

Look at that Loaf

That's Cream of the West Flour for you!

If you'll only try Cream of the West Flour I'll stand every risk. I know what Cream of the West will do. It will bake bigger loaves and more delicious bread, too.

Cream of West Flour

the hard wheat flour guaranteed for bread You just try it. Ask your grocer. Tell him you're to get your money back if it fails you on a fair, square trial. Tell him the Campbell Milling Company, Limited, say so. He can charge it to us.

The Campbell Milling Company, Limited, Toronto

B. G. ASH & CO., St. John s, Wholesale Distributors

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ould the woman who declares she and sparkle continue to love world. if a gigantic diamond mine were ered and diamonds became insive and correspondingly com-Indeed she wouldn't. She forget all about that fire and le which she declared was so ssingly beautiful, and would some other gem which common could not afford. The fact had less intrinsic beauty would mean nothing to her.

BY RUTH CAMERON. How much of to be pretty, and thinks she would the happiness in be perfectly happy if she might be this world is good to look at. Suppose a fairy god-

of other people's "I will make you very pretty, and at the same time, since you tell me That is a very beauty is such a desirable thing. I'll disturbing a n d make every other plain girl in the and to drive in the caplin, it is evid is hearten- world pretty, too." Do you think the ing thought plain girl would be satisfied? which comes to Do you think she'd be delightme whenever I ed at the good fortune which had have occasion to come to all her sisters through her? realize h o w Or would she be disappointed at the the value we place on things fairy godmother's catholicity of givtermined, not by their intrinsic ing? I'll leave it to your knowledge of

I doubt if there is any motive which is behind more of our thoughts wone could have them. "Auto- and words and acts than this desire to on the grounds; also there is lots of piles are so common nowadays," outshine other people, to have some- codfish off on the grounds, but none s one of the rich folks who was thing which other people want and can be got either by hook or twine ing the first to own a car, "that cannot have, in short to be the ob-

It stands behind a woman's desire fish do not come to land. his machine. I think I shall sell to have a richer cake at her party You see, a large proportion than Mrs. So-and-So served at her his pleasure in owning a car con-function. It spurs the great statesin having something that other man in his struggle for fame-"that last infirmity of noble minds."

But its commonness is no excuse To my mind it is one of the ugliest her diamonds because of their and most ignoble passions in the

To teach myself to value things for their intrinsic beauty or utility, and for the actual happiness I can get out of them, rather than for their rarity or the envy I can excite with themthis is one of my dearest ideals. Will you adopt it with me? Or perhaps you are one of the rare souls who have already attained it.

ain girl longs with all her heart

WOMAN'S WISDOM.

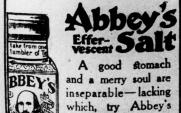
The worried mother wakes up to hear her baby's heavy breathing—a little cough—perhaps the croup or whooping cough. She does not want to send for the doctor when perhaps the trouble does not amount to much. Finally she thinks of that medical book her father gave her, The Common Sense Medical Adviser, by R. V. Pierce, M. D. She says "just the thing to find out what is the matter with the little dear." Two million households in this country own one—and it's to be had for only 31c. in stamps—1,000 pages in splendid cloth binding. A good family adviser in any emergency. It is for either sex. This is what many women write Dr. Pierce—in respect to his "Favorite Prescription," a remedy which has made thousands of melancholy and miserable women cheerful and happy, by curing the painful womanly diseases which undermine a woman's health and strength.



"My desire is to write a few lines to let you know what your valuable medicine has done for me," writes Mrs. Margaret Zuebert, of 323 S. Bentalon Street, Baltimore, Md. "Before the storck came to our house I was a very sick woman. I wrote you for advice which was kindly given and which made me a different woman in a short time. After taking the first bottle of 'Favorite Prescription' I began improving so that I hardly knew I was in such a condition. I did my own housework—washing and ironing, cooking, sewing, and the worst of all nursed three children who had whooping cough. I hardly knew of the advent ten minutes before—so easy was it. The baby is as fat as a butter-ball. Dr. Pierce's Favorite Prescription is the best medicine for any woman to take when in this condition. I recommend it to all my friends."

Whale Fishery vs. Codfishery.

Dear Mr. Editor,-Time and again ers have appeared in the papers mning the killing of whales and



which, try Abbey's Salt 25c and 60c bottle.

Sold everywhere.

each time the writers of these letter have been scoffed at and derided. Now we ask the question, "Who are the and although plentful there it is only persons that thus laugh?" We have the thoroughly initiated can capture it indirectly answered by saying, any "Those who scoff are the men on Wat- Mr. Edward O'Reilly who for the er Street and elsewhere who have in-

"That is quite natural," some one will say. Well, perhaps so; and it is just as natural that the fishermen try side badly injured, came home on to do all they can to ensure good Tuesday last accompanied by Mrs. catches of fish every year. Everybody knows that good catches are not secured; taht is, generally, of course. How is it that good catches are not secured? Because the fish do not again. Mr. O'Reilly is one of our come to land. How is it that the fish most popular men, courteous and obdo not come to land? This is the real liging to all, his many friends here son: the whales being nearly all de- and elsewhere will be anxiously lookstroyed, the whale bait which God ing forward to his restoration to provided for the enormous animals health. has greatly increased in quantity. It is well known that these little fishes CORRESPO

HAT Bargains.

last till the end of the millinery season; but we want them all sold one day before then. To do this you get Bargains.

