MC 2035 POOR DOCUMENT

Cooks!

EVEN a good cook likes to work with "easy" ingredients. But she has learnt that all is not gold in *fact* that glitters in *promise*. Does the following look to you like a gilded promise or a truthful fact?

Gold:

Regal Flour makes the *best quality* and the *utmost quantity* of bread per barrel of any flour you have ever used. White, light loaves always. And pastry of melting flakiness.

Substance:

Unless Regal Flour proves every bit as worthy as we say, your dealer will return your money. We protect him in that. Isn't that a substantial offer? The sooner you ask for Regal the easier your bakedays.

THE LAURENCE FLOUR MILLS CO. Limited
W. W. Williamson Vice President

The Easiest Way

By RUTH CAMERON

THE other day I met a fragile little mother leading by the hand a sturdy three-year-old who must have weighed close to forty pounds. At a parting of the ways, the youngster decided to take the wrong road. His mother pleaded; he insisted. Finally he sat down on the curbing and howled. Whereupon that frail little woman, who could not have weighed over a hundred pounds herself, picked up that howling, kicking child and carried him towards home.

Although I knew her but slightly I could not help offering my assistance and protesting against the injustice she was doing herself. "He's altogether too heavy for you to carry," I said, "You'll certainly injure yourself."

"I suppose I ought not to do it," said the little mother, as she wearily put him down, "but it's the easiest way."

The easiest way, the easiest way—for how many follies, for how many mistakes and failures, for how much wasted power and inefficiency is that our feeble excuse.

There is a play called "The Easiest Way." You have probably heard of it; the mayor of Boston by banishing it from the stage in his city, most successfully press-agented it for the rest of the country. This play deals with one notorious kind of Easiest Way, but not the only kind by any means. Believe me, The Easiest Way is on the sign-board of more than one path to failure and unhappiness.

When a baby throws his toys from his high chair to the floor and then cries for them, the foolish mother picks them up because "It's the easiest way"—so much easier than teaching him that he must not throw them down.

As he grows older and learns to cry and tease for things she gives in again because that is "the easiest way."

Later she tries to teach him to be orderly about his room but he is so impatient of rebuke that she soon ceases trying to teach him this invaluable habit and picks up after him because "it's the easiest way."

And then, after she has followed this line of procedure all through his childhood, she wonders why he grows up headstrong, disobedient and selfish and generally a spoiled child. There isn't much room for wonder, is there? For the children brought up in "The Easiest Way" are pretty likely to be spoiled children.

A friend of mine often complains that she can never get good service from any maid more than a few months. "No matter how good they are at first," she says, "they soon get sloppy." I rather wondered at her difficulty until I visited her for a few weeks, and then I wondered no longer. For every time that the maid was careless or incompetent about anything, this woman would do the task herself rather than make the girl do it right. "It's the easiest way," she said.

Whisper, while I tell you a secret. There's a very queer thing about all paths marked "The Easiest Way." When you start down them, everything looks pleasant and the path is broad and smooth. But before you have traveled very far, the landscape begins to grow ugly and dismal and the road gets very rough and toilsome. And then you come to a sign-board and look up, and what do you think has happened? Why, The Easiest Way has become The Hardest Way.

Daily Hints For the Cook

ORANGE FILLING.

Mix together one half cupful sugar, two and one-half tablespoonfuls flour, grated rind of one half orange, one half cupful orange juice, one half tablespoonful lemon juice, one egg slightly beaten, one teaspoonful butter. Cook ten minutes in double boiler, stirring constantly. Cool before spreading.

ORANGE CAKE.

Cream one quarter of a cupful of butter, and gradually one cupful of sugar, two wel-beaten eggs, one half cupful of milk, add one and two-thirds cupfuls flour and two and one-half teaspoonfuls baking powder sifted together. Bake in large tins. Spread with orange filling and cover top with orange frosting.

PRUNE ROLY POLY.

Cook one half pound of prunes until tender. Stone and add a cupful of sugar and juice of half a lemon. Make a dough of two cupfuls of flour, two heaping tablespoonfuls of butter. Roll out half an inch thick, cover with the prunes, roll together. Steam one hour and then serve.

HALT!

You are running headlong into indebtedness when you spend more than you need to for your men's furnishings. Come here and let us serve you with the best of everything. at the lowest prices.

