## HOW FORTUNES ARE MADE.

DOES ADVERTISING PAY IN HARD TIMES ? In these times when business is dull men very naturally try to economize in every way possible, and many short-sighted business men seek to reduce expenses by cutting off their advertising. That this is poor economy a single illustration will show. When the great financial panic came, many of the manufacturers of family medicines, who had been advertising largely, were intimidated by the threatening aspect of affairs and and not only broke its fall, but held it from greatly reduced or entirely withdrew their going to the payement. The act was hold going to the pavement. The act was bold advertising from the papers. To this rule of action a netable exception was afforded in the business policy pursued by Dr. R. V. PIERCE, of Buffalo, N. Y., whose well-known business sagacity prompted him to quickly perceive and take advantage of the lull in advertising, caused by the withdrawal of his competitors from the field of enterprise. He promptly contracted with the newspapers of the land for double the amount of advertising which he had usually done. As others were doing but little advertising, attention was naturally attracted by his liberal display of printer's ink, and he was enabled, more prominently than ever before, to bring the merits of his medicines to the notice of the public. The large sum of two hundred thousand he afterwards retracted.-Hx. Chronicle. dollars was spent in one year's advertising. The past year a still larger sum has been expended. What has been the result? Dr.

in Long Island, writes to one of the religious Pierce's Family Medicines are to-day the papers :- "At another time, calling upon a most popular of any that are sold, the sales native family, the lady of the house says to far exceeding those of all other like prepara-tions, and the large income derived therefrom, me :--" You're a clergyman, I know, for I and from a very extensive practice in the saw your name among the licentious in the treatment of chronic diseases, which is a New York Observer Year Book.' I suppose prominent branch of the doctor's business, she referred to the 'licentiates.'" This, it has given him the funds to erect a grand Invalids' Hotel at Buffale, for the accomme- will be noticed, is only a supposition on the dation of his many patients, which will cost, part of the clergyman. when completed, at least two hundred

thousand dollars. Another effect of this ad-An old woman in California refused to vertising is seen in the sale of sixty thousand allow a railroad corporation to lay rails copies of "The People's Common Sense Medical Adviser," by Dr. Pierce, in the first through her property. The track-layers took advantage of Sunday-a day on which she year of its publication. Who says that advertising in hard times does not pay? The | could not appeal to the courts-and put down fogy may say that if medicines and other goods have merit they will find sale without the rails. She was outwitted, but not defeat-ed. When the locomotive came along over advertising. Fairbank's scales are known to the branch line she took up a position on the be unexcelled, yet many hundred thousand dollars were spent in advertising them, before the people were made to appreciate their superiority. A. T. Stewart considered it good business policy, and undoubtedly it paid him, to spend many hundred thousand dollars father, it is said, left each of them half a

in advertising his goods, yet nobody ques-tioned the excellence of his merchandise. The grand secret of success lies in offering only goods which possess merit to sustain says that the Right Hon. W. E. G., "the themselves and then through liberal and per-sistent advertising making the people ther-oughly acquainted with their good qualities. We do not say that the newspapers afford views the only medium through which the masses card !

widow.

Nicodemus."

third one.

himself.

may be appealed to for patronage, but it is a A young clergyman, whose reputation for ignificant fact that while Dr. Pierce has

Friday evening while Harper, the clewn f Barnum's Circus, was passing up Broadway, N. Y., a little child slipped from a three story window, and came headlong toward the

and dangerous, but successful. The athlete

suffered some little injury, but not enough

to speak of in connection with so extraodinary

THE N. S. RAILWAY FIEND .- Rhodes, the

man charged with placing obstructions on the

Windsor and Annapolis Railroad, was

brought up on remand yesterday morning,

and sentenced to twelve months' imprison-

ment for vagrancy, he having been arrested

on that charge, and there being ne evidence of

views on Triennial Parliaments--on a post

a feat.-Daily Saratogian, Aug. 31.

