

## Advertising Simplified.

Advertising is more and more becoming the business of experts, to the great relief and benefit of all classes of advertisers. Many firms and individuals require to advertise, and are at a loss just how to reach in the best possible manner the people they desire to reach, and it often happens that much time and labor are lost and considerable money spent before advertisers learn where and how to get the best possible returns for their efforts. A firm which undertakes to arrange for all classes of advertising in all classes of publications, from the daily paper to the yearly volume, is, therefore, filling a place in the business life of Canada which cannot well be filled in any other way, and this is what the Woods-Norris, Limited, is doing.

The business, which was established several years ago by Mr. J. H. Woods, one of the most experienced newspaper men of the Dominion, has grown so rapidly that it was necessary to add to the firm, and Mr. Charles C. Norris, who was one of the best known and most popular advertising agents in Canada, joined the firm, as announced some months ago. Woods Norris, Limited, Mail building, Bay street, Toronto, is now one of the best established firms of advertisers, and can arrange business for all desirous of advertising in any paper, magazine or other publication, not only in Canada but in any part of the world. The well-trained and experienced staff of the firm is prepared to write out all classes of advertising matter, arrange for such illustrations as may be desired and to deal with every detail necessary to make an advertisement the success it invariably is when placed by a capable and experienced firm. A member of the staff will call on any firm desirous of talking over advertising business, and whether the advertiser desires to use space in one or in a thousand publications the exact cost can always be ascertained before entering on the business.

The offices of Woods-Norris, Limited, are commodious, splendidly lighted, well ventilated and finely equipped. They occupy the entire front floor of the second flat of the Mail building overlooking King street and have just been overhauled and thoroughly renovated to meet the requirements of the firm. There is a floor space of one thousand eight hundred feet, and the several departments are arranged to the best possible advantage to insure facility in the work of the agency. In the east part of the building looking out on King street are located the spacious private offices of the members of the firm, Messrs. Woods & Norris. In the main office the different departments are subdivided by means of railings, allotments being made for the bookkeepers, treasurer, copy writers and stenographers. Considerable space is given over to the checking department, which is a very important part of the business of an advertising agency. Canadian and foreign papers and magazines, after being checked, are filed under a system which will admit of the men in charge placing their hands on any paper required at a few moments' notice. At the entrance to the offices there is an enclosure formed by a writing counter which is utilized as a waiting room. Every attention is paid to the minutest details of the business by a trained and practical staff, and patrons will find their inquiries are always promptly attended to.

## Trade Review Number.

The Annual Trade Review Number of the Canada Lumberman and Wood-Worker, just issued, marks another step in the steady progress which has been made by that well-known trade journal, now in its twenty seventh year of publication. It consists of 100 pages, enclosed in a specially designed cover of very attractive appearance. The contents include a comprehensive review of the production and export of lumber, with comparative statistics, portraits of the lumber trade representatives in the present Dominion Parliament, thirteen interesting articles by recognized authorities in the lumber trade, illustrated descriptions of modern saw mills and woodworking factories, and many other interesting features. Every branch of the great lumbering industry is covered. E. Harper Wade, Manager of the McArthur Export Company, Quebec, writes on "Lumber Exports from St. Lawrence River Ports;" W. B. Bartram of Ottawa, on "Hardwoods," and B. F. Kean of Orillia, on "Culls, Cullers and Culling." The subject of "Forestry" is discussed by E. G. Joly de Lotbiniere and W. C. J. Hall. There is also a humorous article by J. W. Bengough, entitled "Mooswa's Mistake on the Lumber Question." The publishers of the Canada Lumberman and Wood-Worker are the O. H. Mortimer Publishing Company, Confederation Life Building, Toronto, with branch offices at Montreal, Winnipeg and Vancouver.

