

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-

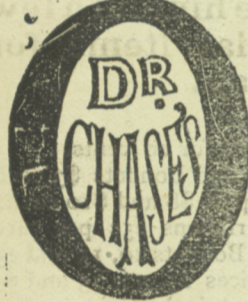
Excellent Value at \$1.50.

Wm. Cowling & Co

ITCHING AND PIN WORMS.

No More Misery.

ITCHING PILLS is an exceedingly painful and annoying affliction, found alike in the rich and poor, male and female. The principal symptoms are a severe itching, which is worst at night when the sufferer becomes warm in bed. So terrible is the itching that frequently during sleep sleepers crawl about the room, and are sore and raw from excessive moisture is exuded. It is peculiarly affected from this disease, causing much irritation and trouble. These and every other symptom of Itching Pills or Irritation in any part of the body are immediately and quickly cured by Chase's Ointment. It will instantly stop itching, heal the sores and ulcers, dry up the moisture.



DR. CHASE'S OINTMENT

Gives Instant Relief.

ITCHING PILLS is an ailment entirely different as to cause than Itching Pills, yet its effects and symptoms are exactly the same. The same intolerable itching; the same creeping, crawling, stinging, sensation characterizes both diseases. Chase's Ointment acts like magic. It will at once afford relief from this torment.

REFERENCES:
Newmarket—J. T. Boert, Mr. Kiro, Sutton, Mr. Sheppard, Mr. McDonald, Belleville—J. T. Boert, David Groat, Tottenham—James Scanton, J. Reid, Barrie—H. E. Garden.
Hamilton—R. G. Deane, King City—Wm. Walker, Toronto—J. T. Boert, David Groat, Bradford—R. Davis, J. Reid, Barrie—H. E. Garden.
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, Itch, Barber's Itch, Salt Rheum, Ringworm, etc., etc. For sale by all druggists. Price: 50 Cents. Mail address—EDMANSON, BATES & CO., Toronto, Ont., Sole Agents for Dominion of Canada.

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. 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. 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 (\$9978.82) 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 Moncton, on Monday, March 4th, 1895.

R. A. CHAPMAN, FERDINAND M. LEBLANC, HARVEY WILSON, Assessors.

NEW GOODS

OPENED AT E. FORBES
NEW TRIMMING LACES,
NEW ART CATEFFNS,
ART DENIM "for Cusions, Dogs, &c."
ART EMBROIDERY SILKS

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

E. Forbes,

WHAT WOMEN ARE DOING.

Ella Wheeler Wilcox's Views on How to Manage a Husband—Lady Florence Dixie's New Costume.

Some wives believe the best way to manage husbands is not to try to manage them at all. Here is what Ella Wheeler Wilcox thinks about it:

In any question affecting the matrimonial relations of a woman, you will remember that marriage confers a greater benefit upon her than upon her husband because she is less able to live a state of single blessedness than he. This being the case, it follows as a logical sequence that it is the duty of the wife to make more sacrifices than the husband. In any sacrifice she makes she should always seem willing and cheerful. If she observes that she will soon find that very few sacrifices will be asked of her, and that those she makes are fully appreciated and rewarded.

The woman who earnestly desires to extract from married life, for both herself and her husband, all the happiness it is capable of yielding, should earnestly, diligently seek to understand her husband—to be thoroughly familiar with the cast of his mind, the bent of his inclinations, his wishes, tastes and feelings. She should apply herself to the study of things with as much earnestness and assiduity as she ever devoted to the mastery of a difficult musical composition, an intricate problem in mathematics, or a perplexing piece of fancy needlework.

Having learned her husband's needs she should strive to adapt herself to them as perfectly as water adapts itself to the shape of any vessel into which it is poured. Young wives are often so very exacting. They think their husbands should always be in the same state of fervent love-making that they found so delightful during courtship and the honeymoon. They expect to be loved, like the sun, has its dawn, its morning, its high noon, its afternoon and its evening. It is unreasonable for a wife to expect her husband's love to be at high noon during the whole of her life.

The cool evening and the chilly night must inevitably be brought by the adverse winds of business worries and the thousand cares and annoyances of everyday life. By patient during such times, when the glorious sun of her husband's love is veiled from you, and never for a moment lose faith that the clouds will soon lift and the bright dawn and genial moon shine forth again. And when you see signs of their approach do not act coldly or show resentment of the cloudy hours during which other matters than yourself have engrossed your husband's attention.

The very best way for a woman to manage her husband is for her to immediately about the study of her husband's needs, moods and fancies with an earnest aim to strengthen and help him in every emergency with all the love, patience and charity of which her nature is or can be made capable. There are scores of miserably unhappy homes in which the husband and wife live in peace and contentment, and a failure which might be made heavens of peace and joy if the wife would only try to become better acquainted with her husband in the way I have pointed out.

