

FIT-
REFORM

Buy by

this Trademark

The most important part of a Spring Suit or Overcoat is the Fit-Reform trademark.

It is the only thing you need look for—because, when you have found it, it means that everything else has been looked out for.

Buy your new Suits and Overcoat by the Fit-Reform trademark and you are certain to buy satisfaction.

Spring Suits and Overcoats \$15, \$16.50, \$18, \$20 up.

Fit-Reform

C. H. THOMAS & CO.

Fredericton, New Brunswick.

IT ACTUALLY DESTROYS THE CAUSE.

That's why Catarrh is invariably cured by inhaling "Catarrhoxone." The healing vapor spreads to every part of the breathing organs. Germs infecting the tissues of the nose, throat and lungs are killed. Nothing is left to cause inflammation. Spots that are sore are healed. Discharge is cleared away and catarrh becomes something of the past. "Use "Catarrhoxone" and your recovery is guaranteed. Two sizes, 25c and \$1, at all dealers.

While a penurious grocer was telling his new boy how careful he must be a fly settled on a bag of sugar. The grocer caught it and threw it away. The boy then said:

If you want me to be careful you are setting me a bad example. Why? asked the grocer.

Because, said the boy, you have thrown the fly away without brushing the sugar off his feet.

How did Jones make all his money? Judicious speculation. And how did Brown lose his fortune? Dabbling in stocks.

Prudent Swain—If I were to steal a kiss would it scare you so that you would scream? Timid Maiden—I couldn't. Fright always makes me dumb.—Baltimore American.

MANY CHILDREN SICK.

Get their feet wet, catch cold or cramps, and give mothers an anxious time. With the first shiver or sneeze rub the little one's chest with Nerville, gargle the throat, and give ten drops in hot water at bedtime. Next morning all is well. No cold, no time lost at school. If Polson's Nerville isn't in your home get it there at once. Dealers sell it in large 25c bottles.

Today's Suggestion by Ellen Stan.

A ONE PIECE GINGHAM APRON.

THE majority of mothers prefer to keep children in white whenever it is possible to do so, and this is not expensive if aprons are provided that entirely cover the little dresses. They should be of the simplest possible cut, so it will not require long to make them, and they can be easily laundered.

The one shown in the accompanying illustration is cut in one piece and requires only a small quantity of material. The neck may be finished with the rolling collar or with a Dutch neck.



The underarm seams are made with French fells and the fullness at the lower edge of the sleeve gathered into a band. The bottom of the apron is hemmed.

Remnants of inexpensive goods suitable for such aprons can often be found on the bargain tables of department stores. If such material is purchased, better quality can be had for less money than if bought by the yard.

The busy mother can save much time by dressing children in the morning and slipping aprons on over the little dresses. By doing so, when the apron is removed the dress will be clean and neat and save the time and trouble of an extra dressing.

This one piece sack apron is cut in three sizes—for children one, three and five years of age. To make this garment for a child three years of age it requires 2 yards of material 27 inches wide or 1½ yards 36 inches wide. If the apron continues to form the inside skirt, sufficient extra material must be allowed to turn up.

Any reader of this paper who desires to secure this pattern may do so by sending 10 cents to this office. Give the number, 4028, state size desired and write name and address plainly. The pattern will be forwarded by mail within a few days of the receipt of the order.

Selections

NATURE AND ADVERTISING.

What Publicity Did For Mammoth Cave Half a Century Ago.

What happens when advertising stops is well shown in an article recently printed in the Philistine. The writer takes up the Mammoth cave of Kentucky as an example of what publicity does for even a wonder of nature.

Up to about 1870 the cave was well advertised. As the Philistine remarks, a visit to it was considered a sort of finishing touch to one's education, and a person who could not talk intelligently about it had no standing in polite society.

Records kept at the Mammoth Cave hotel from the time it was opened in 1837 show that while the place was being advertised in various ways the number of visitors was many times what it is now, when the publicity promoter knows it not. In 1844, for instance, when the population was less than 100,000,000 instead of the eighty odd millions of today, those who came to see the natural curiosity numbered on an average ninety-three a day. They traveled hundreds and thousands of miles, for many crossed the Atlantic to behold it. Sixty-one years later, in 1905, the average was less than a dozen a day.