Men's Negligee Shirts, regular $1.00 and $1.25 value, for 89 cents.

Men's Heavy Top Shirts, regular $1.00 value, for 75 cents.

Men's Heavy All-Wool Underwear, 73 cents.

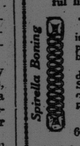
Men's Heavy Coat Sweaters, regular $5.00 value, for $4.00.

Men's Pants, $1.23, $1.49, $1.68, $1.78 to $3.29.

Men's Cashmere Half-Hose, regular 50c. value, for 27 cents.

CORBET'S
196 Union street

The SPIRELLA CORSET
modish, comfortable, economical. Made to measure, fitted by a trained Corsetiere. Accentuates graceful lines: subdues irregularities



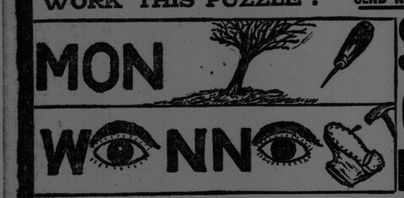
The Spirella Boning is flexible, supporting; will not take a permanent bend; is guaranteed not to break or rust for one year

An expert fitter will, upon request, demonstrate the Spirella Corset and Spirella Boning in your home, without charge or obligation on your part. Appointments to your convenience

MRS. ALGUIRE
66 Sydney St., 'Phone 658-11

Read the Spirella advertisements in Ladies' Home Journal, Delineator, Designer, New Idea and Vogue.

WORK THIS PUZZLE! SEND NO MONEY!!



$50 CASH PRIZE

ALSO A PRIZE OF $10 for NEATEST SOLUTION. Somebody who sends for particulars of this Puzzle Contest telling us WHAT TWO CITIES ARE REPRESENTED by the above Two Sketches, will receive a $50 GOLD WATCH or .. .. .. $50 IN GOLD MONEY! Try it at once. It may be you. Write the names of the Cities in a letter or postcard, giving your Name and Address plainly.

DEPT. 32 DOMINION WATCH CO., MONTREAL, CANADA

FREE! FINE CHEST OF TOOLS

BOYS—Here is the very thing you need—A fine outfit of real carpenter's tools, containing 11 (eleven) high-grade pieces just as illustrated, everything complete for setting up a carpenter shop, and making anything in carpentering and building you could desire. THESE ARE NOT TOYS, but good, well-made, substantial English steel tools, which you will be proud to own.

SEND NO MONEY. You are not asked to spend one cent, or buy anything. Just send your name and address, and you will receive by return mail our big illustrated catalogue of National Products and over 500 magnificent premiums, such as watches, tools, sporting goods, games, etc., which we give free to boys who help us introduce National Products. Hundreds of boys in all parts of Canada are getting our magnificent premiums and big Cash Commissions. Get the catalogue to-day. Be first in your district. A postal card will do. Address 7

NATIONAL PRODUCTS, LTD., Dept. 15 TORONTO

5 Wonderful Presents Consisting of 9 PIECES FREE

Girls! This is the Greatest Offer Ever Made.

HOW TO GET ALL FIVE PRESENTS FREE.

Simply send us your name and address to-day, and by return of mail you will receive our big handsome illustrated catalogue of products and premiums, which will tell you how to get all five Premiums ABSOLUTELY FREE for just a few minutes easy work in your spare time.

Don't delay—Write to-day, and in a few days you can be the proud owner of this handsome Doll Carriage, Doll, Doll Bed, and Fairy Kitchen Set, all complete. Address:—

NATIONAL PRODUCTS, Limited
Dept. D. TORONTO, ONT.

LIST OF PRESENTS

1. BIG PARIS BEAUTY DOLL, NEARLY 16 INCHES TALL, beautifully dressed, with picture hat, fancy dress, shoes, stockings, lace trimmed underwear, etc. Truly a princess among dolls.

2. MAGNIFICENT, REAL, ALL STEEL, FOLDING DOLL GO-CART. The very newest and finest carriage for dolls, beautifully enamelled throughout, all steel frame and real steel wheels and axles, making it practically unbreakable. When not in use, it folds up small and can be put away, just like any BIG $10.00 BABY CARRIAGE. Any girl would be proud to own such a handsome Doll and Carriage.

