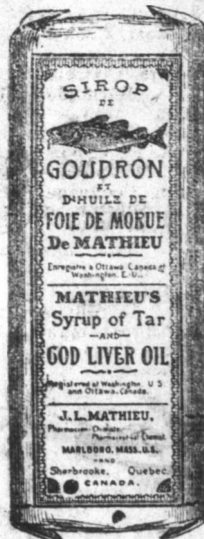


**A Neglected Gold May Cause Consumption.**

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.**



WESTERN UNION TEL. CO.  
Church Point, N.S., May 9, 1908.  
Blacking & Mercantile Coy., Ltd., Amherst, N.S.  
Dear Sirs,—Rush one gross Mathieu's Syrup to Church Point Station.  
LOUIS A. MELANSON.

CHARLOTTETOWN, P.E.I., July 27, 1908.  
Blacking & Mercantile Co., Ltd.  
Dear Sirs,—Yours of the 22nd inst. received re Mathieu's Syrup. I have been using the article in my home for the last seven or eight years, and know of nothing better to use when one is subject to cough or cold. In fact, we would not be without it for twice its value. I have very much pleasure in recommending this article, and in selling it over the Island I have the same report from our customers.  
CARVELL BROS.,  
C. M. RITCHIE.

SYDNEY, C.B., July 20, 1908.  
Dear Sirs,—Yours of the 22nd inst. hand asking for testimonial for Mathieu's Syrup. I have handled Mathieu's Syrup for one year, and find it one of the best sellers in a cough medicine that I have ever handled. I am ordering one gross from your traveler to-day, as I hold the last bottle in stock yesterday.  
DON. J. BUCKLEY, Druggist.

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

**This Year we are Showing Bigger Variety in Packets and Boxes of XMAS CARDS Than Ever.**

- PACKETS.**
- The Evergreen packet containing 6 pretty cards, 4c.
  - The Favourite packet containing 10 cards, 5c.
  - The Homestead packet containing 12 well assorted cards, 7c.
  - The Champion packet containing 15 well assorted cards, 10c.
  - The Empire packet containing 12 pretty folding cards, 10c.
  - The Treasury packet containing 12 dainty cards, 15c.
  - The Excelsior packet containing 15 well assorted cards, 15c.
  - The Reference packet containing 18 flat and folding cards, 20c.
  - The Firelog packet containing 25 high-class cards, 20c.
  - From Friend to Friend packet containing 25 pretty cards, 30c.
  - Wishes For You packet containing 15 folding cards, 35c.
  - The Greeting packet containing 30 attractive cards, 40c.
- Boxes with envelopes to match.**
- Showers of Good Wishes box, with 6 pretty cards, 20c.
  - The Poppy Cabinet box, with 6 dainty cards, 25c.
  - The Happy Days box, with 12 assorted cards, 25c.
  - Our Big Value box, with 25 pretty cards, 35c.
  - Silverguy box, with 10 excellent cards, 40c.
  - The Aero box, with 20 attractive cards, 40c.
  - The Chester Cabinet, 15 assorted, 47c.
  - The Parchment Gems, 10 dainty, 45c.
  - The Pansy box, 12 high-class, 65c.
  - The Queen's box, 6 pretty cards, 60c.
  - The newest in Calendars, from 5c. to \$2.90 ea.
  - Single Xmas Cards from 2c. to \$1.20.
  - Single Box Cards from 5c. to \$2.50.

