

LOOK! We don't practise up-to-date business methods. We think carelessness the best policy. Our Motto: Dissatisfied customers at any cost.

Our clerks are untidy looking

We sometimes charge you for goods you don't get. If you kick we simply apologize

We often make mistakes—but we don't care. If you do, trade elsewhere

We don't give receipts unless we have to. Pay us your money and be glad we take it

Don't be in a hurry. We like to take our time

NEEDMORE TRADE & CO

This Is BAD Advertising!

IS it the kind YOUR store is getting? This is a very serious question that every merchant should carefully consider. It seems ridiculous for any merchant to advertise that his methods are out-of-date, that his clerks are careless, slow and inefficient and constantly make mistakes, that he is indifferent about the service his customers get, and that he doesn't protect them by giving a receipt with every transaction—

YET thousands of merchants are doing this very thing every day. Not by sticking signs in the window—but by their methods, by their neglect to adopt modern store system. Actions speak louder than words, remember. You don't have to tell people how you do business. You are *showing* them, every day.

If unsatisfactory conditions exist in your store lose no time in remedying them. Prevent mistakes, avoid disputes, stop all losses and insure absolute accuracy in all money dealings—as a million other successful merchants have done—by getting a National Cash Register. Then "put a receipt in every parcel."

You cannot succeed without a good system—and the better your system the better you will succeed. No store system ever invented has done so much for so many merchants at so little cost, as the National Cash Register.

Customers like to deal in stores that have a National Cash Register. They know it guarantees absolute accuracy, promotes efficiency, and stands for up-to-date methods and good management. And they realize that good management means better values.

There's a National Cash Register built for you, and the money it will save you will pay for it.

Write for further information to

NATIONAL CASH REGISTER CO.

"Head office for Canada and Canadian factory, Toronto. F. E. Mutton, Manager for Canada."

W. P. Grant, Representative, 143 Prince William Street

St. John, N. B.

PROVINCIAL NEWS

REV. E. E. MOWATT INDUCTED

The Rev. E. E. Mowatt was formally inducted into the pastorate of Knox church, Leggville, on Friday evening.

It is worse than useless to take any medicines internally for muscular or chronic rheumatism. All that is needed is a free application of Chamberlain's Liniment. For sale by all dealers.

CLOSING ON JUNE 21ST

The closing exercises at St. Mary's Academy will take place on Wednesday, June 21st and Mother Superior requests that contributions toward the Prize Fund be sent in at as early a date as possible.—Advocate

MADE A HIT

Robert Galloway sang in the Opera House, Fredericton, Tuesday night last week at the Fredericton Brass Band Concert, making a great hit. He was encored twice.

NEW BOAT FOR A. & R. LOGGIE

A beautiful motor boat of about thirty tons capacity, was recently launched in Hawkesbury, N. S., for A. & R. Loggie, from the Embree boat shop there.

PRESENTATION AT BRYENTON

Miss Margaret Bryenton was recently presented by the members of Ferguson Presbyterian church, with an address and purse of gold, as a recognition of her services as organist and choir leader.

A MOOSE IN TOWN

Wednesday afternoon, a young bull moose invaded the lower end of town near French Cove. He passed by Thomas Holland's and ramped over several fields, and was finally pursued from town by dogs.—Advocate

JUDGE RETURNED HOME

Judge Wedderburn, of Northumberland County, who has been on a six month's leave of absence, most of which time he spent in the vicinity of Boston, has returned home and will resume his duties at once.—Gleaner

MISS CREAGHAN WON SECOND YEAR CERTIFICATE

Miss Annie Creaghan, has returned to Newcastle on a visit to her parents, Mr. and Mrs. J. D. Creaghan. Miss Creaghan is a student at Prince of Wales College and she was successful in winning a second year certificate there.

NEWCASTLE BOY GRADUATES

The graduation exercises of Acadia College, Wolfville, close today. Among the graduates is Mr. T. S. Roy, son of Mr. and Mrs. Jerome Roy. Mr. Roy will shortly take the pastorate of the Digby, N. S. church.

The woman of today who has good health, good temper, good sense, bright eyes and a lovely complexion, the result of correct living and good digestion, wins the admiration of the world. If your digestion is faulty Chamberlain's Stomach and Liver Tablets will correct it. For sale by all dealers.

KNOCKED-DOWN BY AUTOMOBILE

On Wednesday evening in Chatham, Mrs. Thomas Sullivan was accidentally knocked down by an automobile, driven by Norman Beveridge. Her injuries consisted mainly of a heavy blow on the chest and a bad cut on the right leg, opening the flesh for several inches between the knee and ankle. She was removed to Hotel Dieu.

