

**Ruberoid**  
Trade Mark Registered  
Roofing  
Made in Canada

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## Beware the So-Called "Rubber Roofings"

There are countless substitutes for the genuine Ruberoid which are advertised as "rubber roofings." Beware of them. For rubber in a roofing would rot in a single summer. "Rubber roofing" is either a fraud, on its face, because it contains no rubber; or it is a roofing so poor as to be almost valueless. The genuine Ruberoid contains no rubber.

Ruberoid roofing is waterproof, like rubber. It is flexible, like rubber. But the resemblance ends there.

For, unlike rubber, it remains waterproof and flexible when exposed to the sun, the rain, the heat, the cold, the air.

Rubber rots after slight exposure. Ruberoid retains its life and durability under the severest weather conditions.

Rubber decomposes rapidly under the action of fumes and gases and acids, while Ruberoid resists them. Ruberoid roofing has, in fact, been used to line vats in which acids are kept.

Ruberoid contains no rubber. It contains no tar. It contains no asbestos. It is not an asphalt roofing.

### Protection Against Fire

Ruberoid is almost protection against fire. Hot coals thrown on a Ruberoid roof will set fire neither to the roofing nor to the sheathing underneath.

Ruberoid is tasteless. It is odorless. It can be used on roofs from which drinking water is gathered.

And because of these wonderful properties there are to-day 300 or more substitutes to deceive you.

These substitutes have names which sound like Ruberoid. Before



**RUBEROID**  
(Trade Mark Registered)

Be sure to look for this registered trade mark which is stamped every four feet on the under side of all genuine Ruberoid. This is your protection against substitutes which many dealers brazenly sell as Ruberoid. Ruberoid is usually sold by but one dealer in a town. We will tell you the name of your Ruberoid dealer when you send for our free book.

they are laid, they look like Ruberoid. But none of them can copy the vital element which gives to Ruberoid its properties. No other maker of roofing can use our exclusive processed Ruberoid gum.

This processed gum, too, is the basis of Ruberine cement which goes with every roll.

By means of Ruberine cement you can join the seams and edges of the roofing together, and make a one-piece roof—sealed against leaks—sealed against the weather.

Ruberoid can also be had in attractive colors, suitable for the finest residence. These colors, Red, Brown, Green, are not painted on the roofing—they are a part of it. They do not wear off or fade.

### Get this Book Free

But before deciding on any roofing, for any purpose, please ask for our free book. This book is really a gold mine of practical roofing knowledge. It tells what we have learned in twenty years of tests, not only about ready roofings, but about shingles, tar, tin, iron and other roofings.

In asking for this free book, please address Department 000, The Standard Paint Company of Canada, Ltd., Montreal, or The Royal Stores, Ltd.

**THE ROYAL STORES LIMITED**

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**FOOTBALLERS PRACTICE.**—The Fieldian football team held their first practice for the season last evening at Llewellyn Place. The team is a strong one and after a while at practice they will be able to give a good account of themselves at matches.

**COLLEGE SALE OF WORK.**—The ladies of St. Bon's College Association will hold a sale of work at the Aula Maxima on the 27th, the anniversary of the foundation of the College. His Grace the Archbishop will preside at the opening. There will be tea and a concert.

**THE STAR OUTING.**—There were 15 new members joined the Star of the Sea Society at Sunday's meeting, and there are now fully 600 members in the Society. On the first whole holiday in July the Association will hold its annual outing at the Octagon.

### Snapshots Around the World.

(By the Man in the Moon.)

The United States Leather Trust is capitalized at \$138,000,000.

New Zealand contributes \$4,500 towards Capt. Scott's Antarctic expedition.

Canada in 1909 exported gold-bearing quartz, gold dust and nuggets to the value of \$7,424,000.

A Socialist alderman in Rome has been indicted on a charge of embezzling earthquake funds.

Pin cushions composed of soap are now being exclusively used in hospitals in the United States.

Five hundred houses were destroyed by fire in Yokohama some time ago, and 3,000 persons rendered homeless.

A bye-law now lays an embargo on hat-pins (twelve-inch) in Chicago; But we don't see the point. Cry the ladies "Aroint! Tis you, not the pins, that too far go!" M.A.P.—

Treasury accounts, in England, show that the King last year received sixty-four thousand pounds from the Duchy of Lancaster, and the Prince of Wales eighty-four thousand from the Duchy of Cornwall.

Sir John Murray K. C. B., left London a short time ago at the head of an expedition to explore the bottom of the Atlantic. Sir John is nearly 70 years of age. His crew is composed almost exclusively of Norwegians.

