## We Beg

To call attention to a new make of Corset called

## $\rightleftharpoons$ QEBEH $<$

Pronounced Keba
Which is highly recom－ mended，and to introduce we will sell at
－－$\$ 1.00$
Excellent Value at $\$ 1.50$ ．
Wm．Cowling \＆Co －
ITCIFIING pin worms．DII I⿴囗十⺀⿺𠃊

 Instant Relief．


## 

 Of Galesburg，Illinois．CASH ASSETS ．．$\$ 1,300,000$ ．SURPLUS ．．．$\$ 1000.000$
$\$ 53000$ deposited with the Dominion Government，as ALL KINDSSOF POLLCIES claims Not a dollar due and GOOD TERMS TO AGENTS．

F．A．JOHNSON
DISTRICT MANAGER


NECESSARY
PUBLICITY．

THE PRE－EMINENT VALUE OF GOOD －ADVERTISING．

The Newspaper the Only Natural lledium of Bus＝ iness＝Bringing

Advertising is busmess．
If it wasn＇t tusiness ，it be a a part of business
The man who cannot utilize ad－
vertising in his business has no busi－
ness to be in business，and general－ ly isn＇t
When six hundred thousand
successful business men have ad－
yertised，do dadvertise，and intend to
advertise，we will not talk to the man who dosen＇t believe in advertis－
ing，and who is stagnating in his
own folly，attempting to believe
that he is the exception which
the proves the rule．Supposing he is，
whai man of sense dares follow the
rule of exception，when immutable
隹 aws of success demands necessary
publicity？Make up statistics sor
－ourself．How many successful ness without advertising？Wusi－
Wou be with the successful majority，
yon
Does advertising pay？
Read the answer in success or
the six hundred thousand business
$\qquad$
$\qquad$
$\qquad$
proven value of advertising in
magazazes and other national publi－
cations，has no place in this city，
for local business men whe
for balk of theirs business from the
the bulk whith
city in which they do business，and
from within a radis of not exced－
ing one hundred miles，the grcat
proportion cons．
ing ten miles．
Business has suffered from busi，
ness deprossion，but－no business de－ pression ever exceeded heyond its
epidemic limit，and every depres－
sion has been followed by better
times，all the more brisk from their
contrast with preceeding months．
The most successful business
men prove，by liberal expenture，
that there never have been times so
dull that extra advertising did not
pay．The foolish business man
cuts his publicity appropriation
when business appears to be poor，
and allows the neighbor in business
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$so many necessities．The times re
gulate the class of their buying．
Ninety per cent．of
$\qquad$
$\qquad$

$$
\begin{aligned}
& \text { buy a first class cooking range. } \\
& \text { Many father thinking of present- } \\
& \text { ng his son with a bicycle or sled, } \\
& \text { can be made, with proper advertise- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { can be made, with proper advertise- } \\
& \text { ments, to purchase a good bicycle } \\
& \text { or sled, which is cheaper in the.end, }
\end{aligned}
$$

Don＇t Forget our new stand just opp．the Market in the store lately occupied by J．M．Wallace．

## J．P．BREAU．

## TRUTH TRUUMPHANT！ <br> asserts its nobility and is ever making itself more resplendent with new discoveries．Nature＇s great law is that of progress．From the days of

MAITRORIING
Has been conspicunus for its splendid achievements．Gentlemen，I am
osmopolitan in my predilictions．I am prepared to make garments suited
or the balmy days of summer，and orean blasts of winter．I I am also iso a position to make suits that will， woll as the statute as it comes from the sculptor＇s chisel． Gentlemen call at my establishment in Moncton as my fits are war－ I have now on hand a full line English，Scotch and Canadian Tweeds，
Worsted Coatitg，Overcoating and Farcy Trousering．Now is the time
for you to call and leave yourg ader for

## A．Y．CLARKE，

MERCHANT TAILOR
184 Main Street，Moncton，N．B．

OHASE＇S CHAPTER


