

CATTLE SHIPMENTS

Will Probably be in Excess of Last Year.

Already Four Thousand Cattle Have Gone and Over Seven Thousand Sheep.

The live stock shipments from this port since the winter port season began up to the present time show a considerable increase over last year's shipments to this date. The sheep export especially is very much in advance of last year.

- Dec. 21—Str. Lake Champlain for Liverpool, 13 horses, 448 cattle, 1,263 sheep. Dec. 21—Str. Montclair, for Liverpool, 40 cattle, 2,126 sheep.

SUFFERING FROM DROUGHT.

NEW YORK, Dec. 21.—A Pittsburgh dispatch to the Tribune says: It is feared that within the next ten days almost every industry in Western Pennsylvania and Eastern Ohio will have to close down.

The Edgar Thomson steel plant has ordered a large part of the plant to close down. The furnaces have no coke and the boilers are all corroded with the sulphur from the coal mines.

Workers at the National Tube works and the Homestead mills say conditions at those places cannot be explained and orders to close down are expected hourly.

If Farmers knew how Durable and Inexpensive

FLINTKOTE ROOFING

Was they wouldn't use any other kind.

EASILY LAID AND FIREPROOF

WRITE FOR A SAMPLE.

W. H. THORNE & CO., Ltd.

42 and 46 Prince Wm. St., St. John, N. B.

which held water that the engines speeded up in passing are dried up and the engines must be supplied from other reservoirs of water at the disposal of the company.

A BRITISH OFFICER.

Captain Bliss, of the Cornwall's, Part of the 19th Brigade, is in the City.

Capt. Bliss, formerly of the Duke of Cornwall's Light Infantry, is at the Royal. Capt. Bliss belongs to a family, several of whose members have occupied positions of great prominence in the legal and administrative life of the maritime provinces.

TALKS ON AGRICULTURE.

Hon. L. P. Farris arrived in town yesterday and is at the Royal. Mr. Farris attended the Winter Fair at Amherst, and told the Sun that the fair was a great success.

RED STAR LINE STEAMER ENCOUNTERED

NEW YORK, Dec. 21.—After a tempestuous voyage during which she was struck by a tidal wave, the Red Star line steamship Kronland arrived today from Antwerp.

HEADQUARTERS CHANGED.

OTTAWA, Dec. 22.—The headquarters of "C" squadron 8th, Princess Louise New Brunswick Hussars, has been changed from McDougall to Middle Sackville.

GREAT NATION.

Canadians to Build it, Says

Dr. Montague.

Not Anxious for Reciprocity With United States—Plain Talk at Fitchburg Banquet.

FITCHBURG, Dec. 19.—Speaking from the topic Some Unsettled Problems of Public Policy, at the annual banquet of the Fitchburg Merchants' Association tonight, President Jacob G. Schurman, Cornell University, declared that the great railroad combinations were the breeders of monopoly among the industrial trusts.

FORMER NOVA SCOTIAN

Has Been Appointed Postmaster at Lynn.

LYNN, Dec. 19.—The coming appointment of State Senator William F. Craig as postmaster at Lynn, succeeded late H. K. Sanderson, was a great surprise to the politicians in this city.

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A TOTAL WRECK.

Crew of Maine Schooner

Have Terrible Experience.

Were on the Clara Goodwin For Eight Days With Death Constantly Staring Them in the Face.

NEW YORK, Dec. 21.—A story of eight days and nights of ceaseless work under the most disheartening conditions, with death constantly staring them in the face, was told today by the crew of the Maine schooner Clara Goodwin, who were brought here today on the schooner Martha Wallace.

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FEW GOOD APPLES

Have Been Received This

Year From Nova Scotia.

But St. John Dealers Are Importing Largely From Ontario Where the Fruit Marks Act is Observed.

"In so far as quality is concerned the Nova Scotia apple crop last season was a failure. The quantity was as large or larger than usual. The Nova Scotia packers and dealers reverse the old proverb, and believe that a bird in the bush is worth two in the hand."

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REAL CLOTHING BARGAINS

Crowds of buyers are taking advantage of this Clothing Sale, finding every thing just as advertised, and buying Clothing less than the factory price. Don't Miss This Opportunity.

Men's \$6 | Now \$2.98 | \$6 Suits | Now \$3.95 | \$7.00 Overcoats | Now \$4.95

Boys' 2-Piece Suits, formerly \$1.85 to \$4.50 | Now 98c., \$1.69 and \$1.98

J. N. HARVEY, MEN'S and BOYS' CLOTHING,

199 and 201 Union Street.

SELF-SACRIFICE. A LITTLE GIANT

St. John Woman Gives Life Weighed Fifteen Pounds

For Her Children. When Born.

Brooklyn Infant, 10 Months Old, Lifts Chairs and Juggles Coal

Scuttles.

BANGOR, Me., Dec. 21.—Mrs. Mattie Johnson, aged 35, of this city, gave her life this morning in the fruitless effort to save those of her two boys, Kenneth, aged seven, and Theron, aged three, from the flames which were destroying the home of the Johnsons in Stillwater Park.

It was a sacrifice made by a mother in whose heart beat the mother's love of her child, which love was stronger than any other thought for it was certain death to enter the building at the time she did.

At the time the fire was discovered about 8:30 o'clock, there was not a man in the neighborhood, only women and children who were so frightened that they knew not what to do.

This supposition is based upon the finding of the bodies at a great distance from the door. An older boy, Herbert, jumped from a window, but was so burned it is thought he will die.

Mrs. Johnson was the adopted daughter of Mr. and Mrs. Richard Dalton, who reside at the corner of Hammond and Bridge street, Indiantown.

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STUDENT ILL.

Former New Brunswick Man Dead at Seattle.

MONCTON, Dec. 21.—G. O. Gates of Truro, who is in Moncton on a business trip, has received word of the serious illness of his son at Acadia College.

Mrs. Calvin McKay of this city has received word of the death in Seattle of her brother, Alexander McCrae, aged about 70.

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N. B. GUIDES.

Annual Meeting Held at Fredericton.

FREDERICTON, Dec. 21.—The annual meeting of the N. B. Guides' Association was held this evening at Long's hotel, President Pringle in the chair.

Two members of the crew who shipped at Windsor, left the vessel here, and Capt. Mills, who took the place of Capt. Hatfield, advanced William Pelton of St. Andrews, to the place of second mate and secured a seaman from St. John, N. B. (name unknown) in Pelton's place.

ST. JOHN MAN

Was a Member of the Crew of the Ill-fated Richard S. Leaming.

EASTPORT, Me., Dec. 20.—The schooner Richard S. Leaming called here on her way south.

Two members of the crew who shipped at Windsor, left the vessel here, and Capt. Mills, who took the place of Capt. Hatfield, advanced William Pelton of St. Andrews, to the place of second mate and secured a seaman from St. John, N. B. (name unknown) in Pelton's place.

IF A DOG BITE YOU

Don't be scared. Bath the wound with cold water and cover it with a cloth on which Weaver's Cerate has been freely spread.

The Cerate relieves the pain caused by the sting of insects.

Sailed, str Damara, Gorst, for Liverpool via St. John, N.B.; schs Leah A. Whidden, McKinnon, for Demerara; Laura C. Peckman, for Cienfuegos.

MANUAL TRAINING Has Been a Great Success.

New Department in Public Schools no Longer an Experiment—The Good Work Done.

(Bangor News.)

At the beginning of the fall term last September there were added to the curriculum of the grammar schools two new branches of work which were then in the nature of an experiment...

DOMESTIC SCIENCE (Eastern Examiner.)

A practical test in the preparation of a plain dinner formed the lesson for a class of girls in our Domestic Science school last Thursday morning.

The study of manual training in the Bangor public schools is a very business like proposition and if anybody has any doubts of this statement a visit to the manual training rooms at Abbott square will speedily remove them.

The work is thorough. Nothing is made until the drawing has been executed on paper and the boy knows exactly what dimensions his finished box, board, or cabinet should be.

STARTLING MEDICAL WORK

A BOOK FOR MEN, MARRIED AND SINGLE "Perfect Manhood and How to Attain It."

This work gives a full explanation of a wonderful method for the quick restoration of perfect manhood in all that the term implies.

THE GIRLS DO SEWING.

It is a most natural and commendable state of affairs that while the boys are laboring with their saws, hammers, planes and squares, the girls should be doing work which is eminently fitting for them.

PAUPER CHILDREN. An Important Emigration Scheme Now on Foot.

Improved Plan Will be Submitted to Notice of Poor Law Authorities

—Mr. Pugsley's Letter.

(London Times.)

A scheme for dealing with the emigration of workhouse or pauper children on greatly improved lines has been prepared and will shortly be brought to the notice of the poor law authorities.

These official replies, made after due consideration, leave no doubt of the favorable attitude of responsible authorities in Canada and of their belief in the wisdom of the scheme.

LOBSTERS ARE GREAT TRAVELLERS

Interesting Results From Maine Investigations.

Several Hundred Fish Bearing Tags Have Been Found Far From Home.

(Bangor News.)

Some interesting experiments to determine the habits of the lobster have been conducted at the United States fish hatchery station at Woods Hole, Mass.

Long before the commissioners liberated any of the tag-bearing lobsters, they issued notices which were sent from one region to another.

WHEAT FAMINE.

American Millers Are Looking to Canada.

The Milling Industry in the West is Suffering, According to the New York Times.

It is almost unthinkable for the average American that there should exist in any portion of our land a distinct shortage of wheat on a large scale.

Death of Aged and Esteemed Citizen—Many Years with I. C. R.

Thomas T. Trites, of 12 Wright street, died Tuesday morning at the public hospital in the eighty-third year of his age.

DORCHESTER, N. B., Dec. 20. — Nomination proceedings here today resulted in the return of Hon. Francis J. Sweeney without opposition.

SMALL BOYS BURGLARIZED W. U. OFFICE IN MONCTON—GOT LITTLE.

MONCTON, N. B., Dec. 20. — The down town office of the Western Union Telegraph Company here was burglarized last night and the place thoroughly ransacked.

OTTAWA, Ont., Dec. 20.—James Alexander Benbow, a South African veteran, took carbolic acid in mistake for medicine on Sunday evening, and as a result died in great agony today.