3. This cute little curly headed Baby Doll, just waiting for you to dress her and take her out.

4. An elegant, bronze brass finished doll bed, complete with beautiful canopy top, mattress, lace trimmed coverlet, etc., the strongest, handsomest doll bed made.

5. This great little 5 piece Fairy Kitchen Set, the loveliest little pastry and baking set you have ever seen.

"Thank You, Mother—

"You've made my head so much better. That Mentholated Vaseline is wonderful, isn't it?" "Yes, dear. There is nothing that soothes and relieves a headache so quickly."

Mentholated
Vaseline

Mentholated Vaseline is a wonderful relief for nervous and tired headaches. It is simply a blending of Menthol and "Vaseline." It is absolutely pure and harmless, and has no bad "after-effects."

Mentholated Vaseline also relieves cramps, neuralgia, etc.

Put up in handy tin tubes. Druggists everywhere.

Do you know our other "Vaseline" specialties—Capsicum Vaseline, for colds; Vaseline Camphor Ice, for chapped hands and lips; Carbolated Vaseline, for cuts and scratches, and the rest? They will help you cut down the family doctor's bills for a lot of minor hurts and ailments.

Accept no substitute for "Vaseline." An interesting booklet telling all about it costs you nothing but a postal showing your address. Write to-day.

Chesebrough Manufacturing Company (Consolidated)
1880 Chabot Avenue MONTREAL

LEEDS UNIVERSITY PROFESSOR'S VIEWS AFTER SEEING US

(Times Special Correspondence.)

London, Oct. 8—Professor D. H. Macgregor, professor of political economy at Leeds University, who recently returned after a tour round the world, speaks enthusiastically of western Canada. All the time he was in Canada he did not see anything like the wretched and obtrusive poverty that he saw in the course of half a day in Glasgow on his return. Like all observant travelers he particularly noticed the optimism of Canadians.

He says, "The optimism of the people of the North American continent has no limits. I may add that you cannot come home through Canada after traveling through the British possessions abroad without entertaining a new belief in the British flag. When you see how proud the Canadians are of that flag, and see the same thing at the British ports of call as you go round the world, you regard English politics in a different light. You realise the urgency of settling some of our domestic question with celerity because there are big things to do in connection with the empire. I don't think we shall hold Canada by doing nothing.

"I don't know quite what the Canadians want us to do, but they want us to be more active. They feel we are keeping questions dragging on at home that prevent our giving attention to the development of Canada, which will be a great nation soon."

FUR FASHIONS IN LONDON

Leopard, Jaguar and Tiger Coats In Demand—Looks Like a Harvest

London, Oct. 19—The fur domination is the feature of the autumn and winter fashions here. The enormous demand has sent prices up. Day and evening dresses, coats and even scarfs and shawls, all are trimmed with fur. Finger width borderings of sable figure on almost all the costly Parisian and Viennese models, varied occasionally with skunk, chinchilla, ermine and squirrel.

But the newest material is a velours, ratine, with dried match gray tints. The furs are all small, such as sable, squirrel, chinchilla and ermine, made up in strands, so that the necessary suppleness may be attained. Muffs are larger than ever, being very flat and square. A remarkable feature is the craze for those skins which have not been worn in years. Coats of the skins of wild beasts, such as the leopard, tiger and jaguar, are wanted by all classes, and pelt makers are expecting a golden harvest.

UNIFORMITY IN DAIRY PRODUCTS

A few months ago there was held in Ottawa a conference of dairy experts and officials from all parts of the dominion. The meeting was called by the minister of agriculture to endeavor to perpetuate the uniformity in quality and character of Canadian cheese and butter that has been responsible for the success of Canadian dairying.

As pointed out by the dairy and cold storage commissioners, who presided over the conference, many things come up in the practice of dairying over which slight difference of opinion may arise so that it seems desirable to bring together from time to time those in charge of dairy schools, and the chief instructors in the various provinces, to discuss methods and practices so as to arrive at some agreement as a body of dairy advisors.

The conference lasted two days during which time many matters of importance were freely discussed. Some of these were the pasteurization of whey, factory refuse in relation to tuberculosis in hogs, testing and grading cream at cream gathering creameries, whey butter, methods of paying patrons of cheese factories, and other subjects relating to the production of butter and cheese. For the information of butter-makers and cheese-makers, and others interested in dairying, there has been printed a verbatim report of the proceedings. Copies may be procured by applying to the Publications Branch of the Department of Agriculture, Ottawa.

