

THE Silver Cliff Mining Co., Limited.

CAPITAL \$ 50,000.00
SHARES \$10.00 each.

PROVISIONAL DIRECTORS:

R. J. Murphy, L. N. Marshall, W. A. Mackay.

This Company was incorporated for the purpose of purchasing and operating the Silver Cliff Mine at Argenta. THE HOLDING is fee simple 640 acres at tide water on the East side of Argenta Harbor.

A LARGE FISSURE VEIN is exposed in a gorge on the Broad Cove river, traceable a mile on the property which shows over seven feet wide, carrying good values from wall to wall and having wide streaks of solid galena which will permit "high grading." The remotest outcrop in the hill shows over 14 inches of solid ore which assays over \$100.00 per ton in gold, silver and lead.

THE PROPERTY is equipped for immediate operation having a 35 h.p. gasoline driven air compressor, air drills, etc., blacksmith shop complete, compressor house, bunk house and mess house to accommodate twenty men; and sufficient dynamite and mining supplies for 3 months operations.

WATER POWER sufficient for the mining and milling of two hundred tons daily, at pier site, the outlet of Broad Cove River.

MARKET—The Company has an order now for two thousand tons of high grade, which at present prices has a c.i.f. value of \$50 per ton.

CONCENTRATION—As there are over four thousand tons of concentrating ore on the dumps it is proposed to install a twenty ton mill for treatment of this ore as well as residue from picking tables of operations this season.

LABOR—There is abundance of first class labor available. NO PUMPING or hoisting necessary as there is sufficient tonnage in sight to permit employing gravity for many years.

ALL YEAR SHIPPING—it will be possible to ship at all seasons.

MANAGEMENT—The services of a first-class mining engineer will be obtained to direct operations.

PROBABLE OUTPUT—The immediate operations will consist of hand picking fresh mined ore, the output of which will be several tons daily. After the installation of small concentrator this will be increased by at least two tons daily. When sufficient ore has been marketed the water power will be developed and 200 ton mill installed which should produce at least 30 tons daily of concentrates having a c.i.f. value of from \$90 to \$100 per ton.

TO SUM UP—The physical conditions of this property are unique and to quote the words of a gentleman who visited it recently, it is a veritable bonanza. A large portion of the capital has been underwritten and intending investors had better get their applications in quickly by wire or mail.

W. A. MACKAY,
Argenta.



The Wet Blanket Brigade

The extent to which the gentle art of discouragement is practiced is fully realized by very few people. Whatever you attempt, no matter in what direction it may be, you will certainly be comforted by some friend or acquaintance who will advise you, with the utmost earnestness to "listen to reason," or to "take a common sense view of it," and give up the enterprise.

This grand army of "Wet Blankets" numbers many envious persons, but in general its ranks are filled with well-meaning men and women who despise discouragement through timidity, thoughtlessness, and similar causes. But "more evil is wrought from want of thought than from any want of heart," as the old dictum has it, and the effects of their outpourings are as disastrous as those which are actuated by evil motives.

The envious man hopes you won't succeed because in that case you will eclipse him, but is afraid you will succeed if you begin the undertaking. That he should endeavor to discourage you by saying that "there isn't any possibility of success, my dear fellow; you had better give up the idea," is natural enough; we need not dwell upon his characteristics.

But we must be careful of the other members of the wet blanket brigade for the very reason that we know they mean well, and are therefore more likely to be influenced by their gloomy prophecies. We are apt to think that good advice from good people are synonymous; unfortunately, that is not so.

In every undertaking there is an element of risk more or less great; you are prepared to run a certain risk but the trouble is that the exact amount of risk is unknown. You have estimated it, you may be wrong so you mention your project to different persons to ascertain their views. Then you meet with more discouragement than its opposite.

The timid person naturally thinks the idea is too great. The proportion of risk that he would care to run is so much less than you are ready to run, he judges from his own standpoint, and strongly urges you to give it up.

You turn to another, who proceeds to sum up the chances from what we will call an unsympathetic point of view. You have invented something, perhaps. Your friend cannot really see in it the utility which you ascribe to it. Why should people take it up, he argues; they have done without it hitherto, and got along very well. Yes, it may cheapen the production of certain things, but nobody has grumbled about the cost of these things, and you will, by your machine, displace many workers. No, all things considered, you had better not embark on that undertaking.

