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**INGERSOLL CREAM CHEESE**  
Spreads Like Butter  
Sold only in 15c. and 25c. blocks.  
For sale by all grocers.  
Manufactured by THE INGERSOLL PACKING CO., Limited  
Ingersoll, Ontario, Canada.



JOHN V. O'DEA & Co., Agents, St. John's, Nfld.

**READYMADES!**

- Men's Tweed Pants.....\$1.00, 1.20, 1.40 up
  - Men's Tweed Jackets, from.....\$2.00 up
  - Men's Tweed Vests, from.....70 cts. up
  - Men's Tweed Suits.....\$3.50, 4.50, 5.00, 5.50 up
- Also,—A Big Stock of Boys' Suits.

Outport Orders carefully and promptly attended to.  
**WILLIAM FREW, WATER STREET,**  
(Nearly Opposite Court House.)

**"MARS,"**  
The God of Battle,  
Has declared war on the Electric Light Bills of St. John's.  
The campaign has been in every way successful, and new supporters are daily rallying around the standard of the Pioneer of Cheaper Electric Light. There are still four long dark months ahead. Now is the time to prepare to make the evenings during this period bright and cheerful with a cast for light that has never before been approached.  
"MARS" has anticipated the emergency, and has on hand a large stock of his now famous lamps to supply the city's needs, varying from the 16 candlepower 70 per cent saver at 75 cents each to the 25, 32, and 50 candlepower at 90 cents each; besides a limited number of 100 c.p. specially ordered for the Christmas season lighting.  
Send orders to  
**C. MARS, Board of Trade Bldg.,**  
O. Box 396. Phone 686.

**COAL! COAL!**

Best No. 1 Coal now landing, ex Schr. "H. R." To-day, January 5th.  
**346 Tons No. 1 Coal, at the Low Price \$6.40 per ton, sent home.**  
Orders taken at both stores. Telephones—17 and 264. The price will be higher when cargo is all discharged.

**George NEAL**

**FUSSELL'S GOLDEN BUTTERFLY BRAND**  
The Real Thing at Last!  
PURE RICH CREAM  
Is NOT a Make-shift nor a Substitute but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed quite Pure. Contains no Preservatives. Keeps good anywhere.  
NINE GOLD MEDALS.



**Enjoying an Xmas Feast**

Is what everyone in St. John's is looking forward to in the season of good-fellowship and merriment, and right here at our store will be found all the

**GROCERY REQUIREMENTS,**  
as well as delicious morsels, Nuts, Oranges, Grapes, Lemons, Figs, Table Raisins, Syrups, etc.

For your Christmas baking we have the finest Flour, Flavoring Extracts, Spices. All at **BED-ROCK PRICES.**

**J. J. ST. JOHN, 136 & 138 Duckworth St.**

**Telegram Ads. Pay**

**The Evening Chit-Chat.**

BY LUTH CAMERON.



Is it wrong to be unconventional? That is a question which in one form or another and usually accompanied by a concrete example, I very frequently receive from my feminine readers. And I always give but one answer:

That depends. Conventions are the crystallization of the ideas of the majority as to what is right and best. When you defy a convention you set yourself up as a better judge of what is right and best in that particular than the rest of the world.

Perhaps you are. It has occasionally happened in the course of history that one man was right and the rest of the world wrong. But the rest of the world does not like to be told so, and for that reason unpopularity is apt to be the reward of any one who tells it so in this way.

The other day I saw a woman sitting in a street car calmly working upon a piece of embroidery. Now, as every one knows, it is customary to talk, read or even study on a street car, but according to the idea of the majority it is not allowable to sew, and therefore most of the people who saw that woman sewing resented her defiance of their judgment by promptly stigmatizing her as a freak.

There was no reason on earth why she didn't have just as much right to sew as the woman at the other end of the car had to read, but I wondered, if the pleasure she would get from those few moments would pay her for the discomfort of being regarded as a freak by her neighbors. Is the pleasure or profit you get from disregarding any convention sufficient to outweigh for you the crowd's displeasure?

