

# ALL FORMER RECORD BROKEN

The Canada Life Assurance Company during the first ten months of 1902 received application for \$8,402,000.00 being an increase in round figures of two and a half millions over the corresponding period of 1901.

These figures show that the unequalled position of the Canada Life is appreciated by the insuring public.

When you insure with the Canada Life there is no mortgage on your premium to increase the reserves of old policies similar to your own but which are paying lower premiums.

New insurers should have this matter of reserves fully and satisfactorily explained to them.

Very liberal contracts will be made with a few good agents.

## W. K. ROGERS,

PROVINCIAL MANAGER,

Charlottetown.

## MANCHESTER LINER.

MAN-  
CHESTER



CHARLOTTE-  
TOWN,

Under contract with the Canadian Government. Steamer "MANCHESTER" Commerce Manchester TRADER will sail on or about the following dates:—

From Manchester From St. John From Charlottetown  
November 10th. December 8th.

Steamer sails from Manchester for Charlottetown via St. John, N. B. but returns to Manchester direct from Charlottetown.

The "MANCHESTER TRADER" is 3318 tons, is fitted with cold storage chambers and has a shelter deck for carriage of cattle and sheep.

Shippers should notify the undersigned agents as to what goods they will have to go forward as early as possible, in order to secure space. For rates of freight both from and to Manchester, apply to,

**W. W. CLARK & Co. Agent.**  
Charlottetown P. E. I.

## A 20 Payment Life Policy

GROWS

To an Endowment

In the North American Life Assurance Co. Read the following:

HALIFAX, N. S., Sept. 22, 1902.

To the PROVINCIAL MANAGER,  
North American Life Assurance Co.  
Halifax, N. S.

DEAR SIR,  
I have much pleasure in acknowledging the receipt through you of the Company's cheque for \$5,041.75, in settlement of my policy No 976, for \$5,000.00.

I took out this policy 20 years ago, upon the Twenty Payment Life, 20 Year Investment plan, the annual premium being \$197.50. I find that I have paid the Company \$3,950.00 in premiums, and am now in receipt of \$5,041.75, or \$1,091.75 more than I have paid out; the income of \$5,000.00 on my life for the past twenty years not having cost me a dollar.

This being a life policy, with twenty payments, (not an endowment,) I consider the return a most satisfactory one, and will have pleasure in recommending the North American Life to my friends.

Yours truly,

W. F. MACCOY.

For rates and full particulars apply to

J. E. MATTHEWS,

J. K. ROSS

## BISCUITS

As you know we make a specialty of having fresh biscuits always on hand. We receive weekly shipments and can guarantee a varied assortment of high grade biscuits, suitable for the laborer as well as the gentleman, at a low grade price. Some kind of a biscuit should be on the table every meal and the very best should have one here.

## James Stewart & Son

Fire brick and Fire Clay,  
AT ESDALE FOUNDRY.

Plow shares and all plow extras,  
AT ESDALE FOUNDRY.

Headquarters for steam, hot water and plumbing  
AT ESDALE FOUNDRY.

Rotary Mills in stock  
AT ESDALE FOUNDRY.

Shingle and Rotary Mills in stock  
AT ESDALE FOUNDRY.

The new side crank self oiling engines un-  
equalled in Canada  
AT ESDALE FOUNDRY.

**T. A. McLEAN, MFG., CO**

### Parenthetical Pick-Me-Ups.

The "Gilded Girl" discourses on this subject as follows:

"However much one may try one's very hardest to blink a most unpleasing feature of modern life, the fact remains that the habit of having recourse to little pick-me-ups between whiles is beginning to assume very definite and undesirable proportions among the society women of the twentieth century. The reason is, of course, not far to seek, but the remedy seems as difficult of discovery as the philosopher's stone. The highly artificial conditions under which we live, with nerves always strung to the highest state of tension, and ever looking out for some new form of excitement, make it inevitable that artificial stimulants should be resorted to in order to enable the jaded human organization to meet the excessive demands that are made upon it. From morning till night, and often through the night as well, there is one long round of worry and excitement.

"The demands of modern civilization are so exacting that even the simplest things become either fatiguing or exciting. The mere act of dressing, for instance, which has to be repeated several times in the day, makes a severe call upon the strength of a delicate girl, even if she has a clever maid to assist her; and if she is one of those unfortunate individuals who have to try to be 'smart' without possessing the indispensable services of a lady's-maid, the mere strain, for instance, of arranging her own elaborate coiffure is quite enough to exhaust her for some time after the operation is completed.

