

' There seems to be an idea prevalent that advertising is for large dealers only. This belief has kept many a small merchant from improving his opportunities in this direction.

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Nearly, if not all, the large retail merchants of the present day have became so by extensive advertising.

The advertising which they have done may not be the sole cause of their success, but it has been the greatest contributing cause. Nearly all large enterprises, which are now meeting with well-deserved success, have begun on a small scale. Their advertising was

properly drilled in; but most of the old farm. ers' would not give in. One day last summer in driving down the road in company with one of these old farmers (who has wasted good seed oats all his life) we passed a fine field of oats of about twenty acres on another neighbor's farm who had become convinced that two bushels was the best. The old gentleman called my attention to the field of oats saying that it would yield sixty or seventy bushels per acre. They were indeed a fine crop, but when I told him that only two bushels per acre had been sown, he ceplied intruders from her territory.

done in a small way, but it has been kept up that it was not enough; so I find that in a

DISPATCH THTT such authority as is maintained in India im- or Italian, imported for the purpose. The possible there. And it is questionable same may be said with respect to domestic

if a Chinese colony would be of any material service. But coarse manual labor and domadvantage to Britain. It would certainly add estic service are both of them welcome to the nothing to the military strength of the Em. Chinaman. The policy of shutting him out. pire. It begins to look as if the United King. | therefore, requires consideration. Whatever dom and the colonies were bearing their full his religious or social peculiarities and inshare of the white man's burden, and that compatibilities may be, after all, he can we should see that it is in good shape and hardly he less congenial to us than the Calasecurely adjusted before making any more brian or the Doukhobor .- Prof. Goldwin Smith.

When an ardent Imperialist like Mr. Chamberlain realizes that the Empire has become a burden it is certainly time for cool-The gaunt spectre of the hungry had an ominous look in London. The struggle for present day without losing any of its uncom- a field hand. promising bitterness. These are the matters

additions to it.

that should engage the attention of Imperial ed the new hand; statesmen. Canada has sustained and strengthened the Empire, not so much by sending while ago?' men to fight against the South African Republic as by building a transcontinental railway, opening a great rich territory for settlement and development, building up centres of commerce and wealth, and firmly establishing an extensive colony, prosperous and contentment impossible. Let them bend two. their energies for the present to the perfect. ing of the structure rather than the building just now?"

of unsteady additions .-- Toronto Globe.

A Plea For The Chinaman.

Canada is in a curious position as a selfgoverning community, on one hand, and a nember of the Empire, shirking its responsibilities, on the other. The justification for the Imperial attack on China and all the bombarding, devastation, and butchery, has been in effect the inhospitality of the Chinese to foreigners, whose intrusion it must be owned they had reason to regard with suspicion. At the same time Canada, a member of the Empire, not only shows herself inhospitable to the Chinese, but excludes them as noxious It would be difficult to point to an instance of more rampant injustice than the treatment of China by great powers. The iniquity reaches its height when the Chinese are fornity and of your regard for the laws of God? to the order and cohesion of that immeasur-There is too much reason to fear that a cataclysm of anarchy, bloodshed, and ruin now greed of a few traders who do not even underfor which their rapacity craves. In excluding the Chinese, Canada ought at all events to know what she is doing. She is shutting out manual labor, a commodity not to be carelessly rejected. The general tendency of our Public school system unquestionably is to produce a dislike of manual labor, at least of the coarser kind, and aspiration to something above it. The manual labor of a coarser kind in the United States is almost invariably declined by the school-bred American, and left to foreigners, Irish, Hungarian,

bidden to import arms and ammunition lest they should cease to be at the mercy of the spoiler. Can there be greater mockery than sending missionaries to preach the fatherhood of God and the brotherhood of man to people who are receiving such proofs of your frater-A fatal blow has too probably been dealt able Empire, the binding principle of which is filial loyalty to the government of an Emperor regarded as the father of, a nation. impends over three hundred millions, of people; and all this to satiate the ravenous stand their own interests, since if they did they would refrain from wrecking the market

He Saw too Much.

As a rule an employer requires the persons er heads to turn their attention to the quality he employs to be bright and acute at all rather than the quantity of our dominious. | times, and when an employee is discharged it is generally for not keeping his eyes open. It occasionally happens, however, that an emthe land between a conquered and a conquer- ployee sees too much for his own good, as in ing race in Ireland has come down to the the case of the Virginian planter who hired

One day the planter came along and accost-

"Did you see a coach go down the road a

"Indeed I did. sir. One of the horses was a gray horse, and the other was a roan and lame in the off leg."

"I thought that I heard some hunters there on the edge of the woods."

"Yes, sir. One of them was Colonel Jones. contented under the British flag. Let the He was the tall one. The second one was Empire-builders now turn their attention to Major Peters, and the third one was Tom internal improvements. Let them avoid the McKee. Colonel Jones had one of them newvast expenditures which make prosperity and fangled, breech-loading guns that break in

"Did you see those wild pigeons fly over

"See 'em! Guess I did! There was nine. teen of 'em. They lit in that corn field down yonder."

