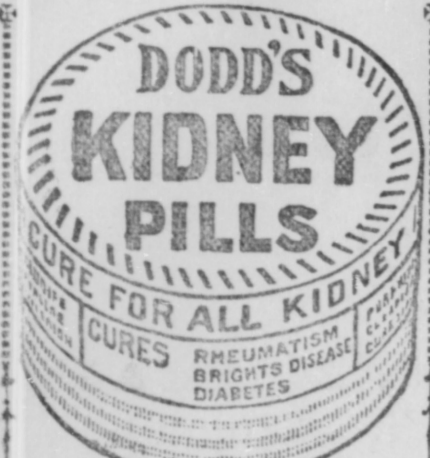


DODD'S

DODD'S

DODD'S
 DODD'S KIDNEY PILLS, the only positive, never-failing cure, on earth, for all Kidney diseases.
 Take No Other. Get the Genuine. Refuse Imitations. There's Only One Dodd's.



Ordinary kinds of enamelled ware are always chipping, cracking or burning out necessitating new purchases continually—the

"CRESCENT"
 STEEL AGATE WARE

never chips or burns. It wears long and is the best enamelled ware made. Each article bears our label.

MADE BY
 The Thos. Davidson M'fg Co.
 MONTREAL.

WATCHES

Unsurpassed for durability and timekeeping qualities, at prices so low as to surprise you.

G. H. TAYLORS
 SUNNYSIDE

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

SEEDS!

Seed Oats—Ontario White Banner,
 Seed Wheat—Manitoba White Fife
 Seed Wheat—Ontario White Fife.
 Seed Timothy—Island Growth.

CARVELL BROS.
 Ch'town, 15-Mch, 2i guar. pat

For **Business Men**

AD CRITICISMS

Some Opinions From Halifax About Good Advertising.

The publishers of the Halifax Herald and the Evening Mail recently offered prizes for the most intelligent criticisms of the advertisements in their papers. Much interest was taken in the contest and the results were published in the Herald last Thursday.

"T. W. L." who won the first prize in his criticism says:—

Doubtless a business to succeed must advertise, and an ad. to have good results must be concise, explicit and must never be misleading.

How often is one lured by a flaming ad to the "bargain counter," only to find that the "very superior quality" of flannelette at 5 cents per yard, is "all gone," or that boots at the wonderful price of "99 cents" are all of impossible sizes. Nothing between Nos. 2 and 9, or something equally disappointing.

An ad. must be explicit. A general intimation that goods are "marked down" or are going at half price, is meaningless to the reader.

Nothing is more fascinating than a list of articles with prices, enabling the purchaser to make a list of the exact articles required.

This is taken from the second prize criticism:—

"Advertising to be successful must be persistent. It is money wasted to advertise this week or month, and then drop for three or four months.

A single inch every day is better than a half column, three or four times a year.

The ad. should appear in every issue and should be changed at least once a week.

The ad. should be truthful. As no successful merchant will allow his sales-people to misrepresent goods, neither should his ad. writers.

The ad. should be brief and to the point. One line at a time, and the price always.

Cuts of the articles advertised are very convincing as well as attractive, but they should be as near like the article advertised as possible.

Bright up-to-date catch lines are attractive, and draw the readers attention but they should never be vulgar or profane.

This is from the one which the judges considered to be third best.

1.—Name and address should be prominent.

2.—It should tell the consumer who reads a certain article where he can buy it.

3.—It should create a need upon the part of the consumer, who before reading the "ad." was not aware of the need.

4.—It should give "facts about" and "prices of" articles advertised.

5.—It should be fresh, timely and seasonable. (A Xmas ad. in July is n. g.)

6.—It should tell this consumer something he does not already know. (A half column of pins, needles, etc., etc., in a dry goods "ad." is not news. The "ad." should give prices of staples and call attention to specialties and leaders.)

7.—It should be printed with easy reading type. (Better pay for twice the space or cut the matter down than expect the consumer to ruin his eyes.)

8.—When cuts are used they should be artistic and suggestive.

Several of the contestants put their opinions into rhyme, and this is one of them:—

AN OPINION IN RHYME.
 To men who doubt of how to advertise,
 This is the way that I would all advise;
 Just write the facts about your business well—
 Then tell the truth of what you have

W
 If you want good reliable Knives or Scissors buy
WALTER'S POPULAR TRUE BRAND CUTLERY.
 Every blade warranted best steel. Leading dealers sell them.

REMOVED.