CASTORIA.

Beware the Kind You Have Always Bought.

FREE

Costs you nothing. This beautiful Fur Scarf and Jewelled Ring.

Send for our free catalogue. We will send you a beautiful Fur Scarf and Jewelled Ring.

44 INCHES LONG. We will send you a beautiful Fur Scarf and Jewelled Ring.

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Granby Rubbers "Wear Like Iron." They'll keep your feet-dry all the day.

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WHEAT FAMINE.

American Millers Are Looking to Canada.

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SMITH'S BUCHU LITHIA PILLS. A CURE FOR Muscular Rheumatism.

SICK KIDNEYS. The Bladder, Rheumatism, and all these ailments are cured by the use of Smith's Buchu Pills.

A CURE for the People's Price. By Kidney book and Sample Package sent free to any address.

ROUGH ON CHAMBERLAIN.

Campbell-Bannerman is After Him on Tariff Questions.

LONDON, Dec. 20.—The political campaign of the year which is now being vigorously carried on throughout the United Kingdom by both parties, while affording little that is new in proposition or argument, shows evidence of increasing acrimony and more personal feeling between leaders.

Mr. Chamberlain, in addressing a public meeting in the East End last week, hit even more sharply than usual and showed a little feeling in reference to Sir Henry Campbell-Bannerman.

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HUBERT A. PITT. Fell Dead at His Home in Kingston.

KINGSTON, Kings Co., Dec. 16.—The many friends of Hubert A. Pitt were shocked when they learned of his sudden death on Sunday last.

BLOWN TO PIECES. Horrible Fate of Four Men in American Saw Mill.

ROHRSBURG, Pa., Dec. 20.—Four men were killed and their bodies torn apart by the explosion of a boiler at the saw mill of E. E. Reed here today.

BEAVER FLOUR. A blend of Manitoba Spring Wheat in the right proportions of each, makes perfect bread—whiter, lightest, most inviting and nutritious. Beaver Flour will make your baking successful.

CASTORIA. The Kind You Have Always Bought. Bears the Signature of Dr. J. C. Watson.

BATTLING NELSON BEATEN BY BRITT. Brit Won the Decision After 20 Fierce Rounds, But Couldn't Put Nelson Out.

MECHANICS' PAVILION, SAN FRANCISCO, Dec. 20.—A thirty-five thousand dollar audience was jammed into Mechanics' Pavilion tonight, when Jimmy Britt of this city and "Battling" Nelson of Chicago fought in what was generally considered to be a contest for the world's lightweight championship.

In the first few rounds the men fought rather close quarters, both crouched low and many leads fell to land.

In the fourth round matters got a little lively. Britt landed a couple of hard swings and got away without return, Nelson following him around the ring.

WED EARLY, SAYS PRIEST. Advises Girls Not to Waste Their Chances on Long Courtships.

MAHANOY CITY, Pa., Dec. 20.—In a sermon on matrimony the Rev. William Sheridan, assistant rector of the church of the Annunciation, at Shenandoah, strongly opposed protracted courtships.

AT THE WORLD'S FAIR. Total Attendance Was Nearly Twenty Millions.

ST. LOUIS, Dec. 20.—The official report of the director of concessions and admissions of the Louisiana Purchase exposition, made public today, shows that the total recorded admissions for the period of the exposition from April 30 to Dec. 1, inclusive, was 19,994,855.

OLDEST ADMIRAL DEAD. PORTSMOUTH, Eng., Dec. 21.—Admiral Sir Erasmus Ommaney, the "father of the British navy," died here this morning after a lengthy illness.

Just Like They Did in the Olden Days.

Bathurst Resident Subjected to Operation of Bleeding by Friends, and May Not Recover--The Grindstone Industry.

BATHURST, Dec. 20.—"The Strongest Woman on Earth" was at the Opera House Friday and Saturday nights last. So also was her husband and another individual, who were to have given a concert and contortion acts on a grand scale.

There was a demand among the onlookers for a show of the contents, but the purchaser, who had paid for about 170 pounds of something, was unwilling.

It has leaked out, however, that the contents included about 40 pounds of fresh pork, and balance being chickens, many of them of uncertain age, but very fat.

HELPLESS WITH SALT RHEUM. "For many months my wife was unable to serve herself with her hands because of salt rheum."

FORMAL DENIAL. LONDON, Dec. 21.—The Russian embassy has given to the Associated Press a formal denial of the statement made in some of the London papers that it has sent emissaries to Hull to bribe the fishermen of the trawler fleet.

FERRO-MILK IN BIG GAME. A Tonic Wine, pleasant to take. Gives strength. Makes new blood. Builds up the system. Throws off all weakness.

NOT A PIG IN A POKER. But Pork in a Trunk, Which Monoton Man Bought for Turkey, is Something The Same.

MONCTON, Dec. 21.—A good story is being told at the expense of a shrewd business man. Turkey and geese have been rather scarce in this market of late and when a prosperous-looking countryman appeared yesterday and conveyed from his sled to the country market a good sized trunk, several bystanders had visions.

There was a demand among the onlookers for a show of the contents, but the purchaser, who had paid for about 170 pounds of something, was unwilling.

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FREE! IS NO EXPERIMENT. A Positive Cure. That you may be assured of this wonderful cure, we will send ten days' treatment free to any lady who is suffering from this trouble.

FREE! IS WOMAN'S BEST FRIEND. It cures me of painful periods, irregularities, and other irregularities.

FREE! Will Make Your Wife Well. Many a husband is held down by the ill health of his wife.

FREE! Is Your Wife an Invalid? If you will send for a free trial of this wonderful remedy you can be convinced in a few days.

FREE! Is Invaluable to SUFFERING WOMEN. It is a Grand Remedy for all ailments of the female sex.

FREE! Cures Permanently. All the following complaints, viz: Pains in the back, legs, and arms, weakness, loss of sleep, headache, nervousness, indigestion, etc.

NORTHUMBERLAND COUNTY IS THE LEADER. Being Caught in Great Quantities.

NEWCASTLE, Dec. 20.—Northumberland is now the banner county in New Brunswick for big game. A few years ago Victoria led the other counties in the number of hunting licenses issued, but Northumberland has gradually forged ahead and now leads both Victoria and York.

Returns of Wm. Wyse, Chatham: 5 non-resident licenses... \$150 215 residence licenses... \$20 7 licenses for guides... \$7

Total returns for this county, \$477. The total returns for the province were \$18,200.

Mr. Robinson is already in communication with fifteen or twenty parties for next season, and he predicts a record influx of American sportsmen.

Chief Game Warden Robinson was informed a short time ago of illegal catching of big game in Kent Co. He engaged Donald Fraser, a well known guide of Bay du Vin, to run the law-breakers down.

Chief Game Warden Robinson is commended for his efforts to suppress illegal hunting.

The Sun's correspondent learns that three men brought a thousand pounds of lake trout out to Bathurst last week.

FRASER'S RESCUED CREW. British Schooner Steiwacke Was Abandoned at Sea.

MUKDEN, Nov. 21.—A report on the work of the Red Cross in the north-western district has been submitted by Prince Vassilichkovsky.

AGENTS WANTED. IMPROVED (COMBINED) KETTLE AND STEAMER.

DR. J. COLLIS BROWNE'S CHLORO-DYNE.

THE ILLUSTRATED LONDON NEWS, of Sept. 2, 1883, says: "If I were asked which single medicine I should prefer to take abroad with me, I should be most generally useful to the exclusion of all others, I should say CHLORO-DYNE."

DR. J. COLLIS BROWNE'S CHLORO-DYNE. IS THE GREAT SPECIFIC FOR Diarrhoea, Dysentery, Cholera.

DR. J. COLLIS BROWNE'S CHLORO-DYNE. IS THE GREAT SPECIFIC FOR Diarrhoea, Dysentery, Cholera.

J. T. DAVENPORT, Limited. Wholesale Agents: Lyman Bros. & Co., Ltd., Toronto.

Boats All Previous Records. Since its establishment 10 years ago the attendance at the

FREEDERICK BUSINESS COLLEGE. Has been steadily on the increase. The number registering this term is away in advance of all previous years.

W. J. OSBORNE, Fredericton, N. B.

DR. McGAHEY'S KIDNEY AND COUGH POWDERS. For Bronchitis, Croup, Whooping Cough, and all other ailments of the throat and lungs.

FREE! HANDSOME GOLD SOLID 14K RINGS. Get with beautiful diamonds, rubies, emeralds, and sapphires.

FREE! PHILADELPHIA, Dec. 13.—The Austrian air, Lucia, Capt. Zachewitsch, from Trieste, arrived here tonight.

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SUPPLEMENT

ST. JOHN SEMI-WEEKLY SUN.

ST. JOHN, N. B., SATURDAY, DECEMBER 24, 1904.

Royal Household Flour

In New Brunswick.

What Users and Dealers Think of It.

Maple Green, Restigouche Co., N. B., Nov. 1, 1904.
I am delighted with Royal Household flour, whatever you bake, it always seems to turn out good. We had used another Manitoba flour for a number of years, then we got three bad barrels of it, and since then I have tried about a dozen different kinds of flour, and needless to say I was beginning to think it was no good to make bread, or had forgotten how. I coaxed my

my experience, I have never used a flour as well adapted for both bread and pastry as "Royal Household."
(Sgd.) JAMES McBRIDE.

98 St. Patrick street, St. John.
I received your flour and have tried it and think it is the best flour I have ever used. I am sending you this loaf and hope you will think it all right.
MRS. M. GIVEN.

Edmundston, N. B.
The Ogilvie Flour Mills Co., Ltd., St. John, N. B.

Dear Sirs.—I am very much pleased with Royal Household Flour, and my trade for it is increasing all the time. I will say right here that I could not run my business without it, if the other merchants handled it.

Yours truly,
M. DAYTON.

Lepreau, N. B., Nov. 21, 1904.
Have used exclusively Ogilvie's Hungarian for years, and now Royal Household. We make good enough bread for anyone, but still are glad to learn more.

L. CAMERON.

Lower Southampton, N. B., Nov. 21, 1904.