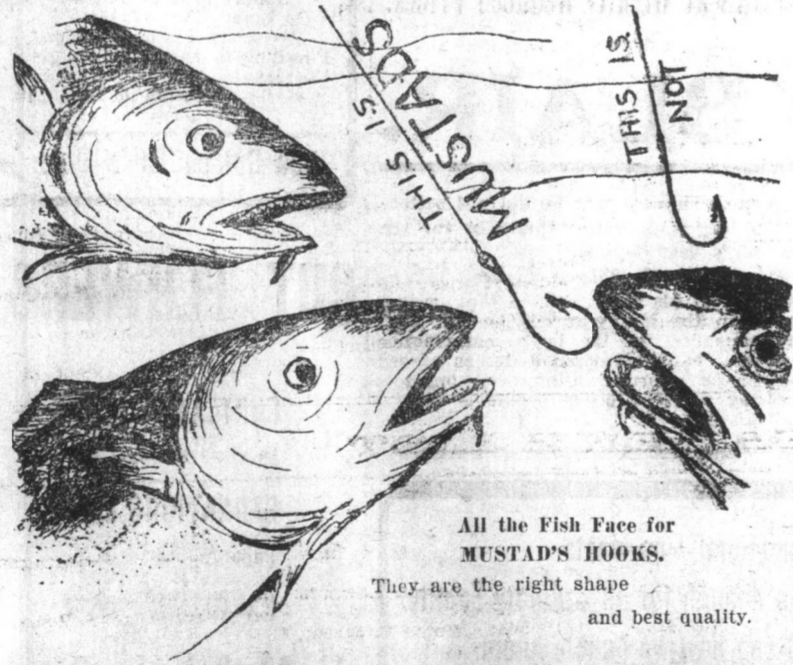
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Can foretell the day or the hour when your property may burn. Most people are aware of this and make provision for the disaster by insurance. Why are you not so insured? I offer the lowest rates and strongest offices. The promptness and liberality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

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**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 speciality 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



I visited a home recently which was decidedly unique in one way, and that was this:

There were two as dear children as ever were petted and admired into ruination of their childish charm, and yet they actually were not the center of attention or anything like it.

They were subordinated to their elders, taught to respect them thoroughly, to obey instantly and to some extent to actually practise that old proverb, "Children should be seen and not heard."

The difference between this and the ordinary household was most noticeable at the dinner table.

In the average household where there are children who are old enough to come to the table with the family, the whole conversation usually centers about the children. Their sallies, which are listened to with rapt attention and receive an unwholesome amount of applause and laughter, admonitions of their table manners and prohibitions as to their diet, are the backbone of the table talk.

In this household, except to ask for something to eat, those children never spoke unless they were spoken to. They ate what was put on their plates—every bit of it, too—listened to the conversation of their elders, and when they had finished murmured their "Please excuse me's," slipped silently

down from the table, and it being a home where there was no maid, bore their plates quietly out into the kitchen. At night, having done this, they prettily bade us all "Good night" and without even a suggestion from their mother that it was bedtime, much less the ordinary child's teasing will be allowed to "sit up just five minutes longer," started upstairs to bed by themselves. Later their mother followed, tucked them in and kissed them good night.

Now I don't mean that those children were absolutely silent at the table. By no means. I mean just what I said. They did not speak except when spoken to. Frequently one of the older members of the family would inquire "what the little girl learned at school or where the little boy went skating," and then the youngster addressed would answer with a naturalness and spirit which the average youngster, biased as he is by his habitual monopoly of the center of the stage, never shows.

Doubtless there will be some passionate believer in the wickedness of repressing the young who will think this program rather too harsh, and pity the children who are ruled by it. Let me tell you, my dear sir or madame, that they most emphatically need your pity. They are two of the happiest as well as best behaved children that I ever saw. I only wish every parent of an infant spoiled child could take dinner for once at this little home and see what is possible under a system which does not make the child the supreme center of attention.

Ruth Cameron

**Dr. Pierce's Favorite Prescription**

Is the best of all medicines for the cure of diseases, disorders and weaknesses peculiar to women. It is the only preparation of its kind devised by a regularly graduated physician—an experienced and skilled specialist in the diseases of women.

It is a safe medicine in any condition of the system. **THE ONE REMEDY** which contains no alcohol and no injurious habit-forming drugs and which creates no craving for such stimulants. **THE ONE REMEDY** so good that its makers are not afraid to print its every ingredient on each outside bottle wrapper, and attest to the truthfulness of the same under oath.

It is sold by medicine dealers everywhere, and any dealer who hasn't it can get it. Don't take a substitute of unknown composition for this medicine of known composition. No counterfeit is as good as the genuine and the druggist who says something else is "just as good as Dr. Pierce's" is either mistaken or is trying to deceive you for his own selfish benefit. Send him a note to be trusted. He is trifling with your most priceless possession—your health—may be your life itself. See that you get what you ask for.



