

Cuticura
will help
you to have
beautiful
Hair
and a
lovely
Complexion

Use Cuticura Soap daily to keep your skin clear. Cuticura Ointment to relieve and prevent irritations. Keep the scalp healthy by shampooing with Cuticura Soap, assisted by touches of Cuticura Ointment when needed.

Sample Book Free by Mail. Address: Canadian Depot, "The Evening Telegram," St. John's, N.F. Price, 50c. Cuticura Soap, 25c. Cuticura Ointment, 25c.

Practical Rules for Mothers

Every normal mother in the world strives earnestly to give her children the food she supposes to be "good" for them, and nowadays the elements of dietetics are pretty generally understood; and yet we are authoritatively assured that many a child develops bad food-habits through fault of a mother who perhaps is blissfully unaware of her own responsibility for conditions that give her no end of worry.

According to Dr. Douglas A. Thon, writing in Hygiene (Chicago), every mother may intelligently ask herself certain questions calculated to reveal her possible mistakes. Here are the questions, with corrective hints that merit careful attention:

"1. Do you fret about what your child eats and whether he is getting enough? If so, very likely at every meal-time you make him the star-actor in a little drama, and every child likes to be the center of attention.

"2. Do you talk about his eating habits to other persons in his presence? If so, any child would feel important and want to keep up being different.

"3. Do you insist on feeding him after he is old enough to feed himself, just because it is easier than to teach him. Better let him spill a little until he learns, than to become dependent on a fretful.

"4. Is some one else in the family very particular about his foods? Of course, a child likes to imitate older persons.

"5. Do you feed your child regularly? Easily digested foods and cook them well?

"6. Do you let your child taste everything that grown persons have? A child used to having tea, coffee and highly seasoned foods and two many sweets has lost a healthy appetite.

"7. Do you serve food as attractively as you can and not in too large quantities?

"8. Do you feed your child regularly? A child can not go too long without food, but eating between meals means that his little stomach is overworked.

"9. Do you find that he sleeps poorly, is irritable, has violent tempers or strange fears? If so, not only his eating but his other habits are probably disarranged.

"10. Do you know that a child who is angry, fearful or worried cannot digest food properly? Overcome the emotion first and then let him eat.

"11. Do you create an unpleasant scene in an effort to make him eat?

"12. Do you create jealousy by denying to one child what another has? The child who is refused what the other children have should know why.

"13. Do you try to show your authority by making a child eat anything just because you say so? It is better to show that you are reasonable and expect him to be; that you consult his preferences when you can, but if a food is needed for health, he must try to learn to like it.

"14. Do you suggest to the child your own doubt as to whether he is going to eat. A child is quick to refuse if he senses that you expect him to, and as quick to eat what is offered without question.

"15. Are you so afraid of your child's missing a meal that when he refuses what you give him, you provide something else? Missing a meal will not hurt him. Leave the food twenty or thirty minutes and then take it away and give nothing else until the next meal."—Literary Digest.

CANADIAN WINS OVER AMERICAN
MINOT, N.D., June 8.—Cutting his man to ribbons, throughout the ten rounds, but unable to polish him off, Jack Reddick, Canadian middleweight and lightweight champion, scored an impressive victory over Earl Wynne, local battler, here last night.

He knocked Wynne to the mat six times and in all of the late rounds had his man on the verge of a knockout.

Bathing robes of terry cloth have deep cretonne borders.

MINARD'S LINTMENT FOR BACKACHE.

Insurance Temple

ROMANTIC STORY OF ORIGIN OF LLOYD'S.

The King To Open New Building.

There is a distinct flavour of commercial romance associated with Lloyd's, the great maritime house, recognised by every British ship that sails the seas, which is to be removed from its time-honoured headquarters at the Royal Exchange to a commanding site in Laidenhall-street. The man in the street has long been accustomed to hear such phrases as "Registered at Lloyd's," or "Insured with Lloyd's," but few have any idea of the origin of this wonderful institution. We have to go back to the latter part of the 17th century and picture a modest little coffee house in Tower-street, kept by one Edward Lloyd. There came merchants and mariners and all sorts of sea-faring men, who talked of perilous ocean travels and cargo-carrying risks, and generally brought to the little city life a breath of the briny which stimulated speculation and made the public thirst for reliable information as to the movements of ships that disappeared for many months at a time down the broad bosom of the Thames. Edward Lloyd catered for this class, and his coffee-house was soon the favourite resort of the shipping community. Merchant underwriters found it an invaluable centre of maritime intelligence, the collection of which Lloyd fostered at first and then organized. Removing from Tower-street to Lombard-street in 1892, he was followed by his old customers, and a steady flow of new patrons. At first he read out to the assembled company, at stated times of the day, the communications he had received from mariners, and afterwards he passed the letters from hand to hand for the more careful perusal of those specially interested. His keen business instinct convinced him that there was money in this branch of the business far beyond the profits of the refreshments. Accordingly, he sought the co-operation of the printing press and published a sheet which was the forerunner of "Lloyd's List" of the present day. Those were times, however, when the liberty of the Press was not recognized and a criticism of some action of the House of Lords re-

