

**BRISTOL
WOODWORKING
ACTORY**

Having Repaired and Replaced Machinery, is ready to do First-Class Work at lowest possible prices.

—MANUFACTURERS OF—

**DOORS SASH MOULDINGS
HOUSE FINISH SHEATHING ETC.,
STAIR WORK.**

Prices to suit the times.

Estimates given. Orders promptly executed.

Write or call.

JOHN J. HAYWARD,
BRISTOL, N. B.

**MUSICAL
HEADQUARTERS.**

Pianos

Mason & Risch, Bell,
Dominion, Karn.

Organs

Bell, Dominion, Karn.

Sewing Machines

The New Williams.

Violins, Mandolins, Harmonicas,
Banjos, Accordions. A full line of
first-class strings always in stock.

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

**GARRIAGE AND SIGN
PAINTING.**

I have taken the paint shop in the Marcy building on Connell street where I will do all kinds of carriage and sign painting in the best manner and promptly.

F. L. MOOERS,

Marcy Building,
Connell street, Woodstock.

LIPPINCOTT'S

MONTHLY MAGAZINE
A FAMILY LIBRARY

The Best in Current Literature

12 COMPLETE NOVELS YEARLY
MANY SHORT STORIES AND
PAPERS ON TIMELY TOPICS

\$2.50 per year; 25 cts. a copy

NO CONTINUED STORIES

EVERY NUMBER COMPLETE IN ITSELF

**LETTERS ARE
POURING IN**

From all quarters, asking for Catalogue
and information relative to

**FREDERICTON
BUSINESS
COLLEGE.**

Have you written yet? If not, why not?
Address **W. J. OSBORNE,**
FREDERICTON, N. B.

HOTELS

VICTORIA HOTEL,
ST. JOHN N. B.

D. W. McCORMICK, - Proprietor

JUNCTION HOUSE,
Newburg Junction

Meals on arrival of all trains. First-class

R. B. OWENS, Proprietor

LIVERY AND HACK STABLE

H. E. & Jas. W. Gallagher, Props

Outfits for commercial travellers. Coaches in attendance at arrival of trains. All kinds of Livery Trains to let at Reasonable Rates.
A First-Class Horse in connection.

Emerald Street, - Woodstock, N. B.

Some Thoughts on Advertising.

Many of our readers may have heard of the enterprising tradesman who put a card in his window bearing the following inscription, "Don't go across the street to be cheated—come in here." That man meant well enough—had something to say, but did not know how to say it.

The advertising spirit permeates our business life of today. Someone long ago declared that "Competition is the soul of commerce"; we go further and say "Advertising is the soul of competition." There is no longer any room for question that, other things being equal, the man who uses printer's ink judiciously will do a larger volume of business than the man who does not.

The magnitude, too, of some of the modern advertising campaigns is remarkable. There are many departmental stores on this continent which spend from \$500,000 to \$1,000,000 a year in advertising. Some baking powder makers in the United States spend each enough every season to start a dozen small banks. Patent medicine manufacturers exhaust dictionaries in trying to find words with which to suitably exploit the virtues of their drugs, expending millions of dollars in order to keep their names before the great reading public. Then there are those who make, and are determined to sell, breakfast foods, soaps, cosmetics, etc. It is estimated that the money spent for advertising purposes alone in the country to the south of us is about \$600,000,000 per annum.

The great insurance companies, trust companies and banks are not slow to the merits of advertising as a lever to success. The insurance companies are in front in this respect. It may be pertinent to say something about the growth of financial advertising. This class of advertising has received its share of attention in the past, but it has been more or less of an infant compared with other lines until the last year or two, during which time bank and trust company advertising has increased vastly in the United States. Canadian bankers, as a rule, less disposed to ordinary advertising. The time, however, is coming when it will develop rapidly over here, too. Canada is entering upon a period of prosperity; the country is growing; it is safe to assume that the people will in the future have more money than ever they had before; institutions that hold it and use it must prosper accordingly, and the live advertising bank or trust company will get the greater share of the business. New methods of attracting business must be evolved just as new channels of investment must be found. More and more the advertising department of our financial institutions will become recognized as a very necessary part of this equipment.

