It raises your cakes, biscuits and muffins just right—makes all home baking of that even texture and appetizing appearance sought for by all good cooks.

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RUMFORD
THE WHOLESOME
BAKING POWDER


## Humors of Newspaper Advertising.

(By EDITH G. BAYNE.)

In the West, where foreign publications flourish, one would miss the weekly "Spielegar" or "Tageblatt" or "Sondag Anzieger," or "Nordwesten" or "Nachrichten," were the Federal Government suddenly to decide to suspend these luminaries indefinitely. Most of them are behaving themselves, editorially, now, and the journalism of some of them is really first-class, one Polish sheet being decidedly superior and leading one to suspect that its editor must be a sort of incipient Joseph Conrad. The Polish is one of the most beautiful of languages. It has been called the French of Slav tongues. There are a number of Icelandic papers in Winnipeg, and Regina is the home of a celebrated Ukrainian organ, while dotted all over the West in every large town one finds sometimes two or more publishing plants devoted to the enlightenment of the stranger in our midst. These may only take the form of a small, single-folded sheet, but the zeal and industry of the exponents cannot be questioned. And they live! When many a fat, well-backed periodical of our own is gasping its life out or being merged with another, these foreign papers are prospering and occasionally waxing "sassy." Then comes a slap on the wrist, the editor promises to be good and chuckles as he gloats over his advertisers and subscription list!

If you are fortunate enough to be able to translate roughly, or have some good interpreter do so for you, many gems of purest ray serene in the way of humor will be your reward. Here are some culled from the advertising columns of a Polish paper:

"To rent—a room for a single woman 8 x 10 feet."

"Wanted—a strong young man for retail store, partly outdoors and partly behind the counter."

"Wanted—competent druggist to undertake sale of a new patent remedy. Will prove highly lucrative to the undertaker."

"To let—bed and sitting room for young business or professional man with folding-doors."

From a German sheet comes this characteristic piece of psychology: "Notice—If Johann Weitz supposed to be in the West will communicate with us he will hear something to his advantage. His wife is dead."

One Ruthenian paper carried this: Wanted a small grocery store by two fiends going into business together." This, of course, was in English, in the only paper of a small town which occasionally ran an English column. First-rate opening, here, one would suggest, for a young editor who isn't afraid of competition!

"Pressed hay for sail" frequently challenger the eye in this same paper, and once when a prosperous Ruthenian farmer had played host to a stray horse he put two ads. in, one in his own tongue, and the other in ours, which read:. "A stranger horse has come on my farm. He has bote forefoots wite. He is coler blak . Who owns him come get him and pay me x pnts of keep him." The next week the same man advertised. "Pressed hay cheap—8 dolers on yure station."

When writing up social items the foreigner will often take infinite pains to reach all classes and creeds. Lacking a paper the villager may find the following notice tacked up in his post-office): "We are gone to hav a danse on 27th. Come on the schoolhouse at 8.30. One doler, gentleman. Nothing, ladies." Or it may give a list of the eatables as well. A recent sleighing-party ad. said: "Only 30 in a sleigh. No crowding, please," and it specified: "Ize cream, been and ciggers."

A German paper recently had several interesting items in its want-ad. column. The first was: "Ladies who have old feathers can be re-dyed and made as good as new." Another called for: "A tall strong woman able to life. To take care of a young man a little out of his mind." Still another required: "A purchaser for beautiful upright piano the property of a lady about to travel in a walnut case." And a big display ad. announced that "Mr. Warthmann would make coats, muffs, caps, etc., for ladies out of their own skins."

It takes the German to conduct a cold-blooded, business-like matrimonial bureau, however. This is where he may be said to shine. Listen to this:

"Wanted—by a young, wealthy, handsome and agreeable yung farmer, a wife with similar qualities. Must have thoroughly rested herself and be not afraid of farm work. Send photo and state whether maid or widow, also exact age, weight and height."

Another Teuton with a large idea of himself advertised for a wife who can sew and do all kinds of light-fingered work, as well as cook and take care of a worthy young man with a brilliant mind."

Sometimes the lady takes a whack at it herself. This was a recent sample: "Well-educated German lady, very musical and a fine cook desires to correspond with a German business or professional man. Object matrimony. Will marry at once is agreeable."

