

Keep in mind that Scott's Emulsion contains the hypophosphites.

These alone make it of great value for all affections of the nervous system.

It also contains glycerine, a most valuable, soothing and healing agent. Then there is the cod-liver oil, acknowledged by all physicians as the best remedy for poor blood and loss in weight.

These three great remedial agents blended into a creamy Emulsion, make a remarkable tissue builder.

50c. and \$1.00, all druggists.  
SCOTT & BOWNE, Chemists, Toronto.

## Good Food

—BETTER THAN—

## Medicine

Therefore eat bread made from the famous

### Arlington Wheat Meal

A perfect food for dyspeptics.

Being ground from the best pure wheat, it furnishes to the public the means of supplying a PERFECT FOOD.

We sell it. . . .

## Sanderson & Co

Pure Food Sellers.

We have

a Beautiful

line of goods to show you this season in

Diamond Rings

Gipsy Rings

Chain Bracelets

Ornament Chains

Gents Chains

Brooches

etc. etc. etc

We are giving special value in Watches and Clocks until Xmas. It will give us pleasure to show them to you.

## W. N. TANTON

Great George St.

Evaporated peaches and apricots a Beer & Goff's.

Paton's Annual Remnant Sale now on.

## NOTICE!

—TO—

## DEBTORS

As we have transferred our business to other parties our books must be

Closed up at once

All those indebted to us will oblige by making immediate payment at the OLD STAND.

Accounts Long Overdue

if not attended to at once will be sued for.

W. A. WEEKS & CO.

Jan 26—eod & w 2m

## Molasses and Sugar.

Extra choice Porto Rico Molasses. Extra standard granulated Sugar yellow extra C Sugar, Demerara Crystals in bags. Selling at lowest prices.

HORACE HASZARD

Ch'town, Jan 5th '99  
4 2 wks eod

## For Business Men

The Gospel of Advertising.

By Walston Dixey.

The Gospel of Advertising is in reality as simple as the Gospel of Christianity. All the "law and the prophets" hang on one plain "commandment": Have something in your business that is worth telling about, and tell about it.

Anybody who will fix this common sense precept firmly in mind and stick to it under all circumstances will produce good advertising. He doesn't need to be brilliant nor clever nor literary nor original nor any of the other wonderful things that are supposed to be necessary to "expertness."

In fact the less he thinks about expertness, the less he thinks about anything but this one thing of having his business right and telling about it, the better his advertising will be.

All the good advertising that is written is good because it sticks to these simple points; all the bad advertising is bad because it neglects them.

There is no use trying to tell something good about a business that is not worth telling about; there is no use advertising even a first-rate business if the ads fail to tell about it.

If nine-tenths of the advertisers who are straining themselves to do good advertising by means of extraordinary display and brilliant language would simply face about and look into their business and see what is the matter with it, they should find that the trouble is with the business and not with the advertising.

If nine-tenths of those who are conducting a first class business and wondering why their advertising brings them no more business to conduct would investigate that advertising a little they would find that it fails to tell what is worth telling about the business.

It is a hopeless job to talk grandiloquent nothings about a poor business. It is almost equally hopeless to expect to extend a good business by advertising which doesn't tell how good it is. Better leave it alone to advertise itself, and not waste money on newspaper space.

That is all there is about it; and it all the discussions, theories and experiments which run about the subject and overrun it in all directions were cut off and swept away and this one simple method strictly adhered to, there would soon be nothing in advertising left to talk about.

If an advertiser's mind could be

sponged clear of all claptrap about display, illustrations, headlines, borders, catch phrases, etc., and only the one simple sentence, "Have something worth telling about your business and tell about it" written there indelibly, he would do good advertising from the start and never know he was trying.

It is worth while for the retailer in country places to remember that the owners of city stores spend thousands of dollars to arrange windows suitable for display. And they find it to pay them. As the Bulletin of Minneapolis says, the country retailer who now neglects this part of his daily work should realize its importance in trade and proceed at once to adopt window dressing as a part of his daily work. There are many window displays in country stores that would do genuine credit to city stores. They are inviting, and glimpses of the well arranged store room within appeal to the passer-by. Let the retailers in the smaller places take more pains with this feature of their stores, and we venture to say they will find it well worth their trouble.—Monetary Times.

