

WE BEG

To call attention to a new make of Corset called

QEBEH

"Pronounced Keba"

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

-\$1.00-

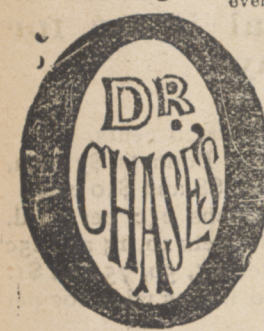
Excellent Value at \$1.50.

Wm. Cowling & Co

ITCHING AND PIN WORMS.

No More Misery.

ITCHING PILLS is an exceedingly painful and annoying affliction...



DR CHASE'S OINTMENT

Gives Instant Relief.

ITCHING PILLS is an ailment entirely different as to cause than itching piles...

REFERENCES: Newmarket—J. T. Dugart, Mr. K. K. Dugart, Mr. K. K. Dugart...

The celebrated Dr. Chase's Ointment is made expressly for Itching Piles...

Covenant Mutual Life Insurance Co.

Of Galesburg, Illinois.

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

\$63,000 deposited with the Dominion Government...

ALL KINDS OF POLICIES issued by this Company and prompt payment of death claims...

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

F. A. JOHNSON = DISTRICT MANAGER. District Office, Moncton, N. B. P. O. Box, 174.

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

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...

All Secretaries of School Boards are hereby required to furnish within the time named, a correct list of all persons liable to be rated...

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...

NOTICE.

It is necessary to draw the attention of 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...

NEW GOODS

OPENED AT E. FORBES NEW TRIMMING LACES, NEW ART CATEFANS, ART DENIM, ART EMBROIDERY SILKS

To open, a fine assortment of CHINA WARE, in sets and odd pieces.

E. Forbes,

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, Cordwood, hard and soft.

Apply at 74 Lock Factory, or at residence Cameron Street, EDWIN HAGERTY, Moncton, N. B.

THE NEW ILLUMINANT.

EXPERIMENTS WITH ACETYLENE AND THEIR RESULTS.

Product of Great Power—An Illuminating Gas of Great Value From an Economic Point of View...

The astonishing announcement was made by a representative of the Chemical Industry that a powerful illuminating gas could be manufactured by a newly-discovered method...

factories are being erected, and it is expected that gas made by the new process will be on sale in the near future.

The new illuminant is called acetylene. It has been known to the chemists for years, but the difficulty of its manufacture prevented them from utilizing it.

It remained for T. L. Wilson to discover a means by which the gas could be produced in sufficient quantities for practical purposes.

He was working in his laboratory with an electric furnace, endeavoring to form an alloy of calcium from some of its compounds, when he noticed that a mixture of powdered lime and anhydrite, under the influence of the electrical current, fused down to a heavy semi-transparent mass.

The strange results which followed its contact with the water immediately attracted Mr. Wilson's attention.

Here Mr. Wilson became interested and immediately began his investigations. He repeated the experiment, and found that the substance he had obtained was a substance called calcium carbide, containing forty parts by weight of calcium and twenty-four parts by weight of carbon.

From an economic point of view, this gas is of great value, for it has been found that it can be generated in a house as it is needed by a very simple apparatus.

Perhaps the most remarkable quality of the gas is the fact that it can be liquefied by pressure, and put in cans that can be tapped when the gas is needed.

Acetylene is a most powerful illuminant. It is dazzling in its brightness and steadfastness of its flame, and when compared with the ordinary coal gas its superiority is wonderful.

There is no such case to the flame as in the case with the ordinary gas. The illuminant is somewhat peculiar, viewing it from a popular point of view, in that it gives only one-half the heating power of the ordinary gas.

It has been proposed to use it in the ordinary burners, for they are too large but this apparent fault has been easily overcome by constructing burners which admit a smaller amount of gas.

It has been proposed to use it in the ordinary burners, for they are too large but this apparent fault has been easily overcome by constructing burners which admit a smaller amount of gas.

Mr. Adam, of the Boston Gas Company, says: "The greatest importance of these inventors is us to whether acetylene can be used to increase the power of common coal gas."

Professor Elliott, the chemist of the Consolidated Gas Company at Erie, Pa., is an authority on gas, and he has written a paper on this subject of the greatest interest to gas manufacturers.

The gas cannot only be obtained in the gaseous and liquefied states, but it is also a solid. The latter is most interesting, for when cast upon the surface of liquid mercury it had the effect of freezing that element to a thin film, and the thermometer placed in the gas registered a fall of 18 degrees below zero on the Fahrenheit scale.

Amy—Was Colonel Fisher in many engagements? Mrs. Plaid—I understand he has been the defendant in three trials of promissory suits.

An Ancient Piece of Wrought Iron. There is perhaps no more ancient piece of wrought ironwork in existence than the large iron column at Delhi, which is nearly 50 feet in height, about 16 inches in diameter at the base, tapering to 12 inches at the top, with an enlarged capital with ornamental fluting, and is estimated to weigh about 17 tons.