But what does this mean? "Wanted—a man to look after a German-Luthern horse." Don't all speak at once!

## Mainly About People.

It is said that Joseph C. Lincoln, the American novelist, was favorably impressed with the policies advocated by Major-General Wood, and had about decided to give him his support until he saw a motion picture of Governor Lowden with a Joe Lincoln novel under his arm, which leads the literary man to conclude that the Illinois man "is the candidate with the finest judgment."

Miss Marguerite Smith, aged 25 years, has had the distinction of being speaker pro tem of the New York Assembly, where she represents a Harlem district. She made a model presiding officer and acquitted herself admirably. She is not only a bachelor of science, but is among the best of modern dancers. She is spoken of as a candidate for speaker if she is given a re-election.

King Gustave of Sweden is probably Europe's tallest ruler. He attracts attention wherever he goes. Among London notables he towered above them all. During his outings on the Riviera his height make him conspicuous wherever he goes. His favorite pastime is tennis, and he is very proficient with the racquet.

Georges Carpentier, the handsome blond heavyweight champion of Europe, and French war hero, is developing rapidly as a movie star. He is the central figure in a boxing scene of a scenario now being made in a New Jersey studio. Many prominent New Yorkers have been privileged to see this scene. He is away ahead of Champion Dempsey as an actor and screen fighter. The movie removes all doubts as to the Frenchmen's cleverness in the ring.

Pope Benedict XIII takes the greatest interest in economic subjects and reads all the literature on the subject that comes to him. John Maynard Keynes, who wrote "The economic Consequences of Peace," is now in Rome. He presented the Pope with a copy of his book.

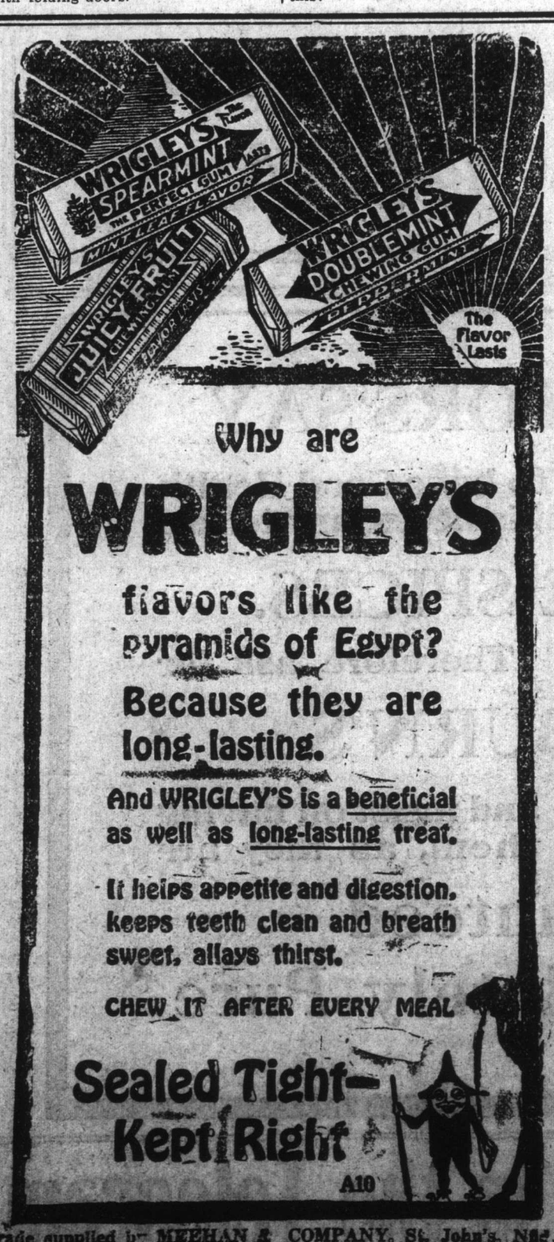
Lady Astor heard Colonel Archer-Shee tell parliament that a woman just become of age is "captivating, capricious, fascinatingly futile, irresistibly, irrational, ingenuously inexperienced, politically pusillanimous, wholly and charmingly incomprehensible," and she exclaimed, "Hear! Hear! How interesting."

