

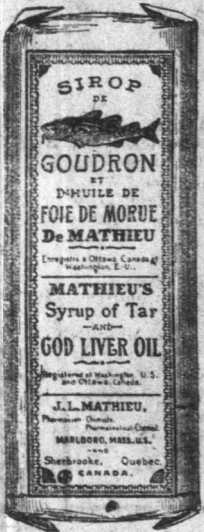
PERSISTENT COUGH.

Wherever soothing syrups fail to cure that persisting cough which exhausts you,

MATHIEU'S SYRUP

of Tar and Cod Liver Oil and other medicinal extracts will rapidly and definitely rid you from it.

The merits of Mathieu's Syrup are highly recognized and endorsed. Here are a few proofs:-



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.

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.

ORANGEDALE, C.B., Aug. 7, '08. Blacking & Mercantile Co., Ltd., Amherst, N.S. Dear Sirs,—We have nothing but good to say of Mathieu's Syrup and can conscientiously describe it as the most popular and successful Cough Medicine we handle.

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

J. L. MATHIEU CO., Sherbrooke, Can. OS. McMURDO & Co., Wholesale Chemists and Druggists, St. John's, Nfld.

The Evening Chit-Chat

By RUTH CAMERON



Do you ever make single basis snap judgments? Maybe, before you mentally answer, you would like to have me give you a vague idea of what it means.

Well, I'll tell you. It means this: "No, I don't like him. He wears suspenders and I never in this world could like a man who wears suspenders."

"Well, he certainly must be a piker for a fair. He smokes a cigar with the band on."

"Why, my dear, he's impossible! I saw him the other day in an elevator and he kept his hat on!"

"Oh, no, he can't really be anybody at all. Why his cards were printed!"

"My dear, no one could possibly like him. He uses a toothpick!"

Perhaps you don't recognize any of your particular prejudices in those, but surely you recognize the general tone.

And don't you think such judgments are very unjust?

Little things, to be sure, show a person's lack of breeding, but I don't think the lack of any one point in breeding justifies the wholesale condemnation that we often give it.

Straws show which way the wind blows, but if one straw points east while all the rest points north, that doesn't show the wind is east even if the east pointing straw does happen to be a particularly large one from your point of view.

One of the very finest women I know, brilliant and talented and thoroughly a lady in every sense of

the word, does not keep her nails in good order.

Nice looking nails are the hall mark of a well-bred woman, and yet I certainly do not think anyone would be justified in saying this woman was not a lady and a very high-bred lady at that.

Now, don't think I am attempting to justify carelessness about one's nails, or the public use of the toothpick, or any of the other follies that I have mentioned.

I am not.

I am simply trying to show that no one offense of that sort is sufficient to form the basis of a judgment.

Such judgments are a reflection on those who make them rather than on those who are judged.

In a book of memoirs that was published recently a great lady tells of how Disraeli proposed to her and what do you think was her chief impression of him—that he was impossible because he had such a bad breath.

Now, of course, it was very much to Disraeli's discredit that he should so offend good taste, but listen to the commentator's opinion of the two—the judge and the condemned:

"There is realism for you. The man who made an ancient queen into an Empress, who subdued and led the ancient aristocracy of England, climbing from a Jewish home and a lawyer's office to the premiership of the greatest of empires—there he stands before us, belittled, shamed and made almost sordid and abhorrent by this cruel and dazzled female observer, as simply a man with a foul breath. It is a stupendous picture of him—AND OF HER."

Which goes to show how single basis snap judgments are apt to impress those who hear them.

Red Cameron

Lame Back

To have a lame back, or painful stitches, means disordered kidneys, and the sooner you have the kidneys and bladder in a perfectly healthy condition, the sooner you will enjoy life. As far as we know there is only one remedy that is guaranteed to cure you, and that is FIG PILLS. If they don't make you a strong, healthy person in two weeks, your money will be refunded. 25c. a box, at all leading drug stores.

Langford Not Marked,

While He Cuts Jeannette's Face Into Ribbons in Last Night's Fight.

Boston, Sept. 6.—After fifteen rounds of gruelling fighting, Sam Langford, of this city, defeated Joe Jeannette, of New York, coloured, before the Armoury A. C. to-night. The decision of the referee was concurred in by all, as the Nova Scotian maintained an advantage throughout.

In only two rounds did Langford fail to show a great advantage. In the third round the exchange of blows was about even, and in the ninth, when Langford plainly pulled for rest, Jeannette landed repeatedly on his kidneys. Langford came back stronger than ever in the tenth, and in the succeeding rounds fought as well as ever in his career. Leaving the ring, Langford bore scarcely a mark, while Jeannette's face was cut literally into ribbons.

