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Puts O. K. in Smoking

DO YOU KNOW THE NEW QUALITY CUB CIGARETTE?

It is a wonder and a winner—sweet, mild, fragrant Virginia leaf—carefully selected and blended—the only tobacco worth while.

If you do not have CUB Cigarettes in your locality write us—or better, wire us—and we will gladly explain how you may increase your business.

THE UNITED TOBACCO PRODUCTS

Company, Ltd.

ST. JOHN'S, NEWFOUNDLAND.
Phone 2094. P. O. Box 415.

aug 30, 12 f.w.s.m.

Portia Resumes Route.

It is a matter of great and general satisfaction to the trade of this country that the Coastal Steamship Portia has resumed her place in the freight and passenger service of the West Coast.

The statement for the withdrawal of the ship from the route she served so long and so satisfactorily was one of economy. There is, doubtless, good and sufficient reason why the government should curtail expenditure but we have the feeling that there are many aspects of retrenchment that could, and should, be tackled before money is saved at the expense of those who use the coastal service for business and for traveling purposes.

When a policy of economy is made so general that none can justly charge discrimination, it will, we think, be accepted as an inevitable inconvenience. But the West Coast has never been too well served with freight and passenger facilities, and to deprive it of those, or any of those it possesses while allowing full service to practically all other sections of Newfoundland, is a policy that is beneficial in neither a business nor a political sense.

There is not the slightest doubt that the city trade with the West Coast suffered considerably during the Portia's absence from her usual route. People will not do business these days via any old ship. They must feel suited and satisfied or they will turn their attention toward new avenues of trade. Something of the sort happened while the Portia was kept busy in directions other than those of her usual sailings. Halifax and other Canadian trade centres profited through the loss of local business men. The experiment is certainly not worth repeating.

The Trade Review understands that the two members for Burin, Messrs. S. J. Foote, K.C., and J. Cheeseman, worked hard and persistently for the restoration of the Portia to the service for the restoration of the Portia to the service for their own constituents and for those of the members for Fortune Bay, St. George's and St. Barbe, and Burgeo districts. They have certainly secured a great benefit not only for the people they represent, but for the great bulk of Newfoundland trade that has its headquarters in the city of St. John's.

ALL GUNS AND RIFLES AND AMMUNITION—ITS A SURE SHOT IN OUR STORE



Do not borrow a gun to go hunting. Own one of your own. Then you can go for a hunt when you feel like it.

See and price our Firearms and you will buy from us.

Our ammunition is loaded better than you can do it yourself.

Come in to our Store before you go out hunting or camping and let us furnish you what you need.

OUR HARDWARE WEARS.
Special English Cartridges—Heavy Loaded.

BOWRING BROTHERS, Ltd.

HARDWARE DEPT.

The Week's Calendar.

SEPTEMBER—9th Month—30 days.

25.—MONDAY. Lucknow Day. Nomination Day, Newfoundland, for first General Election, 1832. Loos, 1915. Champagne, 1916.

26.—TUESDAY. St. Cyprian. Relief of Lucknow, 1857. President Garfield (U.S.A.) buried, 1881. H.M.S. Druid, then in St. John's (red mane runs). Bulgaria surrendered, 1918.

27.—WEDNESDAY. Battle of Buraco, 1810. First Atlantic cable ceased working, 1858. Kut-el-Amara, 1915. Cambrai, 1918. Marathon B.C., 490.

28.—THURSDAY. St. Thomas's Church first opened, 1834. Field Marshal Earl French born, 1852. Battle of Strasburg, 1870. Zola died, 1902.

29.—FRIDAY. St. Michael and All Angels. Michaelmas. First Custom House established in St. John's, 1764. Corner Stone of E. Cathedral laid, 1847.

30.—SATURDAY. St. Jerome. Whitfield died, 1770. Governor Glover died in London, 1885.

OCTOBER—10th Month—31 days.
1.—SUNDAY. 16th After Trinity. St. Remigius. St. Quentin, 1913. Damascus, 1918.

Timely Theme in Great Photoplay.