The most successful—and popular—men are those who are not above availing themselves of the ideas and experience of others. It is all very well, in theory, to sit up on a pedestal of self sufficiency and loftily ignore the well-meant and often valuable suggestions of other men; but the wise man knows that there is always the possibility of a germ of the profitable idea coming from sources apparently most unpromising, and no man in business can afford to overlook any chances. This is true in every department of business, and especially so in advertising.—Advertising World.

"A woman's advice is no great thing, but the man is a fool that does not take it."—Spanish Proverb.

Good advertising is the oil which eases the clasps of many pocket-books.

## Hood's Pills

Best to take after dinner; prevent distress, aid digestion, cure constipation. Purely vegetable; do not gripe or cause pain. Sold by all druggists. 25 cents. Prepared only by G. L. Hood & Co., Lowell, Mass.

## Charlottetown School of Music

KINDERGARTEN BUILDING.

W. Harry Watts, Director

Lessons given on Pipe Organ. Fee (which includes use of organ for practice and blower) \$15 per term of 20 lessons. Piano (one hour) \$10 per term. Half hour lessons on Piano, Singing, Orchestral Instruments, or Harmony, \$5 per term.

Papers will be ready by the Director every Saturday at 10.30. Pupils admitted free, but are to provide themselves with combined note and exercise books.

Hours: 9 to 12, 2 to 5, 7 to 9. 6—tu, thur, st

## FOREST & STREAM TRIAL TRIP

AT SPECIAL TRIP RATE.

This large illustrated sportsman's weekly is just the paper for you if you are a shooter or angler or amateur sailor or camper or observer of nature. FOREST AND STREAM is called the "sportsman's home journal," because all in the home read it. To know it is to like it. The price is 10 cents per copy (of all newsdealers); but that you may get acquainted with FOREST AND STREAM, send 25 cents (silver or stamps), and we will send the paper for four weeks as a special trial trip. Our catalogue of best books on outdoor sports will come to you free. Address: FOREST AND STREAM PUBLISHING CO., 346 Broadway, New York.

## Canadian Pacific Railway.

TRAVEL - IN - COMFORT

—BY—  
TOURIST SLEEPERS

leaving Montreal every THURSDAY at 11 a. m. for the PACIFIC COAST, accommodating second class passengers for all points, algaray and west.

Berth Rates—  
Montreal to Calgary.....\$7.00  
Montreal to Revelstoke..... 7.00  
Montreal to Vancouver..... 8.00  
Montreal to Seattle..... 8.00

For Passage Rates to all points in CANADA, WESTERN UNITED STATES and to JAPAN, CHINA, INDIA, HAWAIIAN ISLANDS, AUSTRALIA and MANILA, and also for descriptive advertising matter and maps, write to

A. H. NOTMAN,  
Asst. Genl. Pass. Agt.,  
St. John, N. B.

## THE PRODUCTION OF PORK

In 1892, says Professor Robertson's report, it was estimated that there were 162,172,224 hogs in the world. Of that number Canada was credited with 1,706,785. If such methods of breeding, rearing, feeding, and fattening Canadian hogs can be followed, as will make the bacon from them acceptable as first class to the British consumers, the number can be doubled or quadrupled without much, if any, fall in the price. A large proportion of the hogs are raised and fed in such a way that they are saleable in October and November only. These are the months at which hogs usually will sell for the lowest prices. It is important that there should be a steady supply of hogs, marketable at all seasons of the year. That only can be done when farmers cease regarding the keeping of a few swine as of no consequence in farm management, and instead rear and fatten hogs systematically. It is not desirable that many farmers in Canada should become specialists in hog-breeding, but it is desirable that most of them should keep more swine, and thus find a profitable market for grains, skim milk, butter milk and whey. Swine-breeding is a paying investment as an adjunct or a branch of dairy farming.

