

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
15 p.c. on allotment.	or any due date of any subsequent installment under discount at the rate of 5 p.c. per annum.
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.	
100 p.c.	

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.

REGISTRAR—Montreal Trust Company, Limited.
SOLICITORS—James Bicknell, K.C., Toronto; H. A. Lovett, K.C., Montreal.

HEAD OFFICE TORONTO.

MILLS AT TILLSONBURG, 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: 2,350 bbls. oatmeal and rolled oats; 2,200 bbls. flour; 100 " rolled wheat; 450 " 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-eminently 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 P. McIntosh & Sons, Limited, and A. J. Nesbitt, dated 10th March, 1910; agreement between Walter Thompson & 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.

Band of Hope.

The celebration at the Synod Hall by the children of the Band of Hope last evening was a great success. The ladies who presided over the tables were Mrs. R. C. Grieve, Mrs. Bell, Mrs. E. LeMessurier, Miss Horwood,

BICYCLES

BICYCLE BUNDLES
 DISC RECORDS BICYCLE MUNSON
 at Cut Prices
 240 Yonge St.
 Send for Cut Price Catalogue.
 TORONTO
 April 18, 11.

Miss Carter, Miss Hayward, Misses Whitten, Miller, Fenner, Kusman, Long and Furneaux. After tea the children rendered a nice programme of songs, choruses, drill, dances and dialogues. Amongst the visitors were Rev. Canon Dunfield and White, Rev. G. R. Godden and J. Brinton. At the close Rev. Canon White addressed the children and complimented them on the successful rendition of the programme, and also thanked Rev. Mr. and Mrs. Bell, Miss Miller, Miss Purchase and Miss Ryall who organized this part of the entertainment.

GOES TO BRITISH COLUMBIA.—Rev. Fr. McNeill, of St. George's, will go to British Columbia in a few months' time and will take a parish in that country.

Minard's Liniment Cures Burns, Etc.

Committed an Assault.

Two young men of the South Shore who had been working at Bell Island came to the city via Portugal Cove on Saturday and then went home. Sunday they had a quarrel with a neighbour whom they assaulted and beat in his home. He came to the city yesterday, made a deposition, and last night officers Cleary and Tobin who were sent for them, brought his aggressors to the city to stand their trial.

The sch. Dorothy Duff was towed here from Carbonear last night by the Louise. She is anchored in the stream and will later load for market.

Cable News.

WHY PEARY ATTACKED COOK.

Special to Evening Telegram.
 NEW YORK, April 25.
 At a farewell luncheon tendered him at the Brooklyn Club today Commander Robert E. Peary, who will sail for Europe to-morrow, took occasion to explain why he attacked the claim of Dr. Cook so strongly on his arrival from his polar trip. He said three weeks before I got back to civilization I had the fullest information of what had been done by another in the Arctic regions and when and where and what would be claimed by this man. The telegrams I sent which caused me to be criticised were sent deliberately and after full consideration. That was my position. I knew that a deliberate attempt was to be made to defraud the country, and as an officer of the U. S. navy, I felt that I must give warning in order that I might escape a charge of being an accessory to the crime. My position is still unchanged and will not be changed hereafter.

GERMAN AIRSHIP WRECKED.

Special to Evening Telegram.
 LIMPBURG DER LAHN, PRUSSIA, April 25.
 The Zeppelin, the second one of the third dirigible balloons of the German Government Aerial Fleet ran away to-day and was destroyed. The air ship which was forced to descend here last night owing to a storm encountered while attempting a return trip from Hamburg to Cologne, broke her mooring to-day and without a crew drifted in a northeasterly direction. A half hour after its escape the dirigible dropped at Weilburg and was smashed to pieces.

BRITISH AIRSHIP DESTROYED.

Special to Evening Telegram.
 LONDON, April 25.
 Misfortune continues to dog the airships of the British army, the one which recently made such successful trial flights was caught by a gust of wind at Farnborough when it was being taken out of its shed this afternoon and quickly turned turtle. The gas bags were torn to pieces and the frame work smashed to bits.

THE COTTON SITUATION.

Special to Evening Telegram.
 LIVERPOOL, April 25.
 Pending the receipt of views of their representatives now at Decatur, Alabama, in connection with the affairs of the suspended firm of Yancey & Co., the local firms affected by the suspension have decided to pool all of their cotton arriving against Bank acceptances in the interests of all concerned. The local feeling is more hopeful to-day.

BIG FLIGHT PROJECTED.

