



Laugh and Grow Fat

is an old Axiom.

We advise the use of a Good Tonic
and we know of no better than

BRICK'S TASTELESS.

Brick's Tasteless is a wonderful nerve tonic and blood builder that we gladly recommend. If you have no appetite, and feel tired, no energy for anything, try a bottle of BRICK'S and see how quickly it will help and improve your condition.

You can purchase a bottle of this excellent tonic at nearly every store in the country.

Price **\$1.20** per bottle.

Dr. Stafford & Son

(Sole Agents for Newfoundland)
Duckworth Street and Theatre Hill.

CLINCHER BRAND

British Super Cord Tyres

BOTH STRAIGHT SIDED & BEADED EDGE.
Made by the Largest Rubber Company in the British Empire.

Call at our Office and see the quality, then compare the prices.

P. C. O'Driscoll, Ltd.

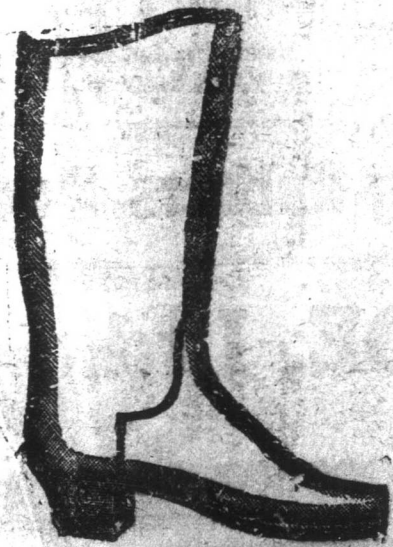
Agents, Royal Bank of Canada Building.

LEATHER!

FISHERMEN! Nothing wears better than Leather.

REMEMBER! One pair of Smallwood's Hand-made Boots will last the voyage, will outwear at least three pairs of the best rubber boots on the market to-day, besides giving you that comfort which only a Leather Boot can do.

SMALLWOOD'S! Smallwood's BOOTS are made out of all solid Leather!



Lower Prices on Hand-made BOOTS

Tongue Boots, Wellington Boots, High and Low 1/4 Boots; Men's, Boys and Youths' solid Leather Laced Boots.

Mail Orders receive prompt attention.

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THE HOME OF GOOD SHOES
218 Water Street, St. John's.

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BRITISH GOODS BOUGHT BY NEWFOUNDLAND CAPITAL.

Our aim and ideals are Empire to the last ditch, and with this ideal our buyer proceeded to Great Britain and there bought for cash various

MANUFACTURERS' SURPLUS.

We want to hustle up business, and have gone through our stocks and selected

Unusual Values in Every Department.

Every item represents this year's purchase; we clear our stock every three months. Our profits are smaller than ever, because our policy is

Smaller Profits With More Sales

with the corresponding advantage to the customer.

Visit the Bon Marche whenever you can, and the assistants there will welcome you.

Bon Marche
WATER STREET ST. JOHN'S

LIPTON'S GROCERIES

— AT —

The Royal Stores, Ltd.

Lipton's Superior English Biscuits

These Biscuits are a great favorite! Good quality at a Lower Price!

LIPTON'S DELICIOUS TABLE JELLIES

with their beautiful fresh, fruity flavourings. A Lipton Jelly Tablet will make a Dessert in which you can always take pride. Quality always tells. Once you have used Lipton's Jellies, you will always use them. We have all the leading flavours.

LIPTON'S COFFEE ESSENCE

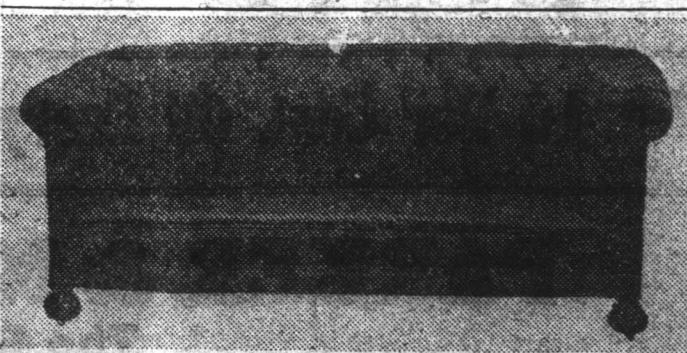
The Coffee Essence that most closely approaches Freshly Ground Coffee. Made with boiling milk, it is delicious.

LIPTON'S GRAVY BROWNING

in two sizes of Bottles. All cooks like to have a bottle of this handy.

The Royal Stores, Ltd.

Guaranteed Products!



