

Drinking for 24 Years. A PHYSICAL WRECK CURED By the Gatlin Treatment.

A man who had been drinking steadily for 24 years, came to the Gatlin Institute for Treatment. He was a physical wreck and was so extremely nervous that his hands were always shaking. The habit was broken, the nervousness disappeared, his health improved, and he was even able to shave himself.

He left the Institute a new man with confidence in himself, and no more desire for alcoholic drinks. The Gatlin Institute has effected the cure of many men when their friends thought them incurable. No case is too difficult for this treatment, even the most confirmed drunkards. Every privacy is maintained with private room and nurse in attendance.

This is the original 3 Day Cure and absolutely reliable. Cure is guaranteed under Written Contract to be satisfactory in every particular, or we refund the fee paid, and the treatment costs nothing. For the Home Treatment a trained nurse can be sent to administer treatment, if desired, within a reasonable radius, free of charge. Write to-day for booklet and full particulars.

THE GATLIN INSTITUTE Co., Ltd.,
46 CROWN ST., ST. JOHN, N.B.,
Also, Montreal and Toronto.

RYAN'S Custom Tailoring.

It costs a small portion of your time to see our Overcoatings and Suitings, and you have the satisfaction of convincing yourself before placing your order.

We have a full line of

OVERCOATINGS and SUITINGS

in up-to-date Patterns.

The season is advancing, so a word to the wise is sufficient.

J. J. RYAN, Custom Tailor,
P. O. Box 487. 307 Water St.

GRAZING

TO LET—For Grazing purposes a large Field with good grazing and plenty of water and shelter.

W. H. HYNES.

ALWAYS MASTER OF THE ROAD.

Look for the Dunlop Traction Tread trail on asphalt and on mud. It's the "V" line to comfort. No chains; no skidding.

A WEATHERABLE TIRE.

It is just weather like we get here in Newfoundland that gives Dunlop Traction Tread Tires a chance to show their class—and motorists who have them know it.

Created because of the insufficiency of the so-called non-slip or "buttoned" tread.

Marketed only after the most exhaustive tests ever given to an anti-skid tire.

Proven itself the only real anti-skid tire obtainable—bar none. That's

DUNLOP TRACTION TREAD,
The Tire Which Makes Safety Sure.

FRED. V. CHESMAN, Representative.

Stocked by Parsons, "The Automobile Man."

Wool Blankets!

Never before could we offer better bargains in

Wool Blankets,

We have them for \$2.20, \$2.30, \$3.00 up to \$10.50 a pair. Also special bargains in White and Fancy H. C. Quilts from 75c. up. Don't fail to see our stock.

WILLIAM FREW.

Giving the Public What It Wants

By RUTH CAMERON.



I sometimes feel that I must take the liberty of criticizing that fearful and wonderful institution, the American newspaper.

I want to protest to-day against the way many newspapers feature every act of our weather classes, especially every act which has the least atom of merit or value.

One would think they were a race quite apart from common people, and moreover a race with no obligation to be intelligent, or even decently kind-hearted, such loud acclaim is made whenever a rich man or woman does anything useful or wise or kind.

The wealthy mother who nurses her baby and actually supervises her children's bringing up, instead of leaving it entirely to hirelings, is played up as a paragon of domesticity; and a charming picture of her, probably in a magnificent decollete gown, with her family grouped about her knees in imitation of the royal family pictures, is used full page in the Sunday section.

The wealthy man who rushes across the continent to his sick child (just as any father who could scrape together the car fare by the bitterest sacrifice would do) is represented as a model of devotion.

In the paper a few days ago, a mo-

ther and daughter of a wealthy family were lauded to the skies because they had nobly given up a social season and accompanied the father of the family in his exile in the wilderness (a magnificently appointed camp) in quest of the health he had lost—probably in making money for them.

As I read it, I thought of a mother who goes out washing and a daughter who has given up her hope of an education and goes to work in a factory, in order that the sick father may go to a fresh air camp. There are no newspaper articles written about them, nor do they think they are doing anything more than anyone would do.

Shame on us—for after all, as the newspapers are written for the public, and contain only what the public want—the blame belongs with us. Shame on us for devouring such items; shame on us for servily wringing our necks to look way, way up to these bright beings as if they were the product of another and infinitely superior creation.

In spite of the fact that America is supposed to be the land of democracy and opportunity; in spite of the fact that we have no titles and fixed layers of society, they say there is no snob as bad as an American snob, and I believe it.

And do you know that the worst of these snobs are not the ones who look down, but those who look up. For it is those who look up who make possible those who look down.

Ruth Cameron

Fashions and Fads.

Serge is ever practical and elegant. The flower-trimmed hat has returned.

Everything bags, and everything is loose.

Velvet muffs edged with fur are popular.

Scotch plaids are fashionable for children.

Muffs are quite large or of medium size.

The butterfly bow in millinery holds its own.

There is an absence of revers on the new coats.

There are many black moire hats trimmed with skunk.

Carduroy makes stylish gowns for dressy morning wear.

Scotch plaid silk is used to trim coats and frocks for little girls.