Sir John Bethell's election in the late contest in the Old Land cost him four thousand four hundred and forty pounds, while his unsuccessful opponent had to "put up" four thousand

five hundred and forty-five pounds. Elections over there cost money!

South London musicians have erected a sun dial in Ruskin Park, London, as a memorial to Mendelssohn. The dial stands on the site of the house in which the great composer lived when he was composing his "Spring Song."

Mr. Harry Lauder must be very popular in London. Recently the manager of a music hall announced from the stage that Lauder was ill. The audience rose almost to a man and demanded that the manager send him a telegram of sympathy.

The Marquis of Bute has been styled by the English as "Our Luckiest Peer." He is 28 years of age, and said to be one of the richest men in the kingdom, his income being a million dollars a year. Besides possessing vast estates, he also owns rich coal mines in Wales.

Andrew Carnegie some time ago told a minister of the gospel that "if a man has not made his pile before thirty he is a failure." Carnegie may

### LAID UP FIVE YEARS Until Half a Bottle of Father Morrissey's Liniment Cured His Shoulder.

Mr. Jos. J. Roy, a prominent tinmith of Bathurst, N.B., July 16, 1909: "I cannot let this opportunity pass without letting you know what benefit I received from your Liniment. For five years I had a sore shoulder, which prevented me from working or from sleeping at night. I had tried everything possible and still could find no relief, until I was advised to try a bottle of your Liniment, which I purchased without delay. I only used one half of the bottle when I was completely cured, and now I feel as if I never had a sore shoulder. I would advise anyone suffering from Rheumatic pains to give your Liniment a trial, for I cannot praise it too highly."

A liniment that will do that is the liniment you want. It is equally good for sore throat or chest, backache, toothache, earache, sprains, sore muscles, cuts, bruises, burns, frost-bites, chapped hands or chilblains. Rub it in, and the pain comes out. 25c per bottle at your dealer's, or from Father Morrissey Medicine Co. Ltd., Chatham, N.B. 64

have been successful according to his own standard of success; but what about the blood and anguish that remains on the debit side of his account.

Charles P. Taft is having a telephone installed from his Cincinnati residence to the White House in Washington, D.C. The wire will be 725 miles long and will only be at the complete disposal of the Taft family from 6 p.m. to 6 a.m. The rental will be about \$24,000 per year.

Mr. Thomas E. Vickers, who had been managing director of the firm of Vickers Sons and Maxim, since its formation in 1867, has been given a yearly pension of \$30,000 for life in appreciation of his services to the company. He will be able to devote his time to golf or some other amusement now without worry, and he will not find it hard even if beefsteak goes to a dollar a pound.

The following advice was given a correspondent by the editor of Tit-Bits:—"If you really want to find out how few or how many friends you really have, make a call upon all your acquaintances and endeavour to borrow money from them. It is the best we know of."

"In the spring a young man's fancy lightly turns to thoughts of love." Soon we will be hearing of the inevitable June weddings, and the stores will be displaying the various articles that go to make up bridal presents. It may not be out of place, however, to say to prospective bridegrooms that house-rent is advancing.

**INGRAM BACK.**—The D. P. Ingham returned from Westleyville yesterday. The fog delayed the steamer going and returning. The following passengers came up by her: Capt. E. Keen, E. Bishop, Job Kneeb, Constable Fitzgerald, W. King, Mrs. Hefferman, Mr. Squires and four in second class.

**I. O. G. T.**—Terra Nova Lodge meets to-night at 8 o'clock in Congregational Lecture Hall for election of officers.

**MINARD'S LINIMENT CURES DAN DRUFF.**

### The Investment Trust Co., Ltd.

Announcement is made elsewhere in this issue of a public offering of \$1,250,000 of the 7 per cent. cumulative preferred stock of the Canadian Cement & Milling Co., Ltd., which represents the consolidation recently put through by Mr. A. J. Nesbitt, of the Investment Trust Co. of Montreal, of eight of the larger flour mills of the Province of Ontario. The offering of preferred stock carries with it a bonus equal to 50 per cent. of the Common stock, which will mean that the subscriber will receive for every two shares of the preferred stock allotted to him, a bonus of one share of the Common stock.

The Companies that are included in the new consolidation have been in operation a great many years and in most instances have come right along from very small beginnings to the point where they were one and all, important factors in the trade which they were catering.

