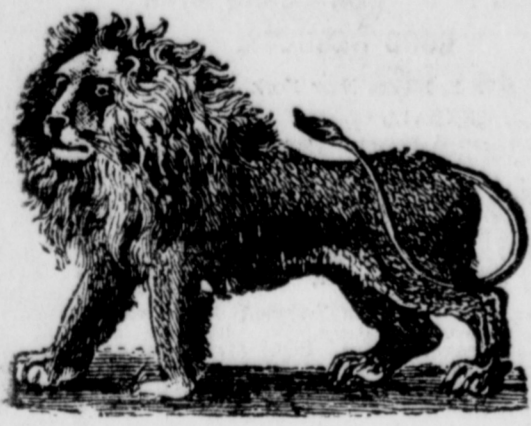


Start him right!

Start the boy at school as he should be started. Give him just as good a suit as the boy who sits at his elbow. Good clothes make manly boys; manly boys make useful men.

BOYS' CLOTHING.

Wonderfully Good Strong Materials, Perfect Fitting, Strongly Sewn, Buttons Firmly Fastened, Double Knees and Seat on Trousers. It's



LION BRAND



The most economical clothes made for Boys' wear. Every color, pattern, size, now ready, and a price range of **\$3.00 to \$8.00.** Viewing is free. We are the only people here selling Lion Brand Clothing.

B. B. MANZER.

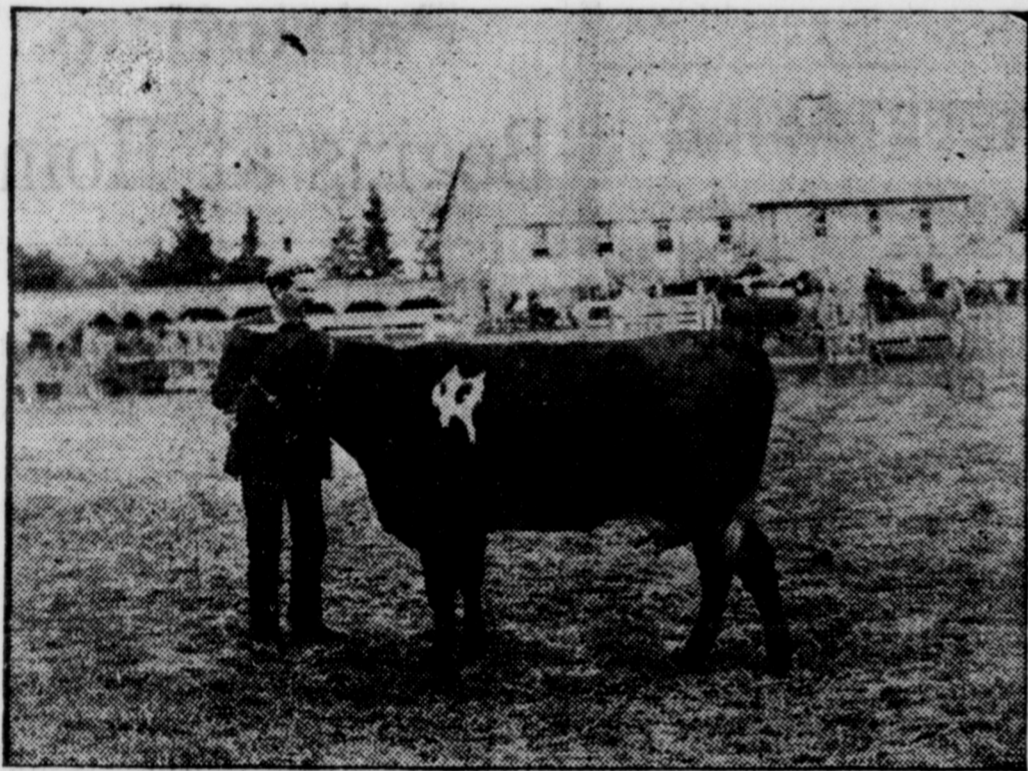
What About the Shorthorn Matter?

In a recent issue the Maine Farmer presents a beautiful engraving of the shorthorn cow exhibited at the late exhibition here by G. W. Sharp, Pembroke, and discusses the milking shorthorn question as follows:

"The cut of an every-day sort of a Shorthorn cow owned by a live New Brunswick farmer, given in the present issue of the Farmer brings to attention a class of animals still found in considerable numbers in some parts of our state and in the neighbouring provinces. That they are retained among us is proof they are found to fill a useful place with the owners in whose herds they are kept.

