

PROFESSIONAL CARDS

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WOODSTOCK, N. B.

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Painless : Extraction.

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SPECIAL ATTENTION GIVEN TO DISEASES OF
WOMEN AND CHILDREN.
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You know the importance of having good blood. Then you recognize the value of

PARK'S PERFECT EMULSION

which is the most effective agency known for enriching the BLOOD SUPPLY.

Price 50c a bottle. Large bottles \$1.00

Latest Designs
— IN —
WALL PAPER

The patterns this season are particularly pleasing.
CALL AND SEE THEM.

W. H. Everett, Woodstock.
No. 6 Main Street.
Near Bridge.

Hints on Advertising.
BY W. ARTHUR LYDIATT IN THE CANADIAN GROCER.

Not so very long ago I asked a merchant if he ever realized any returns from the advertising he was doing in the daily papers.

"Oh, we have no doubt it pays us," said he. "We have been advertising for a good many years, and while we have never had any direct evidence that our advertising brought any results still we have faith in its value, and feel that it does us some good."

There was a man who had too much faith. He felt satisfied that the advertising he was doing was beneficial to his business, and when he didn't get any direct results from his ads. it didn't trouble him much—he didn't worry about it as some do.

Advertising that doesn't bring results is not good advertising. If you cannot see that you are getting direct returns from the advertising that you are doing, you had better look for the reason and change your methods. I have never yet seen a retail business that would not quickly respond to intelligent advertising. There is no retail business anywhere that is not susceptible to the influence of advertising.

The merchant who is not getting direct returns is not getting what he is entitled to. His "faith" only serves to blind him to the faults in his methods. It is all very well to have confidence in the efficacy of advertising in bringing increased business, but it is advisable to look for results—see to it that your advertising pays you a profit. If you don't get the results you should, seek a reason, remedy it, and keep constantly changing your tactics until you are satisfied that you receive the full benefit of your advertising expenditure.

Many men start in advertising as if they did not expect it to pay. Like the general who starts into a battle expecting to be whipped, they are usually not disappointed. The merchant who rents a store, buys a stock of merchandise and opens for business, doubtful of success, is reasonably certain to fail. The man who advertises without expecting any results usually does not realize any.

Have faith, expect to win, determine to succeed. But "be sure you're right—then go ahead." Be sure the methods you adopt are successful when applied to your case. See that you get all that you pay for in advertising. Then go ahead with the confidence born of success, and the extent of your business will only be limited by the effort you put into it.

Don't have too much faith; don't have too little.—The Canadian Grocer.

An Interesting Horse Show.
The city of Toronto is making an interesting departure in Horse Shows and is holding a novel form of equine exhibition in the open air on the afternoon of July 3rd, in connection with the Old Home gathering which the Board of Trade of that city has arranged. Instead of extending a show over one week as in Madison Square it will all be done in one hour of a sunny summer afternoon. The beautiful Queen's Park and University oval in Toronto furnish roadway around adjoining circles of over two miles and on these will be ranged upwards of 500 horses and carriages. An army of Judges will make the awards simultaneously and the judging will not occupy above an hour. Then the whole exhibition will move around the oval and pass in review before His Excellency, the Governor-General of Canada, Lord Minto. It is expected that over 200,000 people will witness this unique Horse Show. It is designed to show to the thousands of home-coming Canadians how important a centre of the horse breeding industry Toronto has become.

Alfondly 0149.

Fred D. Tweedie, of Centreville, still owns Alfondly, the celebrated Standard Bred Pacing Stallion, 0149. He will stand at owner's stable during the rest of April. From May 1st, he will stand at Mar's Hill, on Tuesdays, and at Bristol on Fridays, during the remainder of the time at the owners stable, Centreville. Parties at distance wishing to use the horse may make arrangements by writing to the undersigned.

FRED D. TWEEDIE,
Centreville.

EXECUTORS' NOTICE.

All persons indebted to the Estate of George Cowan late of the Parish of Wakefield, in the County of Carleton, deceased, are requested to make immediate payment to the undersigned, and all persons having just claims against the said Estate are required to present the same duly attested to Louis E. Young, Solicitor, Woodstock, N. B., within three months from the date hereof.

Dated this twenty-second day of April, A. D. 1903.
MARY COWAN,
HUGH HAMILTON,
Executors
3 mos. April 29.

THE ABUSE OF SOCIETY.
A Titled Lady Makes a Few Pertinent Remarks on the Subject.

The abuse of society is a favorite occupation with most people who cannot force an entrance into it. It is not even new. Cynics and satirists, preachers and writers have waged war on social amenities all down the ages. We know how Daniel denounced the Babylonian court and how Horace revealed the profligacy of Augustan Rome. Every leader of a regenerating movement, whether it be St. Bernard exhorting to crusades, St. Francis teaching Utopian poverty or John Knox preaching reformation, has denounced the easy morals and the easier standard of the toleration of current society. The reformers of every age denounce their own contemporaries in accents of varying degrees of violence. Rousseau and Voltaire poured out diatribes from different points of view against the frivolous society which was cut off so abruptly by the guillotine, but their denunciations fell on deaf ears. "Nobody," said Talleyrand, "could have any conception of how pleasant society could be who had not lived before the French revolution." To reform those who will not be reformed is difficult. The grandmother of Ambrosine, holding a scented pocket handkerchief to her nose to keep off the odor of the crowd as she tripped to the guillotine, and Mary, queen of Scots, yawning in the face of Knox, exactly typify the attitude of all ages toward the Jeremiahs hammering at the portals of society.—A Countess in London Outlook.

