury will net £450 from him. He has cost it.

A "BAG AND BAGGAGE."

Westminster Gazette: To leave the Turk in power in Constantinople is to gain a purely temporary ease at the certain cost of future wars, when the rival ambitions that have centred upon the great gateway between East and West will have revived. So long as Turkish rule remains at Constantinople that city will be a centre of intrigue and international conflict. Nobody dreams at this hour of expelling all the Turks from Europe. But it will be the bitterest and deepest disappointment of a disappointing peace if the Turkish flag still floats above Constantinople and if Turkish rule continues to blight what might well be one of the fairer portions of European soil.

AN ELUSIVE MULLAH.

London Daily Chronicle: Mohammed Abdullah, "the Mad Mullah," has proved even more elusive than Osman Digma. Since he went into the Mahdi business in 1899 Abdullah has been a constant thorn in the side of the Somaliland Administration. There have been many attempts to round him up, but though his followers have been heavily defeated he has always escaped. Some years ago we captured his mother-in-law; but that, far from distressing him, seemed to give him a new lease of life. In 1914 the Colonial Office reported that he was suffering from an incurable disease and was physically immobile. Since then he has made several raids, and the expedition just ended, though equipped with aeroplanes, has drawn another blank as far as the Mullah is concerned.

Household Notes.

The lightness of pancakes depends on their beating.
Bacon fat is almost as good as butter on baked potatoes.

If a door hinge squeaks, rub a little laundry soap on it.

Leftover spinach can be served cold with salad dressing.

If the sandwich has a rich filling it does not require butter.
A pinch of powdered sage leaves gives a relish to cold pork.
Currants for jelly should be picked on a dry, sunny day.

SUNLIGHT IN THE MORNING.
SUNLIGHT ALL THE DAY.

START washing-day well with Sunlight Soap. Have the clothes on the line early, and the meals ready to time. The afternoon is then yours to spend at your own sweet will.

Pleasure follows in the wake of efficient work. With Sunlight Soap the housewife does her work most efficiently, most easily. There is no mystery. You get out of soap just what the makers put into it. The cream of soap materials go into Sunlight Soap.

The Sunlight environment is in keeping with its mission of cleanliness and efficiency—no soap is better fitted to serve the British housewife than Sunlight Soap. Prove this to-day.

£1,000 Guarantee of Purity on every bar.

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New Spring Hats and
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which is as good value as is procurable, we have taken a range of Hats and Millinery, left over from last season, and reduced them to

VERY LOW FIGURES.

These Hats are quite smart styles and good qualities and might suit the most fastidious as knockabout hats, if not for best. Prices only 50c., 60c., 75c., \$1.00, \$1.25 and upwards.

We have a few cheaper, but who will want cheaper?

In Millinery Flowers

We Show Splendid Ranges

in Job Goods at only 10c., 15c., 20c. and 25c. each.

This is your opportunity, if you are thinking it is impossible to get a cheap hat in these days of high prices.

Aprons for Maids

(if you are fortunate enough to have one)

Our Aprons for all Busy Home Makers

can be purchased cheaply here. In fact it is not impossible to purchase a whole lot of goods cheaply from

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Advertise in the "Evening Telegram."

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NEW YORK CORNED BEEF.

FAMILY MEAT—Light.

HALIFAX SAUSAGES.

BACON—

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Fidelity.

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June Rose.

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Super Castile.

Live Oil and Cucumber.

CRANBERRIES.

APPLES.

CHERRIES IN MARACHINO.

5 Roses Flour .. \$1.50 stone

Sifted June Peas, 2's .. 30c. tin.

Tomatoes, 2's .. 30c. tin.

Golden Tip Tea .. 50c. lb.

CHEESE—

Ingersoll.

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Kraft, 1/2 lb. tin.

PARMESAN—

Grated.

To arrive by S. S. Rosalind:

NEW CABBAGE.

TOMATOES.

CARROTS.

CALIFORNIA ORANGES.

LEMONS and GRAPE FRUIT.

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