



## SPORTING GOODS!

CARTRIDGES—Black Powder, 10 and 12 G, BB, 1, 2, 3, 4, 5, 6, 8.

CARTRIDGES—Smokeless, 10 and 12 G, BB, 1, 2, 3, 4, 5, 6, 8.

BRASS and PAPER SHELLS, 10 and 12 G.

CARTRIDGES, 303, 30/30, 44, 45/70, 32, 22, Long and Short.

PRIMERS, CAPS, POWDER, SHOT, WADS—Felt and Cardboard.

RELOADING SETS, RE-CAPPERS, EXTRACTORS, WHISTLES.

22 C. RIFLES, BREECHLOADING GUNS, PUMP GUNS, AUTOMATIC RIFLES, 44 WINCHESTER RIFLES, REVOLVERS, ETC., ETC.

## BOWRING BROTHERS.

LIMITED

Hardware Department

### The Power of the Press.

Lord Northcliffe said strong things the other day in New York about the power of the press. First, he urged that newspaper correspondents write nothing of a provocative nature, for which writing started up resentments; second, pointed out that the press was powerful for good or ill; and, third, that it should be employed in its noblest mission—that of binding together peoples together in concord and friendship. The press is a great power. It can be employed with telling advantages; it can be used for purposes calculated to perpetuate misunderstanding and lead to war. No mission can be nobler than that of assuaging exaggerated feeling, and thus the world might come to readiness and peace and prosperity. Everywhere, in the hands of democracy, is the greatest potential power in the world to-day.

At the same time, though the press is to be read by the people in every tongue to-day the masses are but poorly instructed in political science in the general mind. The printed word speaks with authority. It says the final word. It has the look of power. Governments have used the press for their own selfish schemes. They have coaxed the public with press communications calculated to deceive. Napoleon, for years, misled the French people in his "Moniteur" which he edited himself, and in which he made the most mendacious statements from day to day and made the eyes of irreparable defeat, the most plausible claims calculated to sustain belief in the "Man of Destiny."

A free press, in a wide democracy, can do an infinitude of harm by reckless statements. It is the habit to say that the Great War was the culmination of destiny in that regard. Fate called it. It was bound to happen. We are taught that there is nothing tortuous, and that all is law but the press, accepting war as inevitable helped make it so. Even those journals which shuddered at the bare thought of war unconsciously aided in bringing to pass by dwelling upon a sombre destiny, which was inexorable, and to which the world must submit—even to the fling of our best into the flames of the Moloch of war.

It is not mere fantasy that the press, as a collective instrument could do much to abolish war. It could conduct propaganda as would revolt the general mind from the thought of war, which has been evil and nothing but evil since its first beginnings. With that thought constantly in the mind, with a dedicated service in the interests of better understanding among parate and differing peoples, with a crowning of praise for all who labored in the high service of peace and concord—it is unquestionable that war would recede from the mind—in time, at that seems remote, the immediate future is near. A free press, able, alert, giving the news, but consecrated to the public service, could be the noblest and most potent instrument in the world in the bringing in of general righteousness.—R.

We have many testimonials from Wholesalers stating that TORY BRAND CLOTHING is the most saleable line they handle. THE WHITE CLOTHING MFG. CO. LTD.—advt.

### The Reason Why—

#### CURIOUS EXPLANATIONS OF OLD CUSTOMS.

Many old customs have become so entirely a matter of habit that we seldom pause to consider why they were instituted, or what purpose they served originally.

In a vague sort of way we realize that there must have been a reason of some sort for their inception, but time has so obscured or erased it that it has become one of the things we simply and unquestioningly take for granted.



"Laugh and grow fat" is an old axiom. We advise the use of a good tonic.

#### "BRICK'S TASTELESS"

is a wonderful tonic and will certainly improve your health. The selection of a tonic is a matter of great importance, as your health depends upon it. To fight disease successfully during the changeable autumn months the system should receive a tonic up. The facts we state about Brick's Tasteless silence all criticism.

Weigh yourself the day you commence to take Brick's Tasteless, then weigh yourself two (2) weeks later and note the increase.

DE. F. STAFFORD & SON, Wholesale and Retail Chemists and Druggists, St. John's, Newfoundland. Eat Mrs. Stewart's Home-made Bread.—advt.

