

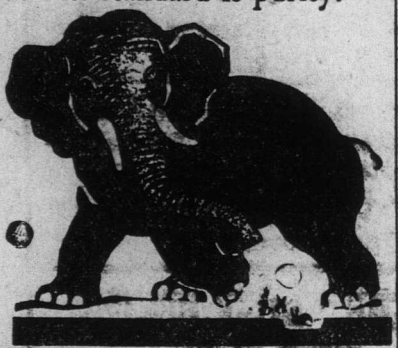
THE ELEPHANT

is the largest inhabitant of the forest in the world. This is an undisputed fact. SUNLIGHT SOAP has the largest sale of any Soap in the world. This, also, is an undisputed fact. The great value of the Elephant's waxes is well known, but far better known good housewives is the great value of

Sunlight Soap

It enjoys a well-deserved popularity. Its mission is cleanliness—its standard is purity. Increasing leisure, and reducing work it is used by delighted housewives all over the world in preference to any other.

A TRIAL WILL PROVE THIS.



THE THOUGHTS OF THEOBALD.

MOVING PICTURES.
The moving picture business, emanating from one of the most wonderful discoveries of the age, falls just where most business fall, in catering to desires which ask for excitement, novelty, and thoughtless pictures because of the money there is in doing so. We find more money and less trouble in doing things which will appeal to the lower desires of our nature, and the real struggle which all the "Uplift" organizations are engaged in is in uprooting the hardy plants of loose living which a great many people are fostering by greed of some sort—the making of money principally. There is education in some of the moving pictures, but such pictures are few. We have instead "strong dramas," "powerful climaxes," in which the heroine kills the villain with a glance and casts her eyes at the ceiling! Some children who had never been to a show before went on a recent afternoon and because of what they saw they don't want to go again. They've shown a war picture, and within it a man shooting and killing another. "Anxious other incidents that give a nasty shock to their little minds." War is horrible enough, four thousand miles away, and surely it is unnecessary to caricature it with such publicity and especially before children. Moving pictures have too often been the cause of turning a young mind to acts that have brought bad results, and the moving picture places cannot be too careful in the choice of subjects. I don't think we have a censor here but we ought to have every picture shown to a competent (not necessarily narrow) man before it is given to the public. The great majority of pictures to my mind

are trashy, and, as I intimated at first, represent a catering to the loose way most people will live if they are given the lead.

THE SEALFISHERY.

From a sealer I have heard that this year's venture was one of the most foolishly led of all. When the steamers reached Cape Freels, instead of heading north a bit they deliberately took the shore route, tackling mountainous ice and trying to do impossibilities, the result being that the steamers were thrown up on the ice as neatly as if they were on dock on shore. In this sealer's steamer there were not ten men who would have done this—they felt like throwing away their sheath knives for they knew that the "follow-the-leader" game had lost them the voyage. It may be a blessing in disguise that the seals escaped this year, but men and owners are without remuneration. It seems funny that we go on every year and continue a business that depends so much on chance. More than ever does it appear to me that the most profitable to the country and the best way to manage the sealfishery is by Government control. The Government would own and outfit certain steamers and if you like, the men would share as they do now and certainly a bigger proportion than they do now; scout ships would be sent out early in the winter to locate the seals and at the proper moment the steamers would leave St. John's and be sure of getting such quantity of seals as may be decided by the Government as is needed. The oil and skins would be owned by the Government or the whole people instead of a comparatively few men, and the revenue would offset a great

deal of the taxation we labour under to-day.

OUR ASSETS.

It is incomprehensible to me to see how the assets of our country are utilized. We are Newfoundlanders—we are born here and we feel that we have a claim on the country. We have a feeling of "home" about it and we are attached to it. But two or three find out some day that there is iron on Bell Island. They can, and they do, immediately buy it from the Government, making the rest of us aliens as far as that piece of ground is concerned. Then they sell it to a company which proceeds to literally dig wealth from it. And what do we get from it? All we get is the privilege of labouring hard to produce wealth for another country. If the People, the State, owned Bell Island, what would it mean? The expert value on iron ore is put at about \$1,300,000 so that we may safely take this as the cost of the ore delivered to the steamer and would represent at the lowest valuation what it would be worth to the Colony. As a matter of fact the Colony could sell the ore for much more than this and the profit accruing to the Treasury would be well on to the million dollar mark. This should mean that our present taxation would be less by one-third, quite an item, representing better times and more for a man's dollar. If we all shared in the same way with the wealth of forest land what a difference would come over us—how we could lighten the chain of taxation that is so heavy on our necks now. To redeem Bell Island is well-nigh beyond our resources—we remember what it cost the Colony to buy back the telegraph lines from Reid. But with our forest land on Labrador and elsewhere, it is still ours; we have parted with many of our assets (notably the "Nest Egg" of half a million lately), but let us hold the land for Newfoundlanders and if it is sold let all Newfoundlanders participate in the price.

