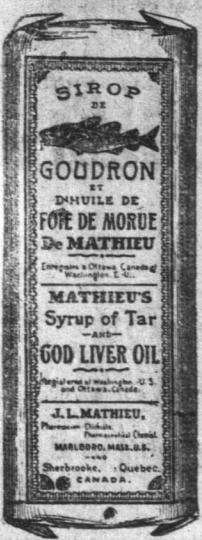


CHRONIC BRONCHITIS

Cannot be cured with ordinary soothing syrups. The disease must be attacked at the root to eradicate the irritation of the lungs, heal the wounds and strengthen the respiratory organs. The composition of

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other Medicinal Extracts marks it amongst all other remedies as the true specific for the diseases of the throat, the bronchial tubes and the lungs. Here are a few conclusive proofs:



Waterville, N.S., Dec. 27, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—Herewith we enclose our cheque \$15.00 in settlement of our account to date.
W. O. COOK & SON.

ST. JOHN, N.B., Jan. 10, '07.
Fillmore & Morris, Amherst, N.S.
Dear Sirs,—We telegraphed you to-day to ship immediately 5 Gross Mathieu's Syrup. We hope you will send it promptly, but if you are not able to send the whole amount at once, please send us some of our stock is getting low.
NATIONAL DRUG & CHEM. CO.

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co.'y, Ltd., Amherst, N.S.
Dear Sirs,—We have nothing but good to say of Mathieu's Syrup and can conscientiously describe it as the most popular and successful Cough Medicine we handle. Owing to the absence of any drug store in this vicinity there is a great variety of proprietary medicine sold in the course of the year, and Mathieu's Syrup pre-eminently leads in its own class. Yours sincerely,
D. MARTIN.

AGAINST HEADACHE there is no remedy so active as Mathieu's Nerve Powders which contain no opium, morphine or chloral. 25 cts. per box of 18 powders.

J. L. MATHIEU CO., Sherbrooke, Can.

TOS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

The Evening Chit-Chat

By RUTH CAMERON



"I'm so discouraged," said the sick lady across the street. "Here I've been deating and doing without candy and eating eggs, and taking exercises—a n d cold baths, and doing everything else that doctor tells me to, for six months, and I'm nowhere near well. I don't believe he's much good."

The sick lady across the way broke down after six years of overwork. For six years she worked in an office where she had to work overtime three or four days in a week. For six years she abused her stomach by hurried breakfasts, followed by wild dashes for the train and frequent cold and hasty lunches at noon. For six years she failed to take enough exercise and outdoor air. At the end of the time she broke down completely.

And now after six months of hygienic living, she is complaining because she is not entirely well yet.

It takes two or three days to tear down a house that it takes as many weeks to build.

Just why should one expect to reverse the ratio and build up one's body house in about one-hundredth the time it took to tear it down?

And yet how many men and women lose faith in their doctors because they can't accomplish that miracle.

Does it seem exactly san or reasonable or fair?

I heard a woman making a very extravagant purchase the other day. Or rather, I heard her telling about it. It didn't cost her but fifty cents, but I think it was one of the most extravagant purchases I ever heard about.

This was the way of it. We were on shipboard. The lady's ten-year-old son was sick and the stewardess had advised castor oil. "Didn't he make an awful fuss about taking it?" someone questioned. "Oh, no," she answered cheerily. "I suppose he would have, but when he starts to make a fuss, I always tell him I'll give him fifty cents if he will be good, so that's what I did to-day."

Many things lose their value if they are bought. Friendship is one of them and obedience is another. The woman who buys her child's obedience instead of receiving it as her due is making a most extravagant purchase, because she is laying up trouble for herself by every cent she spends that way.

I was telling some one of the incident and my feelings about it. "But I think it was nice to give the little boy fifty cents for taking anything so nasty as castor oil," she protested. "I don't see why he shouldn't have a reward."

Neither do I. But that wasn't a reward. It was a bribe. He wasn't given it because he had been good. He was offered it on condition he would be good.

And I think there's a world of difference between those two.

Ruth Cameron

GIRLHOOD AND Scott's Emulsion

are linked together. The reason is that at a period when a girl's digestion is weak Scott's Emulsion provides her with powerful nourishment in easily digested form. It's the food that builds and keeps up a girl's strength.

The British Advertiser

Something more than Hard Facts in His Appeal to the Public.

