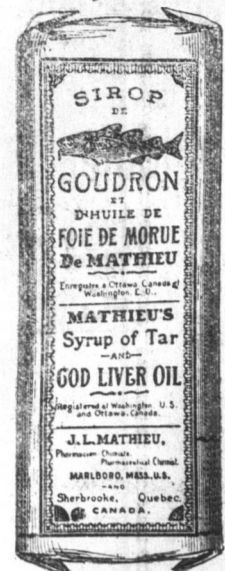


A Neglected Cold May Cause Consumption.

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.**



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 as our stock is getting low.
NATIONAL DRUG & CHEM. CO.

ORANGEDALE, C.B., Aug. 7, '08.
Blacking & Mercantile Co., Ltd., 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 as our stock is getting low.
D. MARTIN.

MATHIEU'S NERVINE 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



When you see a magnificent gown or rich-looking set of furs in some shop window and wish that you might have it, I do not suppose you ever stop to wonder whether you want it so ardently because it is expensive.

Dear Sirs,—I think that question is a mighty interesting and important one. "Do you know" remarked a woman to me the other day as she showed me the magnificent set of sable furs she had just purchased, "positively, I am almost ashamed to tell it, but plain martin is really much more becoming to me than any other fur I can buy."

"Then why on earth don't you buy it?" I questioned in wonder.

"Why, because it's so cheap, of course," she responded in equal wonderment, "so common, my dear. Any shop girl can have them. Of course, I would not really think of wearing martin, but they certainly are the most becoming."

That, to me, is an attitude that is positively inexcusable.

For a woman to want expensive things because they are beautiful is a normal and not undesirable state of affairs.

But for a woman or any one else, to want expensive things just because they are expensive is wicked.

And yet, how many of us are absolutely free from the taint of expense worship?

Would the lady with the magnificent

cent mink coat enjoy it half so much if she did not know that it was quite evident to her most envious sisters that it cost at least \$150?

If serge were expensive and broadcloth very cheap, how long do you think it would take the people who assert there is nothing as beautiful as broadcloth to become enamored of serge?

People say they wear diamonds because they are beautiful, but if by some scientific invention or natural discovery diamonds should become as cheap as rhinestones, do you think they would still be worn by wealthy people?

Doubtless we fancy we wear silk for the best because it is more beautiful than cotton goods, but if silk suddenly became very cheap and cotton expensive, which, do you think, our dress-up gowns would be made of?

Show me the woman who, having extravagantly admired a gown which she thought a high priced creation would not lose some of that admiration when she found that, after all, it was an inexpensive affair.

For myself, I remember conceiving a sudden respect and admiration the other day for a simple little coral broadcloth evening wrap that I thought would be priced about \$25 when the shop girl told me it was an imported model and sold for \$150.

But I was ashamed of myself for feeling that way. The thing was not one whit more beautiful and should not have seemed a bit more desirable.

And I want every other woman to be ashamed when she catches herself admiring expense instead of beauty.

Ruth Cameron

"Nerviline" Cures Rheumatism

And Here is the Proof—A Solemn Statement From a Four-years' Cripple Who Says "Nerviline" Did It.

"If I had lived through my sufferings another year it would have been a miracle." This is the opening sentence of the declaration made by Mr. J. Eccles Squires, member of one of the best known families for twenty miles round Sydney. "My hands were drawn out of shape, even my fingers were gnarled and crooked—my lameness, stiffness and inability to get about all showed the havoc Rheumatism made with my health. The blessing of it all is that I have heard of Nerviline, and now I am able to tell and advise others how they may get well, too. My system was so weakened that I had to build up with a good tonic, so I took Ferrazine at meals. But I never stopped rubbing on Nerviline—it had a magic influence on my stiff, painful joints, and bottle after bottle was rubbed on the painful parts. Nerviline cured me. I am well to-day—have been well for 4½ years."

You also can cure rheumatism, lumbago, sciatica, neuralgia or any pain or stiffness in the muscles or joints—to do so use Nerviline. Don't let your druggist substitute. Get Nerviline only; large bottles, 25c., or five for \$1.00; sold everywhere, or The Catarthozone Co., Kingston, Ont.

CURED 4-12 YEARS.

Many of the hats have velvet facings. Colored embroideries are quite fashionable. In the new hats many round crowns are seen.

Long-waisted effects appear in the new lingerie. Flowers of different kinds and colors are seen together.

Flouard is coming in for something of its old-time popularity. Linings must be as soft as they can be made and as clinging.

Black and black and white both promise to be fashionable veiling colors.

The popularity of the embroidery robe is more marked than ever before.

Tiny white linen buttons are used on the new linen suits and house towels.

Fine grasses and big vivid-colored wheat groups are used on the new towels.

Wash laces used in combination with embroidery are very strong for summer wear.

Maillots or tights are modish, made of Jersey or of silk or woolen woven goods.

All stylish dresses, waists and suits are trimmed in the new Russian side-effects.

Marquisesettes, linen, homespuns, all now appear in checks, both gun-club and shepherd.

Hand-embroidery and pretty laces are the dominant notes in many of the new blouses.

