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MAGIC BAKING POWDER

Highest Quality, Moderate Price.

MADE IN CANADA · NO ALUM
E. W. GILLET CO. LTD.
TORONTO, CAN.

Add a few drops of bluing to the soapy water in which glass is washed. Add a tablespoonful of chopped parsley to the white sauce for salmon loaf.

Professor W. Seeley.



The Super 150 lbs. Man Living.

I would like to instruct the Colleges and Schools in St. John's City. I will call at the Colleges and schools and give one lesson each week to every pupil for 12 weeks, for the small sum of \$2.00 a pupil; would also like to instruct the schools in "outside towns and villages. Will call at every school once a month for three months, and give every pupil 4 lessons and instruct the teachers how to guide the pupil through the 4 weeks' lessons. Would do all of this for the small sum of \$1.00 a pupil. I don't see any reason why this could not be arranged. Now I am making this a special offer to Newfoundland. I will leave this to the public to think it over. It would only take me one year to improve the population of Newfoundland 100% physically; six months to wake you up, and six months to teach you. I could easily arrange offices and training room, where I could give four thousand lessons to classes daily and give every pupil proper exercise to improve his or her body 100% if he would follow my instructions. Of course this requires great thinking power and wonderful physical endurance. If you doctors, lawyers, clergymen, business men, and men in every profession and walk of life, were built up physically you would find that your success would be much greater in life. You would find that you would be able to set aside some of your little worries, fears, and about everything else that was in your way. I am talking from experience. I will be here for a short time and if you would like to look, feel and act like a real man, I can help you. Will you let me devote that little neck, arms and limbs of yours? If you are too fat, I can reduce you without overworking you; it is a pleasure for me to teach you. Don't be shy about starting your first lesson. Most all of the leading men and women in the world to-day endorse physical culture. Can you make an effort to help yourself. I instruct personally in classes and by mail to all parts of Newfoundland, full three months course for the small sum of \$1.00.

Special notice to the people in Bonavista, Elliston, Catalina, Port Union and Trinity East—I will be performing in Bonavista Friday night, October 30th; Elliston, Saturday night, October 31st; Catalina, Monday night, November 2nd; Port Union, Tuesday night, November 3rd; Trinity East, Wednesday night, November 4th. It is well worth your while to see this performance once in your life. Bring your small children and let them see the performance, they will always remember it. I guarantee you all a real good time.

PROF. W. SEELEY.
Office: Renouf Building.
Phone: 2146. P.O. Box: 1302.
Oct 30, 21

Taxicabs and the Public

HIGH FARES—OLD VEHICLES.
(By Lt.-Com. J. M. Kenworthy, R.N., M.P.)

London is an Imperial city. Visitors to our capital city have their judgment affected a good deal by the condition of the public vehicles. And more visitors come to London from every part of the globe than to any other city. The old London hansom was our joy and pride. We called them the gondolas of our capital.

To-day there are about 8,000 taxicabs in the London area, and they have not enough work to do. In view of the congestion of the streets their numbers should certainly not be added to. The existing cabs are not patronised by the public as they should be. This is, firstly, because the charges are too high, and, secondly, because many of the vehicles on the streets are old, slow, and insanitary.

In consequence we have idle taxicabs on the ranks and "cruising" taxicabs plying for hire. These taxicabs are a danger. The driver must look out for fares and cannot pay full attention to his driving. And some of the drivers have a habit of turning very sharply when a customer's hand is held up; this has frequently led to collisions.

Paris is a contrast. There, taxicabs are much more widely patronised by the public than in London and there always appear to be just enough to go round. One reason is that the taxicab-owners and owner-drivers in Paris reduced their fares a long time ago. It is futile for the advocates of high fares in London to plead that this is because of the depreciation of the franc. The principal items of upkeep—namely, petrol and the rubber for the tyres—are not produced in France but have to be bought at world prices.

Again, in Paris there are two classes of taxicabs with two different tariffs. Why should we not have the same thing here? A single passenger could then take the second-class and a party the first-class cab.

Better still is the Brighton idea, where a good trade is done by the motor-cyclists with a kind of sedan chair on wheels, which will take two at a pinch. These little vehicles are handy and swift and can dodge in and out of the traffic very conveniently. Also they take up less road space. Most of the time taxicabs are in use they have only one passenger, and it is absurd that four-seater machines only should be allowed on the London streets. This the Home Office Committee has recognised.