HOUSEHOLD pavement. Harper at the instant and, as i would seem, providentially, caught sight of MEDICINE. the child as it left the window above, and with the alacrity of a cat, placed himself in position to brake its fall. When it came

TAKEN INTERNALLY it relieves instantly the most acute pain. USED EXTERNALLY it is the down to him he caught it with a firm grasp. best Liniment in the world.

A

## PAIN-KILLER Cures Sudden Colds or Coughs. PAIN-KILLER Relieves Asthma and Phthisic

PAIN-KILLER Acts promptly in Cholera and Bowel troubles, PAIN-KILLER

the other, beyond his own confession, which PAIN-KILLER Is a Sovereign Cure for Diptheria. A clergyman who is on a tour of relaxation PAIN-KILLER

Removes Cramp and Pains in the Stomach PAIN-KILLER Is the great summer medicine.

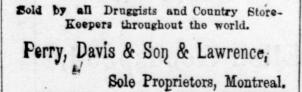
## PAIN-KILLER A sure oure for Dysentry and Cholera Morbus-

PAIN-KILLER Unequaled for Rheumatism or Neuralgia. PAIN-KILLER

Affords relief from the mest intense pains, PAIN-KILLER

The word "PAIN KILLER" is our Trado Mark, and we have the sole right to its use: parties offering their Compounds under this name will be prosecuted to the full extent of the law. The Public are cautioned against imitations of the Pain Killer, and to be suspicious of persons who recommend any other article as "JUST AS GOOD" many of these they make a little more profit upon, but which have no qualities in com-mon with the Pain-Killer.

million of money. And they know how to take care of it. The Birmingham Gazette Price 25 Cts. per Bottle.



Ayer's Cathartic Pills. For all the purposes of a Family Physic, and for curing Costiveness, Jaundice, Indigestion, Foul Stomach, Breath, Headache, Erysipelas, Rheumatism, Eruptions and Skin Diseases, Bil-iousness, Dropsy, Tumors, Worms, Neuralgia, as a Dinner Pill, for Purifying the Blood,

Gul

-- searching cathartic medicine that can be employed : cleansing the stomach and bowels, and even the blood. In small doses of one pill a day, they stimulate the digestive organs and promote vigorous health. AVER'S PILLS have been known for

more than a quarter of a century, and have obtained a world-wide reputation for their virtues. They correct diseased action in the several assimilative organs of the body, and are so composed that obstructions within their range can rarely with-stand or evade them. Not only do they cure the every-day complaints of every-body, but also formidable and dangerous diseases that have baffled the best of human skill. While they produce powerful effects, they are, at the same time, the safest and best physic for children. By their aperient action they gripe much less than the common purgatives, and never give pain when the bowels are not inflamed. They reach the vital fountains of the blood. and strengthen the system by freeing from the elements of weakness.

Adapted to all ages and conditions in all climates, containing neither calomel nor any deleterious drug, these Pills may be taken with safety by anybody. Their sugar-coating preserves them ever fresh, and makes them pleasant to take; while being purely vegetable, no harm can arise from their use in any quantity. PREPARED BY

Dr. J. C. AYER & CO., Lowell, Mass., Practical and Analytical Chemists. SOLD BY ALL DRUGGISTS EVERYWHERE. 4. CHIPMAN SMITH, Wholesale Agent Saint John, N. B.

BECKWITH & SEELY. ttorneys-at-Law, Notaries Fublic &c.

Office in HATHEWAY'S BUILDING, F'TON.

ated.

