

## Women Are Critical

when they purchase perfume. They are really hard to satisfy on this point. It is noticeable though, that most ladies of discrimination cease searching further when they become acquainted with Three Flowers. This lovely odor seems to captivate instantly. It is found in the various Creams and Face Powder, and in each preparation it appears to please immediately. We are featuring Three Flowers toilet goods this Summer.

O'Mara's Drug Store

"The Shop on the Corner."

June 19, 1924

## St. JOHN'S Grocery Stores

Best Grade Flour  
58c. Stone.

Choicest Cut Rib Pork

Very Choice Beef  
12c. lb.

Spare Ribs  
13c. lb.

Choice Beef at 10c. lb.

Small Green Cabbage.

J. J. ST. JOHN.  
Duckworth St. & LeMarchant Road.

## We Have Them!

If the following Smokers Goods were properly displayed at our booth at Wembley they would certainly attract the attention of every smoker visiting there. Our stock comprises the following:

Best Briar Pipes.  
Leading Brands of Tobacco Turkish and Virginia Cigarettes.  
Rock and other Havana Cigars.  
Tobacco Pouches, latest design.  
Cigarette Cases, Silver and Plain.  
Cigarette Holders, best quality.  
Also a full line of Smokers' Requisites.  
Should you not find the Smokers' Goods you require at CASH'S, it is useless to try elsewhere.

JAS. P. CASH,  
Tobacconist,  
Water Street.



Waits the marble in the quarry.  
Waits the mountain's rugged breast:  
Waits to tell of fame and glory  
Waits to tell where loved ones rest."

We have ready for quick delivery a splendid selection of Headstones and monuments at reasonable prices.  
We will forward our catalogue of photographic designs and styles to any address on request; also price list and our mail order form, which makes ordering by mail easy.

Write now and avoid disappointment.

"There's a reason."

Skinner's Monumental Works.

333 Duckworth Street,  
St. John's, Nfld.

## Veteran American Civil War Dead

The many friends of Mr. Coombes, pantry steward of S.S. Digby, will be sorry to learn of the death of his father, Mr. Benjamin Coombes, which recently occurred at Portsmouth, England. The late Mr. Coombes was born in Cape Town, South Africa, but spent the greater part of his lifetime in America. He was a veteran of the American Civil War, when thousands like him answered the call of President Lincoln. The deceased had numerous friends in the States and Canada who will regret to hear of his passing.

## Employment at the Humber

RECEIVING CONSIDERATION.  
The Government has at present under consideration the matter of employment at the Humber, and several days ago despatched Employment Officer Gerald Byrne to the scene of operations. Mr. Byrne returned yesterday, and in conjunction with Major Butler, who will arrive here tomorrow, he will submit a report on the situation to the Executive.

## First Encyclopedia of the British Empire

There can be no doubt that 1924 will be known as British Empire year. The great Exhibition at Wembley has opened its many gates to the 30,000,000 people who, it is estimated, will visit this Empire in miniature. There is a bewildering series of Imperial events, not only in London, but all over Britain, arranged for almost every day of the spring and summer months; and a Naval Squadron is "showing the flag" in the seven seas. All these great and spontaneous movements are born of the natural desire to express or visualize this colossal Empire of the twentieth century, and the question may, therefore, well be asked: how many out of the millions of people who visit Wembley, or witness one or more of the provincial events, will carry away with them to their homes all over the world anything more than feelings of pride, respect and a kaleidoscopic mental picture of a great pageant?

Comparatively few of the Empire's millions will, however, be able to come to Wembley. Many who visit this great pageant of Empire will wish to take back home something more tangible than a mere catalogue of what they actually saw there. Almost every man, woman and child will have their curiosity aroused by many things seen, but only imperfectly understood, in this miniature Greater Britain.

Encyclopaedia To Aid Wembley.  
Recently started the publication—for the first time in the history of literature—of a complete, illustrated "Encyclopaedia of the British Empire." A great and opportune Imperial work, in convenient, fortnightly parts, which will provide those who go to Wembley with the essential connecting link to make all they see there doubly interesting and intelligible; and will give the far larger number all over the British-speaking world who are unable to visit this pageant of Empire, an alphabetically-arranged survey of the stirring history, the beautiful countries, the wonderful cities, the varied lives of the people, the queer native races, the industrial and commercial achievements, and the general aspect of all the sea-divided lands of the British Commonwealth.