Agon Petros, leader of the Mountain Assyrians, who has changed his people from submissive slaves to aggressive fighting men against the Turks, is a brave man, gifted with the arts of leadership. He was a resident of new York for three years, and speaks English very well. The Turks intended to use the Assyrians as the Germans used the Belgians. Petros aroused them, secured arms and fought the Turks to a finish. He is the great hero of his people to-day.

When Premier Nitti entered the present Italian parliament the socialists were opposed to him. He is now overcoming their hostility. He is a believer in woman's suffrage. D'Annunzio has been a source of annoyance to him, and he has repeatedly denounced the poet. He is a logical orator, full of humor and good nature, quick at repartee, never losing his temper. He has a biting sarcasm that has been termed "arsenical good humor."

The Earl of Lowden's death recalls the strange story told of one of his ancestors, the first Marquess of Hastings. When lying at Malta, of which he became governor, after relinquishing the viceroy of India, Lord Hastings directed that his right hand should be cut off and sent home, so that it might be buried with his wife, to whom he was deeply attached. His strange wish was carried out, and the hand, enclosed in a small box, was deposited in the family vault at London, in Ayrshire. There it remained from 1826 till 1840, when, on the death of his wife, who was Countess of London in her own right, it was placed in her coffin.

I want another bottle of "Brick's Tasteless", it is the best preparation I have ever taken to give me an appetite.—apr23,tf


Why are
WRIGLEY'S
flavors like the pyramids of Egypt?
Because they are long-lasting.
And WRIGLEY'S is a beneficial as well as long-lasting treat.
It helps appetite and digestion, keeps teeth clean and breath sweet, allays thirst.
CHEW IT AFTER EVERY MEAL
Sealed Tight—Kept Right
A10

Trade supplied by MEEHAN & COMPANY, St. John's, Nfld.

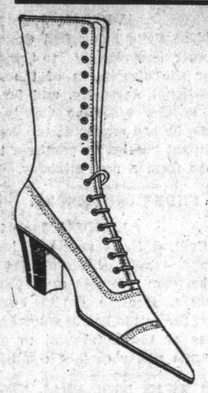


# White FOOTWEAR FOR THE FAMILY

PARKER & MONROE, Limited, The Shoe Men.

White Shoes!

PARKER & MONROE, Limited, The Shoe Men.



Women's High Cut Laced Canvas Boots.
High and Low Heels, at
$2.50 to $5.50.

Women's Wht. Kid High Cut Laced.

Women's Wht. Button Canvas Boots
High and Low Heels, at
$2.50 to $3.50.

Wo's White Shoes.
Lace and Blucher styles,
$2.50 to $3.50.

Women's Wht. Strap
$2.50, $3.00 to $3.50.

Wht. Canvas Pumps
$2.60 to 3.50

DAINTY WHITE BOOTS AND SHOES for the whole family in Lace Oxfords, Strap Shoes, Pumps, Sandals and Skuffers, for Men, Women and Children at LOWEST PRICES.

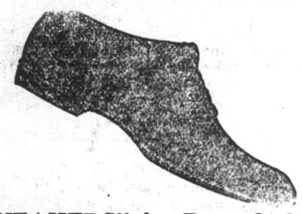
We are fully stocked in White Footwear with all the New Styles, New Shapes and New Models for summer wear.

Come in and see our selections.

White Canvas Boots for Girls.
Lace and Button styles, from
$1.75 to $3.20.
According to size.

WHITE STRAP SHOES, WHITE LACE SHOES,
$1.70 to $2.80.
According to size.

BAREFOOT SANDALS
for Children,
$1.40 to $3.00.
According to size.



"SNEAKERS" for Boys & Girls,
in Black, Brown and White,
$1.40 to $2.20.