Attend at Oromocto and Fredericton Junc-.on, alternate Saturdays. Accounts Collected, and Loans Negoti



used other mediums to some extent, his main veracity was none of the best, ventured to F'ton, November 16, 1874. reliance for popularizing his medicinss and differ from an old doctor of divinity as to the increasing his practice has been upon the propriety of whipping children. "Why," J. L. TURNER Dever Bros newspapers. That he has exercised most ex said he, "the only time my father whipped cellent judgment in advertising, the rapid AUCTIONEER. ENGLISH& AMERICAN growth of his business, until it has attained me was for telling the truth. "Well." re-F'ton, Jv ne 24, 1876. immense propertions, and the accumulation torted the doctor, "it cured you of it, didn't Conveyancing and Collecting Agent. Have received a full stock of of a large fortune, amply attest. Other large Crumb Cloths, &c. BILLS PROMPTLY COLLECTED, SPRING & SUMMER and successful advertisers have shown a like MEDICA QUEEN STREET, FREUERICTON. NSTITUT and unanimous preference for the same clas Days come and go, the thermometer rises of mediums .- Exchange. May 8, 1876. and falls, but the industrious weevil, the DRY GOODS wide-awake chinch bug, and the heroic army CENTRAL worm pursue their way unchecked, and the No. 4 Bulfinch St., Boston. A somewhat amusing incident is told June 36 of a woman whose husband, a wealthy farmer, as he meditates thereon, wishes that (Opposite Revere House.) FIRE INSURANCE JOHN McDONALD. man, died suddenly, without leaving any churches and ministers had no absurd pre-Dress Goods, will. The widow, desirious of securing judices against profanity .-- New York Com-COMPANY OF The Science of Life: Fredericton, April 24, 1876. the whole of the property, concealed her mercial Advertiser. New Brunswick, in all the leading styles, in Plain and season-Or, SELF-PRESERVATION. husbands death, and persuaded a poor New Brunswick A workman in Charlottenburg, Germany, More than one Million Copies Sold. shoemaker to take his place while a will (ESTABLISHED IN 1836.) who could not live happily with his wife, an Gold Medal Awarded to the Author by could be made. Accordingly he was SCHOOL BOOKS OFFICE :- Their Brick Building, TAPESTRY CARPETS, ndustrious, frugal woman, sold her to a the "National Medical Association," closely muffled in bed, as if very sick, and roung man for five thalers, or about \$2. She March 31st, 1876 is now living happily with her new husband, while the first one is drinking himself to LIFE; or, SELF-PRESERVATION." It treats a lawyer was called in to write the will. QUEEN STREET, A HISTORY OF CANADA. The shoemaker, in a feeble voice, be-NEAR COUNTY COURT HOUSE. 40 pieces assorted 80c 90c \$1.00 queathed half of all the property to the FROM its earliest settlement by the French to the consummation of Confederation, by Insurance affected as reasonable as any upon Manhood, how lost, how regained, and how perpetuated, cause and cure of Exhausted other good company. ANDREW ARCHER, prescribed by the the Board Vitality, Impotency, Premature Decline in Man Spermatorrheea, or Semial Losses (nocturnal and "What shall be done with the remain-In London a man named William Rewley PILLOW LINENS & SHEETINGS, S. D. McPHERSON, President of Education for New Brunswick, illustrated by der ?' asked the lawyer. rnal), Nernous and Physical Debility, Hyhas been sentenced to fifteen months' im-WM. McBEATH, Secretary. naps and plans, 12 mo., 476 pages. Price 75c. pochondria, Gloomy Forebodings, Mental De-"The remainder," replied he, "I give pression, Loss of Energy, Haggard countenance, Confusion of Mind and Loss of Memory, Impure prisonment with hard labour, for having, by Fredericton, July 10, 1876. Laced Curtain & Window Damasks. This valuably book will be found to meet a and bequeath to the poor little shoemak. skilful arrangement of hidden pipes, stolen State of the Blood, and all diseases arising from ng experienced want both as a School Book er across the street who has always been the Errors of Youth or the indiscretions or ex-Wall Street 3,680 feet of gas from the service pipes of and as a concise and reliable History of Canad d es of mature