

**SUNLIGHT SOAP**

Keep your Table and Household Linen white as snow by always using Sunlight.

**Snapshots Around the World.**

(By the Man in the Moon.)

The Canadian Pacific Railway Company has distributed 80,000 packages of seed this spring.

It is said that Jeffries will weigh 225 pounds when he enters the ring on the "glorious Fourth."

Edmund Rostand has been awarded the grand diploma by the S. P. A. of Paris for writing "Chanticleer."

It is said that ten thousand beds in London hospitals are daily occupied by the sick and maimed poor.

Two Belgians are now touring the world with a wheelbarrow, each taking a turn in wheeling the other.

Tobacco was discovered in San Domingo in 1492. It was introduced into France in 1560, and into England in 1583.

The Toronto Young Men's Christian Association will start a campaign on April 28th to collect six hundred thousand dollars. Hope they'll get it!

"We don't mind seeing other people get up in the world so long as they refrain from using us as stepping stones."—Toronto Telegram.

The Suffragettes who recently hissed President Taft have repented and sent the President an apology in the shape of a resolution passed unanimously by the National Woman's Suffrage Association.

The Congregationalists of Canada generally favour Church Union. A plebiscite has been taken, and that is the inference drawn from the result of the voting. The conference in Co-bourg in June will decide the question fully.

Here is the way a New Yorker put it regarding Lord Kitchener, who was staying for a short time in that great city:—"He is a distressfully shy person, except amid bullets. Perhaps that is why he is still a bachelor. He is delighted to meet you if you want to

**BRANDRAM-HENDERSON, LIMITED.**

**ENGLISH PAINT**

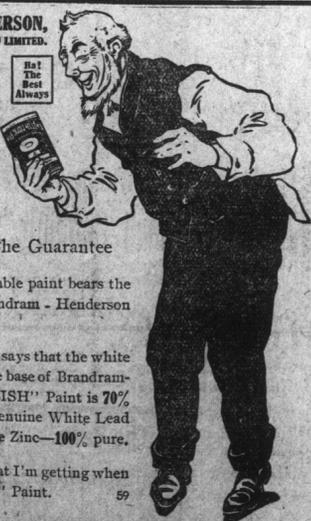
—That's The Paint For Me  
—The Paint With The Guarantee

This good, reliable paint bears the guarantee of Brandram-Henderson Limited.

This guarantee says that the white pigment forming the base of Brandram-Henderson "ENGLISH" Paint is 70% Brandram's B. B. Genuine White Lead and 30% Pure White Zinc—100% pure.

I know just what I'm getting when I buy "ENGLISH" Paint.

**BOWRING BROS. LIMITED, ST. JOHN'S**



**"Pray You, Avoid It." Fair Play and Union Printing.**

Editor Evening Telegram.  
Dear Mr. Editor,—Mark Hamburg's Piano Recital last night was not only a great treat to this community in that an evening of rare entertainment was afforded, but was also an object lesson in piano playing that should not be lost to the observance of some of our local players and critics. Here we had a piano player who calmly sat at his instrument discoursing the most exquisite compositions with rarest skill, but without any bodily contortions or acrobatic feats; a player who played for his music with no effort to draw attention to himself. There was no breaking of piano strings, no hammering of keys, no physical pose or distracting movements, but a most delightful flood of melodies and harmonies, silvery ripples and feathering touches, without noise or gush.

Now, Mark Hamburg is a world-renowned artist, and the lesson to us is that in music virility is not noise, neither does excellence consist in physical display. The music must be the great consideration always, not the player, and music can be best interpreted when personal display and noise is avoided. In fact it might almost be said of music as of angling, "Keep out of sight."

Perhaps the local players are not so much to blame for some of our musical prostitutions as the audiences, who, led by the "wise" in music, demand by their applause such exhibitions of noise and show as must make composers turn in their graves. Perhaps the recitals of this eminent artist will help us to set a higher standard in this community, and as we see the bad taste of some of the knowing ones, we will realize that a true appreciation of musical excellence may be the possession of all and not confined to the few.

Yours truly,  
X.  
St. John's, April 26th, 1910.

**The Dandruff Germ is Destroying Hair Every Day.**

At last a remedy has been discovered that will positively destroy the pest.

That Dandruff is caused by germs is accepted by every sensible person. Dandruff is the root of all hair evils.

SALVIA will kill the dandruff germs and remove Dandruff in ten days, or money back.