It was a natural sequence when the attention of farmers came to be centered on the creamery business that they should focus their efforts on the Jersey breed of cattle.

of stock, unfortunately, has been allowed to largely drop away from us, yet there is some of it still left, and plenty in the country to draw from. The milking powers of the dairy type of Shorthorn cows have not of late been pushed to the front, yet there is evidence that they are there and need only to be brought out to be appreciated by the public. In proof note the records of cows recently brought into the Hopkins Brothers and the Reed herds at Presque Isle. Note also the fine illustration in this issue, the cow being a large producer of good milk and a persistent milker. On the exhibition grounds at Fredericton Shorthorn cows were shown with a record of more than 12,000 pounds of milk yearly testing over four per cent. Not less Jerseys and Guernseys or Ayrshires are wanted but more of each and with this increase more of the



Registered Shorthorn cow owned by Mr. G. W. Sharp, Pembroke, N. B., and winning first in her class at the Woodstock exhibition last month. This is the cow mentioned in the article from the Maine Farmer published in this issue.

But all farmers are not specialists, and after long years of experience, some of them have come to realize that there is a broader usefulness for the cow than to make cream alone. There is, therefore, among those not specialists, either by taste or qualification, something of a reaction toward a class of cows corresponding in a measure to their likings and inclinations. Hence there is a growing demand for cows good for the double purpose of making both milk and meat. This has resulted in the awakening interest in Shorthorn cattle abroad in our state and the adjoining provinces. This interest is especially active at the present time in Aroostook county, as the many recent purchases of animals to go out onto the farms in that section bear witness, but it is by no means confined to that county, as the columns of the Farmer frequently testify to the multiplication over the entire state. That Shorthorn blood has more in milk-making there is plenty of evidence. The time has not gone out of the memory of the older farmers still with us when it was the leading blood with the most progressive men in our state. Many of those old cows, under the feed and care then bestowed, were remarkable performers both at the pail and churn. While that line

good old dairy type of Shorthorn, with its naturally rugged constitutions and great power of endurance.

In a recent bulletin the Iowa station reports milk records that would be a credit to any special dairy breed, made by Shorthorn cows that were picked up from common farmers' herds, with no special dairy characteristics to distinguish them from the beef type the experiment made for the express purpose of showing that milking powers were still left in the common Shorthorns of the country. In the matter of profit, that for which the stock of the common farmer is kept, the Shorthorn breed at the world's fair dairy test at Chicago stood abreast with the best of the whole list. At the present time Shorthorn cows are eagerly caught up by milkmen keeping cows for the milk supply in all our cities and large towns. Farmers in our state are making no mistake in seeking cows of the Shorthorn breed for the profit they may realize from them. All over the state is plenty of pasturage and low cost fodder on which such cattle can be reared at a profit. Aroostook county especially may well be congratulated on the enterprise that is bringing within its reach stock of this breed and of so high merit. More of them are wanted all over the state.

An Interesting Sequel.

"I wish I knew whether there was any sequel to that prodigal son story," said Farmer Carotassel as he looked through the open door at the young man who was swinging a hammock, smoking a cigarette.

"What do you mean?" asked his wife.

"I'd kind o' like to know whether the original prodigal son settled down and went to work steady or whether he got into the habit o' makin' them trips once or twice a year."

Pride of His Performance.

In a downtown church, as the story goes, there was introduced a new hymn last Sunday, and, after the dismissal of the services, the organ blower found his way to the player's bench and asked in a meek voice: "How did the music for that new hymn go this evening?"

"Oh, very well, very well, indeed," replied the organist; "but why do you ask?"

"Well," said the blower, "I'll tell you the truth. I was a bit nervous and a bit worried about it, for, you see," he went on explaining, "I never blowed for that hymn before."

ADVERTISING ENTERPRISE.

How one Firm Combats the Mail Order Houses.

The DISPATCH has persistently impressed on its readers the evil results of buying goods from mail order houses, and has shown them that in the majority of their purchases they could buy as good a quality of goods at as low a price from a local merchant as from a mail order house.

The following story, taken from a contemporary, of the manner in which a firm in a small western town met the competition of the mail order houses, is interesting.