Am much better pleased with Royal Household Flour than any other I have tried.

MRS. JOHN W. CULLITON.

The success of any article of general consumption by the people depends largely upon the esteem in which it is held by the merchants who sell it.

That the enterprising grocers of St. John have a good opinion of "Royal Household" Flour; and that they have identified themselves with its sale is strongly evidenced in the illustrations here- presented.

THE "FLOURFAX" BOOK.

Star Readers to Receive It Free

If Their Names Are Sent In At Once.

We are about to print a book and send it free to readers of the Star. We wish every reader of the Star to have a copy of this book.

We wish to know how many of them to print.

Shall we print one for you? Send us your name and it will be put on the list, and you will receive the new book entirely free of charge.

to make it pure enough to be worthy the name and fame of Royal Household.

A Thrilling Scene in the Big Mills.

One picture in the book shows a man going up on the belt that takes the millers up and down through all the seven stories of the great mill. —a belt only a foot wide, with plat-

The Story is Written Picturesquely

He writes the story as you or I would write it if we had the art of story telling.

—simply, —straightforwardly, —picturesquely, —without high flown language or any part that is heavy like the dough in the wrong kind of bread.

In fact his story is like Royal Household bread, —appetizing, —fascinating, —good all the way through, —making you want all you can get of it and more too.

Of course the book is written for the lady who bakes her own bread, but we will send anyone the book who writes us.

You see, any one is quite likely to become a bread maker. It is fashionable now and considered a high accomplishment. There will be recipes in the book which make it easy for anyone to make

The "Royal Household" bread making demonstration at the St. John Fair was one of the most interesting and successful features of the Exhibition.



EXECUTIVE OF ST JOHN EXHIBITION.

Richard O'Brien, 1st Vice-Pres. R. B. Emerson, Pres. Alfred Markham, 2nd Vice-Pres. Alex. Macaulay. Jas. McAvity. T. H. Estabrooks. C. D. Allan. D. J. McLaughlin. W. W. Hubbard, Man. Dir.

brother to get a barrel of Royal Household, I had seen a good deal about it in our local papers, and since that you can't persuade him to buy any other.

MISS HELENA M. FLEMING.

University of St. Joseph's College, Westmorland Co., N. B.

I am convinced of the merit of Royal Household Flour. We bought forty-five barrels of it from F. F. Gaudet, one of our local merchants, and the results were so remarkably good that we last week gave an order to J. H. Harris & Co., Moncton, for two hundred barrels. Our baker, who is one of the most competent men in his profession, immediately pronounced "Royal Household" a very fine article, and every loaf in our institution, some three hundred in number, are equally warm in their praise of the bread which it produced.

A. D. CORMIER, Est. Procurator.

Scovil's Bakery, St. John, N. B. I have been a baker for thirteen years, and have used all kinds of Manitoba flours, but never had a flour the "Royal Household" for bread, cakes and pastry. Before using "Royal"

Woodville road, St. John, Nov. 17, 1904.

I must state that Royal Household is far in advance of any flour that I have used. I would not take any other flour than the Royal Household and can recommend its quality.

MRS. E. MAJOR.

I have been using Royal Household Flour for some time, and would not like to be without it.

MISS THOMAS.

I am most pleased to recommend your Royal Household Flour. We are using it constantly, and do not wish any other.

MRS. G. S. MATES.

13 Prospect street, St. John, N. B., Nov. 11th.

I have used Royal Household Flour and would not use any other, it being perfect for everything, bread, pastry, etc.

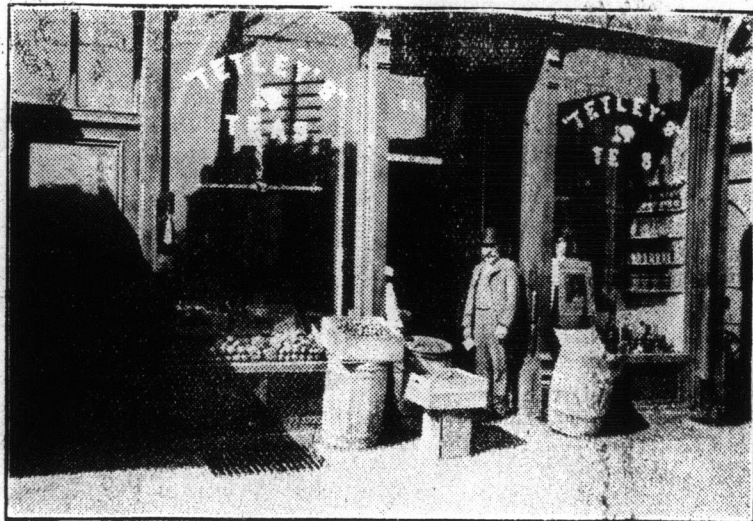
MRS. A. GRAY.

Upper Sackville, N. B., Nov. 14, 1904. I consider Royal Household the best flour we have ever had in our house, for bread and pastry.

MRS. THOS. S. WHEATON.

Fredericton, N. B. Beg to state that I like Royal Household Flour very much, and consider it very good for both bread and pastry.

JUDSON BARKER.



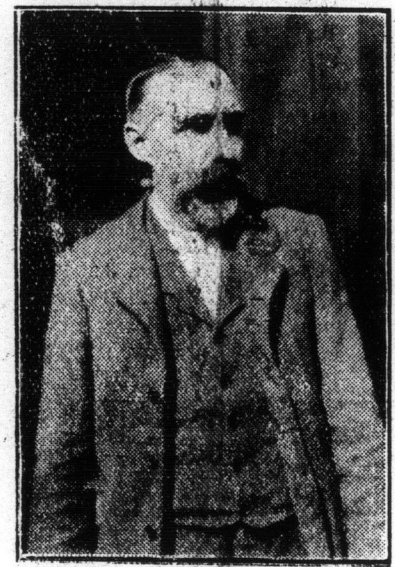
STORE OF PUDDINGTON & MERRITT, 55-57 Charlotte Street, St. John, N. B.

Sackville, N. B., Nov. 14th, 1904. I am perfectly satisfied with Royal Household Flour, it making as good bread as I have ever tasted.

W. W. KAYE.

Moncton, N. B., Oct. 11, 1904. I thought I was using the best flour I could get, but this flour is very much ahead for color. It should be an A 1 family flour, as it is alike good for bread and pastry.

WM. C. CHRISTIE (Baker).

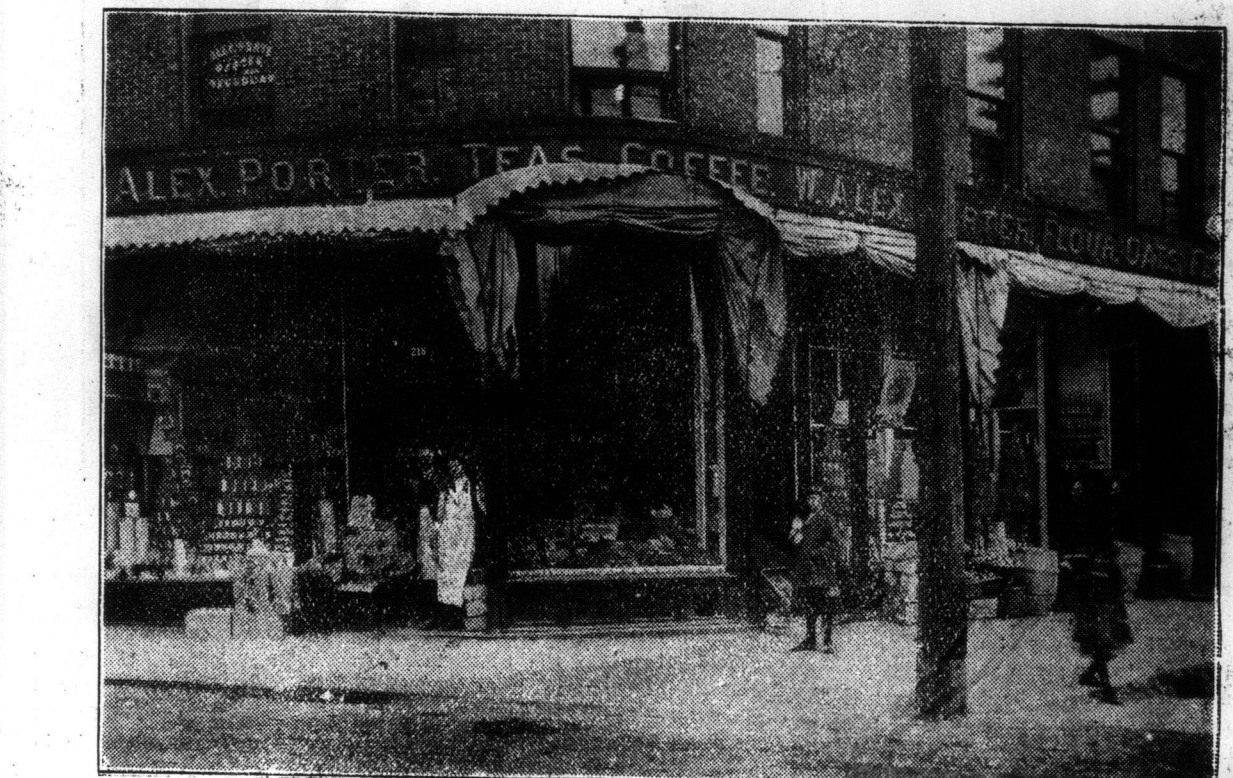


Mr. W. H. Merritt.

Upper Prince William, N. B., Nov. 21, 1904.

We have used Royal Household Flour in the family for a long time and like it better than any other flour that we have ever used.

ALEX. FRASER.



STORE OF W. ALEX. PORTER, Cor. Union and Waterloo Streets, St. John, N. B.

It will be an interesting and valuable book. It will be handsomely printed and illustrated.

It will deal with the subject of flour, —of bread, —of pastry, —and the biggest flour mills in the

forms no wider than a man, on which he stands and is carried up through small openings in the floors.

—thrilling, —dangerous, —too much so for the writer. He took the regular elevator.

The book will be ready in the near future.

We are addressing you today because we want to know how many books to print.