Child's and Misses Hats, former price 60, 70 and 80c; now going for... 45c

Young Ladies and Women's Straw Shapes, in Burnt, Biscuit, White and Black. Former price, 80c, 90c, \$100 and 1.20; now go for... 65c

SPECIAL: 1 only Tuscan Hat, at \$1.80 10 only Large Black Crinoline Hats, asstd. 10 boxes newest Foliage and

quently the codfish do not have to come to land to find food. Some one will say, "Do codfish eat whale bait?" The person who doubts the fact that codfish eat whale bait has never cut open a codfish. I would advise him to

Again, if codfish eat whale bait, so whales eat caplin. If they eat them of course they must chase them and consequently drive them to land. I do not say that caplin would not come to land but for the whales, but I do say that the caplin would come to land sooner than they do and in greater quantities. Now as there are no whales to devour the whale bait dent that the codfish have no need to come to land for food, and if they do happen to come to land they have already been glutted with food so that it is impossible to catch them with hook and line. A few, perhaps, may be jigged, but as far as the hand line and trawl are concerned, nothing can be caught with them.

Just at this time of the season there are myriads of caplin and whale bait By the first because the fish is glut ted, and by the second because the

How is it that herring are not more plentiful in Placentia Bay? It is because there are no whales to drive in the herring bait. I have asked dizen of old fishermen for their opinion concerning this, and they have all sounded the mournful cry: whales! No whales!"

Mr. Editor, a few are growing rich at the expense of thousands of fishermen. Will no one take up this cause? And not only this cause, but the cause of Newfoundland? We know what we have to trust to from such men as Morison and the Governor. The man who hastens the abolition of the whale fishery will be worshipped by its people and by the generations yet to come.

Where is Mr. Coaker? We thank him for what he has done, and he has done much. Will he, with you, Mr. Editor, not hasten to the rescue of our staple product?

PERSONNE. Great Burin, July 10, 1912.

Placentia Pencillings.

The fishery during the past week has improved very much. Mr. R. Wyse arrived yesterday with 300 qtls. from his trap, and Mr. Joseph Wyse is also reported well fished. We also learn that fish has struck in at Golden Bay and all the traps are doing well. This is very encouraging, for up to last week prospects were anything

Owing to the long spurt of dry weather and no water in the South East River the trout and salmon are not procurable beyond the Lily Pond,

past two years had been performing the duties of Sub-Collector at Placentia, whilst at St. John's a few days ago was struck by a motor car and had his O'Reilly, and is now confined to his

bed under the doctor's care. We learn with regret that it will be some time before he will be able to be about

LARACY'S

WHITE-WEEK-SALE

NOW On.

Read carefully the following list of Bargains:

special lot at 10c. a yard this week.

Girls' and Women's White Stockings-

During this sale 15c. a pair. White Lustre—32c. a yard. White Serge—36c. a yard.

Men's White Dress Shirts for 73 cents this week. A Special Lot of Men's Linen Collars-

3 for 25 cts. during this sale.

Boys White Cricket Shirts to fit 10 to 16 years, all sizes, one price-43c. each.

White Piques, Cords and Muslins—A White Circular Pillowing—22c. a yard

White Soft Lawn — Splendid Goods— 10 cts. a yard this week

White Lisle Gloves for Girls and Women, 15 cts. a pair-Sale Price.

White Toilet Covers—17 cts. this week. White H C. and Satin Quilts for \$1.25 this week.

White Spot Curtain Mustin—Sale Price 11 cts. a vard

Short Sleeve Knit Bodices or Corset COVERS-20 cts. this week.

Everything WHITE in the Store is reduced for this week.

Now is the time to Buy. Every article listed above is a MONEY SAVING PROPOSITION

Laracy's, 345 & 347 Water St.,

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Buying Opportunities

That are unmatched in the city.

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AM. SHIRTWAISTS

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COST PRICE. See Our Special at \$1.00 each,

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The Lady who comes merely to see our Shirtwaists is pretty sure to come when she is ready to buy.

SEE THEM AT ONCE.

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Ripe Tomatoes, New Beetroot. New Turnips, New Potatoes. Fresh Cucumbers, New Cabbage.

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Ripe Bananas, Dessert Apples, California Oranges, Jamaica Oranges, Messina Lemons. Cantaloupes. Grape Fruit. Red and Blue Plums,

ked Cherries.

Asst. French Soups, in pkts. Consomme, in tubes, Midget Soup Garnish, Italian Paste, small letters, Powdered Trumilk, Ivelcon and Oxo Cubes, Pure Danish Butter, 1-lb. tins.

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Schweppes Ginger Beer, Stone Perrier Water, large, medium,



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