


Doughnuts!
Rich and brown - light and tempting -
that's the way doughnuts come from dough
of Rach taste demands another.
After you've eaten the first one, all the
king's horses and all the king's men couldn't king's horses and all the king
drag you from the second.

What makes the nutlike zest?
Mother's knowledge and Rainbow Flour It's not so surprising that the best Jlour
ould make the best doughnuts-is it? So should make the best doughnuts-is it? So
just remember to speci.f "Rainbow" when you want flour.

In using Rainbow Flour for pastry, more

## RAINBOW FLOUR



## Oneina

Thousand,
but TR UE ${ }^{\prime}$ To 4 THE LAST



Chesley Woods
Manufacturers Agent.
Needham Organs, Mason \& Hamlin Organs: Kohler Pianos, Tonk Pianos.
Expert B Sewing Machines, Greelman's Knitting Machines,

Pianos \& Organ Warerooms.

## J. J. ST. JOHN.

10,00 VERY CHOCE CGGARS.
BROCK'S BIRD FOOD.
ROSE'S LIME JUICE.
SUNSHINE CUSTARD POWDER BIRD'S CUSTARD POWDER.

BLANC MANGE POWDER
TINNED RABBIT.
TINNED BAKEAPPLES.
When you want a cup of appetizing TEA, get
ur 40c.
J. J. ST. JOHN.

The Employers Liability Assurance Corporation,

OF LONDON, ENGLAND.
Accident, Liability, Health \& Fidelity Guaranteed.
W. \& G. RENDELL, St. John's,

## "Scotia"

Six per cent Debenture
Stock,
Seasoned
Security
Safe as regards Principal Invested
Sure as regards Interest
Sure as regards Interest Return.
Secured by Assets valued at nearly
Five Times Amount Debenture
Stock Issued.
Price 98 and Interest.
F. B. McCURDY \& CO.,
C. A. C. BRUCE, Manager,

## The Surplus Earned.

In 1912 the Canadian Life earned surplus of $\$ 1,530,667$, exceeding by over $\$ 237,000$ the earnings of rern, and by a much large This is of importance to policyholders, for their Dividends must come from this account
CANADA LIFE ASSURANCE CO,
C. A. C. BRUCE, Mänager,

HPME EVENANG RELEGRAM, ST. JOHNS, A


Further Reductions on Dress Robes and White Goods.

We have since our last advertisement made a heavy
clearance of our dainty summer dress robes, but at a
still clearance of our datiny sum are going to clear out the
still greater reucuction we
balance of entire stock. Many of them will be sold at manch oelow actual cost. This is just your opportunity
mithe
to get a smart little dress for the Regatta. Below we to get a smart little dress for the Regatta. Be
have listed a few specials, at "give-away" prices. Laties' One-piece Dresses, in White Lawn, trimmed
with Valenciennes lace and insertion;
high and low neek, in all sizes. Reg. Ladies' Ali-over Embroidery One-piece Dresses, Valen-
ceinnes yoke, square neck, trimmed
nith Ladies' Marquisette Dresses, in White and Cream, y=undeze- $\$ 5.85$ Ratine \& Sponge Cloth Dresses, in White and Black,
also White Stripe perfectly finished,
Splendid value at the regular price,
o.50 $\$ \$ .50$. Now . . . . . . . . . . . . ..... Ladies' Bihen Bresses for holiday wear, in white
Cream, buff, Tan, Pinks, Helio and sev- 17.00
cral shades of Greens and Blues; splen-
dit U. S. Picture \& Portrait Company.


- Fgrmerc' Bonifimentic

Griffin's Best Crown Scythes. Grifin's Riveted Back Scythes. Scythe Snaths, Scythe Stomes. Hay Rakes, Hay Forks.
Celebrated B. Y. Grass Hooks.


## Reliable Goods at Lowest Prices.

AII Mail Orders will receive prompt and careful attention.

## BOWRING BROTHERS, Ltu.

## Oinl $\$ 1.00$ madi

For this dainty little close fitting
Black
Crinoline
TURBAN
$\$ 1.00$ each.
Ladies' who require a small, comfortable, closefitting HAT should get one.


ALL OUR LADIES' BLOUSES Are now selling at COST PRICE. Lowest Price, 40 cents each. Highest Price, $\$ 1.36$ each.

## S. MILLEY

Children's Straw and Linen

that our customers may have a chance to fi. out all in their family with a new Hat for Regatta Day!

