

LET US REASON TOGETHER.

Poor Breakfast Foods
versus

MALT BREAKFAST FOOD.

Sensible, healthy and happy men and women "eat to live." The thousands of fallow, weak, dyspeptic and nervous people, some of whom we know, make their lives miserable by merely "living to eat."

Those who "eat to live," begin the morning meal with Malt Breakfast Food the most delicious, most nourishing and most easily digested grain food that Food Science has given to the world.

Those who suffer from disordered digestion, flatulency, waterbrash, irritation of stomach and constipation, are constipation, are consumers of ordinary oatmeal and other grain foods containing insoluble starch and other ingredients that retard digestion.

Since the introduction of Malt Breakfast Food, the morning meal in tens of thousands of families is looked to with expectancy and pleasure.

The use of Malt Breakfast Food at the morning meal insures a full measure of vitality for your daily work. All Grocers recommend Malt Breakfast Food.

Grocers say they can satisfy more customers with Union Blend Teas at 25, 30, 35 and 40 cents per pound than with all other brands combined.

A High Polish.

"I see that some astronomer says that the new star isn't a new star at all. It is just an old star that has got a new shine on it."

"Say, I wonder what brand of polish they use up there?"—Cleveland Plain Dealer.

Declined With Thanks.

Impecunious Lover—Be mine, Amanda, and you will be treated like an angel.

Maiden—Yes, I suppose so—nothing to eat and less to wear. No, I thank you.—What to Eat.

Slow Progress.

Pearl—So Dick gave you a lesson in poker? What hand did you hold?

Ruby—I really can't remember. Dick held my hand all the time.—Chicago News.

Late Realization.

"I now realize," said the pig as they loaded him in the wagon bound for the butcher's, "I now realize that overeating tends to shorten life."—Indianapolis Press.

The Limit.

Buster—I am having awful luck. I am now down to my last dollar.

Dedbroke—Pshaw, that's nothing! Wait till you are down to the last dollar of your last friend.—Life.

WEAK, NERVOUS WOMEN.

Could we read the hearts of women what a vast amount of suffering would be exposed. Female weakness has produced more invalids among women than any other cause. Have you any of the following symptoms? Nervousness, Weakness, Backache, Headache, "All-Gone" Feeling, Hot Flushes, Variable Appetite, Restlessness, No Ambition, Easily Excited, Painful Periods, Bearing-down Pains, Leucorrhoea, Pimples on the Face, Pains in the Loins, Eyes Sunk, No Vital Energy, etc. We Can Cure You. It matters not who has treated and failed in curing you. Consultation by Mail is Absolutely Free, and if curable we will tell you so. Don't let surgeons operate on you. We can cure you without cutting. Our New Method treatment is mild and pleasant. Family doctors have treated you for years, yet you are not cured—they only help you from time to time. Let us cure you at your own home by our New Method Treatment. Hundreds are being cured. Why not you? We will mail you our Symptom Blank simply for the asking, and we will tell you free of charge what we think of your case. Remember, your letters are kept strictly private and confidential and are answered in plain sealed envelope. Write at once, enclosing stamp for reply. Address Dr. W. H. SAUNDERS & Co., Sta. C, Chicago, Ill. Mention this paper.

Dec. 21, 1900, dwalry.

To Let Cards

For sale at the Herald office.—dtf.

Wedding and Engagement**Rings**

In abundance. Any quality or price you wish. See our line of Barettes, Bracelets, Stick Pins, Brooches, Lorgnettes, etc.

F. E. BLACKMER220
QUEEN
STREET

If you are thinking of buying a

New Spring Suit...**W. E. SEERY, MERCHANT TAILOR.**

226 QUEEN STREET.

LOOK AT MY STOCK.

I carry all the newest patterns on the market. My line of Spring Overcoatings and Trousers are complete. Call early and get first choice.

4th Annual MAY CHEAP SALE

Our 4th Annual Spring Sale will
begin at our 4 Big Stores on

SATURDAY, MAY 4th, 10 a. m.

This Stock-reducing Sale will last for ten days in order to give one and all a chance to profit by the great money-saving opportunities. Reductions in every department. This sale will be the most genuine we have ever attempted. We are crowded for room. Many shipments of Summer Goods are at the freight sheds, and we have no space for more until we get clear of a portion of that heavy stock now on hand. Only Seasonable and useful goods will be offered to the public away below their actual value. Read carefully every line underneath, and rest assured that the offers are genuine in every respect. Don't wait until we are sold out of the articles you require.

