

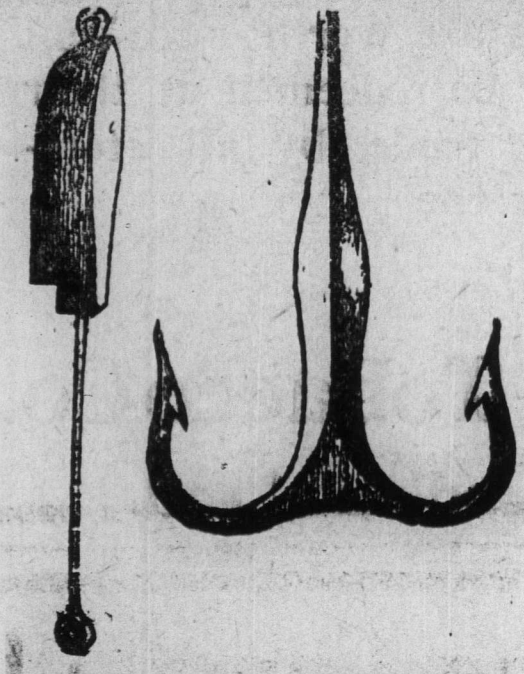


Look at that Loaf!
That's Cream of the West Flour for you!
If you'll only try Cream of the West Flour I'll stand every risk. I know what Cream of the West will do. It will bake bigger loaves and more delicious bread, too.

Cream of the West Flour
the hard wheat flour guaranteed for bread
You just try it. Ask your grocer. Tell him you're to get your money back if it fails you on a fair, square trial. Tell him the Campbell Milling Company, Limited, say so. He can charge it to us.


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

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



This cut represents the Norwegian Jigger, which is one of the greatest fish killers in the world, and used exclusively in Norway. Can be had from all the Hardware Store in St. John's. Remember it is important to use two swivels in order to make the Jigger spin.

Service and Sureness in Dunlop Traction Tread.



If ALL the cars in a certain Garage were fitted with a certain tire the fact does not help you in deciding which is the best and which is the one you want. It may have been to that garage owner's profit to boost that certain tire.

When you equip your car with tires you want to be assured you are going to get the maximum of service with the minimum possibility of skidding.

DUNLOP TRACTION TREAD assures you the longest service, because it is made of live rubber gum, moulded as a unit.

The TRACTION TREAD assures you and yours against the dangers of skidding with its possibilities of disaster.

It's of truth the "Non-Skid." The official mileage tests tell the whole story. Let us show you.

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The price for each number of above illustrated pattern is 15 cents.
Don't forget to buy the beautiful FASHION BOOK, only 10 cents when purchased with a 15 cent pattern.

Charles Hutton - Sole Agent.

Does a College Education Pay?

BY RUTH CAMERON.

I am sometimes asked by letter friends, "Does it pay to send a boy or girl to college?" Being a Yankee, I always answer that question by two others.

In the first place, what is the cost going to be? There are prices too high to pay. For instance, if it is going to include four years of unremitting self-denial for the rest of the family, and four years of combined study and attempts at self-support for the student, that may be too high a price, especially if the student's health is not of the best. I say "may" because this is pre-eminently a matter in which circumstances alter cases.

Secondly, in what coin do you expect payment to be made? If you expect that a college education will surely increase the earning powers of your son or daughter to an extent commensurate with the investment of time and money which is being made, you will probably be disappointed.

This is especially true if you expect an immediate payment. The graduate of the ordinary classical course in any college is prepared for just one profession—that of teaching. That means that these graduates must either enter that overcrowded field and start at the small salary which such over-crowding causes; or that they must spend further time in making more specific preparations for some other profession; or that they must start at the bottom of some

business or profession, receiving approximately the same wage at which a high school graduate would start.

As a rule the college graduate rises much more rapidly and ultimately receives a higher salary, but this is not always true by any means, and if the graduate is a girl she is extremely likely to marry before receiving any financial return for her investment.

On the other hand, if you are willing that part of your payment shall be a broader outlook on life, a larger capacity for intellectual enjoyment, a better standard of living, a handful of precious friendships, and a heartful of golden memories for your son or daughter, you will probably find that a college education pays.

Do not think I am disparaging a college education. I would be the last to do that, but I do believe that many fathers and mothers expect too much financial return and are sadly disappointed.

Until our colleges contain specific courses which do actually prepare for some business or profession, it is inevitable that there can seldom be a full financial return for the time and money invested. Whether it is best that our colleges should take on such specific courses is quite another question, and one I am not qualified to discuss, though I must say I have a very strong opinion in the matter.