Give us an early, call and we shall be delighted to
GEORGE T. HUDSON, seme mitis nuaxiorts stret

Idvertise in The Telegram.

Advertise in "Evening Telegzam."

## SeasonableGoods

## Gforger liowing

Offers the following at his East, West and Central Grocery Stores:



 Lemen Crsatas, Southwells. ate. 6 ce per or ozs. Full Pint Botiles Good Syrups, ass, flavors, 18c. ea. Our Teas are exceptionally ehoice and are the very best value procurable at 20c., 30c. \& 40 c .1 b .
Australian Corned Roast or $/$ Pork \& Beans in 3 lb . tins,,$~$

Boiled Beef, 16 , | 32 oz. tins, 22c. \& 37c. ea. |  |
| :--- | :--- |
| Containing | 1-3 more | \(\begin{gathered}Pickles, god quality, pint <br>

size, 13c, bottle.\end{gathered}\)
 Bologna Sausage, 18e. lb.
Fraz Bentos Cooked Corned $\begin{gathered}\text { Choice Norwegian Sardines } \\ \text { 13e. tin. }\end{gathered}$ Fraz Bentos Cooked Corned
Binest, $20 \mathrm{c} . \mathrm{ll}$.
Quality
Tongue
Cooked

We Bla 1 lo and give exceptional our own Coffe 30c. and 40c. lb

## Geo.. Knowling.

This Date
in History





The Science of Servant the last word in simplicity "Magnet for Maids." act
EveningTelegram

| W. J. HERDER, . . Proprieto W. F. LLOYD, . . . . . Edito |
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## Irregular

Pensions.


Faney Dinner Sets Tea and Tolie Sels Assored Classure JOHN B. AYRE


8. KMOWLING

BARGAINS!

## The prices we now offer on the following items

## WIL CERTAINLY CREATE A RECORD.

The materials alone are worth far more than we are asking
WELL-MADE FASHIONABLE DRESS

## Ladies' Summer Dresses!



These Extraordinary Holiday Season Bargains
will necessitate early purchasers.

## GEO. KNOWLING.

## Lintrose Passengers.




Pleasing the
(noval soris5:

 well made and beautifully trimmed in diferent styles.
Here are some special prices that will interest
Regular 75.. Friciay and Saturriay
Regurar \$1.6.0. Friday and Saturdy
Regular $\$ 1.25$. Friday and Saturriay


Prices the Lowest ; Quality Beyord Question. urban Caps.

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 CHLDENS DRESSES.

Ladies' Handbags. $==4=w$ 39 cts.

Special Ribbon Values.

## Black Lawn Blouses.

## Interesting News from the Men's Department.

- $\qquad$ tunics shirts

 , MENS Bracs MNS HANKERCHERS年 $x=4=4$ childrens handkrichers.



## Specials in the Hardware Department.



Smallwares
 con









Good Footwear Values for Ladies' and Clilitren.

## GROCERY.

$\qquad$






## CROCKERY.


ishes, covered;

## GROAL

Great Clearance Sale LadIES Walking SkIRTS is a certain indication that

OUR BARGAINS
our bargains are g
time or all of the public some some of the public all the ALL the public ALL of the time, as this Store is doing

> GROVALSTOREE ATISFACTORY

Cable News.
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 Coin Spot Muslin.
 Table Damask 296

Brady's Millions.

## 49 cents Men, Don't Think-Buy! 75 cents

 Our Work Shirts at 59c. are not the kind that have earned the name of "Flimsy."There are several points in connection with our Shitt Sale

## WHITE DRESS SHIRTS, at 75 cents

## ltho' so low in price, are of faultess construction thyoughout, and that means not only the quality of the cloth but the workmanship and the finish. . We believe they are the Shirts that mer

 Men's Negligee Shirits Reduceefl,
Cable News.
Crowds and
aribou and Fox Laws in St. Barbe num of nowns \%e ew


## Fills a

## Human Need

Some fifteen years ago Grape-Nuts was originated for the purpose of combining in a food delicious flavour, rich nourishment and easy digestion.

Today there are thousands of families all over the world who use this food regularly-in many instances from the first year it was marketed.

## Grape-Nuts <br> FOOD.

Made of wheat and barley, is perfectly baked and rich in the mineral phosphates which are essential to the building of healthy brains and strong bodies

White bread lacks these "vital tissue salts," because the outer coat of the grain in which they are-stored is thrown out by the miller to make the flour white.

