



The Bread and Butter Age.

The growing child needs more good food at frequent intervals than the adult. Nothing is better and safer between meals than a slice of the good home-made bread. Formerly graham or whole wheat bread was favored; but Dr. Woods Hutchinson, the prominent hygienic writer, and other experts, have pointed out that the coarser flours are really less easily assimilated and are inferior in food value to the best white flour.

"Beaver" Flour

is a product uniting the merits of the coarser flours with the delicate, white, appetizing qualities appreciated by children and grown people alike. It is not a crude mixture, but an exactly proportioned scientific blend of Manitoba Spring Wheat and Ontario Fall Wheat. The famous Manitoba No. 1 Hard contains the gluten and proteids which build bone and sinew, and we balance this with the right proportion of the best Ontario wheat, softer, whiter and richer in carbohydrates, to make a perfect food. For bread, cake and pastry, use BEAVER FLOUR.

DEALERS—Write us for prices of Feed, Coarse Grain and Cereals.

THE T. H. TAYLOR CO. LIMITED, - - 101 - - CHATHAM, Ont.

R. G. ASH & CO., St. John's, Sole Agents in Newfoundland, will be pleased to quote prices.

"The Man Who Disappeared."

CHAPTER XIII.
Mr. Turl With His Back to the Wall.
(Continued.)

"We don't pretend to know where that particular meeting occurred. But we do know that you visited the last place Murray Davenport was traced to in New York. We have a great deal of evidence connecting you with him about the time of his disappearance. We have so much that there would be no use in your denying that you had some part in his affairs."

She paused, to give him a chance to speak. But he only gazed at her with a thoughtful, regretful perplexity. So she went on:

"We don't say—yet—whether that part was friendly, indifferent, or evil."

The last word, and the searching look that accompanied it, drew a swift though quiet answer:

"It wasn't evil. I give you my word."

"Then you admit you did have a part in his disappearance?" said Larcher, quickly.

"I may as well. Miss Kenby says you have evidence of it. You have been clever—or I have been stupid—I'm sorry Davenport showed you my letter."

"Then as your part was not evil," pursued Florence, with ill-repressed eagerness, "you can't object to telling us about him. Where is he now?"

"Pardon me, but I do object. I have strong reasons. You must excuse me."

"We will not excuse you!" cried Florence. "We have the right to know—the right of friendship—the

right of love. I insist. I will not take a refusal."

Apprised, by her earnestness, of the determination that confronted him, Turl reflected. Plainly the situation was a most unpleasant one to him. A brief moment showed that he would have liked to rise and pace the floor for the better thinking out of the question; or indeed escape from the room; but the impulse was checked at sight of the obstacles to his passage. Florence gave him time enough to thresh matters out in his mind. He brought forth a sigh heavy with regret and discomfiture. Then, at last, his face took on a hardness of resolve unusual to it, and he spoke on a hardness of resolve unusual to it, and he spoke in a hardness of resolve unusual to it, and he spoke in a tone less than ordinarily conciliating:

"I have nothing now to do with Murray Davenport. I am in no way accountable for his actions or for anything that ever befell him. I have nothing to say of him. He has disappeared, we shall never see him again; he was an unhappy man, an unfortunate wretch; in his disappearance there was nothing criminal, or guilty, or even unkind, on anybody's part. There is no good in reviving memories of him; let him be forgotten, as he desired to be. I assure you, I swear to you, he will never reappear,—and that no good whatever can come of investigating his disappearance. Let him rest; put him out of your mind, and turn to the future."

To his resolved tone, Florence replied with an outburst of passionate menace:

"I will know! I'll resort to any-

be endangered through my knowledge of any secret, Florence replied, with so much sad affection that Turl was again visibly moved. But for the misunderstanding which kept us apart, he would not have had this secret from me. And to think—he disappeared the very day Mr. Larcher was to enlighten him. It was cruel! And now you would keep from me the knowledge of what became of him. I have learned too well that fate is pitiless; and find that men are no less so."

Turl's face was a study, showing the play of various reflections. Finally his ideas seemed to be resolved. "Are we likely to be interrupted here?" he asked, in a tone of surrender.

"No; I have guarded against that," said Florence, eagerly.

"Then I'll tell you Davenport's story. But you must be patient, and let me tell it in my own way, and you must promise—all three—never to reveal it; you'll find no reason in it for divulging it, and great reason for keeping it secret."

On that condition the promise was given, and Turl, having taken a moment's preliminary thought, began his account.

CHAPTER XIV.

A STRANGE DESIGN.

