

Important Notice

in connection with
"OUR OWN" BREAD

—Our customers will please note, that on and after September 22nd, each Loaf of Bread delivered from our Bakery will be tagged

'Our Own'

"THE SIGN OF GOOD BREAD"

—In every slice of every loaf you find an extra relish—a flavour all its own—wholesome and nutritious.

DON'T ask for a Loaf. Say a Loaf of Bread with the tag of Quality!

The East End Baking Co.

(OUR OWN BAKERS).

sept.20.6

SIDE TALKS.

By Ruth Cameron.

A STRANGE REWARD.



If people are thoughtful and forbearing and do you reward them by not taking advantage of their unselfishness.

Or do you punish them by putting on their shoulders not only their share of any burden but the share which someone else ought to carry?

If you have a child who is quick and helpful do you find yourself giving him more than his share of the work because he will accept it so pleasantly, and letting off those who are more inclined to be lazy?

If you have a helper in the home or the office who is unusually willing do you find yourself taking unfair advantage of that willingness?

Is It Paying Fair?

It's awfully hard not to, of course. But if you like and admire that spirit of helpfulness and generous service, you are hardly playing fair in taking advantage of it.

Two dear old ladies of my acquaintance keep house together. The younger is a widow with four children. She enjoys living with her sister and means to live that way as long as the latter lives, but if she dies she will have to make other plans. She was asked one day what she would do then and she said: "Well, I think I'd go and spend the night with James and his wife, and then I'd spend a week with Jane, and a month with Gertrude, if she wasn't at some convention somewhere and then I'd go and spend the rest of my days with Ruth."

It Might Cause Friction.

That was a well deserved tribute to Ruth's unselfishness and kindly way of making her mother welcome, but I wondered if the mother had never thought of the other side of it. Ruth loves her, and loves to have her mother with her, but as with the other two daughters, there is a husband to be considered. He, too, is very fond of his mother-in-law, but I think he might well feel that it would be fair if the other children did their share. And I don't need to tell anyone how much friction a feeling can cause. Unquestionably the mother is most fond of Ruth as she has good reason to be, but would that really be the way to show it?

The Line of Least Resistance.

Again I know of a father who refused to accept any help from one of his sons, because he felt the son's wife was resentful. "I'd rather go without than take from Dick while his wife feels that way," he said. Of course he couldn't go without, and it meant that the other son and daughter-in-law who were willing and generous, gave a little more. They were willing to do it and glad that they could but

The "KODAK" Store

Sells You Quality and Gives You Speed FREE

Do you get the very best results from your Snapshots all the time? You do if you let the KODAK STORE develop and print them for you, because so exceptionally up-to-the-minute are their printing and developing methods and equipment, so efficient are their assistants (you see they handle far more films than any one else in the city, and they're developing and printing only, all the time) that while they can, and do, give you a 24-hour service, no detail of quality is lacking. Every print from every negative is accurately and perfectly finished. When the KODAK STORE develops your prints it does not sacrifice quality for speed, it combines the two, and gives you—perfection.

TOOTON'S, The "Kodak" Store

it didn't seem to me like a fair way of rewarding their willingness. Of course it's the natural human tendency to follow the line of least resistance in every direction. But sometimes when we stop and think it over we see that it is leading us into injustice, and if we care about justice we take a right about turn.

The Screens Most Magnificent Triumph

INITIAL SHOWING OF "THE WHITE SISTER" TO-NIGHT.

"The White Sister," the tremendous photoplay which played for \$2.20 admission in the big American theatres, gets its premiere at the Nickel Theatre to-night.

Another great picture has been added to the honor roll of the screen. That it is a worthy adaptation of a famous story is one of the titles in favor of "The White Sister."

Lillian Gish makes an appealing figure as the wistful heroine of the great story of F. Marion Crawford. Supporting her is a long list of exceptional players, notable among these being Gail Kane in the role of the wicked sister.

