PUBLICITY

VALUE OF GOOD

ADVERTISING.

The Newspaper the Only

Advertising is business.
If it wasn't business, it wouldn't

The man who cannot utilize ad-

vertising in his business has no busi-

ness to be in business, and general-

When six hundred thousand

successful business men have ad-

vertised, do advertise, and intend to

advertise, we will not talk to the man who dosen't believe in advertising, and who is stagnating in his

own folly, attempting to believe that he is the exception which proves the rule. Supposing he is,

what man of sense dares follow the

rule of exception, when immutable laws of success demands necessary publicity? Make up statistics for

yourself. How many successful men in your town or city do busi-

ness without advertising? Will you be with the successful majority,

Read the answer in the success or

There is annually expended in

America one hundred and fifty mil-

ion dollars in advertising of all

classes, the bulk of this money going into regular periodicals, and

daily and weekly newspapers. The proven value of advertising in magazines and other national publications, has no place in this city, for local business men, who obtain

the bulk of their business from the

city in which they do business, and

from within a radius of not exceed-

proportion coming from not exceed-

ness depression, but no business de-

pression ever exceeded beyond its epidemic limit, and every depression has been followed by better times, all the more brisk from their

contrast with preceeding months.

The most successful business men prove, by liberal expenditure, that there never have been times so

dull that extra advertising did not pay. The foolish business man

cuts his publicity appropriation

and allows the neighbor in business

to cut into his old customers, and

One has only to judge folks by

himself to be convinced that few

people buy anything, beyond perish-

able necessities, without due consid-

for her own use, or for the chil-

dren, except when the matter has

been thoroughly reflected upon, and

While men are quicker buyers, most of them think before they buy,

and as the majority of men, so far

as buying is concerned, are under

the direct domination of wife, moth-

er, sister, or some other woman'

we cannot be far out of the way in

saying hat most goods are purchas-

ed with two or three weeks consid-

If the times have been hard, or

are hard, they will buy almost as

much, but they will buy necessities

and fewer fancy luxuries, when it

times are particularly good, they

will buy foolish luxuries instead of

so many necessities. The times re-

Ninety per cent. of the people

The majority of people are like

sheep. They can be led by real or

presumed argument. Many a wo-

man who intends to give a poor re-

lative an oil stove can be made to

buy a first class cooking range.

Many a father thinking of present-

ng his son with a bicycle or sled,

can be made, with proper advertise-

ments, to purchase a good bicycle

or sled, which is cheaper in the end,

and more satisfactory all around.

If the times be particularly dull

n town, it is partly your fault. You

can make them lively If the ad-

vertisers in the city are slow, uniberal, the best opportunity is of-

fered the enterprising merchant

to take business away from them.

present more than one point at a time unless the articles be devided

ly presented.

1 arcustomers

gulate the class of their buying.

don't know what to buy.

the market investigated.

eration.

keep new ones away from him

ing one hundred miles, the great

ng ten miles.

the six hundred thousand business

men who know that advertising

or fn the risky minority?

Does advertising pay?

iness=Bringing

e a part of business

E BEG

To call attention to a new make of Corset called

"Pronounced Keba"

Which is highly recommended, and to introduce we will sell at

- - \$1.00

Excellent Value at \$1.50.

Wm. Cowling & Co



No More Misery.



Gives Instant Relief.

hing Piles, yet its officets and symptoms are exactly the same e intolerable itching; the same creeping, crawling, stinglor in characterizes both diseases, Chase's Ointment acts like It will at once afford relief from this torment. GEFERENCES.

J. T. Bogart, Mr. Kitto. Sheapard, Mr. McDonald, TCaspleton, druggist, James Scanlon, J. Reid, Bradford—R. Davia, J. Reid.

The celebrated Dr. Chase's Ointment is made expressly for Itching Piles, but it is equal good in curing all Itchy Skin Diseases, such as Eczema, Itch, Barber's Itch, Salt Rheum, Ring Worm, etc., etc. For sale by all druggists, Price 60 Cents, Mail address EDMANSON, BATLS & CO., Toronto, Ont., Son Agents for Dominion of Casal

Covenant Mutual Life Insurance Co.

