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Heavy Pre-shrink Drill  
with all wool blanket cloth  
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Many other lines of Ladies',  
Men's and Boys' wear —  
high quality — Economy  
Priced.

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THE  
**ECONOMY**  
DRY GOODS CO.  
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JUST LIKE NOAH  
ST. JOHN'S, Nfld. (CP) —  
Noah's Ark wasn't around this  
summer. Nevertheless, a team of  
federal zoologists visited New-  
foundland and counted the new  
province's animals.

**YOUNG FOLKS  
CLUB VOTED  
2 TO 1 FOR  
HEINZ SOUP  
IN COMPARISON WITH  
WELL-KNOWN  
BRAND**

A taste-test carried out as part of the  
refreshments served at a young people's  
club recently resulted in a 2 to 1  
preference for Heinz Condensed  
Vegetable Soup after comparison with  
another popular brand.

A mixed group of young men and  
women were served two bowls of hot  
soup without knowing the brands they  
were tasting. Below is a record of the  
favorable comments on four different  
qualities registered by those who  
preferred Heinz.

Appearance	98%	68%
Flavour	100%	93%
Seasoning	72%	68%
Consistency	68%	75%

Many of those participating added  
such compliments as: "Better than any  
canned soup I ever tasted". "Much  
superior". "Flavour more like home-  
made." A versifier among the men  
wrote: "3 bowls a day would be OK."



**Lonely Parade**

By  
Fannie Hurst

This would not have been the  
case had Kitty been less than help-  
ful. But, good Lord, she was the  
smartest thing this side of Jericho.  
Just to have her along on a shop-  
ping tour was an adventure in  
economy. When you shopped with  
Kitty you found the little side  
street places, or, better still, follow-  
ed her through a code of shenanigans  
which insured entry to the  
wholesale houses. Kitty's technique  
was to strike as closely as possible  
to the source. And as for her flair  
for novelty and originality! She  
was worth whatever she was cost-  
ing. If there were little transac-  
tions between dealer and Kitty  
that Elsie wasn't supposed to know  
about. Things more than equalized  
themselves.

Take that one little idea of  
pantries to float in finger bowls,  
their faces slightly touched up with  
colored inks to give them amusing  
expressions. That small device,  
trumped up by Kitty for Elsie's  
dinner to the Seward Pretoriuses  
of Atlanta, had earned mention of  
at least half a dozen columns of  
society patter. A trifle, of course,  
but little things like that could  
catch on in a big way. Applause  
had come to Elsie on the strength  
of those little painted faces! And  
who but this Kitty Mullane could  
have thought up Elsie's lace curtain  
costume for the Opera Society's  
Annual Fancy Dress Ball, or the  
rabbit fur toque and muff which  
Kitty had designed to be worn  
with her star sapphires. Just  
ordinary dyed rabbit, mind  
you, and Elsie had again made the  
society columns and inaugurated a  
fashion.

In the long run, it paid to have  
Kitty about, even though Elsie  
was well aware by now of the  
exquisite precision of the processes  
by way of which a few years be-  
fore she had maneuvered her into  
that star sapphire set. But that  
had been worth it, too! The star  
sapphires, set in allanthesis leaves,  
had been photographed on Elsie's  
neck and arms for newspaper and  
magazine. Labeled "star sapphires  
for Mrs. Pretorius Tweed. De-  
signed and executed by Kitty Mul-  
lane," this set had traveled across  
country as a prize exhibit in a  
vocational arts traveling exposition.  
The amazing Mullane, Elsie told  
her friends, had actually hired a  
press agent for these sapphires,  
treating them as you would a Melba  
or a Lillian Russell, getting space  
for them in newspapers, with  
photographs. After all, as Elsie well  
knew but did not go on to say,  
they weren't even first-rate star  
sapphires; couldn't be for that  
money. But Kitty's talent for get-  
ting them exploited was phenomenal  
and well—all Elsie could say was  
"sm!" was the word for Kitty.  
She certainly took the cake.

**CHAPTER XIII**  
In the easy long run, it paid to  
have Kitty about, Elsie, whose in-  
comes from inherited wealth in  
her own right were reputed to be  
even larger than her husband's  
practiced her petty economies with  
none of the artfulness of the lean  
purse. When Elsie Tweed, in a  
mink coat, did her own marketing  
in order to guard against possible  
collusion between her butler and  
preferred tradesmen, her friends  
politely impeached her for "eccen-  
tricities".

"If only I were rich enough to  
practice frank economies," wailed  
Kitty. "It's the badge of poverty  
when I do it, and poverty is failure  
and nothing succeeds like success."  
The morning of the impending  
purchase of the Winged Victory,  
they drove first through Central  
Park, Elsie in the rabbit tippet and  
toque of Kitty's designing, Kitty  
in a picture hat and willow plume  
that had been presented to her  
by the small French milliner to  
whom she had taken Elsie as a  
customer. The park scene was  
rigid as iron, its trees stripped  
under the still cold of a January  
day that, even in its sunshine,  
hovered down around zero.

The Winton Six, the open variety  
with adjustable top, leaked drafts  
through its curtains. Tommy  
simply had no right to expose me  
to pneumonia in this icebox of a  
car. If he wants to do it to him-  
self, that's one thing; burst forth  
Elsie in a sudden fit of chill and  
peave, "but —"  
"I can never understand, Elsie,"  
interposed Kitty, "the way you  
permit yourself to be deprived of  
the best there is. You can afford  
it. As if you've not a right to a  
Winged Victory!"

