



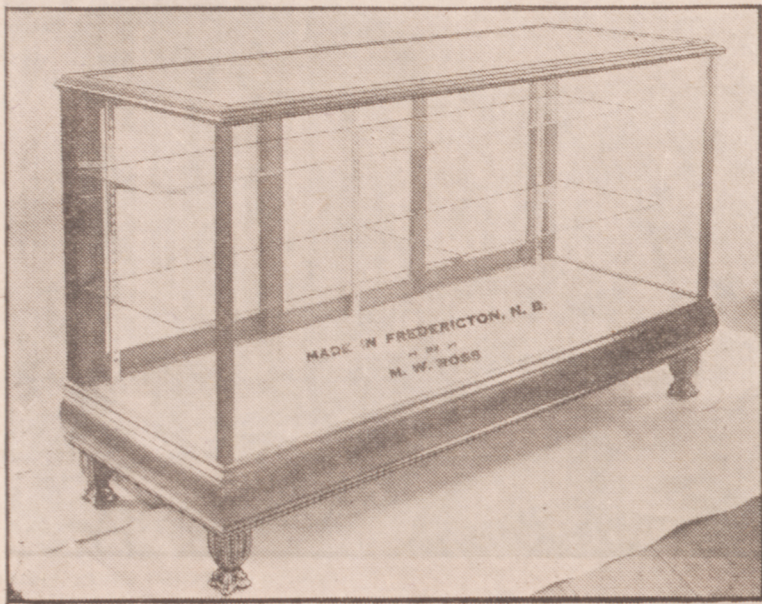
A SAMPLE TURNOUT,

Roy W. Smith, Prop.

The above cut shows this enterprising man who gets there in more ways than one, coming in a small way at first. In business he plodded along under many obstacles that he never cared for but jumped over them and kept driving along carefully until he got there like a hero and a brave man who makes up his mind to win out and come in first in the race. His livery stable is well equipped with fine horses and all kinds of vehicles, as well as an automobile for the public use; he is the first man who instituted an auto in the livery business. This is a comfort for all to know when they want to get there quick. The people fully appreciate Mr. Smith's enterprise and his fine livery. During the exhibition it will pay you to use his auto or any of his fine teams. His prices are right.

THE QUEEN HOTEL STABLES,

well equipped with fine horses and all kinds of vehicles, as well as an automobile for the public use; he is the first man who instituted an auto in the livery business. This is a comfort for all to know when they want to get there quick. The people fully appreciate Mr. Smith's enterprise and his fine livery. During the exhibition it will pay you to use his auto or any of his fine teams. His prices are right.



THE SILENT SALESMAN,

M. W. ROSS,

is the man who makes the silent salesman. He is the manufacturer who has placed more show cases that

is up-to-date, that show goods to perfection, increases your business and makes money for you. Call and see him.



RIVER VIEW HOTEL, STANLEY

C. G. BURKE, Proprietor

is a Hotel a man that knows how to cater to the wants of the public. The above cut shows his place. His livery is one that can't be beaten in New Brunswick for fast horses and good rigs.

His Hotel is the place for the

travelling man to stop at, they have the best of accommodation and have the finest Sample Rooms to show their goods at their disposal. At this hotel the people are well cared for in the way that they all come back.

Watch their add in The Mail it will pay you.



E. G. HOBEN,

The peerless man of Fredericton. His name is a household word, why? He has been so long here they all know him for his fine quality of Peerless teas and Peerless flour. He is located at 27 York St., where all

the farmers go for their table supplies. This store is one the people like to trade at. He is a man who buys direct, saves the middleman's profits and gives it to his customers. He is the friend of all the people and for the people. He will tell you the rest.

D. H. CROWLEY

the Confection and Fruit man at 615 Queen Street, wants to see you before you Go Home.

JAS. A. McADAM,

Undertaker, Regent St. The most modern and up-to-date funeral equipment in the city. Phone 70.41.



ALONZO STAPLES

Fredricton's Able Druggist is well known here as a careful dispenser of Medicine.

Dispensing is a Science and is only acquired after years of careful study. Don't take your prescriptions where apprentices are allowed to dispense.

Better be on the safe side always in such important matters. You can not afford to take chances.

The people have confidence in this druggist who uses his patrons right.



ADA M. SCHLEYER.

Floral designs and wedding bouquets are our specialties. Bedding and potted plants in their season. High grade roses and carnations can always be obtained at Ada M. Schleyer's, Charlotte St., 'phone 217-11.