They advertised that they had the catalogues of all the leading supply houses, giving their names, and offered the free use of them to any one interested. Each week they ran a series of descriptions of seasonable articles taken from the catalogues, giving the number of the article and the page and quoting the catalogue price. Right below the catalogue price, in bold type, appeared the price charged by the local dealer. If it was less or more it did not matter, it was quoted just the same. Frequently, where a few cents over the Chicago price was charged, it was supplemented by a pertinent inquiry if six cents would pay the freight, etc. The introductory part of the advertisement usually contained some information that the consumer might well pause to consider. It was shown that the middleman's profit was not such a heavy tax as one might suppose, as for instance, on a keg of nails from Chicago. Then follows the striking statement that if he made five cents on a keg of nails he was satisfied. Would five cents pay the freight on a keg of nails from Chicago? Hardly. Then followed figures giving freight rates. It was shown that the man who bought a carload did not make so much more than the man who bought in case lots. It was pointed out that the earnings of the middleman were not so much on each article, but that they were the aggregate on a year's business. The fact was brought home that the freight in a small way was more than the jobber's profits, and even allowing that goods could be bought in Chicago at wholesale prices, the freight and postage were more than the middleman's profit, and the goods could be bought for less money at home. This kind of advertising was an innovation. The local paper commented on it. More advertising. Contemporary papers commented on it. Still more advertising. People talked about it. They were surprised that any dealer had the nerve to put his prices against the supply houses. They were incredulous and said so, but they went to see and the firm had life enough to show them, once they got them in the store, that there was no fear in their make-up.

Victoria County Farmers' Institute.

The series of Institute meetings advertised to be held in Victoria County last week has been very successfully carried out, with good attendance and interesting discussions.

The principal speaker was D. Drummond the well known dairy farmer and Ayrshire breeder formerly of Petite Cote, Quebec.

At Carlingford, Geo. Brown presided and W. W. Hubbard and Geo. E. Baxter made short addresses. At Lower Perth D. Curry presided.

At the Arthurette meeting W. W. Hubbard was in attendance with Mr. Drummond and spoke upon stock-feeding. Mr. Drummond dealing with how to handle the soil to get the best results in crop growing.

This week meeting are being held in Carleton County to be addressed by D. Drummond and probably assisted by W. W. Hubbard.

W. S. Tompkins who has been advertised to be one of the speakers at these meetings has been unavoidably detained at home until a little later on he will attend the meetings at Woodstock and vicinity.

It's E Z

To write or call at once for our prices on Artificial Teeth.

Offer Good for 60 Days Only.

Nuf Sed.

THE DENTISTS,

At DR. MANZER'S Office, 29 Main St., Woodstock.

Our Sovereign Shoes

For Men and Women.

Our Invictus Shoes

For Men and Women.

Our Empress Shoes

For Women Only.

Are the best lines of fine goods on the market

Beside these we have all kinds of HEAVY GOODS that will stand heavy knocks.

We carry the most Extensive line of Felt Goods to be found anywhere in the county.

Overshoes in all styles.

Gum Rubbers,

Fleece Lined Rubbers,

In fact we have got anything you want in the rubber line.

Shoe Packs,

Moccasins,

and all kinds of footwear for winter. Call in and see them and we will save you money.

J. D. DICKINSON & SON,

16 MAIN STREET, Woodstock.

FOR SALE.

That new and pleasantly situated house on Grover street owned and occupied by MRS. ROBERT STEVENSON. Aug. 26-27 mo

The Baird Company's

Wine of Tar, Honey and Wild Cherry.

This is an ideal preparation for Coughs, Colds, Throat and Lung Troubles, Irritation and Hoarseness, Bronchial and Asthmatic Coughs, and for Public Speakers and Singers. "It clears the throat."

Large six ounce bottle 35 cts. At all Dealers and Wholesale Druggists.

THE BAIRD COMPANY, Limited, Woodstock, N. B.

We are now ready to buy Live Hogs and Fat Cattle, Also Spruce, Fir, Popple, and Ash Wood, Birch and Ash Hoop Poles and Birch Hub Blocks.

Parties wishing to contract will please call at the office of the

Imperial Packing Co'y, Limited, Woodstock, N. B.

Our tea packing staff is working night work now trying to catch up with orders for **VIM TEA.** BAIRD & PETERS, The Tea People, St. John, N. B.