

Brainy Collins

Read what one of the sensations of 2nd base in the whole history of baseball says about



Coca-Cola

"It is quite agreeable for your firm to use my name in your advertising literature as one of your many customers who have derived benefits from drinking Coca-Cola."

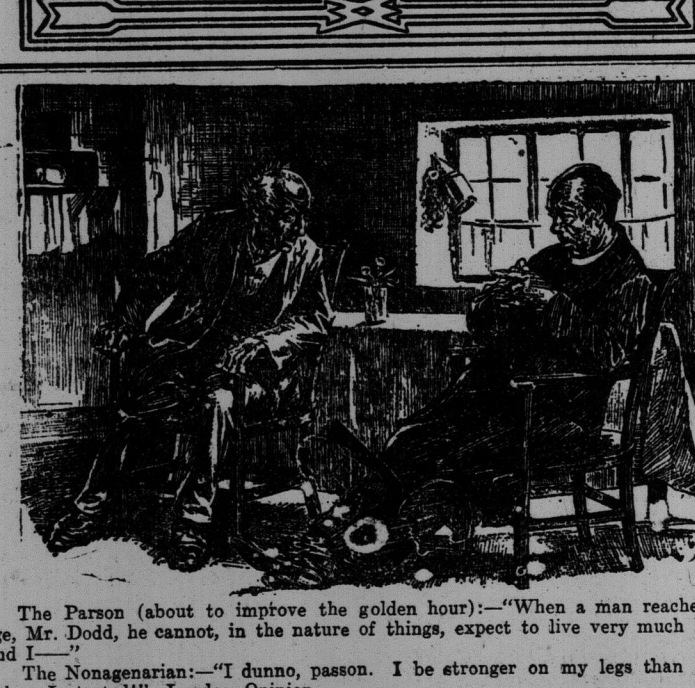
Your truly,
E. F. COLLINS.

Do you suppose he'd like it, drink it and say so if he didn't know that for athletes and fan—for everybody—it's the best and snappiest of beverages?

Free
Old time bottles
of Coca-Cola
with every
bottle of
Coca-Cola
bought for the
purpose.

Whenever you see an
arrow think of Coca-Cola.

Demand the Genuine—
Refuse Substitutes
THE COCA-COLA CO., Toronto, Ont.



The Parson (about to improve the golden hour).—When a man reaches your age, Mr. Dodd, he cannot, in the nature of things, expect to live very much longer, and—
The Nonagenarian.—"I dunno, parson. I be stronger on my legs than I were when I started!"—London Opinion.

Purely Vegetable Treatment

No Injury to the Health

FOR THE DRINK HABIT

PROTESTANT CLERGY ENDORSE THE NEAL

Leading Divine at Perth, Ontario, Writes a Strong Letter of Endorsement for the Neal Institute.

READ HIS SERIOUS STATEMENT

The Neal Treatment Turns the Attention of the Former Drinker, Godward.

DOES NOT RETURN TO DRINK

The Rev. Mr. Scott is adverse to giving testimonials. He says so. Many people are loath to believe a testimonial. But this proud, good man saw what was done in his own town and the surrounding country for drinkers, and he rose to the full measure of the occasion and wrote a letter to the public, out of the kindness of his heart, for that great army of men who are veritable slaves to drink. Read what he says. He is serious about this matter:

"St. Andrew's Manse, Perth, Ont., Dec. 3rd, 1910.

"Probably these lines that I am now writing may influence many:

"I have reluctance about writing testimonials, for they are often too easily obtained; frequently they are unreliable and people generally have more or less suspicion about them. For a time I, myself, refused to give credence to reports that were made to me concerning cures that were effected in the case of men who had been treated by the Neal Treatment:

"But now, to say nothing of a number of outside instances, I have around me in my own town, four men who for years have done dishonor to themselves, their families, to their community and to their Maker, through strong drink, who are now temperate men, and are living a new kind of life together. These men were treated at the Neal Institute. I am not writing about the cure or the prices or other details. But I find the attention of these men turned Godward and each one of the four bears witness that the desire for liquor is with him no longer. Concerning Lameless to intimate last spring to the municipality of the town his fixed determination to enforce the anti-gambling laws and the city fathers, fearing both the migration of the entire court to another resort, and the heavy hand of the government, canceled Marquet's lease, and caused him to move elsewhere.