### MEET AND JEFF—

MET, I'VE BEEN A FOOL TO PUT MY COIN IN NEW YORK BANKS AND GET ONLY 4% INTEREST WHEN THEY'RE PAYING TEN PER CENT. IN ATLANTIC CITY!

THEY DON'T PAY THAT MUCH INTEREST ANYWHERE!

OH, THEY DON'T, EH? WELL, I KNOW THEY DO BECAUSE I LENT \$100 AT THAT RATE IN ATLANTIC CITY THIS MORNING!

IN A BANK?

NO, I MET A SNAPPY LOOKING FELLOW ON THE BOARDWALK AND HE SAID HE'D LIKE TO BORROW A HUNDRED FOR A YEAR, FOR WHICH HE'D PAY ME TEN PER CENT INTEREST. HE WAS A STRANGER TO ME—

YES—

AND I HESITATED UNTIL HE SAID HE'D PAY ME 10% INTEREST IN ADVANCE: THAT LOOKED SAFE ENOUGH SO I SLIPPED HIM 100 BERRIES AND HE PAID ME BACK \$10 FOR THE INTEREST RIGHT ON THE SPOT—

YES—

NEXT JULY I'M TO MEET HIM ON THE BOARDWALK AND GET THE PRINCIPLE! A FINANCIAL WIZARD, I CALL MYSELF!

The reason why all naval men salute the quarter-deck of every vessel they board is because a figure of the Virgin used always to be placed upon the poop as a protection against danger.

#### In The Services.

In old days officers drew their swords whilst the Creed was being repeated in church, to show that they were willing to defend their faith with their lives, but this is one of the picturesque customs which have fallen into disuse. In India the Mutiny broke out in Merut during the hours of Divine service, whilst the men were unarmed and at a disadvantage, and since then all regiments have worn side-arms in church.

The body of men called Marines, "soldiers and sailors too," were originally enlisted for service on board ship to defend naval officers from the blue-jackets, who in those early days were generally men of the lowest class and worst character, who were seized by the press-gang and bound unwillingly to the ships for a term of years.

The expression, "Tell it to the marines," is applied sarcastically to the teller of a more than usually unlikely story, but this arose merely from the fact that all sailors thought themselves more shrewd and less easily imposed upon than land-lubbers, and the marine was conveniently handy on board ship.

In 1912 the 15th Lancers, then stationed in South Africa, completed a hundred years of punishment inflicted upon them during the Spanish war for having broken into a monastery and committed sacrilege. On hearing of it the Duke of Wellington was exceedingly angry. He paraded the regiment at the first opportunity, and sentenced it to a hundred years' penalty.

This penalty took the form of hymn playing. Every night at ten o'clock, for a hundred years, so ran the Duke's order, the band must parade and play five hymns. These hymns are the Spanish National Anthem, the Russian National Anthem, the Vesper Hymn, the Prince of Wales's Hymn, and the British National Anthem. Formerly each man in the regiment was required to stand beside his bed when the penal hymns began, but this was stopped later.

### How Fish Express Their Emotions.

The ancients held many quaint ideas with regard to fishes and their innumerable legends illustrating their habits. According to them, they held converse with man, and not infrequently aided him in his daily occupations, thus showing that they possessed nearly all the attributes of human beings, though in a lesser degree. It has been demonstrated that fishes and the higher land animals are largely swayed by the same emotions and give rational expression to them.

Fishes erect their scales or fin rays when under the influence of anger or terror, exactly and feathers or hairs are erected in birds and animals. As fishes have eyes without movable eyelids and cheeks encased with bony plates or covered with hard scales, which are hardly suitable for smiling, one cannot expect to find facial expressions, as of joy, pain, and astonishment, so well marked as in some of the higher animals. Recent demonstrations, however, have shown change of color to be one of the best indexes to the emotions.

When the fish is sick its color is apt to be faint, as when in health, anger, or breeding, the colors stand out brightly and vividly. Among the best examples of the effect of the emotions on color are the parrotfish and stickleback. These species have violent tempers and appear to be always carrying imaginary chips on their shoulders. During the breeding season combats between the males are exceedingly common. When fighting their Joseph coats stand out with amazing brilliancy, but after the combat is over the defeated one, with colors faded, hides his disgrace among his more pacific companions. Even then he is not left in peace, as the victor seems to take delight in persecuting him in many ways.