The public simply has been permitted to forget that Kentucky's Mammoth cave exists. The man who owned it died in 1869, and his thirteen heirs, scattered all over the country, simply devoted themselves to spending the income that they derived from the \$2 a head admission fee. They thought the financial stream would keep on running without any expenditure on their part for advertising. They have been disappointed, of course.

As soon as the advertising was abandoned the people became indifferent about the cave, and finally it figured no longer as one of the great show places of the world.

In the language of the Philistine, caves are not necessary to human happiness until some man by astute advertising fills men and women with a desire to see them, and when the advertising ceases the desire ceases also.

Liberal advertising is essential to success. The story of the Mammoth cave of Kentucky is only one of thousands that prove the truth of this.

And do not forget also that when there is a let-up in business the man who advertises his wares more than his competitor is going to get the orders and make money.

A Witch's Weight.

"I was weighed this morning at the grocery," announced Brenda, a small, dainty young woman of trim figure, "and I weighed just ninety-nine pounds and a half. When I stepped down old Mr. Pollansbee laughed and said: 'That's a lucky half, miss. Ninety-nine is witches' weight.' I asked what he meant, and he said: 'My, my, didn't ever hear of witches' weight? Well, that is queer. Your granther kin tell ye, though.'"

"And now, grandfather, what is witches' weight?"

"Ma'am Jones," said grandfather tersely, "was a witch, and her weight was witches' weight."

There was a chorus of exclamations. "Yes, a witch in my day," he reiterated, "as much a witch as any witch, and as much believed in, if not as widely."

"As for her weight, I believe ninety-nine pounds is indeed the traditional limit of weight for a witch. Perhaps it is the utmost a broomstick will carry."

Best He Could Do.

"Sir," said the irate parent as he unexpectedly entered the parlor, "what do you mean by kissing my daughter?"

"Excuse me," replied the poor but otherwise honest young man, "but I desired to show my appreciation of your daughter's loveliness, and kisses are the only things I can afford to give her at the present stage of the game."

If We Could Look at the Heart of a Pale-Faced Person!

Few people ever stop to consider what pallor to the countenance means. In the first place it indicates an absence from the blood of the rich, red, life-giving elements so requisite to health; and in the second place it indicates a weakened heart action. These two things act and re-act. If we could look at the heart of one of these pale-faced people, we would see it flabby, weak and palid. No wonder they are easily tired, get out of breath quickly, have palpitation, are nervous and downhearted. Their muscles are poor, their stomach disordered, and their lives are seldom free from misery.

Let them take Milburn's Heart and Nerve Pills; there is no remedy to equal them for making pale faces rosy, weak hearts and shaky nerves strong, flabby muscles firm, and infusing new hope and ambition into life.

Mr. W. J. Churchill, Lombardy, Ont., writes: "I was troubled for three years with a weak heart and nervousness. I could not sleep and ever so little food would distress me. I also had faint and dizzy spells, and doctored with three doctors but was growing worse. After taking three boxes of Milburn's Heart and Nerve Pills I feel as well as ever I did. They are the best pills on earth."

Price 50 cents per box, or 3 for \$1.25 at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

Canada Is Exempt.

The British Board of Agriculture has just made a concession to the Canadian Government's contention regarding freedom of disease in Canadian herds. It was recently announced in the cable despatches that since the outbreak of the foot-and-mouth disease in Scotland the importation of hay and straw from a large number of countries had been forbidden by the British authorities to prevent the further introduction of the disease, and that Canada was one of the countries from which it had been forbidden to import fodder.

A message from Lord Strathcona to the Minister of Agriculture confirms the fact that the British authorities are taking precautions, but Canada has not been put on the prohibited list. The message says: "Have been closely watching and in communication with Board of Agriculture since outbreak of disease in Scotland. An order received to-day contains a long list of countries from which importation of hay and straw is prohibited, but Canada is not included. Have also been so assured by the Board of Agriculture. (Signed) Strathcona."

FREDERICTON

CONSERVATORY OF MUSIC

Provides complete courses of instruction upon modern progressive educational principles.

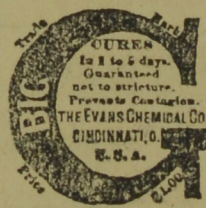
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Frank Harrison
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MEN AND WOMEN.