Every Copy will Make a Customer

We do not think any literature too good to tell the story of our famous flour.

We want every copy to make a customer. The book will cost you as much more than it will cost you for a postal card or a letter that will place you upon our literature list. Once on that list you will receive whatever we issue for the friends of our flour.

We have artists at work on something that we shall send to the best friends of our flour only—something besides the book.

By this we mean those whose letters convince us they appreciate the earnestness and sincerity with which we have undertaken to make a better flour than is ever made before and to introduce it into every intelligent home in Canada.

We have made Montreal one of the largest milling cities in the world, and yet the only flour mills in Montreal are the three belonging to our company.

We have also two large mills in Winnipeg, and are building still another at Fort William.



STORE OF BENJ. ROBERTSON, Marsh Bridge, St. John, N. B.

British Empire. It will tell facts which every man, woman and child who eats bread and pastry ought to know. They are important—interesting.

And the great turbines under the mill, where the power of 2,000 horses is brought from water to shafting to drive the milling mechanism that makes Royal Household Flour.



STORE OF J. FRED SHAW, Cor. Golding and Waterloo Streets, St. John, N. B.

"Flourfax" will Write the Book

The book will be written by "Flourfax." He visited the Ogilvie Mills. He tells the story as he saw it. He tersely tells how the flour is ground and reground and ground again, to make it fine enough, —and purified over and over and over

And the wonderful electrical purification machinery that makes the famous flour white as the driven snow after the separators and the purifiers have taken out of it all the bran and shorts which are ground in with cheaper flours and which give cheaper flours the darker look of the indigestible and inferior article.

It keeps all these mills busy to meet the increasing demand for our flour. We want you to know all about the mills, —the flour, —and the daily test.

Therefore send us your name to be placed on the list.

Ogilvie Flour Mills Co., Ltd., Montreal, P. Q.



STORE OF VANWART BROS., 201-203 Charlotte Streets, St. John, N. B.

"Household" I always had to use soft flour to make good pastry.

(Sgd.) J. N. FARNHAM.

St. John, N. B., Oct. 18th, 1904. I have been a baker for fourteen years, and am now employed with S. J. Lauckner, Sydney street, and in all

St. George, N. B., Nov. 21, 1904.

I thought I would write to say that the Royal Household Flour is the best I have ever used. I am using on my second barrel, and I have praised it to everyone that came to my house; I cannot say too much about it.

MRS. WM. FITZSIMMONS.

Bloomfield, N. B., Nov. 18, 1904. Please put my name on your list of those to whom your flour has brought satisfaction.

WENDELL Y. STOKOE.

Gardner's Creek, N. B. I think your flour is the best that can be got.

ROBT. BECKWITH.



Mr. Benj. Robertson.

Shediac, N. B. I have been using Royal Household since it was first introduced, and like it better than any flour I ever used.

MISS MARY A. PERKINS.

St. John, N. B. We have been using your flour and prefer it to any other.

JAMES PALMER.

Royal Household Flour

Is Now the Favorite in Nova Scotia.

Moose Brook, N. S., Nov. 22, 1904.
I have just finished using a barrel of Royal Household Flour, and must say that it is the best flour for all purposes that I ever used. Have been keeping house for thirteen years and always did my own baking. It makes beautiful bread and also the best of pastry.

MRS. E. D. WOOD.

Kennetcook Cor., Nov. 21, 1904.
We have found your Royal Household Flour most satisfactory in every way, and will certainly try and get it every time.

MISS BELLA RINES.

Arlington, N. S., Nov. 22, 1904.
I have used Royal Household Flour and like it fine.

MRS. GEO. CANNING.

Londonery, N. S., Nov. 21, 1904.
I use Royal Household Flour and find it the very best.

J. M. PEARSON.

Brookfield, N. S., Nov. 23, 1904.
I use Royal Household Flour, and it is the best I have ever used for all kinds of baking.

MRS. MELISSA CROCKER.

Newport, Hants Co., N. B., Nov. 22, 1904.

We have used your flour for some time, and it has always given good satisfaction. It is a flour to be depended on, no danger of getting a bad barrel at all.

A. D. FARQUHAR.

Great Village, N. S.
We are using our fourth barrel of Royal Household Flour, and can honestly say that it is the best flour we ever had. The last barrel I got, I paid \$7.00 for it, and would rather have it than any other at \$5.00.

Hantsport, N. S., Nov. 20, 1904.
I am a user of Royal Household Flour, which we think near perfection.

MRS. MARSHALL JENKS.

W. A. EASTON, Berwick, Kings Co., N. S.:—
"No flour that we have ever used has given the same satisfaction as Royal Household. We have no trouble in making good bread from Royal Household Flour."

Blomidon, N. S., Nov. 21, 1904.
We use the Royal Household and find it very good.

C. H. NEWCOMB.

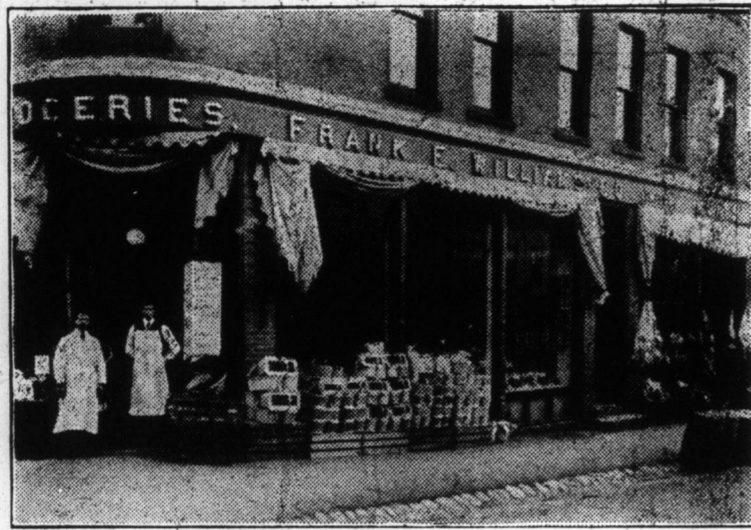
R. R. SINCLAIR, Sherbrooke, Guysboro Co., N. S.:—
"I never sold any Royal Household Flour in my store until last spring, when I was persuaded to try ten barrels by a Halifax firm. At first the sale was slow, and I had a good deal of difficulty to get the flour started, but before very long people who had one barrel came back for the second, and now it is regarded as the leading household flour in that section of the country."

H. J. CHUTE, Somerset, King's Co., N. S.:—
"Royal Household is the popular flour in our part of the country at present, and everybody who is using it says the same thing. I believe it is the best brand of flour on the market today."

MRS. JOHN LONG, East Dalhousie, Annapolis Co., N. S.:—
"Royal Household Flour deserves to have an enormous sale, as it is certainly the best for bread, biscuit and pastry that is sold in Canada today."

East Mines Sta., Col. Co., N. S., Nov. 21, 1904.
We have been using Royal Household Flour with good satisfaction.

D. W. SMITH.



STORE OF F. E. WILLIAMS & CO., 94-96 Princess Street, St. John, N. B.

J. A. PHINNEY, Melvern square, Annapolis Co., N. S.:—
"I do not want any better flour than Royal Household. It makes the best loaf bread and biscuit that one would want to eat. I do not know whether we have tried it for pastry, but I understand it is also very good for that."

ALFRED SPURR, Pratt Settlement, Annapolis:—
"You are at liberty to use my name in recommending Royal Household Flour. It is certainly just as good as the millers claim it to be, and must eventually have a tremendous sale in all parts of the country."



Mr. William Shaw.

R. CUMMINGER, Melvern square, Annapolis Co., N. S.:—
"I must say that our experience with Royal Household Flour has been a pleasant one. We have been using it for some time, and never have we had better loaf bread in our house. It seems to be a flour that requires very little kneading as compared with other hard wheat flours, and it certainly makes as good bread as I have ever tasted."

MRS. WILLIAM HIBBERT, Berwick, N. S.:—
"I have been using Royal Household flour for several months, and do not hesitate to recommend it for bread and other purposes."

MRS. HERBERT FRASER, Elmsdale, Hants Co., N. S.:—
"I never had such good results in making loaf bread and biscuit as I have had with Royal Household Flour. It is also good for pastry."

MRS. J. ANDREWS, Berwick, N. S.:—
"I think Royal Household is just about as good as a flour could be; my experience with it as a bread-making flour has been successful in every particular. It requires less kneading than other hard wheat flours and is, therefore, easier to work. I hope the present standard of quality will be maintained."

S. OREIGHTON, Berwick, N. S.:—
"We have had three barrels of Royal Household Flour during the past six months, and have found that it makes excellent bread. In our opinion it is the easiest flour to work with and the best of any Manitoba flour we have used."

MRS. WALTER BAMBRICK, Sackville, Halifax Co., N. S.:—
"I do not see how anybody could be satisfied with any other flour if once they have used Royal Household. It makes the finest bread and the best biscuit we have ever had in our house."

MRS. A. M. ANTHONY, Lower Seama, Hants Co., N. S.:—
"I made cake from Royal Household Flour for the Halifax Exhibition and took first prize over all competitors."



STORE OF J. & F. WATSON, 390 Main Street, St. John, N. B.

MRS. IRA L. PORTER, Yarmouth, N. S.:—
"I can recommend Royal Household for loaf bread and biscuit. I believe it is also good for pastry. Keep up the present standard and you are sure to have the trade."

Great Success at Amherst.

Five Barrels Sold of "Royal Household" to One of All Other Kinds.

The following is quoted from the Amherst Telegram:
"Our readers have no doubt observed that for some months the Telegram has carried large advertisements of 'Royal Household' flour. If they have read these advertisements even casually, they have also observed the various claims made for the quality of 'Royal Household.' This week it was suggested to us that a few paragraphs of special information about the sale of the flour in the local field, would perchance be of interest to our readers, so we straightway sent to Filmore & Morris, Limited, one of the largest flour dealers in the town, and therefore competent to speak on any question connected with the flour business. We asked them to tell us about it."