An odd fancy of the moment is the use on dressy toilettes of belts of varnished leather.

The hexagon mesh is the veiling most often met with, whether the veil be fine or coarse.

The soft serges and cashmere are used to build traveling costumes for the warm spring days.

Narrow silk fringe is used to edge many of the new straw hats, the effect being to soften the face.

Nets are again much liked for transparent undersleeves and gumples purposes in the summer frocks.

Vells for wear with Easter bonnets are many of them more extreme in the size of the mesh than ever.

Billows of fluffy materials and cobwebby laces enhance nearly every lingerie frock now being shown.

A new lace grenadine, more often called "net" than grenadine, is shown among the new materials.

Children must have good blood, otherwise they will be puny, sickly and delicate. If your children are pale, easily exhausted, give them Ferronin, the invigorating tonic, which is composed of fresh lean beef, Citrate of Iron and pure old Spanish Sherry Wine. Nothing could be more beneficial in such cases. \$1 a bottle.

SEALING RUMORS. Rumor had it last night that Bowring Bros. had a Marconigram from Mr. Eric Bowring saying that the Florizel had 35,000 seals on board, the Bellaventure a similar cargo, the Algeria had bore up for home with 18,000, the Eagle with 20,000 and the Beothic and Bonaventure with 10,000 each. Asked by the Telegram as to the correctness of this report last night, Mr. J. S. Munn said there was no truth in it.

ROBIN HOOD FLOUR

IS DIFFERENT

IT HAS ROUSED THE CURIOSITY OF THE WHOLE WEST

"Do you really think" one housewife will say to another "that this new flour can be better than the flour we are using?" Madam, there is no doubt about it. But there is just one way you can be convinced. You must use it yourself.

Our claims will not satisfy you, but we back up our claims in such a way that you will lose nothing by trying Robin Hood. Your grocer will tell you about our guarantee which gives you back your money if you are not satisfied.

THE SASKATCHEWAN FLOUR MILLS CO. LIMITED
MOOSE JAW SASK.

COTTONS AND WOOLENS.

Best and Cheapest Wholesale House in the City.

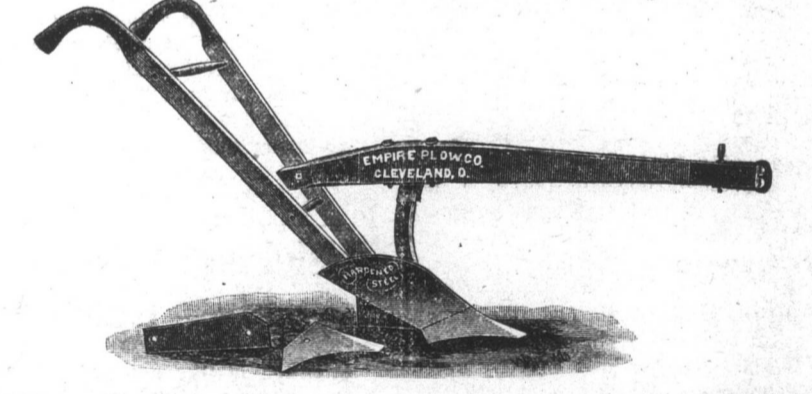
A complete stock of the newest American and English Goods, embracing **Percales, Shirtings, Calicoes, Misprints.** Also **Tweeds, Dress Goods- Top Shirts Flannellettes, etc.,** and **Fleece-lined Underwear—special make.**

Please See Our Prices.

Cutport Orders will have special attention.

W. A. Slattery,

Duckworth Street,
3 Doors East Seaman's Home Building



Empire Plows.....\$4 00 and \$4.50
Massey-Harris Plows.....\$11.50

P.S.—We are agents for Massey-Harris Co., and are now looking orders for Spring delivery. Send us your address and we will forward catalogue and prices.

MARTIN HARDWARE COMPANY.

The Grocers Headquarters

New arrivals ex S.S. "Durango" and "Ulunda,"

100 brls Choice No. 1 Best Apples—Ben Davis and Northern Spys.
100 cases Pickles and Chow Chow, 50 cases Pink's Jams.
300 gross Sea Dog Matches, 400 cases Valencia Oranges.
50 bags Lima Beans—VERY CHEAP.

Prices and class of stock will always suit you.

George NEAL.

BUY YOUR **SEWING MACHINE**

—AT THE—
White Store.

Only High Grades Kept. Best Quality. Lowest Prices.

CHESLEY WOODS.

Picture Post Cards Free,

—AT—
The Lipton Agency This Week!

These are beautiful coloured views of Lipton's various estates and plantations in Ceylon (The Garden of the World), which very interestingly portray tea-picking and growing, and also the life of the natives of Ceylon. Of these we shall be delighted to give any customer a dozen different cards upon request while they last.

It is but natural that in the "Garden of the World" the BEST TEA in the World should be grown, and the best is "LIPTON'S."

Pure Ceylon Tea containing an extremely small percentage of tannin, put up in Air Tight and Dust Proof Packets, at 32c., 44c., 52c. lb. Try the Tea that has delighted and cheered thousands of customers continuously for the past 18 years, that is Lipton's Red Packet Tea, at 44c. lb.

