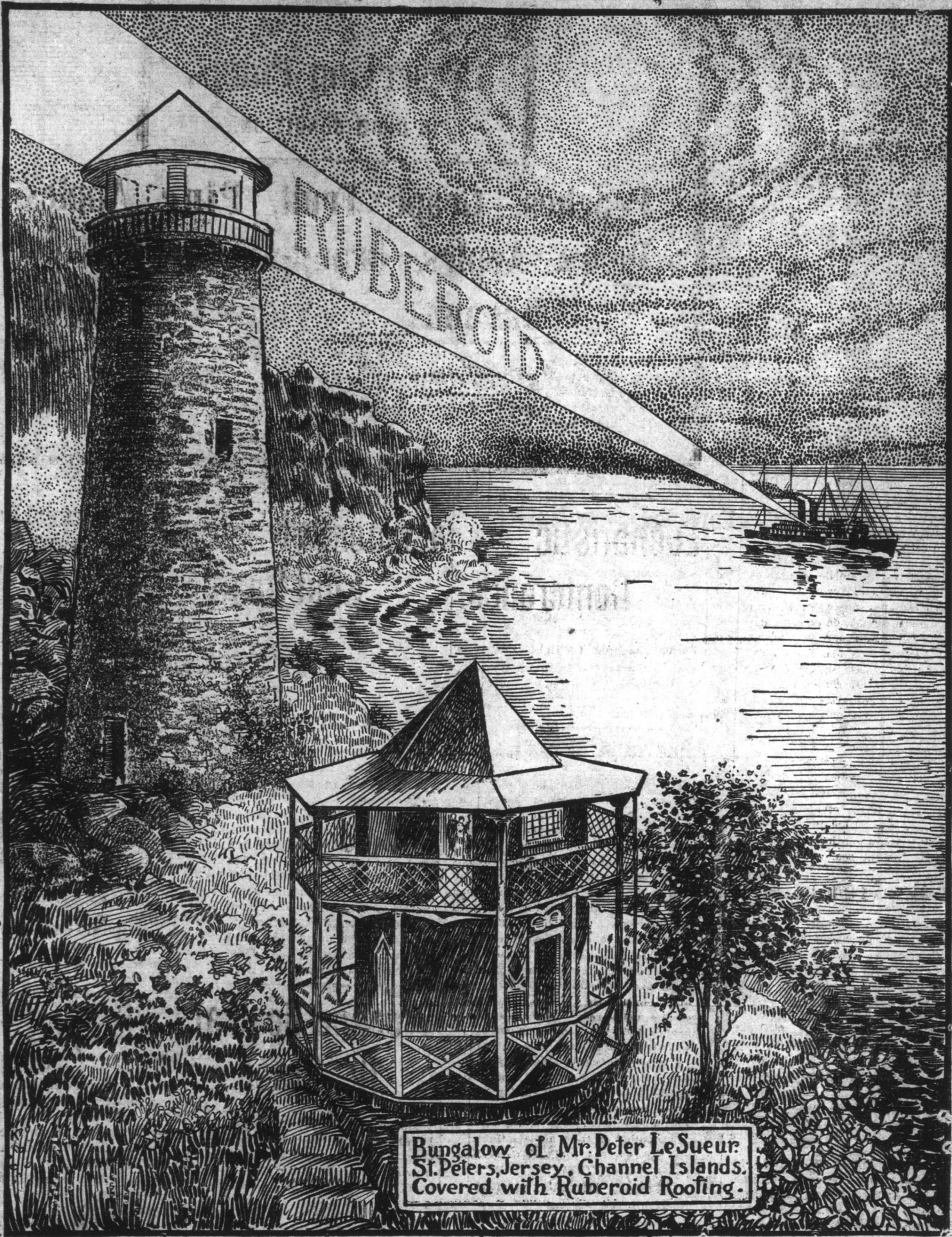


The World's Standard of Roofing Quality

1891--The Test of Time--1910



AFTER FIFTEEN YEARS OF SERVICE

Niagara Falls, Jan. 21, 1908
Messrs. The Standard Paint Co. of Canada, Ltd.,
Montreal, P.Q.

Dear Sirs—In connection with your inquiry we are glad of the opportunity to attest to the reliability of your Ruberoid Roofing. We have used this material on our building for the past 15 years, and are in every way satisfied with the service which it has rendered.

Our plant is situated very close to the railroad, and we find that the roofing is not impaired by the burning cinders which frequently fall from the locomotives. Ruberoid certainly has demonstrated to our entire satisfaction as of your claims for it.