"We found Mr. Filmore at his desk and to him we stated the object of our visit. He said he would be very glad indeed to give us such information as he could, as his firm is having very large sales of 'Royal Household' at present and he thought everybody should know how good a flour it is. "How long have you been selling 'Royal Household,' Mr. Filmore?" "I have just forgotten for the minute, but I think we were the first people in this county to give it a trial." "Are your sales larger or smaller than six months ago?" "Very much larger. At the present time we are selling at least 200 barrels a week. This is probably double what we were selling six months ago." "Have you found the quality of the flour to run uniform, or have you any chance of telling this?" "We have the very best chance in the world, because the millers choose to take back any flour that is complained of, and give the purchaser his money or a new barrel of 'Royal Household' in its place. To show you therefore how uniformly good the flour must be, I may tell you that we have not had a single barrel returned to us yet, and in the past nine months we have sold over six thousand barrels. Both Mr. Morris and myself are 'Royal Household' in our own homes and we find it A 1 for bread and pastry. In fact it is my belief there is no such flour made in Canada, and we intend to keep on handling it as long as it remains at its present standard." "Filmore & Morris, Limited, having the Telegram that general business with them is exceedingly good. They were making shipments of flour and groceries to points on the I. C. R. as far east as Londonderry at the time of our visit and expressed the greatest confidence in the business outlook, so far as their trade is concerned. Asked as to whether the sale of Royal Household had affected that of other flour, Filmore & Morris stated that they thought it had, as they now sell five barrels of Royal Household to one of any other kind."

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DAVID BARTEAUX, Somerset, Kings Co., N. S.:—
"A better flour than Royal Household would be hard to find. I have never seen one and I doubt if there is one made."



WHOLESALE STORE OF JONES & SCHOFIELD, 13 North Wharf, St. John, N. B.

R. C. LOCKHART (baker), Dartmouth, N. S.:—
"Royal Household Flour is the best flour I have ever used in my bakery. You may use my name to this effect."

MRS. R. MOSHER, Kentville, N. S.:—
"Please use my name for Royal Household Flour. It is the best flour I know of."

Opinions of the Leading Merchants of the City of Fredericton, N. B.

G. T. WHELDY, Esq., Queen Street Grocer:—
"I find a growing demand for 'Royal Household' and I believe it is an excellent flour. Everybody who has it speaks highly of its quality."

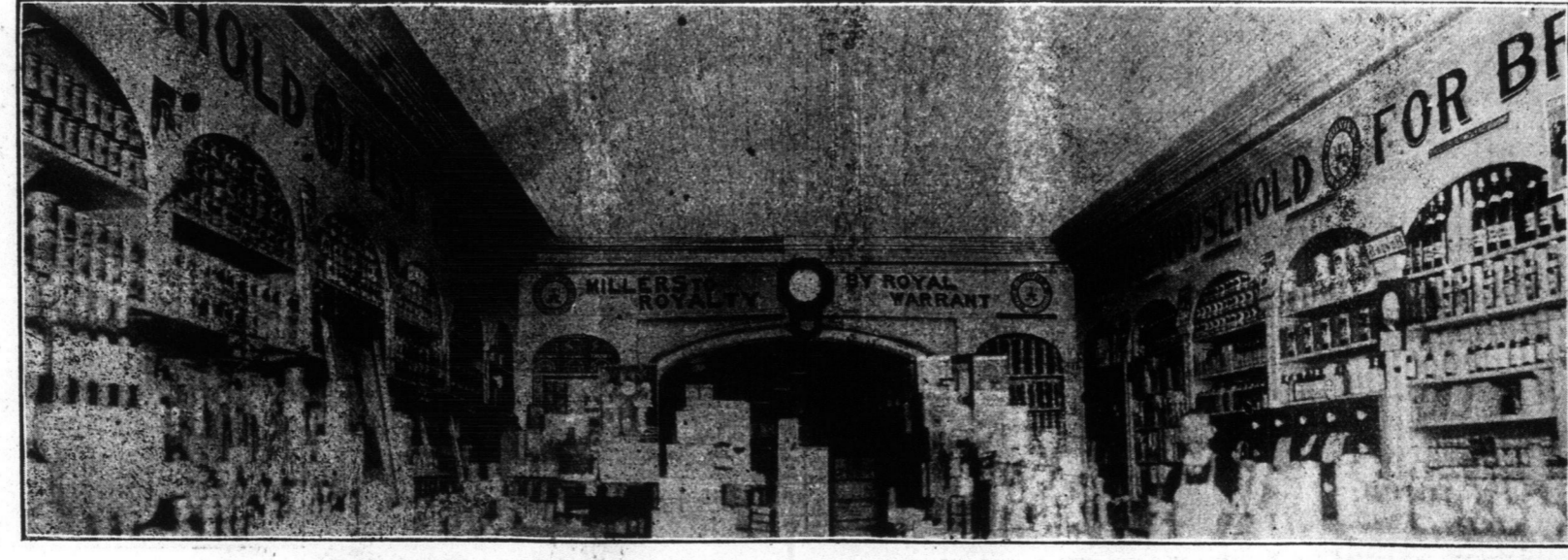
MESSES. A. F. RANDOLPH & SONS, Co., N. S.:—
"We hear good reports of 'Royal Household,' and our sales of it are increasing all the time. We consider it a good flour."

A. A. STERLING, Esq., Wholesale Grocer:—
"There is no doubt that 'Royal Household' is a very high grade Manitoba flour, and I have no doubt that it will eventually command a very high sale."

ALD. JOHN MCKNIGHT, Corner Bennett and King Streets.
"My customers speak well of 'Royal Household' Flour, and I expect it will have a very large sale when once it becomes well known."

MR. JAMES A. PATTERSON, Salmon River, Victoria Co., who is a large flour dealer in his own district, spoke of the success which 'Royal Household' has had with him, and gave it as his opinion that it was the best flour for bread and pastry sold in this market today.

JAMES HODGE, Esq., Wholesale Grocer:—
"The sale of 'Royal Household' Flour is increasing. We hear very good reports of it from our customers. We believe it will continue to increase in sale as it becomes better known by the people."



INTERIOR VIEW OF PUDDINGTON & MERRITT'S STORE, 55-57 Charlotte Street, St. John, N. B.

R. P. SAUNDERS (baker), Annapolis, N. S.:—
"This is to certify that I have used considerable quantities of Royal Household Flour during the present year, and find it to be a good article indeed, suitable for family purposes in all the requirements of bread, biscuit and pastry. I regard it as equal to any flour on the market. It is the best hard wheat flour for pastry that I have ever used."

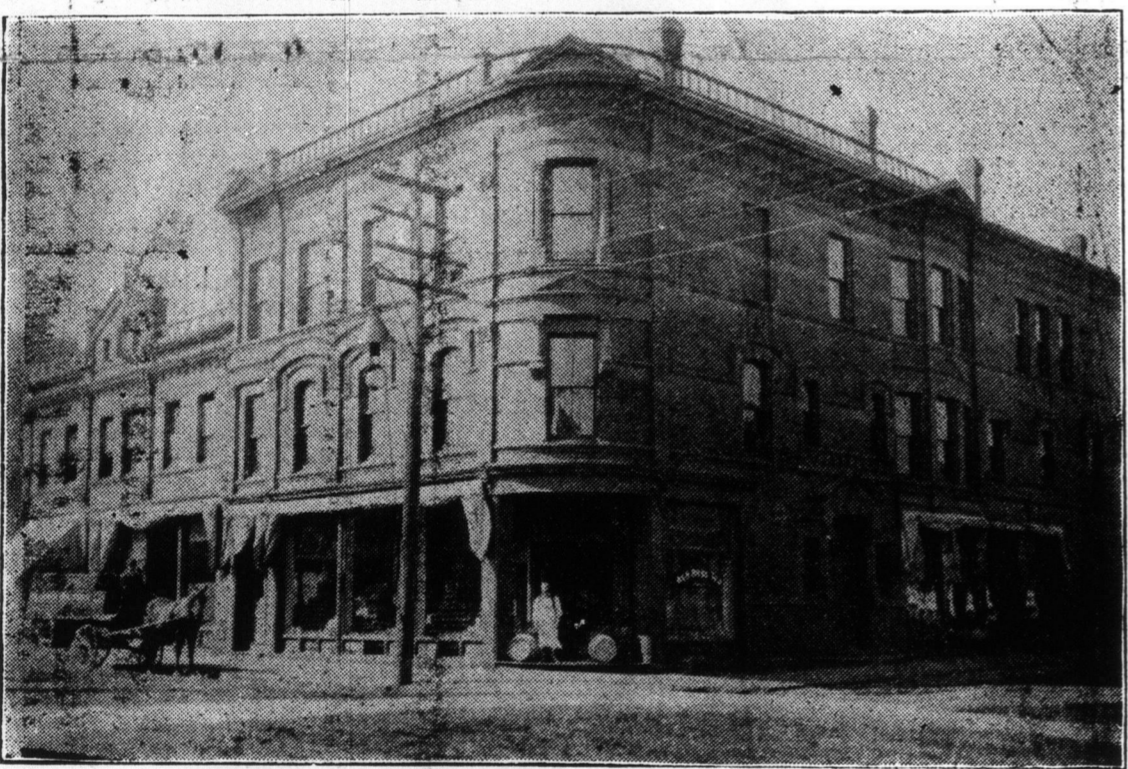
MRS. G. D. HARLOW, Bridgetown, Annapolis Co., N. S.:—
"I have not been using Royal Household for a long time, but I am greatly pleased with the results so far. It makes excellent bread and is easier to work with than any flour I have ever used."

MRS. JOHN E. WOODWORTH, Berwick, N. S.:—
"I have been using Royal Household Flour for some time with good results in bread making. Recently I tried it for pastry and found it excellent. As a bread-maker it is very easy to work with, as it requires less kneading than other Manitoba flours."

NORMAN WILSON, Morristown, Kings Co., N. S.:—
"Royal Household is getting to be a very popular flour in Kings county, and it will not be long until everybody will want it, judging by the success we have had with it as a bread-maker in our house."

SAMUEL LONGMIR, Lower Granville, Annapolis Co., N. S.:—
"Royal Household is as good, and perhaps better, than any flour we have had in our house for some time. We have tried it for bread, biscuit and pastry, and find it equally good for all of them."