Fish utter various noises. Fishes are charged with being voiceless, but nothing could be further from the truth, since there are more than three hundred species that are known to produce sound. The Scombridae are probably the best examples of the falsity of this notion, for they emit noises that may be heard from a depth of twenty fathoms. It has been suggested that the story of the songs of the sirens originated in the utterances of these fishes travelling to schools.

When captured the scud, or herring-mackerel, the globe-fish, the grunt, the pigfish and the hogfish make sounds resembling the grunting of pigs, while one of the best known fishes on the Atlantic seaboard, the croaker, gets its name from the croak it gives when caught. Carp also croak when taken out of the water.

The legend of the Passagosa River and its mysterious music has been explained as the noise made by sea-drummers. It may often be heard on summer evenings. The listener being on the beach, or, yet more favorably, in a boat floating on the river, a low, plaintive sound is heard rising and falling like that of an aeolian harp, and seeming to issue from the water. The sound, which is sweet and exceedingly plaintive, ceases as soon as there is any noise or disturbance of the water.

When Humboldt first visited the South Seas an extraordinary noise startled the crew one evening. At first it was like the beating of many drums in the distance, and then the sound seemed to come from the ship herself, near the poop. At first the terrified crew thought that the vessel had sprung a leak, but it was soon discovered that the sounds were produced by fishes.

Formerly it was believed that fishes could not hear, as they have no ears, but anatomists have proved that they have external organs of hearing. In Sweden the church bells are not rung during the breeding season lest the fish take flight and desert the region. During the pilchard fishery the people are no less careful of their sensitiveness to sound.

In contrast to the poorly developed sense of taste in fishes is their acute sense of smell, as evidenced by the selection they make in their food.

Bluebeard's Tragic End.

PALESTINE, Sicily. (Associated Press).

When sentence of 20 years had been pronounced upon him, the Italian "Bluebeard," Gaetano Varrica, aged 49, arose in court and, with a dramatic gesture, addressed the jury saying: "Gentlemen of the jury, this is my last crime." Drawing a safety razor blade he cut his throat. He was dying when the guards reached him.

Army Boots for men only Seven Dollars the pair at PARKER & MONROE'S.—advt.

# Brick's Tasteless

THE ONE WHO TAKES IT MUST EAT



### Stop! You Need a Tonic

A bottle of Brick's Tasteless is a wonderful tonic and will certainly improve your health. Brick's Tasteless is well known as an appetizer and good strengthener. All it costs is \$1.20 bottle. Postage 20c. extra. Cheap enough for such a food medicine.



### Health and Happiness

The condition of the mind depends on the condition of the body, and the condition of the latter depends on the kind and quality of the medicine used. Brick's Tasteless is far superior to any other tonic for increasing weight and restoring one back to perfect health. Try a bottle.

BRICK'S TASTELESS can be purchased from Stafford's Drug Store, Theatre Hill, for \$1.20 bottle, Postage 20c. extra. Over 2000 bottles arrived a few days ago.

## Dr. F. STAFFORD & SON,

Wholesale and Retail Chemists and Druggists, St. John's, Newfoundland

P.S.—WRITE US FOR WHOLESALE PRICES.

PHONE 640



Don't blame him, he can't help it; he's had a headache for a week. But we could fix him right away. Brick's Tasteless has cured thousands of cases. It has never yet failed. Try a bottle.



### Tune Up Your System

When you feel "draggy", "listless", "lazy", not really sick, but far from well—that you need is a new supply of rich-red blood. Brick's Tasteless helps the system and aids nature. It is a safe medicine that makes good blood, sound digestion and builds up the system.



### Stop that Hack

And cure that cold. It debilitates the system and leaves it an easy prey to disease. Brick's Tasteless tones up the system, increases the vitality and acts as a general bracer.



### CHEER UP! BRACE UP!

Brick's Tasteless will bring relief at once. It is a tonic that run down systems need. Costs only \$1.20 bottle. Postage 20c. extra.

## Insure with the QUEEN,

the Company having the largest number of Policy Holders in Newfoundland.

Every satisfaction given in settling losses.

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QUEEN INS. CO.

GEORGE H. HALLEY, Agent.

Army Boots for men only Seven Dollars the pair at PARKER & MONROE'S.—advt.

Loops of ribbon are smart trimming for one of the new high-crown hats.

—By Bud Fisher