Then there are Ronald Colman as Captain Severi, the lover; J. Barney Sherry as Monsignor Saracinesca, a reverent and forceful interpretation; and Giuseppe Pavori as the archbishop, whose sincerity will lead many momentarily to believe the functionary really is a high priest of the church.

The palatial quality of the natural settings impresses from the first. There are frequent glimpses direct and indirect of towering and menacing Vesuvius.

Then in the eruption phase there are closeups of boiling lava, some of these in color. They are vivid and for some may approach the terrifying.

There are tense scenes aplenty, the subject tightly holding the interest from the beginning to the end.

One of the more dramatic of these is the preparation of Angela, believing her lover dead, for taking the final vows, while off in Africa, Severi, two years a prisoner of the desert men, lays plans to escape.

There are alternate shots of the progress on each side of this tragically divided couple, the retardance being so planned as greatly to heighten the suspense.

The drama still further is accentuated as the lover returns and suddenly is confronted by Angela in the robe of a nun. His desperate fighting with the monsignor and pleading with Angela are in vain.

The portrayal of the Vesuvius outbreak and the succeeding gale and storm and the panic of the inhabitants are most vivid.

Highly Recommended

When any product is highly recommended by its users, that product must have merit. Pearlina the great washing Powder has been recommended by thousands of women for many years past. To-day, whenever women see Pearlina, they greet it like an old friend, for they know what Pearlina is. They know that no washing Powder is better than Pearlina that it is economical and easy to use, and that it does not injure the most delicate garment. Pearlina is now obtainable at most grocery stores for ten cents a package. Every home should have Pearlina, for it saves time and money. sept.22.1f

Ignorance and Disease

London Times: The acquisition of knowledge has always been followed by the repulse of disease. In the absence of knowledge disease invariably remains master of the situation. In other words, our health is in our own hands. Given the men and the means, there is probably no secret which cannot be read. In the past the world has been content to leave its safety to a few pioneers, ill-equipped and often vexed by many disadvantages; and for its carelessness it has paid the penalty. . . . It is not enough to spread knowledge among professional men; the public must share it, since, in the last issue, every citizen is a soldier in the army of health. The menace of public ignorance has recently been illustrated by the appalling epidemics which swept over Russia after the Bolsheviks had murdered the medical men in that unhappy country.

To Light London

Plans for illuminating the west and west-central districts of London, (an area of thirty-six square miles) with enormous floodlights placed on nine towers, five hundred feet high and a mile and a half apart, have been presented to the British Institute of public lighting engineers. These brilliant lamps are intended to replace existing installations and are expected to provide a moonlight glow, free from glare and devoid of deep shadows. Promoters of the scheme maintain that it would effect a considerable saving over the present cost of about two million dollars a year to light the inner area of the city along its twenty-two hundred miles of streets.

Just Folks.

By EDGAR GUEST.

ON THE BEACH.

Women young and women pretty, Leading beauties from the city, Dainty damsels, blonde, brunette, Daughters of the upper set; Laughing eyes and silver voices, Yet not difficult the choice is. One there is who's lovelier far Than these radiant beauties are.

Some say this: The maid in pink! Some the one in scarlet think Fairest of that lovely throng. But I hold that these are wrong; Passes now a matron striking. Type that suits some people's liking. But one fairer far than she Many a watcher failed to see.

There upon the sand that day Youth and beauty met to play; Grant them all at the beginning To be free from cruel stinging, Free from malice and deception, Still there is, without exception, One who sits where sunbeams fall, Who is lovelier than all.

Maids and matrons flash your charms! Show your lovely necks and arms; Touch with paint your lips and faces, Wear your costly silks and laces. But enraptured still I gaze there At a little child who plays there; Radiant, lovely, though you may be—More exquisite is that baby.

Famous Recipes for Home Cooking

MOTHER'S TEA CAKE.

(Old-fashioned tea cake—light, fluffy, easy to make. Tempting little squares for afternoon tea.)