Buy Upholstered Furniture that stays upholstered. Don't experiment with Chesterfields and Chairs that have nothing to recommend them but attractive prices. We make all our own frames from the best selected hardwoods and insure a solid foundation to build upon. The springs are manufactured of the best oil tempered Premier Spring Wire. Nothing but the best quality of stuffing materials are used and all work is carefully inspected before it leaves our factory.

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Furniture and Mattress Factory

EST. 1860. PHONE 659

GEORGE & WALDEGRAVE STS.

June 16, 1924

New York of the Future—If

Dreaming great dreams, an enthusiast gives us "a picture of New York of the future." Its streets "lined with terraced cliffs of Gothic and Renaissance workmanship, the terraces a-bloom with flowers and shrubs and trees displaying 'colorful patches of blossoms 100, 200 or even 300 feet above the street-level.'" In a word, "the Hanging Gardens of Babylon will be translated to the uses of a generation that has devised the skyscraper." For, according to George MacAdam, who predicts all this in an article contributed to the New York Times, it "is simply a forecast of the logical product of building laws now in force, the natural development of a new New York already in process of construction." It is being constructed in strict obedience to the zoning law passed about seven years ago. As Mr. MacAdam explains:

"Briefly, a building may rise straight up from the street-line to a height determined by the width of the street upon which it faces. If the building is carried above this height, it must, from that point upward, slant back, must be kept within a line drawn from the centre of the street through the top of the wall on the street-line. Somewhat similar regulations govern the construction of the rear wall."

"The zoning law, if literally followed in the construction of a building above the prescribed height at the street-line, would mean, loosely speaking, that a pyramid be superimposed upon a cube. A pyramid is an unhandy thing to live in. It is especially unsuited for windows—unless the builder pokes out a multitude of dormers. The architects solved the problem by substituting a series of setbacks, or, let us say, a series of terraces that, as they step backward and upward, kept within the pyramidal line established by the law."

But now comes the question, "What use is to be made of those setbacks, of those series of shelves high up in the air?" Already there are theatres and hotels that have their roofs "topped by outdoor gardens, with pergolas, flower-boxes, tubbed trees. Nor must we overlook the fact that Manhattan Island has a growing bungalow colony perched upon its steel cliffs." New York will learn to utilize the new "series of shelves," we are told, and then:

"To get into an elevator on the Broadway level and within a few seconds be shot up into the altitude of a summer resort in a valley of the Catskills or Adirondacks—the air clear, fresh, full of ozone from the vast spaces of the Atlantic; the noises of city life far below, mellowed into a monotone, soothing, like the rush of a mountain brook, the surge of the ocean against the sand!"

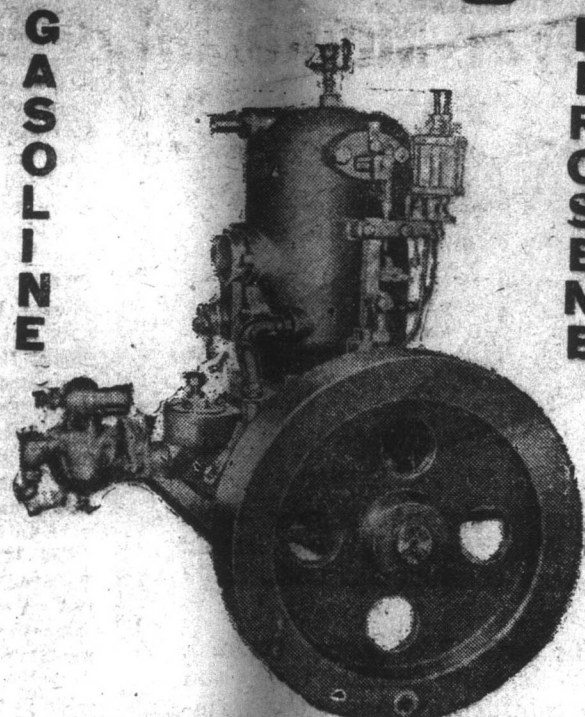
"Of swimmin' holes" of New York, found almost exclusively in Turkish baths, were always placed in the cellar until the night of modern construction made it possible to rest the great weight of the pool on any desired story. New Yorkers of the future will see the pools placed on lofty terraces, out-of-doors, where they belong."

And what a setting of greenery they will have! Says Mr. MacAdam: "The night of future steel construction will make it possible to hold aloft large beds of earth, simply deep to prevent roots freezing in winter. No temporary gardens then, no gardens to be taken indoors when the mercury drops; but the right kind of gardens that are permanent, that look as tho they belong—the same difference that exists between a wig and the natural verdure on a man's head."