Large accounts of business houses and wealthy people are like kisses—they go by favor, but the accounts of the average man and woman are likely to be secured and held by the bank which reaches them through its advertising.

The wise advertiser knows the value of repetition. One sees the same phrases used over and over again regarding certain commodities that they become a very part of us: "A food, not a fad," "It floats," "A perfect food," are all phrases which by the laws of association of ideas at once suggest the different articles with which they are connected.

We are also familiar with "The Rock of Gibraltar" in life advertisements in the United States, and with "Prosperous and Progressive," as well as "Solid as the Continent, in Canada.

That all advertising is not apt is shown by the following. It is stated that of late the Salvation Army has been responsible for a great deal of perturbation among patrons of the railroad running from King's Cross, London, to the north. Facing the railway line north from Hatfield the Army have erected a huge board with the following inscription thereon:

PREPARE TO MEET THY DEATH, FOR IT IS COMING.

This does not read pleasantly at the commencement of a long railway journey, and we wonder that the railway people allow it.

However, the fact remains that the individual or firm which hopes to get a slice of the business that is going must take into consideration the matter of advertising. The whole subject may be summed up in the following trite verse:

The man who has a thing to sell,
And goes and whispers it down a well,
Is not so likely to collar the dollars,
As he who climbs a tree and hollers!

(But he must holler wisely.)

Behind all advertising, no matter what form it may take, there must be honest goods and right business method. Artemus Ward once said, "I like a rooster for two things: first, for the crow that is in him; second, for the spurs he has to back that crow up with." So it is with him who would do advertising with permanent success. He must have behind it all the right goods.

Reading in Bed.

Mr. Frank T. Bullen, the novelist, says: "With all due deference to the expert opinion in your columns, may I state that I have never since I was twelve years old read at any length anywhere else. At least before the

**It's hard to tell
All the GOOD
POINTS in our
PUNGS
—and—
SLEIGHS!**

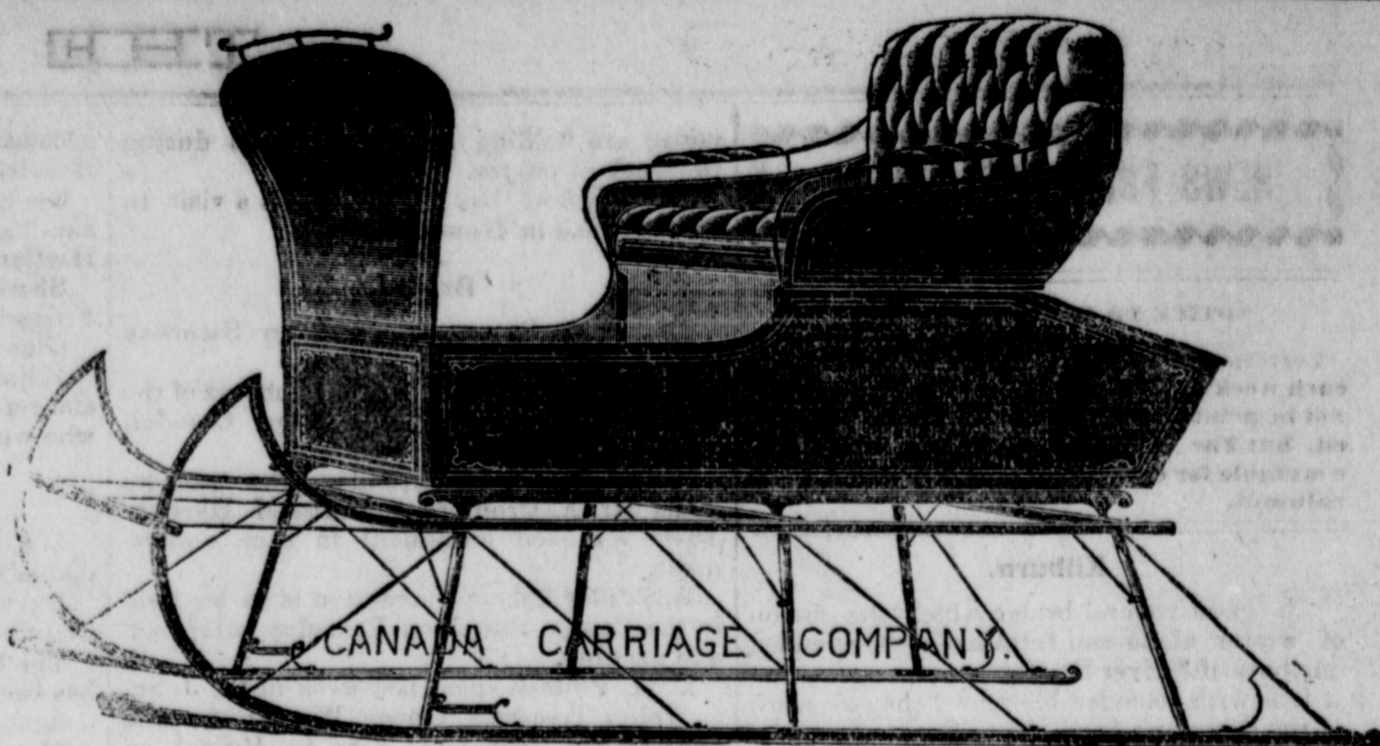
But for Comfort, Elegance, Good Workmanship, including Trimming, Painting, Ironwork and General Finise, nothing ever shown here equals them. It you see them you'll agree with us.