½ cupful Crisco, scant.
1 cupful sugar.
2 eggs.
salt.

½ cupful milk.
1½ cupful flour.
1 teaspoonful baking powder vanilla.

Cream Crisco, salt and sugar together. Add eggs well beaten, milk, flour and baking powder, sifted together. Beat well. Bake in well Criscoed shallow pan. Cut in squares and serve warm. Cover with any icing desired. Chocolate is good.

Auto Hits Him Three Times in Rapid Succession

BELLEFONTAINE, Ohio, Aug. 30.—William Schrader is in a hospital as a result of being hit three times in rapid succession by the same automobile.

Schrader stepped in front of an automobile driven by Edward Campbell and was knocked down. Excited by what he had done, Campbell threw the car into reverse and backed over Schrader again.

Then, his mind still in a whirl, the driver jerked his car plunged forward, striking the luckless Schrader a third time.

Baby Stolen by Runaway Bear is Found Safe

WHITEVILLE, N.C., Aug. 30.—Elizabeth Strickland, one-year-old daughter of Mr. and Mrs. Shepperd Strickland, is safe at her home, after having been carried nearly a mile by a bear and left unharmed in a ditch.

The bear carried the baby away while she was playing with her four-year-old brother, Eddie. The bear is believed to have escaped from a carnival here.

Marchioness as Director of Spa

STRATHPEFER IS ABOUT 20 MILES FROM INVERNESS, SCOTLAND. The beautiful Marchioness of Carisbrooke, whose husband is a cousin of King George, has become a director of Strathpefer Spa, which is about twenty miles out of Inverness and nearly 600 miles from London.

In becoming an hotel director, the marchioness is only following the precedent of the marquess, who after his war service in the Grenadier Guards went into the City as a director in the shipping firm of Lamport and Holt.

The marquess, when the marchioness was still Lady Irene Denison (only daughter of the Earl and Countess of Londesborough), was known as Prince Alexander of Battenberg. Just before their war-time marriage in the Chapel Royal the prince's surname was changed to Mountbatten, and the marquessate of Carisbrooke was conferred on him.

Sprains!

Avoid further pain and stiffness by rubbing with Minard's. It kills inflammation, soothes and heals.

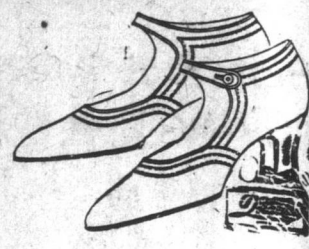
MINARD'S
"KING OF PAIN"
LINIMENT

PARKER & MONROE, Ltd.

The Shoe Men.



Just What You Want is Featured in this Shoe Buying Opportunity



Every pair of Shoes mentioned represents sound value, taken from our regular Summer and Autumn stocks. Come, and take early advantage of these special offerings

STRICTEST ATTENTION GIVEN TO MAIL ORDERS.

Ladies' Lace Shoes

Ladies' Black Kid Oxfords, medium heels, wide fitting, "real value"; 3 to 6.

\$2.50, \$2.75, \$3.00
\$3.25, \$3.50

Ladies' Patent Leather Oxfords

Ladies' Patent Leather Walking Shoes, with low rubber heels; a very stylish model; 3 to 6. Special

\$3.00

Ladies' Brown Lace Shoes

Women's Mahogany colored Lace Shoes, stylish lasts, fitted with rubber heels. These Shoes will give excellent wear; sizes 3 to 6. Special

\$2.50, \$3.00, \$3.30
\$3.50, \$3.75

Child's & Misses' Boots

Child's Black Kid Boots, strong leather soles and heels.

Sizes 6 to 10 \$2.30

Sizes 11 to 2 \$2.50

Children's Box Calf Boots

The real School Boot able to stand hard knocks.

Sizes 6 to 10 \$2.50

Sizes 11 to 2 \$2.85

Children's Dark Brown Boots

High cut for Fall wear.

