



In any good library you can learn why you should drink cocoa.

Ask the librarian to show you the authoritative books on dietetics. Turn to the chapter on beverages. You will learn that of the three most extensively consumed table beverages—tea, coffee and cocoa—cocoa is distinctly beneficial, whereas tea and coffee are frequently injurious.

Of course there are folks of rugged constitutions who drink tea and coffee and apparently feel no ill effects.

But there are many more not so rugged. Good cocoa offers them a wholesome, nourishing food in liquid form.

In Lowney's they get cocoa at its very best. Handlers of cocoa beans will tell you that we buy the most costly cocoa beans that the tropics afford. These beans are made into delicious cocoa at our neat-as-a-pin factory at Montreal.

Sold by grocers, in tins—10c to 50c sizes.

LOWNEY'S COCOA

The Best Way to Make Cocoa

Mix two even tablespoonfuls of cocoa with two of sugar. Add 1/2 teaspoonful of salt. Mix gradually with two cups of boiling water. Stir to a smooth paste. Boil 5 minutes. Add two cups of scalded (not boiled) milk, and beat with an egg-beater until frothy.

Lowney's shows you how Cocoa ought to taste

The Walter M. Lowney Co. of Canada, Ltd., Montreal

We have just opened our Fall shipment of

LADIES' HATS,

Which are the **Newest and Latest Styles**

Kindly give us a call and we shall be pleased to show you our stock.

G. T. HUDSON,

367 and 148 Duckworth Street, St. John's.

People Will Suffer

From the terrible disease Rheumatism when they can be cured, positively, by an

ANTI-RHEUMATIC RING.

It is a certain fact.

Call or send for pamphlets.

CHARLES HUTTON,

Sole Agents for Newfoundland.

NEW LUMBER.

Four Million ft. Last Year's Cut,

Thoroughly dry and clean Pine and Spruce. Landing every day at our wharves and for sale.

Horwood Lumber Co'y, Ltd

One Kind of Cruel Husband.

BY RUTH CAMERON.



When I ask if the mental pain and humiliation which she suffers from being constantly rebuked and ridiculed is not quite as keen as physical pain.

A woman cannot help wanting to have her opinion received with some respect and her foolish little mistakes overlooked, even if she is a wife. And mind you, when I speak of ridicule I don't mean the tender raillery that is half kindly jest and half pride. I mean the unsympathetic ridicule that brings a lump to the throat and makes the heart sore.

Now I know that some of the men I am accusing would defend themselves by saying, "But if I could only hear the utterly foolish things my wife says."

That will be some justification, prisoner at the bar, on one condition. Would these same things arouse your derision if some pretty young stranger said them? Or would you listen as deferentially as if the pretty young thing were dropping pearls and diamonds of wisdom from her lovely lips?

No, prisoner at the bar, that won't let you off. Your wife said just as foolish things before you married her and you didn't find it necessary to be rude and disagreeable to her then.

Please consider yourself, insofar as the district attorney can accomplish it, proven guilty of cruelty that is just as cruel and just as hard to bear as physical cruelty.

What is the penalty? That you go at once and tell your wife that you are thoroughly penitent for being so thoughtless and that you are going to turn over a new leaf.

When I ask if the mental pain and humiliation which she suffers from being constantly rebuked and ridiculed is not quite as keen as physical pain. A woman cannot help wanting to have her opinion received with some respect and her foolish little mistakes overlooked, even if she is a wife. And mind you, when I speak of ridicule I don't mean the tender raillery that is half kindly jest and half pride. I mean the unsympathetic ridicule that brings a lump to the throat and makes the heart sore. Now I know that some of the men I am accusing would defend themselves by saying, "But if I could only hear the utterly foolish things my wife says." That will be some justification, prisoner at the bar, on one condition. Would these same things arouse your derision if some pretty young stranger said them? Or would you listen as deferentially as if the pretty young thing were dropping pearls and diamonds of wisdom from her lovely lips? No, prisoner at the bar, that won't let you off. Your wife said just as foolish things before you married her and you didn't find it necessary to be rude and disagreeable to her then. Please consider yourself, insofar as the district attorney can accomplish it, proven guilty of cruelty that is just as cruel and just as hard to bear as physical cruelty. What is the penalty? That you go at once and tell your wife that you are thoroughly penitent for being so thoughtless and that you are going to turn over a new leaf.

No, prisoner at the bar, that won't let you off. Your wife said just as foolish things before you married her and you didn't find it necessary to be rude and disagreeable to her then.

Please consider yourself, insofar as the district attorney can accomplish it, proven guilty of cruelty that is just as cruel and just as hard to bear as physical cruelty.

What is the penalty? That you go at once and tell your wife that you are thoroughly penitent for being so thoughtless and that you are going to turn over a new leaf.

BY JAY E. HOUSE.

NEW ARRIVALS.

Now due large stock of new Vegetables and Fruit.

250 brls Choice Apples, assorted kinds.

25 bags P.E.I. Turnips

100 bags (dry as meal) POTATOES.

