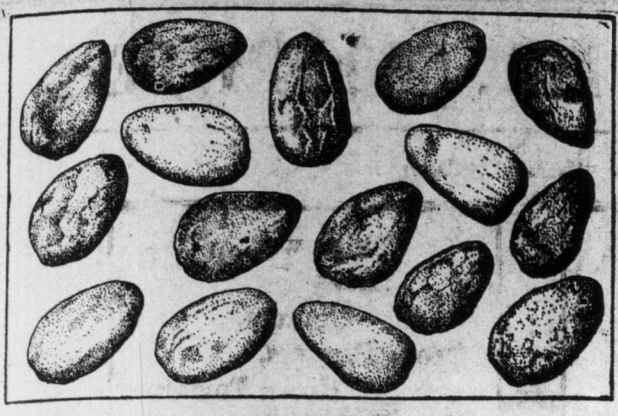


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These are cocoa beans.
They look much alike.
But they are quite different—in cost and in flavor.

The cocoa beans that meet the Lowney standard are rare and expensive.

There is a large sale, however, for cocoa beans of a much lower quality.

They, too, are used to make cocoa.
It is plain, therefore, that a large share of the cocoa on the market must be of a grade distinctly inferior to Lowney's, which is produced from the very finest cocoa beans.

Many a housekeeper has the wrong impression of cocoa flavor through using cocoa made from inferior beans. Some housekeepers may be satisfied with this ordinary cocoa, which really is not at all bad.

But cocoa lovers who wish the finest possible cocoa flavor owe it to themselves to try Lowney's. Cocoa, at its best, is a perfectly delicious and a thoroughly wholesome beverage. In Lowney's you simply get cocoa at its very best—produced at a factory (in Montreal) which is a model of neatness.

Sold at grocers. In tins—10c to 50c sizes.

LOWNEY'S COCOA
The Best Way to Make Cocoa
Mix two even tablespoons of cocoa with two of sugar. Add 1/2 tablespoonful 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

One Kind of Slavery.

BY RUTH CAMERON.



Do you exist for your house or does your house exist for you?
The other day I went to call on a woman who had just moved into a beautiful new house. She has been planning and working for the change many years and it is indeed a handsome building.

But I do not have any trouble to keep from breaking the tenth commandment in my thoughts of her.

Indeed no. On the contrary I am sorry for her.

For she is so obsessed by her worship of that house that she exists to serve it instead of subserving it to her pleasure and comfort, and making a real home of it.

Let me give you a few illustrations. The bathroom in her new house—I refuse to call it a home—is exquisite. It is all white and blue and the fixtures are copper. Now to keep these fixtures bright, their owner says, takes her exactly one hour and a half three times a week. And yet my friend said regretfully, "Some lovely people called on me when we first came but I simply haven't had time to return their call."

Again, there is a brand new gas range in the kitchen. It has every convenience of attachment that modern ingenuity can devise and it was absolutely spotless. My friend is a notable housekeeper but the immaculateness of this was wonderful even for her and I said so. "Well, you see," she explained, "I hardly use it at all because I hate to get it mused up. I have my old range down cellar and I do most of my cooking there." And yet my hostess told me she didn't know when she had been so tired as this fall. She thought it was the bad weather.

It was a very warm day when I called, and yet not a window in any of the chambers was open. "We haven't had the windows open any more than we could possibly help this summer," she explained. "You know that lets in the dust and this white woodwork soils so easily."

It is a good thing to have beautiful possessions but it is not a good thing to be possessed by them.

Perhaps you think I have been telling of an exaggerated case. An extreme case, I grant you, but not an exaggerated one, for every word is true.

Houses are meant for homes, not fetishes. They are meant to live in, not to be enslaved by. Few women make such slaves of themselves as this one, but many in greater or less degree put the home above those who live in it.

Do you?
Ruth Cameron

FOR THE WOMAN WHO THINKS AND FEELS.

Some women complain that they periodically suffer from dull and heavy feelings, or dizziness in the head, nervousness, pain and bearing-down feelings which should not occur to the normal healthy woman. But most every woman is subject to these pains at some time in her life, due to abnormal conditions in life, such as corsets, over-taxed strength, bad air, poor or improper food, wet feet, sluggish liver, etc. A regulator and female tonic made from native medicinal roots with pure glycerin, and without the use of alcohol, called

DR. PIERCE'S FAVORITE PRESCRIPTION,
has proven its value in thousands of cases, like the following:

Mrs. DONA M. MARTIN, of Auburn, Neb., Route 1, Box 84, says: "I thought I would write you in regard to what your medicines have done for me. I have used them for many years for female troubles and general weakness with the very best result, and they have saved me hundreds of dollars in 'doctor's bills.' I buy the 'Favorite Prescription' and 'Golden Medical Discovery' and take them together. I never was disappointed in your remedies and take pleasure in recommending them to any suffering lady. I am now almost fifty years old; at forty-five I took your medicines, both kinds, and I passed that period very easily and left me fat and healthy. I feel like a young girl."

