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The shady home-porch, a comfortable chair,
a good cigar or pipe, a congenial friend, and
a cool, refreshing bottle of

Budweiser

Every Week, 3,000,000 Bottles

That is the output of Budweiser.

The Anheuser-Busch main plant and branches give employment to 7,500 people. The main plant covers 142 acres, equal to 70 city blocks. There are 110 separate buildings—a city in themselves.

Hundreds of visitors every day go through with guides to inspect this immaculate institution.

One cannot see it without the conviction that quality is an Anheuser-Busch rule.

Anheuser-Busch, St. Louis

The Largest Plant of Its Kind in the World

Some of the Principal Buildings



The Royal Trousseau.

All-British Materials for the Duchess of Fife.

Much satisfaction is being expressed on all sides at the placing of the orders for the trousseau of the Duchess of Fife, Prince Arthur of Connaught's bride elect, with all-British firms. Our own looms are already busy at work on the lovely silks and satins, which, later, will be developed into garments for the young Duchess in British work-rooms.

In Scotland, where the bride-elect has spent most of her life, and in Ireland the peasants are weaving linen and household fabrics for the home of the Royal housewife, and homespun and hosiery for the simple dresses which she favours, like Queen Mary. Wales, too, is contributing its share for the household and personal adornment of the bride.

The Duchess of Fife favours an extremely simple style of dressing, and has never been seen in the collarless scanty gown fashionable among the women of to-day. Since childhood her dresses and those of her sister have not only been alike in fabric, but even

in detail of the make-up has been carried out in duplicate.

The two sisters throughout the season which is now at an end have been notable figures, attired exactly alike at the various functions which they attended in company with their mother, the Princess Royal, who also dresses in the simple style, invariably carried out in black.

The Royal wedding comes at a time of the year when society people are either abroad or on a round of country house visiting. The various functions which will take place right up to the event of the ceremony will bring back many people much earlier than usual, and it is expected that they will remain in town for the winter season, and a boom in trade is anticipated.

As the wedding will be a semi-State ceremony, the invitations being sent out by the Lord Chamberlain's office in the name of the Princess Royal, and as it is expected that the German Emperor, the German Crown Prince and Princess, the King and Queen of Norway, the Crown Prince and Princess of Sweden, the King and Queen of Spain, and, of course, all the English Royal Family will be present, much entertaining will obtain.

Dressmakers will be busy for weeks on the gowns for evening and day receptions, and as the bride is choosing all-British fashions, women will, no doubt, follow suit, as they did at the wedding of Queen Mary at Coronation time. The principal entertainment, it is stated, will be an evening party at Clarence House before the wedding, but the Royal breakfast will provide an occasion for the display of beautiful English dress.

Very good doughnuts can be made from sour milk. Take three-fourths cup of sugar, one egg, one-teaspoonful melted lard, one-half teaspoon of soda, a little cinnamon and nutmeg and use as little flour as possible.

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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

MATHEU'S SYRUP
of Tar and Cod Liver Oil and other Medicinal Extracts marks 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:

PORT GREVILLE, C.B. Dec. 27, '09.
Blacking & Mercantile Co., Ltd.
Dear Sirs,—Please ship by next express, if possible, 3 doz. Mathieu's Syrup. It is the best Cough Mixture on the market. Yours truly,
W. STERLING.

CHURCH POINT, July 31, '08.
Blacking & Mercantile Co., Ltd., Amherst, N.S.
Dear Sirs,—Nearly one year ago I had my first order of "Mathieu's Syrup" from you. It was not known in this country, and I gave samples to several families whom I knew would use it. After a few weeks I began to have a call for it, and made has increased wonderfully since. I have not the least doubt but that it will soon be the best selling remedy for coughs, colds, etc., on the market. In my store here sales are good and our people ask for it. Several stores in this country now keep it in stock and report sales increasing. I have bought from you since August 16th, 1907, 4 Gross and have only three dozen on hand at this date, and which I am holding for retail trade in my store.
Yours truly,
LOUIS A. McLANSON.

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

J. L. MATHEU Co., Sherbrooke, Can.

THOR, McMurdo & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

What is a Gentleman?

Lord Roberts's Definition to a Hackney Audience.

The Eton Boys' Club at Hackney Wick, particulars of which were given in yesterday's Daily Graphic was formally opened by the president, Lord Roberts, last night.