In newspaper advertising the English are certainly ahead of the Americans in Advertisements that make a distinct personal appeal in "Situations Wanted" and "Help Wanted" their advertisements have a decided literary quality that is lacking in those of this country. There is same-ness about most American advertisements. Take for instance, the familiar lines:

"Stenographer wants position; ten years' experience; \$15; highest references."

"You haven't a glimmering of the art of person who is advertising. You know only that it is a male or female according to the heading of the column."

It is the same with the woman who wants housework. Almost never there any clue to the kind of person who is behind the advertisement. By way of contrast, read the advertisement in the English newspapers. Most romances, of the advertiser's, are in an "ad" taken from a recent issue of the London Times: "Gentlewoman, refined, nice appearance, very reduced circumstances, sires temporary or occasional employment; only expert accomplishment graphology and physiognomy." Imagine, if you can, such an advertisement appearing in the columns of a newspaper in prosaic New York. Now women there would advertise for "reduced circumstances" anywhere, for it is generally believed that order to get employment you must appear to need it. Another London newspaper published this advertisement a few months ago:

"Young man studying for the church must have immediately £20, his whole career is wrecked."

And yet they say the Anglo-Saxons de their emotions.

Still another: "Will any lady or gentleman give employment to young lady left with widowed mother penniless?"

It would be interesting to know what response the following advertisement brought:

"Has anyone a good position, home abroad, to offer man of good birth and education, with no special abilities and no particular merits, save integrity and intelligence?"

Even more urgent is this, recalling a situation of poor Nora in Ibsen's Doll's House:

"Young wife wanted to know if there is not some kind, wealthy person, who will give her £30 to take invalid husband to the seashore. Unless he can have the trip his life is spoiled."

Something of the comedy element in this:

"Young married couple without means wish to be adopted by wealthy grandparents."

Even the advertisements of societies take on a more intimate and personal tone than those in American newspapers. The S. P. C. A. might take a leaf from the book of the English organization by copying this advertisement, which is appearing this summer in London papers:

"Remember the Cats.—You are earnestly desired to make provisions for your cats or other pets while your house is empty during the holidays, and so save them from a terrible suffering or starvation or other cruelties when left in empty houses or turned adrift in the streets."

World's Dispensary Medical Association, Props., Buffalo, N. Y.

What Ails You?

Do you feel weak, tired, despondent, have frequent headaches, coated tongue, bitter or bad taste in morning, "heart-burn," belching of gas, acid rings in throat after eating, stomach gnaw or burn, foul breath, dizzy spells, poor or variable appetite, nausea at times and kindred symptoms?

If you have any considerable number of the above symptoms you are suffering from biliousness, torpid liver with indigestion, or dyspepsia. Dr. Pierce's Golden Medical Discovery is made up of the most valuable medicinal principles known to medical science for the permanent cure of such abnormal conditions. It is a most efficient liver invigorator, stomach tonic, bowel regulator and nerve strengthener.

The "Golden Medical Discovery" is a patent medicine or secret nostrum, a full list of its ingredients being printed on its bottle-wrapper and attested under oath. A glance at these will show that it contains no alcohol, or harmful habit-forming drugs. It is a fluid extract made with pure, triple-refined glycerine, of proper strength, from the roots of native American medicinal forest plants. World's Dispensary Medical Association, Props., Buffalo, N. Y.



Fads and Fashions.

with tailored suits, and a fine soft quality with narrow and broad colored satin stripes is much liked.

Soft cashmere, wool crepe and silk and wool combinations are popular for gowns for housewear as well as for wear under long coats.

A touch of black is considered smart in almost every style of neckwear. Velvet or satin are favorite materials for producing this effect.

Fur on velvet gowns is one of the distinctive innovations of the winter, and this applies to smart indoor costumes as well as to street wear.

Many of the tailored blouses are made with cuffs extending almost to the elbow. These cuffs are usually trimmed with straps or buttons or cloth.

Overskirt draperies in many artistic forms play a leading part in the winter modes, and a distinctive feature of afternoon and reception gowns.

The shepherdess hat is going to be worn, though, unlike the shepherdess shape of old, the new one is poised quite low and over the ear at one side.

Many of the new skirts show pleats introduced in great variety, side and box pleats mounted on hip yoke or side yokes or laid in full length.