If any lady cares to write me, I will gladly tell her more about the good work of your medicines.

DR. PIERCE'S GREAT FAMILY DOCTOR BOOK, The People's Common Sense Medical Adviser, newly revised up-to-date edition—of 1008 pages, answers hosts of delicate questions which every woman, single or married, ought to know. Sent free in cloth binding to any address on receipt of 52 one-cent stamps, to cover cost of wrapping and mailing only.

The World's Most Famous Detective.

The world's most famous detective is about to retire in the person of Superintendent Frank Frost who for six years has been at the head of the Criminal Investigation Department at Scotland Yard.

Physically, he is unlike the general idea of a detective as could be, being chubby of face and innocent in expression. His twinkling blue eyes help to give him the appearance of a benevolent uncle. He is not only the most famous, but also the most popular policeman in the world. Even hardened criminals refer to him as "Frankie."

He is tremendously powerful in physique, and is one of the few men who can tear a pack of cards in two. He can bend a sixpence between his fingers, and to his amazing strength, he has often owed his life. On one occasion he dragged out of an anarchist den two men who he badly wanted, gripping the coat-collars of the two in his left hand and keeping off two other men with his right fist.

He has had so many narrow escapes from death as any hero in a penny dreadful. On one occasion an armed criminal, whom Frost had been tracking down, told him that when he had seen him, some days before, the great detective behind him in the street, he had stopped in a doorway determined to blow the detective's brains out, and then his own. But the detective chanced to turn up a side street.

As an example as Superintendent Frost's shrewdness, the story is told of how he went to clear up the mystery of the death of a man who was found head downwards in a water-butt.

Murder was suspected but Frost declared at once there had been no murder, and that the man had merely overbalanced.

"Impossible!" a colleague exclaimed, and got up beside the butt and leant over. In a flash his boots were pointing towards the sky. If he had been alone the butt would have had its second victim.

Dogs And Doors.
Few of the contemporaries of James McNeill Whistler cared to match their wit against his, for the artist's sharp tongue was almost as famous as his paintings. Yet there is one such encounter recorded in J. J. Conway's "Footprints of Famous Americans in Paris," in which the honors must be awarded to Whistler's adversary.

Whistler was at the height of his artistic fame, when a French poet of which he was very fond, became ill. The artist immediately called in Sir Morell Mackenzie, the famous throat specialist. The renowned physician was not much pleased at being invited to diagnose the illness of a dog. However, he held his peace, prescribed, pocketed his fee, and drove away. The next day he sent an urgent message to Whistler, asking him to call quickly.

On his arrival, Sir Morell gravely ushered him in, and said, without a smile, "How do you do, Mr. Whistler? I wanted to see about having my front door painted?"

The man who, when he is run over, refuses to sit down in a public place and exhibit his bruises, generally is entitled to more credit than he gets.

New Arrivals!

To arrive per s.s. Florizel and Mongolian this week:

- 100 brls. Turnips.
- Also good stock Local Turnips.
- 50 brls. Potatoes (White and Blues).
- 15 brls. Green Cabbage.
- 50 kegs Heavy Green Grapes.
- 20 1/2 brls. Choice Pears.
- 25 cases Silverpeel Onions.
- 10 bags Canadian Red Onions.
- 10 brls. Jamaica Oranges.
- Cheap prices this week.
- 150 brls. Apples, assorted.
- Special to housekeepers, 50 brls. at \$2.75.
- 100 cases Boyer's Extra Tomatoes.
- 20 cases Standard Pears.
- 20 cases Standard Peaches.
- New Pack.
- Corn, String Beans, Green Peas, Baked Beans.
- 2 boxes Quince, special for jelly.

SOPER & MOORE

\$2,500 a Year a Nine Year's Old.

There is a bright field for clever children in the cinema film world, and the child actors employed by the big American companies draw remarkable salaries.

The little actress Gladys who recently played for the Biograph Company received \$50 a week for her services. As she is only nine years old her amount is a large one.

Most companies employ two or three children and pay them well for their services. The Lubin Company have a whole nursery of kiddies, the leading actor being Buster Johnson, who is only three and a half years old. Buster has had several plays written for him, and he draws \$25 a week when working. His chief companion actors are Miss Henrietta O'Beck, aged four and a half, and Brooks McCloskey, aged 5. The two latter artists draw \$20 per week.