Although public gambling establishments are tolerated in Roumania, yet the fulfillment by King Charles of his threat to leave Sinia, his seaside home, where the gambling tables were set, is likely to prove effectual, since the place cannot exist without the court and its attendant gossips; so that this the greatest farmer of gambling tables since the days of old Blance, is likely to have as short a stay at Sinia as at San Sebastian.

Still another instance of the modern powerlessness of kings, is also the scandal in connection with the phenomenal increase of titles of nobility in Spain, an increase against which the king is vainly protesting. When the English House of Lords refused to pass a measure enacted by the Commons restricting the legislative power, the Spanish government obtained an extremely reticent assurance from King George that if the Lords continued

The Souvenir Hunter
By RUTH CAMERON

WHAT is a thief? That sounds like a simple question, doesn't it? And yet I know a great many people who apparently do not know how to define that term.

Just recently a young girl who belongs to an excellent family, and who has always seemed to me like a girl of principle, showed me with pride a collection of souvenir spoons bearing the monograms of various hotels. Jack's collection of them for me," she said. "You know he attends so many of those athletic banquets, and he almost always manages to bring me a spoon as a souvenir."

Jack is her fiance. We are often told that one of the first duties of women is to inspire their men folk to live up to higher moral standards.

Again, the travelers who visit places of historic interest are notoriously among those who do not know how to define the term "thief." How the homes of famous people, which have been opened to the public, have suffered from these kleptomaniacs, only the caretakers really know. Nothing is too small, nothing too large and nothing too sacred for the souvenir hunter to bear away. I believe it was Beethoven's piano which was entirely robbed of its ivory by this variety of thief.

Now perhaps you think it is only the intellectually lower class of people who commit such outrages. Don't you believe it. Surely we might expect to find the real upper class of society in the colleges and universities. And yet I remember hearing a college girl tell that the hotels always charge an unusually large sum for a college dinner because they had to reckon on the silver they would lose on a recent sea trip I had an insight into one of the saddest features of this souvenir hunting. Tell me, Mrs. Souvenir Hunter, when you make way with a spoon or a button plate or some other bit of bric-a-brac from home, do you think you are stealing? You don't like that word? It's the right one, but I'll pamper you a bit. You say, or the company. Sometimes, perhaps, but how it probably is arranged in many cases. At the end of the trip the silver and other articles are packed and divided among the officers and stewards, and that loss, an officer assured me, comes to \$10 or \$15 a trip.

Think of it, \$10 or \$15 stolen every few days from those poor folks, by people who must be at least decently well off.

The thief who steals from a wealthy woman is a greater criminal in the eyes of the law than this kind of thief, but to my mind he isn't half so despicable.

LA MARQUISE DE FONTENOY

The Powerlessness of Monarchs—King of Roumania Driven From His Palace by Gamblers—King Alfonso Forced to Create Countless New Nobles

(Copyright, 1912, by the Brentwood Co.)

Monarchs are not always masters in their own domains, and this has been strikingly shown more by the action of King Charles of Roumania, who is seventy-three years of age, and in very frail health. He has just quitted his magnificent mountain palace of Sinia, in the Carpathians, owing to his inability to prevent the establishment of public gaming tables in the Casino of the adjacent town.

For close upon forty years this palace has been the favorite home of the king and queen. They had selected the site far away from any human habitation, and had the palace built according to their own designs at great cost, and they grew to love this forest home with a very great love, spending the greater portion of the year there. First, however, the dignitaries of the court, then the great officers and ministers of state, and finally the wealthiest and best families of Bucharest, gradually built residences in the vicinity, until quite a little mountain resort was formed. During seven or eight months in the year it is extremely gay there—the Crown Prince, the Crown Princess, and their children actually cook part now and then in the festivities.

Of course a club-house or casino became indispensable, where the men could play cards, read their papers, and exchange the gossip of the day, and the women chatter over the tea-cups and listen to the music of an excellent band. Indeed, the place so steadily increased in popularity that it finally attracted the notice of the King Leopold of Belgium's former friend and business associate, Marquet, who ran the public gambling tables at Deton, and who now has a chain of similar establishments extending from Portugal to Cairo.