ANOTHER SCREEN TRIUMPH AT THE NICKEL.



This is only one of appealing scenes in "Why Girls Leave Home", which is the attraction at the Nickel Theatre to-night. This is a picture with a theme as broad as the community itself. The question of why girls leave home is one of vital importance and of late has assumed such magnitude that it has attracted the attention of every great newspaper, social welfare organization and police department in the United States. What is the lure that leads girls to leave a comfortable home to see the world. See this picture at the most popular house of amusement to-night.

Just Folks

By EDGAR A. GUEST.

AUTUMN.

It's getting on to Fall again.
The crows begin to call again
And gather in the nearby woods
In strangely busy flocks.
The mist is on the hills once more,
And lavish Nature spills once more
A flood of shining gold upon
The humblest of the stocks.

The woods are in their best to-day,
In bronze and scarlet dressed to-day,
They seem a patchwork counterpane
Of color and design:
We wake to find at dawn again
Rich diamonds on the lawn again,
For every night a jeweller
With gems surpassing fine.

Though walk you west or east to-day
Your eye will have a feast to-day,
For there is beauty all about
And splendour everywhere;
And it may be when strife is done
And all the toil of life is done,
The charm of peace shall settle down
And hide the lines of care.

Oh, always with the Fall again,
When beauty covers all again,
The thought returns: If God rewards
The humblest vine and tree,
If splendour crowns their days at last,
Shall men not wear a glow of pride
For what they tried to be?

Eat MRS. STEWART'S Home
Made Bread.—April 18, 1922

BILLY'S UNCLE



Everybody Anxious for "Three Musketeers."

AT THE MAJESTIC TO-DAY.

Sixteen duels; a man holding up a broken bridge while three riders cross it, the stealing of a queen's jewels, a desperate fight with a conscienceless woman for their recovery, the smashing of one of the greatest intrigues of history—these are but a few of the dramatic incidents in Douglas Fairbanks' sixth United Artists picture, "The Three Musketeers," scheduled for a three run at the Majestic to-day.

History retold in celluloid! That's what is claimed for this feature. Based on the marvelous adventures and escapades of the dashing D'Artagnan and three of King Louis XIII's Musketeers, this photoplay unfolds the history of France in the early Seventeenth Century when that monarchy was dominated by the designing and crafty Cardinal Richelieu, a soldier by training but a statesman, and churchman only by virtue of intrigues he devised.

No more vivid and picturesque tale has ever been presented on the screen than this. From a photographic standpoint it is a work of art, and costumes and sets, are marvelous. It is believed that this photoplay will go down in film history as one of the classic productions.

Fairbanks' interpretation of the dashing and impulsive D'Artagnan will present him to his admirers in a new light, and the work of the all-star cast that supports him will insure satisfaction to all photoplay goers.

What would you think of any sensible person who would do without medicine in his or her home to tell its thousands of secrets for bathing disease, meeting emergencies, preserving life and health and saving worry and money?
The complete work, 10 books in one volume costs you only \$8.00
J. M. RYAN SUPPLY CO.,
227 Theatre Hill.
sept 22, 31 f.w.w

Man's Prerogative.

When a dog is pleased he wags his tail and flaps his ears—but he can't smile. A horse expresses his sense of well-being by rubbing his head on your shoulder and neighing—but he can't smile.

Birds chirp, cats purr, larks wheel high in the air and sing, roosters crow, monkeys swing violently by their tails from trees, bees hum—but man is the only member of the so-called animal kingdom that smiles. That's where he has it on every other living creature.

When man is well pleased he can smile, and even when he isn't pleased he can give a pretty good imitation of a smile.—Nogales Herald.

Sponge cake is delicious flavored with 1-3 cupful orange juice and the grated rind of an orange.



Stafford's Liniment

An invaluable remedy for Rheumatism, Neuralgia, Headache, Bruises, Sprains, Soreness of the Joints, etc. DIRECTIONS:—Apply by the hand, rubbing it in well then cover with a piece of flannel.
BE PREPARED and keep in the house a bottle of this reliable antidote.
FOR SALE EVERYWHERE.