To-night's bout was the longest held in this city or State for several years. The preliminary bouts, three in number, were purely local affairs.

Carterhall, Nfld. Minard's Liniment Co., Limited.

Dear Sirs,—While in the country last summer I was badly bitten by mosquitoes, so badly that I thought I would be disfigured for a couple of weeks. I was advised to try your Liniment to allay the irritation, and it did so. The effect was more than I expected, a few applications completely curing the irritation, and preventing the bites from becoming sore. MINARD'S LINIMENT is also a good article to keep off the mosquitoes.

Yours truly, W. A. V. R.

Prospect Good for Reciprocity.

St. John, N. B., September 12.—Mr. Charles M. Pepper, of Washington, is visiting the Maritime Provinces. He is connected with the Department of State in the capacity of tariff adviser. He and Mr. Emery were United States Commissioners sent to Ottawa last winter to negotiate a trade treaty with the Canadian Government, and it was upon Mr. Pepper's advice, largely, that President Taft acted in avoiding the application of the United States maximum tariff to products of this country.

Mr. Pepper believes prospects are good for the conclusion of a reciprocity treaty some time in the near future, by the terms of which even-handed justice will be done to the people on both sides of the line. He says he knows there are difficulties in the way of reciprocity in both countries, but believes there is a real and widely extended desire on both sides to trade more freely by disposing of some of the artificial barriers now existing.

Lorraine Flew Over the Irish Channel

Failed to Complete Crossing by Sixty Yards Only — Tells His Own Story.

London, September 12. — Though creating a great record and making a remarkable flight, Robert Lorraine, the actor aviator, failed to cross the Irish Channel by sixty yards yesterday. He left Holyhead at 11.05 in the morning, travelled sixty miles, being out of sight of land for more than forty miles, and then, with victory apparently in his grasp, fell into the sea. Passing the Kiss Lightship in Dublin Bay, at an altitude of 400 feet, he made for Howth Hill. As he neared the cliff he found himself too low to clear the surface of the hill and doubled back, intending to ascend, when another wire broke and the machine immediately fell into the sea.

Lorraine, who was wearing a life belt swam towards the lighthouse from which a boat put out. Soon afterwards the Dublin steamer Adela lowered a boat and drew the partly submerged aeroplane to the side of the steamer.

After reaching the lighthouse Lorraine set out again in a boat for the Adela and superintended the hoisting of his aeroplane to her deck. He found the injury to the machine was slight.

Lorraine proceeded to Dublin and later returned to Holyhead, having made a record over-sea journey by aeroplane.

MINARD'S LINIMENT CURES DISTEMPER.

THE PERFECTION OF EXCELLENCE

And a positive delight is

Lipton's High-Class Confectionery.

The Best Goods at the LOWEST PRICE. Freshness and Delicacy always Guaranteed.

LIPTON'S Chocolate and Vanilla Cream Caramels, in 1-4 lb. and 1-2 lb. tins, 10c. and 20c. tin only.

LIPTON'S Walnut Toffey, in 1-2 lb. tins, only 20c. tin.

LIPTON'S Milk Chocolate, 2 oz. packets, 8c. each.

LIPTON'S Nut Milk Chocolate, 1 1-2 oz. packets, 7c. each.

LIPTON'S Butter Scotch, 3c. packet and 12c. tin.

These are some of Lipton's most popular and leading lines of Confectionery in the Newfoundland market than which it is not possible to get a more delightful or toothsome confectionery.

You can purchase Lipton's Confectionery in St. John's from Wood's West End and East End Water Street Stores, A. A. Delgado and A. S. Wadden, Water Street, Mrs. Summers and McMURDO's, Military Road, and the Reid Nfld. Co's Stall and Trains, etc., etc.

If your dealer has not got the line you want in stock we will supply you.

HENRY BLAIR,

General Agent for Lipton, Ltd.

WHAT DO YOU DRINK?

Does it Injure Your Health or Does It Benefit You?

IF YOU DRINK

Land of Evangeline Cider

It DOES benefit you—it sustains—nothing but the pure Juice of the Apple. Just try a half dozen bottles.

IF YOUR GROCER HAS IT,

LAND OF EVANGELINE CIDER.