Another plan we might follow is that adopted in Germany, Italy, Austria, and other countries where open cars ply for hire as well as the closed variety. If a certain proportion of open cars were on the London streets I believe they would be used for long-distance runs into the country to a far greater extent than closed cabs are to-day.

In any case the number should not be added to; but the new types of taxicabs suggested might replace many of the decrepit old machines which are no credit to the greatest and richest city in the world.—Daily Mail.

Pearline for easy washing. There's nothing like it.

Arctic Nearly in Crash With Iceberg in North

Was Locked For Twenty Days In Sub-Polar Ice Field.

OTTAWA, Oct. 17.—How the government steamer Arctic was locked for twenty days in the ice; how she escaped by heaving a sail at 3 o'clock in the morning, from the menace of an iceberg towering 200 feet above her decks, and how the mounted police detachments had given her up for lost, are among the stories which are being told how that members of the expedition have returned to the capital.

Information received at Godhavn, the capital of Greenland, caused the Arctic to change her course and go directly north to Etah, where the MacMillan expedition of the United States had established its headquarters. Following the interview the Americans stopped their plane flights over Canadian territory and left for home. During the coming winter, Sergt. Joy of the Royal Canadian Mounted Police will make a personal patrol from the Craig Harbor detachment across Ellesmere Island and encircle Axel Heiberg. By this means, Canada's claim to the island will be strengthened. Sergt. Joy will be the first white man, so far as is known, to reach Axel Heiberg Island.

Brick's Tasteless is a wonderful blood builder.—Oct 30, 17

Fads and Fashions

The epaulet shoulder cut in one piece with the sleeve gives the desired slim shoulder line.

Wherever the waistline is, it does not change the silhouette, hence it is rather unimportant.

2nd ANNIVERSARY

Bargains Everywhere for Everybody Throughout the Store

Ladies' Lisle Hose

These are made of exceptionally good quality Lisle, in Black and Brown; full fashioned; all sizes.

39c

Children's Wool Caps

19c and 29c

Silk Camisoles

In Flesh and Red Silk, nicely trimmed, ribbon straps. Worth \$1.25

49c

Wool & Silk Scarves

In Stripe, Block and Check effects—all colors

1.25

COATS

Our 2nd Anniversary brings the Greatest Coat Sale, St. John's has seen in years. We decided that the best way to celebrate our 2nd Anniversary was to make it a real celebration to the public, and we are now offering the greatest opportunity to buy Coats at 30 p.c. less than at other sales.

8^{.49}

12^{.98}

15^{.98}

19^{.50}

Serge Dresses

Sizes 16-42, in Navy and two-tone effects. Worth \$5

2.98

Voile and Linen Waists

In White, trimmed in self and contrasting colors; all sizes

89c

Tricolette Waists

95c

Wool-Crepe Dresses

Worth \$7.00.

4.98

No Sale in the history of St. John's is more deserving of your serious attention. If one could anticipate every requirement and buy now, the savings realized would be amazing. In short, this Sale offers everyone the choicest of our great Fall and Winter Stocks at END-OF-THE-SEASON PRICES.

Never Have We Offered Such Marvellous Values as These

875 Silk and Cloth Dresses

From the viewpoint of style, fabric, workmanship and value we are positive such garments cannot be duplicated at these low prices. You couldn't imagine better looking, better made, better styles than you will find here. Distinctive styles for Women, Misses and Large Women; styles for street, afternoon or business wear. Every dress a marvellous value that only a big Celebration Sale like this makes possible.

The Colors are :

Grey, Brown,
Black, Penny,
Fawn, Blue, Orange,
Henna, Pansy,
Rust, Green, Navy.

The Materials are :

Satin, Satin-back Crepe,
Canton Crepe, Poirer Twill,
Tricotine, Serge, Tweed,
Canton Crepe, Georgette,
Brocade Crepe, etc.

The Styles are :

Straightline, Belted,
Pleated, Panelled,
Fringe, Button,
Lace and Bead trimmed,
Long, short and ¾
length sleeves.

7.90 9.90 12.50 16.50 19.50 25.00 up

RUBBER COATS

Single and double breasted models, fleece-lined back; sizes for Children, Misses' and Ladies.

6.50 and 7.90

LADIES' SKIRTS

In Serges, Poirers, Meltons, Plaids, Crepes, etc., etc., in every conceivable color; knife pleated, boxpleated and wrap around styles; sizes 24-46 in. waist.

1.98 4.98 5.50 6.50 7.50

Premier Garment Co.

341 Water Street—Opposite Sterling Restaurant—LOOK FOR THE NUMBER—341

Oct 27, 25

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