**Afraid of Ghosts**  
Many people are afraid of ghosts. Few people are afraid of germs. Yet the ghost is a fancy and the germ is a fact. If the germ could be magnified to a size equal to its terrors it would appear more terrible than any fire-breathing dragon. Germs can't be avoided. They are in the air we breathe, the water we drink. The germ can only prosper when the condition of the system gives it free scope to establish itself and develop. When there is a deficiency of vital force, languor, restlessness, a shallow check, a hollow eye, when the appetite is poor and the sleep is broken, it is time to guard against the germ. You can fortify the body against all germs by the use of Dr. Pierce's Golden Medical Discovery. It increases the vital power, cleanses the system of clogging impurities, enriches the blood, puts the stomach and organs of digestion and nutrition in working condition, so that the germ finds no weak or tainted spot in which to breed. "Golden Medical Discovery" contains no alcohol, whisky or habit-forming drugs. All its ingredients printed on its outside wrapper. It is not a secret nostrum but a medicine of known composition and with a record of 40 years of cures. Accept no substitute—there is nothing "just as good." Ask your neighbors.



**HOUSEHOLD NOTES.**

Paint the inside woodwork of bedsteads with corrosive sublimate and turpentine, five cents worth of the former to a pint of the latter. Unlacquered brass can be washed in warm soapuds, then rubbed with soft and vinegar, put on with a piece of flannel. Polish with dry whiting. Never darn knitted underwear with wool as it will shrink and make a hole larger than the original one. Use loosely twisted knitting silk. To prevent hard-boiled eggs from turning dark, place them in cold water for a few minutes as soon as they are taken from the boiling water.

**How is a Cold to be Cured**

When it has reached the chest, is developing into bronchitis and threatens to become pneumonia. So gradually and stealthily does a cold pass from its simpler form of a cold in the head into inflammation of the bronchial tubes and then on to the lungs that many do not realize their condition until pneumonia is upon them. Ordinarily, of course, the cold is thrown off, but with the system run down and weakened there is every reason to expect serious trouble. Why should not every cold be taken seriously and Dr. Chase's Syrup of Licorice and Turpentine used before a severe illness is upon you.

There are many reasons why you should use Dr. Chase's Syrup of Licorice and Turpentine. It is more thorough and far-reaching in its effects on the system than any mere cough medicine can possibly be. It keeps the cough loose and open, it aids expectoration and allays the inflammation. It does more than this. It cures the cold as well as the cough. It is effective, positive and almost specific in action. Dr. Chase's Kidney-Liver Pills 25 cts. a bottle, at all dealers, or Edmanston, Bates & Co., Toronto.

**Newark Man's Collapse Caused by Dizziness, Biliousness and Pains in the Back. DROPPED IN THE STREET.**

Warm weather and acute indigestion were the chief causes of a physical collapse that overcame Mr. J. V. Donaghue near the entrance of the Pennsylvania railroad depot last Thursday. A policeman lifted him into a cab and he was hurried to his home. In an interview next day, Mr. Donaghue stated: "I was practically unconscious when I arrived home. I knew I was in bad shape, because for weeks I had been fighting against pains in my back as severe as if I had been shot at. Indigestion and biliousness were the cause of my collapse, and no doubt had been keeping up the headache and dizziness from which I suffered. Fortunately, my wife knew just what I needed. She gave me three of Dr. Hamilton's Pills of Mandrake and Butternut and put me to bed. In the morning I was as fresh as a daisy, my system was cleared of its load of poisonous waste and I felt like a new man. From now on in order to keep my system properly regulated, I will use Dr. Hamilton's Pills regularly. I know many who do so and they never have a day's illness."