In the meantime, let the fathers and mothers who want to know if a college education pays, digest the following: "A college education is not to teach one to make a living, but to make a life."

Ruth Cameron

Are You Blue and Worried?

Nervous? Some of the time really ill? Catch cold easily and frequently suffer from biliousness or headache? The reason is that your system does not rid itself of the poisons in the blood; just as you do not get rid of the stove to rid it of its fumes. The waste does to us exactly what the stove does to the stove; it makes the fires burn low until enough clinkers have accumulated and then prevent its burning at all. Your liver is sluggish, your bowels are constipated, you get no rest, nor is food appetizing. In this condition illness develops. Doctor Pierce's Golden Medical Discovery eradicates the poisons from the body—a glyceric alternative extract made from bloodroot, golden seal and mandrake root, stone and cancer's root, without the use of alcohol. No matter how strong the constitution the stomach is apt to be "out of kilter" at times; in consequence the blood is disordered, for the stomach is the laboratory for the constant manufacture of blood.

Prof. Dewey, Ont., Ont., writes: "I have been a great sufferer for years from throat trouble, catarrh, indigestion, female troubles, bloating, constipation and nervousness. I have consulted many different doctors, and would get better for a little while, then I would go down with chronic inflammation all through me. For nineteen years I had this poison in my blood. After trying nearly everything I got worse. I read in The People's Companion of Dr. Pierce's Golden Medical Discovery and Dr. Sage's Catarrh Remedy. I have taken the Golden Medical Discovery and Dr. Sage's Catarrh Remedy, and used five bottles of Dr. Sage's Catarrh Remedy. I am now able to do my work and walk with pleasure. I feel like a new woman. I enjoy everything around me and thank God for letting me live long enough to do something that made me well again."

Dr. Pierce's Pleasant Pellets regulate liver and bowels.

Household Notes.

If by accident soot is dropped on the carpet, sprinkle salt over it and sweep all up together.

As summer comes on, it saves a great deal of trouble to have all the deserts of fruits.

A good deodorizer for a sick room is camphor gum and ground coffee burned together.

Roomy arm chairs for the porch are made of French willow and have a pocket on one side.

A small clear vegetable brush should be kept handy to brush out the fringe on dollies.

The most economical way to buy soap is in large quantities; then let it dry before using.

Cheese balls to serve with salad are good made of Parmesan and cottage cheese.

To polish zinc, rub hard with a kerosene cloth and rub off with boiling water.

Never wash aluminum kitchen utensils with soda. Use simple soap and water.

Every spare room should have a waste-basket, a chair, and a good light in it.

INFLAMMATORY RHEUMATISM

Completely Cured by GIN PILLS

Mr. W. G. Reid, of Hamilton, Ont., one of the best known and most highly respected commercial travellers in Canada, was a cripple from Rheumatism and suffered terribly. GIN PILLS cured him. Mr. Reid writes as follows:

"I have been for the last two years a cripple with Muscular and Inflammatory Rheumatism. I tried almost everything known to medical science to relieve me of the intense pain and inflammation. I sought change of climate in Kentucky and other Southern points without relief. Your manager in this city recommended GIN PILLS and I have since taken eight boxes and am now cured. I consider GIN PILLS the conqueror of Rheumatism and Kidney Diseases."

Gin Pills is sold with a positive guarantee to cure or money promptly refunded. 50c. a box, 6 for \$2.50. Sample free if you write National Drug and Chemical Co. of Canada, Limited, Toronto.

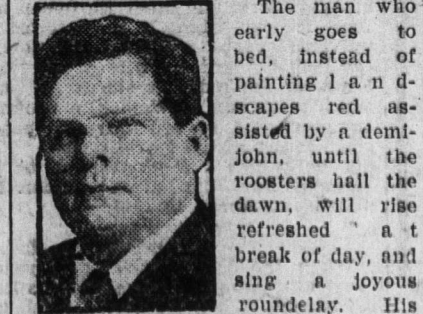
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Millinery Hats!

Just Opened
Our Full Showing of
Spring and Summer
Millinery
HATS.

Soper & Moore.

The Sane System.



The man who early goes to bed, instead of painting a n-d-escaped red assisted by a dem-john, until the roosters hall the dawn, will rise refreshed a t break of day, and sing a joyous roundelay. His mouth is clean, his eyes are bright, he has a horse's appetite and to his maw he gaily takes a half a quire of buckwheat cakes, and ham and eggs and bread and cheese, and sundry other things like these. Then to his daily toll he goes, all full of vim, from crown to toes. He works so well his boss observes: "I'm surely mashed upon your curves, and so, beginning with to-day, I'll all a guilder to your pay."

