



YOUR MILKMAN'S FINGER TIPS ARE DANGEROUSLY FULL OF BACTERIA.

ON your milkman's hands,—unless he uses the care of a surgeon about to perform an operation,—there are millions of germs. When you remember that thousands of these infinitesimals can cluster with ease on the point of a needle, you can imagine what a milkman's hands look like under a microscope. Suppose when your milkman picks up an empty bottle to fill it at the dairy, he happens to grasp it in such a way that his finger touches the inside! Suppose when he is putting in the paper cap his hand rubs the under side! The only consolation one has is that the great majority of germs about us are not the germs of malignant disease. But some day—! Why—think of it,—in 1908 the Medical Health Officer of the city of Montreal seized and condemned 32 lids of milk cans and 68 cans themselves as being in a foul and unsanitary condition. How many of these germ-laden containers do you suppose are doing duty in St. John's undiscovered—distributing bacteria and spreading disease?

Jersey Cream, Reindeer Milk.

JERSEY CREAM is free from disease germs. The user of it runs none of the risk of the raw milk user; tubercular or typhoid infected milk has no terrors for him.

Jersey Cream is simply a rich, pure, whole milk with two-thirds of the water evaporated. No sugar—no preservatives—are added; the sterilization makes it keep. And nothing is taken from it but hot water; not one single unit of food value is lost.

Indeed, the Dominion Government food experts place the nutritive value of Jersey Cream above all other evaporated milks. They analyze it as having butter-fat at 8.05 p.c.

In Jersey Cream you get the whole milk just as it came from the cow, then sterilized and hermetically sealed so that it reaches you as pure and wholesome as it was the day it was milked from the animal. If you add the right proportion of water to Jersey Cream you obtain a rich milk on which the cream will rise naturally. It is because Jersey Cream is thus a "whole milk" that you get a richness from its use in milk dishes that you never get with any raw milk. And being unsweetened, you can use it for cooking. But it is to the cleanliness

of Jersey Cream and Reindeer Milk that we want to draw your attention. Jersey Cream and Reindeer Milk are clean because we make a business of cleanliness; from the moment the milk leaves the cow until you open the can in your home, we guard it against contamination.

When a farmer begins to sell milk to us, he has to conform to our "Dairy Rules," and to obey our inspectors. We insist upon sanitary cow stables, correct rations for the cows; we enforce hygienic milking methods, prompt and thorough aerating and cooling of the milk, and we make the farmer drive his milk to us well covered to prevent contamination from dust and heating—and in a spring wagon. And then, even after all this, every drop of milk a farmer supplies us has to pass our expert testers for quality and flavor. Every can in every batch is rigidly inspected—and what's more, the rule against milk with even the slightest taint is rigidly enforced. That's how we maintain our usually high standard.

Finally, when milk reaches our plant—where more than half the time of each employee is spent in keeping every piece of apparatus and utensils scrupulously clean the first thing that is done is to put the en-

tire contents of each can through a sterilizing process. You are beginning to realize, aren't you, what Jersey Cream and Reindeer Milk can mean in your home?

Remember to be sure to ask for JERSEY Cream and REINDEER Milk by name—JERSEY Cream and REINDEER Milk.

Reindeer Milk owes its Richness, Purity and fine Flavor to the high quality of the milk used, and to the careful attention given to details at every stage of the process of preparation. Absolutely nothing but the best granulated sugar is added to the full rich milk of the best dairy district of Canada.



TRURO CONDENSED MILK CO., LTD.—FACTORY: TRURO, Nova Scotia, and HUNTINGDON, Que

Sole Agents for Newfoundland, T. A. MACNAB & Co., Cabot Building, St. John's.

New Cabbage, etc.

Due to-morrow ex "Bornu,"

New Am. Cabbage—CHEAPEST FOR THE SEASON.

Choice Large Bananas. And another shipment of

Selected Small Pig Jowls.

F. McNAMARA, QUEEN STREET.

Princess Dresses

Just received, another shipment of PRINCESS DRESSES—all beautifully made and trimmed. Fine Embroideries, Laces, etc.

The Newest and Latest Styles.

No Summer wardrobe is complete without one or more of these dainty Dresses.

See Window.



U.S. Picture & Portrait Co.

MEN'S WEAR

JOB and SPECIAL PRICES.

Men's Fleeced Shirts and Drawers, only 35c. Garment.

We are cleaning up these at this price as we have only one size left and cannot get this make repeated. Size is for an ordinary size man. It is not a very heavy garment and is just right for anybody wanting medium weight underwear. If you wish something light in weight and price both, try our

Men's Balbriggan Shirts and Drawers, all sizes, only 35c. garment.