LIPTON'S COFFEE ESSENCE. Superior to all other similar preparations, makes a Delicious Cup of Coffee in a minute, only 15c. and 28c. bottle.

The word "LIPTON" means HIGH-CLASS GOODS at a LOW PRICE.

LIPTON'S PURE COCOA, equal to any costing half as much again, 1-lb. tins, 20c.; 1/2-lb. tins, 35c.; 1-lb. tins, 70c.

LIPTON'S CHOCOLATE POWDER, in 1/2-lb. packets, at 7c. and 10c. each, and also in 10c. tins.

LIPTON'S TABLE JELLIES are the perfection of a Table Jelly, all flavors, in 1 pint tablets, 10c. each.

LIPTON'S CONFECTIONERY has a name above every other make, and the price is very low. Then our Confectionery is always fresh, we have shipments every fortnight.

LIPTON'S ASSORTED CHOCOLATES, every Chocolate tin foiled, 1-lb. boxes, 35c. each; 1-lb. boxes, 60c. each, equal to any at 90c. lb.

LIPTON'S CELEBRATED CARAMELS, in 1-lb. and 1/2-lb. tins at 10c. and 20c. each.

LIPTON'S DELICIOUS WALNUT TOFFEE, in 1/2-lb. tins, at 20c. each.

LIPTON'S UNSURPASSABLE MILK CHOCOLATE, the best of all Milk Chocolates, at 9c. pkt.

Henry Blair,

AGENT FOR LIPTON, LTD.

Farmers! Attention!

We are booking orders for Fertilizers for Spring delivery:

Imperial Superphosphate,
Special Potato Phosphate,
Bone Meal, Floral Life,
Nitrate of Soda.

Get our prices before placing your orders.

COLIN CAMPBELL,

12 Board of Trade Building.

THE ROYAL CIGAR STORE,

UNDER NEW MANAGEMENT,

IS NOW WIDE OPEN for BUSINESS.

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 must try Dr. Pierce's Golden Medical Discovery. 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 cough, 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 wicedled 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. Contain no habit-forming drugs. World's Dispensary Medical Association, Buffalo, N. Y.

The Hon. William C. Job and the Standard.

I am glad to see the son of my old friend, T. R. Job, taking his rightful place in the public affairs of the Colony. On the maternal side he is the great grandson of Dr. William Carson the first organizer and promoter of liberal institutions in this Colony. His great grandfather, John Job, was the able ally of Sir John Gladstone (father of the grand old man) in all philanthropic movements in Liverpool. No one did better work for St. John's in the old times than Robert and Thomas Job. They were the introducers of gas into St. John's, the promoters of temperance, and all other good movements in the town. The subject which Mr. W. C. Job has taken up, the standardization of our produce, is of vital importance. I have tried myself for years to make our people understand the value of the brand and the trade mark, by quoting such familiar examples as Rogers' knives, Huntley & Palmers biscuits, Sutton's Seeds, etc. The nearest case in point for our instruction is the herring brand in the United Kingdom. For years it was bitterly opposed, and there is quite a literature on the subject. At last it was carried and the result is suggestive for us as a fishing population. It improved the cure in a wonderful way, and in a still more marvelous manner increased the price all over the Continent of Europe. Branded Yarmouth herrings are now sent all over the Continent, principally from Hamburg—not a barrel is opened for inspection, every one relies on the brand. It is an old saying that "honesty is the best policy." The only successful method in business is the honest one. If we are to prosper as fish curers we must follow the methods of those who have been successful in the same line, and adopt

a standard and an official brand for our own products. The old, careless haphazard way of doing business, won't suit modern times. We have amongst ourselves an actual proof of the value of a brand. When one old house went out of business it has won such a reputation in the Brazil market that a new firm paid for the use of its brand.

I hope that the Hon. W. C. Job will persevere in his endeavours. He is on the right track, and if he succeeds, as he eventually must, he will confer an immense benefit on his native country.

Mar. 22nd, 1910. D. W. P.

FOR BABY'S SKIN TROUBLE.

There are times in the life of nearly every child when Dr. Chase's Ointment proves itself a blessing. The tender skin chafes and is irritated by the clothing. Often times baby escapes develop from this very cause. In a dozen ways Dr. Chase's Ointment can be used to soothe and heal the skin and prevent suffering of the little one. No treatment is so well suited for this purpose and none so entirely satisfactory.

By the Bruce express at 6 p.m. yesterday there went J. J. Sullivan, Mr. Harris, Dr. Paterson, Mrs. and Miss Davis, H. T. Moore, Mr. Knowling and a party for Donovan's, and about 40 second class.

STOPS FALLING HAIR

Ayer's Hair Vigor is composed of sulphur, glycerin, quinin, sodium chlorid, capsicum, sage, alcohol, water, perfume. Ask your doctor about this. Follow his advice. Promptly checks falling hair. Completely destroys dandruff. An elegant dressing.

Does not Color the Hair

J. C. AYER COMPANY, Lowell, Mass.