

## Order the Guaranteed Flour Next Time You Bake Bread

If rightly used, Cream of the West Flour will make the lightest, flakiest, most nutritious bread you have ever tasted. If you haven't tested it order a barrel next time you go to the grocer's.

### Cream of the West Flour

the hard wheat flour guaranteed for bread

**Guarantee**

WE hereby affirm and declare that Cream of the West Flour is a superior bread flour, and as such is subject to our absolute guarantee—money back if not satisfactory after a fair trial. Any dealer is hereby authorized to return price paid by customer on return of unused portion of barrel if flour is not as represented.

The Campbell Milling Co., Limited, Toronto.  
Archibald Campbell, President

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

## \$100 BONDS

The attention of investors of small amounts who wish only the safest kind of securities—bonds, is called to our offering of bonds at \$100 denominations.

Hawson Pure Wool Textile Co's with Common stock bonus.

Trinidad Consolidated Telephones Co's.

Stanfield's Limited Co's.

Nova Scotia Steel & Coal Co's.

Nova Scotia Steel & Coal Co's p.c. Debenture Stock.

Maritime Telegraph and Telephone Co's.

**F. B. McCURDY & CO.,**  
Members Montreal Stock Exchange.  
**C. A. C. BRUCE, Manager,**  
St. John's.

## The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

**C. A. C. BRUCE, Manager,**  
St. John's.

## Oranges, Oranges, etc.,

100 cases CHOICE ORANGES.  
50 kegs CHOICE GRAPES.  
Prices right.

**BURT & LAWRENCE,**  
14 New Gower Street, Phone 759

## J. J. ST. JOHN.

10 cases BAKE APPLES.  
Very Choice DUTCH CHEESE.  
3 lb. tins BAKED BEANS, 12c.  
BLANC MANGE POWDER.  
LARGE KIPPERED HERRING.  
FRESH EGGS, STUFFED OLIVES.  
HEINZ'S INDIA RELISH. HEINZ'S MINCE MEAT.  
BAKER'S COCOA.  
ROYAL PALACE BAKING POWDER, 20c. lb.  
FINEST IRISH BUTTER.

**J. J. ST. JOHN.**  
nov30,1f

## Discounting One's Own Opinion.

By RUTH CAMERON.

"If you can trust yourself when all men doubt you, But make allowance for their doubting too."



Do you discount the value of your opinions? You don't know what I mean? Why just this—do you take your own peculiarities into consideration when you are reckoning the value of your own opinions? Almost everyone discounts the value of other folk's opinions and advice by the temperament and peculiarities of these people. Not always consciously, perhaps, but with a swift subconscious process like the reckonings of a lightning calculator.

For instance, when Mr. H., who is well known to be of an exceedingly cautious temperament, says to you of some venture, which you are considering, "Don't do it. It's too risky. Put your money in the savings bank; it's the only safe way," you don't take that pessimistic point of view at its full face value. Possibly you discount it about fifty per cent. Possibly more.

Again, if Mr. E., who is equally well known to be a hopeless optimist, toots the investment to the skies and assures you, "Why, man, I wouldn't be afraid to put every cent I've got into it; what's the sense of taking two and a half per cent. from a savings bank when you can get eight here and be just as safe?" you do not accept his point of view either as the final and ultimate truth. Instead you consciously or subconsciously discount his statement by making allowance for

his honorably hopeful temperament. You simply have to discount people's opinions. If you discount to some extent you would be fool. And an ability to discount quickly, accurately, and without prejudice is one of the surest foundation stones of success.

But do you carry this process one step further and discount the value of your opinion? It is only one man out of a thousand who fails to discount other people's points of view. It is less than one in a thousand who remembers to discount his own.

And yet undoubtedly your own opinion, your own advice, to yourself, needs discounting just as much as other folk's—perhaps more.

Do you know a single person who is perfectly balanced, neither too hopeful nor too pessimistic, too cautious nor too radical, too conservative nor too quick to act—in short absolutely without a single overbalance which needs to be corrected? Probably not. I'm sure I don't. Then why take it for granted that you are such a person?

Why not use the same wisdom in dealing with yourself that you do in dealing with other people?

Study yourself. Find out where you are overbalanced, whether more cautious or more impulsive, more hopeful or more pessimistic, than the normal and then use your knowledge to discount the value of your own advice to yourself.

No, it's not the easiest thing in the world to do. Of course not. It is never easy to do great things. And according to the greatest race the world has ever known, to "know thyself" is the greatest thing man can ever do.

*Ruth Cameron*

## A Happy Child in a Few Hours

When cross, sick, feverish, tongue coated or bilious give "Syrup of Figs."

Look at the tongue, Mother! If coated, it is a sure sign that your little one's insides, the stomach, liver and 30 feet of bowels are clogged up with purifying waste matter and need a gentle, thorough cleansing at once.

When your child is listless, drooping, pale, doesn't sleep soundly or eat heartily or is cross, irritable, feverish, stomach sour, breath bad; has stomach-ache, diarrhoea, sore throat, or is full of cold, give a teaspoonful of Syrup of Figs, and in a few hours all the foul, constipated waste, undigested food and sour bile will gently move on and out of its little bowels without nausea, griping or weakness, and you will have a well, happy and smiling child again shortly.

