

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.



DR. CHASE'S OINTMENT

ITCHING PILLS is an exceedingly painful and annoying ailment, found alike in the rich and poor, male and female.

Gives Instant Relief.

The celebrated Dr. Chase's Ointment is made expressly for Itching Pills, but it is equally good in curing all Itchy Skin Diseases, such as Eczema, Hives, Salt Rheum, etc.

HOW WE GO TO SLEEP.

Begin at the Feet and Creep Up to the Brain.

"Order is Heaven's first law," and the truth is manifested even in the process of going to sleep.

FASTER STEAMSHIPS.

Their Size and Speed Have About Reached the Top Limit.

A London Magazine has been interviewing the principal builders of fast steamships in this country on the point made by Cy Warman in a recent article to the effect that the next decade cannot possibly match the increase in ocean speed recorded in the past ten years.

Yarrow & Co. believe the limit in size has been almost reached for the present. They say: "The direction in which improvements in the immediate future are likely to be made are in increased working pressure, increased revolutions of the engines, by which lighter machinery will develop equal powers; by the adoption of lighter and stronger materials, thereby saving weight, and by the introduction of the water tube in the place of the ordinary marine boiler.

Thornycroft & Co. say: "Some reduction will no doubt be accomplished, as higher steam pressures, water tube boilers and improved material are introduced; but the price which has to be paid for any increase in speed above that at which the passage is now made is almost prohibitive."

ICE AND GAS.

A Combination Plant for the Production of Light as Well as Ice.

A very novel combination of interests is now being consummated in some of the Western cities in the union of plants built for the production of light with plants for the manufacture of ice, the same companies intending to operate the two plants as a joint enterprise.

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.

World Walk in Harmony. "How lovely it would be if all things in this world would walk in harmony." Husband thoughtfully: "My dear! For instance, if the coal would only go up and down with the thermometer."—New York Weekly.

World Like to Marry a Count. "I wish I could marry a count," said a girl who had been reading about Anna Gould's wedding. "You have plenty of admirers," replied her married sister. "Yes, I know," she admitted, with a little sigh, "a countless number."—Pittsburg Chronicle-Telegraph.

Mrs. Peck—This paper says that a sea captain says that in times of great disaster women are more cool than men. Mr. N. Peck—I have seen instances of it. "You? I'd like to know when." "When we were getting married."—Indianapolis Journal.

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

"What are they going 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 he was to call it. Pa and Ma have a way of makin' us boys use up old things."—Harper's Young People.

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 stagnating in his own folly, attempting to believe that he is the exception which proves the rule.

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 if 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, unliberal, 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, then 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 conglomeration 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 customers

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 Fancy Trousering.

A. Y. CLARKE,

MERCHANT TAILOR

184 Main Street, Moncton, N. B.

Covenant Mutual Life Insurance Co. Of Galesburg, Illinois.

CASH ASSETS . . . \$1,300,000. SURPLUS . . . \$1,000,000. \$53,000 deposited with the Dominion Government, as security for Canadian Policy Holders.

F. A. JOHNSON - DISTRICT MANAGER.

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

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 (\$997.82) for various purposes in the Parish of Moncton within and out of the City hereby give notice of the same and request all persons liable to be rated to hand into either of us a true statement of their property real, and personal, together with income, liable 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 liable 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.

Moncton, March 4th, 1895. R. A. CHAPMAN, FERDINAND M. LEBLANC, HARVEY WILSON, Assessors. Mar 23rd

NEW GOODS OPENED AT E. FORBES. NEW TRIMMING LACES, NEW ART CATEFNS, ART DENIM for Cushions, Puffs, &c, ART EMBROIDERY SILKS

To open, a fine assortment of CHINAWARE, in sets and odd pieces. E. Forbes,

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 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 are directed by the Station Master, Agent or Policeman.

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 Slove Wood Cordwood, hard and soft

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