Come early. Fresh, stylish and seasonable goods will be slaughtered. Profits out of consideration.

Here are a Few of the FIRST SELLERS:**Men's and Boys' Department.**

Men's Tweed Suits, dark patterns, single breasted, well made, sizes 37 to 42, worth \$6.50, to be sold at only \$3.95. 18 Men's Navy Blue Serge Suits, single and double breasted, sizes 37 to 39. Our usual \$8.00 Suits to go into this sale at only \$5.75. 26 Men's English Worsted Suits, black and navy, regular \$10.00 suits. We will fit you perfectly at only \$6.50.

44 Men's Odd Coats, sizes 36 to 41, a maker's set of samples, worth \$4.00 to \$6.00. Your choice of the lot at \$2.00 and \$2.95.

15 only Boys' Odd Coats, sizes 25 to 33. Your choice for \$1.30.

Men's Fine Worsted Pants, light and dark patterns, well tailored, all sizes, regular price, \$2.50 to \$3.00, for this sale, we will fit you perfect at \$2.00 per pair.

95 pairs Boys' Knee Pants, all sizes, to be sold at 35 cts., 48 cts. pair.

26 Boys' 3 Piece Suits, sizes 6 to 14 years, worth \$3.90 to \$5.00, reduced to \$2.50 and \$3.25 the full suit.

12 Men's Spring and Fall Overcoats, the newest out, worth \$6.50 to \$9.00. Your choice of the lot at \$4.25 and \$6.00, all colors and sizes in this lot.

18 Men's Rainproof Coats, with capes, tweed patterns, to be sold at \$3.25.

68 Men's black and navy Cashmere Rainproof Coats, with and without capes, worth \$7.00 to \$10.00, to go at \$5.00 only.

12 only Boys' Rainproof Coats, same as men's quality, sizes 6 to 15 years, choice of the lot for \$2.25 only.

Underwear and Dress Shirts.

About 150 Odd Shirts and Drawers for Men and Boys, all qualities of wool of fleeced lined. They are the balance of our last season's stock. Your choice of the lot for 25 cts., worth 40 cts. to \$1.00 a piece.

130 Dress Shirts, white and colored, all styles and sizes, to clear them out choice for 50 cts. each 5 for \$2.00

4 Linen Collars, any style for 25 cts.

3 pairs good Stockings for 25 cts., newest styles in Men's and Boys'.

Fur and Felt Hats, soft and hard. The \$2 hats we'll sell at \$1.35, the \$1.50 hats at 90c, the \$1 hats at 65c.

Boys' Caps, 10c, 15c and 25c. Hundreds to choose from.

Ladies' and Misses' Department.

Impossible to mention here the whole of the articles that will go into this sale. Come and see for yourself. These are only a portion that we can squeeze in here.

40 webs of New Prints to go at 5½c a yard.

13 webs of New English Prints, worth 14c a yard, for 9½c a yard.

80 Short Ends of 14c Print, a yard wide, new patterns, your choice for 8½c a yard.

About 35 pieces of New Dress Goods, fancy and plain colors, worth 35c to 60c a yard, your choice for 25c yard.

About a hundred short ends of Black and Colored All Wool Dress Goods, 50c, 60c to 85c quality, will be sold at only 39c yard.

3 bales of 8c Cotton, a yard wide, for only 6c a yard. Not more than 20 yards to each buyer.

60 pieces new Sheetings, 10c goods, for 7c yard.

Spring Jackets and Costumes.

The balance of our New Jackets will be sold at ½ price. Newest style Jackets, worth \$4.50 to \$6, your choice for \$2.90 only.

18 only Ladies' Costumes, black and light colors, worth 9 to \$14. Your choice for only \$5.50. Sizes 32 to 38.

Dress Skirts.

65 Dress Skirts, made of all wool material, latest styles, to be sold at \$1.75, \$2.50 and \$2.95. Worth more than double.

Hundreds of New Waists in all colors, this season's styles, to be cleared out at 29c, 45c and 75c.

Big Bargains in our Shoe Store.

Come and look through. Sure to save 30 to 50 per cent.

Big Bargains in Carpets, Floor Oilcloth, Lace Curtains, Straw Matting, etc.

Don't fail to be here every day this month. Read our bills for more prices. Sale begins this Saturday, May 4th, at 10 a. m., and will last for 10 days. We want to be crowded every day this month. Our low prices will bring us the keenest buyers. These we are ready to meet.

M. FICKLER & CO.,**The Low Price Makers.**

This is our 4th Spring in Fredericton, and we want everybody to know it.