An interesting feature in connection with the offering, is that interests who have had an opportunity of looking into the business the various Companies are doing, have already taken up in firm subscriptions, well over \$800,000 of the preferred stock, and have asked that their allotment should be guaranteed to them. This will leave only the issue over \$400,000 available for the public.

The capital of the new Company will consist of \$2,000,000 of 7 per cent. cumulative preferred stock, of which only \$1,250,000 will be issued now; of the authorized amount of \$2,000,000 of Common stock, \$1,250,000 will be issued, and of the total of \$1,000,000 of 6 per cent. first mortgage bonds authorized, only \$750,000 are being put out at the present time. The majority of the men who have helped to make the various companies included in the consolidation, pre-eminently successful, will besides having a very substantial financial interest in the new company, be actively identified with it, either as directors or officials.

The Board of Directors is a very representative one, including as it does, Mr. J. P. Black, the Director of the Dominion Textile and Montreal Cotton Co.; Mr. J. D. Flavelle, President of the Flavelle Milling Co.; Mr. C. S. Wilcox, the President of the Hamilton Steel and Iron Co.; Mr. George Goldie, of the Goldie Milling Co.; Mr. J. W. McConnell, Director of the Quebec Railway, Light, Heat and Power Co., and the Canadian Power Co.; Mr. E. V. Tillson, President of the Tillsonburg Co., Ltd., and W. A. Strouger, Secretary of the Millers Association.

The large amount of additional capital that has been placed in the Treasury of the new Company, besides permitting the erection of a new mill and a line of elevators, will leave cash available for working capital of over \$500,000. On its first full year of complete operations, leading officials estimate that the new Company based on its increased output and the savings to be effected by the consolidation, should show net earnings of approximately \$200,000. This after per cent. interest on the bonds would be equal to about 13 per cent. on the preferred stock, and after the payment of the 7 per cent. dividend on the preferred, would leave a surplus available of about 6 per cent. on the Common.

Pianos and Organs. Intending purchasers would do well to call and see our Stock before buying. Terms and prices to suit. CHESLEY WOODS, The White Piano & Organ Store.—mar26,lt.

### Importers' Association

The Following Regulations for the Year 1910-1911 Were Adopted by the Association at a Meeting Held on April 22nd, 1910.

1. Dry goods and hardware stores to close at 6 p.m. from the present date until April 29th; Saturdays at 9.30 p.m.
2. To close at 9 p.m. from Monday, May 2nd until June 4th; Saturdays at 9.30 p.m.
3. To close at 6 p.m. from Monday, June 6th until Sept. 30th; Saturdays at 9.30 p.m.
4. To close at 9 p.m. from Monday, Oct. 3rd until Dec. 31st; Saturdays at 9.30 p.m., except from Dec. 19th to 24th (Christmas week) when the stores will close at 10 p.m.
5. To close at 6 p.m. from Monday, Jan. 2nd, 1911, until April 21st, the date of the annual meeting; Saturdays at 9 p.m.
6. Holiday as proclaimed in June to celebrate the birthday of His Majesty the King.
7. Half holidays, Wednesday, the 8th 15th and 22nd of June; 6th 20th, and 27th July; 10th, 17th and 24th of August; stores to close at 12.30 p.m.
8. Holidays, Wednesday, July 12th, August 30th, September 14th, Regatta Day and Labor Day.
9. Half holidays, Wednesday, 1st, 8th and 22nd February; 1st, 8th, 22nd and 29th March; stores to close at 12.30 p.m.
10. Holidays, Wednesday, Jan. 25th, Feb. 15th and March 17th.
11. Any week during the season in which there may be a general holiday other than Wednesday, the regular holiday or half holiday will not be observed.

N. B.—The attention of the public is called to the above regulations and purchasers are respectfully asked to co-operate by making purchases before time named for closing stores.

To avoid delay and annoyance to persons visiting the city on business, their attention is directed particularly to the arrangement for closing the stores on WEDNESDAYS instead of THURSDAYS, as on previous year.

R. A. TEMPLETON, Secretary.

## 400 FRENCH Net BLOUSES

We purchased a Manufacturers' stock of this line and will sell the lot for this week, at

### Less Than the Cost of Making.

The lot consists of French Net and Lace, handsomely made, designed by the most noted French designers. They are all beautiful patterns, colors are White, Cream, Black, Navy Blue, Brown and Myrtle. All New, Fresh Blouses, perfect in every respect, made to sell at \$3.00 to \$4.00.

**COLLINS' price, \$1.20 FOR THIS WEEK.**

**P. F. COLLINS, The Mail Order Man.**