The deficiency cannot be supplied from the drug shop, but only from the field grains whieh Nature provides for man's food.

And so in Grape-Nuts all the rich brain and body building nourishment of choice Wheat and malted barley (including the natural phosphates stored in the outer coat of the grains) is presented in form for easy digestion and quick assimilation. And GrapeNuts has a delicious taste.

If you are interested in being well, and are not acquainted with this food, send 2c stamp for sample.

Sold by Grocers everywhere.
"There's a Reason" for GRAPE-NUTS


GEO. KNOWLING. Harvesting Tools. English Seythes.
 narys imety suble
 PATENT SCYTHE HANDLES, 55e. and
57 c . each. HUTTON'S B. Yeythe Handes, 48c. each.
 Gem, 27 ct ., Gypss, 20 c . each.
HAY RAKES-From 15c. up; all makes. HAY RAKES-From 15c. up; all makes.
HAY FORKS-2 tine, 20 e , 22 c , 24 c , 25 c ,
28c. each. HAY FORKS- 3 tine, 35. each.
LONG HANDLE MANURE FORKS LONG HANDLE SPADING FORKS, 45c. SCYTHE STONES-American, 6 c . Emround, 8c. each. GARDEN SPADES, and all Farm. ing and Horticultural Tools.

## GEO. KNOWLING

## THE NICKEL THEATRE TO-DAY.

## MAN'S GENESIS.

A psychological comedy founded upon the Darwinian theory of the evolu-
tion of man. Produced in usual Biograph style.
THE EVER POPULAR JOHN W. MYERS
Sings: "The Village Blacksmith" (adapted from Henry W. Longfellow'
famous poem), and "I'll Come Back to Erin and You My Colleen" famous poem), and "(beautifully illustrated) SHOW EMINENTLY WORTH WHILE.

## The St. John's Meat Co.

heen Cut after regatta prices, to suit all. Choice Canterbury Lamb, from 16e. Ib. upwards.

## Prices of Meat, all culs, as usual

$\qquad$ EAST-WATER STREET--WEST

## Rossley * Theatre

## 

24 TURNS 24



and


## IDMBOHOM . itaggine

Finday and Saturday, HENRY BLAIR'S.

 Good Old Engilish Qualify

And North American Style
our Tailoring we couple the smarter style of the Western Hem
English Cloth
Good judges say that the "thoroughbred look" of CHAPLIN Clothes is intuitively recognized. This season we have the real high-steppers and the

most aristocratic curves and designs in | most aristoct |
| :--- |
| Suit Models. |

## CHAPLIN. <br> the store that pleases.

| Distinguished Arrivals! <br> Your protection agatnst shoddy $f$ THE "BERT" SHOE FOR LADIES <br> THE "WHIgY HOUSE" SHOE FOR GENTLEMEM <br> THE BBUSTEER BROWN" SHOE FOR CHILDREN <br> N. B.-Our stock of Low-shoes, Pumps, White Goods, Tennis Shoes, and Men's Sporting boot. OUR REPALIR DEPARTIENT <br> is now in full swing. Old shoes made like new. <br> F. Smallwood, |
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## "Nolassine" Meal

is as useful in Summer as in Winter.
"MOLASSINE" MEAL helps all animals to get greater nourishment out of their other foods
and digest them.

Worms cannot exist in animals fed on "MOLASSINE"MEAL. It is therefore a neces
sity during the grazing season. Good for: HORSES SHE $\begin{array}{ll}\text { HORSES } & \text { SHEEP } \\ \text { COWS } & \text { CALVES } \\ \text { OXEN } & \text { LAMBS } \\ \text { PIGS } & \\ & \text { POULTRY }\end{array}$ Try "MOLASSINE" DOG CAKES on your Dog.
Harvey \& Co.'y.
Wholesale.

## Suitings for Spring!



## SEE

our stock of fine Serges, Worsteds, etc., and light Suitings for spring. A large stock now ready, made up in
ENGLISH and
AMERICAN STYLES.
Newfoundland Clothing Coi'y, Lid,

New Potatoos, Catbago, etc

150 barrels New Potatoes, 50 barrels New Cabbage, 40 bunches Bananas,

GEO. NEAL.
Tintara
(AUSTRALIAN BURGUNDY) In Bottles and Halr Bottles. Hayward \& Co.