Yours very truly,
DOMINION SUSPENDER COMPANY,
(Signed) W. L. Doran, Manager.

SERVICE 14 YEARS--NOT NECESSARY TO RECOAT

New Westminster, B. C., June 4, 1909.
Messrs. The Standard Paint Co. of Canada, Ltd.,
Montreal

Dear Sirs—Referring to your communication with reference to the experience we have had with Ruberoid Roofing, we may say that in one instance we have used this roofing on our powder magazine, which we covered more than 14 years ago. This roof has never been recoated or repaired since that time, and is to-day in perfectly good order. We have also used it on many prominent buildings in this city and the satisfaction it has given has been general.

We remain, Dear Sirs,
Pathfully yours,
T. J. TRAPP & CO., LTD.,
Per Geo. Blakely, Manager.

RUBEROID ROOFING is the acknowledged standard by which roofing quality has been judged for over seventeen years. RUBEROID is no experiment. It has demonstrated that for durability under severe conditions, whether climatic or otherwise, it is without a peer. It was the first, and is to-day THE ONLY prepared roofing which combines all the qualities of a high grade roofing.

Since the invention of RUBEROID ROOFING in 1891, over 300 imitations of RUBEROID have been produced. This is a compliment to the success of RUBEROID, for its sales last year exceeded 120,000,000 sq. feet.

This enormous business has been created by the sterling qualities of RUBEROID—it is no longer an experiment,—its qualities have been proved by the TEST OF TIME—for the proof of a roofing is its wearing qualities, and the first roofs laid 19 years ago are still in use, and have improved with age.

Our customers write us that RUBEROID wears better than iron or zinc—that RUBEROID makes a tighter roof than slates or tiles, and is cheaper.

RUBEROID has many qualities to recommend it, amongst them are these:

Low Initial Cost. Great durability.

No maintenance or repairs. Neat and attractive in appearance.

Unaffected by salt air, gases or fumes.

RUBEROID can also be had in colors of Grey, Red and Green.

Red RUBEROID assumes a rich tile tint, and weathers excellently.

Green RUBEROID is a roof handsome in appearance, it harmonises with any surroundings.

All RUBEROID Roofs look and are permanent, there is nothing temporary in their nature. The color of RUBEROID is an integral part of its substance, and will not wear off.

This color is permanent, not simply a superficial coating like paint, which requires renewing.

The adaptability of RUBEROID is remarkable, it is equally suitable for flat, pitched or curved wood roofs, it is a positive cure for leaky, asphalt roofs.

RUBEROID is being used for roofing Residences and Railway Buildings, Factories, Farm Buildings, Theatres, Churches and Bungalows, and is extensively used in place of metal.

Our catalogue illustrates some of the many types of buildings roofed on the RUBEROID system, and explains the method of fixing. We will gladly send it on application, for the buildings we have roofed are our best testimonials.

RUBEROID is easily laid, the work offers no difficulties to a builder.

Celebrated Architects specify RUBEROID not once, but many times, they find it all it is claimed to be.

Write at once for free booklet containing testimonials, samples, and all particulars to

THE ROYAL STORES LIMITED

New Markets for Our Fish.

By D. W. PROWSE.

Mr. T. R. Job is one of the oldest and most experienced of our merchants. He quite agreed with my views that all our winter catch of cod and spring salmon could and should be sold fresh. All over North America during winter fish is scarce and dear—experience has shown us conclusively that by the selling process and cold storage fish can be sent fresh and in perfect condition to New York and Canada. Mr. Job further stated that the export of this winter fish fresh would be of immense value to our bulk markets in Spain, Portugal, Italy, etc. It comes into competition with our fish in the Spring when the markets are bare and there are better prices. Its beneficial effect is to glut these markets. So it is clearly our interest all round to get all this winter fish sent away fresh. It only requires some live merchant

with enterprise and capital to take up the business and make it a success.

This is the return of our exports of fish up to 30th June, 1909:—

Fish, Cod (Dried) Qtls.		
U. Kingdom	58,548	\$ 197,972.00
Canada	128,344	482,943.00
B.W. Indies	105,282	426,541.00
Malta	5,418	26,284.00
U. States	24,732	113,489.00
A.W. Indies	40,798	175,106.00
Panama	793	2,809.00
Argentine Rep	214	855.00
Colombo	855	3,958.00
Maderia	1,939	8,996.00
Portugal	256,080	1,588,798.00
Spain	280,311	986,621.00
Italy	380,762	1,444,084.00
Brazil	382,180	1,719,082.00
Costa Rica	937	4,630.00
Greece	65,203	216,335.00
China	1	5.00
	1,732,387	\$7,398,536.00

These figures are a puzzle and anomaly. Why, for instance, is the export to Brazil as large and the figures for the Argentine Republic so ridiculously small? Both are tropical countries with precisely the same conditions, and the Argentine to-day is the richest and most prosperous of all these South American countries. Why

does she consume such a small quantity of our cod?