A remarkable tree of the lemon scented gum variety grows in Los Angeles. Its trunk rises to a height of 130 feet, and has a tuft of branches which begins 120 feet from the ground. To keep the trunk bare considerable pruning has been necessary, and this work is now so difficult that it has to be done by a steeplejack. Only on calm days is it safe for a man to climb the tree, the diameter of which is but 11 3-4 inches at the base.

GRANDMOTHERS USED SAGE TEA

To Darken the Hair and Restore Gray and Faded Hair to Its Natural Color

It is easier to preserve the color of the hair than to restore it, although it is possible to do both. Our grandmothers understood the secret. They made a "sage tea," and their dark, glossy hair long after middle life was due to this fact. Our mothers have gray hairs before they are fifty, but they are beginning to appreciate the wisdom of our grandmothers in using "sage tea" for their hair and are fast following suit.

The present generation has the advantage of the past in that it can get a ready-to-use preparation called Wyeth's Sage and Sulphur Hair Remedy. As a scalp tonic and color restorer this preparation is vastly superior to the ordinary "sage tea" made by our grandmothers.

The growth and beauty of the hair depends on a healthy condition of the scalp. Wyeth's Sage and Sulphur Hair Remedy quickly kills the dandruff germs which rob the hair of its life, color and lustre, makes the scalp clean and healthy, gives the hair strength, color and beauty, and makes it grow.

Get a 50-cent bottle from your druggist today. He will give your money back if you are not satisfied after a fair trial.

Agent, Wasson's, 100 King street.

To Get White Swan Yeast Cakes

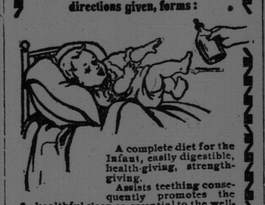
If you can't get White Swan Yeast Cakes from your grocer, send your name and address, and we will send free sample of White Swan Yeast Cakes and tell what grocer in your town keeps it. White Swan Spices & Cereals, Limited, Toronto, Ont.

"Tipping" is an exaction of no recent growth. Describing life at the court of King Henry II. of England, Peter of Blois complains of the importunity of the mediaeval marshals, whose annoyances continue "until they get something from you and are most ungrateful when they have; nay, open enemies, unless your hand is continuously in your pocket," while the "outer porters will tell the most unblushing falsehoods, and if you are an honest and religious man, but have given them nothing the day before, they will keep you an unreasonable time standing in the rain and mire."

Over 80 Years' Established Reputation.

Neave's Food FOR INFANTS

When prepared according to the directions given, forms:



A complete diet for the Infant, easily digestible, health-giving, strength-giving.

Assists teething consequently promotes the healthful sleep so essential to the well-being of the infant.

Sold in 1 lb. airtight tins by all Druggists in Canada.

Free to Mothers—Write for free tin of Neave's Food and copy of our helpful book "Hints About Baby", to the

Canadian Agent — EDWIN UTLEY, 14 Front Street East, - TORONTO. (*Mention this paper.*) 37A

Mfrs. J. R. NEAVE & CO., England.

Ostrich Plume 16 in. All Colors

Money Back If Not Pleased

Just the kind of Ostrich Plume you have to pay $5.00 for at retail stores. Full 16 inches long. Extra wide, silvery fines; large, heavy, drooping head. Sent by mail prepaid, on receipt of $1.00.

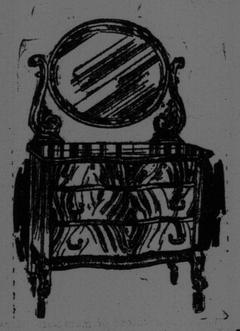
Also an extra large, very handsome $7.50 French Plume, $2.50.

WILLOW PLUMES—16 in. long. 16 in. wide; triple hand knotted; very durable and stylish. Special, $3.95. Send Your Order Today.

New York Ostrich Co. Inc. Dept. CC. 184 Fifth Ave., N. Y.

A VERY ATTRACTIVE DRESSER

With a Very Attractive Price



Here is a Dresser, that for Quality, Finish and Price you cannot find its equal. The best of selected Quartered Cut Oak is what this dresser boasts of. Has 3 serpentine shaped drawers, extra large case, Mirror is of British Bevel, supported by two nicely carved standards. A dresser that will make any room look nice and cosy.