On and after Monday, Oct 2nd, 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

to sell.
 Write some attractive features up so high
 That it will be sure to catch the public eye;
 Put it where it will have a circulation.
 That's a pointer for your calculation.
 Then have it printed in a type that's bold,
 And very soon you'll find your goods are sold:
 Then buy—and advertise—and stick to trade,
 And that's the way you'll get a fortune made.

A. L. Warner.

This is Mrs Jos. Wildman's advice to advertisers:—
 LIVE UP TO YOUR AD.

"As advertising is the great lever by which a shrewd man of business first turns his energies in order to secure trade, it is essential that he should use in getting up his ad. in a manner that it will always fresh in the eyes of the buying people. In fact an up-to-date business house should change its ad. every day; by so doing the people would expect the change and look for it. If your stock varies, have a special line to run off each week with prices. If you make any improvements in your store tell the people about it in your ad. Have large headlines as I think they catch the eye quickest. Live up to what you advertise.

Asthma Cured

After Twelve Years' Suffering—Toronto Physicians Advised Leaving Her Home to go to Manitoba—Clarke's Kola Compound Cured.

Mrs. McTaggart, 80 Vansaley st. Toronto, writes: "I have been troubled with asthma and bronchitis for twelve years, which gradually grew worse each year in spite of the hundreds of dollars my husband has spent with several doctors, and almost every remedy we could procure, which only afforded temporary relief. For the past two years I could not lie on my left side, and during the past year previous to taking Clarke's Kola Compound the asthma became so severe that I had not had a full night's sleep, and during most of that time we had a doctor in attendance. We gave up several doctors, as I was becoming no better, and the last doctor, after about two months' treatment, told me he could do nothing for me, and advised me to go to Manitoba or some dry climate. We heard of Clarke's Kola Compound being a cure for asthma, and before taking this remedy made several inquiries from those who had taken it, and in each case found the result so satisfactory that we resolved to try it. After taking the first bottle I became much better, and began to sleep well at nights. Since taking the third bottle I have not felt the slightest symptoms of my former trouble. I have during the past six months gained nearly 20 pounds in flesh and feel perfectly healthy in every way. I can assure you that I will do all in my power to induce any sufferer from this terrible disease to try it."

Certified correct by Peter McTaggart, Proprietor of Toronto Dairy Co.
 Sold by Geo. E. Hughes.

Cake
 OF
Royal Oak Soap
Free

All you have to do to get one is to drop us a postal card with your name and address, and the name and address of a dealer who doesn't sell it.

Royal Oak Soap is the only pure unadulterated soap now on the market.

JAS. D. LAPHORNE & CO,
 Charlottetown Soap Makers

ACHING TEETH
 CAREFULLY TREATED.

And FILLED OR CROWNED
DR JOHN P. MURRAY,
 Queen St., near London House.

NOTICE

The annual meeting of the Provincial Branch of the Dominion Temperance Alliance of P. E. Island, will be held in the Y. M. C. A. Hall Charlottetown, on Thursday March 30th at 2 p. m. A full attendance of Temperance workers is requested, as business of importance will be brought before the meeting.

Chronic Eczema Cured.
 One of the most chronic cases of Eczema ever cured is the case of Miss Grace Ella Aiton, of Hartland, N. B. On a sworn statement Mr. Aiton says: "I hereby certify that my daughter Grace Ella was cured of Eczema of long standing by using four boxes of Dr. Chase's Ointment. William Thibodeau, registrar, of Hartland also certifies that he sold four boxes of Dr. Chase's Ointment which cured Grace Ella."

The knowledge a man doesn't possess always crops out when a child questions him.

Keep Minard's Liniment in the House

A bird in the hand is vulgar. Use a knife and fork.

Dr. Chase Cures Catarrh after Operations Fail.

Toronto, March 16th, 1897.
 My boy aged four years, had a catarrh from Catarrh, and lately we submitted him to an operation at the Central Hospital. Since then we have resorted to Dr. Chase's Catarrh Cure, and one box of this medicine has made a prompt and complete cure.

H. G. FORD,
 Foreman, Cowan Ave. Fire Hall.

Minard's Liniment is used by Physicians

More sailors are wrecked on land than at sea.

To a man who finds himself with health gradually slipping away, Kidneys and Liver so disorganized that they are incapable of keeping the system free from poisonous waste material, Stomach disordered, Bowels constipated, Head Aching, Back Painful, take Dr. Chase's Kidney-Liver Tonic. The quick way they help you back to health will surprise you.

At a safe distance we do not hesitate in saying that prize-fighters are no better than they should be.

Minard's Liniment Lumberman's Friend

Mrs. John Trainor, King St. offers for sale a three story dwelling house situated on Pownall St. containing 13 rooms and shop with good stabling in connection. Dwelling suitable for double tenement. 92 dy & wklly 1 wk.