MRS. S. J. MOORE, Shubernacadie, Hants Co., N. S.:—
"I have been using Royal Household Flour for some time, and find it a very superior article indeed. I would recommend it for both bread and pastry."



BAKERY OF J. & W. SHAW, 135-137 Waterloo Street, St. John, N. B.

Hartville, Hants Co., N. S., Sept. 26, 1904.
I use the Royal Household Flour and always have good bread and anything else I use it for.

MRS. T. R. McMULLEN.

Melanson, Kings Co., N. S., Nov. 17, 1904.
Have been using your Royal Household for some time and like it very much.

M. G. COLDWELL.

Wallace Bridge, N. S., Nov. 21, 1904.
I have used several barrels of your Royal Household Flour, and am well pleased with it.

MRS. CHAS. A. SCOTT.

Dartmouth, N. S., Sept. 15, 1904.
Royal Household Flour is as near to perfection in the results obtained as it is possible for any flour to be. In the history of our baking business, now established for half a century, we have never had anything to equal it.

JOS. H. GENTLES.

Petite River, N. S., Sept. 17, 1904.
I have been using your flour for the last fifteen years. Would it be too much to expect six copies of the above recipes sent to my address? I am getting our people to use your flour.

MRS. NELSON WILDFONG.

Halifax, N. S., Nov. 21, 1904.
I have been using Royal Household and am delighted with it.

MRS. J. R. ROSS, 27 Russell street.

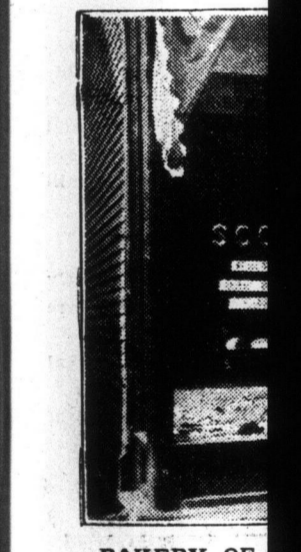
In Que
Roy
Is Tri

Thessalon, Ont.
Our customers find the
gold superior to any
ever handled, and we
some customers from
handling the higher
brands from other
parts of the high
of Royal Household
you the leading trade.
(Sgd.)

We have been in the
ness for the last eight
city, and during that
nearly all the brands
this market. We are
ourselves principally
Household Flour, and
satisfactory flour, it
handled. Our flour
increased since hand
and it is our intent
for the future.
pleasure in recommen
trade as being the best
the market.
(Sgd.) THE CITY

Kingsville, O.
The flour that I rec
agent is giving me
several of my custom
that it makes the best
ever made and more
other flour used by th
(Sgd.)

Tillsonburg, O.
Your flour has alwa
satisfactory, the stan
being fully maintain
rate to recommend it
customers will be pl
results. Here is an
farmer took a sack h
came back and boug
there are others I m
am well pleased with
will continue to hand
the results prove anti
(Sgd.)



BAKERY OF

I take great interest
Household Flour. It
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much had flour put o
this country at the pr
(Sgd.)

I have been using yo
hold Flour for some t
bread and pastry, and
say that I have deriv
faction from that flou
other brand of flour t
used.
(Sgd.) JACK

I wish to congratul
splendid flour you ar
the Royal Household.
that Hungarian was
possible to make, but
Household is a great
it, particularly in requ
kneading and makes
lighter bread. As I
Egglie's flour almost
fourteen years I've be
I consider myself ent
opinion on it.
(Sgd.) MRS. J. A

Victoria, B. C., S.
Would you kindly s
I have been using the
hold ever since it cam
My old flour was the
that made good bread,
Royal Household still
(Sgd.) MRS. JAMES

herst. hold" to r. Fillmore? ten for the min- ere the first peo- give it a trial. arger or smaller At the present least 200 barrels ably double what months ago. the quality of the or have you any best chance in millers author- flour that is ve the purchaser barrel of "Royal ace. To show formly good the tell you that we barrel returned ast nine months x thousand bar- and myself use our own homes bread and excel- t it is my belief made in Canada, on handling it at its present Limited, inform general business ngly good. They us of flour and the I. C. R. as try at the time ssed the greatest iveness outlook so concerned. Ask- e sale of Royal ed that of other rris stated that as they now sell Household to one Somerset, Kings Royal House- to find. I have doubt if there is

In Quebec, Ontario and the West Royal Household Flour Is Triumphant Everywhere



WHITE BREAD SPEAKS FROM EXPERIENCE. THE BEST.

Well Known Groceryman Tells Why Royal Household Is Becoming the Popular Flour.

The old idea that bread made from whole wheat flour is more nutritious and healthful than bread made from white flour does not seem to stand the test of modern scientific investigation. Professor Atwater, of the U. S. Agricultural Department, has proved conclusively that the digestive apparatus of man has not the power to utilize the branny matter in whole wheat bread at all. The professor's experiments prove that one pound of pure white flour provides more digestible material than the same amount of whole meal. This being the case the purer the flour the more nutritious and healthful the bread made from it. Professor Atwater's conclusions should stimulate great faith in Royal Household Flour, for the makers of that flour are the exclusive owners of a purifying process which gains for Royal Household the highest degree of purity of any flour in the world.

There is no better known groceryman in Nova Scotia than Mr. J. A. Gass, of J. A. Gass & Son, whose place of business is on Granville-street, Halifax. Mr. Gass has been in business for a great number of years and during that time he has handled thousands of barrels of flour and has witnessed the coming into popularity successively of many different brands. "The popularity of a brand of flour is not based on chance or on what the makers say about it," said Mr. Gass in an interview; "but on the quality of the flour itself. There is a certain brand which for many years deservedly had the lead because it was without doubt the best personal observation I feel that it now must take second place to Royal Household. Formerly we would use no other flour in our own house than the one I speak of, but shortly after Royal Household came on this market, I sent a barrel home one day to give it a good trial. Nothing would now induce us to go back to the other brand and it would never enter our heads to use one of the ordinary kinds. "I don't know whether anybody will ever succeed in producing a better than Royal Household, but I am firmly convinced there is not a better made today. It not only makes a fine loaf, but we find a barrel of it makes more loaves than any other kind; and while we find it best for bread, we also find it best for pastry. "I should say Royal Household would be cheap at a dollar a barrel more than the ordinary flour, though it never seems to range in price at more than 50 to 75 cents a barrel higher. The consumer actually saves money by using it and gets better value in the quantity of the bakings besides. All of my customers who buy it say the same thing, and I can well understand the immense popularity which the flour has and can see that it will control the best part of the high class trade before very long.

Thessalon, Ont., Sept. 14th. Our customers find the Royal Household superior to any flour we have ever handled, and we have diverted some customers from those who are handling the higher grades of registered brands from other mills. A continuation of the high grades and quality of Royal Household is sure to bring you the leading trade.
(Sgd.) DOBIE & CO.

Hillsden, Asa., Oct. 28th, 1904. Of all the flour I have used, yours has given the most satisfaction, the bread being lighter and more wholesome.
(Sgd.) MRS. A. J. YORKSTON.

Carberry, Man., Nov. 25th, 1904. I have used your flour for many years, and Royal Household since it has been made. I get it from your agent at Carberry, Mr. John Ewitt, and must say that it surpasses all other flour I have used, having baked my own bread for thirty years.
(Sgd.) MRS. M. WATKINS.

802 Richard Street, Vancouver, Nov. 12th. Royal Household is the flour for me. Have used the popular brands, but none can compare with Royal Household.
(Sgd.) MRS. J. A. SHEARER.

Escuminac, Que., Nov. 24th. I would like to have one of the free books about your flour. I don't think by getting the book would better the flour any, for it is the best flour I ever used, Royal Household Flour.
(Sgd.) MR. JAMES HUNTER.

Ulverton, Que., Nov. 22nd, 1904. I have used three bags of your Royal Household flour, and find it the best I have ever used.
(Sgd.) MRS. WY. CARSON-SPRAGGE.
Blind River, Ont., Nov. 23rd. I hear praises on all sides about your flour.
(Sgd.) MRS. FRANK LONG.

Vancouver, B. C., Sept. 27th, 1904. We have been in the grocery business for the last eight years in this city, and during that time we have had nearly all the brands of flour sent to this market. We are now confining ourselves principally to your Royal Household Flour, and find it the most satisfactory flour we have ever handled. Our flour trade has steadily increased since handling this brand, and it is our intention to push this flour for the future. We take great pleasure in recommending it to the trade as being the best family flour on the market.
(Sgd.) THE CITY GROCERY CO. THOS. DUKE.

Laurel, Ont., Nov. 19th, 1904. We ordered the flour of Wright & Sons, of Owen Sound, and find it O. K., indeed far ahead of anything we have handled so far.
(Sgd.) GEO. E. GORDON.

Mr. I. B. Keirstead. 1008 8th Ave., East, Vancouver, Nov. 12th. For the past twenty-five years it has been my duty to use a large quantity of flour for bread and other purposes. During that time I have tried all the leading brands and consider Royal Household the best I have ever used.
(Sgd.) MRS. J. ALEXANDER.



1008 8th Ave., East, Vancouver, Nov. 12th. For the past twenty-five years it has been my duty to use a large quantity of flour for bread and other purposes. During that time I have tried all the leading brands and consider Royal Household the best I have ever used.
(Sgd.) MRS. J. ALEXANDER.

Kingsville, Ont., Sept. 27th. The flour that I received from your agent is giving great satisfaction. Several of my customers have told me that it makes the best bread that they ever made and more of it than any other flour used by them.
(Sgd.) P. E. MAYHEW.

1008 8th Ave., East, Vancouver, Nov. 12th. For the past twenty-five years it has been my duty to use a large quantity of flour for bread and other purposes. During that time I have tried all the leading brands and consider Royal Household the best I have ever used.
(Sgd.) MRS. J. ALEXANDER.

Tilsonburg, Oct. 11th, 1904. Your flour has always proven very satisfactory, the standard of quality being fully maintained. I never hesitate to recommend it as I know my customers will be pleased with the results. Here is an instance: One farmer took a sack home to try, and came back and bought 16 cwt., and there are others I might mention. I am well pleased with your flour, and will continue to handle it so long as the results prove satisfactory.
(Sgd.) I. A. BROWN.