Sizes 8½ to 11 \$2.25

Sizes 11½ to 2 \$2.50

Children's Mahogany Calf Boots

Our Own Make. Solid leather soles and heels, rubber heels attached; Blucher style.

Sizes 6 to 10 \$2.85

Sizes 11 to 2 \$3.30

195 Water Street East PARKER & MONROE Ltd.

sept.22.1f

THE SHOE MEN.

361 & 363 Water Street WEST.

Household Notes

Garnish a hot fish platter with broiled slices of bacon.

Serve a tart-flavored ice with, or after, the heavy dinner.

Store your rooty winter vegetables in a clean, dry place.

Flavor pie crust with a little grated orange or lemon peel.

If you prefer mayonnaise dressing very bland, use no mustard.

Fry squares or rounds of bread, and heap with creamed spinach.

Try adding a few finely-chopped dates to orange ice before freezing.

Sliced oranges, canned pears and shredded coconut make a dainty dessert.

Line your garbage pail with old newspapers and it will be easier to clean.

Season cornmeal mush with sage, fry in bacon fat, and serve with crisp bacon.

Pour jelly into glasses before it starts to congeal, or it will look cloudy.

A few thinly sliced, sautéed mushrooms are a delightful addition to an omelet.

Embroidery looks best when it is pressed on the wrong side, over a thick pad.

"Tiny roses" radishes and strips of pimento make a nice garnish for egg salad.

An egg salad garnished with mustard pickle is nice served with baked ham.

Jam generally has the best texture when made with as little water as possible.

Slices of pickled beets, olives and pickles make pleasing garnishes for potato salad.

Sugar Adds to Flower's Beauty

Sugar solutions of varying strengths are being used by a French florist in preserving cut blooms. Practically all well-known flowers except lilies, sweet peas and lilies, are said to be susceptible to the treatment, although the former, it is claimed, will respond to it by improving in time and living longer if a trace of manganese sulphate is added to a twelve-per-cent solution. Carnations are declared to last twice as

long with fifteen per cent. sugar, while roses require only half that amount.

The most beautiful skin needs the protection of pure soap. For simple cleanliness is the basis of all beauty.

Ivory Soap cleanses perfectly and its natural fragrance is delightfully pleasing—adv.t.f.

WHO WILL GET YOUR LIFE INSURANCE MONEY.

Statistics prove that 90 per cent. of Cash Estates of \$5,000.00 and upwards are lost in seven years.

65 per cent. of Widows lose their all in five years. A widow generally has no experience in making investments, and is liable—through bad advice to dissipate her whole capital.

Make Your Life Insurance Payable to The Eastern Trust Co.

In Trust for your wife and children. This will assure them of a permanent income from these funds.

DO IT NOW.

The Eastern Trust Co., Head Office Halifax, Nova Scotia. Nfld. Branch Pitts' Building, St. John's.

may.11.th.1f

J. J. STRANG, LADIES' & GENTS' TAILOR, Corner Water & Prescott Sts., apt.7, eod.1f

MINARD'S LINIMENT RELIEVES RHEUMATISM.

Long rolls can be hollowed lined with lettuce, and filled with shrimp salad.

When making a large quantity of coffee, use one pound to eleven quarts of water.

The most beautiful skin needs the protection of pure soap. For simple cleanliness is the basis of all beauty.

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WILLS should be kept in a Safe Place

A WILL should be kept in a place where it will be easily found on the death of the Testator, yet where it will not be subject to the hazard of destruction by fire or by agencies interested in its disappearance.

THE MONTREAL TRUST COMPANY will hold in safekeeping, free of charge, all wills appointing it as Executor. Access can be had as frequently as desired.

MONTREAL TRUST COMPANY

ROYAL BANK BUILDING

St. Herbert S. Holt, President

A. J. Brown, K.C., Vice-Pres.

F. G. Donaldson, Gen'l Manager

F. T. Palfrey, Mgr. St. John's

may.11.th.1f

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