MR. D. M. RICHARDS,

It's like this, you are likely to spend two or three times as much money taking your family on an outing as you would to bring them to the Gem. While from the outing they will return all tired out and cross from the Gem happy, rested and cheerful.



CHARLES W. HALL

Visitors to the Fredericton exhibition should not fail to call at the Book and Stationery Store of Charles W. Hall, opposite Normal School. Mr. Hall is an experienced stationer and carries a complete stock. All students of the University and Normal School outfit at his store and never fail to get satisfaction.

FRED B. EDGECOMBE Co., LTD.

This is Fredericton's largest and leading Dry Goods House and is familiarly known far and near as the "Big Store."

Established in 1850 it has been a continual success until now it is one of the foremost and most up-to-date houses in the Maritime Provinces.

The three floors of the building fronting on Queen Street and extending through the block with a frontage to be utilized on King Street, and also with an opportunity to branch off to York Street, has at present a floor space of over 22000 square feet, exclusive of basement. The entire space on the different floors is unbroken by partitions and has several large openings with skylights, steel ceilings and woodwork, boxes &c. all done in white, giving the store a very light and bright appearance, and when the electric lights are turned on at night gives an extremely brilliant appearance, and on busy days or Saturday evenings presents a very animated scene with the crowds of customers moving about in the various departments.



FRED B. EDGECOMBE, President

It is modern in all its equipments, having numbers of "Silent Salesmen" and show cases on each floor and in the extensive "Ladies' Garment Department" are fitting rooms and mirrors &c. to enable the ladies to try and be fitted with Coat, Costume, Skirt, Waist, Corsets, or what not, assisted by competent saleswomen which makes shopping easy and pleasant.

The stock handled consists of General Dry Goods—Clothing, Furs, Carpets and Lenoileums, Curtains &c. Their Ladies' Garment Department is a strong feature in the business and the output is very large. In connection with this department is an expert Dressmaker, whose time is occupied in fitting or altering to fit the many garments sold. There are also "Dress Making Rooms" in connection with the Dress Goods Department which occupies almost the entire western side of the Big Store. In Men and Boys' Clothing this firm carries the best tailored goods manufactured in Canada and easily take precedence for style, fit and value.



GEORGE S. CLARKE, Manager

Visitors to the Provincial Fair now on should see the splendid exhibit of "Semi-Ready Clothing" there for which Edgcombes are Agents. You can leave your measure and have a Stylish Suit sent down, or you can order from a large and completely assorted stock in the department.

They are the pioneers in this locality for Boys' Clothing, being the first in the field to carry a well assorted stock of good fitting Clothing, and make it possible for parents to fit out their boys in correct wearing apparel.

They show by far the largest range of fashionable and reliable Fur Goods in the city for both Ladies and Gents wear and are making a fine display in their Fur-booth at the Exhibition. Their Carpet rooms are frequented by all careful housekeepers.

The Mail Order Department of this popular house is doing a large out of town business and all orders are filled carefully same day as received.

Fred B. Edgcombe, president of this company was born in Fredericton, of English parentage and is one of our most prominent citizens, taking an active interest in everything pertaining to its progress and welfare. He owns considerable "Real Estate" in the city and is one of its largest taxpayers. He has always been more or less connected with railways since 1869, being superintendent of Fredericton Railway and is one of (Continued on page nine.)



M. E. DOOHAN,

Wholesale and retail dealer in staple and fancy groceries, fruits, confectionery, tea and coffee a specialty, makes the bags and ships all the produce offered. He is the man who pays cash to the farmers, they appreciate this firm for their honesty and fair dealing. Call and see him.



T. E. SUTHERLAND,

Sign writing, wall paper and paint shop, painting and decorating, Fredericton, N.B., is the man who knows how to make old houses look like new. His prices are right; his work is good; he gives his customer satisfaction.



JAS. D. BLAIR,

Dealer in groceries, provisions, hardware, heavy feed and land plaster. Country produce taken in exchange for goods. Ten years ago this young man started in St. Mary's with a \$2.00 bill. Do you know him? If not, go and see his business place, he will show you through it, then decide for yourself what can be done if you are determined to succeed, with will power and work.



WESLEY HAMILTON

proprietor of the Dairy Depot who has made his mark in the milk business. A short time ago he commenced to pasturize his milk. Do you know what pasturized milk is? It is milk cleansed with all the germs taken out. His plant is complete for cleaning and pasturizing his milk. He never disappoints a customer if possible in the delivery of his milk on time, also he requests all in Fredericton as well as those coming to the Exhibition to look over his business place.



