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"K" BOOTS.

can safely say that the PROOF "K" BOOT is the genuine waterproof high boot on the market to-day.

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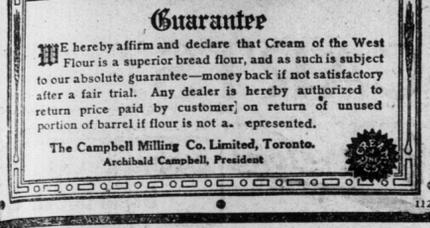
ROE, LTD.

Order the Guaranteed Flour Next Time You Bake Bread

If rightly used Cream of the West Flour will make the lightest, flakiest, most nutritious bread you have ever tasted. If you haven't tested it order a barrel next time you go to the grocer's.

Cream of the West Flour

the hard wheat flour guaranteed for bread



Guarantee

WE hereby affirm and declare that Cream of the West Flour is a superior bread flour, and as such is subject to our absolute guarantee—money back if not satisfactory after a fair trial. Any dealer is hereby authorized to return price paid by customer on return of unused portion of barrel if flour is not as represented.

The Campbell Milling Co. Limited, Toronto. Archibald Campbell, President

R. G. ASH & CO., St. John's, Wholesale Distributors



We can show you THE GOODS, can give you THE CUT and STYLE and THE EXPERT WORKMANSHIP. The largest stock of TAILORING GOODS

in the city All goods UP-TO-DATE. Mail orders given prompt attention. Samples and self-measuring cards sent to any address. JOHN MAUNDER, Tailor and Clothier, 281-283 Duckworth Street.

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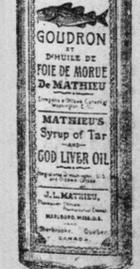
is for prompt settlements in times of distress—when every dollar is in value as big as a cart-wheel. Ask any of my policy holders how long it has taken me to square up their losses. I am willing to stand or fall by what they say.

PERCIE JOHNSON, Insurance Agent.

A Neglected Cold May Cause Consumption.

Thousands of people die every year from the effects of this dreaded disease, which, if treated in its first stages with

MATHIEU'S SYRUP of Tar and Cod Liver Oil and other medicinal extracts, will cure the diseased lungs and give strength to the patient. sold everywhere.



MATHIEU'S NERVE POWDERS are free from opium, chloral and other dangerous drugs and they are supreme against headache, sick headache, neuralgia, overwork. 25 cts. per box of 18 powders. Prepared by J. L. MATHIEU Co., Sherbrooke, Can.

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

The Evening Chit-Chat

By RUTH CAMERON



One of the comments which my little talk on the psychology of a name called forth was so interesting that I must pass it on. I wrote about the way in which names seem to be used in cycles—now a generation of Ruths, then one of Dorothys, then a flock of Elizabeths. My letter friend writes:

"Uncle Tom's Cabin," which was published, I think, early in 1852, I read aloud to about twenty women and girls in July of that year. One of the most lovable characters in the book was Eva, and I know (or have known, as some of them have passed away) seven girls who were born between that time and July of 1853 who were named Eva. To one who can recall as far back as I can it is interesting to see that some of the names of my youngest schoolmates (we went to school then at five, and sometimes at four years of age) are being duplicated now, such as 'Priscilla,' 'Esther,' 'Hester,' 'Margaret,' 'Barbara,' 'Olive,' 'Molly,' 'Miriam,' and many others."

To any of my readers who can remember the days of which she speaks, I think this comment must be especially interesting. "It is a great trial to me," said a woman who was born into a very large family and married into another, "that I cannot remember with gifts all the birthdays in our two families, but it is simply impossible. Why, just think, I have fifteen sisters and brothers, real and in-law, twenty-seven nephews and nieces, and about thirty-five uncles and aunts and cousins, that would mean more than one gift a week

Ruth Cameron

Strong Healthy Women

If a woman is strong and healthy in a womanly way, motherhood means to her but little suffering. The trouble lies in the fact that the many women suffer from weakness and disease of the distinctly feminine organism and are unfitted for motherhood. This can be remedied.

Dr. Pierce's Favorite Prescription Cures the weaknesses and disorders of women. It acts directly on the delicate and important organs concerned in motherhood, making them healthy, strong, vigorous, virile and elastic.

"Favorite Prescription" banishes the indispositions of the period of expectancy and makes baby's advent easy and almost painless. It quickens and vitalizes the feminine organs, and insures a healthy and robust baby. Thousands of women have testified to its marvelous merits. It Makes Weak Women Strong. It Makes Sick Women Well. Honest druggists do not offer substitutes, and urge them upon you as "just as good." Accept no secret nostrum in place of this non-secret remedy. It contains not a drop of alcohol and not a grain of habit-forming or injurious drugs. Is a pure glyceric extract of healing, native American roots.



Household Notes.

A tube of white oil color is good for mending china. The broken edges should be wiped quite dry, the color then applied and the parts pressed together. This takes several weeks to dry, but it will then hold perfectly.

Place clothes in two piles when ironing to avoid sorting them later. Those which need mending may be put into one pile and those which are whole on the other. When ironing it is easy to notice a torn place or where a button is missing.

