

Pleasant... cool, as you can... one is bound... off in a shady

Satisfaction or Your Money Back! That's the condition that goes with every barrel Cream of the West Flour. It's a fair, square guarantee, and I want you to take it to mean just what it says.

Cream of the West the hard wheat flour guaranteed for bread Give Cream of the West a fair, square trial. If you don't have satisfaction in baking bread, you'll get satisfaction at your grocer's. We guarantee one of the other. Cream of the West is a superior bread flour. Improve your home-made bread by using it.

The Campbell Milling Company, Limited, Toronto ARCHIBALD CAMPBELL, President

R. G. ASH & CO., St. John's, Wholesale Distributors

The Evening Chit-Chat

By RUTH CAMERON



Do you ever listen to your own voice? If you don't, please let me suggest it as a valuable little experiment to make occasionally. What would we think of a girl—or a man either—for that matter—who never listens to her own voice? Our lamented O'Henry has a witty little story about two men, one of whom was, to use his own expression, "a gargoyle with a silver tongue," and the other—to quote again, "a ringer for Hermes, but with a voice that sounded like a leak dripping in a tin dishingan at the head of the bed when you want to go to sleep." These two men went after the same woman. The "gargoyle with the silver voice" got her.

Like many of O'Henry's tales, this one has a kernel of suggestion as well as a husel of laughter. Of course we can't all have silver tongues, but we can all have pleasant and well modulated voices. And the first step to this end is to listen to them. I don't mean to sit down and talk so as to hear our own voices. We wouldn't really get any idea of them that way. The way to hear one's voice as it naturally is, is to suddenly listen to it in the midst of a conversation and compare it with other people's. Do we speak too loud? Do we talk always in one or two monotonous keys and thus lose the music of voice change? Do we talk too rapidly? Do we pitch our voices from our heads or throats instead of from the diaphragm, as we really should? These are some questions for us to ask ourselves in front of the mirror of voice inspection. And I trust, to answer by an effort at improvement.

Fortune Telling

Does not take into consideration the one essential to woman's happiness—womanly health. The woman who neglects her health is neglecting the very foundation of all good fortune. For without health love loses its lustre and gold is but dross. Womanly health when lost or impaired may generally be regained by the use of Dr. Pierce's Favorite Prescription.

This Prescription has, for over 40 years, been curing delicate, weak, pain-wracked women, by the hundreds of thousands and this too in the privacy of their homes without their having to submit to indelicate questionings and offensive repugnant examinations.

Sick women are invited to consult Dr. Pierce by letter free. All correspondence held as sacredly confidential. Address World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y. Dr. Pierce's Great Family Doctor Book, The People's Common Sense Medical Adviser, newly revised up-to-date edition—1000 pages, answers in Plain English hosts of delicate questions which every woman, single or married, ought to know about. Sent free, in plain wrapper to any address on receipt of 31 one-cent stamps to cover mailing only, or in cloth binding for 50 stamps.

The Curse of Rubber. Recently the International Rubber Exhibition was opened at the Agricultural Hall. Sir Henry Blake, who presided at the ceremony, in welcoming Lord Selborne, boasted that, through the output of rubber now realised £85,000,000, only the fringes of the industry had as yet been touched. We can well believe that the acclaim and the boasting were justified. Astonishing as the growth of many industries and inventions has been, we doubt if anything in this generation has surpassed rubber.

The Rubber Boom. "Fifty years ago it was hardly known, except as a kind of gum for erasing pencil marks; now it is turned to incalculable uses, from feeding bottles to motor tyres. Without it, modern locomotion and modern life could hardly be imagined. It is the basis of innumerable companies; it creates the biggest booms on the stock markets; it enters like the high finance of nations, and directs the policy of Imperial development. Certainly, if utility and commercial success are grounds for pride, the Agricultural Hall has reason to be proud of its present exhibition, and we are not surprised that on its advertisements we find the motto written, "There is nothing like rubber."

The writer then goes on to mention the horrors which accompany the getting of rubber by one of the rubber plantations.

DR. BOWEN'S herb tablets cure Constipation

companion. He has a report in which we read of foggings that strip the flesh off men and women, who either die under the torture or are left to rot fill their wounds with maggots, and are then shot to end the stench. We read of children tied to trees as marks for rifles, or dashed against walls for sport. We read of living victims suspended over light fires, or wrapped in clothes saturated with kerosene and then kindled. We read of mutilations of every limb, of murdered corpses hung to pet dogs to eat, of violations so atrocious that the crimes of ordinary lust seem venial in comparison.

"About one-tenth of Great Britain's income is derived from foreign investments, and of that amount a large fraction comes from rubber and other tropical produce. Who knows what concentration of human misery that sum represents? Who knows, and who cares? Certainly, finance cares little. We sometimes think of slavery as a thing of the past. We pride ourselves on our country's emancipation a century ago, or we think the atrocious system died on the plains of Gettysburg. It is not true. The problem of slavery is still before us. Of all the great problems in the world, there is none more urgent.

A Rubber Hell. "Speaking at a Welsh chapel in London, Mr. Lloyd George said that 'if the Christian Church were destroyed, the country would be turned into a burnt-up wilderness.' Well, we have seen a vast heathen land converted into what has rightly been called a Devil's Paradise under a nominally Christian Government, Christian directors, and Christian agents. And we ask, what feeling but execration have those tormented Indians for the name of Christianity, or with what thought but terror, does the idea of the white man's civilisation inspire them in their anguish?"—Public Opinion, July 7th.