"Of course there will be trees. To let them grow to maturity, to let them acquire the charm of age and permanency, it may be necessary to develop dwarfed varieties, the not nearly so small as the Japanese have developed for their two-by-four gardens. Pines, cedars, spruces, hemlocks should be the chosen trees. While they lack the glory of autumnal foliage, their evergreenness would make, in the bleak winter months, the splendor of warm color."

"Of course, all this is for the terraces of large buildings, terraces that are to be used by the public. The smaller terraces of apartment houses necessarily will be limited to private use. Here, on his aerial shelf, the flat-dweller may indulge his individual taste, may have, if such be his choice, an old-fashioned garden—trellised morning-glory, phlox, heliotrope, mignonette, sweet william, hollyhocks, neatly hedged with boxwood, within a stone's throw of Broadway."

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MARINE and STATIONARY. Two and Four Cycle—3 to 80 H.P.

Equipped for Gasoline or Kerosene.

We carry a large quantity of Engine Accessories at all times, therefore ACADIA ENGINE owners never are delayed or inconvenienced in any way for want of spare parts.

We also stock Schooners' Heaving and Hoisting Equipments and Accessories, Circular Saws, Rubber Belting, Batteries, Grease, Lubricating Oil, and Pumps of every description.

Acadia Gas Engines, Ltd.

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Modern fire-fighting apparatus is necessary during a fire,

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one of our reliable Fire Insurance Policies is necessary before, during, and AFTER a fire. Safeguard your home and savings, call and talk it over.

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INSURANCE AGENCIES.

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St. John's, N.F.

O-O

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Don't be Fooled

There's no need to be led to buy, or bake, or eat bread that is not made of pure ingredients scientifically mixed and developed and baked through and through.

A Bakery such as our ensures all these things. You needn't be fooled in using inferior bread.

We make White Wheat, Brown Bread, Raisin, French and Vienna Loaves. All exceptionally good quality.

The

East End Baking Co.

(Our own bakers)

Feb 13, 1924



Too often this is the story of property destroyed by fire. A fire insurance policy in

THE HOME INSURANCE COMPANY protects against financial loss

Represented by

A. HARVEY & CO., LTD.

Feb 23, 1924

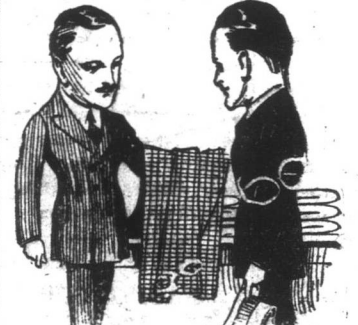
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We have received superior English made Lawn Tennis Balls. Regulation size, weight and bound, and suitable for either grass or hard courts.

Prices: 70c., 75c., 95c. each.

Bussey's world-famed Tennis Balls 70c. each.

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Good tailoring begins with the selection of exclusive, serviceable and dignified woollens and worsteds, different from the common run found in ready-made clothing stores. The cutting, fitting and workmanship follow as a matter of course—here.

J. J. STRANG,

LADIES' & GENTS' TAILOR,
Corner Water & Prescott Sts.

April 7, 1924

Rhodes Scholarship for 1925.

The election of the Rhodes Scholar for 1925 will be completed at the end of September next, when candidates must be prepared to appear before the Committee.

Applications with ten typewritten copies of certificates and recommendations and unmounted photograph not larger than 4 by 7 inches must be lodged with the undersigned not later than Saturday the fifteenth of September next.

The following are the conditions under which candidates are eligible to compete:

- They must be British subjects and unmarried.
- They or their parents must have been domiciled in the colony for five years immediately preceding the selection.
- They must have completed their second year at some recognized degree-granting University or College before going into residence at Oxford.
- They must have passed their nineteenth birthday, but not have passed their twenty-fifth birthday on October first of the year for which they are selected.

Birth certificates must be submitted.

Forms of application can be obtained from me at any time.

See, Council of Higher Education.

June 30, 1924

CARD.

Dr. M. F. Hogan,
Dentist,
142 Water Street,
over Lamb's Jewellery Store.
(Opp. Royal Stores).
Telephone 1255.

NOTICE.

We have in stock a lot of high class drill steel of various sizes, suitable for mining; also drills, gads, picks, shovels, hammers, etc., also 1 hollow steel flag pole, 49 feet long; apply to
GEORGE SNOW,
27 Springdale Street, City.

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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

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IN STOCK:
A small quantity of Coty Compact Powder, natural, only 1/2 lb. for \$1.00
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mar 17, 1924

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Feb 23, 1924