Danville, Que., Nov. 22nd, 1904. I have been using Royal Household Flour for the past three months, and I can truthfully say I never had such good bread. It is light and sweet, everything that can be desired, and I don't forget to tell my friends about it.
(Sgd.) MRS. J. JACKSON.

Carberry, Man., Nov. 14th, 1904. I have been using your Royal Household Flour all summer, and never used such good flour.
(Sgd.) JAMES CATHREA.

La Liviere, Man., Nov. 17th. My wife has tried your Royal Household Flour and considers it the very best flour she ever used, but we cannot get it here, so I am writing your Winnipeg office to arrange to obtain it through them.
(Sgd.) GEO. W. DELLER.

When People Are Intelligent.

They Are Easy to Influence With the Truth Regarding Anything. Intelligent people seek the truth. They wish to know what is best for them to buy. They wish to be informed of the facts regarding the flour they use. They wish to know what it is made of—how it is made—why it is better than other flour.

Mono Mills, Ont., Nov. 23rd. I have been using your flour for the past six months and do not hesitate to say that it is the best I have ever handled.
(Sgd.) FLORENCE H. VANCE.



Mr. J. Kent Scovill. 480 7th Avenue, Vancouver, Nov. 12th. Royal Household is the best flour I have ever used. Would wish nothing better.
(Sgd.) MRS. QUIGLEY.

Bay Bulls, Newfoundland, Sept. 21st. We use a great deal of Ogilvie's Royal Household Flour. Our merchant here got a great deal of it of late, and there are a great many of my neighbors using it.
(Sgd.) JOHN H. WILLIAMS.



STORE OF McPHERSON BROS., 181 Union Street, St. John, N. B.



BAKERY OF J. KENT SCOVILL, 19 Charlotte Street, St. John, N. B.

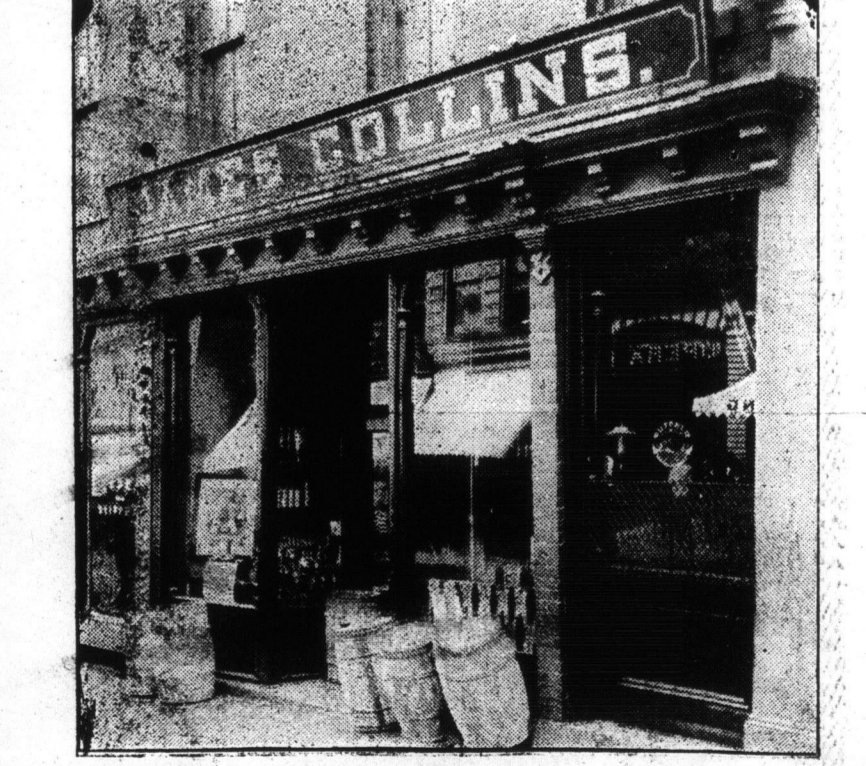
Naniamo, B. C., Nov. 25th, 1904. I have been making bread for nearly twenty-five years, and Royal Household is the best I have had for either bread or pastry.
(Sgd.) MRS. ROBT. ADAM.

Mr. J. Kent Scovill. 480 7th Avenue, Vancouver, Nov. 12th. Royal Household is the best flour I have ever used. Would wish nothing better.
(Sgd.) MRS. QUIGLEY.

444 8th Avenue, West, Vancouver, Nov. 12th. Give me Royal Household Flour every time. For the past two months I have tried it in a number of forms, and consider it far ahead of any flour I ever used.
(Sgd.) MRS. DUNMORE.

Savanas, Nov. 28th, 1904. Three Mile Creek, B. C. I may say that I have been using your flour exclusively since I came to Canada, fourteen years ago, and have used only Royal Household since its introduction. To show you how I value it, my grocer lately could not supply me with it, and rather than use another brand even temporarily, I sent to Kamloops, twenty-five miles away and had it shipped to me per C. P. R., preferring to pay the railway charges rather than use an inferior brand. In fact, if I could not get it otherwise, I would ship it direct from the mills. I can always rely on having good bread when using it, and nothing tends more to keep harmony in a home.
(Sgd.) MRS. T. SMITH.

Rennie, Man., Nov. 22nd, 1904. We are using quite a few bags of your Royal Household Flour. When my grocer sent it to me first I was going to send it back to him, as I had always used the L. of the W. flour, but my wife said that she would try yours, and she came to the conclusion that yours was the best, and she will only have yours from now on.
(Sgd.) WM. VERRON.



STORE OF JAMES COLLINS, 208-210 Union Street, St. John, N. B.

Shortreed, B. C., Nov. 27th, 1904. I take great interest in your Royal Household Flour. It is what the people want, a better flour. There is too much bad flour put on the people of this country at the present time.
(Sgd.) J. W. ELLIOTT.

Winnipegosis, Man., Sept. 19th, 1904. It gives me much pleasure in testifying to the excellence of your flours, but more particularly to Royal Household. For many years I have been baking daily, during which time I have tried many brands of flour, but have obtained far better results with your Royal Household, inasmuch as with less labor it makes whiter, sweeter and more wholesome bread than any other flour I have ever used.
(Sgd.) MRS. JOSEPH GRENON.

East Portage, Ont., Oct. 12th, 1904. I have been using your Royal Household Flour for some time past for both bread and pastry, and I can honestly say that I have derived better satisfaction from that flour than from any other brand of flour that I have ever used.
(Sgd.) JACKSON BROS. Per W. J. Jackson.

25 Dufferin Street, Vancouver, Nov. 12th. For years I have used Ogilvie's Hungarian Flour with marked success. Two months ago I was advised by my grocers, the City Grocery Company, Limited, to try Royal Household. I did so, and am more than pleased. Have better results with bread and pastry than when using the Hungarian.
(Sgd.) MRS. BAILEY.

Savanne, Ont., Oct. 17th, 1904. I wish to congratulate you on the "Royal" flour you are making, namely the Royal Household. I had an idea that Hungarian was as good as it was possible to make, but I find the Royal Household is a great improvement on it, particularly in requiring much less kneading and makes a whiter and lighter bread. As I've been using "Royal" flour almost entirely for the last ten years I've been housekeeping. I consider myself entitled to pass an opinion on it.
(Sgd.) MRS. G. A. McLAURIN.

755 9th Avenue, Vancouver, Nov. 12th. My grocers, the City Grocery Co., Ltd., advised me some months ago to try Royal Household Flour. I did so with most pleasing results, and consider it the best flour I ever used.
(Sgd.) MRS. ELLIOTT.

Victoria, B. C., Sept. 22nd, 1904. Would you kindly send the recipe I have been using the Royal Household ever since it came into Victoria. My old flour was the Hungarian, and that made good bread, but I find the Royal Household still better.
(Sgd.) MRS. JAMES T. HENLY, Dallas Road.

Roseisle, Man., Nov. 25th, 1904. Since ever I can remember we have used Ogilvie's flour. I have been in your mill many a time with my brothers for flour when a child, and I use it now in Manitoba. I like the Royal Household Flour best, as it makes such nice white bread.
(Sgd.) MRS. DAVID WELSON.

St. Oia, Ont., Nov. 24th, 1904. I have used your flour and know it to be the best I ever used, making better bread and pastry, also being whiter.
(Sgd.) MRS. JOHN LONGMUIR.

St. John's, Nfld., Dec. 3, 1904. I shall be very glad if you will send me a copy of your new book. With best wishes, Yours truly Sgd.) L. J. GRAHAM, 43 Parade Street, St. John's, Nfld. Ogilvie Flour Mills Co.

Ladysmith, Vancouver, B. C. I have been using your Royal Household Flour ever since our grocers, Blair & Adam, Ladysmith, persuaded me to try it, and now I will not use any other kind.
(Sgd.) MRS. HARTLEY GIBBORNE.

Paquette, Essex Co., Ont., Nov. 21st. I am using your flour and I think I never used as fine flour. I also told my neighbors what nice bread I have from your flour, so they have tried it and were delighted with your flour.
(Sgd.) MRS. MARY A. CAMPBELL.

hants of J. B. DOLPH & SON: reports of 'Royal sales of it are in- We consider it ESQ., Wholesale hat 'Royal House- grade Manitoba doubt that it must a very large PATTENSON, of ria Co., who is a his own district, s which "Royal with him, and gave at it was the best pastry sold in this ESQ., Wholesale Household Flour near very good re- customers. We ne to increase in better known by



THE BEST PRESENT FOR EVERY FAMILY.

How the Flour is Tested.

Every Day it is Baked into Bread and Compared with all Other Flour on the Market.

The test of flour is bread. The flour is best that makes best bread.

It is very important to the Ogilvie Flour Mills Company to know that Royal Household Flour is the best on the market because this company has a very large investment in the new machinery and the patents by which Royal Household Flour is made, and making this investment profitable depends wholly upon Royal Household Flour being really better than any other flour.

Health Depends on Bread
Of course, it is equally important to the consumer of flour to have the best because health depends largely on bread, and bread depends wholly on flour.