King Charles and his Consort, who were literate as "Carmen Sylva," from their utmost to prevent him from obtaining a foothold in Sinia, and went so far as to invoke the assistance of the government. But in vain, for Marquet ended, in spite of all obstacles, by securing the lease of the Casino from the board of governors representing the owners.

King Charles, knowing that this would have the effect of attracting to Sinia all the riff-raff and scum of the Balkan states which is not saying a little and even of similar spirits from remote countries, has suddenly closed the palace, and left Sinia with his family and his entire court, announcing that he will not return there until the gambling establishment is abolished.

King Alfonso, it may be remembered, has had a somewhat similar experience at San Sebastian, his seaside home, where the corrupt municipality leased the Casino to this same Marquet, in defiance of the anti-gambling laws, and even of the protest of the royal family. The government then in office at Madrid, influenced by party political considerations, declined to intervene, and the sovereign was so incensed that he accepted the offer of the City of Santander, which with the object of attracting the court there during the summer, built a very handsome and spacious palace as a gift to the king.

There was not, however, only the king to consider, but also the Queen Mother, who built her summer residence of Miramar at San Sebastian over twenty years ago, and originated all the prosperity of the place. She found last summer so intolerable by reason of the class of people attracted there by the gambling tables, that she, like her son, threatened never to come again and employing her influence in other ways managed to cause Premier Lameless to intimate last spring to the municipality of the town his fixed determination to enforce the anti-gambling laws and the city fathers, fearing both the migration of the entire court to another resort, and the heavy hand of the government, canceled Marquet's lease, and caused him to move elsewhere.

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Daily Hints For the Cook

OLD FASHIONED CURRANT BUNS
One and one-half cups warm sweet milk, one cup sugar, one cup yeast or one yeast cake (if yeast cake is used dissolve in cup of lukewarm water), one-half cup butter, one cup currants. Make a stiff batter. Let rise over night. In the morning stir in as much flour as you can with a spoon. Let it rise again, then knead in enough flour to make out in small cakes, let rise again and bake in a quick oven. Two eggs may be used in the morning if liked.

FRIED WAFERS
Beat one egg very light, add a sallagoon of salt, and enough flour to roll. Dredge the board slightly with flour, then take pieces of the dough as large as an olive and roll as thin as paper. Fry in deep, hot fat, watching carefully, as the wafers cook in less than a minute. Sprinkle with powdered sugar and serve crisp and hot.



REGAL Flour yield
The best quality and the utmost quantity of bread per barrel: white, light loaves, pastry of melting flakiness.

This is simple direct truth.

Unless you find it so, when you try it, your dealer will return your money.

REGAL FLOUR

Woman's Rights and Bad Bread

No woman has any right to offer her husband heavy, sour, pastry bread when she can avoid it by using White Swan Yeast Cakes. Ask your grocer for a 5c package (6 cakes) or send for a free sample to the White Swan Spices & Cereals, Limited, Toronto, Ont.

IN LONDON.
"Well, Cholmondeley," said the suffragette's father, "I know what you have come for. Marion has told me. But do you think you can support her in the style to which she is accustomed?"
"Well, I've been trying to figure that out, Mr. Plantagenet," said Cholmondeley, "and, reckoning on six months in jail every year, fancy I can."

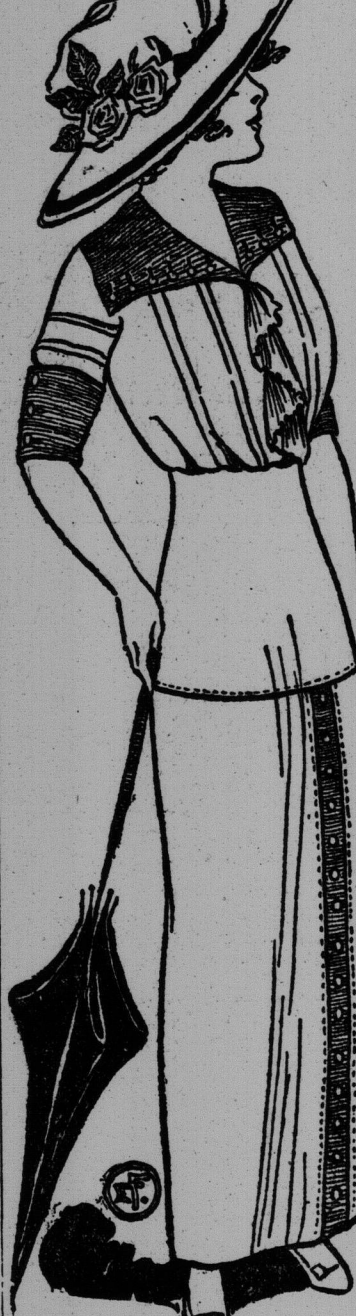
August Furniture Sale!