Your dealer guarantees it. It will grow hair, stop itching scalp, falling hair, and make the hair thick and abundant. It prevents hair from turning gray, and adds life and lustre.

SALVIA is a hair dressing that has become the favorite with women of taste and culture who know the social value of beautiful hair. A large, generous bottle costs only 50 cents at leading druggists' dealers everywhere.

T. McMurdo & Co., Selling Agents for Newfoundland. ap27,29

**Published by Authority**

His Excellency the Governor has been pleased to appoint George E. Turner, Esq., Deputy Minister of Agriculture and Mines, to be a Justice of the Peace for the Colony.

His Excellency the Governor in Council has been pleased to appoint Mr. John Payne to be a member of the Road Board for Ramea, District of Burgeo and LaPolle, in place of Mr. R. F. Bowdridge.

Secretary's Office, April 26, 1910.

**COLDS CAUSE HEADACHE.**

LAXATIVE BROMO Quinine, the world wide Cold and Grip remedy removes cause. Call for full name. Look for signature E. W. GROVE, 25c.—Oct 27, 11.

**Fine Western Boat.**

One of the finest types of the art known to fishermen as the Western Boat, was launched by Edward Marry & Sons at Salmonier on the 23rd inst. She was specially designed by Mr. Pico, of Placentia Bay, and built by the owners. Persons qualified to judge says she is "just it" and will be giving some of the Cape St. Mary's "jowlers" the time of their lives to "weather" her this summer. The launching was a success and was celebrated in a style Ned Marry is famed for. We wish Edward Marry & Sons and their good craft "Lovetto" the fullest measure of success.—Com.

**The Poudre Ball.**

The Alexandra Poudre dance in aid of the Alexandra Fund took place last evening at the British Hall. Over 100 couples were present and the dance was under the patronage of Her Excellency Lady Williams. All present thoroughly enjoyed the reunion. The ballroom was splendidly decorated and the C. C. C. band discoursed the dance music in capital style. Mesdames Tessier, Meehan and Benedict, who acted as chaperons, deserve congratulation on the success which attended their efforts in promoting this enjoyable affair.

MINARD'S LINIMENT CURES DAN-DRUFF.

**Editor Evening Telegram.**

Dear Sir,—"Delegate's" letter, published in your issue of Saturday past, is an eye-opener to Union printers. The writer of that letter, whoever he may be, deserves the thanks of all employers and employees in Printerdom. He certainly throws out some solid chunks of wisdom, and I hasten to take off my hat to him. The Typographical Union should move in the matter, with the view of protecting its members and those giving employment. It is certainly an injustice to those employing printers that such a state of affairs should continue without an effort being made to stop it. To my mind, Mr. Editor, those parties who patronize those "little" job-shops simply because they get their tickets, programmes, etc., printed a few cents cheaper than at the daily newspaper offices, are not aware of the injustice they are doing. When they are on the eve of giving an entertainment of any kind they are wise enough to know that its success depends largely on the dailies, whose columns invariably contain free notices, "boosting" it and calling on the general public to patronize it. It will be readily admitted that, without such newspaper aid, in nine cases out of ten, the entertainment would be a rank financial failure. Then, Mr. Editor, how are the proprietors of those dailies treated in return for such kindness? In this way: Owing to their having to pay Union wages, and bound down to the 3-hour system, they are compelled, in order to pay their staff, to charge a few cents more for a job than the owners of the "little" offices. The latter would make a profit where the former would lose—simply because, as "Delegate" pointed out, they employ boys at a low rate of wages and are working night-time, at certain seasons of the year. Is this fair play? I think not. Perhaps, Mr. Editor, those entertainment promoters who patronize the "little" job-shops are under the impression that newspaper proprietors are millionaires and lead a life of ease and luxury—no round of joy. "An Editor's Home," as sketched by Eugene Field, may have given them that impression. Field says:—"Here is a Castle. It is the Home of an Editor. It has stained Glass windows and Mahogany stairways. In front of the Castle is a Park. Is it not sweet? The lady in the Park is the Editor's Wife. She wears a costly robe of Velvet trimmed with Gold Lace, and there are Pearls and Rubies in her Hair. The Editor sits on the Front Step, smoking an Havana Cigar. His little children are playing with Diamond marbles on the Tesselated Floor. The Editor can afford to Live in Style. His wages are high, because the proprietor employing him gets the posters to print from entertainment promoters—the "little" job-offices being unable to print them. The black type, Mr. Editor, is mine. Would it not be just, Mr. Editor, when one of these gentlemen enters a daily newspaper office seeking free "puffs up," to be asked the question:—"Who printed your tickets, programmes, etc., for your entertainment?"

