

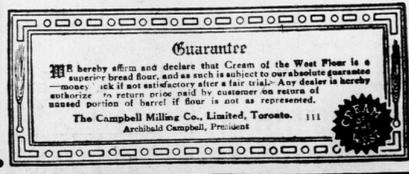


Do You Bake Your Own Bread?

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.

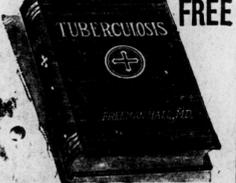


R. G. ASH & CO., St. John's, Wholesale Distributors

The Old Bureau; Or a Question of Luck.

BY B. SHIRLEY. (To be continued.) "And factory wages may keep one, but they won't keep two. I and Nelly 'll rub along somehow. But one thing I'm determined on. I won't have that bureau about the house any longer. Nell shall bring the things down to me, and I'll look 'em over and send 'em to the missionaries—Mrs. Mickle is getting up a box to forward to Hong Kong—and we'll have the old bureau split up for firewood; and then we'll start fresh."

Consumption



NEW TREATISE ON TUBERCULOSIS. By FREEMAN HALL, M.D. This valuable medical book tells in plain, simple language how Consumption can be cured in your own home. If you know of any one suffering from Consumption, Catarrh, Bronchitis, Asthma or any throat or lung trouble, or are yourself afflicted, this book will help you. Even if you are in the advanced stage of the disease and feel there is no hope, it will instruct you how others, with its aid, cured themselves after all remedies tried had failed, and they believed their case hopeless.

be two of us then. Of course it's dark this time of the night—and there's a lot of old newspapers under the windows that always rustles when the wind is from the east. I'll have 'em taken away."

Slowly up the wooden winding stairs came Aunt Keziah, with her flickering candle. Nell, standing in the semi-light beside the bureau, looked almost pale enough to be the genuine ghost article—and at the same moment a huge brindled cat darted across the garret floor, directly under the old woman's feet. Nell uttered a shriek, Aunt Keziah, in her panic, dropped the candle into a basket of flimsy stuffs, and the next instant the room was ablaze.

"Well," said Aunt Keziah, as she sat on a neighbour's doorstep, with the cat in her lap, "there's got to be an end to everything; and now that that old bureau's burnt, with all its contents, I've got rid of my ill luck at last."

"Yes," sobbed poor Nell; "but you've got rid of your house and barn and all the money you'd just drawn out of the savings bank, too; and what are we to do?"

"I've thought it all out," said her aunt. "We'll go to Jo. Jo'll put us in the way of earning something. I'm not so old but what I can sew a few caps or mend lace, or something; and p'raps Jo can get you a place in the factory when the burns on your arms are healed up."

Nell drooped her head and said nothing. It was very strange that Jo had made no response to the letter Aunt Keziah had written detailing their sad condition. "Could it be that Jo was really as selfish and callous-hearted as people whispered? The neighbours shook their heads and recalled old circumstances which served to illustrate their theory; but Aunt Keziah would not believe them."

"Jo's got a good heart," she said. "Maybe the letter wasn't directed right. I'll write again."

But as the days crept up and still no answer came, Aunt Keziah made up her mind. "Letters are no good," she said. "Pack the carpet-bag, Nell. We'll go ourselves. We can't live here on neighbours' charity no longer."

CONTAINS NO ALUM. COSTS NO MORE THAN THE ORDINARY KINDS. MAGIC BAKING POWDER. E.W. GILLETT CO. LTD. TORONTO, ONT.

"and livin' in a palace like this, with a hired gal—"

"Three of them," laughed Jo, "besides the coachman and the butler!" "Am I dreamin'?" stammered the old woman.

"No; you're as wide awake as possible!" cried Jo; "and aunt, let me tell you a secret: I never, never should have been married if it hadn't been for those lovely old dresses that I stole out of the Gapwood bureau drawers, and had them made over, I came to the city to seek my fortune, Aunt Keziah, and I've found it. And now you must come to your rooms, both of you, and get ready for dinner."

"Don't you have dinner at noon?" asked her aunt in surprise.

"No; at seven," laughed Jo. "Oh, we shall make a lady of you yet, auntie, dear!"