To salt almonds, first blanch and dry in the oven to a golden brown. Take the white of an egg and twice as much flour and beat well. Stir in the almonds and coat well, drain and throw into salt, coating all over. Sift, dry and bottle.

After a walk in the sun and wind rub a little almond oil on the face, leave it on for ten minutes and then wipe off with a soft rag. It will prevent a burned, uncomfortable feeling.

The Stomach Needs Help

The liver, kidneys and bowels must be kept active with DR. CHASE'S KIDNEY-LIVER PILLS.

The liver and kidneys are overworked in their efforts to remove the poisonous waste matter from the system. They fail and become torpid and clogged. The bowels become constipated and stomach derangements follow.

There is one medicine which will overcome this condition more certainly and more quickly than any other, and this is Dr. Chase's Kidney-Liver Pills.

This medicine gets the bowels in action at once and by awakening the liver and kidneys ensures the thorough cleansing of the filtering and excretory systems.

With the poisonous obstructions removed, the digestive system resumes its healthful condition, appetite improves, pains and aches disappear as well as irritability and depression. You cannot imagine a more satisfactory treatment. One pill a dose, 5 cents a box, at all dealers, or Ed. Pearson, Bates & Co., Toronto.

Easter

Ready to wear Millinery. Just opened a sample lot of latest styles in ready to wear.

See our S. & M. Special only \$1.20 each it is the last word from London.

Also the newest in Fancy Frilling, Belts, and neckwear. Small prices—Big Values.

Soper & Moore

Phone 480.

Wedding Bells.

An unusually attractive wedding took place yesterday afternoon at the new church on Church Hill, when Miss Eliza Samson was united in matrimony to Mr. James Beaton. The Rev. J. Uphill performed the ceremony. The bride's dress was of cream lustré trimmed with white satin and bridal veil and wreath of orange blossoms, she carried a bouquet of white carnations and asparagus fern; her travelling costume was of pale blue serge trimmed with cream fringe, wearing a black beaver hat. The bridesmaids were Miss Bridle Carroll and Miss Theresa Maloney, friends of the bride, they looked very pretty dressed in pale blue crepe de luxe. Mr. James Maloney and Mr. Robert Lebuff acted as groomsmen. Mr. W. M. Beaton acted as father-giver. At the reception which was held immediately afterwards the Rev. J. Uphill in his usual graceful manner proposed the toast of the bride and groom to which the latter responded. The reception being over the wedding party wended their way to the train to spend their honeymoon with their friends at Holyrood. At the station the groom received many congratulations from the A. N. D. Co. of which he is a trusty employee. After the honeymoon the happy couple will leave for their future home at Miller-ton where a reception is awaiting them by their friends. Badger Brook.

A Fatal Crossing.

Five Men Meet Terrible Death in Indiana.

Ellettsville, Ind., March 19.—Five men in a surrey were killed outright by a passenger train on the Chicago, Indianapolis and Louisville Railway at a crossing near here early to-day. They had spent last evening at a theatre at Bloomington, and were driving to Spencer, where they were employed as glass blowers. They were: Martin Worden, Louisville, Ky.; Emmett Williams, Kansas City, Mo.; Art Farmer, Summitville, Ind.; Hal Brown, Spencer, Ind.; Jesse Rogers, Spencer, Ind.

The engine struck the surrey squarely and splintered it. Four of the men were thrown clear of the track, but the body of Worden was caught by the pilot of the locomotive and carried a mile and a half to this city. Trainmen went back to the crossing and found the torn bodies of Worden's companions. The two horses hitched to the surrey were not hurt.

Croup Comes Suddenly

ABOUT midnight the child awakes coughing—that peculiar, metallic cough called croup, and which strikes terror to the mother's heart. Then begins the struggle for breath, and if relief is to be obtained treatment must be prompt and effective.

Anyone who has tested Dr. Chase's Syrup of Limesed and Turpentine as a cure for croup will not hesitate to pronounce it an unqualified success. It is wonderfully prompt in loosening the cough, clearing the air passages of the head, and soothing the excited nerves.

There are imitations of Dr. Chase's Syrup of Limesed and Turpentine. Be sure you see the portrait and signature of Dr. A. W. Chase, the famous receipt book author, on the bottle you buy. 25 cents a bottle; family size, three times as much, 60 cents; at all dealers, or Edmanson, Bates & Co., Limited, Toronto.

MINARD'S LINIMENT CURES GARBET IN COWS.

THE HORSE.

BY H. L. RANN.



The horse is a prehistoric animal which is vanishing from polite circles faster than the use of the bone napkin ring. There was a time when society leaned upon the horse as its sole mode of transportation, but now the horse leans upon society at the rate of \$15 a month at the livery stable.

Unless the automobile industry is stepped on by a live panic, inside of five years all that will be left of the horse will be the form-fitting hair mattress and a few similar by-products. The horse is the only kind of stock which can be watered to excess. Horses are now used mainly by people who are not particular about getting anywhere the same week, and who wish to be sure that when they arrive all the members of their anatomy will be able to answer to roll call. There are several different styles of horses. The lady's driving mare is a horse which can be driven with perfect safety by any woman who does not fear death in any form. The cab horse is a rare old edition in a chronic state of inflammatory rheumatism, and is getting harder to find than brotherly love in a loan shark.