There is a certain amount of ignorance in the unsympathetic discouragement—he does not see all the discouragement; but there is a distinct class who pour cold water upon your schemes through ignorance. They are unable to see far ahead, they do not know the possibilities, and out comes the cold water.

Those who give advice should be as careful as those who seek it. To rush into a thing without consideration is not good, but on the other hand many a success has been nipped in the bud by those who practise the art of throwing cold water upon the ardent plans, whether they be important or not, of their fellow-creatures.

To match the costume, lace silk suits are worn. Even scarfs have adopted the monogram idea.



The Voyage of Columbus.

The precise date on which Christopher Columbus first set foot on American soil is believed to have been on August 6, 1492, when he landed on the Southern Continent, near one of the mouths of the Orinoco River. As a matter of fact, Columbus never even cast an eye on the Continent of North America, as a glance back at the history of his famous voyages of discovery will show. He made, in all, four voyages across the Atlantic, under the auspices of Ferdinand and Isabella of Spain, his object being, to find a way, in that direction, to the East Indies and their wealth. During his first voyage in 1492, he discovered the Bahama Islands. His second voyage being in 1493, and the first land sighted was one of the Caribbe Islands, on which he landed, naming it Dominica. He remained in these seas until 1494, discovering additional islands, including Jamaica and Cuba. He sailed on his third voyage in 1498, and discovered and named Trinidad, landing upon the island and giving it its name because of its triple peaked mountain which reminded him of the Trinity. On his fourth and last voyage, in 1502, Columbus discovered the island of Martinique, visited Honduras, Costa Rica, and the Isthmus of Panama, returning for the last time to Spain, and his discoveries were at an end. He had found the Continent of Central and South America, but had not seen the continent of North America. He died in ignorance of the fact that he had discovered a new world, adhering to the last to his theory that the lands and countries he had found belonged to that part of Eastern Asia which the ancients called India. A year before Columbus discovered the South American continent, John Cabot reached the Island of Newfoundland, but like Columbus, he had no idea he had discovered a new world, merely supposing that what he saw was an extended peninsula of Europe, unfolding the North Atlantic. Amerigo Vesputius is claimed as having discovered the continent of South America in 1497, while Columbus was making ready for this third voyage, but this is doubtful. One thing is certain, however, that while Columbus was blending all his mental energies to making his discoveries harmonize with his theory that the lands he had found belonged to India or Eastern Asia, Vesputius published a clear and graphic description of the new lands, he or Columbus had found, giving them for the first time the name of "Mundus Novus"—the New World.

HOUSEKEEPERS

The dust which you see blowing about the streets is composed of horse manure, filth from the drains, and cesspools and various other disease-bearing particles or atoms. This dust blows into grocery shops and settles on all uncovered foods. If your grocer has an open sugar barrel in his shop the dust and dirt will surely get into the Sugar. Whenever you buy Sugar taken from an uncovered barrel, depend upon it, you get a goodly share of disease-bearing dust. Do you care? If you want clean Sugar, free from dust, buy Lantic Sugar in dust proof, full weight, sealed packages. Lantic Sugar is guaranteed very highest quality of pure granulated white sugar. Buy a 2 pound or a 5 pound package and see for yourself how good it is.

SHOPKEEPERS

Do you know that to put up Sugar in paper bags costs you for the bag, twine, time, and loss of weight, from 75 cents to \$1.00 per hundred pounds. Do you know that 80 per cent of the sugar handled by Canadian and American grocers is sold in packages. These grocers know that package goods are more profitable than bulk goods because there's no waste. Any grocer who knows how to figure costs and profits can readily find out whether he is selling sugar at a profit or not; careful figuring will convince such a grocer that package sugar pays better than bulk sugar. The jobber who wishes to lessen his percentage or risk, will find Lantic Package Sugar in 100 pound cases very convenient for this purpose. The loss of one case is less than one third the loss of one barrel.