THOMAS DOYLE

The death of Thomas, son of Mr. and Mrs. John Doyle of Bartibogue, occurred Sunday at the home of his sister, Mrs. Martin Fox, after a short illness. Deceased was 34 years of age and unmarried. He had spent the last four years in Maine returning home about three weeks ago. He leaves besides his parents, the following brothers and sisters—Ex-Alder man D. P. Doyle, Newcastle; Michael of Boston; Wm. and John at home; Mrs. Wm. Murphy, of Redbank; Miss Mary of Boston; and Mrs. Martin Fox of Bartibogue. The funeral took place yesterday morning at Bartibogue, Rev. Father Hawkes officiating. The funeral was largely attended. Deceased was a promising and popular young man, whose early death is much regretted.

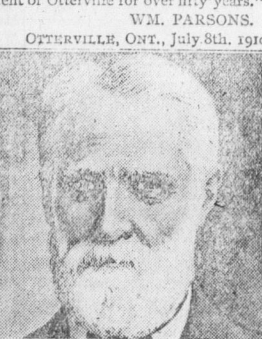
DON'T TAKE OLD-TIME PHYSIC

"Fruit-a-lives" Brings Natural Results in A Natural Way.

"I am a seventy-nine-year-old man and a great believer in, and user of, 'Fruit-a-lives'."

"Stricture of The Bowels was the complaint I suffered from and I found that 'Fruit-a-lives' did me more good than any other remedy. My doctor advised me to stick to 'Fruit-a-lives' and I have done so with best result."

"I have been in business here for a good many years and have been a resident of Ottaville for over fifty years."



Wm. PARSONS.
OTTAVILLE, ONT., July 8th, 1910.

Fruit is Nature's laxative. "Fruit-a-lives" is made of the juices of apples, oranges, figs and prunes. "Fruit-a-lives" acts on the human system like fresh fruit—easily and gently—yet just as effectively as the old-time pill.

"Fruit-a-lives" does not gripe or irritate the intestines. It regulates the bowels and cures Constipation because "Fruit-a-lives" acts directly on the liver.

Just try "Fruit-a-lives" when you need a mild, gentle yet effective laxative and liver regulator.

Box a box—6 for \$2.50—trial size, 25c. At all dealers, or from Fruit-a-lives Limited, Ottawa.

GREATLY INCREASED PATRONAGE

Has compelled us to seek greater accommodations. Our new quarters, just across Hazen Avenue from our present premises, will give us nearly double our present space, and greatly increased facilities.

We are grateful for the patronage that has compelled this forward movement, and will end or to maintain our reputation.

S. KERR
Principal.

FREDERICTON The Business COLLEGE
W. J. OSBORNE PRINCIPAL

SPRING TERM OPENS MONDAY, APRIL THIRD

The enrolment for the term just drawing to a close exceeds all previous records.

The splendid advantages offered by this school is rapidly building up the attendance.

Send for free Catalogue. Address: **W. J. OSBORNE**, Fredericton, N. B. Principal.

IN THE PROBATE COURT OF RESTIGOUCHE COUNTY

To the Sheriff in the County of Restigouche, or any constable within the said county, Greeting:

WHEREAS Alexander Cook Administrator of the estate and effects of John Cook, late of the Parish of Dalhousie, in the said county, deceased, hath filed in this Court an account of his administration of the said deceased's estate, and has prayed that the same may be passed and allowed in due form of law.

You are therefore required to cite the heirs, next of kin of the deceased, and all of the creditors and other persons interested in his said estate, to appear before me at a Court of Probate to be held in and for the County of Restigouche, at my office, in the town of Campbellton, in said County, on Monday, the tenth day of July next, at 11 o'clock in the forenoon, then and there to attend the passing and allowing of the said account.

Given under my hand and the seal of the said Probate Court, this twenty-eighth day of March, A. D. 1911.

(Signed) William Murray, (L. S.) Judge of Probate for the County of Restigouche.

Signed John Barbarie, Registrar of Probates for the County of Restigouche. Trueman & McKenzie, Dalhousie, N. B., Treas. Mar. 28 July 8.

C. N. Has more rejuvenating vitalizing force than has ever before been known. Suffers from lack of vigor and vital forces which sap the pleasures of life should take Canadian Nerve one box will yield wonderful results.

Price \$1.—To quickly introduce will mail first order for 60 cts. coin or postal note.

Address: The Merwin Co., Windsor, Ont., Can.

A. E. ALEXANDER & SON

BUILDING PAPER

NAILS, GLASS

CEMENT, LIME

CEDAR SILLS

SCANTLING

and all Building Requirements at Lowest Prices

A. E. Alexander & Son

Fishing Tackle

AND

Base Ball Supplies

NOW

IS THE TIME TO BUY

WE CARRY

A Complete Line of the Above Goods at Reasonable Prices

S. M. Moores, Water St