sulted in the sheet being suppressed. Nothing daunted, he reverted to the practice of reading the letters he received and handing them round among his customers. When a more tolerant spirit obtained, in 1726, "Lloyd's List" first saw the light of day, and the publication has continued to the present, sharing with the "London Gazette" a hoary newspaper distinction. At this time speculation was rife—it was the days of the South Sea Bubble. Companies sprang up like mushrooms for the promotion of all manner of enterprises. Efforts were made to establish insurance companies, but for a century at least Lloyd's subscribers enjoyed a monopoly of marine insurance business. Chartered companies got a footing, but they combined life and fire insurance business also. The activities at Lloyd's coffee-house continued until 1770, when abuses crept in. Open to all and sundry, the house had some unscrupulous customers, who resorted to various crooked methods. Illicit wagering and gambling policies were issued, upon which the payment of claims was more honoured in the breach than in the observance. This state of affairs was anything but agreeable to the respectable frequenters of the coffee-house, and in the year 1770 underwriters and brokers who desired to remedy these abuses of the legitimate business obtained possession of "Lloyd's List," dissociated themselves from the existing coffee-house, and migrated to Pope's Head-alley, where they opened a temporary establishment under the name of "New Lloyd's." Four years later they removed to the Royal Exchange, which has ever since remained the home of Lloyd's except when it was temporarily vacated owing to the fire which destroyed the second Royal Exchange in January, 1838. The new Lloyd's is to be erected on a site in Laidenhall-street, famous for its association with the old East India Company. It will be a striking addition to the modern architectural features of the City, erected in accordance with designs by Sir Edwin Cooper, whose name is professionally associated with the Port of London Authority building on Tower Hill, and the Star and Garter War Memorial Home at Richmond. There will be an imposing entrance in Laidenhall-street, a grand corridor leading to the underwriting room, and a labyrinth of passages leading to apartments in which the



"SUFFERING FROM HABITUAL CONSTIPATION and weak from a recent operation, it was impossible for me to continue my social duties and club work. I dropped out of everything. I felt fagged in the morning and was nervous and irritable. Finally our family physician prescribed yeast. In three days I noticed an improvement, while in three months' time with stomach trouble and constipation conquered, vitality restored, I felt like a new person. I have now resumed all social and club activities—singing the praises of Fleischmann's Yeast."

(Mrs. D. H. Webb, Anderson, S. C.)



"OUR EIGHT-YEAR-OLD GIRL would lose four or five weeks of school work, besides being incapacitated while she was in school from attacks of stomach trouble. I decided to give Fleischmann's Yeast a trial. I began with half a cake mixed with peanut butter on bread, and then as I found that the yeast was going to succeed, I served it in many different ways. My child has never had another attack of stomach trouble since I gave her yeast."

(Mrs. G. A. Viole, Costa Mesa, Cal.)

What Everybody Knows

The danger of clogged intestines
The evils of digestive troubles
and disfiguring skin eruptions
The tragedy of lowered vitality

NOT a "cure-all," not a medicine in any sense—Fleischmann's Yeast is simply a remarkable, fresh food.

The millions of tiny active yeast plants in every cake invigorate the whole system. They aid digestion—clear the skin—banish the poisons of constipation. Where cathartics give only temporary relief, yeast strengthens the intestinal muscles and makes them healthy and active. And day by day it releases new stores of energy.

Eat two or three cakes a day before meals: on crackers—in fruit juices or milk—or just plain. For constipation especially, dissolve one cake in hot water (not scalding) night and morning. Buy several cakes at a time—they will keep fresh in a cool dry place for two or three days. All grocers have Fleischmann's Yeast. Start eating it today!

Let us send you free a copy of our latest Booklet on "Yeast for Health." Health Research Dept., The Fleischmann Yeast Co., 201 Duckworth St., St. John's, N.F.

Fleischmann's Yeast is prepared in Newfoundland.