With Syrup of Figs you are not what does it matter if nights are long, posed entirely of luscious figs, senna and aromatics it cannot be harmful, besides they dearly love its delicious taste.

Mothers should always keep Syrup of Figs handy. It is the only stomach, liver and bowel cleanser and regulator needed. A little given to-day will save a sick child to-morrow.

Full directions for children of all ages and for grown-ups plainly printed on the package.

Ask your druggist for the full name, "Syrup of Figs and Elixir of Senna," prepared by the California Fig Syrup Co. This is the delicious tasting, genuine old reliable. Refuse anything else offered.

## Wedding at Carbonear

A very pretty wedding took place on Tuesday, December 31st, at the home of Mr. and Mrs. Henry N. Powell, when their daughter, Miss Mary Ann, was united in wedlock to Mr. John F. Earle, by the Rev. A. Pincock. The bride looked charming in an embroidered empire gown and was attended by her sister, Miss Margaret Powell. The groom was ably supported by his brother, Mr. Arthur Earle. The bride received many presents, both ornamental and useful, which show the esteem in which she was held by her many friends and with them we join in wishing them many happy years. The day on which the wedding took place was the bride's birthday and also the forty-ninth anniversary of the wedding of the groom's parents, Mr. and Mrs. Moses Earle, to whom we extend congratulations.—Com.

## Marine Notes.

The S. S. Adventure sails for Sydney to-morrow to load coal for Harbour Grace.

The schooner Watzanga arrived from Sydney last evening with a load of coal for J. & W. Pitts.

The S. S. Florizel is due this mid-night from Halifax.

The R. M. S. Mongolian is now due from Philadelphia.

The S. S. Almeriana is due here on Friday from Liverpool.

## M.C.L.I.

To-morrow evening, the Methodist College Literary Institute will open its debating season. This estimable institution is now 46 years in existence and has been a great aid to the development of the literary tastes of its members, broadening the mind and fitting them to speak or write of matters of public interest when occasion requires. Mr. Geo. Peters, who presided at some very successful sessions last year will also this year preside at the debates. He is well qualified for such an important office. This year's schedule of debates for discussion will be very interesting and to-morrow night's session will be occupied with the question of the position of the United States in connection with the Panama Canal.

## Intervention.

Special Evening Telegram.  
LONDON, Jan. 7.  
Foreign Secretary Grey made the following statement in the Commons to-day, regarding the possibility of intervention by the Powers, should the peace plenipotentiaries fail to reach an agreement: "The subject is, of course, receiving the attention of the Powers, but I cannot make any public statement as to our views and decision except such as may be made by common consent."

## Echoes of Titanic Disaster.

Special to The Evening Telegram.  
WASHINGTON, Jan. 7.  
The danger of the repetition of the Titanic disaster has led the Navy Department to begin preparations earlier than usual for an ice patrol and to warn of presence of icebergs in the track of the Atlantic. Scout cruisers will be sent out in April as an extra precaution. Much remedial legislation proposed after the Titanic disaster, will be enforced. The officials of the Naval Department believe that they regard by information being despatched by the Hydrographic offices, the peril from icebergs will be minimized.

## Here and There.

BOY AT PERNAMBUCO.—The S. S. Bonaventure which went to South American ports with a cargo of fish some time ago, leaves Pernambuco to-day.

CUSTOM MEN ELECT OFFICERS.—The Tidewaters, Lockers and Boatmen of H.M. Customs, held their annual meeting last night. The election of officers resulted as follows: W. Kelly, President; S. Garland, Treasurer; J. White, Secretary.

CADETS DANCE.—The C. C. C. Band are holding a dance in the British Hall to-night the proceeds of which will help to swell their funds. Special music has been prepared by the band and the affair promises to exceed anything of its kind yet held.

HUTCHING'S ST. CHURCH.—Great interest is prevailing in the revival services held in Hutching's St. Church (opposite railway station). These meetings are deeply spiritual and tend to help one and all to a higher plane in the Christian life; some are bowing in submission to the Will of God. A cordial invitation is extended to all that can, to come and help in this effort. Services commence at 8 o'clock every night.—Com.

## COLLIN'S SALE

Of English and American



## Flannelettes

IS ON THIS WEEK.

**P. F. Collins,**  
299, 301 Water Street.



Our stock is a revelation to every one who looks through it. Every line for every room in the house is displayed in magnificent assortment. Good, well made, artistic Furniture to suit every taste.

**U. S. PICTURE & PORTRAIT Co.,**  
Complete House Furnishers.

## Ladies' American

# BLOUSES

GOOD NEWS FOR LADIES.

For where is the lady who won't wear a Dainty White Lawn Blouse that sold formerly from \$1.60 to \$2.50 each if she might have her choice of any one at

**\$1.00** each.

We have 300 only in this lot, and those ladies who see them early get the best of them.

Now then, ladies, it's up to you to embrace the opportunity. We have done our part to give you great big value for your money.

# S. MILLEY.

Advertise in The Evening Telegram