



When this mark is on the outside of a paint-can, be sure that what's inside is the paint it will pay you best to put inside or outside of any building. It's your warranty of real paint value—because it means paint permanence. Trust it—you're surely safe.

IN TINS FROM PINT TO GALLON Made in 40 shades for every paint use by Imperial Varnish & Color Co., Toronto

Recommended and Sold by
AYRE & SONS, Ltd.

PORTRAIT WORK

IS THE MOST IMPORTANT BRANCH OF PHOTOGRAPHY, but

Copying, Enlarging, Reducing, Landscape Work, Lantern Slide Making, Framing, Amateur Work, all require the best possible attention, and we give everything we do our best attention.

THE HOLLOWAY STUDIO,

Corner Bates' Hill and Henry St. 224, 4

Notice to Anglers!

We wish to inform you that our stock of Fishing Tackle has just arrived. The same has been personally selected and contains the largest variety ever imported.

We have secured a lot of SAMPLE RODS which are being sold far below regular price.

DON'T FAIL TO MAKE YOUR GUESS. See the Prize we offer now on Exhibition in our Window.

MARTIN HARDWARE COMPANY.

HOW CAN WE COUNTER-ACT

THE INCREASED COST OF LIVING?

A second's reasoning will supply the answer. Beef and pork are dear and getting dearer all the time, and the cost is out of proportion with their food-value.

EAT MORE BREAD.

There is more nourishment in a shilling's worth of bread than a shilling's worth of beef or pork. But the problem is not done with yet. The shilling's worth of bread is not always the same value. Bread made from

ROYAL HOUSEHOLD FLOUR

contains more nourishment than any other, because it contains the greatest amount of gluten, the health-giving nutriment of wheat.

W. A. SLATTERY'S

Wholesale Dry Goods House,

Slattery Building, Duckworth & George's Sts.

GRAND OPENING SEASON 1910.

We present to the Trade and Outport Dealers this Spring the largest, most varied, and best selection of English and American Cotton and Wollen Goods, as well as a complete line of all classes of Pounds, Remnants and Seconds.

Balbriggan and Fleece-Lined Underwear a specialty See our Stock of Muslins, Embroideries and Laces.

Please See Our Prices and Terms.

JOB PRINTING Neatly EXECUTED

The Evening Chit-Chat

By RUTH CAMERON

"Be noble, and the nobleness that lies in other men, sleeping but never dead. Shall rise in majesty to meet thine own."



I've met since I've been in this business makes me ashamed of being human. I've a good mind to go on a long ocean voyage and see if I can't get shipwrecked on a desert island."

The other said: "I guess you've had bad luck. I didn't know there were so many obliging, well educated, interesting people in the world as I've met since I took to newspaper work."

Now I disagree with what the second man said on one point. I don't think the first man had had bad luck at all.

I have an idea he simply got exactly what he expected, exactly what his own mental attitude called forth, very much what he gave.

I don't believe most of us realize to what a large extent we get what we expect of the world.

"Courtesy begets courtesy," says someone. "The surly man finds a world of disagreeable, disobliging people; how good everyone in the world is," rejoices the kindly soul. And yet it's the very same world.

And that isn't true of courtesy alone, by any means.

Suspicion begets dishonesty, trust begets honor, ill temper and impatience beget ill temper and impatience, hypocrisy begets hypocrisy, and overreaching disposition begets the desire to overreach, and so on down the infinite line of vices and virtues.

When Judge Lindsey has to send one of the boys whom he tries in his famous juvenile court to jail, he gives the boy the money necessary for fares and sends him absolutely alone and unwatched to the prison. Sometimes the boy has had to travel many miles to his destination, and yet hard though this test is, I believe it is in but three cases in over one hundred, that the Judge's attitude of trust has failed to rouse in the boy an answer of trustworthiness that carried him straight to his prison cell.

Elbert Hubbard writes, in description of his wife:

"Her mental attitude brings out the best in each, so in her presence the boor becomes gentle, and the loud and coarse moderate their voices and are on their good behavior. She carries with her an aura in which vulgarity cannot thrive nor pretense flourish."

I think this is one of the highest compliments a man or woman could receive.

Are you a cynic? Do you find most of the world deceitful and self-seeking?

If you do, suppose, instead of being proud of your cynicism, you remind yourself that the world the mirror of life shows you, is only a more or less accurate reflection of the little world within you.

For "Life, like a mirror, doth but show. The moving shows that pass in view. Give to the world the best you have—The world its best will give to you."

Ruth Cameron

SHE COULD NOT HOLD A TEACUP

But Dodd's Kidney Pills Cured Mrs. James H. White.