"Mr. Blank."  
"Well, then, why don't you ask Mr. Blank for a free 'boost.' I'm not in the business for love of it. I'm in it to make a living. If I offer my hands thanks only, instead of cash, at the week-end, they will naturally refuse to accept it. Oh, you want me to print the poster? Mr. Blank, not having the facilities to fill that order, you are compelled to come to me! Thanks, awfully! You are very kind!"

I think, Mr. Editor, when these gentlemen take a square view of the matter, they will see the injustice of continuing a practice which is an injury to printers in general and is anything but

FAIR PLAY  
St. John's, Nfld., April 26, 1910.

**DAVIS' MENTHOL SALVE**

A thick adhesive ointment, combined with Japanese Menthol and Yacine, two of the most wonderful healing drugs known. It soothes, heals and tends to restore those who suffer from Piles, Eczema, rheumatism, Chafing, irritated and other skin troubles.

The word "Salve" literally means he well or in good health. Try Davis' Menthol Salve and you will be relieved.

All Dealers.  
DAVIS & LAWRENCE CO., Montreal.

**Slattery Memorial.**

The following additional subscriptions have been received and are hereby thankfully acknowledged.

W. J. CARROLL, Hon. Sec.

Already acknowledged	\$3,521.50
P. Kennedy	10.00
W. B. Fitzgerald, Placentia	5.00
Friend, per Bro. Ennis	5.00
D. Egan	50
	\$3,542.00

MINARD'S LINIMENT RELIEVES NEURALGIA.

The subscription list was opened on Wednesday, April 20th, and will close on or before Wednesday, April 27th, 1910.

**THE INVESTMENT TRUST COMPANY, Limited**

On behalf of the Underwriters, offers  
**AT PAR OR \$100.00 A SHARE**

**\$1,250,000 of the 7 p.c. Cumulative Preferred Stock**  
**WITH 50 P. C. BONUS OF COMMON STOCK**

**CANADIAN CEREAL and MILLING Company, Limited.**

(INCORPORATED BY LETTERS PATENT UNDER THE COMPANIES' ACT, CANADA.)

Authorized	CAPITAL STOCK.	Issued.
\$2,000,000 7 p.c. Cumulative Preferred		\$1,250,000
\$2,000,000 Common Stock		\$1,250,000

**BONDS.**  
\$1,000,000 6 p.c. First Mortgage Sinking Fund, 20 years . . . . . 750,000

The dividends on the preferred stock will be payable quarterly and commence to accrue from August 1st, 1910.

The right is reserved to allot only such subscriptions and for such amounts as may be approved and to close the subscription books without notice.

Firm subscriptions have already been received for \$823,000 of the above preferred shares and the allotment of them has been guaranteed.

Subscriptions will be payable as follows:

10 p.c. on application.	Or the whole may be paid up in full on allotment or any due date of any subsequent installment under discount at the rate of 5 p.c. per annum.
15 p.c. on allotment.	
25 p.c. on the 1st of June, 1910.	
25 p.c. on the 1st of July, 1910.	
25 p.c. on the 1st of August, 1910.	

**BOARD OF DIRECTORS.**

The following gentlemen have consented to serve as Directors:  
J. D. FLAVELLE, Lindsay, Ont.—President of the Flavelle Milling Company, Limited.  
J. P. BLACK, Montreal, Que.—Director Dominion Textile Company; Director Montreal Cotton Company.  
GEORGE GOLDIE, Toronto, Ont.—Vice-President Goldie Milling Company.  
J. W. McConnel, Montreal, Que.—Director of the Canadian Light & Power Company, Limited; Director Quebec Railway, Light, Heat & Power Company.  
TRANSFER AGENT—Investment Trust Company, Limited.  
BANKERS OF THE COMPANY—Traders' Bank of Canada.

C. S. WILCOX, Hamilton, Ont.—President Hamilton Steel & Iron Company, Limited; Director Traders' Bank of Canada.  
E. V. TILLSON, Tillsonburg, Ont.—President of the Tillson Company.  
W. A. STROWGER, Toronto, Ont.

SOLICITORS—James Bicknell, K.C., Toronto; H. A. Lovett, K.C., Montreal.