The man who paints the "Hilge red instead of going to his bed at seven minutes after ten, on waking thinks a setting hen has used his mouth three weeks or more; his eyes are red, his stomach sore; he cannot eat the wholesome steak, the scrambled egg or buckwheat cake, but sadly chews a pickled bean and takes a drink of kerosene. He does his task in languid way, and ere he's put in half a day, the boss exclaims: "You make me tired! Put on your hat and go—you're fired!" If you would hold a good job down, be wise—let others part the town.

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Empire Must Sink or Swim Together.

London, May 15.—The first course of lectures on colonial problems, organized by the University of London, was delivered yesterday at King's College on "The Colonies in International Law." The lecturer being Rev. Dr. T. J. Lawrence, formerly deputy professor of International law in the University of Cambridge.

Dr. Lawrence, in connection with the question of neutrality laid it down that the great self-governing colonies could not involve the principle of limited liability in war and that all parts of the empire must sink or swim together. He expressed much sympathy with the school of political thought, which had arisen more prominently in Canada, which objected to being obliged to spend their blood and treasure in any wars which do not affect their rights and interests, and which they might hold to be morally indefensible. Hence arose a disposition to claim that their armed forces should be entirely under their own control. He did not think that Great Britain disputed that, but neutrality and belligerency were functions of sovereign states. A power could no more be neutral in part and belligerent in part and single in part. No foreign country would recognize any such "in and out" arrangement.

Airman Charged With Invasion Without Permit.

London, May 15.—The well-known French aviator Marcel G. Brindeau des Moulins, who landed at Hendon near London, from his aeroplane on Sunday after a 450-mile flight from Bremen, Germany, is the first airman to fall a victim to the comprehensive prohibition issued by Reginald McKenna, Home Secretary, against flyers invading Great Britain without permit.

The aviator was arraigned at Bow Street Police Court to-day on the charge and pleaded ignorance of the regulations, but was ordered by the magistrate to deposit a bond of \$200 to appear for judgment if he should be called upon to do so.

The summons charged the airman with traversing prohibited areas.

During his flight from Germany to England, the aviator made a fresh record for the passage across the English Channel from Calais to Dover, which he accomplished in twenty minutes.

DODD'S KIDNEY PILLS

FOR ALL KINDS OF KIDNEY DISORDER. CURES RHEUMATISM, GRAVEL, DIABETES, BRONCHITIS, AND ALL THE URINARY AFFECTIONS.

MINARD'S LINIMENT CURES GARTICULAR LIC IN COWS.

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Selling at very Lowest Prices

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SHEA'S GROCERY and FEED STORE,

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Phone 342A.

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We are now prepared to do all kinds of fine Shoe Repairing. Satisfaction guaranteed.

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N.B.—Any fine shoes sent us from the outports to be repaired will receive personal attention and treated with dispatch.

F. SMALLWOOD, REPAIR DEPT.

THE 6 BEST WHISKIES That Ever Left Scotland.

Premier,
'Gaelic' Old Smuggler,
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White & Mackay's Special, and
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These Whiskies we sell at \$1.20 per bottle, \$13.00 per case.

Also, several Cheaper Brands.

Goods shipped on the same day as order is received.

P. J. SHEA,
314 Water St. Phone 342.

Invitation to Fishermen.

We have now installed in boats at our wharf type "M" Fairbanks-Morse Engines. Whether you are thinking of buying an engine or not, come and get a run on the harbour, and see the engines running. We extend this invitation to all fishermen.

GEO. M. BARR.

New Arrivals of Good Things TO EAT.

TO-DAY:
Choice
New York Corned Beef.

Strawberries.
Bananas.
Pineapples.
Dessert Apples.
Grape Fruit.
Valencia Oranges.

Tomatoes.
Cucumbers.
Rhubarb.

Fresh supply Ganong's Confectionery, "the finest in the land." Moir's Cakes, Plain, Citron and Sultana; Sinclair's Fidelity Hams.

Telephone 191.

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You can now get a book that up to a few months ago sold for from \$1.25 to \$2.00. We refer to the books now issued in the new and enlarged H. & S. Library of Standard Religious Authors. In it are found the very best books for all interested in religious work and effort. There are some seventy titles in the list, exclusive of the Expositor's Bible which makes about fifty additional volumes. Full catalogue of all will be sent you on request.

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The most famous adhesive in the world. Sticks everything and is always ready for use. In patent pin stopper tubes, 2 sizes: 16 and 20 cts.

It is perhaps true to say that no other proprietary adhesive has ever had such universal use. Seccotine requires no heating or other preparation; it keeps for years and is always ready and liquid. It cements all kinds of materials.

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