

## Madam-It's Got to be Blended or You Can't Use it for Pastry as Well as for Bread


"BEAVER" FLOUR

R. G ASH \& CO., St. John's, Sole Agents in Nild., will be pleased to quote prices.

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## 2 $=0$ $m$

Any flour, which is said to be
western wheat flour, and makes extra good pies and cake, will be found to
be blended like "Beaver" Flour-whether

A bended flour like "BEAVER" FLOUR is the only one that is equally good for bread and pastry. You will
understand WHY. understand WHY.
Manitoba wheat has what the bakers
call strength. It makes a big call strength. It makes a big loaf of bread; but the bread is spongy or full
of holes and lacks flavor.
Ontario wheat, blended with spring wheat, makes the ideal bread and
pastry flour. By combining the two pastry flour. By combining the two
in just the right proportions, we have
"Beaver". Flour-a flour that makes the real home-made bread and delicious light pastry. In cities such as Toronto, where was found that although a smaller appearing loaf was the result, the
people refused the Manitoba flour bread in favor of it


## Evening Telegram Fashion Plates. <br> PMBRODNRT Week at COCLIIS <br> A cable to our Agent in Switzerland, to send us a lot of Embroideries, to be retailed at the figures we quoted, met with a reply from him saying that he was sending absolutely the BEST lot of Embroideries, Beadings, Insertions and Edgings obtainable in St. Gall. <br> They are no seconds, no old goods, every yard is perfectly fresh. Among, lot there are designs and widths suitable for Ladies' Skirts, Childrens' Skirls, the lot there are designs and widths suitable for Ladies' Skirts, Childrens' Skirls, Inlants' Wear, Flouncings, Flouncings with Hemmed Edge, Blouse Patiterns, AI <br> 3c. to S1.00 a yard.㞓 THE ABOVE GOODS ARE SELLING VERY QUICKLY P. F.COLLINS, 299 and 301 Water Street.

## REPRESENTING

Dale \& Co., Ltd., Montreal, MARINE and FIRE UNDERWRITERS,

## - FIRRE

 The British Dominions Gen. Ins.Co., LId.Tessier \& Co., Agents.

## Just Received!

New Lines and Dainty Patterns.


GENTS' SOFT COLLARS,

## A. \& S. RODGER.

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CONVINCING argument in favour of Sunlight Soap to be more convincing than a trial of SUNLIGHT SOAP


NO DIFFERENCE.






## A Shape Strongly Favoured



THE K. \& A. STORE,


The E ening Telegram, St. John's, Newforndland, May 24, 1912 ...4

## ROYAL <br> The only Baking Powder made from Royal Crape Cream of Tartar NO ASIJM, NO LIME PHOSPHAT

## EveningTelegram

| $\begin{aligned} & \text { J. HERDER. - - Proprietor } \\ & \text { F: LLOYD, - Editor } \end{aligned}$ |  |
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SPONGE CAKE/Snake Almost




## FRESH <br> EVERY <br> AYRE'S

$\frac{\text { Anglo-American Bakery. }}{\text { From Davis Inlet }}$

ALL UP MEN!
Fa!l Into Line and March To Headquarters Saturday FOR BARGAINS.

J. J, ST. JOHN.

New Timothy Hay Seed,
Pure Irish Butte
Heinz's Peanut Butter, Heinz's Sweet Pickles,
Jacob \& Co's Crean Libby's Tomato Soup

Fresh Eggs, Dustbane
J. J. ST. JOHN.

and March rs Saturday GAINS.

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JOHN.


Saturday: Another Opportunity For These Bargains.


## S.k Insertion-16c



> Camisole Embroidery-40c

Carriage Wraps-80c

Ladies Satchels $\$ 1.45$

Silk Taffetaline-25c


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\underline{\text { Ladies' Gloves- } \$ 1.10}
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GOOD VALUES IN SMALLWARES.
Three Hosiery Bargains. Ladies' Collars 5c \& 32c


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HARDWARE BARGAINS



## POSITIVELY THE GREATEST BARGAINS IN STAPLES THAT THIS STORE HAS EVER GIVEN.

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## Dress Suit Cases. 

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## Yamato Silk Muslin.

 Pant Materni,These Bargains On Sale From 9 to 12 a.m. Only.


> Lapiss hose.

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 20 Libise vests.
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 Union Suits-58c Ladies' Corsets-87c

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Dressing Jackets- $\$ 1.10$

CROCKERY BARGAINS




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Mail Orders Filled.
and

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| Flor Fin |
| a Reina Fina, etelas Extra, eliciosos, <br> Puritanos Finos, Regalia Nueva, tnvencibiles, ras Fina Especial, nentes, 3elvederes, Panetelas, Exquisitos, Reina Victoria Jamaica Cigars" La Sabrosa." onchas Especiales, Governors, Flor, |


| Every Woman's Complexion |
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| Beecham's Pills |
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| Will Beautify and Improve |
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STABB \& ©0.
A. A. MARKS,


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Room Papers!
We will open up about Thursday TWO Thousand Dollars Worth Borderings to Match Wait for them-they are exceptional. ROBERT TEMPLETON.
 (Bark Iron and Wine)
Gives Health and Strengih. HAYWARD \& CO., Distributing Agents.
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| MARTIN Hardware Co'y. |

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Light, Warmth and Food.
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| LIPTON'S |  |
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| ESSENGE of COFFEE \& CHICORY <br> THE FRST of its kind, and still remains FIRST in its kind. |  |
|  | Four Reasons for its [populaity are <br> 1-High Quality. <br> 2-Delicacy of Flavour, <br> 3-Simplicity of Making <br> 4-Low Price. <br> A trial will convinc anyone who may not hav previously used it |
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Why pay $\$ 20$ to $\$ 30$ for a Suit? For Less than Half the above Prices.

Fitrelorm, Iruefil, Ameriens, Progress, Stilentil, Ele
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CABBAGE PLANTS, CABBAGE PLANTS


The Evening Telegram, St. John's, Newfoundland, May 24. 1912--10


Call \& lnspect Our

Wedding Presents. JOSEPH ROPER. 4 $4=4=4$


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## THE CASINO!



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## LinenCOLLARS,

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## String Ties,

 Boys' PANTS and SUIIS-Sailor. Motfolk, Rugby, etc., atLARACY'S



GELD MEYY FUNDEAND
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Special Train leaves St. John's at 2.30 p.m. each Sunday,
going as far as Kelligrews, stopping at intermediate Stations going as far as Kelligrews, stopping at intermediate Stations.
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