HEAD OFFICE . . . . . TORONTO.

MILLS AT TILLSBURG, LINDSAY, TORONTO, LONDON, MITCHELL, SEAFORTH, FERGUS, EMBRO, WOODSTOCK, AYR, GALT.

**OBJECTS OF CONSOLIDATION.**

The Canadian Cereal & Milling Co. was formed to acquire as going concerns the milling properties of the following companies:  
The Tillson Company, Tillsonburg.  
The Flavelle Milling Company, Ltd., Lindsay.  
P. McIntosh & Son, Toronto.  
Walter Thomson & Son, Ltd., London.  
Jas. Wilson & Son, Fergus.  
D. R. Ross & Son, Embro.  
Woodstock Cereal Company, Ltd., Woodstock.  
Goldie Milling Company, Ltd., AYR.

All the properties are in good physical condition, and the Company at its inception will have the following output per twenty-four hour day:  
2,250 bbls. oatmeal and rolled oats.  
2,200 bbls. flour.  
150 " roller wheat.  
150 " split peas.  
155 " pot barley.  
340 tons of feed.  
and a total elevator capacity of 700,000 bushels.

ESTIMATED EARNINGS.  
Leading officials who have made an examination of the output of the different concerns estimate that the new company on its first year of complete operation, based on the increased output and the savings to be effected through consolidation, should show net earnings of approximately \$200,000. After providing for the payment of 6 per cent. interest on the bonds, this would be equal to about 13 per cent. on the preferred stock, and after the payment of the 7 per cent. cumulative preferred dividend would leave a surplus of about 6 per cent. on the common stock. The economies of consolidation will result from the concentration of management, the standardizing of brands, the elimination of a large amount of freight charges.

COMPANY'S STRONG FINANCIAL POSITION.  
The large amount of additional capital being placed in the treasury of the new company, besides permitting of the erection of a new mill and a line of elevators, will provide it with ample working capital of over \$500,000.

Most of the men who have helped to make the companies included in the consolidation pre-eminent successful, besides retaining a very substantial financial interest in the new company, will be actively identified with it. Mr. J. D. Flavelle of the Flavelle Milling Co., will be President, Mr. George Goldie, of the Goldie Milling Co., Vice-President and Managing Director, with headquarters in Toronto.

**CONTRACTS.**

Pursuant to the provisions of Section 43 of the Companies' Act, Chapter 79, Revised Statutes of Canada, 1906, the following contracts are noted:  
Agreement between James Wilson & Sons and A. J. Nesbitt, dated March 10th, 1910; agreement between Woodstock Cereal Company, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between D. R. Ross and A. J. Nesbitt, dated 10th March, 1910; agreement between the Tillson Company, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between the Flavelle Milling Company, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between Walter Thomson & Sons, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between P. McIntosh & Sons, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between Goldie Milling Company, Limited, and A. J. Nesbitt, dated 22nd March, 1910; and agreement between A. J. Nesbitt and Canadian Cereal & Milling Company, Limited, dated 5th April, 1910.

Application will be made to have the securities of the Company listed on the Montreal and Toronto Stock Exchanges.

Prospectus and forms of application may be obtained from the Investment Trust Company and members of the Montreal and Toronto Stock Exchanges.

Application may be sent to

**THE INVESTMENT TRUST COMPANY, LIMITED,**

Or through any branch of THE TRADERS' BANK OF CANADA, or THE ROYAL BANK OF CANADA.

AT THE PEOPLE'S THEATRE.—To-night a number of exceptionally fine pictures will be exhibited, amongst which are mentioned two great, sensational subjects:—"The Squaw's Sacrifice," and "Love Tragedy of Tylda, the Lion Tamer."

ALMOST MISSED PASSAGE.—Mr. T. Murphy yesterday received the contract of painting part of the interior of the S. S. Rosalind. He got word of his luck just before the ship started, and when he arrived at Harvey's pier he found the ship well out in the stream. Nothing daunted he hired a boat and caught the ship in the Narrows, being hauled on board by a rope. Mr. Murphy will make two trips to Montreal while painting the ship.

**The Popular London Dry Gin is VICKERS' GIN**

BY SPECIAL WARRANT OF APPOINTMENT TO H.H.M. THE KING

**VICKERS' GIN**

D. O. ROBILIN, Toronto, Canadian Agent. J. JACKSON, St. John's, Resident Agent.