Any one who understands the fresh fish markets abroad must be struck with the splendid fresh run of salmon by scores in our coves. The noblest fish in the world selling at ten and twelve cents a pound. We all got heartily sick of them and could understand the old joke about the Scotch farm labourers who bargained for salmon only three times a week. These fish would fetch from 75 cents to a dollar per lb. in New York. I have been writing about "Fresh Fish" and Fulton Markets now for half a century. Am I to be forever a voice crying in the wilderness. Will no one develop this splendid market?

Our export to Canada should be larger. There is nothing to my mind more humorous than the way the ordinary Newfoundland thinks about the despised Canaries. Fifty years ago Canada was small enough. In 1820 there were only 250,000 in all Upper Canada, now the Dominion has probably Ten Millions and is one of the richest and most prosperous countries in the world, with the very best educational establishments, not only for letters but for agriculture and manual training.

A Gloomy Prospect.

Nearly all along the Labrador coast a very gloomy prospect is in store for the coming winter for the permanent residents. Most of these people have done nothing at the fishery and have not the wherewithal to tide themselves and families over the severe winter which prevails in that bleak country. The Government should bestir themselves before navigation closes to give these people all necessary assistance.

DR. BOVEL'S
IRON
TONIC PILLS
Make
Rich Red
Blood

Here and There.

Devine's Summer End Sale has caught on—2,000 Hats, at 2c. each. Sep. 5, 2 ins.

GUESTS AT BALSAM PLACE.—Fred. Cawley, New York; W. G. Fraser, Stirling, Scotland; Dr. Hone, Melrose, Scotland.

HIGHLANDERS DRILL.—The Nfld. Highlanders held a very successful drill in their armoury, King's Road, last night, the boys going through the different exercises with military precision. The pipes callooned proceedings by playing excellent selections.

Send your mail orders to LAR-ACY's, opposite the Post Office. You are sure to get satisfaction; they supply everything in Dry Goods, Crockery and Glassware; their Goods and prices are always right—aug 10, 11.

NOTHING OF REGULUS.—The a.s. Regulus is yet in New York and no definite arrangements have been made as to her future movements. Messrs. Harvey & Co. expect soon to be fully advised as to the terms of the findings of the Marine Court of Enquiry.

Here and There.

ENGLAND, DEAR OLD ENGLAND.—We acknowledge the receipt of this Union Song, the words and music of which are written by George H. Wilcomb.

JUDGE PROWSE WILL ANSWER TO-MORROW.—Judge Prowse asks us to-day for space to reply to an article in the Evening Chronicle on Early Settlements in Newfoundland. We hope to publish his contribution to-morrow.

ANGLICAN CATHEDRAL.—The are several vacancies for boys' voices in the choir. The boys receive quarterly payments in addition to the other advantages. Candidates should send their names and addresses, in writing, not later than Saturday next, to the Organist, A. H. ALLEN, Esq., 71 Henkle's Mill Road.—sep 5, 31

FISHERMEN FROM LABRADOR.—Several schooners bound from Labrador to Conception Bay ports arrived at Elliston and Catalina Saturday night. They had a number of fishermen on board who had given up the voyage down the coast and were eager to get home to seek employment on the railway or Bell Island.

Nutritive Hypophosphites

When a person feels "blue" "all tired out"—doesn't feel like doing anything—cannot concentrate his mind on his work—feels weak mentally and physically—doubts his powers—complains of poor appetite and sleeplessness—suffers from headaches—then his nervous system is run-down and demands a good up-building tonic. Nervous exhaustion is a modern disease, caused by too close attention to business, overwork, worry, devotion to trying family cares overstudy, etc.

Nutritive Hypophosphites forms the best nerve and brain food known, and have restored thousands of sufferers to health. Large bottle, \$1.00.

The more you trade here the better you like this store.

PETER O'MARA,
The West End Druggist,
66 & 68 Water St., West.
Telephone 334.
Mail orders promptly attended to.

MINARD'S LINIMENT CURES GARGET IN COWS.