PARKER & MONROE, Ld., The SHOE MEN


## St. Bon's College Annual Sports.

**Brilliant Affair; Largely Attended.**

Under the distinguished patronage of His Excellency the Governor and His Grace the Archbishop, the St. Bonaventure's College annual sports were held yesterday afternoon on the college campus. Some 4,000 spectators were present to witness the games, among them being Rt. Rev. Mons. McDermott, Rev. Bro. Fennessy, Vice-Pres. W. J. Carroll, of the St. Bon's Association, Dr. V. P. Burke, Revs. (Dr.) Kitchin, Renouf, Carter, Wilson, Kelly, McGrath, Flynn, Sheean, Leamey, and the Christian Brothers from Mt. St. Francis and Mt. Cashel. The C.C.C. band furnished music throughout the afternoon, while the ladies of the Presentation Convent Association served teas and refreshments. The sports programme was a long one, consisting of 24 items, viz.:

1. Hurdle Races—(a) Senior; (b) Intermediate; (c) Preliminary.
2. High Jump—Senior; (b) Races—Primary (10-11), (11-12).
3. Races—Preliminary (12-13), (13-14), (14-15).
4. Relay Race—Boarding Students (Blue) vs. Day Students (Gold).
5. Indian Club Drill—Preliminary.
6. 75 yards Dash—(a) Senior; (b) Intermediate; (c) Preliminary.
7. Drill—Free Exercises—Preparatory.
8. Final Hurdle Races—(a) Senior; (b) Intermediate; (c) Prelim.
9. Three-Legged Race.
10. Relay Race — Intermediate A (Blue) vs. Intermediate B (Gold).
11. Pole Vault—Senior; (b) Races Preparatory (6-7), (7-8), (8-9), (9-10), (c) Giants' Race.
12. Football Fives—Two Games.
13. Relay Race—Past (Blue) vs. Present (Gold).
14. Dumb Bell Drill—Primary.
15. Relay Race—Prelim. A (Blue) vs. Prelim. B (Gold).
16. Quarter Mile Race—Intermediate.
17. Bar Bell Drill—Preparatory.
18. Half Mile Race.
19. Football Fives—One Game.
20. Egg-and-Spoon Race.
21. Sack Race.
22. Figure Marching.
23. 220 Yards—Preliminary
24. Final Football Fives.

The figure-marching, club-drill, dumb-bell and bar exercises were perhaps the star items of the day. The flat races, hurdle races, sack races, dash, pole vault and high jump also evoked great interest. The field committee in charge who so splendidly conducted matters were: Starter, Mr. C. J. Ellis; Judges, Messrs. Frank Pippy, John Barron, Reg. Burke; Herald, Major Peter Cashin; Stewards, Messrs. R. T. McGrath, W. J. Walsh, J. G. Higgins, Bert. Channing, M. Savage, C. McGrath.

**MASONIC CONSECRATION.** — A number of officers and members of the Masonic Order will leave the city on Monday evening next for Bell Island to be present at the consecration of Clift Lodge, A.F. & A.M., which takes place there on Tuesday at high noon. The W.M. and officers of the lodge will be installed and invested Tuesday night.

for Cuts

LET MENTHOLATUM stop the throb and pain of cuts—quick!

And it is just as wonderful for soothing and healing rough, cracked hands, burns and stubborn little sores. Rub it on freely.

You can almost feel Mentholatum heal.

"The Little Nurse for Little Ills"

A HEALING CREAM
Mentholatum
Opal Pots
Wholesale,
At all chemists

105-A

J. E. MITCHELL & SON, LTD., 327 Water Street, St. John's.


KINARD'S LINIMENT CURES RHEUMATISM.


A RRIVED
by last "Tupper",
5 Surreys,
2 Hood Buggies,
Express Wgagons
1 Pony Buggy
Basket Seat.

C. F. LESTER

apr20,eod,tf



Grove Hill Bulletin

READY NOW.
Cauliflower . . . . . $1.50 per 100
Wallflowers . . . . . $1.50 per doz
Cucumber Plants . . . 25c. each
Marrow Plants . . . . . 25c. each

READY JUNE 5TH.
Per Annual Poppies, $1.00 doz
AT 50c. PER DOZ.:
Stocks, Asters, Phlox, Scabiosa, Marigolds, Cosmos, Antirrhinum, Dianthus, Mignonette, Clarkia, Gallardia, Schizanthus, Chrysanthemums.

J. McNeil,
P. O. Box 792. Telephone 247
Closes at 6 p.m.