20 brls Green Cabbage

25 only 11 qt. Table TOMATOES.

10 brls Jam, Oranges

50 cases Silverpeel ONIONS.

40 kegs Heavy Green GRAPES.

SOPER & MOORE.

the finger into the jar may mean infection to the next user.

To preserve the flavor of the olives when a large bottle has been opened, pour a little olive oil on the top and keep well corked.

To save time when thickening peas, beans or potatoes, drain off the water and stir the flour in dry, then pour on the cream or milk.

On Second Thought.

BY JAY E. HOUSE.

The international Bible students say hell doesn't exist. If a theory is pleasing, not many of us take the trouble to inquire whether it is sound.

Sim Heckle seems to be different from other men in this respect. Sim does his public weeping in the name of his father. Most men addicted to the practice do their public weeping in the names of their mothers.

The crowd at a ball game gets a little entertainment from the practice of dumping empty pop bottles in the neighborhood of the visiting players, but it never reveals the full measure of its satisfaction until the umpire is injured.

The prize fight often is stopped by the police, but the orator generally is allowed to ramble along to the end of his speech.

If the "straw" vote shows your candidate running second it is a very foolish and inconclusive proceeding.

A good many actors are continually engaged in an effort to defend their titles.

"This," said Sim Heckle yesterday, "ought to be a good year for the lozange makers. All of the politicians and a good many of the statesmen have lost their voices."

Daring Woman

Alpine Climber.

Paris, Oct. 3.—Mrs. Fanny Bullock Workman, the mountain climber, writes from Skardu, in the Himalayas, on Sept. 2nd, sends the first detailed account of the accident which gave rise to the report that she had been killed by an avalanche. She says:—

"We were crossing Bilapho Pass at about an 18,000-foot height when an Italian porter, named Chenoz, who was carrying the rope, strode ahead. I was about three paces behind when suddenly without a word or a cry he disappeared, carrying the rope, which was the only means of extrication. Having only one extra rope remaining, the head guide called down the crevasse and a faint reply showed that Chenoz, who was far below was still alive. Six started after the head guide, who was back in an hour and a half when Chenoz was extricated from an 80-foot depth. He was still conscious and was carried to camp. Everything possible was done for him, but he died the same night from shock."

The letter describes the work of the expedition on the Siachen, or Rose Glacier, which is the largest and longest in Asia. During nine days in July Dr. and Mrs. Workman and three Italian guides made the first ascents of four important snow passes at two sources of this glacier, the heights varying from 19,500 to 21,000 feet, which constitutes a record for glacial exploration.

For six weeks all the camps were above 17,000 feet and the cold was often intense. Grant Peterkin, a London surveyor, was enabled, owing to favourable weather, to map the entire Rose Glacier. Mrs. Workman's expeditions of 1911 and 1912 make the hitherto unexplored Siachen the most thoroughly explored of any of the Himalayan glaciers.

Dr. de Van's Female Pills

A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the reproductive portion of the female system. Refrain from cheap imitations. Dr. de Van's are sold at 1/2 a box, or three for \$10. Mailed to any address by The Beechell Drug Co., 24, South Main, New York.

HOT FLASHES.

Women in middle age often complain of hot flashes. They are at that stage of life when their delicate organism needs a tonic and helping-hand which only Dr. Pierce's Favorite Prescription can give them. Many women suffer needlessly from girlhood to womanhood and from motherhood to old age—with backache, dizziness or headache. A woman often becomes sleepless, nervous, "broken-down," irritable and feels tired from morning to night. When pains and aches rack the womanly system at frequent intervals, ask your neighbor about

Doctor Pierce's Favorite Prescription.

Mrs. J. Innes, of 321 S. Benton Street, Baltimore, Md., says: "I wrote you about nine months ago, telling you of my condition. I have a fine baby girl—she weighed nine pounds when born. She is my third child and the youngest of them all. My suffering was only for two hours. I took several bottles of 'Favorite Prescription' and one of Dr. Pierce's Sarsaparilla. I never felt as well before. I was surprised how well I felt—could eat—was always hungry, and never had a sick stomach. The nurse who was with me said the medicine was wonderful because I got along so nicely after having had so much trouble before. She intends to recommend it to all her suffering patients. Everybody is astonished at me because I only weighed 100 pounds before and now I weigh 135. I have had several ladies come to me and ask about Dr. Pierce's medicine. I am willing to recommend it to who suffer and want help. If any want information I will be glad to give it."



Mrs. Innes & Child.

SOLD BY ALL DRUGGISTS.

World's Dispensary Medical Association, Proprietors, BUFFALO, N. Y.

Household Notes.

Alcohol will clean piano keys.

Be sure to boil soda in the coffee pot once a week.

An excellent cleaner for a tailored suit is dry bran.

White laces should be laid away in blue or yellow paper.

To remove finger marks from varnished furniture, use sweet oil.

A little good candy is a very welcome addition to a school child's lunch.

Oranges, bananas and figs cut up together make a very delicious dessert.