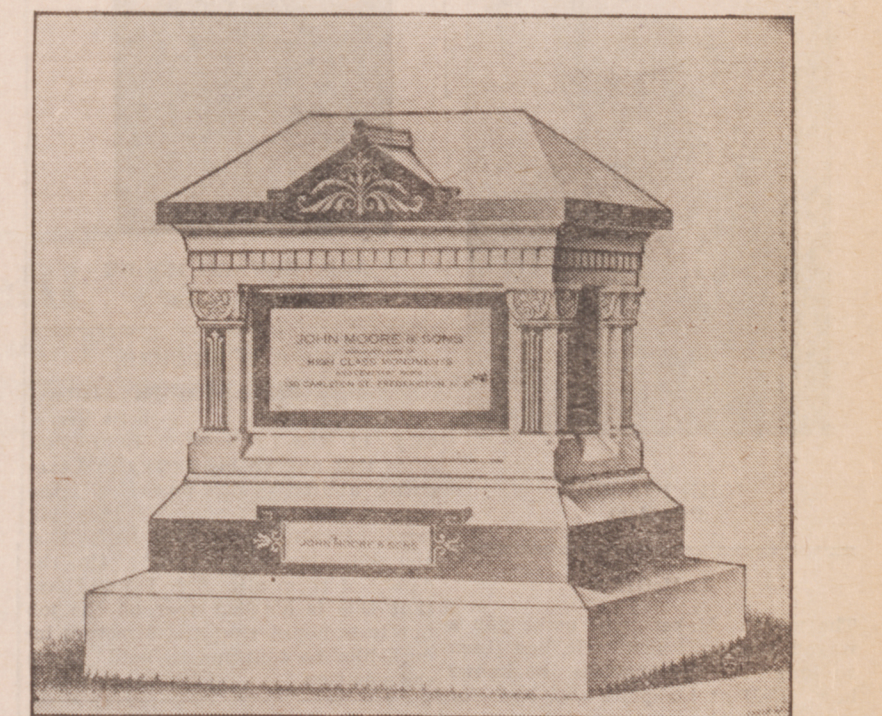
JAS. S. NEILL & SONS, LTD

Jas. S. Neill & Sons, Ltd., Fredericton's big hardware store, sole agents for Sherwin-Williams paints and varnishes, Oxford Chancelor

Ranges, Amittie Canrite and Rueberiod Roofing. We also carry Electrical Goods of all kinds. Come and visit one of our fine stands at the Exhibition.

MR. J. J. McCAFFREY
Proprietor of the Queen Hotel

One of the best known and best managed hostellers in the Maritime Provinces is the Queen Hotel of Fredericton, of which Mr. J. J. McCaffrey is the proprietor. Mr. McCaffrey has had a long experience as a caterer to the travelling public. Prior to taking over the Queen Hotel ten years ago he was manager of the Duferin at St. John and catered to the present King and Queen during their visit to that city. American and English sportsmen visiting the city make the Queen their headquarters and it is the resting place of a small army of gen'l knights of the grip. Mine Host McCaffrey and his efficient staff are most indefatigable in looking after the comfort of their guests. The Queen is furnished throughout in the most modern manner, and many of the rooms have bath attached. This hotel is in every way a credit to the city.



FREDERICTON STEAM MONUMENTAL WORKS

Fredricton Steam Monumental Works, John Moore and Sons. This firm has been for thirty five years in business in Fredericton. Have you seen their place? If not Mr. Moore will take pleasure in showing you through his large factory where they make monuments and headstones of all kinds. This firm is the best in New Brunswick barring none. Their fine work is to be seen in cemeteries throughout New Brunswick and Nova Scotia. It speaks for itself and shows the people the expert mechanics they are. Do you know that

whenever you look at the work they have done you will be convinced that they are ones to erect a monument or a headstone to the ones that have gone and departed with life. Why not place a memorandum of the one you loved and has departed from earth? It is your duty to see that a remembrance of them that was loved thought of by yourself and your family. The question is now up to you to do your duty for what good they have done. Often the question has been asked, where can I buy that monument. Consult your own interest and save money by calling on J. Moore and Sons. They are located at 130 Carleton Street.

GEORGE McMULLIN

George McMullin, general furniture and upholsterer is a man the people can depend upon for good reliable work. Do you know him? If not, he is one who will do you good, make old furniture like new and charge a very small price.

HARRY W. DAY,

Dealer in meats and poultry, butter and eggs and farmers' produce. Harry is always on the deck to buy and sell to his customers what they want. His name is a household word.