With our rapidly growing population, and most powerful machinery its construction would be considered no mean task, and its manufacture and erection at a date estimated at 900 years before the Christian era is calculated to inspire respect and wonder as to the means employed by the early artisans who effected it.

Apparent Prospect. Nodd—My wife went shopping to day and didn't spend a cent. Fidd—Well, we'll try to tomorrow, when she has seen what my wife bought.

NECESSARY PUBLICITY.

THE PRE-EMINENT VALUE OF GOOD ADVERTISING.

The Newspaper the Only Natural Medium of Business-Bringing.

Advertising is business. If it wasn't business, it wouldn't be a part of business.

The man who cannot utilize advertising in his business has no business to be in business, and generally isn't.

When six hundred thousand successful business men have advertised, do advertise and intend to advertise, we will not talk to the man who doesn't believe in advertising, and who is staghafing 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 business without advertising? Will you be with the successful majority, or in the risky minority? Does advertising pay?

Read the answer in the success of the six hundred thousand business men who know that advertising pays.

There is annually expended in America one hundred and fifty million 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 exceeding one hundred miles, the great proportion coming from not exceeding ten miles.

Business has suffered from business depression, but no business depression ever exceeded beyond its epidemic limit, and every depression has been followed by better times, all the more brisk from their contrast with preceding 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 when business appears to be poor, and allows the neighbor in business to cut into his old customers, and keep new ones away from him.

One has only to judge folks by himself to be convinced that few people buy anything, beyond perishable necessities, without due consideration. A woman seldom buys a hat, a cloak, or any other article for her own use, or for the children, except when the matter has been thoroughly reflected upon, and the market investigated.

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, mother, sister, or some other woman, we cannot be far out of the way in saying that most goods are purchased with two or three weeks consideration.

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 regulate the class of their buying.

Ninety per cent. of the people don't know what to buy.

The majority of people are like sheep. They can be led by real or presumed argument. Many a woman who intends to give a poor relative an oil stove can be made to buy a first class cooking range. Many a father thinking of presenting his son with a bicycle or sled, can be made, with proper advertisements, to purchase a good bicycle or sled, which is cheaper in the end, and more satisfactory all around.

If the times be particularly dull in town, it is partly your fault. You can make them lively. If the advertisers in the city are slow and liberal, the best opportunity is offered the enterprising merchant to take business away from them.

Where all the merchants are progressive, then advertising is all the more progressive, and liberal advertising is all the more necessary.

The advertisement should not present more than one point at a time unless the articles be divided by advertising rules or other distinct divisions, which make the advertisement not a conglomerate of advertisements, but a directory of distinct attractions, separately presented.

It is remarkable how attractive an apparently unattractive article appears, if well displayed in the store, and well advertised in the newspapers. The original advertiser will convince people, who are not regular shoppers.

FISHING TACKLE.

Rods and Flies of the very latest production.

Lines, Reels, Baits, Baskets, Landing Nets, Etc.

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

BICYCLE PARTS!

Can supply any piece that goes into a Bicycle.

Wheels straightened and repaired as good as new.

C. ELLIOTT,

42, Main St., 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.

TAILORING

Has been conspicuous for its splendid achievements. Gentlemen, I am cosmopolitan in my predilections. 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.

Gentlemen call at my establishment in Moncton as my fits are warranted, 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.

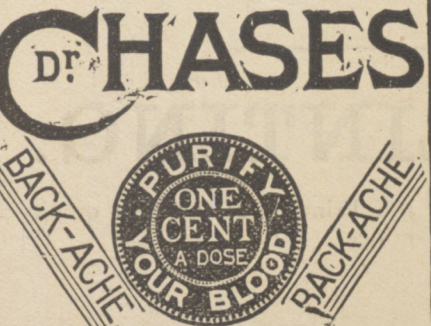
A. Y. CLARKE,

MERCHANT TAILOR

184 Main Street, Moncton, N. B.

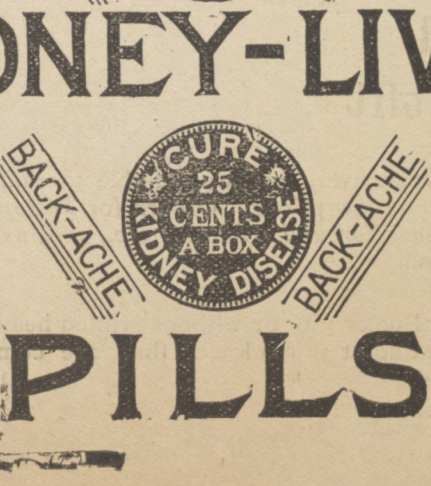
CHASE'S CHAPTER

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 to tone the Stomach and purify the Blood, at a cost that is within the reach of all.



WOMAN'S NEED

Women suffer unspeakable tortures from muscular weakness, caused by impaired nerves and poor blood. Urine Kidney acid poison, unsuspected, weakens the nerves and poisons the blood.



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