The wife who desires to so manage her husband as to be always happy, cheerful and contented herself and to keep him always in the same frame of mind should always endeavor to do the slightest word, look or act of love on the part of her husband. She should never fail to manifest the most generous appreciation of everything—no matter how slight—that he may do for her comfort or happiness. Praise him freely. Praise for attention is the most delicate reproof for neglect.

A husband should not be deprived of any honorable pleasure that he enjoys before marriage. The wife who desires to manage him to her own advantage will cheerfully spend some lonely hours in order that he may enjoy such diversions. If, when he returns from them he receives a more genial, affectionate welcome than he ever receives elsewhere, he will realize that after all there is more real enjoyment at home than in any other place.

The wife who is a good husband-manager will always manifest consideration for her husband's purse and guard against all careless and unnecessary expenditures. She will treat him at all times, whether at home or abroad, with the most tender, delicate respect. She will never intrude upon her husband when he is looking over his accounts, counting his money or talking business with a friend. It may amuse a lover to have the object of his affection snatch a book or a paper out of his hand, but it will only irritate a husband. A judicious course of such management as I have pointed out will turn any one—save an incredibly poor specimen of a man—into a good husband; one who will never admit that marriage is a failure, and one who will regard a bachelor as the most miserable and the most to be pitied of all men. Best of all, a husband managed by his wife in this way will never have the slightest idea that he is being managed, and will regard himself as monarch of all he surveys from the domestic hearth, and will think he is doing all the managing himself.

Reaches to the Knees.

Long ago Lady Florence Dixie voted the dress skirt an abomination, seeing neither beauty nor sense in the uncomfortable, feet-hampering costume. In this view she has been joined by all dress reformers nearly every one of whom has evolved one or more ideal costumes for herself and sisters. About the time Lady Florence began to be convinced that the skirt must go, she visited a theatre where "A You Like It" was being played. The costume worn by Rosalind struck her fancy as being just about what was needed.

With the go which characterizes everything she does her ladyship gave orders for the construction of such a dress and before long had it modelled exactly to her satisfaction. Since then she never wears any other when paying her annual visit to Scotland. On these visits Lady Florence indulges in long tramps through the moors, occasionally doing 20 miles a day without feeling any inconvenience afterward. This she could not, of course, do in ordinary skirts, which she declares are the cause of many a woman's enfeebled condition. On a recent occasion, when discussing dress reform with a man who had not yet arrived at the point of view, she said: "You know that to edit of fashion could compel you to wear skirts for a single hour. Why, then, expect women to wear them all their lives?"

Champagne.

There are two peccolities about champagne drinking which are capable of explanation. The one is the rapidity with which the wine exhilarates, notwithstanding the small proportion of alcohol it contains. This is due to the carbonic acid gas evolved, which is inhaled while drinking, for it is the property of this gas to expedite the action of anything with which it is associated. It is estimated that one glass of champagne is equal in effect to two glasses of still wine of the same strength and more rapid in action. The other peculiarity is the sort of lethargy or deadness which follows after excessive champagne drinking. This is analogous to the stupor produced by carbonic acid gas, but it is assisted and intensified by the excess of sugar descending to the stomach. The undigested sugar turns into acid, and thus it is that too much champagne is apt to produce dyspepsia.—New York Record.

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. 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 fit 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, 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 can apparently unattractive article appears, if well dusted 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. 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 art of

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. 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 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. 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 pill a dose, one box 25 cents.

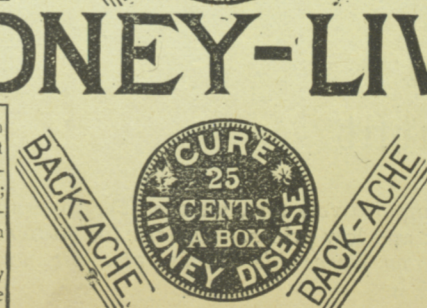
2. When there is a Pain or Ache in the Back the Kidneys are speaking of trouble that will ever increase unless relieved. We have the reliable statement of L. B. Johnson, Holland Landing, who says: "I had a constant Back-Ache, my back felt cold all the time, appetite poor, stomach sour and belching, urine scalding, had to get up 3 or 4 times during night to urinate, commenced taking one Kidney-Liver Pill a day; Back-Ache stopped in 48 hours, appetite returned, and able to enjoy a good meal and a good night's sleep; they cured me."

3. Constipation often exists with Kidney Trouble, in such a case there is no medicine that will effect a permanent cure except Chase's combined Kidney-Liver Pills, one 25 cent box will do more good than dollars and dollars worth of any other preparation, this is endorsed by Dr. Thompson, Holland Landing, Ont.



WOMAN'S NEED

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 prostration, 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 know what "weakness" is. The blood is the source and sustainer of health. It cannot be kept pure except the Kidneys and Liver do their work naturally. Something is needed to insure free 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 Uric Acid in the blood and prevent any tendency to Bright's Disease or Diabetes. 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.



PILLS