"PERHAPS," said Turl, addressing particularly Florence, "you know already what was Murray Davenport's state of mind during the months immediately before his disappearance. Bad luck was said to attend him, and to fall on any enterprise he became associated with. Whatever were the reasons, either inseparable from him, or special in each case, it's certain that his affairs did not thrive, with the exception of those in which he played the merely mechanical part of a drudge under the orders, and for the profit, of Mr. Bagley. As for bad luck, the name was, in effect, equivalent to the thing itself, for it cut him out of many opportunities in the theatrical market, with people not above the superstition of their guild; also it produced him a discouragement and self-depreciation, which kept the quality of his work down to the level of hopeless hackery. For yielding to this influence; for stooping, in his necessity, to the service of Bagley, who had wronged him; for failing to find a way out of the slough of mediocre production, poor pay, and company inferior to him in mind, he began to detest himself."

"He had never been a conceited man, but he could not have helped measuring his taste and intellect with those of average people, and he had valued himself accordingly. Another circumstance had forced him to think well of himself. On his trip to Europe he had met—I needn't say more but to have won the regard of a woman herself so admirable was bound to elevate him in his own esteem."

This event in his life had roused his ambition and filled him with hope. It had made him almost forget, or rather had braced him to battle confidently with his demon of reputed bad luck. You can imagine the effect when the stimulus, the cause of hope, the reason for striving, was—as he believed—withdrawn from him. He assumed that this calamity was due to you; having learned about the supposed shadow of bad luck, or at least about his habitual failure. And while he did this injustice to you, Miss Kenby, he at the same time found cause in himself for your apparent desertion. He felt he must be worthless and undeserving. As the pain of losing you, and the hope that went with you, was the keenest pain, the most staggering humiliation, he had ever apparently owed to his success, his evil spirit of fancied ill-luck, and his personality itself, he now saw these in darker colors than ever before; he contemplated them more exclusively, he brooded on them. And so he got into the state I just described.

To be continued.

I bought a horse with a supposedly incurable ringbone for \$20. Cured him with \$1.00 worth of MINARD'S LINIMENT and sold him for \$85. Profit on Liniment, \$54.00. MOISE DEROSCE, Hotel Keeper, St. Philippe, Que.

Kerosene oil will erase fresh wagon grease, and machine oil yields to cold soapsuds. One rule must be remembered: Alkalis are removed by diluted acids, like citric acid, while acids require hartshorn.

THE PEOPLE'S PAPER.

The Evening Telegram

THE BEST ADVERTISING MEDIUM IN NEWFOUNDLAND.

Linking up the Advertiser with the Dealer.

By M. S. Olds, Advertising Manager of Stein-Block Clothing.

Few people can be found to-day who will dispute the power of judicious advertising. It is looked upon as a prime factor in business success. The merchant who does not advertise is considered a back number by his associates. Advertising has seized hold of the tools of civilization and wrought strongly with them. The printing press is its knight errant and the electric current its torch. Yet advertising is by no means easy to define. I think, if you should ask me to define advertising off-hand, I should say that advertising is the science of promoting distribution.

Now I am not intending in this paper to lay down for you a set of rules that will prove an infallible guide to anybody with so important a problem confronting him. That would be impossible, for the great questions of distribution require special investigation and special treatment, each according to its needs. What I do want to do is to call your attention to a few fundamental working principles that cover in a general and practical way one or two features of successful distribution. I have called my subject, "Linking Up with the Dealer," and I am going to try to tell you a few practical things that may help you in smoothing out the road.

Of course, you must advertise. This can be done in most of the nationally circulated mediums that have been brought into being and continue to be fattened by advertising. The newspapers can help you tremendously to achieve victory in that wonderful battle against indifference, which we call publicity.

There is no profession in which more can be learned from hard experience than advertising. Some of you may be advertising men some day and I want you to remember these little points that have come up in the course of the day's work:

- First—Always—Let whatever you send or write to your customer be as safe and honest as the checks that carry your firm's signature.
- Second—Answer your customer's letters the same day they are received. You will earn his respect and his gratitude.
- Third—Be frank with him and try to write to him just as you would talk to him, as one honest man to another.
- Fourth—Answer his questions minutely and carefully. Sometimes they may seem insignificant to you, but to him they are very important.
- Fifth—Do not try to get something from him for nothing. Do not permit him to expect something from you for nothing.
- Sixth—Remember that he is probably just as good a fellow as you are, and that he is quick to detect a shortcoming in you and your work.
- Eighth, Ninth and Tenth—Be on the square with him from one year's end to the other—and use Common Sense.

GENTS' SMART LONDON AND NEW YORK NECKWEAR! BOVRIL.