Special to Evening Telegram.
 LONDON, April 25.
 An Aerial Derby from London to Manchester is in prospect for Wednesday. Both Graham White who failed in his attempt last week and Louis Paulham, the Frenchman, who has arrived here, are planning to start for the \$50,000 prize on that morning. M. Paulham gave official notice to the Aero Club to-day of his intentions to attempt the 138 mile flight on Wednesday, weather permitting. White is confident that the repairs which he had to have made to his machine will be finished in time to permit him to ascend simultaneously with the Frenchman. The Frenchman contemplates a continuous flight though according to the rules of the contest, two stops are allowed. Both men will use Farman Biplanes. This prize is offered by the Daily Mail. The offer has been open several years, but has not yet been won.

PRINCE OF MONACO IN ROME.

Special to Evening Telegram.
 ROME, April 25.
 Albert, Prince of Monaco arrived here to-day and was received at the Railroad Station by representatives of King Victor Emmanuel, the foreign Office and of the Geographical Society, under the auspices of which he will deliver his lecture on Wednesday. The King sent his own carriage to convey the Prince to his Hotel. Soor after his arrival the Prince visited His Majesty with whom he had a long interview.

ROOSEVELT IN PARIS.

Special to Evening Telegram.
 PARIS, April 25.
 The guest of the city of Paris to-day, Theo. Roosevelt was received by the City Fathers in the Hotel de Ville, and was the subject of a glowing tribute pronounced by M. Caron, President of the Municipal Council, M. Desolles, Prefect of the Seine, and M. Lepine, Prefect of the Police.

BY BIG MAJORITY.

Special Evening Telegram.
 LONDON, April 25.
 The House of Commons to-night passed the second reading of the Finance Bill by a vote of 328 to 242.

The regular train at 6 p.m. yesterday took out about 30 passengers.

Another Hambourg Recital Wednesday.

Mr. Mark Hambourg, whose marvellous artistry conquered the audience whose good fortune it was to hear him last night, has consented to give another recital at the Methodist College Hall on Wednesday evening. In order that everyone may have an opportunity to hear this marvelous master, fifteen rows of seats will be sold at 50 and 75 cent prices. The front rows will, of course, remain at the original price. An entire change of programme will be offered. Seats are now on sale at Hutton's Music Store.

Address to Electors.

Gentlemen,—I beg to announce that I have at the request of some hundreds of taxpayers of the city consented to allow myself to be put in nomination in the forthcoming Municipal Election.

I may say, gentlemen, that I am not rushing into this matter blindly. I have given it very serious thought and study, for the past six months and feel now that I consider myself second to none so far as knowing the wants and requirements of a long-suffering people is concerned.

The point, gentlemen, about the Municipality that I wish to impress upon you is that I will do my best, my very best, to give you more light, more information, as to the inner workings of that body.

The taxation, gentlemen, is another question that I have been carefully studying, and I feel that we are not getting full value in the way of improvements in proportion to the amount of taxes we are paying.

In connection with this appeal I might address my remarks as being mostly intended for the people of the Higher Levels, as they are the ones that have suffered for lack of improvements, as I may say, that I am one of them myself.

I particularly appeal to the people of the city generally.

Sincerely yours,
 JACOB BISHOP.

Presentation.

Mr. E. G. Williams, late Noble Grand of Atlantic Lodge, I. O. O. F., who is about to leave St. John's for the United States, was presented with the following address at the weekly meeting last evening:—

Atlantic Lodge, No. 1, I. O. O. F., St. John's, Nfld. April, 25, '10.

To Bro. E. G. Williams, Late Noble Grand of Atlantic Lodge, No. 1, I. O. O. F.

Dear Sir and Brother:

On receiving your intimation this evening that you are about to vacate the office of Noble Grand, we the officers and members of Atlantic Lodge (No. 1), were officially informed of your intended departure from Newfoundland, and take this opportunity of expressing our sincere regret on having to become separated from you.

The interest manifested by you in the responsible duties appertaining to the office of Noble Grand, has endeared you to us and gained the esteem and confidence of every Odd Fellow.

On behalf of the members of Atlantic Lodge, we beg to present to you a very slight token of their appreciation of the admirable and praiseworthy manner in which you have discharged the duties of the high and responsible position which you held.

Your high character, integrity and zeal have won for you the highest esteem of your brothers in Odd Fellowship so that you have reached the position—one that is not only a credit to yourself but to the Order to which you belong.

May you ever be animated by the pure principles of Odd Fellowship, and may the hand of Providence ever guide and direct you in your sojourn in a foreign land.

Wishing you health, happiness and prosperity, we are, on behalf of the members of Atlantic Lodge, No. 1, I. O. O. F.,

Fraternally yours,
 A. ERNEST WHITE, Vice-Grand.
 E. D. SPURRELL, Secretary.

HAD BAD EAR-TROUBLE.

