

## Newest Fall & Winter Styles Ladies' Coats, Furs, Costumes

ON DISPLAY COMMENCING TO-MORROW MORNING.  
An authentic display of models which interpret the style tendencies of the foremost American and Parisian designers for the approaching season. Discriminating patrons will find this an opportune occasion to make selections for the Fall wardrobe.

Many are the advantages to be derived in making early selections from these

### New Fall Models in Women's Coats.

The duplication of such fashionable, excellent quality Coats will hardly be possible later in the season at prices which these are marked. They are the best values that it has been our pleasure to offer for some time. Come and see for yourself. Prices are

**\$24.50 to \$103.00**

## AUTUMN STYLE EXHIBIT



**Bishop, Sons & Co., Ltd., St. John's.**

## NEW FURS

IN ABUNDANCE.  
All types, all pelts, all styles, moderate prices. Altogether New Furs for women to wear NOW and LATER.  
See this interesting collection now, as we are sure they will sell quickly, which means disappointment for those who delay.

### A Truly Wonderful Collection of WOMEN'S COSTUMES, \$24.00 to \$96.00

Straight and slim in their unassuming simplicity, yet so irreproachably smart that even the most critical taste can find no fault. Developed in very fine materials in a wealth of styles, silk lined and interlined at our request especially for this climate. Unusually good values.



## GUNS! CARTRIDGES!

We have a full supply of  
RIFLES, SINGLE and DOUBLE BARREL B. L. GUNS.  
CARTRIDGES of all kinds and calibres.  
CARTRIDGE SHELLS, RE-LOADING SETS,  
RE-CAPPERS, WAD CUTTERS, ETC., ETC.,  
to meet all requirements for the shooting season, at

**Ayre & Sons, Ltd.,**  
Hardware Department.

I have never seen performed even on the stage. It sounds almost incredibly wonderful.

### How Many Different Persons Are You?

Our Medical Correspondent Says Every Man's Multitude.

Recent discoveries would appear to point to the conclusion that each one of us is made up of quite a number of distinct personalities.

You and I are by no means so simple or so single-minded as we have hitherto imagined. If two is company and three a crowd, then each of us is a multitude.

You who are reading these lines, for example, are only one of several other personalities of which you are for the time being the boss. The other fellows who are partners in the firm in which you are at the moment the most active member probably have something other to do than read, and are either asleep or otherwise engaged.

So long as you continue strong and determined in your decision to go on reading, your other partners will continue to attend to their own private affairs; but the moment you become weak and irresolute, and drop the paper, one or other of your many partners will immediately get busy, and a conflict will arise amongst them as to which of them is going to "boss the show."

In colloquial language these numerous partners "have a row" both with you and each other. The normal harmonious co-operation of the various members of the firm is interrupted. One of these rebellious subordinates may continue his defiant career indefinitely, and become a serious rival to yourself.

To make the relation of yourself to these other personalities clearer, you can liken yourself to the officer commanding an army headquarters, who receives reports from heads of departments, and achieves his results by having his orders executed through them without being actually or personally conscious of the carrying out of these orders.

Each of these different "selves" of yours is, of course, conscious of its own existence and of what it feels, thinks, and does. You are yourself not conscious of all these separate feelings, thoughts, and actions. But what you are conscious or aware of is the essence of all these things. In other words, these subordinate selves tell you what it is most necessary for you to know. You make decisions, or choose what action you want to take. You issue a general order; but you often remain, for the most part, unaware of the actual details of the execution of that order.

Plato's well-known description of the soul as "a charioteer controlling, with more or less success, a team of powerful, unruly creatures—the passions" has been long regarded as a figure of speech; it may now be considered as literally true. It is quite likely that each of the great driving instincts of humanity—self-preservation, nutrition, reproduction—is a special function of one of these subordinate and often unruly selves.

Characters That Change Places. From a consideration of the foregoing we can understand how it is that a man or woman of strongly-marked individuality may, as a result of some severe shock, become a different person altogether, with characteristics quite different from those of the original self, and without any memory of the old self. At varying intervals these two selves may change places over and over again. There are on record large numbers of cases in which such apparent spiritual changes have taken place.

The explanation is that the formerly dominant self has, as a result of the mental shock, been submerged, while one of the subordinate selves has for the time being taken command, and is running the human creature in its own way.—E.R.

Minard's Liniment Cures Diphtheria.

## Ask Your Grocer For 'INGERSOLL' Cream CHEESE

Spreads like Butter.