PROHIBITION.

The selling of liquor is based on the same principles which unfortunately govern most businesses, that is, to make money. Take the profits out of the liquor business and it will disappear in a month. The business is an ugly one because you can see directly the effects of it, but the seller can ignore this with the same unconcern that a merchant does the result of his large profits on groceries, dry goods or anything else. Each impoverishes, one in a direct way, the other in a roundabout way, and the miseries of an empty purse brought about by high prices are only in degree different from the miseries brought about from liquor. But however blind we want to be to the other businesses, I believe that we ought to help along any effort that will make men better. The cause of temperance has received perhaps a setback by the arguments against the passing of Prohibition now used by the morning paper by a highly prominent temperance man. These arguments have been put in the mouths of the liquor-supporters who have willingly taken them in and used them. I do not understand a man who can see so many sides of a question. In reality there is but one side to any question, and that right side is based on moral grounds. If Prohibition will make as much change as we are often told then it is right to have it. The loss of revenue may be likened to capital which is spent on the initial cost of a business; the dividends will come and they will increase every year, and the reserve will mount up in the prosperity of the people. The million dollars that we spend every year now for liquor will be spent in other directions and the revenue will benefit in an increasing amount every year. What ever ill woman's suffering will bring it is undoubted that if women had the opportunity they would quickly do away with the saloons. The parade last Tuesday was no insignificant showing and was representative of the feeling in the city—all classes were there from the labourer's wife to the wife of the Legislative Councillor. As to the assertion in the Daily News that a Government monopoly in beer would make every clergyman, teacher and citizen a shareholder in the brewery, surely it was an inconsiderable excuse. Are we not all shareholders now in all the saloons of Water Street and elsewhere? Do we not take three hundred thousand dollars in duty on liquor? Is not this put into the same fund from which we pay Education grants, build our roads, our light-houses, pay our charities? Now we are shareholders in the sale of whiskey, rum, brandy—then we should only be shareholders in the sale of beer.

In spite of the discussion in the House of Assembly on Wednesday, we are pretty well in the same position. Although every member of the Government who spoke was willing to let the people decide the matter, yet when the amendment which embodied an opportunity for the people to vote on the question was made

Falling Hair Means Dandruff Is Active

Save your Hair! Get a 25 cent bottle of Danderine right now—Also stops itching scalp.

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scrub to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine to-night—now—any time—will surely save your hair.

Get a 25 cent bottle of Knowlton's Danderine from any drug store or toilet counter, and after the first application your hair will take on that life, lustre and luxuriance which is so beautiful. It will become wavy and fluffy and have the appearance of abundance; an incomparable gloss and softness, but what will please you most will be after just a few weeks' use, when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

not one of the Government voted for it, thus voting against the very thing they spoke in favour of and proving conclusively that it was a party vote. The Premier also refused to name a day or a session or a year when he would bring in his Bill by which an election could be held on Prohibition so that it may be next year or the year after before he does it. The amendment, giving an opportunity to hold a plebiscite this fall and in the event of Prohibition to allow till July 1916 for liquor dealers to sell out and allowing another year's duty for the exchequer, is generous enough for all parties.

CORNS Instant Relief DROP OUT

Paint on Putnam's Corn Extractor to-night, and corns feel better in the morning. Magical the way "Putnam's" eases the pain, destroys the roots, kills a corn for all time. No pain. Cure guaranteed. Get a 25c. bottle of "Putnam's" Extractor to-day.

"The Guard of Honor."

Silent and rigid—erect you stand, Unbent as the vernal rod! With hearts untired for the awful feud 'Gainst Empire and our God! You "presented arms," to the Most odious— You stood as the soldier should; With the tender cheek and the tender heart Of the boys we know! So good! You may stand erect in the Fanes afar Where feudal glory shines; But your hearts will turn to your own dear land And the love that beats and binds! You go! May the scene of each church, at home Within your memories dwell! May the fervent thought and the heartfelt prayer Prevail 'gainst shot and shell! April 22, 1915. E. C.

WOMAN WANTS TO HELP OTHERS

By Telling How Lydia E. Pinkham's Vegetable Compound Restored Her Health.