Lord Roberts, who was enthusiastically received, said that he thought that a club of that kind had all the advantages of home without, perhaps, the difficulties of keeping it up. Surroundings in early life did more than anything to make a fine character, and character was, after all, the attribute which we should endeavour to gain, because, however clever one might be, if one had not character it was scarcely possible to get on in the world. His character meant behaving as gentlemen, and when he used the word 'gentleman' he meant not merely a gentleman by birth, but a gentleman by nature. (Cheers.) "I mean," continued Lord Roberts, "a man who is gentle, who is honest, who is truthful, and who is kind to all those with whom he is associated—a man who never behaves in a way which he would be ashamed of before his father and mother."

Our Empire did not come to us by accident. It came by the courage, fortitude, and enterprise of our forefathers, and it would have to be maintained. "I have been for some years," said his lordship, "endeavouring to awaken the country to the necessity of always being prepared for anything that may happen against us. We are a very small island and we have to depend upon ourselves for our own safety."

There ought to be a national army—an army of all the able-bodied men in the country, who would only be called upon to serve their own country in times of danger, and he asked the men and boys there to close their ears to all the "bogy" talk about "militarism" and conscription."—Daily Graphic, July 1.

When to Cry.

There are millions of children in the world who want to do just the right thing and the very best thing, but they do not always know what just the right thing is, and sometimes they cannot tell the very best thing from the very worst thing.

Now I have often thought that there are children who cry, now and then, at the wrong time, and I have asked many of the older people, but none of them could tell me the best time to cry.

But the other day I met a man older and wiser than any of the rest. He was very old and very wise and he told me:

"It is bad luck to cry on Monday."

"To cry on Tuesday makes the eyes red."

"Crying on Wednesday is bad for children's heads and for the heads of older people."

"It is said that if a child begins to cry on Thursday he will find it hard to stop."

"It is not best for children to cry on Friday. It makes them unhappy."

"Never cry on Saturday. It is too busy a day."

"Tears shed on the Sabbath are salt and bitter."

"Children should on no account cry at night. The night is for sleep. They may cry whenever else they please, but not at any of these times, unless it is for something serious."

I wrote down the rules just as the old man gave them to me. Of course they will be of no use to the older boys and girls. The wise man meant them for the little ones—the millions of little children who want to do the right thing and the very best thing.—St. Nicholas.

Items of Interest

The apple crop will be small all over Canada.

The project of commemorating the jubilee of the Canadian Confederation by a World Exposition in Montreal is being considered.

Four heroic men made a living chain of themselves, last week, to rescue a man from going over Niagara Falls. The rescue was made at great risk and the noble deed should be suitably rewarded.

In Canada the production of salt amounts to 500,000 barrels per year, four-fifths of this is manufactured in Saratoga and Windsor, where huge plants send their train loads daily to every part of the Dominion.

The next World's Sunday School Convention will be held in Japan.

Two new telegraph cables connecting the United States and England by way of the Azores are to be laid.

Premier Asquith promised the British House of Commons that if the Government would present to it next session its scheme for the reform of the House of Lords.

ORDERS NOW TAKEN for our New Pack Island Brand BONELESS CODFISH.

JOHN CLOUSTON, 2 & 4 Water St. East, St. John's, Nfld. Telephone 406. aug11,m,w,f,t

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

The Accursed Thaw Money

(New York World.)

Was there ever a greater curse than the Thaw money? It has been an affliction to its possessors from the first. It has burdened society with profligacy, scandal and crime. For several years it has been shamelessly used to defeat justice, to nullify law and to corrupt the authorities of a great State. If Harry Thaw had been born poor he might to-day have been a worthy man. It was not heredity that made him what he is. It was money. Money caused him to be an idler; money led him into evil associations; money distorted his views of right and wrong; money enabled him to contaminate others; money at last gave him the vices which unhinged him and added murder to the long list of his offences. Having ruined Thaw and others and carried him into the very shadow of the executioner, the Thaw money then cursed and degraded the State of New York at two trials that brought justice into contempt and scandalized our courts throughout the world. It was the Thaw money that saved him from the death penalty; it was the Thaw money that maintained a protracted contest in the courts to overthrow the

judgment of insanity by which his life had been saved; it was the Thaw money that schemed ceaselessly for a relapse which could not be had by legal means. In the escape from Matewan has the Thaw money gained one more triumph over law? Is the Thaw money to go hand in hand with the fugitive into remote States and countries, always at war with decency, always in conflict with society, always tempting, buying and debauching the weak and the vicious?

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BRITISH COLUMBIA EXPRESS COMPANY.

per Fred H. LeSueur, Accountant.

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