



Do You Bake Your Own Bread?

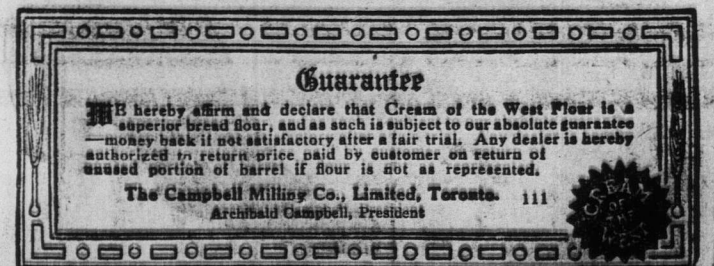
Everyone who bakes bread should know about my Cream of the West Flour.

I guarantee absolute satisfaction and I won't take money for less. A crust, brown, crisp and sweet; a crumb, white, light and even. Get a barrel and bake a batch or two.

Cream of the West Flour

the hard wheat flour guaranteed for bread

If you don't have success with your bread after a fair trial bring back the flour left over and your grocer has our authority to refund full purchase price.



R. G. ASH & CO., St. John's, Wholesale Distributors

SPECIAL SALE

—OF—
White Swiss Embroideries,

—AT—
HENRY BLAIR'S.

Large Variety

—OF—
Dainty Designs.

Embroideries are always wanted. Don't delay, but make an early choice of these Extra Special Values.

HENRY BLAIR

No braver act could a man perform than did Chief Officer Blair, who jumped overboard in mid-ocean from the steamship *Majestic* on Tuesday, May 6th, and rescued W. Keown, a crew member who had attempted suicide. Keown apparently regretted his act as soon as he hit the water, and began struggling. Blair promptly sprang after him and held him up until both were picked up by a boat.

EMBEZZLEMENT.—A boy engaged as a collector in a Water Street establishment has been caught appropriating monies collected to his own use. The employer has given the accused a chance to pay up the amount embezzled by doing labouring work on the premises.

MILNARD'S LINIMENT USED BY PHYSICIANS.

At the City Hall.

The weekly session of the Municipal Council took place yesterday afternoon. Replies from the Superintendent of the Street car service concerning complaints made by Council's Secretary, were received. An application was received from R. Hatchford for the position of caretaker at the Quidi Vidi Swimming Pool. Permission was granted Morrison and Hunt to act as agents for the Employers' Liability Association of London. Eng. W. P. Shifren was given permission to repair house on Dick's Square and subject to Engineer's approval. D. Barnes can build factory at rear of house on William Street. James Emberley submitted plans for house. Approved. Labor Political Party leaders—Parsons and Maude—asked leave to hold public meeting to-morrow on Parade Ground. Allowed. As to fast motor driving, L. C. Sullivan wrote stating that the police had standing instructions to prosecute all persons driving beyond the speed limit allowed by law. The I.G. also referred to Section 8 of Act 1906, and suggested that motor vehicles be prevented on Sunday from the use of Military and Lemarchant Roads. Water and sewerage will be installed in houses on Sebastian St., Cabot Street, Carter's Hill and Angel Place. Councillor Mullaly referred to the destruction done by pigs and goats that are allowed to roam at large. As to the use of private hoses, Councillor Mullaly gave notice of motion amending the law. After the Engineer's report was read the meeting adjourned.

N.S. Footballers Hold Dance and Excursion.

The members of the Nova Scotia Football Club of Bell Island, held an excursion from that place to Harbor Grace last week which while very enjoyable, was somewhat marred by disagreeable weather. They also held a dance later on in the week at Wabana Hall which was very successful, and was enjoyed by all. The following committee of management conducted these events: Messrs. A. Cahill, C. Lerner, L. Eagan, J. Gorman, E. Spencer, W. Whyte and W. Thomas.

Baseball To-morrow.

Weather permitting, a number of Baseball players from the St. John's League will journey to Bell Island to-morrow, Empire Day, and play an exhibition game with the Wabana Team. This game will not be considered as a regular League game, and will in no way effect the schedule of games which will take place between these two teams in the Inter-Town competition for the R. G. Reid Trophy.

For the benefit of the "fans" that contemplate going over Saturday, we may state that the 2 o'clock trip of the motor bus will enable them to reach Bell Island before the game starts—which is scheduled for 3.30 p.m. The players will assemble at the office of the Imperial Tobacco Co. at 12.15 p.m. as special arrangements have been made for the transportation of the team and a start will be made at 12.30 sharp. Following are the players who will make up the city team:—
H. A. Brown, M. A. Johns, A. Hiltz, H. Ross, W. MacCindie, H. Peddie, G. Summers, M. Ready, P. Grace, B. King, M. Finn, H. Power, W. Cahill, T. V. Hartnett, Manager.

Building Boat House.

The first club house on Bell Island is now being erected by the Dominion Boat Club of that place, who will have the honor of being the first to erect a club house on the Iron Isle. This building, we understand, will be a splendid structure, suitable size, and of Bungalow style, and its location is one of the best places available, being situated on Main Street, East Wabana, near the Bank of Nova Scotia. The work on this structure is rapidly progressing and the end of June, no doubt, will see the boat club fully installed there. When completed it will present a pretty appearance and will be quite an addition to the architectural beauty of Bell Island.

Whooping Cough
SPASMODIC CROUP ASTHMA COUGHS
BRONCHITIS CATARRH COLDS

Vapo-Cresolene

ESTABLISHED 1879

A simple, safe and effective treatment for bronchial troubles, avoiding drugs. Vapo-Cresolene stops the paroxysms of Whooping Cough and Croup, Spasmodic Croup at once. It is a BACON to suffer from Asthma. The medicinal value is increased with every breath, unless breathing is restricted by any mechanical impediment, such as a cold, or a sore throat. It is invaluable to mothers with young children. Send postal for descriptive booklet.