In size alone this national work equals twenty-five illustrated volumes of the usual travel book size. Over 2,000 of the most interesting and instructive photographs procurable, and many specially-drawn maps, illuminate the text, which consists of 1,150,000 words, divided into 4,532 articles and paragraphs, written by statesmen, administrators, explorers and authors, all of whom have the intimate personal knowledge acquired by living in the fields they describe. In planning-out this great Encyclopaedia of the British Empire and Race, Mr. Charles W. Domville-Fife, the Editor-in-Chief, determined to give it a form which should be devoid of the old and tedious language, multitude of cross-references, and dry-reading text of the usual encyclopedia. Here is a new form of encyclopaedic work, one which can be read like a book of travel or historical adventure, and yet referred to as a standard of knowledge. History is converted into adventure, economics into glowing achievement, and geography into fascinating world-travel.

It offers to the British reading public, on the eve of what is destined to be a great Imperial year, the most remarkable representation of the Empire's life and appearance ever attempted.

## From Cape Race

Special to Evening Telegram.  
CAPE RACE, To-day.  
Wind West, fog to sea; nothing heard passing. Bar. 29.76; Ther. 64.

MINARD'S LINIMENT, THE A.T.H. LET'S REMEDY.

## The Powder De Luxe.

The alluring fragrance of Three Flowers Face Powder places this beautiful cosmetic in the front rank of toilet accessories. Its rare perfume and carefully selected ingredients possess those qualities which charm and delight the senses. There are many face powders obtainable but none can equal the delightful Three Flowers in its fascinating fragrance and beauty. In all the popular shades. Three Flowers Face Powder can now be obtained at

PEDIGREW'S  
DRUG STORE,  
June 17, 1924 Military Rd.

## Gasolene!

HIGH TEST  
and  
LOW TEST  
in barrels and cases  
Also  
on Retail from tank.

H. J. Stabb & Co

## How to Keep a Youthful Complexion.

Nothing is more important in the care of the complexion in building up a beautiful, healthy skin—in preventing the ageing of the face—than the proper cream treatment. In the Three Flowers treatment there are three different creams. They have been created by experts and to provide collectively a facial treatment so complete, so effective with every type of skin, that nothing can take its place.  
Three Flowers Cleansing Cream.  
Three Flowers Skin and Tissue Cream.  
Three Flowers Vanishing Cream.  
These are the three great complexion creams, so much admired by all ladies of discrimination.

J. J. Kieley Druggist  
June 14, 1924



HERE TO-DAY  
GONE TO-MORROW  
Too often this is the story of property destroyed by fire.

THE HOME INSURANCE COMPANY  
protects against financial loss  
Represented by

## A. HARVEY & CO., LTD

Incarnations of leather are used on the seat end of a turn-over coat collar.  
A narrow brim of white felt is used with a small crown of black straw.

## Forget-Me-Not Day, July 1st



LADY HAIG AND LADY ALLARDYCE TO SELL FORGET-ME-NOTS.

On June 30th, Forget-Me-Not will be sold throughout the Dominion. The success in the outports is assured as the co-operation shown by friends of the G.W.V.A. augurs well for a whole-hearted observance in the different centres.  
Mrs. W. B. Frazer, the Dominion Organizer, has supplied nearly 40,000 Forget-Me-Not plants to the outport districts up to date. In the City the ladies, who have assisted so splendidly on Poppy Day, are again disposing of Forget-Me-Not plants, and they will be assisted by the various troops of Girl Guides. The factories are being looked after by Miss Furlong who will call on the various plants throughout the morning. All the ex-Service men, parading on July 1st will wear a Forget-Me-Not, and it is safe to assume that the loyal citizens of St. John's will do likewise, as the wearing of this token on July 1st, is a respectful commemoration of sacrifice which our sons, brothers and companions, have been called upon to make.