The saddle horse is a flowery mammal which is used by the members of the Four Hundred as a genteel substitute for pepsin gum and other aids to digestion. The trotting horse is a mild frame-up which is commonly sandwiched in between the art hall and the balloon ascension at the county fair. The pacer is a horse with a rotary action and side-delivery attachment, and when viewed from the seat of a top buggy is apt to provoke ridicule and sea-sickness. Trading horses is a salubrious pastime which enables some trustful brother to cut his eye teeth at a slight expense, and thus prepare him for the practical work of skinning others along the pathway of life.

Prescription 'A.'

CURES: INDIGESTION and DYSPEPSIA in all its forms.

It is quite a daily occurrence to hear persons say: "Oh, what a feeling of distress I have after meals, fullness of the stomach, heaviness and headaches. I feel too tired to do anything. I have no heart to exert myself, and at times I care for nothing." "I often have a pain in the pit of the stomach, no appetite, my heart beats rapidly on the slightest exertion. I feel just as tired when rising in the morning as when retiring to bed. My sleep is often disturbed, and I often awake with a feeling of suffocation and a difficulty of again going to sleep. I have to be careful of what I eat, and my life seems not worth living."

Why suffer from all these symptoms? when STAFFORD'S PRESCRIPTION "A" will cure you. Try a bottle. Price: small size, 25 cents; postage 5 cents extra. Large size, 50 cents; postage 10 cents extra.

Prepared only by Dr. F. STAFFORD & SON Theatre Hill apr. 2.

Bad Company.

An old agricultural labourer, who was spending a day in one of our large northern towns, enjoyed himself so much that he decided to stay until the last train.

Not knowing the time of its departure, he made his way to the station to make inquiries. Seeing a group of porters on the platform, he approached them and asked what time the last train left for Rieckley.

The wag of the party informed him that the last train just left before the Judgment Day. "Wal, then," said the old man, "I wad no travel by that train on no account."

"Why not?" asked the porter. "Wal, yer see, it's this way," replied the old man. "That thar train may be a bit late, and I wad no time to be seen hanging about along er the officials of this railway company when the last trump blows."

MOLASSES CARGO.—The barq. Minnie, Capt. Wakeham, arrived from Barbadoes at 4.30 p.m. yesterday, after an excellent passage of twenty one days. She brought 600 puncheons of molasses consigned to Goodridge & Sons. Fine weather was experienced the entire trip. The Minnie saw no sign of the other vessels making long passages and not yet reported.

Have you a bad taste in your mouth after meals? Prescription "A" will cure it. apr. 2, 11.

BOVRIL IS ALL BEEF.

Questions we are often asked.

Q.—What is the sediment at the bottom of a cup of Bovril? A.—That is a valuable portion of the nourishment, and should never be left. Q.—Are you serious when you say that Bovril is more nourishing than ordinary Meat Extract or Home-made Beef Tea? A.—Certainly! and we have for years offered large rewards to anyone who can prove the contrary. Q.—But can you prove your statement? A.—Yes—from the pen of Baron Liebig himself, who told the world that the man who managed to get the nourishing, as well as the stimulating properties of Beef in a liquid form, would produce something far better than Liebig's Extract, and would be a public benefactor. Q.—And you have done this? A.—Yes. By a special process, the entire nutritious constituents of prime ox beef are separately treated, pulverised and added to specially-prepared Meat Extract, and that is Bovril. Don't experiment with artificial imitations of dubious quality (which are dear at any price) when such a tried and proven nutritious food-beverage "made in England" is within your reach.

T. J. EDENS, febs. 23, m. 11. Agent for Nfld.

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WILLIAM WILSON & SONS, Cable Address "ANNUAIRE LONDON" 25 Abchurch Lane, London E. C.

BLACK DIAMONDS

The schooner "Fleetley" is now discharging

350 Tons of Genuine North Sydney Screened COAL.

J. J. MULLALY & CO., THE LONDON DIRECTORY

(Published Annually) ENABLES traders throughout the World to communicate direct with Manufacturers & DEALERS in each class of goods. Besides being a complete commercial guide to London and its suburbs, the Directory contains lists of EXPORT MERCHANTS with the goods they ship, and the Colonial and Foreign Markets they supply.

STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings; PROVINCIAL TRADE NOTICES of leading Manufacturers, Merchants, etc., in the principal provincial towns and industrial centres of the United Kingdom. A copy of the current edition will be forwarded, freight paid, on receipt of Postal Order for 2/6s.

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THE LONDON DIRECTORY Co. Ltd Per S.S. "Rosalind."

California Pears, California Apples, California Oranges, Bananas, Grape Fruit, Cranberries, Carrots, Parsnips, Beetroot, Turnips, Celery, Cauliflower, Cabbage, New York Sausages, New York Corned Beef, New York Chicken, New York Turkey, Kipperd Herring, Finnan Haddies.

JAMES STOTT.

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