Fads and Fashions.

The waist line still goes higher. Never wear so many white shoes. Lace bags are growing bigger and bigger. Still the vogue of heavy laces continues. Sailor collars are now appearing in serge. Separable wraps are made of dark blue taffeta. Wash silk shirtwaists have a wonderful popularity. Jeweled ornaments for the hair are much in evidence. The wide frill to the left has a wildfire popularity. As a trimming for dull shades, white is much used. Silk and linen is the dominant thought in summer planning. While legal straw hats are trimmed with felts of Valenciennes. Animal and bird handles for the summer parasol are in first favor. Cotton voiles and marquisettes lead well to the front in favor. Promising among trimmings are finishing effects in quilts and voiles. White dowries are perhaps the most important in the new millinery ideas. More and more imperative sounds the call for the return of the Empire gown.

Woolen embroidery and woollen lace are used to a great extent on lingerie frocks. The new marquisette waists are lovely. Many of them are embroidered in colors. Striped and dotted rainproof foul-ards are attractive for frocks for sporting. Once again millinery fashion allows m'lady's neck and shoulder line to be visible. Lingerie frocks are nearly all worn over colored slips of soft liberty satin or china silk. Finances, fads and many kinds of trimming now appear on the erstwhile severely plain skirt. Lingerie waists made of amity are seen in the newest models in some of the exclusive shops. Now fads are not only wilder, but that what was a bit larger.

Evening Telegram Fashion Plates.

The Home Dressmaker should keep a Catalogue Scrap Book of our Pattern Gats. These will be found very useful to refer to from time to time.

8994—A Dainty Combination.



Corset Cover and Drawers in Princess Combination.

Sheer maincoat with "Val" lace and insertion, produced pleasing results in this garment. It may also be made of maincoat with handworked "Val" lace on the ruffle and neck and arms eye edges finished in the same way. The model is made on Princess lines, and is comfortable and up-to-date. The pattern is cut in 6 sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires 1/4 yard of 3/8 inch material for the 36-inch size. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

Suitable materials for any of these patterns can be procured from ATREX & SONS, Ltd. Samples on request. Mention pattern number. Mail orders promptly attended to.

8997—A SMART SUMMER DRESS FOR MIES AND SMALL WOMEN.



This very smart costume was made of striped silk in green and white, with white silk for yoke and flounce portions. Light weight panama, natural colored pongee, toulard or linen are equally appropriate. The pattern is cut in 5 sizes: 14, 16, 18, 20 and 22 years. It requires 1/2 yard of 3/8 inch material for the 18-year size. A pattern of this illustration mailed to any address on receipt of 10c. in silver or stamps.

PLEASE SEND THE ABOVE-MENTIONED PATTERN AS PER DIRECTIONS GIVEN BELOW.

Form for requesting a pattern coupon, including fields for Name, Address, and No.

Send to the above-mentioned address in full. Name, Address, No. Please send the above-mentioned pattern as per directions given below.

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WILLIAM WILSON & SONS, 25 Abchurch Lane, London, E.C. 4.

UNCLAIMED LETTERS, REMAINING IN G. P. to July 17th, 1911

- List of unclaimed letters including names like A. A. Ward, B. B. B. B., C. C. C. C., D. D. D. D., E. E. E. E., F. F. F. F., G. G. G. G., H. H. H. H., I. I. I. I., J. J. J. J., K. K. K. K., L. L. L. L., M. M. M. M., N. N. N. N., O. O. O. O., P. P. P. P., Q. Q. Q. Q., R. R. R. R., S. S. S. S., T. T. T. T., U. U. U. U., V. V. V. V., W. W. W. W., X. X. X. X., Y. Y. Y. Y., Z. Z. Z. Z.

Ladies' Crinoline Hats.

BARGAINS! BARGAINS!! BARGAINS!!! Clearing Sale of this Season's Ladies' CRINOLINE HATS at HENRY BLAIR'S.

33 Ladies' Assorted Crinoline Hats, season's odds and ends, were selling from \$1.75 to \$3.50, all marked down, to clear, at \$1.19 each. Special Lots in White, Cream and Colored: Lot No. 1—Price \$1.75... marked down to \$1.10. Lot No. 2—Price 2.50... marked down to 1.79. Lot No. 3—Price 2.20... marked down to 1.59. Lot No. 4—Price 2.90... marked down to 1.89. Lot No. 5—Price 3.30... marked down to 2.20.

A Special Bargain

IN LADIES' SHOES THIS WEEK. 60 pairs Ladies' Oxford Lace Shoes, Only 65 cents per pair.

Henry Blair

24 — Street

- SEAMEN'S LIST. A. Barrett, Arthur, schr. Annie Raymond. B. Barnes, Ovis, W., schr. Esplanade. C. White, George, schr. Esplanade. D. Duffin, Joseph, schr. Esplanade. E. E. E. E. F. F. F. F. G. G. G. G. H. H. H. H. I. I. I. I. J. J. J. J. K. K. K. K. L. L. L. L. M. M. M. M. N. N. N. N. O. O. O. O. P. P. P. P. Q. Q. Q. Q. R. R. R. R. S. S. S. S. T. T. T. T. U. U. U. U. V. V. V. V. W. W. W. W. X. X. X. X. Y. Y. Y. Y. Z. Z. Z. Z.

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Advertise in "Evening Telegram."