Manufactured by
DE. STAFFORD & SON,
Chemists and Druggists,
St. John's, Nfld.

THE LITTLE RIVER COAL MINING COMPANY, Ltd.

HEAD OFFICE - ST. GEORGE'S.

Incorporated under the Companies' Act.

Authorized Capital: \$5,000,000.

Divided into 500,000 Shares at \$10.00.

DIRECTORS:

S. H. BUTT, President and General Manager.
WILLIAM BRUCE, Vice-President, New Waterford, N.S.
EMANUEL PIKE, Port-aux-Basques.
SARAH BRUCE, Port-aux-Basques.
WALLACE McDONALD, Sydney.
S. BRUCE, Secretary-Treasurer, New Waterford, N.S.

The Little River Coal Mining Company, Ltd., has been formed for the purpose of developing the coal already known to exist at Little River. The Company have on the grounds at the present moment one of the leading experts of Great Britain, who is now engaged in boring on the outcropping in the endeavour to locate the main body of the ore.

"There is ample evidence of the existence of a large area of true coal, covering an area of ten (10) square miles and wherein several seams have been found outcropping. The deeper boring is to prove the continuity of these seams, which is a reasonable thing to do."—Signed, Robert Robinson, M.E., Sydney Mines.

The Little River Coal Mining Co. have decided to develop this property. They are determined that the investors shall have a square deal. They will not sell their rights to any individual, firm, company or corporation, no matter how flattering the offers they receive. Their intention is to develop the property and to place the coal on the market.

Are you a well-informed Newfoundlander? Then you know the extent of the Little River, Bay St. George and Central Coal Fields. You know that Newfoundland imports FOUR HUNDRED THOUSAND TONS OF COAL ANNUALLY. Have you ever asked yourself why our coal fields LIE IDLE? Ask yourself the question now.

Are you a patriotic Newfoundlander? Have you FAITH in YOUR COUNTRY? Do you believe in our coal fields? Do you wish to see Newfoundland coal placed on the Newfoundland market? If you ARE and HAVE and DO, then it will pay you to inform yourself about the Little River Coal Company's properties. It will pay you to learn that from our shipping point we can place coal on the wharves in St. John's in less than FORTY HOURS.

In Bay St. George, a few miles from our coal properties, are great deposits of Hematite and Titanic ores. Have you vision to see the industrial future that awaits the West Coast? Have you love of country enough to help us bring that future nearer?

A SINGLE SHARE IS ONLY \$10.00

TWENTY SHARES will be given for the price of TEN to individual purchasers. TWO HUNDRED SHARES will be sold to individual purchasers for the price of ONE HUNDRED.

These premiums offers last only during the sale of the first 55,000 Shares—ACT NOW.

Establish the L. R. C. M. Co.—The People's Company, and open up your Country.

sept 16, 18, 21, 25

Things to Remember.

A lump of sugar helps to preserve cream in hot weather.

A clogged water pipe can be cleaned by pressing washing soda down the little air, then pouring boiling water over it. The water melts the soda, and the two combined will cleanse the pipe.

The bruised leaves of mint are an effective remedy for nettle-stings. Do not mix milk that is a new supply should not be added to milk that has been in the house some time, or both will be spoiled.

Black spirit enamel applied with a paint brush to shabby and cracked patent leather shoes will renovate them.

Shipping Notes.

Schooner President Coaker arrived at Port Union from Sydney with a cargo of coal to the Fishermen's Union Trading Company.

Schooner Little Princess has arrived at Barbados, according to a message received by Capt. Kean yesterday. She loads there with molasses for Sydney.

Schooner Centaurus (Danish), 50 days from Denmark arrived yesterday in ballast to T. H. Carter & Company.

S.S. Nevis 2 days from Sydney arrived here yesterday with coal for A. E. Hickman Co. Ltd. The ship is under charter to the Nfld. Shipping Company and on discharging will load 244 for the Mediterranean.

By BEN BATSFORD