Celery roots, boiled, cooled and cut into dice, make a very acceptable salad.

Lace continually cleaned with gasoline or naphtha will turn yellow quickly.

Good lard is much better than butter for basting roasted meat and for frying.

Use very little bluing in washing laces, for the lace absorbs a great deal of blue.

To smooth an iron, plunge it while hot into cold-water with a little soap in it.

Use bankers' pins when cutting out a garment; they don't slip out like ordinary pins.

To keep lemons, put them in a

stone jar of clean, dry sand, so that they do not touch.

Wipe varnished wall papers with a damp cloth. Other papers are best cleaned with soft bread.

A pretty and novel idea is to serve hot biscuits, folded in napkins in little sweet grass baskets.

Every kitchen should have among its supplies a saw for trimming meat and some larding needles.

It will save fine hose if a piece of velvet is glued inside the heel the moment a shoe begins to rub.

Silk dresses should always be reinforced with silk under the arms, where the most wear comes.

Cheap handkerchiefs for school children can be made out of sheer lawn or India linen dresses.

A tiny piece of garlic laid on the lettuce half an hour before serving will give a slight savory flavor.

The cloudy look on a piano can be removed by a cloth dipped in soap and water and wrung very dry.

Curtain pins that have been black may be freshened by boiling in vinegar and water, half and half.

If you mix plaster of paris with vinegar instead of water, it will be like putty and will harden slowly.

Instead of throwing newspapers away, collect and sell them to a paper factory if there is one within reach.

A little jar of salad helps out a school child's lunch greatly. Choose the jars with covers that screw on.

White plumes, if not very much soiled, can be cleaned by rubbing gently in a pan of equal parts of salt and flour.

Never try to clean yokes, collars or cuffs while sewed on the gown. Such things should always be made detachable.

Mayonnaise mixers may now be had, which saves much of the trouble of making and at the same time insure success.

When hanging pictures, be sure to keep them on an agreeable level with the eye. Pictures were meant to be looked at.

Tanned shoes should always have a professional polish put on before wearing; then scratches will affect only the surface.

Broken china may be mended with white paint used like glue. Let the china stand three or four days after applying it.

Always use ointment in tubes instead of jars where possible. Dipping

SAVED HIS \$200 HORSE.

With 50c. Worth of Douglas' Egyptian Liniment

Mr. R. J. Lacey of Tamworth, Ont., made a pretty good investment when he bought the two bottles of Egyptian Liniment that cured his injured horse. In a grateful letter he says:

"One of my horses was so badly injured in a runaway that I would not have given anything for his chances of recovery. I tried several liniments but found them of no benefit, and was about to give up in despair, when a friend insisted on my trying Egyptian Liniment, and I must say it worked like a charm, and saved a horse worth \$200.00 for me.

I only used two bottles, and no trace of scar is to be found."

Mr. Lacey's experience is matched by that of scores of other stock-owners, who have been saved from heavy losses by the timely use of Douglas' Egyptian Liniment.

5c. at all druggists. Free sample on request. Douglas & Co., Napanee, Ont.

PROFITS over 100 pr. ct.

OF ORIGINAL SUM ASSURED.

The following are examples of Canada Life Policies, in which the Profits added to same have more than doubled the original amounts.

Policy No.	Yearly Premium	Original Policy	Profits Added to 1910	Total Assurance to 1910
125	\$41.84	\$2,000	\$2,286.97	\$4,286.97
886	12.40	800	821.95	1,621.95
989	73.34	4,000	4,039.97	8,039.97
1,203	43.17	2,000	2,005.59	4,005.59
1,694	16.75	1,000	1,005.35	2,005.35
2,157	53.55	1,400	1,415.14	2,815.14

At age 30 a saving of \$14.00 monthly will buy a Profit-bearing Endowment Policy in the Canada Life for \$5,000, payable to you, at maturity in one amount or by way of annual instalments.

Send your name, age and address for a proposition of from \$1,000 to \$5,000 or more.

Canada Life Assurance Co.

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

Money Is Invested

for the purpose of obtaining interest. The more interest you get, the more money you will save. We own and offer a number of Securities that will meet the requirements of those who wish to double their interest income—with safety. Ask for particulars.

F. B. McCURDY & CO.,

Members Montreal Stock Exchange.

C. A. C. BRUCE, Manager,

St. John's.

Handsome Coats and Suits

Just received from the best of the present day makers. The Coats and Suits in the shipment just opened up are quite out of the ordinary.

Stroll through our Suit and Skirt Department; note the new Fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we have ever shown.

U. S. PICTURE and PORTRAIT CO.



The BIG Furniture Store

FURNITURE BARAINS!

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

ROCKERS
CHAIRS
ARM CHAIRS
PEDESTALS
TABLES
DESKS

COUCHES
SIDEBOARDS
HALL STANDS
WARDROBES
LOUNGES
BOOK CASES

BRASS BEDSTEADS
CHINA CABINETS
PARLOR SUITES
EASY CHAIRS
DRESSING TABLES
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.

Telegram Ads Pay