It's a pleasure to tell our readers about a Cough Cure like Dr. Shoop's. For years Dr. Shoop has fought against the use of Opium, Chloroform, or other unsafe ingredients commonly found in Cough remedies. Dr. Shoop, it seems, has welcomed the Pure Food and Drug Law, recently enacted, for he has worked along similar lines many years. For nearly 20 years Dr. Shoop's Cough Cure containers have had a warning printed on them against Opium and other narcotic poisons. He has thus made it possible for mothers to protect their children by simply insisting on having Dr. Shoop's Cough Cure. Sold by All Dealers.

A Northam (Vt.) farmer was troubled by having milk stolen from cans which were placed on the ground for a creamery collector to pick up. By sitting up all one night he discovered that rabbits came and lifted up the covers enough to get their noses in and drink.

All God's light poured into the human soul will leave it black and ugly carbon if it does not give back the light to others. The bush can grow no roses unless roses are picked from the bush.—Lyman Abbott, D.D.

## The Legislature Meets.

Continued from first page.

Campbellton, the head of navigation of the Bay Chaleur, to the St. John River. The legislature has, as you are aware, authorized the guarantee of the company's first mortgage bonds for fifty miles, and it is expected that the road will be completed for this distance early in the coming season, and the company is desirous of commencing in the spring the work of construction from the St. John river end, as well as to build west from the present terminus, it has applied for a further guarantee of bonds to enable it to complete the whole line at an early date. You will be asked to consider a measure to enable me to grant the additional assistance needed to complete this very important provincial work. At the same time, however, you will be invited to consider whether, as a condition of the rendering of such further assistance, the company should not be required to convert the bonus or subsidy which the legislature has granted, into a loan, and have the same secured by mortgage upon the company's railway and rolling stock.

In accordance with the legislation enacted at the last session, my government has summoned a forestry convention, to be held on the twentieth and twenty-first days of the present month. I trust it will be a very representative gathering and will be attended not only by experts in forestry from other provinces of the Dominion and from the United States, but by large numbers of our own people, to take part in the consideration of the important matters which will be brought before the convention.

You will be pleased to learn that since I last met you, the preliminary work necessary in connection with the undertaking for the development of the water power and establishment of large industries at the Grand Falls is making satisfactory progress, and I have reason to believe that the work of development will be commenced within a few months.

My government, having ground for thinking that valuable deposits of iron exist in the counties of Gloucester and Charlotte, has, by providing drilling machines owned by the province, encouraged prospecting to a considerable extent in those counties. The results will be laid before you.

The development of the coal areas of the province is proceeding satisfactorily, and the results will, I have reason to believe, soon amply justify your action in taking the steps necessary to ensure such development.

During the past year successful agricultural exhibitions have been held in St. John, Sussex, Chatham, Woodstock and Centreville, and the deep interest taken by all classes in these exhibitions amply justifies the provincial assistance given them.

You will be invited to consider bills to amend the Workmen's Compensation for Injuries Act, the Judicature Act, the Liquor License Act, to provide for the incorporation of Fishermen's Unions, and to amend the Highway Act so as to make better provisions for the keeping open of the highways in winter, and in other respects. Other measures will also be submitted to you.

I have directed the accounts of the income and expenditure for the past year, as well as a statement of the receipts and payments of the current year up to the opening of the present session, to be laid before you.

Estimates of the probable income and expenditure for the current year will also be submitted to you, and I think you will find that the estimates of expenditures have been prepared with a due regard to economy and the requirements of the public service.

Before leaving you to the discharge of your legislative duties, I wish to join in an expression of the feelings of profound sorrow which I am sure you entertain for the great and sudden bereavement which Their Excellencies, the Governor-General and Countess Grey recently suffered by the death of their daughter, Lady Victoria Grenfell. The hearts of the Canadian people were deeply touched by the sad event.

In conclusion, I desire to assure you of my full confidence in your patriotism and zeal for the public welfare.

The Hon. C. H. LaBillois has introduced a bill to abolish the tolls on the Hartland bridge.

The Hon. Mr. Pugsley has introduced a bill providing for a Court of Appeal separate from the Supreme Court. The bill provides for the reduction of the present number of Supreme Court Judges from six to four. The new court will be composed of three Judges. Chief Justice Tuck, Mr. Pugsley explained, will remain Chief Justice of the Supreme Court, and will be known as the Chief Justice of New Brunswick. This means the appointment of another Judge.