Miami, Okla.—"I had a female trouble and weakness that annoyed me continually. I tried doctors and all kinds of medicine for several years but was not cured until I took Lydia E. Pinkham's Vegetable Compound. I hope my testimonial will help other suffering women to try your wonderful medicine."—Mrs. MARY R. MILLER, Box 468, Miami, Okla.

Another Woman who has Found Health in Lydia E. Pinkham's Vegetable Compound. Lindborg, Kansas.—"Some years ago I suffered with terrible pains in my side which I thought were inflammation, also with a bearing down pain, backache, and I was at times awfully nervous. I took three bottles of Lydia E. Pinkham's Vegetable Compound and am now enjoying good health. I will be glad to recommend your medicine to any woman suffering with female trouble and you may publish this letter."—Mrs. A. L. SMITH, R. No. 3, Box 60, Lindborg, Kansas.

If you have the slightest doubt that Lydia E. Pinkham's Vegetable Compound will help you, write to Lydia E. Pinkham Medicine Co. (Incorporated) Lynn, Mass., for advice. Your letter will be opened, read and answered by a woman, and held in strict confidence.

Menu for This Week at AYRE & SONS, Ltd.

NEW YORK TURKEY. NEW YORK CHICKEN. NEW YORK BEEF. NEW YORK SAUSAGES.		FRESH HALIBUT. FINNAN HADDIE. FILETS OF FISH. PICKLED TROUT.	
TOMATOES. CELERY. LETTUCE. CUCUMBER.	ORANGES. APPLES. PEARS. BANANAS.	ORANGES. LEMONS. GRAPE FRUIT. PINEAPPLE.	POTATOES. CARROTS. PARSNIPS.
CABBAGE. TURNIPS. BEET.	IRISH BUTTER. BOILED HAM. OX TONGUE.	BACON. COOKED BEEF.	
EMPIRE TEA. HUNTLEY & PALMER'S BISCUITS.	WILBUR'S COCOA. OVALTINE. (Recommended by all Doctors.)	OUR OWN COFFEE. MOIR'S CAKES. (Plain, Sultana, Citron.)	

Ayre & Sons, Ltd.,

GROCERY DEPARTMENT.



This Week End

We Specialize on

Comfortable Hats

FOR

Matrons.

ALL CLOSE FITTING SMALL SHAPES IN 6 Different Designs, Stylishly Trimmed, each \$1.30

S. MILLEY.

The Charm of a Blouse!

The artists fancy and the makers skill are this week fully represented by the dainty conceptions and lovely designs of our

White Lawn Blouses.

Prices: 80c., 90c., \$1.00, 1.20, 1.50, 1.80 each.

Take your pick early.

A. & S. RODGER

Fine Old Gentleman Suffered 40 Years With His Kidneys

He even had Hemorrhages from the Kidneys, so you may know how bad he was. Yet today, at 67 years, Mr. Allen is able to do a good day's work or enjoy a long drive without the least pain. This is what Gin Pills did for him. They will do as much for you if you have any Kidney or Bladder Trouble.

Port Elgin, N.B. November 12th.

"I feel it my duty, for the sake of those afflicted with similar troubles, to send you these few lines about Gin Pills. I am about 67 years old and have been troubled with Kidney Trouble since I was 26 years old. This was brought on by my getting over-heated and then sitting on cold steps in a draught.



At last, I had Hemorrhages of the Kidneys. I went to three doctors and tried most everything on the market but got no relief. I got very weak, had pain and lameness in the Back; often, I had to lie down during the day and it hurt me to be on a wagon. I began to think there was no help for me. The bleeding continued for 16 months until I just happened to try Gin Pills which has now put an end to the trouble.

Now I can look back over 15 months at my relief from suffering and anxious care. I can do a lot of chores, drive all day, have no pain, although I am still taking 2 pills a week as they seem to make things easier."

JEREMIAH ALLEN

Gin Pills are sold by dealers everywhere at 80c. a box, 6 boxes for \$2.60. Trial treatment sent free on request. These pills can be had in the United States under the name "GINO" Pills.

National Drug & Chemical Co. of Canada Limited, Toronto

Gin Pills FOR THE KIDNEYS

50. ... Boot for \$2.50, \$4.00, ... had in the following ... Button, Blucher and ... Repairing, Old shoes

WEDNESDAY ... supply of ... from the ... price will be ... it is carted ... my pre-

DRESSES ... big shipment of ... CHILDREN'S ... SSES, ... effects. Our ... them to-day.

er ... VERY ... ON'S. ... ly Attractive ... ked our Goods

offee. ... ALT. ... & Co. ... dhand. ... Idg, St. John's.

LEGRAM