Of Galesburg, Illinois.

CASH ASSETS . . . \$1,300,000. SURPLUS . . . \$1 000 000

ALL KINDS OF POLICIES issued by this Company and prompt payment of death claims Not a dollar due and unpaid

GOOD TERMS TO AGENTS. No experience needed. gents wanted in every county in my district

F. A. JOHNSON = = DISTRICT MANAGER.

District Office, NCTON, N. B. P. O. Box, 174.

P.S. I am also manager for the best Accident Company in the

Assessors Notice.

For the Parish of Moncton in and out of the City:
The undersigned assessors for the Parish

of Moncton having received a warrant for the assessment of the sum of nine thousand nine hundred and seven dollars and eighty-two cents (\$9907.82) for various purposes in the Parish of Moncton within ad out of the City hereby give notice of e and request all persons liable to statement of their property real, and personal, together with income, hable to be assessed WITHIN THIRTY DAYS. All Secretaries of School Boards are hereby required to furnish within the time named, a correct list of all persons liabe

to be rated in their respective districts with the property and income of each in manner and form as the law directs. A list containing the names and rating for inspection of all persons liable to be assessed will be posted in the Market Building in the City of when completed.

Moneton, March 4th, 1895. R. A. CHAPMAN, FERDINAND M. LEBLANC, Assessors.

HARVEY WILSON,

LO COPENED AT E. FORBES NEW TRIMMING LACES. HEW ART SATEFAS,

ART DENIM for Cusions Bags, &c ART EMBROIDERY SILKS

To open, a fine assortment of CHINAWARE, in sets and odd Cordwood, hard and soft

NOTICE.

those concerned to the following Section of the Rules and Regulation of the Government Railways of Canada.

55.—Coachmen, hackmen, carters porters and runners for railroads. boats, stage lines and hotels, will not be allowed to solicit custom of passengers upon any of the trains, -nor will they be allowed to enter the stations, nor come upon the platforms on the arrival of passenger trains to solicit or influence passengers; but they shall stand in such places as directed by the Station Master, Agent or Policemen. Cattle dealers, butchers and market men, will not be allowed in the cars, station or freight houses, or upon the platforms, on the arrival of the trains, for the purpose of trading; nor will hucksters, OR VENDORS OF NEWSPAPERS, books, fruit, flowers, confectionery, and other such articles, be allowed in he cars, or upon the train, nor to enter the stations, or come upon the platform for the purpose of disposing of the same, except by permission of the Station Master or Conductor under the

authority of the Superintendent.

Disorderly conduct, unnecessary shout ing, profane or obscene language to the annoyance of passengers will prohibit any vendor of newspapers from coming on Moncton Station platform for the purpose

COAL and WOOD

The undersigned has the agency for the River Hebert Coal. All coal weighed at the City Market Scales.

PRICE \$4.40 PER TON.

Delivered to any part of the city. Also WOOD of all kinds: Cut Stove Wood

Apply at 74 Lock Factory, or at residence Cam EDWIN HAGERTY, Monaton, N. B. THE SPRING FASHIONS.

Oreas Bats Gay Will Lace, Flowers,

Wings, Leav's and 2155 ma. The summer fashions in milliner; says The Dry Goods Economist, a just beginning to appear, and we cr now speak with some degree of accom ance as to what will be the domina. notes of the season.

The great feature is the size—time cormous size—of the hats. It is to be expected that there is some exaggeration in the voluminous proportions of



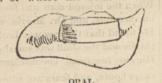
allowance for this usual symptom, there is no doubt there will be very large

hats worn this season.