They took away her backache, cured her urinary trouble and made her a well woman.

Preville, Gaspe Co., Que., May 16.—(Special).—After suffering for four years from ills which many a woman knows, and being treated by a doctor who failed to give her relief, Mrs. James H. White, a farmer's wife living near here is again a well woman. Dodd's Kidney Pills cured her.

"My trouble started from a strain," Mrs. White states. "I had a pain always across my back and a steady pain in the back of my neck, and I had urinary trouble that caused me a great deal of annoyance.

"Four years I suffered in this way and the doctor I consulted did not do me any lasting good. In the morning I was dizzy and I finally got so nervous I could not hold a cup.

"Then I started to use Dodd's Kidney Pills, and I got relief right from the start. Three boxes cured me completely. To-day I am a well woman."

Mrs. White's troubles were Kidney troubles. So are the troubles of nine out of ten of the suffering women of Canada to-day. That is why Dodd's Kidney Pills always cure them.

Service in Westminster Hall.

London, May 12.—The service in Westminster Hall on Tuesday next will be brief. The music will be under the direction of Sir Frederick Bridge. The voices will be accompanied. The 23rd Psalm will be sung as an ordinary chant. "Blest are the Departed," from Spohr's "Last Judgment," will follow, and the only other musical portion of the service will be the funeral hymn, "O God, Our Help in Ages Past," sung by a choir of fifty voices.

The Home Office has limited the number of wreaths that will be accepted at the funeral of the King. Among representative wreaths, those presented by the self-governing colonies will have a prominent place.

South Africa has agreed to act in concert, so that its wreath will bear the names of all four contributory colonies about to enter the Union.

Of the important public bodies to which the privilege of presenting a wreath to be granted is the Royal Colonial Institute, which will be in the forefront with a wreath emblematic of the unity of the Empire.

General Mourning in the Dominion

Ottawa, May 11.—The Masonic lodges of Ottawa will unite in a memorial service for King Edward at All Saints Church, on Sunday, May 22. It will be held to honor the memory of the departed monarch as Past Grand Master of the Grand United Lodges of England. The local lodges will march to the church in full regalia and Rev. A. W. Mackay will preach.

Scores of telegrams of regret at the death of the late King have been received by the Canadian Government from the principal Government and public bodies throughout the whole Dominion. A noteworthy feature in connection with them is that some have also been received from the United States, where King Edward was well known and much liked. These have all been sent here for transmission to the British Government.

No Open Air Joint Service.

The Dominion Government has not yet received official notification of the date set for the funeral of Edward VII., but preparations are under way for the issuance of the extra of the Canada Gazette, which will declare the day of the funeral one of general mourning and a general holiday.

The suggestion that there should be an open-air State service on Parliament Hill here on the day of the funeral does not seem feasible. In the first place, the administrator of the Roman Catholic archdiocese of Ottawa, Vicar-General Routhier, has already issued instructions to his clergy to have memorial services held on the day set for the funeral; the executive of the Anglican Synod of the Diocese of Ottawa has appointed a committee composed of His Grace the Archbishop, Ven. Archdeacon Lauder, Rev. Canon Kitson, Rev. Rural Dean Mackay, and Rev. W. M. Loucks, to make all arrangements for services on the day of the funeral; and the pastors of the other denominations are also arranging for services which shall be representative of their respective churches.

SCARLET FEVER.—The patient who developed scarlet fever at King's Bridge Road yesterday was taken to the Hospital.

MINARD'S LINIMENT LUMBERMAN'S FRIEND.

Do You Feel This Way?

Do you feel all tired out? Do you sometimes think you just can't work away at your profession or trade any longer? Do you have a poor appetite, and lay awake at nights, unable to sleep? Are your nerves all gone, and your stomach too? Has ambition to forge ahead in the world left you? If so, you might as well put a stop to your misery. You can do it if you will. Dr. Pierce's Golden Medical Discovery will make you a different individual. It will set your lazy liver to work. It will set things right in your stomach, and your appetite will come back. It will purify your blood. If there is any tendency in your family toward consumption, it will keep that dread destroyer away. Even after consumption has almost gained a foothold in the form of a lingering cough, bronchitis, or bleeding at the lungs, it will bring about a cure in 98 per cent. of all cases. It is a remedy prepared by Dr. R. V. Pierce, of Buffalo, N. Y., whose advice is given free to all who wish to write him. His great success has come from his wide experience and varied practice.

Don't be wheedled by a penny-grabbing dealer into taking inferior substitutes for Dr. Pierce's medicines, recommended to be "just as good." Dr. Pierce's medicines are of known composition. Their every ingredient printed on their wrappers. Made from roots without alcohol. Contains no habit-forming drugs. World's Dispensary Medical Association, Buffalo, N. Y.