Fresh supply by S.S. Kaiasha.

BOVRIL, (in bottles.)
1 oz., 2 oz., 4 oz., 8 oz., 16 oz.

INVALIDS BOVRIL,
2 oz. and 8 oz. bottles.

BOVRIL WINE,
half pint and pint bottles.

BOVRIL LOZENGES,
in tins.

LIEBIG'S EXTRACT OF MEAT,
VIMBOS,
CELERY SALT,
VIROL
large medium and small.

T. J. EDENS
Sole Agent for Newfoundland.

Hazell's Annual, for 1911,
Is of all Year Books reference books certainly the most reliable and comprehensive. This new volume contains a full record of the New House of Commons, and from its literary and biographical aspect surpasses all former editions; its 630 pages is full of information for men of all professions and occupations. Price, \$1.00 post paid.

S. E. GARLAND, Leading Bookseller,
J. B. Printing of all kinds.

STEER BROTHERS.
To Arrive, ex S.S. "Stephano," THURSDAY.
40 brls. Choice Green Cabbage,
30 brls. New Potatoes,
30 bunches Bananas.
BURT & LAWRENCE,
1. O. Box 245. Telephone 759. 14 New Gower St.

Sweet Bread

4 cents and
12 cents Loaf.

Plain Bread

5 cents Loaf.

Made under the best sanitary conditions—all new appliances.

M. J. WALSH,
Duckworth Street.

Here and There.

Six bottles of Stafford's Liniment will cure Rheumatism.—July 31st.

GATE RECEIPTS.—The receipts at last evening's football match amounted to \$28.50.

League Football (Brigade Division) St. George's Field, 6.45 this evening. C.C.C. vs. C.L.B.

GOING FOR VACATION.—Const. Tobin will go for a vacation to the Southern Shore to-morrow.

Coughs, Colds, Bronchitis and all throat troubles cured by Stafford's Liniment.—July 31st.

CITY COUNCIL.—The regular weekly meeting of the City Council will take place at 2.30 this evening.

DR. G. N. MURPHY'S Office will be closed from Wednesday, Aug. 9th, to Sept. 2nd.—July 20, 1911, m.f.s.

TRAIN DELAYED.—The local train from Carbonar met with a mishap and did not arrive here till 11.30 last night.

CABMEN'S HARVEST.—The city cabmen are now doing well on account of the presence of so many tourists here.

There will be a special meeting of the Star-Cadet Sports' Committee at 8.30 to-night in the Star Hall. Business important.—ad 11.

BODY TAKEN HOME.—The body of the late P. Scott of Bay Bulls, who died at the General Hospital yesterday was taken home today for interment.

Dr. de Van's Female Pills
A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the sensitive portion of the female system. Adversely all cheap imitations. Dr. de Van's are sold at \$1.00 per box, or three for \$2.50. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

GUARDS AT CARBONAR.
The Methodist Guards have gone to Carbonar to camp out for two weeks. They have fixed their headquarters in Pike's field.

Electric Restorer for Men
Phosphonal restores every nerve in the body and vitality. Its proper tension restores weakness averted at once. Phosphonal will make you a new man. Price \$1.00 per bottle. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont.

BENEVOLENT MATCH.—The Collegians and Stars are negotiating to play a football match next Wednesday evening. The gate receipts will be given to the employees of St. George's Field.

The Ladies of the Cowan Mission are having an "At Home" on Thursday, August 15th, at the Conventual Home, Forest Road. Particulars later.—aug.31

BLUE JACKET ARRESTED.—The police on night duty found a man wearing a blue jacket sleeping in a Water Street doorway last night. The chap was too drunk to move so they took him to the police station.

ROLLER HINK.—The Roller Hink will open for the season on Monday evening at 7.30 p.m. Afternoon sessions from 2.30 p.m. till 5.30 p.m. Admission 10c.; Skates, Gents 15c.; Ladies, 10c.—aug.31

A VIOLENT LANTIC.—By the Prospero last night there arrived a man belonging to Campbellton who was down at St. Anthony fishing, but who was taken ill and then became delirious. He was violent for a long while on the ship and had to be confined in a straight jacket. He was taken to the Asylum.

NOTICE TO THE TRADE.—Having been appointed Sole Agents for Newfoundland for Monkhouse and Gibb's world-famed Table Dainties, and having received from them a full range of all their manufactures we are now prepared to show these and quote prices and terms.

NOTE.—No orders can be accepted except from bona-fide importers. W. H. DAVIDSON, Cabot Building, St. John's.—aug.10, 1911