"Well, you see too much for a man that is hired by the day. Here's your wages. When I want a man to keep watch of what is going on, I'll send for you."





Does it not seem more effective to breathe in a remedy, to cure disease of the breathing organs, than to take the remedy into the stomach?



Established 1879.

Cures While You Sleep It cures because the air rendered strongly antiseptic is carried over the diseased surface with every breath, giving prolonged and constant treatment. It is invalu able to mothers with small children.

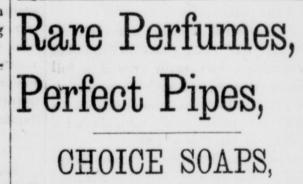
Is a boon to asthmatics.

-FOR-Whooping Cough Bronchitis Croup Coughs Catarrh, Colds Grippe and Hay Fever

The Vaporizer and Lamp, which should last a lifetime, together with a bottle of Cresolene, \$1.50. Extra supplies of Cresolene 25 cents and its. Write for descriptive booklet contain

ing highest testimony as to its value. VAPO-CRESOLENE IS SOLD BY DRUGGISTS EVERYWHERE.

Vapo-Cresolene Co. 80 Fulton Street 1651 Notre Dame Street Montreal



BRUSHES of all kinds

day after day and year after year.

Good business methods, untiring industry and good advertising are the factors which bring success in business.

Do not be afraid of being overshadowed by the big advertiser. The big advertiser of the present perhaps may have been a small advertiser only a few years ago. Many times the well worded advertisement of the small advertiser will reach the eyes of more readers than the pretentious display of the larger city store. It tells the people you have goods to sell and what you will sell them for. That is all the big store can say.

Nine times out of ten it is the price that sells the goods, so don't be afraid to tell your story to the public. If you tell it in the right way and practice no deception it will be only a question of a very little time until you will begin to receive adequate returns on dealer, be he the corner grocer or the largest who will sell staple or special articles, quality considered, for the least money, and lets the best. people know it, will receive the patronage.

If the small dealer buys his goods right he can sell them at right prices. Subscribe for a reliable trade paper, scrutenize the market reports carefully, therein you will find all the necessary information to enable you to buy your goods right.

how small dealers in all kinds of merchandise have made their business a success by wise and judicious advertising. Take what space you cau afford, contract by the year, watch it, change the matter very frequently, and you will soon need more room for your store and more space in the papers. This advice is tendered the wholesaler, manufacturer and jobber as well as the small retailer. They can attract attention by a liberal use of ad. vertising space in an honest trade newspaper, just the same as the small retailer can by taking space in the daily or weekly newspaper.

Judicious advertising will develop any mercantile business that has a right to exist.

wing Grain Thick or Thin.

In reply to an inquiry in regard to the thick or thin sowing of grain, I think that acre, having got the idea into their heads well as for the weak Latin republics. Althat they cannot get a crop of oats unless though China has shown no power of military they seed at this rate.

I farmed there for four years before com- | ing population that makes the extension of

great many cases where heavy seeding is done the only reason they have for doing so is simply because they have got into the habit of seeding heavily and it is hard for them -to give in.

I found that I could raise more oats from two bushels of seed drilled in than I could from four. Last May I had twenty acres of oats to sow in new land among the stumps, and found that I had too much, so made a trade with one of these old farmers to put in five acres on halves. I furnishing the seed and sowing it, he doing the rest. He wanted four bushels sown, so to please him I sow-

ed four bushels on his five acres, and measured off five acres for myself next his and sowed three bushels. I used three bushels because, sowing broadcast, and the ground being rough and uneven, I knew there would be considerable wasted. When we threshed your investment in advertising space. The in the fall I had thirty five bushels more oats from my three bushels of seed than he had dealer in general merchandise in the town, from his four, but this would not convince him; he still thinks four or five bushels the

> I find that it is just so with other grains If too much seed is used, the straw is short and fine, and the heads, and kernels the same, where if less seed was used the grain would stool out more, the straw would be taller, the heads and kernels larger, and larger yield all round .-- [Vermont Corre-

Every town has plenty of examples showing sponding Country Gentleman.

The Burden of Empire.