Why not be healthy, hearty and well. You owe it to yourself, to your family, to your friends. You cannot work properly; you cannot be happy yourself, if you are tortured by indigestion, and all the nagging pains and unpleasantness which accompany it—if you are weakened by anaemia—if your blood is being poisoned and your system upset by constipation.

If you are suffering from any of these derangements of the system—either temporary or chronic—you should go at once to the nearest chemist and ask him for a box of Dr. Hamilton's Pills. This perfect tonic laxative will cure your indigestion; purify and enrich your blood; banish constipation by safe and natural means; improve your appetite; quiet your nerves, and help you to sleep soundly. Dr. Hamilton's Pills will give you strength and vigour. They will help you to work better, 25c. per box, or five boxes for \$1.00, at all dealers, or The Catarhazone Company, Kingston, Ont.

brush wet in alcohol. Don't let it dry, but rub off with a flannel, which should be changed frequently. When carpets are not to be taken up they can be greatly freshened by washing with water to which a little ammonia has been added—not over a tablespoonful to a pail of water. After washing woolen socks, dry them on frames to prevent them shrinking. They should be washed in warm suds of white soap with a little borax added, but should not be rubbed on a board. Clothes will not dry out so quickly if sprinkled and packed in a tin boiler the night before ironing day. They should be packed as tight as possible and the top placed on the boiler. Most modern brassware is lacquered and needs only to be wiped off with a damp cloth. Work quickly, and do not let the surface get wet.

**Census of Horses.**

The census of horses in the United Kingdom is rapidly approaching completion. In several countries it was finished some time ago, and Mr. Haldane, the War Minister, has mentioned January 1 as the probable end of the census. When all the figures are available they are bound to excite general attention. Our cavalry regiments have nothing like the reserve supply they ought to have; and in case of warlike operations we should need greatly increased supplies of draught horses. It is to ascertain what animals are available for such purposes within our own islands, from the omnibus horses of the towns to the draught horse of the shires, that the census is being taken.

**FREE!!**

Handsome Ten-Key Accordion  
of immense power and sweetness of tone, given for the sale of 18 boxes of Red Cross Pills, our famous family medicine, at 25 cts. per box. Send no money. We trust you with the pills until sold. Write to-day and we will send you pills and also our extensive Premium Catalogue showing numbers of other Handmade and Valuable Premiums that we give for selling our pills.  
Address: SAWYER MEDICINE CO., Dept. 1 ST. JOHN'S, Nfld.

**HOCKEY STICKS!**

Complete New Stock for this season. All the leading kinds, From 15 cents to \$1.00 each. HOCKEY PUCKS—12 cents to 50 cents each.

**MARTIN HARDWARE COMPANY.**

**Trinity College**  
(OF MUSIC.)  
Studies, Pieces, Text Books, PREPARATORY, JUNIOR, INTERMEDIATE AND SENIOR. Examination Scale and Arpeggio Practice Cards, Recommended by all first-class teachers.  
**CHARLES HUTTON.**

**CURRENTS!**

We would like to talk CURRENTS to you. We are offering, to arrive, 1000 4 cases Fine Filtra CURRENTS—loose. 1000 cases "Bridal Cake" Brand—1 lb. pkgs. Our shippers in Patras write us that this is a really CHOICE lot, and we have interesting prices too.

**T. A. Macnab & Co.,**  
Wholesale Fruit Importers, Cabot Building.  
Telephone 444. Jan 4, 1910

**"HAZEL"**  
Just what the Mothers are looking for in  
**Children's BOOTS.**  
The "Hazel" Boot for Children, made on nice rooily lasts, good full toes and wide soles, made from medium weight Box Calf Skins—a suitable Boot for Winter wear.  
Size, 5 to 8, from.....\$1.15.  
Size, 9 to 11, from.....\$1.45.  
Size, 12 to 2, from.....\$1.75.  
**PARKER & MONROE.**



**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, Fannellettes, etc., and Fleece-lined Underwear—special make.

Please See Our Prices. Cutport Orders will have special attention.

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