Thus, the Ogilvie Flour Mills Company and the public both have a deep interest in the truth concerning flour. To ascertain the truth regarding flour—not only its own flour, but all the principal brands of flour upon the market—the Ogilvie Company maintain a bread-testing department.

This department is really a bakery. It is the most complete bakery in the world. It is the most scientific. It is the only bread-baking system

How the Bread is Made Ready for Baking.

This careful baking of each loaf of bread applies to the bread made of all the different kinds of flour, and not merely to bread made of Royal Household.

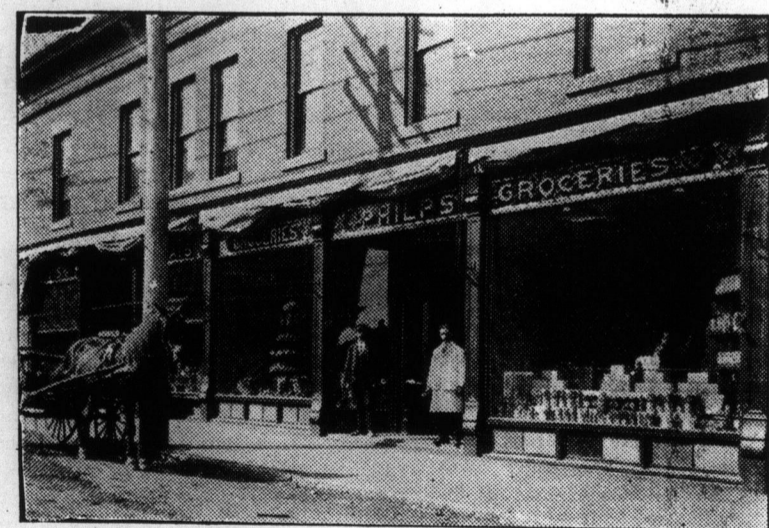
The bread that is made of other flour is baked exactly the same as that made of Royal Household.

The bread is made of each flour in exactly the same way.

Precisely the same amount of flour of the different brands and precisely the same amount of each of the ingredients that go to make the loaf are used in each instance.

The mixing is done at the same temperature and in an atmosphere that has exactly the same amount of moisture in it.

You see, the aim is not to produce a loaf of Royal Household bread that is better than other bread, but to produce loaves of bread from each brand of flour that will have just the same chance to bring out the quality of the flour that the Royal Household bread does.



STORE OF CHAS. S. PHILIPS, 1-15 Douglas Ave., St. John, N. B.

Why is so Important that the Test Should be Made

It is vitally important that the test should be absolutely fair.

The test is not made for the public or for advertising purposes.

Of course the public are welcome at any time to visit the Ogilvie establishment, see how the flour is made, see how the bread is made, and, of course, the Ogilvie bread-baking and bread-testing departments are, naturally, the best advertisement its flour can possibly have.

Truth is the best advertisement always.

But that is not the primary object. The primary object is to keep the Ogilvie Company posted as to the merits of the different flours that are competing for popular favor, and to enable them to be sure that Royal Household Flour is not only the best one day, but every day.

The success of the greatest flour company in the British Empire depends upon the superiority of the bread its flour makes.

The Bread-Room and The Bread-Bakers.

The rooms in which the baking is done are immaculate.

It would do the heart of a model housewife good to see how clean the paint is, how white the shelves are,



Part of the Laboratory in THE OGILVIE FLOUR MILLS CO.'S Office, Montreal.

how dainty the cooks are who make and bake the bread.

Superintending this room is a flour expert of national reputation.

He devotes his entire time to testing flour and bread for the Ogilvie Company.

How the Bread is Tested by the Bread Expert

The bread is tested in the afternoon about four o'clock.

It is becoming a habit with people who visit Montreal to make a point of being present when these tests are made.

To ascertain which is really the best flour on the market is so important a subject that it is not only engaging the attention of the grocers and housewives, but it is becoming a matter for consideration by such institutions as the Boards of Trade.

As the Ogilvie Flour Mills Company courts investigation of its flour, knowing that the more flour is investigated, the more firmly the superiority of Royal Household will be established,

it has extended to the Board of Trade, grocers, merchants, and the people of all communities a cordial invitation to visit its establishment and any reader of this article who calls at the Ogilvie establishment in Montreal for the purpose of seeing bread baked and tested, will be given every opportunity of learning the facts and will go away satisfied that the Ogilvie Company can safely invite every intelligent person to the keenest investigation of the merits of its product.

The testing itself is done in a room that looks like a chemical laboratory, which indeed it is.

The Bread is Studied in the Light

Each loaf is cut in two and the slices from different loaves are placed side by side where the light from the window falls upon them.

They are then examined by the expert very much as a silk-buyer or woman seeking some special shade of ribbon will examine texture and color in a store.

It is to note the quality and texture of the bread that this observation is made.

Much of the character of a loaf of bread can be determined by its color and texture.

Good bread proclaims itself by its appearance.

Next, the expert tests the odor of each loaf, for to the trained sense of smell of the bread expert bread tells a graphic story of its sweetness or its sourness.

Bread that is sweet in it smell is not only palatable to the taste, but easy of digestion and good for the health.

No Bran or Shorts in Pure Bread

Then Mr. Brierley asked him, "If you grind any of the portion of the wheat berry, except the inner portion, into your flour?"

The expert replied: "We make a perfect separation of the bran and shorts, and so our flour contains less bran and shorts than any other flour in the world. The amount of bran and shorts in the Royal Household is infinitesimal, while in the average flour it is a percentage that increases in the ratio of the cheapness of the flour. The cheaper a flour is the more bran and shorts it contains, and the less nutriment there is in it."

"A pound of Royal Household Flour will make more bread, and bread that is more nutritious and more easily digested, that will carry more vitality and force into the human system, than flour that is produced by any other process."

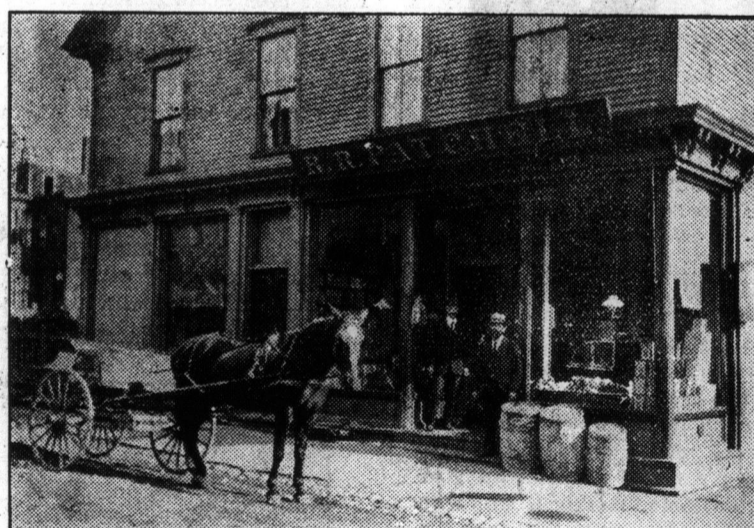
After Mr. Brierley had observed the various appliances by which the gluten, the fat, the ash, the nitrogen, the sugar, the water, and the acidity are determined in flour for the purpose of putting down figures in tabulated form he visited the room where samples of each day's millings of the Royal Household Company are kept duly labelled for the purpose of knowing that the flour made each day in each of the Ogilvie mills is exactly as good as the flour made on any other day, and thus the high standard of perfection is maintained. A miniature flour mill is exhibited in this room.

A Miniature Mill.

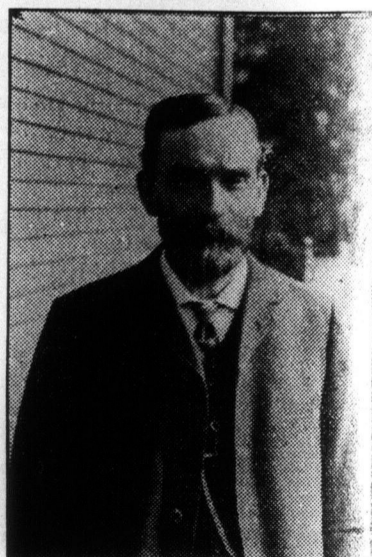
It operates on a small scale exactly the same as the mills themselves are operated on a large scale.

It illustrates the process of Royal milling.

"Where is your electrical process of purifying the flour?" was asked.



STORE OF R. R. PATCHELL, 71-75 Stanley Street, St. John, N. B.



Mr. R. R. Patchell.

Editor Brierley, of The Montreal Herald, was present at the testing of the bread recently.

He had heard of the testing department of the Ogilvie Company, and, being anxious to inform his readers of the new and important things of the world made a personal visit, where he was a guest of Mr. F. W. Thompson, the vice-president and managing director of the Ogilvie Company.

Mr. Brierley was very much impressed with the scientific and thorough nature of the test.

He asked many questions.

Why Good Bread is Pure White

He asked, for instance, "Why is it so necessary that bread should be white?"

"Be cause the whiteness of bread indicates its healthfulness."

"But is it not true that bran and shorts are healthy food for animals?"

"Yes, for animals, but not for human beings."

"Why not?"

"Because the human being does not have digestive organs that can digest the large amount of ash and fibre in bran and shorts."

"How about brown bread?"

"It is indigestible to a large degree. Some people can digest it, but most people cannot."

"It is to be seen at the mills where it is used in the final purification of the flour. The process insures absolute purity. It is impossible for bacterial growth to exist after this treatment. This process is used in no other mill. That is because the patents to this mill are controlled in Canada by this company."

The Royal Household Mills—the only mills of importance in the Province of Quebec—belong to a chain of mills owned by the Ogilvie Milling Co. and from these the eastern part of Canada is supplied.

They are an interesting objective for a visitor to this city, and readers of this article are cordially invited to visit the mills as well as the Royal Household bread-testing department, when they visit Montreal. It is certain that the visit will prove interesting as illustrating the most perfect system of producing the staff of life, a system that takes out of flour everything that is not conducive to health and strength and puts into flour everything that makes perfection in bread and health.



STORE OF P. NASE & SON, Indiantown, St. John, N. B.

VOL. 27.
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