Well worth $28, OUR PRICE $24.75

Buy your FURNITURE where you can buy cheapest. That means

J. Marcus, 30 Dock St.

SHIPPING

ALMANAC FOR ST. JOHN, OCT. 19.

	A.M.		P.M.
High Tide	6.16	Low Tide	12.31
Sun Rises	6.50	Sun Sets	5.28

The time used is Atlantic standard.

PORT OF ST. JOHN.

Sailed Yesterday.

Sch Harry Miller, Granville, South Norwalk (Conn), Stetson, Cutler & Co.

Str Governor Cobb, Allan, Boston via Maine ports, W G Lee.

Tugs Vigilant and Charles F Dunbar, Rockland.

Sch Ravola, Morrell, for New Haven, Randolph & Baker.

CANADIAN PORTS.

Victoria, Oct 18—Sld, str Sellasia, Hatfield, River Plate.

St Stephen, Oct 18—Ard, sch Willie L Maxwell, New York, J Willard Smith.

BRITISH PORTS.

Queenstwon, Oct 18—Ard, str Celtic, New York.

Liverpool, Oct 18—Sld, strs Corsican, Montreal; Empress of Ireland, Quebec.

FOREIGN PORTS.

New York, Oct 18—Ard, str Florizel, Halifax; sch Gigantic, Lunenburg.

New London, Oct 18—Ard, schs Abbie C Stubbs, St John; James Rothwell, do; Mary Buckley, do.

Vineyard Haven, Oct 18—Ard, schs Hortensia, St John; Robert McFarland, New Mills (N B); Dara C, Parrsboro; Mary E Morse, Calais; Childe Harold, Stonington (Me.)

New York, Oct 18—Sld, str Nanna, Hillsboro; schs Kimberley, Halifax; Unity, do; Unique, do; Canada, Lunenburg; Annie B Mitchell, Rockland.

New Haven, Oct 18—Sld, sch Arthur J Parker, St John.

New York, Oct 18—Ard, str Mauretania, Liverpool.

MARINE NOTES.

The Dominion Coal Company's coal steamer Astarte, which was damaged at Parrsboro a few days ago, is going to Halifax to go on the Dartmouth marine slip for repairs.

The barkentine Fanny Breslauer sailed from Halifax yesterday morning laden with 4,250 tubs of codfish for delivery at Santos, Brazil. Her cargo is valued approximately at $42,500.

The Donaldson liner Cassandra arrived at Montreal on Wednesday at 9 p. m.

PILES CURED IN 6 TO 14 DAYS

Your druggist will refund money if PAZO OINTMENT fails to cure and case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. 50c.

Mrs. Elizabeth B. Davidson of York Village, Me., has the distinction of being one of the four women bank presidents in the United States. She has been president of the York County National Bank since 1903, and that institution is said to have grown steadily under her guidance.

It is Not Cattle Plague

The Board of Agriculture and Fisheries, London, England, calls attention to the fact that the employment, from time to time, in the newspapers and elsewhere, of the phrase "Cattle Plague," in connection with the recent outbreaks of foot and mouth disease in Great Britain has given rise to considerable apprehension in continental countries and is calculated to be prejudicial to the interests of British stock owners. The board wish to state that no case of cattle plague (peste bovine, Rinderpest) has recently occurred in the United Kingdom, which has been absolutely free from that disease since the year 1877.

FREE!! $200.00 IN CASH

AND 100 VALUABLE PREMIUMS GIVEN AWAY

1st Prize, $50.00 in Cash. 3rd Prize, $35.00 in Cash.
2nd Prize, $40.00 in Cash. 4th Prize. $25.00 in Cash.
5th to 9th Prizes, each $10.00 in Cash.

Herewith will be found the picture of a Chinaman washing clothes. Hidden about his figure and tub are seven faces. Can you find them. It is not easy, but can be accomplished. Try—you may win a cash prize by doing so. Many have done this as will be shown by the names and addresses published below. If you find the faces mark each one you find with an X cut out the picture and send it to us, together with a slip of paper on which you have written the words "I have found all the faces and marked them."

Write these nine words plainly and neatly, as in case of ties, both writing and neatness will be considered factors in this contest.