"Nell," said the old dame, after long cogitation in her pink and gilded apartment.

"Yes, aunt," replied Nell, from the adjoining room.

Sorority Sisterhood.

BY H. L. RANN.



The Sorority sisterhood is a close corporation of undaunted females who associate with anybody who is not a member of the union. It is hard to get into a sorority which happens to be in a haughty mood than it is to break into the Daughters of the American Revolution with a crooked family tree and a Jimmy. Nobody is allowed to become a sorority sister unless she can throw the Greek alphabet three times in succession without tiring her tongue in a double bow-knot. Every sorority has a form of initiation which is calculated to throw a series of cohesive chills into a timid candidate and cause her mental poise to wobble on its axis. It is never necessary to initiate anybody into a sorority but once, as the experience leaves the applicant in a very mellow and chastened frame of mind. After a sorority sister becomes able to translate the first book of the Iliad so that anybody can tell it from that immortal epic, "The Man With the Hose," she is admitted to full membership, given the semi-annual password and allowed to make the pass. The order of business at a sorority meeting is as follows: Physical culture with the Greek language and the horizontal bar; admission of candidates who agree not to reveal the secret work of the order to anybody but those with whom they come in contact; balloting on vestal virgins who have forsaken matrimony on account of old age; hoisting the grand hailing signal of distress for the benefit of sisters who have everything ready but the tulle veil; remarks for the good of the order relative to the ring service and the subjugation of the male sex; adjournment, both sine die and sine hope. The average sorority is equipped with a jaw-breaking ritual which makes the literary efforts of the Klu-Klux clan read like a Sabbath school lesson, and it exercises a very wholesome influence upon the talkative propensities of the membership.

A Simple Treatment That Will Make Hair Grow Now Sold in St. John's.

McMURDO & CO. HAVE IT. Every up-to-date woman should have radiant hair. There are thousands of women with harsh, faded, characterless hair, who do not try to improve it. In England and Paris women take pride in having beautiful hair. Every Canadian woman can have lustrous and luxuriant hair by using SALVIA, the great American Sage Hair Tonic.

Every reader of the... can have an attractive head of hair in a few weeks by using SALVIA. All first class druggists sell a large bottle for 50 cents, and guarantee it to banish dandruff, stop falling hair and itching scalp in ten days, or money back.

SALVIA is a beautiful, pleasant, non-sucky Hair Tonic. TOURIST TRAFFIC FALLING OFF.—There is a marked decline in the tourist traffic this season from New York by the Red Cross Line ships. Up to the present the number of travellers is considerably less than of last year. The cause is said to be the Titanic horror and the fear of icebergs in the vicinity of Newfoundland.

NEGRO SIGNED ON.—The seventeen-year-old negro who came here from Trinidad as a stowaway on the Lake Simcoe has been signed on the vessel by Captain Wilson, as he is an excellent seaman.

Moirs Chocolates. The highest grade of cocoa beans, finest cocoa butter, purest cane sugar, and the best vanilla beans that can be bought, are the ingredients which we blend together to form that rich, smooth coating which is characteristic of MOIRS CHOCOLATES. We feel safe in saying that no other chocolate confectionery ever offered to the Canadian Consumer has come up to the high standard of purity and excellence of MOIRS. MOIRS, Limited, Halifax, Canada.

Offensive Optimism.

BY RUTH CAMERON.

Is there a virtue, I wonder, which, when carried to excess, does not become a vice, or at least a defect? It seems to me that the old Greek motto, "nothing in excess" has even more of wisdom in it than appears on the surface.

I am thinking to-day especially of optimism. Optimism is certainly a most beautiful quality. I preach it, teach it and try to live by my own preaching a good teaching. Indeed, Charles Reade's "Courage comrade, the devil is dead" is one of my favorite mottoes. And yet I have seen even optimism gone to seed and bringing forth thorns instead of fruit.

There are some people who are what I call offensive optimists. In an office where I used to work there was a most exaggerated example of this type. Mrs. R. was an optimist from the word go. Day after day she used to come into the office in the morning in a perfect fervour of enthusiasm and delight over her own affairs, and address us something like this:

Football.