**Fads and Fashions.**

The very intense blues, greens and purples have a tendency to deaden a white skin so that its pallor becomes almost ghastly.

In the chic semi-princess dresses the new models maintain the slender silhouette and the body-and-sleeve-in-one idea prevails.

The metal and crystal beads are used a great deal, especially with the metal gauzes, and the effect is very splendid and magnificent.

Any color can be veiled with another shade of itself, and white can be used over almost anything—old rose, cerise, canary, blue, salmon.

Delicately colored buttons in soft blues, pinks and purples—known as Dresden—will be used on silks and chiffons, as well as crystal ball buttons.

In the new satins and crepes many of the delicate, intricate designs of the old India shawls are given in contrasting tones by the weave of the material.

Many black velvet dresses are trimmed with three different kinds of lace. Gold and silver laces are frequently combined on satin of delicate colorings.

The combination of two materials still is used by the majority of modistes. With the black and white-striped velvets there is generally used black or white cloth.

A new note in trimming, which is exceedingly simple and yet giving an

Oriental tone of color to the clothes is the use of curious old disks and old gold and silver ornaments.

It is quite noticeable in the newest gowns that the belt is inconspicuous and apparently a part of the soft folds of the bodice, and yet a distinct line between the bodice and the skirt.

Coque feathers in white, tipped with colors, are quite popular on turbans. Big black velvet shawls are either trimmed with plumes or with huge bows of maline or venetian lace. These are worn in the evening.

In combining colors, the brightest shade is almost always veiled with the darker, and if a third color is introduced it is limited to the details of the dress—the sash, the embroidery or the bead trimming.

The sleeves of some of the coats are often finished with a trimming of small buttons suggesting a high cuff. When cuffs are used they are in two extremes, either the high-rolling shape or just a narrow turned back band.

Caps with their full crowns of gold or silver net, their frills about the face and their quaint flower or jewel garniture, are made for wear under hats, the cap frill framing the face coquettishly and softly under a more flaring hat brim.

This is a season of oddly-finished girdles and sashes. They may be of chiffon or net or of tulle, and they are embroidered or spangled with glass and silver or gilt beads. Besides these there are the straight girdles with original knots and bows.

In combining materials, a solid color can be used for the body of the dress, and the upper portion of the waist and the lower portion of the skirt can be made of the figured or

**SCOTT'S EMULSION**

IS THE ONLY EMULSION IMITATED  
If there was any other Emulsion as good as SCOTT'S, SCOTT'S would not be the only one imitated.  
For thirty-five years it has been the standard remedy for Coughs, Colds, Loss of Flesh, Anemia, Bronchitis AND CONSUMPTION  
Be sure to get SCOTT'S, every bottle of it is guaranteed and backed by a world-wide reputation.  
ALL DRUGGISTS

**Artificial Teeth!**

It is almost impossible to obtain better fitting or more natural looking Artificial Teeth than can be obtained at

**The Maritime Dental Parlors.**

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Teeth extracted without pain . . . . . 25c.  
Teeth extracted and full set artificial teeth (\$18.00 value) supplied . . . \$12.00.

Gold Crowns (\$10.00) . . . . . \$6.00.

Gold, Ashers Enamel, Amalgam or Cement fillings at proportionately reasonable prices.

**The Maritime Dental Parlors, J. W. Silliker, D.D.S. Dentist.**  
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**FURS**

We are now showing a splendid assortment of Ladies'

**FUR COATS, COLLARS, MUFFS, Etc.**

Our Furs suggest unusual value, and everyone has the merit of dependable quality combined with reasonable prices.

**U. S. PICTURE & PORTRAIT CO.**

**A FEW SPECIALS IN GENTS' FURNISHINGS.**

- Men's Linen Collars (Double), 2 in. front, clearing at 12c. each.
- Men's Heavy Grey Working Shirts, 60c.
- Men's Fancy Tennis Shirts, 50c.
- Men's White Dress Shirts, 80c.
- Men's Fancy Negligee Shirts, 80c.
- Men's Lined Kid Gloves, 90c. pair. Also, a full line of Boots, Rubbers and Gaiters.

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**Morris & Co. Supreme Brand Corned Beef.**

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