presents to every housekeeper an excellent opportunity to buy furniture at economic prices. The advertising gives you but a small idea of our values. Come—see for yourself. Our salesmen will be pleased to show you these record breaking prices

Three Piece Mahogany Finished Parlor Suite, consisting of sofa, arm chair and small chair, fitted with loose cushions, frames strongly built and beautifully finished. Regular price \$24.00. **August Sale Price \$18.00.**

J. MARCUS - 30 Dock St.

AN AFTERNOON FROCK



RESTORE GRAY HAIR TO NATURAL COLOR

By Common Garden Sage, a Simple Remedy For Dandruff, Falling, Faded, Gray Hair.

The old idea of using Sage for darkening the hair is again coming in vogue. Our grandmothers had dark, glossy hair as at seventy-five, while our mothers are gray before they are fifty. Our grandmothers kept their hair soft and glossy with a "Sage Tea," which also restored the natural color.

The objection to using such a preparation was the trouble of making it. This objection has been overcome by the Wyeth Chemical Company of New York, who has placed on the market a superior preparation of Sage, combined with Sulphur and other valuable remedies for dandruff, itching scalp, and thin, weak, falling hair.

The beauty of the hair depends more on its richness, even shading than anything else. Don't have dry, harsh faded hair, when a simple, harmless remedy will bring back the color in a few days; and don't be tormented with dandruff, itching scalp and loose, falling hairs. Wyeth's Sage and Sulphur Hair Remedy will quickly correct these troubles, and give color, strength and beauty to your hair.

Get a fifty cent bottle from your drug store today, and prove this to your own satisfaction. All druggists sell it under guarantee that the money will be refunded if the remedy is not exactly as represented. Agent: Watson—100 King Street.

NO ENCORE

Mrs. Wiggs—"Did you apologize when you stood on that gentleman's foot?"
Boy—"Yes, and he gave me a sixpence for being polite."
Mrs. Wiggs—"Good boy! What did you do, then?"
Boy—"I stood on his other foot, but it didn't work."

WHAT THEY GAVE THE PORTER
On his recent trip to California Bert Walker says the Pullman porter acted as though he wanted something from the passengers.

"What do you want?" Bert asked him.
"Oh, anything you see fit to give, boss," replied the porter.
"All right," said Bert. "Boys, let's give the porter three cheers." And they did.

You Often Want

quick relief from biliousness—from its headaches, its sour stomach, hiccoughs, flatulence, unpleasant breath and the general feeling of good-for-nothingness it causes. Thousands—through three generations and the wide world over—have found, as you will find, that

Beecham's Pills

give the necessary relief quickly, safely, gently, naturally. This harmless family remedy is justly famous for its power to put the bowels, liver, kidneys and stomach in regular active working order. In every way—in feelings, looks, actions and in powers—you will find yourself altogether better after you have used Beecham's Pills

For Quick Relief

You ought to be sure to read the directions with every box.

IT IS EASIER TO SAVE THE HAIR YOU HAVE Than to Grow New

The tendency to put off until tomorrow what we should do today accounts for most of the bald heads we see in the front row.

Newbro's Herpicide stops falling hair and prevents baldness. The dandruff germ is destroyed by its use and a condition of health maintained in the hair and scalp. Nearly everyone has hair troubles of some description which Herpicide will always correct. Don't wait until it is too late.

It is conceded to be the standard hair remedy and is recommended and applied by all the best hair dressers and barbers. Send 10c. in postage for sample and book about the hair to The Herpicide Company, Dept. R, Detroit, Mich.

Newbro's Herpicide in 50c. and \$1.00 sizes is sold by all dealers who guarantee it to do all that is claimed. If you are not satisfied your money will be refunded. E. Clinton Brown, special agent.

NEAL INSTITUTE

46 CROWN STREET, Cor. King and Crown Streets
Phone 1685. B. L. Stevens, Mgr., St. John.