FEILDIAN VS. B. I. S. These teams met on St. George's Field last evening and the attendance was the smallest for the season. Interest in football is decreasing. When the teams lined up the B. I. S. wore two men short and their opponents played with ten men. After about five minutes from the opening Pilsent scored for the Feildians, and before half time Lush notched up the second goal.

Corging Is Suicide

In these words a prominent graduate of Harvard Medical School, E. R. Moras, M.D., calls attention to the habit of "overeating," which is resulting in the shortening of so many useful lives. Every day you read of deaths of persons in middle life caused by acute indigestion, peritonitis, appendicitis or Bright's disease. All of which result from overcrowding the digestive organs.

New Fruit

70 baskets FRESH RIPE CHERRIES, only 25c. each. Ripe Tasmanian APPLES 30c. dozen. Jamaica Oranges, Sweet and Juicy, 30 and 40c. California ORANGES, Large, Ripe Fruit, 45 and 60c. doz. BANANAS. Big Bananas, 35c. dozen.

New Vegetables. New Beets, New Carrots, New Radish, New Turnips, New Turnip Tops, Nova Scotia Cabbage, P.E.I. Potatoes.

Soper & Moore

Here and There. Dr. G. N. Murphy's Office will be closed from August 1st to August 28, July 20.

NEW SILVERWARE.—Handsome new designs, best makes, just opening, at Trappell's, 197 Water St.—July 18.

HAS BEEN EMPLOYED.—Const. Carnell, who left the police force yesterday will go to work in the round house of the Reid Nfld. Co.

The Annual Garden Party in aid of Mount Cashel Orphans will be held on the grounds of the Institution on Wednesday, the 31st, inst.—July 20.

EVELYN ARRIVES.—The sloop Evelyn, Capt. Burke, 26 days from Barbados, reached port last evening, bringing a cargo of molasses for Bowring Bros.

ORGANS.—The famous Needham Organ—sold in tens of thousands of homes. Eight styles to select from—call and see them. CHESLEY WOODS, Sole Agent for Nfld.—June 25.

PETTY HARBOR FISHERY.—The trap fishery at Petty Harbor promises to be very successful. There are 20 traps out there and they get daily from 20 to 50 qts. To date these have landed from 150 to 200 qts. of fine cod and the good work still continues.

HAD GOOD FISHING.—At Lower Island Cove Mr. John Skelgrove and his partner, James Turner, have done well with their trap to date. They have 250 qts. cod under sail, are still taking fish and are high liners in that section.

FLORIZEL SAILS.—The S.S. Florizel, Capt. Smith, sailed at 3 this afternoon for Halifax and New York. She took a small outward cargo of fish. These additional passengers are booked to go—Messrs. Winstarlow, E. Mann, York, Allan, Metmore and six in steerage.

Ask your Druggist for SERRAVALLO'S TONIC (Bark and Iron Wine). Cures: ANAEMIA, CHLOROSIS, DEBILITY. Delightful Taste.

SAGONA'S PASSENGERS.—The Sagona left here for Labrador at 6:30 p.m. yesterday taking Judge Janny and party, E. E. Gray, H. A. Avila, Miss Grey, Miss Murray, Mr. Nolan, Mr. Brownier, Miss Smeaton, Miss Watts, W. B. Cowart and wife, C. A. Jerrett and Mr. and Mrs. Miller and children.

INTERBRIGADE SPORTS.—The Inter-Brigade Coronation Sports Committee met last night and reported all matters finalized and ready for Wednesday next on St. George's Field. The preliminary football will be tug-of-war contests will be run off Monday evening next. They are arranged as follows: Football—Highlanders vs. C. L. B.; C. C. C. bye; War—Highlanders vs. C. L. B.; C. C. C. bye.

GOING FOR FORTUNE.—Some time ago the Telegram exclusively announced that Mrs. Thos. Clancey, of Maxse Street, this city, and her brother, Mr. Wm. Doyle, had been left a large estate by a deceased cousin in New York named Harriet McGregor. It is valued at \$100,000 we learn, and Mrs. Clancey who is the wife of Sanitary Inspector Thomas Clancey, left by the Florizel to-day to claim her share of the estate.

MINARD'S LINIMENT CURES GART IN COWS.