It will pay you to see us or one of our agents before closing a trade elsewhere.

In stock now some four carloads direct from the factories of the largest and best builders in Canada. Bought right—will be sold right.

BALMAIN BROS., Woodstock.

Also, Hartland, Florenceville, Bath, Perth, Andover, Aroostook Junction, Grand Falls.



mast, and even as an officer, reading anywhere else is, if not an impossibility, a most difficult business on account of the light.

"If reading in bed be a disease," Mr. Bullen continues, "I have it very badly, but to it I owe all I know. As to its effect upon the eyes I will not dogmatize. I may be an exception, but at forty-seven years of age my eyes are as keen as ever they were, and I read in bed every night. As to danger—well, if a man be so mad as to go to bed with a candle on his chest he would burn sooner or later, reading or not."

**The Usual Cause
of Dyspepsia**

And Indigestion is Constipation and Cure Can Only Come When the Bowels, Liver and Kidneys Are Regular and Active.

**DR. CHASE'S
KIDNEY-LIVER PILLS.**

Digestion is not confined to the stomach, for by far the most difficult part of the process of digestion takes place in the intestines and depends on the activity of the liver in supplying bile and the regularity of the kidney and bowels in removing the waste matter. Dr. Chase's Kidney-Liver Pills bring prompt relief and cure for dyspepsia, indigestion and constipation, because they have a direct and combined action on the kidneys, liver and bowels, making these organs regular and active in their work of cleansing the system.

Instead of merely aiding digestion they have a beneficial action on the entire digestive system. They remove the cause of trouble and ensure the healthful functions of the various organs of digestion and excretion. The cures they bring about are thorough and lasting.

Mr. Luke Lawson, McAdam Junction, N. B., writes: "I have suffered for years from bilious headache caused by indigestion. One day when on the train with Conductor Berryman I was suffering severely with pain in the head, and he recommended me to use Dr. Chase's Kidney-Liver Pills. Having some in his possession he gave me several doses, which proved to me their value. I found Dr. Chase's Kidney-Liver Pills to be the best remedy I have ever used, and can with confidence recommend them to all persons suffering from indigestion."

Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, at all dealers, or Edmondson, Bates & Company, Toronto. To protect you against imitations the portrait and signature of Dr. A. W. Chase, the famous receipt book author, are on every box of his remedies.

Modern Petticoats.

(Vogue.)

Many women are adopting more modern petticoats in white, black or colors, for street wear, as they hold out short walking skirts so satisfactorily.

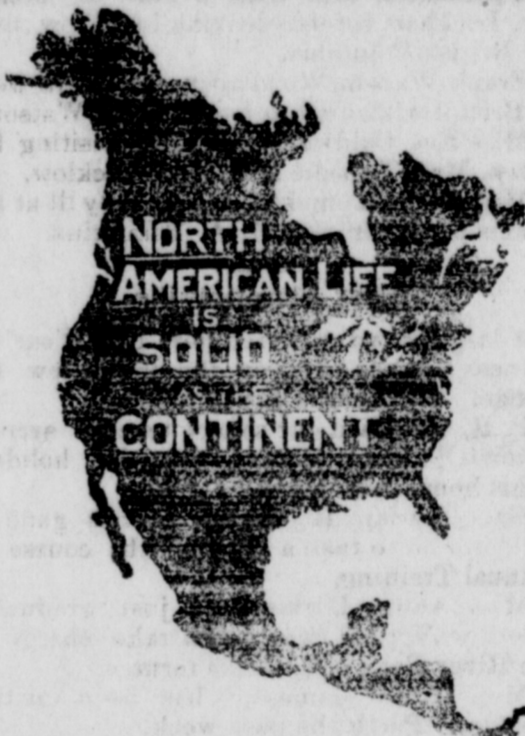
Flounced with black taffeta, the black ones look extremely well, and there is no reason the colored ones should not prove as acceptable.

If an order is not given for a skirt of this character one may buy one ready-made untrimmed. Silk flounces may then be added at home. The shops do not keep them made up in this style. A few inches of horsehair, as well as featherbone rows are a good bottom finish upon silk petticoats worn with short walking suits.

All style is eliminated, however smart the suit may be, unless the skirt flares in a correct manner and is held out.

"What have you got, waiter?
"I've got sheep's liver, calf's brains, pig's feet."

"I don't want a description of your physical peculiarities. What you have got to eat is what I want to know."



CONTINUED PROGRESS.

During the last few years the North American has made marvellous strides in all Departments tending to its up-building, which can readily be seen by the following figures, showing a comparison:

THREE SEPTENNIAL PERIODS.

Year.	Cash income.	Assets.	Policies in force.
1881	\$39,613	\$88,763	\$1,221,712
1888	263,691	666,919	7,927,564
1895	581,478	2,300,518	15,779,385
1902	1,270,840	5,010,813	30,927,961

A strong progressive Canadian Company giving excellent returns to its policy holders, therefore making it a desirable Company for agents to represent.

WRIGHT & EVERETT,
PROVINCIAL MANAGERS,
ST. JOHN, N. B.

Remained Uncured.

A few months ago a concert was given by a Continental string quartette, and to it an enthusiastic amateur dragged in an incurably musical friend to hear the party interpret Beethoven.

At the end of the concert the enthusiast, feeling that such superfine fiddling required explanation, exclaimed proudly:—

"Those four men have been playing together for ten years uninterruptedly."

"Ten years!" said the victim, in a reproachful tone. "Why, surely we've been here longer than that?"

County Council Meeting.

The regular January meeting of the County Council of the Municipality of Carleton will be held at the Court House on **Tuesday, the Twelfth** day of **January** next at 10 o'clock in the forenoon.

Dated December 4th, 1903.

J. C. HARTLEY,
Secretary-Treasurer.

Do It Now.

Here are some Suggestions

Cut Glass,
Imperial Crown China,
Crown Derby China,
Redwood China,
Boys' and Girls' Annuals,
The Henty Books,
Pictures, Calenders,
Toys and Games.