ALL DRUGGISTS.

THE CREWETTES
ABLE TO REMOVE ALL
OBSTACLES TO THE
EFFECTIVE AND PAINLESS
CURE OF ALL
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Vapo-Cresolene Co.
441 Broadway, N.Y.
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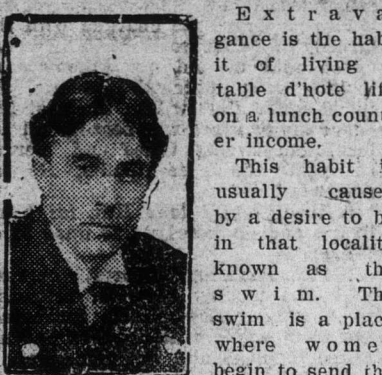
Maximum of Nutrient

EPPS'S COCOA

GRATEFUL—COMFORTING
The unsurpassed food value of this delicious and fragrant cocoa is due to the retention of the nutritious cocoa butter. There is warmth and strength and energy in every cup of Epps's Cocoa. It is a most refreshing and stimulating Breakfast Beverage, whether for old or young.
Children thrive on "Epps's"

Extravagance.

By H. L. RANN.



Extravagance is the habit of living a table d'hôte life on a lunch counter income.

This habit is usually caused by a desire to be in that locality known as the swim. The swim is a place where women begin to wash out at the same time that their husbands begin to overdraw at the bank. In order to get in the swim and stay there some people show no respect for the feelings of a bank or for any of their wives' relatives, and soon create the seductive undertow known as insolvency.

No two people are extravagant in the same spot. One family will go without New Orleans sorghum on their pancakes in order to ride seven times in succession on the Ferris wheel at the electric park. Another family will buy meat three times a day and garnish it with real butter and bona fide eggs, and then go without anything in the library but an inherited edition of Pilgrim's Progress and a copy of the Ready Letter Writer. Many a man is scooting around the country in a six-cylinder automobile which sets up a quart of 25-cent gasoline every time the wheels go round, and then economizes by working his children fourteen hours a day in the berry patch.

Men are more extravagant than women, that is, than most women. Whenever you find a man who complains that his wife is running him by her extravagance, the chances are that he will have his children crowded to the gunwhales with purple neckties, 84 madras shirts and thread-silk hose that are good for two days of hard wear. A man will think nothing of investing \$1,000 in a self-starting runabout with tires which cost more than a Jersey cow, but if his wife turns in a hat bill of \$22.75 for the entire season he will rear up in a hostile attitude and cast a thick pall of gloom over the evening meal.

Extravagance is a good thing when it is aimed at people who need hole-proof underwear and whole-wheat flour more than they do the sympathetic tear.

Here and There.

VENTURES GETTING READY.—The Adventure, Bonaventure and Bel-laventure are now being prepared for their cruise to Hudson Bay.

MORE FLOATERS CLEARED.—The echre, Humming Bird, and Rolling Wave cleared from Twillingate yesterday for the Treaty Shore fishery.

ORE BOATS COMING.—The mammoth ore carrier *Jetho* should arrive to-day at Bell Island and will load ore at the N. S. S. Co. The *Themis* and *Tellus* should arrive next week.

PATRIOTIC CONCERT.—The grand patriotic concert and the reproduction of "Cranford" takes place in the Methodist College Hall to-morrow night. His Excellency Governor Davidson will be present and deliver a patriotic address.

MANY TROUTERS GOING.—To-night a large number of waltzians leave here by special train for various parts along the line. Many to go to Nine Mile Post and the return will be made Saturday night, the train leaving the Post at 8 o'clock.

RELEASED FROM QUARANTINE.—Magistrate M. O'Toole's residence, Conception Harbour, was released from quarantine yesterday. We learn another new case of smallpox developed yesterday on Pleasant Street in a residence further west than the Moakler house.

SEALS PLENTIFUL.—Crafts which arrived recently from that section report that "beater" seals have been very plentiful there of late. Hundreds of these were shot or taken in nets but stormy weather prevented more being killed. The seals are still plentiful there.

AT THE NICKEL!

To-Day and Empire Day, a big feature:
VICTORIA CROSS

The story of the Charge of the Light Brigade. By the Vitagraph Co.
Miss Gardner, Miss Guerin, Mr. McCarthy in the very latest popular numbers.

Every afternoon at 2.15; every night at 7.

DON'T MISS THIS PICTURE!

EMPIRE DAY.

For the convenience of our Customers, we will be opened until ten o'clock Friday night and eleven Saturday morning.

The St. John's Meat Co.,

EAST—WATER STREET—WEST.
PHONE 800.

SPECIAL NEW LINES

Ladies' and Children's HATS

EXCEPTIONAL VALUES AT
85c. and \$2.80

Big Selection in all Prices.

A. & S. RODGER

WHITE HOUSE SHOES

FOR MEN **15** FOR WOMEN

We wish to inform our many patrons that we are now prepared to correctly fit any foot with the famous line of Footwear known as **The White House Shoe.**

See our handsome models in MEN'S LOW CUTS or OXFORDS. Prices: \$3.50, \$4.00, \$4.50, \$5.00, \$6.00, \$7.00

We have this Shoe stocked in all sizes and widths, and in every style and leather known to the shoe trade.

F. SMALLWOOD, Agent,

Gents' Department.