The Evening Telegram, St. John's, Newfoundland, January 20, 1911....

## The Young Housewife

is anxious to get good results from her first efforts in baking. She is eage for the admiring comments of her husband and her visitors. She knows tha her bread and pastry will be subjected to close criticism, and realizes that in her nervous anxiety she is ikely to make mistakes, by using too much of this or toolittle of that. Then again, the flour she uses is apt to time, unless she uses

## "Beaver"

 Flourwhich takes a heavy burden of responsibility off the young wife's shoulders. It is a scru-
pulously exact blend of Manitoba Spring wheat and Ontario Fall wheat, so balanced as to formity of superlative quality.

BEAVER FLOUR', contains all the gluten - the ment-of the Manitoba wheat and the qualities of the Ontario wheat that make bread light and white, and cakes and BEAVER FLOUR" saves the trouble of keeping one flour for bread and another for
 pastry. It is a bread flour and a pastry flour too. It is reliable at all times and under all conditions It
as good to look upon as they are tasty and nutritious. For biscuits, pies and pastry, "BEAAVER as good to look upon as they are tasty and nutritious. For biscuits, pies and pastry, "BEA

THE T. H. TAYLOR CO. LIMITED,
CHATHAM, Ont. R. G ASH \& CO., Sit. John's, Sole Agents in Nild., will be pleased to quote prices.

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## The FVENING

 TELEGRAM.CTIE advertiser who puts his Adnts. in the Evening telegram neer complains of results. It is read and be ieved by the people who buy foods. That is one reason why the TELE.
GR Aus a alvertising columns

Carry More Advertising
Than Any Other Newspaper in Newfoundland.
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size it urther. What we wan to do is to bring home to the business men (if here are any who have not availed of
 TELEGRAM, in bringing before the people what they want the pubic-the

Tha Kind of Goods They Have To Sell, the Quality of the Goods, Prices, \&c.

If that is what the shopkeeper wants the public to learn, the TELEGRAM is the ight medium through which it can be

Ist, It has the largest circulation, and

2nd. Consequenty it is the most widely-read newspaper in Newfoundland :

3rd. Naturally, then, it mus be THE BEST ADVERTISING MEDIUM in Newfoundland;
there, the advertiser has ahig gan, and nothing to lose by availing of the services of the EVEN ING TELEGRAM during

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