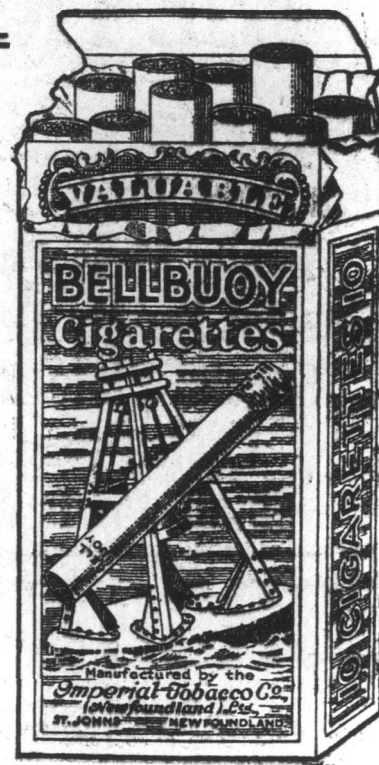
COLIN CAMPBELL, LTD.

July 21, 21

THE LAW.

I don't endorse that traffic law which holds me down to thirty miles; it makes my spirit sore and raw, and from my map removes the smiles. I'd like to send my old tin bus like streaks of lightning through the town, but Law is sacred to the cuss who would enjoy a fair renown. And so I drive my creaking van within the limit Law prescribes, though I am dubbed an also-ran by all the whizzing speedster tribes. My face is always sad and dour when to the road my bus I take; I'd hit up ninety miles an hour, but thirty vests is all I make. For if we break through any law because we do not like the same, from virtue's path we then withdraw, and play an anarchistic game. The law prohibits stealing hens, and though this fills my soul with woe, no longer to my neighbors' pens do I with sacks at midnight go. The law prescribes the Demon Rum, and though my thirst is truly great, I make no bootleg guy my chum, but seek the hydrant near my gate let us obey the law, my friends, in all its curves and hooks and crooks; and if at last our patience ends, it's ours to wipe it off the books.

Regatta Day
and every day
BELLBUOY
Cigarettes
are bound to be First--because
"They're delightfully different."



A Sale of HIGH-GRADE OFFICE DESKS At Specially Low Prices

ONE ENTIRE CARLOAD of Office Desks, in Solid Oak, have just arrived. Every desk is specially designed for use in up-to-date offices where time and labor-saving devices are employed as silent assistants to the trained worker. No modern office is complete without one or more--of them.

WHEN WE ADVERTISE BARGAINS WE SELL BARGAINS, and this entire carload of Desks are marked off at genuine bargain prices.

THE LAST WORD in efficient office equipment is embodied in these Desks. There are many desks at prices ranging between the three quoted below. All 1922 designs.

Teacher's Desks, 42 inches long, Plain Oak, Golden Oak Finish, Fitted Spacious Drawers, \$35.00.

Drop Head Flat Top Typewriter Desk, Plain Oak, heavy 1-4 cut Top and Drawer Fronts Golden Finish, \$85.00.

Double Desk, both sides alike, '60 in. long' Writing Beds of Quartered Oak, light finish, \$150.00.

U.S. PICTURE & PORTRAIT CO. House & Office Furnishers

Fads and Fashions.

French designers favor the self-flowers as trimming.

Hat brims are either rolled back, slashed or cut away.

A great deal of all-over embroidery is used on blouses.

Persian print is decidedly popular both in silks and cottons.

Lace trimmed straw hats have become a feature in millinery.

Fitted crowns will be an outstanding feature of Fall millinery.

The red costume is conspicuous, oftentimes including a red parasol.

These big wrappy topcoats are very

apt to be piped in leather.

For early Fall wear there is the skirt of lightweight camel's hair.

Chemise gowns of bright or dull India prints have been numerous.

The eccentric-draped turban has two long sash ends at either side.

The black and white skirt is extremely smart for Fall sports wear.

Lingerie of cream georgette uses effective insertion of wide black lace.

The tailored frock of pongee takes quite naturally to hand drawn work.

One wrappy motor coat for Fall has square sleeves that reach to the wrists.

Embroidery, in wool in Russian col-in town.

ors is effective on a skirt of bioge eponge.

A new version of the patent leather pump shows white inset stripes.

There is a decided "mannish" influence in the lines of Fall sports clothes.

Knicker of linen and khaki are in great demand, especially by the snapper.

Heavy black satin ribbon loops itself effectively over a large lot of black felt.

Belless gowns are much noticed at the resorts, and many being worn

Advertise in The Evening Telegram