years. a good neighbor and a deserving man; It tells you all about the Morale of Gonerative he London Gas Light and Coke Company. for the general reader. Where fortunes are made every day without risk Physiology, the Physiology of Marriage, of Wed-lock and Offspring, Physicial Contrasts, True American Grey and White thus securing a rich bequest for himself. Post Office Box 4586. Stock Privileges, (Puts and Calls.) W A fashion exchange says that "the jaben advise when and how to operate safely. Book giving full information sent free, Address, Morality, Empiricism, Perversion of Marriage, Conjugal Precept and Friendly Counsel, Physi-The widow was thunder-struck with the For Sale by now generally used by married ladies."man's audacious cunning, but did not dare cal Infirmity, Its Causes and Cure, Relations Between the Sexes Proofs of the Expansions of OTTONS BAXTER & CO.. Norwich Bulletin. This would seem to indito expose the fraud; and so two rogues J. & A. McMillan, sate that a harmless but incorrect method of spelling jawbone is now prevalent in polite society.—Detroit Free Press. Bankers, 17 Wall St., N. Y. shared the estate. Small sums invested for parties at a distance nd profits promptly remitted by Bank Draft. Dccember 13, 1875. BOOKSELLF.RS, STATIONERS, &C. MOURNING GOODS ARIMATHEA'S TOMB .- We had a guide only \$1.00 F'ton.-654. This Book also contains More Than Fifty Prescriptions for the above named and other diseases, each one worth more than the price of the book. F. L. PEDOLIN, There was a little gathering the other who knew every sacred spot in the city, St. John, N. B. evening, and some one asked a Preston man PHYSICIAN, SURGEON. a man who never failed to satisfy the A SPECIALITY. f he wasn't fond of Mendelsshon. He said Price 7'sc. curiosity of the credulous tourist. WE WANT reliable, energetic canvassing ANT Also, another valuable medical work treating exclusively on MENTAL AND NERVOUS DIS-EASES; more than 200 royal octavo pages, twenty elegant engravings, bound in substantial muslin. Price only \$200. Barely enough to pay he was passionately; but unless very care-"Whose tombs are these ?" we asked. W agents in every town in the Dominion for the new "Illustrated History of the Dominion o ACCOUCHEUR. For Sale F,y all Booksellers, in New Bruniwick. ully cooked it always disagreed with him. DEVER BROTHERS. "That is the tomb of Joseph of Arim-DOAKTOWN. Canada." This work is truly magnificient, con taining over 2,000 double column quarto pages and over 300 superb full page engravings. The work is published in Parts, on a plan which inathea, and that beside it is the tomb of June 19, 1869-tf The men who made the law giving the NOTE PAPER, &c. "The Book 'or young and middle-aged men to F'ton, May 15, 1876. read just now, is the Science of Life, or Self Pre-servation. The Author has returned from Eu-rope in excellent health, and is again the Chief Consulting Physician of the Peabody Medical Institute, No. 4 Bulfinch Street, Boston, Mass." nembers of the Connecticut National Guard Professional Co-partnership sures its JUFST received a nice lot of the most fashionable Note Paper: and Envelopes. All kinds of Stationery at greatly reduced prices. J. L. BEVERLY, "How do you know?" family. To energetic young men or ladies, who are willing to work, we will guarantee a perman hirty cents a day for ration money evidently "How do I know? You ask me how 1 THE undersigned have this day entered into a CARRIAGE HARDWARE hought that the soldiers had all been editors ent position for two years, and GOOD PAY! Don' fail to write for our private terms, sample pages etc. This is a grand opportunity for school know? Haven't I always lived in Jerug. professional Co-partnership as Barristers and Attorneys, under the name and style of -Republican Journal. and were therefore used to high living. Bookseller, Stationer, "The Science of Life is beyond all comparison alem ?' I was born here. teachers to make more than double their salaries F'ton, Nov. 22, 1875. Dasher Leathers and Enameled Ducks, from the most extraordinary work en Physiology ever published."