The wearing of a Forget-Me-Not on July 1st, achieves a two-fold purpose, that of commemorating the memory of "ours," and to whose memory the Newfoundland National War Memorial is erected, and which will be unveiled on July 1st, and also, as a means of contributing to the expenses of Veterans' Week, the financial burden of which is being borne entirely by the Great War Veterans' Association. Citizens generally will no doubt appreciate this departure from the custom of asking the Government to allocate funds for such a reception and programme of events, and it may not be presumptuous to say that the G.W.V.A. hope that its example may be emulated to the betterment of our Island Home.

It is anticipated that some 100,000 Forget-Me-Not plants will be sold on June 30th, and the co-operation of all is asked by wearing this Floral Tribute.

## Government Boats

Argyle left Epworth 6.30 p.m. yesterday, inward.  
Clyde arrived Lewisporte 7.35 p.m. yesterday.  
Glencoe leaving Port aux Basques about noon to-day, coming to St. John's.  
Home left Humbermouth 10.30 a.m. yesterday.  
Kyle left Port aux Basques 8.15 p.m. yesterday.  
Malakoff arrived Port Union 10.30 p.m. yesterday.  
Pavia. No report since St. Anthony Sunday.  
Sagana left Sandy Islands 3 p.m. yesterday, going North.  
Prospero sailed on Cook's Hr. route 11 a.m.  
Sebastopol. No report leaving Humbermouth.  
Wren left Gaultois 6 p.m. Tuesday, outward.

## Prospero Sails North

S.S. Prospero, Capt. Field, sailed from the Dry Dock wharf at 11 a.m. for Cook's Hr. route. The ship took a full freight and the following passengers: Messrs. Reeves, Moore, Rendell, Bennett, Kennedy, Scott, Canning, McNeary, Cobb, Newell, Messrs. Simms, Scott, Harman, and 3 children, Torrance, Taylor and Miss Ryan, besides 15 in steerage.

## Here and There.

Ring 198 for 5 and 7 passenger cars also cabs.—may 27, 51

MAGISTRATE'S COURT.—A case for non-support was the only business transacted in the Magistrate's Court this morning. The case was dismissed.

West End Taxi Service, Queen Street, Phone 2016.—June 17, 61

THE TRAINS.—Tuesday's express arrived Port aux Basques 6.50 p.m. yesterday. The incoming express left Terra Nova 9.02 a.m. and is due to arrive at 4.30. The Carboneau train arrived at 12.40 p.m. The express for foreign connections went out at 1 p.m.

PERSONAL.—Mrs. Robert Moffatt of Montreal, daughter of the late George Wm. Finch, who has been visiting her mother, who has been seriously ill, is leaving for Montreal by rail on the 28th inst.

The Alembic arrived in New York from this port in 8 days with a cargo of oil.

## Stock Market News

NEW YORK, June 19.

(Furnished by Johnston and Ward, Board of Trade Bldg., Water St.)

TO-DAY'S NEW YORK OPENING.

American Smelters	64 1/2
Baldwin	112 1/2
Anacosta	29 1/2
C. P. R.	147 1/2
American Can.	109 1/2
Kennecott	39
Marine Pfd.	34 1/2
MacK Truck	85 1/2
Punta Sugar	50 1/2
Sinclair	18 1/2
Southern Pacific	93 1/2
Standard Oil	33 1/2
Tobacco Products	124 1/2
Union Pacific	124 1/2
U. S. Steel	96 1/2
Great Northern	60 1/2
Kelly Springfield	11 1/2
Rubber 1st Pfd.	74
Stewart Warner	67 1/2

Montreal Opening.

Brazilian	50 1/2
Montreal Power	172
National Breweries	50
Shawinigan	123 1/2
Spanish River Com.	103 1/2
Spanish River Pfd.	11 1/2

## THE SITUATION.

Exit "Big Gobs of Gloom"—Enter the Beginning of a More Cheerful Sentiment.

Nothing can surpass the "punishment of the shorts" for bringing thrills of joy to the heart of the average trader. Nobody loves a bear and while he occasionally "gets away with it," he receives not a grain of sympathy when he is compelled to buy back stock which he has borrowed and sold at prices lower down, the lower the better, says the same average trader.