"Plenty of girls find that the mere physical exertion of brushing their hair or having a pair of tight corsets leaves them so tired that before going out to face the world a nip of cognac or a glass of liqueur is required to brace them up, and give them courage to face the world with the society smile without which no self-respecting lady of fashion dare appear in public.

"Many ladies, too, find the fatigues of shopping and of 'trying on' extremely exhausting, owing, in many cases, to their preternaturally small waists and their abnormally high heels, which often have the effect of making them short of breath and short of temper at the same time. At that moment, unfortunately, the considerate dressmaker or milliner, who has herself experienced the same feeling, only in a worse degree, because she has to work while her customer is only amusing herself, obligingly comes forward with an offer of a glass of Benedictine or the 'finest drop' of Green Chartreuse, and her fair customer finds it so grateful and comforting that on her next visit she looks out for it as a matter of course, and in a short time starts a bottle in her own room to have recourse to whenever she feels 'a sinking'.

"The high-sounding names of the various expensive liqueurs have such a distinguished ring about them that it never occurs to the lady who is consuming them how perilously near she is going to the woman who, in a lower rank of life, has recourse to a quart of gin under similar circumstances. Some women include themselves still further by drinking eau de Cologne or some other perfume of this kind, which is quite harmless, whereas, if anything, it is more deadly than the other.

"Of course, it is not suggested for a moment that ladies who have recourse to this kind of thing go the length of making themselves intoxicated. But they do often get as far as acquiring a color, and a sparkle in the eye, and a style of conversation, all of which are quite foreign to their real nature, and the effect in the long run is bound to be highly deleterious."

### Picture Postcards to Go.

The picture postcard, it would appear, is doomed, and M. Rouvier, French Minister of Finance, has decreed that the portrait cartoons representing European sovereigns are no longer to be sold. The nature of these cartoons has aroused public curiosity, and a research in the domain of caricatured sovereigns is at least interesting. Thus, we have King Alfonso and Queen Wilhelmina dressed in school-room style, the picture bearing the legend "Les Deux Gosses," and Kaiser Wilhelm as a sauerkraut hawker drinking with M. Loubet, who wears a beretta, notwithstanding that he is in the garb of a nought merchant. Then there is the Sultan frantically dancing a fandango in the midst of his harem, and Leo XIII. dressed in dude fashion, holding in his hand a superb looking-glass and the latest thing in sticks, and with a magnificent gardenia in his button-hole.

Close on the heels of this motley crowd comes King Carlos, who would appear to suffer from goitre, as well as from abnormal girth of waist. Underneath his picture are the words "Ready for the slaughterhouse." Nicholas II. is, of course, of absorbing interest for French people, but his portrait is anything but complimentary to His Majesty, who appears horribly disfigured, and is described as "The least intelligent of all tyrants." These are, perhaps, the pick of them all. As the decree applies merely to foreign sovereigns, postcards portraying M. Loubet being "spat" upon by Jesuits are still sold, but they, too, will no doubt eventually be suppressed.



Little Ethel—No, I shall never marry—and I intend to bring up all my children not to marry either.—"Moonshine."

Doris—Yes, she was furious about the way in which that paper reported her marriage. Helen—Did it allude to her age? Doris—Indirectly. It stated that "Miss Olde and Mr. Yale were married, the latter being a well-known collector of antiques."

## ISSUE OF \$1,000,000, 7 per cent Preferred Shares of \$100 each, at par. CANADIAN STEEL & COAL COMPANY, LIMITED, INCORPORATED.

### Preference Stock.

The stock is preferred both as to Capital and Dividends. The shares are entitled to cumulative preferential dividends, from the net earnings of the Company, at the rate of 7 per cent. per annum, payable half-yearly on the first days of April and October. The total issue of Preferred Stock is only \$1,000,000.00, the whole of which is already underwritten. Subscriptions for 10,000 Shares of \$100 each of the 7 per cent. Preferred Stock will now be received at par, that is, \$100 for each share as follows:—  
\$ 5.00 on application,  
\$15.00 on allotment,  
\$20.00 on first January, 1903.  
\$20.00 on first Feb'y., 1903.  
\$20.00 on first March, 1903.  
\$20.00 on first April, 1903.

