

The Cake that's worth the Candles Take off the caidles. Cut into generous pieces. Now
the feases's begun! The delicate texture, the honey-gold color, the rare
faror-all join to make the finest treat that ever took the
form of cale liavor -a fille.
form of cake.
Thes yon't tet you wait 'til another birthday to make
another cake like this.
Rainbow Flour certainly does help in cake-making.
Yet that's not survrising when oun consider that it it the
 quaty leader among flours. Ony the rarest nutriment
of the bigh-rgade Manitoba Spring Wheat is eligibile for
Rainow Foror. Rainbow Flour.
Fivery cake will be worth a celebration when you begin
the use of Reiinbow Flour. Just try some. In using Rainbow Flour for pastry,
RAINBOW FLOUR


Morris Must Go!
That's what the People say
Remember Your Friends Abroad
have just received. This book contains 67 interesting and pretty views of Newfoundland scenery, and as a souvenir for your friends is invaluable. 40 cents each.

PARSONS' ART STORES,
One Door East Royal Stores.

## Season 1913-1914.

 We have always been noted for the exclusive
style and finish of all our Ready-mades, but our advance fashions in Ladies' Coats for Fall and Winter wear surpass any of our previous showings.
\|These Coats are built on the newest lines, many are of the modish two-toned tweeds and blanket cloths; large, roomy and mannish looking. The popular style for coming fall-they have large shawl, sailor and storm collars, deep cuffs, trimmed, buttons, etc.

ITMen there is an exquisite selection of handsome wraps, in Brocaded Velvets, Seal Plush Broche, etc., lined with Brocaded Satin -but these must be seen to be appreciated. call in and look over these beautiful Coats.


## U. S. Picture \& Portrait Con

## Just Opened

Another big shipment of
Iron Bedsteads
Spring Mattresses
Wool Mattresses
Hair Mattresses
Quality the best with our usual low prices.
Bowring Bros., Ltd.

Take Your

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