It seemed simplicity itself to gather a few profits on the short side in the light of Tuesday's news, big drop in United States Steel orders, another increase in the copper surplus and no clearly defined improvement in any department of industry. "Big gobs of gloom" were being served up; some swallowed the bait. Other

courageous souls, who think clear through and who are never stampeded at the tail-end of a declining market, could visualize a more hopeful sentiment getting under way and boldly advised the purchase of stocks at the market. The advice made good.

The declaration of President Wood of the American Woolen Co. that in his business the trade is compelling the manufacturers to carry the stocks normally carried by jobbers and retailers is probably true of many lines of trade. The cautious buyer has fared well to date, but he may have cause to regret his timidity when he is compelled to compete for a chance to get his order filled. When the vacuum now making in the supply of merchandise, a huge accumulation of orders may soon pour into the plant and factory which will tax our manufacturing facilities. Sentiment is a mighty factor, and he is blind indeed who cannot detect the beginning of a "better feeling" in many lines of business activity.

The further reduction in the discount rate of the New York Federal Reserve Bank from 4% to 3 1/2% is definite confirmation of the growing ease of the money market and means much for the further advance in the bond market. Investors the country over are being educated as never before to the virtues of bond investments.

New York's reduction was paralleled by a cut in the Reserve Bank of Boston rate from 4 1/2% to 3 1/2% Wednesday. While such action serves as recognition of the easy state of the money market, it may do no little more than that, just now, since under present conditions the amount of borrowing from the reserve banks is negligible. From a stock market standpoint it is interesting to note that the last cut in the rediscount rate locally occurred in June, 1922, in the comparatively early stages in a major bull market, while the last advance took place in February, 1923, just before stock prices reached their peak. Traders might thus attach some significance to a cut at this time.

## When Food Tastes Best

FIVE YEAR OLD WELSH MUTTON MAKES FINEST JOINT IN THE WORLD.

Good is unstable except as kid, but sheep is best at four or five years old. In these days only the wealthy epicure can afford five-year-old mutton, for since a sheep is full grown before it is two, naturally the farmer is not going to feed it for another three years on the chance of getting another penny a pound for it. Yet five-year-old Welsh mutton makes the finest joint in all the world.

Most animals taste best when they are young. Lamb, of course, is delicious, yet many people prefer beef to veal. To many men veal is a poor, flavourless meat at best, and not to be compared with three-year-old beef from a fat beast.

Vension, however, seems to depend more upon the condition of the stag than upon its age. A very old stag is nearly always tough, and certainly meat cut from the young antelope or buck is very preferable to that from older beasts. Pork, again, must not be too old. Certainly the pig is at its best before it reaches the age of three.

Nearly all birds toughen rapidly with age. Young grouse, for instance, are so greatly preferred to older birds that they fetch just about double the price. The same is true of partridges and quail, as well as of the inhabitants of the poultry yard. Once a hen has passed two years it is fit only for the boiler. An old goose is almost unobtainable.

With fish the case is different. It is true that young trout are better than old, but this fact seems to be due chiefly to the difference in feeding. An old trout is apt to turn cannibal, and this is believed to destroy its flavour. When you turn to salmon, age seems to have little to do with the delicacy of the fish. The writer has tasted a huge Avon salmon certainly seven or eight years old—perhaps much more—which was infinitely preferable to a little six-pound grilse from the Devonshire Dart.

Some fish, such as plaice, live to a great age—fifty years or more. But an old plaice is just as good as a young one if both have been feeding on the same bottom. The same may be said of even so delicate a fish as the sole.

The rule does not, however, hold good universally, for certainly the sardine is a greater dainty as the pilchard, which is the same fish, but mature and fresh. Not that fresh pilchard is to be despised, for, properly cooked, it makes an excellent dish.

Shellfish are not eatable at all until they reach a certain age. Oysters are not large enough to be worth taking until they are four years old, and the best are older still. A good native is good to the end of the chapter, and its life, if undisturbed, may extend to a great many years.