This may take up a little of your time, but as there is TWO HUNDRED DOLLARS in cash and One Hundred premiums given away, it it worth your time to take a little trouble over this matter.

Remember, all you have to do is to mark the faces, cut out the picture and write on a separate piece of paper the words, "I have found all the faces and marked them."

We do not ask You to Spend One Cent of Your Money in order to enter this Contest.

Send your answer atonce; we will reply by Return Mail telling you whether your answer is correct or not, and we will send you a complete Prize List, together with the names and addresses of persons who have recently received over One Thousand Five Hundred dollars in Cash Prizes from us, and full particulars of a simple condition that must be fulfilled. (This condition does not involve the spending of any of your money.)

Winners of cash prizes in our late competitions will not be allowed to enter this Contest.

This competition will be judged by two well known business men of undoubted integrity, namely, the advertising Managers of the Montreal Daily Herald and Montreal Daily La Presse, whose decisions must be accepted as final.

Below will be found a partial list of the names and addresses of a few persons who have won some of our larger prizes in recent contests. Although these persons are entirely unknown to us, they are our references. An enquiry from any one of them will bring the information that our contests are carried out with the utmost fairness and integrity. Your opportunity to win a good round sum is equally as good as that of anyone else, as all previous winners of cash prizes are debarred from entering this contest

Names and Addresses of a few Prize-Winners in recent Contests

Mrs. W. A. C. Orr, 208 Gannell St., Winnipeg	$50.00	Mr. K. A. Rodger, 4 Manhattan Apts., Church St., Toronto	$35.00
Miss E. Brodeur, 6 Gilmapie St., Sherbrooke,	50.00	Mrs. J. E. Grieveard, 938 Maisonneuve St., Montreal	35.00
Mr. Louis Quintal, Charlemagne, Que	50.00	Mrs A. Ferguson, 20 Siobert Block, Winnipeg	35.00
Mr. Alphonse Drouin, Dept. of Sec. of State, Ottawa	50.00	Mr. S. E. Crange, 300 Rockland Rd., St. John, N.B.	35.00
Mrs. J. B. St. Pierre, Arthabaska, Que	50.00	Miss Mary Cochrane, 112 Preston St., Ottawa	35.00
Mrs. M. McMillan, 235 Medland St., West Toronto	50.00	Mrs. G. H. Benson, 33 Hargrave St., Winnipeg	30.00
Mr. H. J. Chisholm, Massey Hse., Toronto, Ont	50.00	Mrs. W. D. Little, Powassan, Ont	25.00
Mr. Jos. Champagne, 191 Bolton, Ottawa, Ont	50.00	Mr. Thos. Blakey, 58 Huntley St., Toronto	25.00
Miss Daisy Kelsey, 184 University Ave., Toronto	40.00	Miss Mary Lamb, 34 Spencer St., St. John's, Nfld	25.00
Mr. Jas. W. Landon, 426 Ross Ave., Winnipeg, Man.	40.00	Miss R. A. Kennedy, 16 Railway St., Hamilton	25.00
Miss I. S. Benjamin, 22 Hughson St., Hamilton	40.00	Mr. John Vasancelles, Goulais River, Ont.,	25.00
Miss H. C. Powell, P.O. Dept., Ottawa, Ont	40.00	Mr. Jno. M. Sullivan, Duckworth, St. John's, Nfld	25.00
Mrs. Andrew Johnson, Box 109, Rosslin, Man	40.00	Mrs. E. H. Dunnett, 200 Hughson St., Hamilton	25.00
Mr. Norman Robinson, Milford Haven, Ont	40.00	Mr. W. C. Meech, 1475 Hutchinson St., Montreal	25.00
Mr. Thos. Humphries, c/o Ayers & Sons, St. John's,	40.00	Mrs. H. W. Healey, Box 171 Ingersoll, Ont	25.00
Mr. F. A. Ferguson, 223 James Ave., Winnipeg	40.00	Mr. M. J. Brouse, 85 St. George St., Toronto, Ont	25.00
Mrs. Quinnie K. Stark, 4 St. Mary's Place, Winnipeg, Man.	35.00	Mrs. Francis Boynton, 235 Ross St., St. Thomas, Ont	25.00

Send your reply direct to

BOVEL MANUFACTURING COMPANY
BOVEL BUILDING, MONTREAL, CAN.