Saving Money.

Fads and Fashions.

Housekeepers who wish to spend their money to the best advantage are proving that SIMPSON'S Clearance Sale is the most attractive in the city. We give you at least 20 per cent. off every line; many lines are reduced 30 per cent. This means that you can buy a 50c parcel for 40c.; a \$1.00 parcel for 80c.; a \$5.00 parcel for \$4.00; a \$10.00 parcel for \$8.00, etc. etc. You will find obliging assistants ready to serve you with first class stock. SIMPSON'S, Rawlins' Cross head of Prescott Street.—May 16, 11.

though most of them are below the hip depth, and a number have novel vest effects.

Rather striking are the long evening gloves of white suede with the back stitching of the seams done in black.

The Chantecler belt pin may be in gilt or silver with the rooster's head in gold and red. The head is in half relief.

Coat lengths are a bit shorter, varying from 32 inches to the half length which is usually that of the Russian blouse.

There has been a tendency to raise the waist line a trifle, but it is hard to tell if it will become general.

Buttons are now used in great numbers, and are always selected with great care to guard against undue prominence.

Purses of Chantecler suede are still further suggestive of Rostand's play because of the rooster etched into the leather.

Draped effects and overskirts in some form are so marked a feature of the gown of the day that their absence is almost exceptional.

Coat lengths vary a good bit.

Seventy years of experience with Ayer's Cherry Pectoral have given us great confidence in it. We strongly recommend it for coughs, colds, bronchitis, weak throats, and weak lungs. It prevents. It cures. It soothes. It heals. Just the help nature needs.

SCHOONER for SALE.



"SWANHILD,"
52 TONS REGISTER.

Apply to
GEO. M. BARR.

J. J. HENLEY, To the Trade,--

The Leading Mattress Manufacturer.

Telephone, 642.

Factory and Office,
Henry Street,
St. John's, - - Nfld.

If you want Mattresses that will sell quickly and give satisfaction to your customers, buy none but HENLEY'S

Having enlarged our Factory and installed the latest Machinery, we are now in a position to turn out any quality or quantity at the shortest notice.

We also carry a full line of SPRINGS, BOLSTERS, PILLOWS, COUCHES and CHAIRS.

We make a specialty of Steamship Upholstery.

A GOOD BOOK AND A BOOK, WORTH HAVING.

Homan's AUTOMOBILE EDUCATOR

For Owners, Operators, Repairmen, and Intending Purchasers.

Price—\$2.25 per copy.

This Work is now the accepted standard on the practical care and management of Motor Cars—explaining the principles of construction and operation in a clear and helpful way, and fully illustrated with many diagrams and drawings, making it of value to the intending purchaser, driver, and repairman. The subjects treat of the needs of the "Man Behind the Wheel," and are presented clearly, concisely, and in a manner easy to understand by the reader, be he a beginner or an expert.

The treatise on the Gasoline Engine (Bicycle Car) cannot fail to prove valuable to anyone interested in Explosive Motors. The Book contains 608 pages, over 400 diagrams and illustrations, printed on fine paper, size 5 1/2 by 8 1/2 inches, with generously good binding. Highly endorsed. If you are interested ask for FREE circular, to be had at—

PHONE—GARLAND & COMPANY'S—Opposite the Post Office. 391.

Direct From Amsterdam!

Another Large Shipment of

Bendorps Royal Dutch Cocoa.

The Sale of this delicious Cocoa is increasing daily.

Have YOU tried it?

10 cents, 25 cents, 50 cents and \$1.00 tins.

T. A. MACNAB & Co.,
Wholesale Agents,
Cabot Building.

NO THOUGHT READER

Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality of my settlements are well known.

PERCIE JOHNSON, Insurance Agt.

Office: corner Duckworth and Prescott Streets.

Typewriting Paper and Ribbon.

Invincible Typewriting Paper is the most satisfactory paper on the market. We keep it in laid, wove and linen, finish, light, medium and heavy weight. Letter and Foolscap size.

Ribbons for the Smith Premier, in Black Record, Purple and Red Record, Blue, Purple Copy, Purple Non Copy, Auto Purple Copy, Purple Non Copy.

Ribbons for Remington, Purple Copy, Purple and Red, Purple Non Copy, Blue.

Ribbons for Empire, Purple Copy, Purple Record.

Dan's Special Ribbons for Duplicators, Dan's Duplicators—\$7.50 each.

DICKS & Co.'s Popular Bookstore.