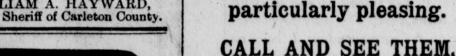
In a recent speech at Cape Town Mr. Chamberlain clearly intimated that the burdens of Empire were becoming heavier than the mother country could bear. In this regard many of the best friends of the Empire believe that when it begins to grow burdensome it is time to regard the structure as quite large enough. Those who think it should be extended to include the whole world will not agree with this view, but they connot deny that every extension of authority over people alien in race and language increases the burden without proportionately increasing the support. The Dutch of South Africa need not be expected to manifest much enthusiasm in contributing toward schemes of Empire building, and the same will be found true of other conquered races. in some countries a great deal of seed is wast- The world does not contain another India to ed by sowing too thick. In Aroostook County be conquered. The United States will not Me., I know of plenty of farmers sowing permit the extension of dominions in South three, four, and even six bushels of oats per America, which may be fortunate for us as

resistance, there is something in her swarm-

In The Matter of The Estate of W. S. and George H. Saunders :

NOTICE is hereby given that W. S. and George H. Saunders of the Town of Woodstock in the County of Carleton and Province of New Brunswick, Merchants, made on the twenty-third Brunswick, Merchants, made on the twenty-third day of February instant, an assignment to me the undersigned Sheriff of Carleton County of all their estate, property and effects for the benefit of their creditors, without preference, under the provisions of 58th Victoria, Chapter 6, and amending Acts, of the Province of New Brunswick; and that a meeting of the creditors of the said W. S. and George H. Saunders will be held at my office in George H. Saunders will be held at my office in the Town of Woodstock, County of Carleton, on Monday the ninth day of March next, at ten Monday the ninth day of March next, at ten o'clock in the forenoon, for the appointment of Inspectors and giving directions with reference to the disposal of the said estate All creditors are requested to file their claims, duly proven, with the assignee, within three months of the date of this notice, unless further time he allowed by a Judge of the Supreme or

months of the date of this notice, unless further time be allowed by a Judge of the Supreme or County Court; and that all claims not filed with-in the time limited, or such further time, if any, as may be allowed by any such Judge, shall be wholly barred of any right to share in the pro-ceeds of the estate, and the Assignee shall be at liberty to distribute the proceeds of the estate as if no such claims existed but without prejudice to the liability of the debtor therefor. Dated at Woodstock in the County of Carleton this 26th day of February, A. D., 1903. WILLIAM A. HAYWARD, Sheriff of Carleton County.





To the Weary Dyspeptic. We Ask this Question:

Why don't you remove that weight at the pit of the Stomach?

Why don't you regulate that variable appetite, and condition the digestive organs so that it will not be necessary to starve the stomach to avoid distress after eating.

The first step is to regulate the bowels.

For this purpose Burdock Blood Bitters has no Equal.

It acts promptly and effectually and permanently cures all derangements of digestion. It cures Dyspepsia and the primary causes leading to it.

MONEY TO LOAN On Real Estate. APPLY TO D. M'LEOD VINCE

Barrister-at-Law, Woodstoca, N. B.

PAPER

Latest Designs

WALL.

CHAS. A. MCKEEN, DRUGGIST, - Woodstock Main Street. -

THE BEST PLUMBING

At most reasonable prices is what I am offering the public. Estimates cheerfully furnished on any kind of work in my line.

A full line of materials of all kinds. Aqueduct Pipe at specially low rates. All work guaranteed first class.



In effect Oct. 12th, 1902.

DEPARTURES-Atlantic Standard Time. (QUEEN STREET STATION).

(QUEEN STREET STATION). 6.45 A MIXED-Week days-for McAdam Jct. Saint John, Bangor, Portland and Boston. Pull-man Parlor car McAdam Jct. to Boston. Palace Sleeper McAdam Jct. to Halifax. 8.50 A MIXED-Week days-for Aroostook M Jct. and intermediate points. 11.35 A EXPRESS-Week days-for Presque North. .

MIXED-Week days-for Perth Jct. 1.35

M and intermediate points. P MIXED-Monday, Wednesday, and M Friday-for Fredericton, etc., via 1.45 P MIX Gibson Branch.

4.45 P MIXED-Tuesday, Thursday and Sat-M urday-for Fredericton, etc., via on Branch

5.38 P EXPRESS – Week days—for Houlton, m Saint Stephen, Saint Andrews, Fred-ericton, Saint John and East; Vanceboro, Sher-brooke, Montreal, and all points West. Northwest and on Pacific Coast: Bangor, Portland, Boston, etc. Palace Sleeper McAdam Jct. to Montreal. Pullman Sleeper McAdam Jct. to Boston.

ARRIVALS. 11.35 A. M.-EXPRESS-Week days, from Saint John and East; Fredericton, St. Stephen, Houlton, Boston, Montreal, etc. 12.10 P. M.-MIXED-Week days, from Perth

Juct. 12.25 P. M.-MIXED-Monday, Wednesday and Friday, from Fredericton, etc., via Gibson Branch. 12.20 P. M.-MIXED-Tuesday, Thursday and Sat-urday, from Fredericton, etc., via Gibson Branch. 5.38 P. M.-EXPRESS-Week days, from Presque File Caribon Edmundston etc.

5.38 P. M. - EXPRESS - Week days, from PresqueIsle, Caribou, Edmundston, etc7.46 P.M. - MIXED - Week days, from Aroos-took Jct.11.10 P. M. - MIXED - Week days, from Houlton,Fredericton, St. Johr and East; St. Stephen, St.Andrews, Bangor Portland, Boston, etc.C. B. FOSTER, D. P. A., St. John.



To Cure a Cold in One Day **Cures** Grip in Two Days.