Use Big 62 for urinary discharges, inflammation, irritations or ulcerations of mucous membranes. Painless, and not astringent or poisonous. Sold by Druggists, or sent in plain wrapper, by express, prepaid, for \$1.00, or 3 bottles \$2.75. Circular sent on request.

NOTICE OF LEGISLATION

THE CITY OF FREDERICTON will apply at the next session of the Legislature of New Brunswick for an Act to authorize the said City to issue \$21,000 of debentures to provide for the completion of recent improvements to the City Water System, \$8,000, Debentures for completion of the Sewerage System and \$6,000 of City Debt Debentures, all payable by instalments. ALSO for an Act to provide for the appointment by the City Council of a Constable to attend and execute all writs issued out of the City of Fredericton Civil Court.

J. W. McCREADY,

City Clerk
City Hall, April 2nd, 1908.
Apr. 3 & 1 mo.

DENTISTRY.

Maritime Dental Parlors.

J. B. CROCKER, D. D. S.

All Dental work done by latest and improved methods. Teeth extracted absolutely without pain.

Special attention given to treating and saving natural teeth.

Work done at reasonable prices. Hours: 9 a. m. to 8 p. m.

La Hamaca Cigar

The only Imported Cigar sold at 3 for 25c.



BETTER THAN EVER

A fresh shipment just received by

JAMES H. HAWTHORNE

Cigars, Wholesale and Retail

ASK FOR IT AND TAKE NO OTHER

PIANOS AND ORGANS

We have in stock a good variety of Heintzman & Co.'s celebrated Pianos; Bell Piano Co.'s high grade Pianos; Gourley's fine art Pianos; in Organs such reliable makes as Bell's, Karn's, Sherlock Manning and others.

GUARANTEE

Don't buy inferior makes when you can have the best for the same price. We guarantee every instrument we sell and if not entirely as represented or absolutely satisfactory money refunded.

McMURRAY & CO.

WONDERFUL \$1. VALUES

on sale To-Night till 10 o'clock and all next week. Bring this list with you and see that you get the goods precisely as named here

FOR MEN AND BOYS

3 Neglige Dress Shirts for \$1.00. All sizes.

Good Tweed Pants for men, \$1.00. All sizes.

2 suits Cotton Underwear for men, \$1.00. All sizes.

8 pairs good summer socks, 1.00. All sizes.

Men's \$1.75 Fur Felt Hats, \$1.00 any style.

Men's Separate Vests, \$1.00, any style.

Pair Overalls and Jumper for \$1.00, any style.

2 pairs Boy's 75c. Pants for \$1.00, any style.

A lot of Boy's Suits, choice for \$1.00.

A lot of Boy's Boots, choice for \$1.

2 fine Boy's Sweaters, choice \$1.00

3 boy's Fine Shirts, choice for \$1.00.

1 doz. good Linen Collars, best styles, \$1.00, all sizes.

½ doz. fine linen cuffs for \$1.00

\$1.50 patent umbrellas, ladies or gent's for \$1.00.

18 men and boy's odd coats choice \$1.00 all sizes.

5 Boy's Spring Overcoats, choice \$1.00.

\$1. VALUES FOR LADIES

Good Dress Skirts, choice of 14 at \$1.00.

Very Fine Lawn \$2.50 waists at \$1.00.

Fine Black Underskirts \$1.85 kind for \$1.00.

Black Saten Wrappers, \$2.50 values for \$1.00.

4 pairs of 50 cent fine silken hose for \$1.00.

20 yards good grey cotton for \$1.00.

13 yards of 10c white lawn or cotton for \$1.00

15 yards of 8c. prints, choice patterns for \$1.00.

10 yards of 15c. prints, choice patterns for \$1.00.

10 yards of white and colored muslins for \$1.00.

Girl's Summer Dresses \$1.85 kind for \$1.00.

4 linen window blinds, all colors for \$1.00.

Good Bed Spreads \$1.60 quality for \$1.00 per pair.

5 Silk Kimonas, \$5.00 values, choice \$1.00.

Women's Lace Kid Shoes, sizes 3 to 6½, \$1.75 kind, choice \$1.00 per pair.

Bring this list with you and get precisely the goods named above for the prices mentioned.

Look into our windows for bargains that are bargains.

M. FICKLER & CO.