A FAMOUS FOOD for health—start eating it today

"AFTER I GAVE BIRTH to my child, I felt very much 'run down.' I lost weight, was very anemic; food would nauseate me, had constant trouble with my stomach, and what troubled me most—I suffered from terrible sties. I tried all kinds of remedies. I finally went to an eye specialist. He prescribed Fleischmann's Yeast—three cakes a day. After two months there wasn't a trace left of the sties. My complexion improved wonderfully. I no longer sit down at the table with an aversion for food. I manage to keep and look young with the help of Fleischmann's Yeast."

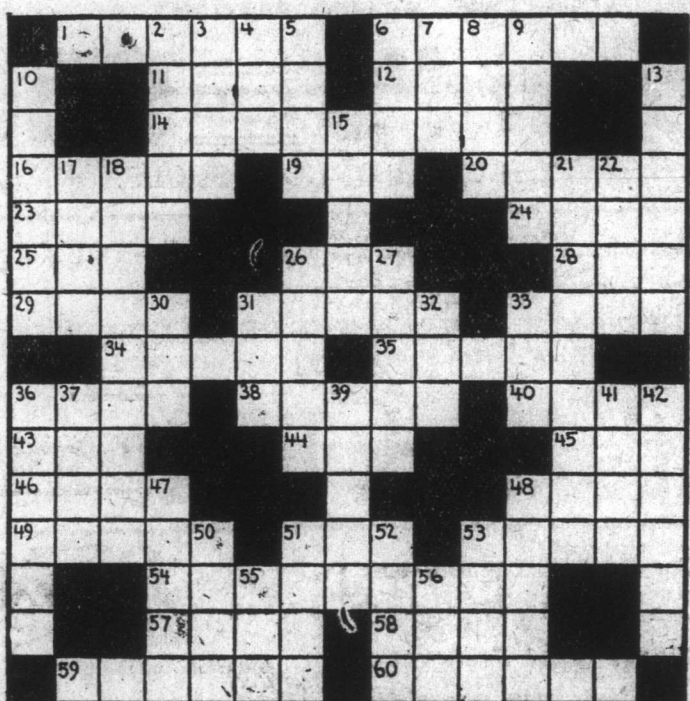
(Mrs. Sarah Steinhart, New York City)



"INVALIDED FROM ROYAL NAVY with chronic constipation. Went to India. . . . Advised to try Canada. Was just able to get into army, but after 2½ years in trenches, returned to Canada totally unfit and pensioned. In 1919 I gave Fleischmann's Yeast a fair trial, thank God. Six months afterward I passed for life insurance and my pension stopped. I am now absolutely fit and never need a laxative; and this is after over 20 years of suffering."

(Herbert J. Parrott, Calgary, Alta.)

CROSS-WORD PUZZLE



© THE INTERNATIONAL SYNDICATE.

SUGGESTIONS FOR SOLVING CROSS-WORD PUZZLES
Start out by filling in the words of which you feel reasonably sure. These will give you a clue to other words crossing them, and they in turn to still others. A letter belongs in each white space, words starting at the numbered squares and running either horizontally or vertically or both.

HORIZONTAL

- 1—One who commands
- 2—Begin discussion about
- 3—Cattle
- 4—Destroy
- 5—Not to be effaced
- 6—Small portion of food
- 7—Portion of tree trunk
- 8—Upstarts
- 9—Pointers
- 10—Jogging pace
- 11—Poem
- 12—Gratuity
- 13—A fish
- 14—Part of body
- 15—Lever for foot pressure
- 16—Cautious
- 17—Wild beast
- 18—Ruler of Hades
- 19—Program
- 20—Looked attentively
- 21—Dress trimming
- 22—Headgear
- 23—Guided
- 24—Observe
- 25—Turnout
- 26—Act of eminence
- 27—Primitive missile
- 28—Away from
- 29—Clenched hands
- 30—Those who vote twice
- 31—Place in difficulty
- 32—Sacred to a Roman Goddess
- 33—Expend

VERTICAL

- 1—Brief attire
- 2—Pong
- 3—Limit
- 4—Stagger
- 5—Two-masted vessel
- 6—Polish
- 7—Lubricate
- 8—Concerning
- 9—A vegetable fibre
- 10—Pleasant
- 11—Cared for
- 12—Military assistant
- 13—Crusader
- 14—Musicians
- 15—Wild animal
- 16—Undomesticated
- 17—Made comfortable
- 18—Relationship
- 19—Wooden pin
- 20—Boy
- 21—A joker
- 22—Conceals sentimental expression
- 23—Hiding place
- 24—Wild equine animal
- 25—Flesh
- 26—Human being
- 27—Legal name for wrongs
- 28—Fibre for cordage
- 29—Part of verb "to be"
- 30—Perceive through touch
- 31—Masculine name
- 32—Unrestrained
- 33—Vegetable
- 34—Man's name (abbr.)