JOBS in Men's WORK SHIRTS. These are a lot of Men's Fancy Cotton Work Shirts, with Collars attached, good designs, assorted sizes, two prices, 20c. and 30c. each.

Are any of your White Shirts needing repairs? If so, we have at present a good range of the necessities:

Men's White Insertion Fronts, 22c. and 30c. each.

Men's White Insertion Wrist, 17c. each.

Men's White Insertion Cuffs, 18c. each.

Men's White Insertion Neck Bands, for buttoned behind shirts, special quality of linen—will stand hardest wear—size 14 to 17½ inches, 12c. ea.

MEN'S CASHMERE UNDERWEAR:

Small Men's Shirts and Drawers, 80c. \$1.00, 1.15, 1.25, 1.50, 1.70, 2.00 garment.

Ordinary Men's Shirts and Drawers; 80c., \$1.00, 1.15, 1.25, 1.50, 1.70, 2.00 garment.

Large Men's Shirts and Drawers, \$1.00, 1.30, 1.75 and 2.00 gar't.

Men's Merino Underwear, all sizes, 80 cents.

N.B.—Mailing us your order is as good as making a personal selection.

HENRY BLAIR.

A. & S. RODGER'S Special Lines Ladies' Footwear

EXCEPTIONAL VALUES.

- 1.—Black Dongola Shoe, Laced, - - - - \$1.50
- 2.—Tan Dongola Shoe, Laced, - - - - \$1.50
- 3.—Black Dongola Shoe, Laced, - - - - \$1.90
- Ladies' Black Dongola Boots, Laced and Buttoned, \$1.60, \$1.90 and \$2.20.

Big Variety Children's and Misses Footwear.

A. & S. RODGER.

FARMS for SALE!

IN the Codroy Valley a good Farm, 170 acres—good buildings. Also, at Stephenville, 103 acres, mostly cleared—good buildings. Also, two year old mare Colt, sixty inches high, sixty nine inches girt—imported stock. Apply to

STEER BROS., St. John's

HAY!

A FEW TONS HAY FOR SALE.

Apply to J. McNEIL, Grove Hill. Telephone 247.

The Railway Passengers Assurance Co., of London, Eng.

(The Oldest Accident Company in the World).

Capital \$5,000,000. Reserve \$3,000,000. Claims paid over \$30,000,000.

Insurance against Accidents and Illness of all kinds. Employers and Public Liability, Workmen's Insurance, Passenger and Freight Elevator Liability; also, Guarantee Bonds of every description. Applications received for Sub-Agencies.

HENRY C. DONNELLY, General Agent for Nfld., Board of Trade Building, P. O. Box 116. sp12,3m,ed



WANTED!

Early Next Week,

SCHOONERS

To Load Salt.

JOB BROTHERS & Co., Ltd.

June 28, 31

REID NEWFOUNDLAND COMPANY.

DON'T FORGET

That Special Excursion Train leaves St. John's Thursday, June 30th., at 2.30 p.m. going as far as Kelligrews, stopping at intermediate Stations.

RETURNING, leaves Lelligrews at 8.07 p.m., arriving at St. John's 9.15 p.m.

No Wednesday Excursion Train this Week.

WEEK END EXCURSION!

Round Trip Tickets will be issued for all Trains every Saturday to and from all Stations between St. John's, Carbon-ear and Placentia, inclusive.

RETURNING, good on all Trains of Monday following. RATE: ONE WAY FIRST-CLASS FARE.

Consult the General Passenger Office before planning your Summer Vacation—WE HAVE SOMETHING GOOD.



Attractive Once!
Attractive Always!

A really worthwhile article of Jewellery, will retain its beauty and attractiveness for years and years.

Of nothing else can this be said truly.

That is one reason why Jewellery is in such favor for presents for almost all occasions.

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Locket, Brooches, Chains, Etc. All Prices.

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California Cherries, California Oranges, Plums, Apricots, Bananas, Grape Fruit, Musk and Melon, Table Apples, Asparagus, Tomatoes, Cucumbers and Cauliflower, New Potatoes and String Beans, Milk Fed Chicken, Celery Fed Ducks, American Corned Beef.

Telephone 98, 125 WATER STREET.

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C. F. BENNETT & COMPANY

Pay Highest Current Prices for

Codfish, Lobsters

RAW FURS.

We're Easy!

Five Dollar Greenbacks are Burning Holes in our Pockets

Do You Want One?

Save the Alphabet Cards in all pound packets of Union Blend Tea, bring to us and get the money.

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