Distributors for Newfoundland,

**P. F. FEARN & CO., Ltd.**

200 Water Street, Wholesale Grocers and Confectioners

## FEED

- We have for immediate delivery:
- 600 Sacks Yellow Corn Meal,
  - 500 Sacks Gluten Meal,
  - 500 Sacks Cattle Feed,
  - 200 Sacks Climax Dairy Meal,
  - 500 Sacks Job's Fish Meal.

This is a good opportunity to secure a stock of feed at an attractive price.

**JOB'S STORES, Limited**  
AGENTS.

### When the Moon is Full.

It's Light is Beaten by a Candle!

You may think that the full moon has a lot of light. Yet if you try to read by it you will soon see how feeble that light is. By actual test it is only equal to one quarter of the light of a wax candle placed at a distance of a yard away.

The moon is small compared with the earth. Its area is almost exactly that of the whole of North and South America.

Have you ever noticed that the moon sometimes shines with a sort of greenish yellow light instead of its usual ash-coloured tone? This happens only when it is passing over our Western hemisphere, and is supposed to be due to green light reflected from the vast forests of South America.

The moon's mountains are not only far more numerous than those of the earth, but also very much larger in proportion to its size. "Dorfil," the tallest moon mountain which has been accurately measured, has a height of 23,174 feet, and is, therefore, 1-492nd part of the moon's diameter. Everest, the earth's highest mountain, which is not quite 30,000 feet, is only 1-1440th part of the earth's diameter, and shown on a globe a yard in diameter would be scarcely perceptible.

Some of the moon's craters are 150 miles across, and as much as 18,000 feet deep.

All over the moon may be seen broad white rays extending out from circular plains. There are hundreds of these, and some are many hundreds of miles in length. These rays are always extraordinarily bright, but the source of their brightness is a mystery which has so far proved beyond explanation by any astronomer.

Minard's Liniment Cures Dandruff.

### A Leap Over

the Handlebar.

Mr. R. J. Mecredy, the Irish champion, tells a story of how he was once descending the worst pass in Kerry, riding tandem with a friend, when his wife on a single bicycle lost control and ran past him.

He tells us that he jumped over the handlebar of the tandem, ran after the uncontrolled rider, grasped her by the back of her blouse and pulled her up safely. The tandem, of course, crashed.

This trick of leaping the bar is one

### OVER-EATING

is the root of nearly all digestive evils. If your digestion is weak or out of kilter, better eat less and use

**KI-MOIDS**  
the new aid to better digestion. Pleasant to take—effective. Let KI-moids help straighten out your digestive troubles.

MADE BY SCOTT & BOWNE  
MAKERS OF SCOTT'S EMULSION

Minard's Liniment Cures Diphtheria.

Please ask us for price of---

## CEMENT

In sacks of about 90 pounds.

**Colin Campbell, Limited,**

'PHONE 434.

### Painted in Five Minutes.

While great painters have spent weeks—perhaps months—on a simple study, a young artist is turning out delightful views of the sea and country in five minutes.

Impossible as this sounds it is a fact, and the artist in question is Mr. Albert

Cronshaw, of Manchester.

It was an extremely dull day, with dark clouds overhead, when a crowd of holiday-makers stopped to watch a smart-looking man, mounted on a platform, transforming a plain piece of canvas into a marvellous scene of beauty. Everyone forgot the dark, gloomy atmosphere as they were transported, first, to a beautiful spot in North Wales, and then to a picturesque castle. And it was all done in ten minutes.

They were pictures to be proud of, too, painted with taste and an eye to the artistic. As fast as they were painted they were sold to the admiring audience.

There is no doubt that there will be a great demand for "rapid" artists in the near future, when we get some of those promised houses built, and undoubtedly the economical housewife will be on the look-out for good, cheap pictures to beautify the walls of her domain. She need search no farther than the travelling artist, who will complete a picture in five minutes and

charge less for it than almost any art-dealer.

Here, too, is an opportunity for discharged soldiers who are artistically inclined. In a neat little hand issued by the travelling painter, will find all the business-like methods explained clearly and simply. It is really useful short cut to rapid painting.

St. Joseph, Lewis, July 14, 1910  
Minard's Liniment Co., Limited.  
Gentlemen,—I was badly kicked my horse last May, after using several preparations on my leg nothing would do. My leg was as black as jet was laid up in bed for a fortnight could not walk. After using the bottles of your MINARD'S LINIMENT I was as well as ever, so that I can start on the road.

JOS. DUBÉ  
Commercial Traveller

Just arrived for Stafford's, thousand bottles of Bristol's Tasteless Cod Liver Oil. Price \$1.20 bottle. Postage 20c. ea