## DIED.

EMERY.—Mrs. Thomas Emery, died February 9th, aged 59 years, at her home Williamstown, after an illness of eight months.

RICE.—At Charleston, Carleton County, on February 15th, after an illness of one week Mrs. Daniel Rice in the 28th year of her age. The deceased leaves a husband and two small children besides a mother and three sisters to mourn their loss.

## WEAKENED BY LA GRIPPE.

Health and Strength Regained Through Dr. Williams' Pink Pills.

The after effects of la grippe are more serious than the disease itself. Its victims are left low spirited and depressed; they are tortured with headaches and backaches; fever and chills. It leaves the sufferer an easy prey to bronchitis, pneumonia, rheumatism and often that most dreaded of all diseases, consumption. For the after effects of la grippe there is absolutely no medicine can equal Dr. Williams' Pink Pills. Every dose helps make new, rich, red blood that drives disease from the system, and makes weak dependant men and women bright, cheerful and strong. Miss Eugenie Donaldson, of St. Jerome, Que., found a cure through these pills after other remedies had failed to help her. She says: "I took la grippe and did not seem able to shake it off. It developed into bronchitis; I coughed day and night and grew so weak that I could hardly move about. I tried remedy after remedy but as nothing seemed to help me I began to dread that consumption was developing and that my case was incurable. A friend urged me to try Dr. Williams' Pink Pills and following that advice I got a supply. For two months I took the pills faithfully, following the directions for their use. I am thankful I did so for they fully restored my strength and I have since enjoyed perfect health. I will always advise sick and ailing people to give Dr. Williams' Pink Pills a trial for I firmly believe that they will find great benefit from their use."

Rich, red blood is the one thing needed to maintain health and strength. Dr. Williams' Pink Pills actually make rich, red blood. That is the reason of their great popularity in every country in the world. That is why they cure anaemia, general weakness, rheumatism, neuralgia, indigestion, St. Vitus dance, partial paralysis and the ills of girlhood and womanhood, with all its distressing headaches, sideaches and backaches. See that you get the genuine pills with the full name "Dr. Williams' Pink Pills for Pale People" on the wrapper around each box. Sold by all medicine dealers or by mail at 50 cents a box or six boxes for \$2.50 from the Dr. Williams Medicine Co., Brockville, Ont.

## Why It Goes On.

(N. Y. American)

Doubtless we shall have, as in the instance of the Slocum, censure by a coroner's jury of the owners of the Larchmont, perhaps their indictment, and official denunciation of the inspection service. Then time will dull memory and nobody will be adequately punished. Greed will continue to earn dividends at the cost of life.

These wholesale murders occur because the proprietors of steamboats find it cheaper to kill people than to provide safe vessels. And the Government goes on permitting them to do business on this homicidal basis.

The reason the government, national, state and municipal, allows profit to be held as of higher importance than life and limb is that the public does not insist on being properly protected.

The average man prefers not to realize vividly the details of such frightful events as wrecks at sea, railroad collisions and the suffocating of passengers in subways. He shudders, but leaves it to others to cry out effectively against official negligence.

Bring the Larchmont horror home to yourself. Fancy yourself one of those suddenly drowned passengers. Picture yourself or your wife and children, in any of the innumerable railroad accidents the newspapers tell of.

Realize what these preventable "accidents" mean, and your indifference will disappear. The government is indifferent because you are.

There is law to reach the owners and inspectors who are guilty of crimes so horrible as those typified by the Slocum fire and the sinking of the Larchmont. But the law is not enforced against them. That is why they are repeated.

## For Maple Sugar Makers.

For the purpose of distributing a bulletin on the manufacture of pure maple syrup and sugar, the Department of Agriculture at Ottawa has undertaken to collect a list of Maple Sugar Makers from each county in the Dominion. If by chance any names of sugar makers, or any interested in the manufacture, have been omitted from the list, or the copy already mailed has gone astray, the Department will be glad to send to all who apply, or to anyone who may wish to send in a list of names with P. O. addresses, a copy of the Maple Sugar Bulletin just issued.