The skin became hard and dry, caused frightful itching and nothing helped till Dr. Hamilton's Ointment was used; it cured. Nothing known that is so healing, so antiseptic, so sure to alleviate all skin irritation. Try Dr. Hamilton's Ointment yourself, 50c. per box at all dealers.

Coast Weather Report.

Herring Neck—Two schooners sailed yesterday and two this morning for French Shore. Wind East, clear summer weather.

Sound Island—Half barrel of herring per net at Piper's Hole. Sign of lobsters.

Lark Harbour—Wind W., fine; fish scarce.

Port aux Basques—Hand liners yesterday 4 to 6 qts., 2 to 3 barrels of herring to net.

Birchy Cove—Wind west, fine and warm.

Nippers Harbour—Moderate S. E. breeze, dull; bay clear.

Burgeo—Enough herring for local bait, cod scarce, halibut plentiful. Weather foggy and moderate.

Lasco—Light S. wind; weather dull; fishing schooners passed north yesterday; no ice.

Norwegian Fishery.

26th April, 1910.

Lofoten	13,900,000
All others	22,800,000
Total	36,700,000
Corresponding Period, 1909.	
Lofoten	16,800,000
All others	23,958,000
Total	40,758,000



ONLY 85 CENTS

IN TWO STYLES.

We have just received another large shipment of our

FAMOUS 85c. BLOUSES.

One style as above, in fine White Lawn, Embroidered Front, Fine Lace Insertion trimmed yoke, collar and wrists.

THE OTHER STYLE

is, if possible a more popular one at the price. It is well made of Fine White Lawn—all over Embroidery front and sleeves from waist to shoulder.

THE BEST VALUE ON THE MARKET, AT 85 cents.

We have also opened this week another lot of whitewear that it will more than repay you to see, including other blouses, from \$1.00 to \$8.50; Camisoles, from 35c. to \$1.00; Knickers, from 35c. to \$1.50; Nightdresses, from 70c. to \$2.00.

See Front Window Display.

C. L. MARCH CO., Ltd.

GENERAL MERCHANDISE,
 CORNER WATER and SPRINGDALE STREETS.

Fads and Fashions.

Leghorn hats, faced with black velvet are shown in many smart and novel shapes.

Odd effects are gained in chiffon gowns by making them over a contrasting shade.

Many robe dresses are in evidence, with spots as big as a dollar forming the border.

"Indro" is a shanting of light weight and is very suitable for dressy summer frocks.

Brilliant satin or foulard linings replace those of self-color for coats and wraps.

Why Captain Strachan Was Nearly Dead

A few months ago you could have seen a man whose life was a life of misery, doubled up with pains in the back, painful stitches lying through him. He was given up as incurable. FIG PILLS cured him after three weeks' treatment. We guarantee you that FIG PILLS will cure you, or your money back. 25c. a box, at all drug stores.

Odd Fellows' Meeting.

The weekly session of the Oddfellows was held last evening. An account of the Lodge work at Grand Falls was given by the Noble Grand of Exploits Lodge, No. 2. Three candidates were installed. An address was presented to Bro. E. G. Williams, the N. G., who is leaving by the S. S. Florizel for the States. He was presented with a handsome pipe and an appropriate address.

Vivid touches of orange and Chan-

Steel ornaments are very much used.

Raffia is used for many smart shopping bags.

Rich embroidery is much in evidence this season.

Tussore and satin tailored costumes replace velvet.

The bib front is a distinctive feature of many dresses.

In foulards pin and polka dots and big color spots prevail.

White belts are worn with the most elegant lingerie gowns.

The dressy colored blouse is enjoying a revival this season.

Dots and rings are much employed in the new foulard designs.

The pretty fluffy jabots are prominent in the spring neckwear.

This is essentially a silk season with foulards to the front.

Tailor-made gowns of silk will be more in evidence than ever before.

On Louis XII. coats one sees three pocket flaps, one above the other.

Taffeta has come back to us again, soft and supple, with a satiny sheen.

Peasant frocks of white linen are decidedly smart for the small daughter.

Everything in the way of changeable material will be much worn this season.

Mucha self trimming is used in bias bands, cordings, shirtings, and the like.

AYER'S HAIR VIGOR
 Ingredients: Sulphur, Glycerin, Quinine, Sodium Chloride. Show this to your doctor.
 Castile Soap, Alcohol, Water, Perfum. Ayer's Hair Vigor just as promptly destroys the germs that cause dandruff. It removes every trace of dandruff itself, and keeps the scalp clean and in a healthy condition.

Does not Color the Hair

DODD'S KIDNEY PILLS
 CURES RHEUMATISM, BRUISES, BACKACHE, DIABETES, GRAVEL, NEURALGIA, MIGRAINE, HEADACHE, AND ALL KIDNEY DISEASES.

NUMBER 23 THE PROSPECT