A tie worn on waists which go under a jumper is a long, narrow cravat, caught at the neck with an ornament, the untied ends being finished with pendants.

Lapels of coats are faced with moire, velvet or satin, the long, separate coats often than otherwise having a collar of caracul, astrakan, mink or other fur.

Flannel blouses are much worn

There is a bandana made for the hair of cloth or silver ribbon, hand-painted with peacocks' eyes and studded with small crystals.

There is a bandana made for the hair of cloth or silver ribbon, hand-painted with peacocks' eyes and studded with small crystals.

Flannel blouses are much worn

There is a bandana made for the hair of cloth or silver ribbon, hand-painted with peacocks' eyes and studded with small crystals.

Flannel blouses are much worn

There is a bandana made for the hair of cloth or silver ribbon, hand-painted with peacocks' eyes and studded with small crystals.

Ayer's Sarsaparilla
Digestion

HAVE YOU SEEN

THE SPLENDID NEW LINE OF ART CARPET SQUARES WE ARE NOW SHOWING? Handsomer colourings and more artistic designs than have ever been shown in this city.

JUST OPENED:

A large shipment of

FLOOR CLOTHS

AND

LINOLEUMS.

Come and make your selection while the assortment is at its best.

U.S. PICTURE and PORTRAIT Co.
COMPLETE HOUSE FURNISHERS.

PIANOS and ORGANS.

High Grades. Easy Prices.

All Guaranteed. No better in the market. Stocks always on hand.

THE WHITE PIANO and ORGAN STORE.

CHESLEY WOODS.

PROGRESS

IN EVERY DIRECTION.

rapid, continuous increase of business, improvement of methods and details of organization. Constantly aiming to do business better and to be of greater service to the trade each day, each season, each year.

ASK FOR OUR REGISTERED BRANDS
FIT, AMERICUS, FITREFORM.
PROGRESS, THE MODE, STILENFIT.

THE NEWFOUNDLAND CLOTHING FACTORY, LTD.
aug 18, eod 225 and 227 Duckworth Street.

Job Printing Executed

THE PERFECTION OF EXCELLENCE

And a positive delight is

Lipton's High-Class Confectionery.

The Best Goods at the LOWEST PRICE.
Freshness and Delicacy always Guaranteed.

LIPTON'S Chocolate and Vanilla Cream Caramels, in 1-4 lb. and 1-2 lb. tins, 10c. and 20c. tin only.

LIPTON'S Walnut Toffey, in 1-2 lb. tins, only 20c. tin.

LIPTON'S Milk Chocolate, 2 oz. packets, 8c. each.

LIPTON'S Nut Milk Chocolate, 1 1-2 oz. packets, 7c. each.

LIPTON'S Butter Scotch, 3c. packet and 12c. tin.

These are some of Lipton's most popular and leading lines of Confectionery in the Newfoundland market than which it is not possible to get a more delightful or toothsome confectionery.

You can purchase Lipton's Confectionery in St. John's from Wood's West End and East End Water Street Stores, A. A. Delgado and A. S. Wadden, Water Street, Mrs. Summers and McMurdo's, Military Road, and the Reid Nfld. Co's Stall and Trains, etc., etc.

If your dealer has not got the line you want in stock we will supply you.

HENRY BLAIR,

General Agent for Lipton, Ltd.

A matite Roofing!

The New Roofing THAT WILL NEVER need Painting.

AMATITE costs no more than Roofing that needs continual coating.

AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.

If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send us for Samples and Literature.

COLIN CAMPBELL, Wholesale Agent.

THE RELIABLE

Piano and Organ Store.

N.B.—A Musician to select for you. Big discount for cash. Easy payment system.

CHARLES HUTTON,
The Reliable Piano and Organ Store.

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.

ESTABLISHED in 1850,

THE GILSON MANUFACTURING CO.

Has been doing a large successful business ever since; therefore, from long experience, they are in a position to supply users of MARINE or LAND ENGINES with the best that is made. Those Engines can be run by Gas, Gasoline or Alcohol. It would be to the interest of intending purchasers of MARINE or LAND ENGINES to write to the undersigned, when illustrated catalogues and prices will be furnished.

HENRY R. COOK, Rocksley Farm, Outer Cove Road, St. John's Nfld., Agent for the Gilson Manufacturing Co., Ltd., Guelph, Ont.