Solution of yesterday's puzzle.



Fads and Fashions

Frills of fluted taffeta are used on a crown of chiffon over taffeta. Rep and light woollens are worn on cooler days.

A new lingerie note is the vest of white pique.

Some few hats still adhere to the square crown.

Transparent straw hats are worn with flimsy dresses.

vast business of this wonderful "Temple of Insurance" will be conducted. News of the World.

Our Dumb Animals.

Report of S.P.A. Inspector, Week Ending June 18th, 1925.

Attended to the landing of sixty-five head of cattle and four horses, for George Neal, Ltd., from S. S. Hithwood; eleven head of cattle, some sheep and pigs, for the Abattoir Co.; twelve head of cattle, three horses and some sheep for W. Brennan. Also two horses for Mr. P. Summers. Some of the cattle were left longer than usual on the wharf on account of some new regulation with the Custom House. Also attended to the landing of fifteen head of cattle and some sheep from the Hillwood, at A. E. Hickman's premises. They were properly attended to and everything done for their comfort by Capt. Shelgrove and Mr. Harvey. Attended to the landing of forty-eight prime western cattle from the Sackem. These cattle are very wild and there was quite a lot of trouble to get them fastened up. Put to death a very valuable setter dog for Mr. Snow, Waterford Bridge Road. The dog was old and getting blind and Mr. Snow thought he had better have it humanely put to death. Received several complaints about dogs, but the police are out now in the morning at day-break to put to death all dogs at large. Three horses are in off the street for lameness. A beautiful horse, owned by Mr. Allison, broke its leg on the Cove Road. Mr. Murray, who was nearest at hand, put it to death immediately. I would again like to call the attention of boys and people who annoy cattle turned out to pasture. With reference to a pony that has been kept in a stable on Monkstown Road, some time ago, I got judgment at the

court that the pony was to be taken away if the owner did not feed it. That judgment will have to be carried out if the pony is not better looked after. Report of some cattle, being in a very poor condition; this I

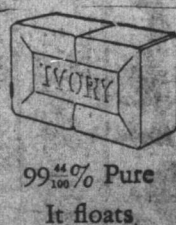
am attending to. Thirty-eight different calls have been attended to during the week. Very thankful to all who have taken an interest in the Society's work.

J. BARTER, Chief Agent.



Not diamonds, nor doubloons,
could bribe the world to make
a finer soap.

Guest Ivory—for slim fingers
and soft skin—for beauty that
cannot lie. Do see it!



99 44/100 Pure
It floats.

Guest Ivory
As fine as soap can be

GERALD S. DOYLE, Agent.

Britain's Health and Unemployment Bill

The cost to Great Britain for the year ended March 31, 1925, by the existence of health and unemployment funds, old age pensions and unemployment grants, was £23,819,000. According to official figures received by Bankers Trust Company of New York, from its British Information Service, the health insurance scheme accounted for £8,046,000 of this amount, the unemployment insurance scheme for £13,202,000, old age pensions for £2,510,000, and unemployment for £6,761,000. In addition, loans totalling £1,471,000 were made to local and poor law authorities in connection with unemployment relief. The total of the outstanding loans made by the state to the unemployment insurance fund on April, 1924 stood at £10,350,000. It is estimated that this sum was reduced to approximately £8,000,000 on March 31, 1925. The state did not accumulate any reserves from either of the two insurance funds during the last 12 months.

Courtney's Ladies' Hairdressing

1st, and 2nd Floors
9 Booths.

'Phone 1559. 2 Prescott St.

For the convenience of our Patrons we have enlarged our Parlours by the addition of four Booths on the ground floor (formerly Barber Shop). Children specially attended to.

June 8, m. w. f.

Colorite HAT FINISH



Save last year's hat

Keep that faded straw hat. Give it a brand new color or restore the original color with Colorite. 16 fashionable colors from which to choose.

SCHOOL AND HOME FURNITURE

BLACKBOARDS, ETC.

Cash paid for Old New Furniture. Honest value for Antiques, Curio Pictures, etc. Send sketch Shop Blinds—our special—on leading store window.

N. W. CHOWN,
'PHONE 861

apc25, 201, w. 10 New Gower

FOR EVERY JLL—MINARD'S MENT.