-Boston Herald, "I guess dad wishes we'd all die and ge to without interfering with their professional dutie Botsford & Lugrin, "Then perhaps you can tell us, if this The work is being manufactured at a cost of over Boston. "Hope nestled in the bottom of Pandora's OFFICE--Over Electric Telegraph Office eaven," said a miser's son to his maternal \$20,000 for the literary, artistic and mechanica work of producing the plates, by the old well THE EXCHANGE. tomb belonged to Joseph of Arimathea, box, and hope plumes her wings anew, since the arent. "Why so?" she asked after recover-ROLL Dasher Leather, containing 492 feeet 6 Rolls Enameled Duck, 2 Rolls Enamel issuing of these valuable works, published by the Peabody Medical Institute, which are teaching Queen Street, Fredericton. known, reliable Lovell Printing and Publishi and this to Nicodemus, whose is this Co., of Montreal. All letters from agents must be addressed to the Publishers general agents, as ng from her astonishment. "O, 'cause F'ton, 30th October, A. D. 1874. HIF HOTEL, situated on the l'astern side of Axles, Shaft Couplings, Clips, Ring Bolts, Con-tinental Whip Sockets; Screw Carriage Knobs, Marline, Eagle Carriage Clips, No 1, 2 and 3, Mallable Castings, assorted. thousands how to avoid the maladies that sap the citadel of life."-Philadelphia Enquirer. Queen Street, near Westmo land Street, is now fitted up in First-Class Sty le, and affords GEO. BOTSFORD, CHAS. H. LUGRIN follows : neaven's such a cheap place to live in.' "Oh, yes, that other," replied the guide, "It should be read by the young, the middle-aged and even the old."—New York Tribune. The first and only Medal ever conferred upon excellent accommodation to bot vermanent boarders. with only a moment's paralysis of his in-Negotiations are pending for a new treaty LONG'S HOTEL. The proprietor will spare not ains in making this a first-rate Boarding House, and trusts by rempt attention to the com forts and conany Medical Man in this country, as a recogniwith Great Britain, which will be chiefly de-Z. R. EVERETT. vention, "that is the tomb of Arimathea Corner of King and York Streets. tion of skill and professional services, was pre-sented to the author of these works, March 31st, JUST RECEIVED TO-DAY, voted to extradition. It is understood that THE Subscriber having leased the ab ove well 1876. The presentation was noticed at the time entence of the travelling public to merit a fair AT known premises, begs to intimate that he is are of public patronage. the initial steps have been taken. of its occurrence by the Boston Press, and the now prepared to receive and accommodate tran-+.... An excellent Stable, with care ful nostlers, will e found in connection with the Hotel. WILLIAM HAWTHORNE. Lemont's Variety Store!! leading journals throughout the country. This magnificient Medal is of solid gold, set with BOXES TOMATOES CRATES PEACHES. sient and permanent boarders. Love, the toothache, smoke, a cough, The Norwich Bulletin says :- " A good The house has been recently painted, papered, more than one hundred India diamonds of rare and a tight boot, are things which canand cleaned throughout, and every room newly leal of disappointment was felt recently over GEO. HATT & SONS. brillancy. O VERY LARGE WALNUT WARDROBES furnished. He will spare no pains to make \$100 PAID A PROFIT OF \$1,700 areport that a spotted adder could be seen of its materials, and size, this is decidedly the most noticeable medal ever struck in this coun- to visit it. "Altogether, in its execution and the richness not possibly he kept secret very long. during the past few months, under our improv-A BOOK CASES; try for any purpose whataver. It is well worth the inspection of Numismatists. It was fairly TERMS \$1 00 per day. The young lady who called at a book ed system of operating in STOCKS. Risks reothing but a bank clerk with the measles." The best Stabling in the City, with an experisellers for Drake on Attachments was dis luced to nominal sums and profits increased. won and worthily bestowed."- Massachusetts ARGE WALNUT FRAME MIRRORS; enced Hostler always in attendance. Received by Schooners Don Pedro, Maud and Book containing full information sent on appliappointed to find that it was only a law GEO. HUME, Proprietor.