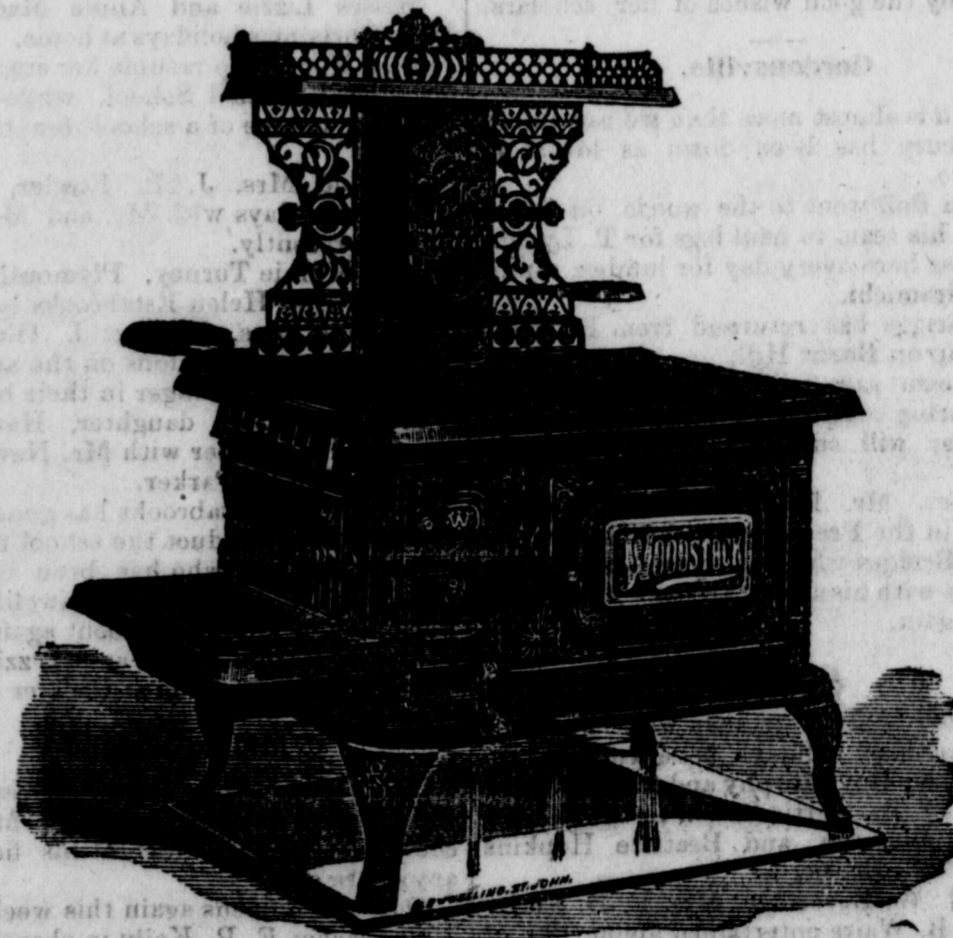
Mrs. J. Loane & Co.

Woodstock.

MONEY TO LOAN.

Money on good real estate mortgage security, on reasonable rates of interest, may be obtained at application to the undersigned at his office, opposite the Carleton Hotel.
LOUIS E. YOUNG, Woodstock.

THE WOODSTOCK RANGE.



The Methodist Parsonage, Jacksonville, Carleton Co., N. B., Oct. 11th, 1902
Messrs. Small & Fisher, Woodstock:

Gentlemen,—After upwards of thirty years experience with a large variety of cook stoves, none has ever given the satisfaction derived from your "Woodstock". It is a perfect heater and baker, keeps the water tank hot day and night, with less fuel than any stove we have ever had in our parsonages.

Yours faithfully,

JOHN C. BERRIE.

P. S.—I kept the fire going night and day from the 1st of October to the end of March with less than five cords of hardwood.—J.C.B.

SMALL & FISHER COMPANY, Limited,
WOODSTOCK, N. B.