There is a reasonable cause for this. The style of sleeves is more and more puffed, and a small hat crowning such a broad shoulder edifice would certain. ly not be so artistic as are the present



seized hats. Hence the tendency to broaden the aspect of the hat so as to harmonize with the shoulder width of dress by what are called side trimmings and to seek all kinds of ornaments, bows, flowers, etc., which produce this effect. These are placed either on the brim or where the brim is turned up



anderneath as a portion of the hat. The most in fvor is coarse plait mads principally of raffila, and also of wool and flax mixed with silk and dyed in Laces are less used, and the only



styles in favor are the light applique, which makes up casily into choux and

settes for side effects. Muslin de sole is the material of the season, printed in lovely, subdued tones, giving an antique style. The same style s seen in the beautiful ribbons, the design being printed on the warps and subdued by a west of a single color.



Flowers will be greatly used. They are placed in enormous tufts, very tightly bunched together for the side rosettes or for the one at the back. Only large flowers are to be used. The great novelty, however, is leaves,



JACINTA.

large bunches of rose leaves.

The most striking feature is the excessive use of many colors mixed together, such as reds and volets. Ophelias and rubies, but green is the leading color, and it is this which has brought leaves into such favor.

A new use for the deep scallops of some old-fashioned laces has been when business appears to be poor, found by using them as petals for lace flowers-tulips, wild roses, irises, peonies. etc.-made and mounted with stamens and cups on rubber stems, the same as other flowers., The stems are wired so that the flowers form dainty aigrettes rising out of a quille of lace, bow of ribbon or choux of

The edge of a hat brim was made of eration. A woman seldom buys a double row of these lace petals sewn hat, a cloak, or any other article on thickly, with a garland of satin rose leaves encircling the crown. A big bunch of crimson roses was the chief garniture of this hat, with three lace tulips rising out of it. The brim was of shirred black Brussels net; the crown of straw braid. To the right of the back the brim was doubled up onto Itself, and a cluster of velvet violets, with long stems and foliage, set on,

drooping over onto the hair. Wings, not only of birds, but of every conceivable material, are used on bon-nets and toques. Wings up, wings down, wings sticking out at the sides and stuck on every way like three or four angry birds all mixed up. These arrangements must be seen; they are quite indescribable.

Some of these wings one can make quite easily, only they take time. You bend up a fine silk wire into the required form and stretch chiffon, net lace, crepe, etc., over it, or use the material finely kilted.

Then edge and cover it with spangles and beads in various designs. If both sides are to show the one side only is jetted, then a back put on and the edge finished last: Crepe wings thus treated, with dull beads, make most effective trimmings.

Priestly Dignity.

A cablegram from Rome announces that the Pope does not consider it dignified for a priest in his robes to ride a bicycle, but if the Holy Father could see the priests in South America who are habitually mounted upon mules and burros, he would consider bicycle riding in comparison, the very height of dignity.

Large Sized Pocketbooks. Customer (timidly)—"1—er-suppose you have some—er-suitable books for

a man about to-er-be married?" Head clerk (promptly)—"Yes, sir. Here, ekiggles, show this gentleman our line of largest sized pocketbooks."-Buffalo

Mrs. P ck -The paper says that a sea captain sates that in times of great lisaster women are more cool than in m. Mr. N. Peck -I have seen instances of You? I'd like to know wh n." "Whenth y were getting married,"-Indianapolis Journal.

"I had a long argument with Jinix this morning," said the controversial man, "and I convided him." So he told really "Ha! He acknowledged it to you, dad he?" "Yes. He said he'd rather be convined than talked to death any day."—Washington Star.

"What are they go're to call your new brother, Jack?" "Oh. I don't know—Jack, I guess." "But that's your name." "That doesn't make any difference. It was papa's before I had it. Pa and ma have a way of makin' us boys use up old things."—Harper's Joung People.

NECESSARY FISMING TAGKLE.

THE PRE-EMINENT Rods and Flies of the very latest production.

Lines, Reels, Baits, Baskets, Landing Nets, Etc. Natural Medium of Bus=

> All Sporting Goods and Fishing Tackle will be sold at a very small advance on cost to make room for other goods.

> > Just Received a Full Stock of

BICYGLE PARTS!

Can supply any piece that goes into a Bicycle.

Wheels straightened and repaired as good as new.

ELLIOTT,

42, Main St., Business has suffered from business

Moncton, N. B.