Haydn's Difficult Composition.

Haydn and Mozart were great friends. When either had composed a masterpiece the other was invited to the house of the composer to enjoy the first sweetness. It chanced to be Haydn's turn, and Mozart came full of expectation. Contrary to custom, Haydn invited his guest give his interpretation of the theme instead of playing it over himself.

Much pleased at the compliment, Mozart played brilliantly, for the work was beautiful and his musician's soul was stirred. Suddenly he halted and looked across the piano at his friend.

"There's a mistake here," he said. "A passage written for three hands would be impossible for a soloist. Of course those notes must come out."

"Oh," said Haydn quietly, "I can play it." Mozart laughed. "My friend you have not three hands."

"Perhaps not," answered Haydn. "Nevertheless, I contend that I can play the passage. I would not have written it otherwise."

"A challenge," cried Mozart. "Prove your words," and he yielded his place at the piano.

His excitement rose as Haydn reached the disputed passage, when, to his amazement, the composer brought his nose to the keyboard and the notes rang out clear and true.

Haydn's nose was long to grotesqueness, but it served his purpose on this occasion.

Instinctive Fear in Birds.

The instinctive fear of death manifested by birds is shown by the following: A canary died, was buried, the nesting place broken up, the surviving mate removed to a new cage and the old cage thoroughly cleaned and put aside till the following spring. Never, however, could any bird afterward endure being placed in that cage. They fought and struggled to get out, and if all in vain their efforts they moped, huddling close together, thoroughly unhappy, refusing to be comforted by any amount of sunshine companionship or dainty food. The experiment was tried with foreign birds that had not been in the house when the death occurred and could not therefore have known of the event by observation. But the result was always the same. For the future that cage was haunted.

Coughs, colds, hoarseness, and other throat ailments are quickly relieved by Cresolene tablets, ten cents per box. All druggists

To be arrested on a charge of holding one's skirts too high on a rainy day suggests, of course, the United States. Joplin, Missouri, was the precise scene of the incident, and Miss Flo Russell its victim or heroine. It was charged against her, quite in the Addisonian style, that the height at which she held them created enough commotion to amount to a disturbance of traffic. Her youth and prettiness, if they did not aggravate the offence, did aggravate the commotion; and a policeman arrested her. Miss Russell, in her defence, said that she was wearing a new and particularly handsome silk petticoat, and other "things" equally new and equally handsome, and that she held her skirt just high enough to prevent them from being muddied, but not an inch higher. To clinch the matter, she had come dressed in the identical clothes; and was ready, if the judge desired, to give a demonstration in court. The judge, of course, jumped at it; a space was cleared, and the court became so unjudicially fascinated with the performance that it took him fifteen minutes to discharge her, with apologies. And so progress continues, even in America.

A Sound Reproducer
Not An Imitator.



The reproductions of sound by the Berliner Gramophone are firmer, louder, clearer, more natural, richer, truer, than any other talking machine made. Its singing is real singing, not imitative squeaking, its talking is real talking, as if the speaker were there before you.

The Berliner Gramophone

is so perfect as to be often mistaken for the original. If you doubt it, will let you try it.

Prices from \$15 to \$45. Can be bought on the installment plan; \$1.00 cash and \$2.00 per month for 8 months. Made in Canada, guaranteed for five years.

The hard flat maroon discs are almost indestructible. The repertoire is practically unlimited. Write for catalogue and list of records.

E. BERLINER, 2315 St. Catherine St., - MONTREAL.
Emanuel M. ... Manager for Canada.

JOHN H. LEE, Agent at Woodstock.



"SYRACUSE" CULTIVATORS,
with Expanding Lever and Extra Hillers.

Horse Hoes with Steel Wings,
Horse Hoes with Cast Wings,

"SYRACUSE" STEEL PLOWS,
One Horse, Medium Two Horse, Large Two Horse,

"Tornado" Threshing Machines,
Sawing Machines, Shingle Machines,
Steel and Cast Road Scrapers,
Stoves, Farmers' Boilers, Pulpers, Sinks, Etc.

Call at works and examine or write us before purchasing.

CONNELL BROS., LIMITED,
Woodstock, N. B.

NOTICE.

Just Recived:

A new stock of Spring Goods, in Ladies wear. A complete assortment in Whitewear.

Ladies Coloured Undervests,
Ladies Wrappers,
Ladies Aprons,
Ladies Silk Blouses,
Ladies Corsets,
Apron Lawn,

Hosery and everything in the Fancy Goods line. All new and up to date. Stationery and school supplies a specialty.

MISS S. L. TURNER,
Main St., Young's Building, opposite Carlisle Hotel.

Advice to Parents.
Don't "spare the rod and spoil the child."
In spring it's very wrong.
Just let him with his rod run wild
And fish the whole day long.
—Philadelphia "Press."

BELL Pianos

With the new illimitable repeating action are recognized by musicians as the highest standard of piano excellence. They represent the "artist's ideal," as they are musically and mechanically perfect. The "Bell" reputation insures those unfamiliar with the different makes of pianos that they can purchase this reliable make with the assurance that they are getting a piano that has no superior and few equals.

C. R. WATSON, Agent,
Woodstock, N. B.