The imports of bacon, hams, and lard into Great Britain in 1896 amounted to \$53,487,607, of which only \$3,163,849 worth was obtained from Canada. To meet the requirements of the British markets, hogs with plenty of flesh and not lardly meat are wanted. Larger numbers of them should be fed, fattened, and marketed during the summer months, and as a rule they should be sold alive by the farmer or feeder in order that they may be slaughtered at packing houses where the carcasses can be cut curd in the manner to suit the preferences of the different markets. When Canadian bacon and hams become better known in Great Britain they will be sought after at relatively higher prices.

AN OLD AND WELL TRIED REMEDY. Mrs. Winslow's Soothing Syrup has been used for over fifty years by millions of mothers for their children while teething with perfect success. It soothes the child, softens the gums, allays all pain, cures wind, colic, and is the best remedy for Diarrhoea. Is pleasant to the taste. Sold by druggists in every part of the world. Twenty-five cents a bottle. Its value is incalculable. Be sure and ask for Mrs. Winslow's Soothing Syrup.

Hair Brushes,

Soaps,

Toilet Articles.

BRIGHT  
NEW GOODS

At soiled prices.

## Reddin Bros

Opposite P. O.

## Watches

Watches in Nickel cases \$3.00 to \$10.00

" " Silver " 7.00 " 30.00

" " Gold " 10.00 " 100.00

Chains for Ladies \$1.00 to \$20.00

Ribbon Guards 25c

Gem Rings 1.00 to 50.00

Cuff studs and links 20 to 10.00

Collar Studs 05 to 2.00

Brooches 25 to 20.00

Spectacles 50 to 10.00

Silverware nearly all kinds, in good quality plate.

Also some in solid silver:

## E. W. TAYLOR

Victoria Jewelry Sto

REMOVED.

On and after Monday, Oct 2rd, n. patrons will find me in my office in the New Prowse Block, on the north side of Queen's Square, first door to the right upstairs.

DR. J. H. AYERS, Dentist

What is

# CASTORIA

Castoria is for Infants and Children. Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It contains neither Opium, Morphine nor other Narcotic substance. It is Pleasant. Its guarantee is thirty years' use by Millions of Mothers. Castoria destroys Worms and allays Feverishness. Castoria cures Diarrhoea and Wind Colic. Castoria relieves Teething Troubles, cures Constipation and Flatulency. Castoria assimilates the Food, regulates the Stomach and Bowels of Infants and Children, giving healthy and natural sleep. Castoria is the Children's Panacea—The Mother's Friend.

Castoria.

"Castoria is an excellent medicine for children. Mothers have repeatedly told me of its good effect upon their children."

DR. G. C. OSGOOD, Lowell, Mass.

Castoria.

"Castoria is so well adapted to children that I recommend it as superior to any preparation known to me."

H. A. ARCHER, M. D. Brooklyn, N. Y.

THE FAC-SIMILE SIGNATURE OF

Chas. H. Fletcher.

APPEARS ON EVERY WRAPPER.

THE CENTRUM COMPANY, 77 MURRAY STREET, NEW YORK CITY.



## Clean Sweep Sale....

You can't always get the chance of buying so cheap

But the balance of our stock of Boys' Suits will positively be closed out at half price. A few Men's Ulsters and suits at your own price. Men's Underclothing at clearing prices.

## Boots and Shoes.

A lot of Ladies' Fine Dongola Boots worth from \$1.25 to \$1.85, all will go now for 75c a pair.

A lot of Women's Strong Boots for 50 cents a pair.

Men's Overshoes - \$1.00  
Women's Overshoes - .90  
Boys' Hockey Boots - \$1.35  
Men's Hockey Boots - \$1.65

COME NOW TO

## J. B. Macdonald & Co

FOR BIG BARGAINS

## SKATES IN HOCKEY & ACME.

A large variety Hockey Sticks and Pucks. Price away down

## SIMON W. CRABBE

Walker's Corner.....

STOVES & HARDWARE