The Kalem Company have two remarkable child actors in their employ. The first, Adelaide Lawrence, is four years old, and her acting is truly remarkable. She has figured in several dramas, specially written to display her wonderful ability, and her appearance on the screen is always hailed with delight. She draws \$30 a week, and she is worth every cent of the money.

The other Kalem child actor is Master George Hollister, who is not yet four years old, has had some remarkable experiences, for he accompanied his mother with the Kalem Company to Egypt and Palestine, and himself played in some of the Egyptian pieces. His services are worth \$25 a week to the Kalem Company.

Electric Restorer for Men
Phosphonal restores every nerve in the body to its proper tension; restores strength and vitality. Premature decay and all nervous weakness averted at once. Phosphonal will make you a new man. Price \$3 a box, or two for \$5. Mailed to any address. The Spohn Drug Co., St. Catharines, Ont.

A Boy's Essay On Girls.
"Girls isn't good for much except for the storekeepers to sell fine garments to, an' to bring trouble on their little brothers an' other men. They have to be give up to all their lives or else, if they're little they cry; and if they're grown up they get mad at nothin' an' say they won't marry you! never, never!"

Sister Sue done Bob Layton that way an' he's the best feller I know—brings me sweets an' gives me a tanner most every time he comes if I'll go across the street and play with Jimmy Perkins two hours.

"Girls is cruel an' heartless; they wear lots of false things to make men think they are prettier than they really are, an' then they trample on 'em. When they see a nice onnerable man like Bob Layton sallin' across the see to fit for his country with a broken heart, they'll be sorry, an' so will I, an' it'll serve 'em rite."

"Girls is no good till they get to be your mother, an' then, you bet they are all rite."

IN THE YEAR 1932

How much will you have accumulated at your present rate of saving? Most men will have little or nothing saved if conditions are at all similar to those of to-day.

Every provident young man appreciates the wisdom of accumulating for his own benefit at least, and looks forward to an old age of comfort and enjoyment relieved from want and worry. And every thoughtful man endowed with manhood feels that a duty rests upon him to make some provision for others dependent upon him.

The safest, simplest and most profitable way to accomplish all this, and to be sure of a snug competency by the year 1932, is by investing in a Canada Life Endowment Policy for \$5,000 or \$10,000, according to your means and requirements. The policy can be bought on easy instalments and facilities are provided to assist in carrying and enjoying the insurance.

Send in your name and age and let us submit to you a good proposition.

Canada Life Assurance Co.
C. A. C. BRUCE, Manager. St. John's.

How to Get 6.66 to 7.60 p.c. On Your Money

The tendency of the times is towards investments yielding a higher interest return. Preferred Stocks are much in favor by such investors. We own and offer for sale, in lots to suit purchasers, blocks of the undermentioned preferred stocks:

- Stanfield's Limited 7 p.c. Preferred.
- Nova Scotia Car Works First Preferred.
- Nova Scotia Clay Preferred.
- North Atlantic Fisheries Preferred.
- Hewson Pure Wool Textiles Preferred.

A Common Stock bonus is given with the last two mentioned. Price and full particulars will be given upon application.

F. B. McCURDY & CO.,
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C. A. C. BRUCE, Manager,
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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.

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New Fancy Work Fluffe

A new and altogether novel idea in Art Needlework. It is simple to work, but gives strong, highly effective and quick results.

FINISHED WORK ON EXHIBITION.
CHARLES HUTTON,
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J. J. ST. JOHN.

New Arrivals ex s.s. Stephano.

- 50 bags TURNIPS, 98lbs. each.
- 10 boxes KIPPERS.
- 5 boxes FINNAN HADDIES.
- 30 baskets GRAPES, about 6 1/2 lbs. each.
- Green, Blue and Red, at 50c. basket.
- 50 brls. APPLES—King's.

60 doz. PANSHINE, the greatest cleanser known, at 5c. and 10c. tin.
Have you tried BON AMI, at 12c. cake.
FLOUR IS CHEAPER—GET OUR PRICES.

J. J. ST. JOHN.

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NEW CARBONATED Non-Intoxicating 'Shandy-Gaff,' DRINKING A Refreshing Tonic. Nfld. Brewery Ltd. 'Phone 575-566 P. O. Box 1154.

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ARE THE BEST IN THE WORLD FOR THE PRICE.
Remember that an Ingersoll Watch at \$1.25 is the best that \$1.25 can buy, and specially remember that it will cost you \$1.54 to import the watch we will sell you for \$1.25. We have just received a large supply in regular, medium and small sizes.

Ingersoll Reg. Nickel \$1.25	Ingersoll Eclipse Nickel \$1.50
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When ordering a Watch get one of our extra special Pure White Metal Chains, at 20, 30, 40 and 50c.
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EXTRA SPECIAL—When remittance accompanies order, Watches and Chains will be mailed free of postage and registered.

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