HE partnership heretofore existing between Henry F. Biair and Arthur H. McLauchlan, 8.15 A. M. Express Train leaves SAINT JOHN for Fredericton Juncs this day disso ived by mutual consent. The business will in future be carried on by tion and the West, connecting with Henry F. Bla'ir who will collect all debts due the late firm and settle all bills against them. H. F. BLAIR. A. H. McLAUCHLAN, Train for Fredericton. Due 11.55 a.m. 3.00 P. M. Express Train leaves Freder-icton for F'ton Junction where immediate connection is made with Train for ST. JOHN, and inter-THE subscriber thankful for the patronage mediate points. 3.15 P. M. Train leaves St. John for Fredericton Junction, conbestowed on the firm, hopes for a contin ance of the same. I have on hand besides Sashes and Doors, a large lot of Tracy's hand made Chairs and Bedsteads, warranted to last, necting with Train from Harvey, Mc-Adam, St. Stephen, Houlton, Bangor, which will be sold in lots to suit purchasers. Don't forget the place—King Street between York a ud Westmorland. Portland and Boston, for Fredericton. Due 7.10 p. m. H, F. BLAIR. Return Tickets for \$3.00 are issued at Fredericton Station for St. John, good to return in 30 days. MANHOOD: Special rates made for Freight, How Lost, How Restored THOS. TEMPLE, F'ton, Sept. 18, 1876. President F. R. R. Just publishert, in a sealed en-NOTICE OF of young men who suffer from the effects of Errors and Abuses in early life, as Dissolution of Co-Fartnership. Mental and Physicial Debility, Nervousness, &c., by Rob. J. Culverwell, M. D. The celebrated author, in this ad mirable essay clearly demonstrates, from a thirty years' suc TOTICE is hereby given that the Partnership cessful practice, that the alarming consequ N heretofore existing between the undersigned who carried on business at the City of Fredericof Errors in youth may be radically cured without the dangerous use of internal medicine or the application of the knife, pointing out a mode of ton, York County, under the name and style of R. C. MACREDIE & C.)., as Gas Fitters, Plum-bers and Tinsmith, has been dissolved by limitcure at once simple, certain and effectual, by means o. which every sufferer, no matter what ation and mutual consent. All liabilities of the said Partnership will be his condition may be, may cure himself cheaply, privately and radically. This Lecture should be in the hands of paid by the undersigned ARTHUR LIMERICK, to whom payment of all debts due said firm is to very youth and every man in the land. be made Sent under seal, in a plain envelope, to any address, postpaid, on receipt of six cents, or two aug 23 ARTHUR LIMERICK. Address, post stamps. Address the publishers. F. BRUGMAN & SON, F. BRUGMAN & SON, 41 ANN ST., NEW YORK. We have Just Received 1 gross WYETH'S HOUSE & LOT TO RENT. **Beef Iron** and Wine. THAT nicely situated Lot, containing about 4 acres, with a Cotts ge and Barn thereon, conting on the Poor House Hill, formerly the property of the late E. B. Fisher, deceased. HENRY B. RAINSFORD. THIS valuable Tonic and Stimulant has received the approval of our principal Physi-cians and is without doubt one of the best preparations of the kind compounded. Also in stock-5 gross Johnson's Liniment, 2 gross Eclectric Oi WANTED. DAVIS & DIBBLEE, Wholesale and Retail Druggists, alv 24 Opp. City Hall, Fredericton. July 24

Fine lot of Knives & Forks received, CHILDREN'S CARRIAGES, 1 Lawn Mower, welcome to every English reading Military Single Iron Bedsteads, cheap, CHILDREN'S GO CARTS & WAGGONS At LEMONT'S Variety Store. Farm Wanted. HAZEN B. BIGNEY & CO., WANTED to a purchase a good, small Farms with good buildings on the same, within Francis Xavier Street, MONTREAL, QUE. easy distance of Fredericton. Apply to H. SIMMONDS, July 31, 1876.-tf. FREDERICTON BARRELS APPLES, 10 WATER MELONS, BOX PEARS, 1 BOX LEMONS, BROWN'S CELEBRATED **French Dressing** and also the SARATOGA DRESSING, for sale at LOTTIMER'S

GOODS

Bessie.