## Shipping

Schooner Freedom arrived at Bay Bulls last night, 31 days from Turk's Island, with a load of salt to A. Hearn. S.S. Verdundun and S.S. Flinsburg sailed from Bell Island yesterday for Rotterdam taking about 10,000 tons on each.

S.S. Carby and S.S. Hangerland sailed from Bell Island yesterday. The former took 5,500 tons of ore for Newport and the latter 10,500 tons for Sydney.

Schooner Faustina has cleared from Burgeo with 100 qtls. codfish for Oporto. The vessel finishes at Ramen. S.S. Thyra arrived Tuesday midnight at Botwood from Halifax via St. Pierre. The ship is in ballast and will load pulp for England from the A. E. Reid Co.

Schooner James and Stanley has cleared from Grand Bank for Oporto with 1,501 qtls. codfish shipped by S. Harris.

S.S. Cranley sailed yesterday from Botwood for London taking 4,350 tons paper from the A.N.D. Co.

S.S. Canadian Sapper, 6 days from Montreal with cattle and general cargo has arrived to the Furness Withy Co.

S.S. Silvia leaves New York Saturday for this port.

S.S. Winona leaves Montreal June 21st, and Charlottetown June 23rd for this port.

S.S. Sable I. is due here Monday, June 22nd.

S.S. Rosalind is due to-night.

S.S. Costa of the Murray Transport Line has arrived from Montreal and is now discharging a cargo of freight at the wharf of Bowring Bros. for A. H. Murray and Co., Ltd., the owners. The Costa is expected to sail on Saturday.

## THE LONDON DIRECTORY

With Provincial and Foreign Sections and Trade Headings in Five Languages.

Enables traders to communicate direct Published Annually.

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EXPORT MERCHANTS with detailed particulars of the Goods shipped and the Colonial and Foreign Markets supplied.

STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the appropriate Ballings.

One-inch BUSINESS CARDS of Firms desiring to extend their connections, or Trade Cards of

DEALERS SEEKING AGENCIES can be printed at a cost of 8 dollars for each trade heading under which they are inserted. Larger advertisements from 10 to 20 dollars.

The directory is invaluable to every one interested in overseas commerce, and a copy will be sent by parcel post for 10 dollars net cash with order.

THE LONDON DIRECTORY CO., LTD.  
25 Abchurch Lane, London, E.C. 4, England.

## Father's Problem Solved.

A DINNER SET



AS YOUR WEDDING GIFT.

S. RICHARD STEELE,

191 Water St. Phone 1476. Opp Court House.

mar19,m.th.f.6m

Due June 26th

## One Carload SUNKIST ORANGES

John Rossiter

Phone 549

June 14, 1924

## Spring Overcoatings!

It is now time to leave off your Winter Weight. You can't go in your Jacket: so MAUNDER'S for yours. We have something sober and stylish and can also give you the "snappy" in Spring Overcoatings. If you want to fix up until you get your next Suit, we can match you with trousers or any other garment.

John Maunder  
TAILOR & CLOTHIER  
St. John's, N.F.

## KLENZO DENTAL CREME.

Keeps the teeth clean, white and beautiful, without injuring the enamel. A common-sense dentifrice which does everything any dentifrice can do—and does it surpassingly well.

Two sizes: 55c. and 65c.

PETER O'MARA,  
THE DRUGGIST,  
THE KENALL STORE.

## O-O BREAD

Don't be Fooled

There's no need to be led to buy, or bake, or eat bread that is not made of pure ingredients scientifically mixed and developed and baked through and through.

A Bakery such as our insures all these things. You needn't be fooled in using inferior bread. We make White Wheat, Brown Bread, Raisin, French and Vienna Loaves. All exceptionally good quality.

The East End Baking Co.  
(Our own bakers)

Feb 18, 6m, eod

Checker necklaces of large steel-colored beads have ball earrings to match.

MINARD'S LINIMENT FOR DIS-TEMPER.

## CARD.

Dr. M. F. Hogan,  
Dentist,  
142 Water Street,  
over Lamb's Jewellery Store.  
(Opp. Royal Stores).  
Telephone 1255.

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