"But you see, dearie, I want  
Tommy to pay for it —"  
"But what does it matter, Elsie?  
You've both so much!"  
"Yes, but if you'd know the  
number of foul bills I'm footing  
this month. There's my sister  
Pletta's husband, who is costing  
me his weight in gold in order to  
save family scandal. May you never  
know the devilishness of that!"  
Might she never know! Even as  
she rode along beside Elsie, a  
special delivery letter was pattered  
against the flesh of her bare chest.  
It had arrived that morning from  
her indigent brother Sweeney, in  
St. Louis, and was branding her  
with knowing just this sort of  
thing. Sweeney had broken his  
parole! But you did not reveal the  
seamy side of your own experience  
to Elsie. It was interesting, not  
to say fascinating, to see Elsie  
sweep away from feeling realities  
of unpretty nature. Gayety and  
efficiency were the two precarious  
commodities Kitty had for sale.  
Thus far even considering the  
sapphires, she had not brought  
her as much in financial remun-  
eration as they had in a subtle and  
steadily growing relationship with  
a woman who had to give, even  
more than by way of profit, what  
Kitty wanted. And what Kitty  
wanted, over and above anything  
that might accrue to her always  
too lean bank account, were the  
contacts to be achieved by this  
growing friendship with no less  
a social factor than a Pretorius-  
Tweed.

To be continued

**LOVELY LINGERIE**



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- Su-Lette Slips in white, pink, blue and yellow crepe. Sizes 32-38 at ..... \$2.95
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- Slips in cotton and silk, white only. Sizes 2-12 yrs. at ..... \$1.00 - \$1.98
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- Sleepers by Zimmerkitt and Dr. Denton in sizes 6 mos.-7 yrs. in natural, blue and rose at ..... \$2.00, \$2.69, \$2.95, \$3.50
- Flannelette Pyjamas in plain, striped and flowered designs. Sizes 2-16 yrs. at \$2.00 & \$2.95
- Boys' Pyjamas and Bathrobe Set in striped flannelette of blue and green. Sizes 2-8x at \$4.95
- Infants' Flannelette Gowns in white only at ..... \$1.50 - \$1.59
- Curity Diapers at ..... \$4.95 per dozen

**MOORE & McLEOD Limited**

**Bedtime Stories**

Continued from page 10

a long time and to a lot of traveling about before you find a meal!" said Paddy.

"Buster nodded. "That is true," he admitted.

"And when you do find something you don't always find enough, do you?" asked Paddy.

"No, not always. Sometimes all I can get is a bite here and a bite there and a bite somewhere else, seldom enough at one time," said Buster.

"What a way to live!" said

Paddy, shaking his head. I suspect there was a twinkle in his eyes. That is if a Beaver's eyes do twinkle. "Now when I am hungry I never have to hunt for food," he continued. I never have to get a bite here and a bite there and a bite somewhere else. I know right where every bite is ready for me whenever I want it, and I can eat as much as I want but won't have to stuff myself for fear there will be none left there when I am hungry again. I know that when winter comes I will have plenty to eat where I can get it when I want it. That is more than you can say, Buster Bear. And it is all because we

Beavers do know how to live and are willing to work to live that way. It is you who don't know how to live."

Mrs. Paddy came along pushing a food stick to add to the pile in the water. "There's a dinner for some day in the winter ready now and waiting for us," said Paddy. "Who says we don't know how to live?"

**SEE LONGER LIVES IN SUNNY SUMMER**

LONDON, Oct. 19 — (CP) — Britain's surfeit of sunshine this summer has given many people up to five more years of life, an official of the British Medical

Association said.

"Children particularly will benefit," he said. "The sun's rays contain vitamin D, so essential for prevention of such diseases as rickets."

"People, able to be outdoors most of the summer, will feel much fitter this winter, and the chances of infection will be correspondingly reduced."

A spokesman for the Women's League of Health and Beauty said: "The sunshine has provided a wonderful, natural skin tonic and complexions will be greatly improved."

Statistics at Kew observatory show that in the first nine months of 1949 Britain had 1,566 hours of

sunshine—68 hours more than in a normal year.

The Island had the warmest September since records were started in 1871.

**FLEADS GUILTY**  
SHELL LAKE, Wis., Oct. 18 — (AP)—Mrs. Philip Conley, 45, pleaded guilty today to charges of manslaughter in the ax beheading of her husband. She was sentenced to serve not less than four nor more than five years in prison.

Mrs. Conley said she went home and found her husband in a drunken stupor. The slaying followed. The original charge against Mrs. Conley was murder. Psychiatrists reported that Mrs. Conley

acted in fear and frenzy and that the crime was not premeditated.

**FALSE TEETH**  
That Loosen  
Need Not Embarrass  
Many wearers of false teeth have suffered real embarrassment because their plate dropped, slipped or wobbled at just the wrong time. Do not live in fear of this happening to you. Just sprinkle a little FASTEETH, the artificial (non-acid) powder, on your plate. It holds false teeth more firmly, so they feel more comfortable. Don't not sour. Checks "plate odor" (denture breath). Get FASTEETH at any drug store.