TRUTH TRIUMPHANT!

The laws of the Medes and Persians were unalterable, but science 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 Adam, with his primitive suit of fig leaves; to the present hour, the noble

TAILORING

Has been conspicuous for its splendid achievements. Gentlemen, I am cosmopolitan in my predilictions. I am prepared to make garments suited for the balmy days of summer, and also such as are fitted for the hyperborean blasts of winter. I am also in a position to make suits that will, in point of fit, show the beautiful outlines of the human body almost as well as the statute as it comes from the sculptor's chisel. Gentlemen call at my establishment in Moncton as my fits are war-

ranted, and my workmanship open to the keenest inspection. I have now on hand a full line English, Scotch and Canadian Tweeds, Worsted Coating, Overcoating and Farcy Trousering. Now is the time for you to call and leave your order for a summer suit or over coat.

A. Y. CLARKE,

MERCHANT TAILOR

184 Main Street, Moncton, N. B.

CHASE'S CHAPTER

1. Dr. Chase's Kidney-Liver Pills are a combination of valuable medicines in concentrated form as prepared by the eminent Physician and Author, Dr. A. W. Chase, with a view to not only be an unfailing remedy for Kidney and Liver troubles, but also tone the Stomach and purify the Blood, at a cost that is within the reach of all. The superior merit of these pills is established beyond question by the praise of thousands who use them—one by the praise of thousands who use them-on

Where all the merchants are pro-Pill a dose, one box 25 cents.

2. When there is a Pain or Ache in the Back the Kidneys are speaking of trouble gressive, then advertising is all the more progressive, then libera adthat will ever increase unless relieved. We have the reliable statement of L. B. Johnson, Holland Landing, who says: I had a constant Back-Ache, my back vertising is all the more necessary. The advertisement should not

by advertising rules or other disstant Back-Ache, my back felt cold all the time, appetite poor, stomac tinct divisions, which make the sour and belching, urine scalding, had to get up 3 or 4 times daring night to urinate, com-menced taking one Kidney-Liver Pill a day; Back-Ache stopped in 48 hours, appetite re-turned, and able to enjoy a good meal and a advertisement not a conglomeration of advertisements, but a direc tory of distinct attractions, seperategood nights sleep; they cured me.

3. Constipation often exists with Kidney
Trouble, in such a case there is no medicine It is remarkable now attractive can apparently unottractive article

appears, if well dusted in the store, and well advertised in the newspapers. The original advertiser well advertiser well advertiser well advertiser well accombined Kidney-Liver Pill, one 25 cent box will do more good than dollars and dollars worth of any other preparation, this is endorsed by D. Thompson, Holland Landing, Ont.



WOMAN'S NEED Women suffer unspeakable tortures from

Women suffer unspeakable tortures from muscular weakness, caused by impaired nerves and poor blood. Uric Kidney acid poison, unsuspected, weakens the nerves and poisons the blood. By and by, if the Kidneys do not properly purify the blood, then comes proplapsus, retroversion, etc. Blood 75 per cent, pure is not a nourisher—it is a death breeder. Delicate women need not be told how much they would give to get and STAY well. If their blood is free from the poisonous ferments of the Kidneys and Liver, they will never of the Kidneys and Liver, they will never know what "weakness" is. The blood is the sourceand sustainer of health

and natural action of these organs, one 25 cent box of Kidney-Liver Pills will prove to any sufferer they are a boon to women, can be used with perfect confidence by those of delicate constitution.

One Kidney-Liver Pill taken weekly will effectually neutralize the formation of Usic Acid in the blood and prevent any tendency to Bright's Disease or Diabetes.

For weighing the Blood and renovating the

it cannot be kept pure except the Kidneys and Liver do

their work naturally. Some-

For purifying the Blood and renovating the system, especially in the Spring, one 25 cent box is equal to \$10 worth of any Sarsaparilla or Bitters known. Sold by all dealers, or by mail on receipt of price, EDMANSON, BATES & CO., 45 Lombard Street, Toronto.