The whole of the instalments remaining unpaid at any time may be prepaid, will be allowed upon the par of each share if prepaid at time of allotment. Forms of application and copies of Prospectus may be obtained on request. Notice of allotment will be sent promptly by ordinary letter. It is intended to apply to the Stock Exchanges in New York, Boston, Montreal and Toronto for the listing of the Stock of the Company.

THE CANADIAN STEEL AND COAL COMPANY Limited, was organized to mine and manufacture iron and coal, coke and steel in Canada, at a hantastic tide water. The raw materials for these manufactures are:—  
1. COAL. 2. IRON. 3. LIMESTONE.

All these materials we have at hand. The Company has acquired by purchase, immense iron deposits on the North Shore of the Gulf of St. Lawrence, about 350 miles from Sydney. The deposits are estimated to contain 20,000,000 tons of ore above sea level with probably as much more below that line. The iron can be handled for \$1.00 per ton or less. Quantities of this ore have been shipped to Great Britain and United States where it has given great satisfaction, and we can sell large quantities f. o. b. at the properties, netting us a profit of \$2.00 per ton. This ore makes the finest steel.

### Output.

When in full operation the output is expected to be about as follows:  
1. IRON.—200,000 tons iron ore shipped direct from property, showing net profit of \$2.00 per ton, total \$400,000.00  
200,000 tons fine iron ore shipped in briquettes, showing net profit of \$2.00 per ton, total \$400,000.00  
100,000 tons steel blooms showing net profit of \$3.00 per ton, total \$300,000.00  
2. COAL.—600,000 tons coal, showing net profit, at least, \$1.00 per ton, total \$600,000.00  
3. AIDS.—Government bounties (averaged) added to above per year for 6 years \$2,000,000.00

### Total yearly revenue Net Revenue.

Total net annual profits Less FIXED CHARGES:  
5 per cent interest on bonds \$37,500.00  
7 " " on preferred stock 70,000.00  
Sinking Fund 47,500.00  
Incidentals 25,000.00  
200,000.00

### Net yearly profits

Equivalent to yearly dividends of 30 per cent., or 15 per cent. half-yearly on total capitalization. If the capitalization was increased to this estimate would still show a dividend-paying capacity of 10 per cent. per annum. The capitalization of the Dominion Coal Co. is earning fully 12 per cent., and is paying 8 per cent. guaranteed dividends on this enormous sum. The capitalization of the Dominion Iron and Steel Company is on which it is believed 6 per cent dividends will be earned. The capitalization of the Canadian Steel and Coal Company is only \$20,000,000.00. It is believed, equally valuable properties, and it is reasonable to expect much larger dividends. Within the last few months Dominion Coal shares common rose in market value from \$40 to \$144 per share, and Dominion Iron and Steel Company's shares common rose over \$20 per share in market value. With such low capitalization The Canadian Steel and Coal Co's shares would show tremendous profits; and it is confidently believed they will. Address all communications originating in United States, to the **Canadian Steel and Coal Company,** 63-65 Wall Street, New York City. And all communications originating in Canada or elsewhere, to the **Canadian Steel and Coal Company** 351-2-3-4 Temple Building Montreal, Canada. P. O. Box 1014.

## Put Together as Well as Auld Country Goods

QUEEN ST., Charlottetown, Nov. 19th, 1902.

I have been handling Reid's Tryon Tweeds for many years, and can recommend them to my customers. They are as good as imported goods. The Double and Twist Bannockburns are put together as well as the Genuine "Auld Country" Goods. The colours are fast; the threads in the filling are double and twisted, and the warp is the same. There is no doubt about their WEARING QUALITIES. Some of my best customers—well-to-do farmers and others—demand Reid's make and will take no other. Encourage Home Industries.

JAS. CALDER, Excelsior Tailor

## Five Leading Brands of Canadian Parlor Matches

Headlight  
Eagle,  
Victoria,  
King Edward,  
Little Comet.

Only  
Manufacturers  
of  
Canadian  
Wax Vestas.

Use Canadian Goods Patronize Home Industries

10 Different Varieties.

All the above stocked at Schofield Bros., St. John N.B. Selling Agents for E. & F. W. CO.

## Federal Blend

A choice Blend of Ceylon India and China Teas, in such proportions as to insure a delicious cup of Tea. Sold by all the principal grocers. Wholesale by **McKINNON & McNEVIN** Lower Queen St. Ch'town.

## Dominion Blend Tea

Sales exceed that of any other in the Lower Provinces. Choicest growth of India and Ceylon.