Ask for Minard's and take no other

NOTICE

Herby given that an application will be made to the Parliament of Canada at its next session for an Act incorporating The Canadian Mortgage and Investment Incorporation for the following amongst other purposes: To carry on the business of a loan and savings company with all the necessary powers incidental to such a business, and to acquire and undertake the assets and business of The Canadian Permanent Loan and Savings Company, The Freshford Loan and Savings Company, The London and Ontario Investment Company, Limited and The Western Canada Loan and Savings Company, respectively, or of any of them, and of such other companies of a similar kind as may agree thereto; and enabling the necessary corporations and parties to enter into all necessary agreements for the purposes aforesaid.

THOMAS G. BLACKSTOCK,
 for the Applicants
 DATED at Toronto this 26th day of January, 1899.

We have a Beautiful

- line of goods to show you this season in
- Diamond Rings**
- Gipsy Rings**
- Chain Bracelets**
- ornette Clairs**
- 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.

BIGGEST BARGAINS

—ever heard tell of in Watches, Clocks Jewelry, Silverware, spectacles, China-ware, Glassware, Fancy Goods, Toys, etc., etc., for a short time, as we are preparing for spring goods at the

—MODERN—
JEWELRY & FANCY GOODS STORE

ALSO, repairing punctually attended to Watches, Clocks, Jewelry, Compasses, etc Sunnyside, opp. Post Office
JURY and CO,
 CHARLOTTETOWN.

Tailor-Made vs. Factory-Made!

Take up the printed announcements of makers and importers of ready-made clothing and when they strive to give emphasis to the alleged merits of their clothing they invariably tell how nearly they approach to tailor-made. Here are some quotations—

"Elegantly tailored"
 Cut and finished equal to ordered work," equal in quality, fit, and finish to suits made to order, or similar statements.

Then tailor-made clothes are different to imported factory-made, otherwise there would be no need to make comparisons. If tailor-made were not the better clothes they would not be held up as the ideal to which the ready-made strive to reach

The fact is there is a great deal of difference between a factory-made imported suit and a tailor-made in style and durability.

The man that is indifferent as to the appearance of his clothes when he buys them and when worn a month, may be satisfied with a factory-made, but if he has regard to looks and economy, he will buy tailor-made garments.

For those who are not disposed to give the prices usually paid for clothes made to special order, and are not satisfied with the imported ready-made clothing, we have made, and are daily adding, Suits and Overcoats of superior workmanship that we are selling as low in price as imported makes of inferior quality.

- All Wool Oxford Tweed Suits, \$9 15
- All Wool Serge Suits, \$9 50
- All Wool Worsted Suits, \$9 50

D. A. Bruce,

MORRIS BLOCK, VICTORIA ROW.

TEETH!

Are you thinking of coming to town to have some dental work done? Is your time limited? Let us tell you what we can do.

WE can take the worst case of an aching tooth and treat and fill it in one setting.

WE can take the worst case of abscessed or ulcerated tooth and treat and fill in one setting.

WE can take any number of such teeth and make them all right in one sitting, and fully guarantee them not to abscess again.

WE have teeth. **Don't have a tooth extracted** because you are told that it cannot be filled. We have the experience and methods for saving teeth. We do **Painless Dentistry** by use of the famous

BERLIN METHOD

—AND BY—
ELECTRICITY

WE make Crown and Bridge Work and put it in place same day as impression is taken.

WE make Metal Plates or Valcinate Plates and put them in place same day as impression is taken.

We have everything required, and up to date for best work, and for comfort of our patients.

Persons from out of town will see the great advantage of coming to see us, as they can have their Dental Work done without loss of time, and fully guaranteed in every respect. Our prices are low, and each branch in charge of a specialist. Examinations and advice free. Call and see specimens of Teeth without plates, etc.

BERLIN DENTAL PARLORS

CHARLOTTETOWN, P. E. I.

PROCLAMATION.

We are now ready and willing to place any number of Hotels, Stores and private dwellings in a correct sanitary, and consequently healthy condition; and this at short notice.

We will furnish all who desire it with Baths, Closets, and Lavatories of the latest and most approved patterns at prices consistent with first-class quality of goods and workman-ship.

The latest and most beautiful New York designs in electroliers. A large stock of soil pipe and all plumber's, steamfitters and engineers supplies now on hand.

Call on us at the Masonic Temple Building. You will receive courteous treatment whether we sell you or not.

T. A. MacLEAN,

MANUFACTURERS AGENT.