Advertisement for Maritime Dental Parlors. Includes text: 'Satisfied Patients', 'Dentistry at Greatly Reduced Prices', 'The Maritime Dental Parlors', 'Good Dental Service will improve the Public Health', 'Teeth extracted without pain 25c.', 'Teeth extracted and full upper or lower sets (\$18.00 value) supplied 12.00.', 'Gold Crowns \$10.00 value \$6.00.', 'Bridge work per tooth \$6.00.', 'All other Dental work and operations at correspondingly reasonable prices.', 'The Maritime Dental Parlors, J. W. Silliker, D.D.S., 176 Water St., St. John's. (Opposite Mark Chaplin's Tailor Shop.)'

Amatite Roofing!

The New Roofing THAT WILL NEVER need Painting.

AMATITE costs no more than Roofing that needs continual coating.

AMATITE gives 100 per cent. more value than any of the so-called "Rubber" or "Gum" Roofs.

If you want the best value in Roofing ask your Merchant for AMATITE and take no other.

Send to us for Samples and Literature.

COLIN CAMPBELL, Wholesale Agent.

THE RELIABLE Piano and Organ Store.

N.B.—A Musician to select for you. Big discount for cash. Easy payment system.

CHARLES HUTTON, The Reliable Piano and Organ Store.

W. A. SLATTERY'S

Wholesale Dry Goods House,

Slattery Building, Duckworth & George's Sts.

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 specialty See our Stock of Muslins, Embroideries and Laces. Please See Our Prices and Terms.

Advertisement for Breech Loading GUNS. Includes image of a gun and text: 'Double Barrel Top Lever, Snap fore end, left barrel choke, 13G. 30 brl., \$10.50, 13.00, 13.50, 15.50, 16.00—22.50, 25.00, 27.50, 30.00, 32.50, 37.50.', '10G. 30 brl., \$12.50, 15.00, 16.50, 24.00.', '10G. 36 brl., \$35.00.', '10G. 40 brl., \$37.50.', 'Eley's, Kynoch's and Winchester Cartridges, loaded with Black and Smokeless Powder.', 'Selling at Lowest Prices.', 'MARTIN HARDWARE Comp'y.'

ESTABLISHED in 1850, THE GILSON MANUFACTURING CO.

Has been doing a large successful business ever since; therefore, from long experience, they are in a position to supply users of MARINE or LAND ENGINES with the best that is made. Those Engines can be run by Gas, Gasoline or Alcohol.

It would be to the interest of intending purchasers of MARINE or LAND ENGINES to write to the undersigned, when illustrated catalogues and prices will be furnished.

HENRY R. COOK, Rocksley Farm, Outer Cove Road, St. John's Nfld., Agent for the Gilson Manufacturing Co., Ltd., Guelph, Ont.

Advertisement for Dr. Pierce's Golden Medical Discovery. Includes text: 'No Man is Stronger Than His Stomach', 'A strong man is strong all over. No man can be strong who is suffering from weak stomach with its consequent indigestion, or from some other disease of the stomach and its associated organs, which impairs digestion and nutrition.', 'Such a man should use Dr. Pierce's Golden Medical Discovery. It cures diseases of the stomach and other organs of digestion and nutrition. It carries the blood, invigorates the liver, strengthens the kidneys, nourishes the nerves, and so GIVES HEALTH AND STRENGTH TO THE WHOLE BODY.'

Advertisement for Fads and Fashions. Includes text: 'Shaded or ombre plumes, willow in style, are favored for large dressy hats.', 'The frills about the throat called clown collars are very popular for young girls.', 'Children's boots are worn very high and are more fashionable in button than in lace.', 'Light-weight or shadow Chantilly nets are favored in Paris at the present time.', 'The short coats are cut with a slightly flaring hip or with one that is very snug.', 'Skunk and cub bear will be the modish trimming furs for gowns and velvet suits.', 'The turbans with the very deep straight brim of black velvet are continuing in favor.', 'Dresses incline to draped lines, either in straight tunic effects or in knee-banded ideas.', 'Children's hats are mostly in turn-down effects still. The inverted dish shapes seem to cling to favor.', 'Chalk-white beads on black net and jet on white net are among the black and white bandings now shown.', 'Persian effects have made their appearance in the form of colored chenille dots in black veillings.', 'Belt hats in pale colorings trimmed with a big bow of wide black velvet ribbon are in great favor for autumn.', 'The suede shoe is still fashionable; but more and more women are abandoning it for the more sensible Kid-skin.', 'More and more there is evidence that the day of the "rat" is done and that even hair puffs are fast going out of fashion.', 'The giant bows of the summer are to be carried over into autumn and winter, and will be seen on many of the smartest hats.'

Advertisement for Ayer's Pills. Includes text: 'Ayer's Pills Health'