Jet is a favorite trimming for afternoon and evening costumes.

For the very little girl there are little hoods of Scotch plaid velvet.

Long, loose coats of plain or ribbed velvet are being much worn.

The flounced skirt is gradually gaining precedence over all others.

Godet pleats appear in the hips of many three-quarter straight coats.

Everything so long as it is soft and chifony is worn in the evening.

All fur coats and wraps carry big collars and cuffs and footbands of fur.

A fad of the moment is the porcelain flower garniture on the velvet hats.

Separate blouses of chiffon and mousseline are more elaborate than ever.

Striking silk linings are extensively featured in the new outer coats.

Cotton fabric gloves that have a chambray or doekin finish are worn this fall.

Some of the new tailored suits for young girls have the belt dropped to the hip line.

Plunges and half-pleated skirts display slight draped effects in front or at the back.

Turkish and bayader sashes have taken tremendous hold on fashion's fancy.

Both short and very long coats are

worn. The long coat displays a flounced basque.

Afternoon wraps of velvet broche and crepe broche are draped and trimmed with fur.

Evening gowns have tunics of lace and tulle, either pleated or gathered at the waist line.

All skirts except those for evening wear are walking length, and all are soft about the feet.

A noticeable feature of the new costume is black and the smart black-and-white combinations.

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Get a 25 cent bottle of Knowlton's Danderine from any drug store or toilet counter, and prove that your hair is as pretty and soft as any—that it has been neglected or injured by careless treatment—that's all—you surely can have beautiful hair and lots of it if you will just try a little Danderine.

Within ten minutes after an application of Danderine you cannot find a single trace of dandruff or falling hair and your scalp will not itch, but what will please you most will be after a few weeks' use, when you see new hair, fine and downy at first—yes—but really new hair—growing all over the scalp.

A little Danderine immediately doubles the beauty of your hair. No difference how dull, faded, brittle and scraggy, just moisten a cloth with Danderine and carefully draw it through your hair, taking one small strand at a time. The effect is amazing—your hair will be light, fluffy and wavy, and have an appearance of abundance; an incomparable lustre, softness and luxuriance.

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APPLES!

We offer to-day on

Retail,

11 brls. No. 3 Gravenstein APPLES,

12 cts.

gallon.

Just right for cooking.

PEARS.

30 bxs Preserving Pears in to-day; also

246 brls. Blenheim and King Apples.

Soper & Moore.

salesmen think if she'd die of apoplexy they'd be glad. I would hate to have to wait on that sort of lady skate while she pawed among the garments and the hose; when I heard her snarl and scold I would knock her bonnet off or reach out with eager hand and pull her nose.

Obey Mame

Rest.

Rest is the process of recuperating after labor.

Rest is a very important duty of man. If he were to work continuously without rest, he would soon fade away and be deposited upon the junk pile of worn out humanity.

This is because labor tears down the muscle cells. Therefore, it is necessary that a man should occasionally sit down in a quiet spot and allow himself to be rebuilt.

Rest after labor is a great boon. But a large number of people make the grave mistake of resting at the wrong time. They insist on resting before work.

This leads to grave consequences. The system keeps on piling up muscle cells on top of the old ones, and presently the owner thereof is too strong to work.

This is a terrible condition, and leads to great woe. The earth is encumbered with men who cannot work until they get through resting, and who cannot get through resting until they have begun work. In the meantime their wives' clear-starching is much admired by our best families.

Various people require greatly varying amounts of rest. A man who works hard twelve hours a day with his hands can get enough rest in the evening in two pipefuls of tobacco to restore himself completely. But a banker who works from 10 to 2 has to go out on the golf links for three hours a day in order to keep from drooping like a weary flower.

Some men work all their lives without vacations, while others take a month of each year and rest with great fury at the seashore or in the mountains, or amid the taxibands of Europe.

A great many people criticize this country severely because there is no rest in it to speak of. In England man works from rest to rest, while in this country men rest from work to work and regard the resting time as a dead loss. Englishmen rest in the morning, at noon, in the afternoon for tea, and from Friday until Monday. Then they retire at 45 and rest the remainder of their lives—after which they die, leaving enough of money to enable their descendants to rest on forever.

In America, man works until the electric light plant breaks down, takes his vacation with a secretary and two stenographers, and celebrates his seventieth birthday by organizing a trust.

This causes great scorn in England, and Englishmen spend a great deal of time expressing horror over our rude industrial ways. In fact, whenever an Englishman isn't busy discussing his favorite theme, "What is the Matter with England?" he is usually disapproving of America for working.

This is one of the things which leads to the general suspicion that the Englishman has no sense of humor.



A Cube to a cup

Bishopric Wall Board.

BEATS LATHS AND PLASTER.

MADE TO LAST.

Bishopric Wall Board is made by imbedding kiln-dried dressed lath in hot Asphalt-Mastic, under a pressure of 500 lbs. to the square inch. The other side of the Asphalt-Mastic is surfaced with smooth, heavy sized cardboard.



COSTS LESS.

Bishopric Wall Board saves 75 per cent. of the labor cost and about a month's time in finishing walls and ceilings.