This bulletin not only deals with the manufacture of "pure maple syrup and sugar," but also explains the sections of the Adulteration Act having reference to maple syrup and sugar, and like ingredients, and gives a "form of warranty" which has to be signed by the sugar maker himself and handed on to the wholesaler, retailer and consumer, thus giving the purchaser assurance that the goods sold as "pure maple syrup" or "pure maple sugar" are what they are represented to be.

## THEUP-TOWN STORE.

OUR

## SPRING STOCK

Is daily arriving and consists of the Latest and Most Fashionable things in

## GENTS' FURNISHINGS

—AND—

## READY-MADE CLOTHING.

We have also on hand  
A Choice Assortment  
of CLOTHS  
To choose from for  
CUSTOM-MADE CLOTHING.

FINE LEATHER HAND BAGS.

## The Up-Town Store.

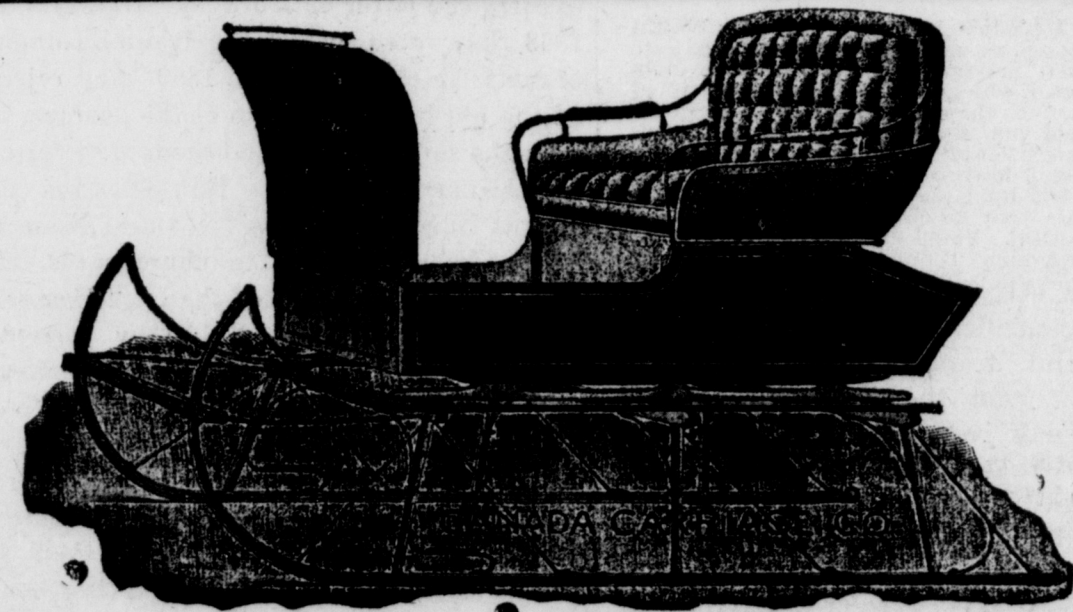
Main Street, opp. Town Hall.

## SALE OF FARM.

Are you looking for a nice Farm, one that will give you pleasure to work. One that will give you large profits on your labor? Pleasantly located, model farm buildings, with all conveniences for making work easy. If you want something you will be satisfied with, write me today for particulars regarding it.

J. W. ASTLE, QUEEN STREET, WOODSTOCK, N. B.

Insurance and Real Estate Agent.



A customer to whom we sold one of the above splendid rigs a few days ago, says:

"It's the Finest Pung  
I have ever seen."

That's what they all say, and they ARE the finest, too—See them before you buy—Stocks with our agents at Grand Falls, Aroostook Junction, Perth, andover, Bath, Florenceville, Hartland and Meductic

BALMAIN BROS., Connell St., Woodstock.

Butter Parchment For Sale at The Dispatch Office.