

OUT THIS OUT AND PASTE IT UP.

Almost every day The Guardian receives orders by mail to insert news matter of an advertising nature. In most of these cases the senders, who are frequently not known to any member of the staff and who have no account in the advertising department, write "Please insert the following and oblige," thus apparently

implying that they think the items will be inserted free. Only a few weeks ago a reader wrote asking that his advertisement of Farm for Sale be inserted free from day to day until he cancelled it, as he is a subscriber to The Guardian. In this connection it may be said that the subscription price is not sufficient to even pay the actual cost of paper, ink, presswork, mailing, nookeeping and other expenses of the Circulation department proper, and thus subscribers have no privileges of free advertising and are

on the same footing as non-subscribers. Seldom ever does the sender state whether the item is to appear in the Morning Daily or the Rural Daily, whether for one or more times as a display advertisement, announcement, business local, classified ad or otherwise. When for church or charitable purposes they seldom ever say so, or do not enclose sufficient money to pay for same all of which will be returned by first mail in the event of the item not being chargeable; or if more money is sent than necessary to pay for the item the surplus will be returned at once, there being a greater discount for cash with order for advertising of churches &c than for regular business. In all such cases the Advertising department communicates with the sender as quickly as possible by mail or phone, often paying the messenger service to get

them to the telephone if not too far distant, thus saving all possible time. People write to Editor, etc., are charged for, and to all such there is but one reply—all items etc. of a money making nature, even though they be somewhat of a news nature, are chargeable. For instance, the advance notice or notices of a concert, lecture, pie social, picnic, etc., are chargeable if an admission fee, silver collection, sale of pies or sale of food or refreshments, etc. Advance notices of purely religious services, even tho a silver collection is to be

taken up, are not chargeable. The particulars of any of the above, after they have been held, are, however, news and thus not chargeable. The news of any past, present or future business, which is still being conducted, is chargeable, if it is apparent that the object is to make the business more widely known and thus increase it. Verses accompanying death notices are also chargeable. Even items which are actual news and not chargeable for but once in either Morning Daily or Rural Daily or both are chargeable for more than one insertion, as they are thus not

news. The above facts are given for the purpose of assisting persons who have items, etc., to mail to this office, so that delay and disappointment will be avoided. 3-16drf.

Fire Insurance

For rates in the P. E. Island Mutual Fire Insurance Companies on Farm Buildings, Churches, Halls, Schools, Hotels, Cheese Factories, Water Mills, etc. etc. Apply to
C. D. BELL, 102 Sydney St. Phone 45

"GAY'S PLANTS."

We make a specialty of growing vegetables and flower plants, well as carrying on the most extensive market business in the Maritime Provinces.

This year we have devoted our whole time personally to the home garden: Mr Campbell taking charge of the retail market, and we believe we are in a better position than ever before to attend to our large number of customers at home and abroad.

Below we give a partial list of our plants:
Extra early transplanted cabbage plants 50c per 100. Late Cabbage Plants 12c per 100. (Ready about the 15th June.)
Cauliflower and Celery 75c per 100. Late tomato plants 20c per doz. Extra early tomato plants 40c per doz. Cucumber plants 15c per doz. Pumpkin and Squash 20c per doz.
Annual bedding flower plants—
Astor, Phlox, Verbena, Stocks, Petunia, Marigold, Zinnia, Balsam, Portulaca, (Double or Single) Nasturtium, (tall and dwarf) Minorette, Calliopsis, Chrysanthemum, Candy tuft, Salpiglossis, Larkspur, Lohelia, Golden Feather, Bachelor buttons, Snapdraggon, Seedling pansies.

All the above-Annals 15c per doz.
Salvia deep scarlet (very fine) 24c per doz. Seedling dahlias double and single 20c per doz. Seedling carnations 24c per doz. Double dahlias 8c each 75c per doz.

Perennials wintered over—
Large clump plants—Pansy, Daisy, Carnations, Dianthus, Sweet William, Forgetmenot, Hollyhocks, 5c each 50c per doz.
We mail annuals postage free but perennials add 1c each extra for postage—Late cabbage 5c extra. Transplanted early Cabbage and Cauliflower, and Celery 10c extra for postage. Late Tomato plants 3c extra for postage. Extra early tomato 6c extra must be added.

Large orders should go by express or freight. A number clubbing together will find it to their advantage and a liberal discount will be made.

Our market business is open every day. It will be to the interest of customers to call there when at all convenient and personally select their plants. Flowers have been so much improved of late years, that the old time stock would not be recognized.

Please remember to send cash with orders, and write plainly, sign name and address. Every season we receive a number of orders without a signature.

J. J. GAY & SON,
5-27dttstf
Charlottetown, P. E. I.

PLANT LINE

Steamer Halifax leaves every Friday at noon, for Hawkesbury, Halifax and Boston.

FARES
1st Class \$11.00
2nd Class 10.20
Round Trip 18.50
Via Pictou and Steamers from Halifax 12.20

Passengers leaving Charlottetown via Pictou on Monday, Thursday, and Saturday connect at Halifax for Boston.

Returning steamer leaves BOSTON TUESDAYS AT NOON.

For further information apply to
T. NICOLL
4-25drthm. Agent, Charlottetown.

Worth's Livery Stables

J. G. WORTH, Proprietor.

First Class Single and Double Teams.

Fine Turn Outs for Weddings and Private Parties.

Phone 52 1st Prince St. Charlottetown. 6-14d mo

Horsemen Attention!

DR. J. WOODBURY'S HORSE LINIMENT & DR. J. WOODBURY'S CONDITION POWDERS will save and preserve the life of your horses. Their use will cure and prevent the disease common to horses, such as, Cough, Colds, Distemper, Glanders, Spavins, Pink Eye, Splints, Curbs, Enlargements, Cracked Hoof, Kidney Trouble, Fevers, Cuts, Sores and will remove bunches of all kinds.



CURES SPLINTS CURBS SPAVINS ENLARGEME COUGHS COLDS DISTEMPER GLANDERS FOUNDER



BEFORE USING Use this preparation thoroughly for all and every disease of the horse for which it is recommended. Criticise it closely. Carefully watch, mark, and note its effects, and, honestly judging it on its merits, you will be compelled to endorse it.

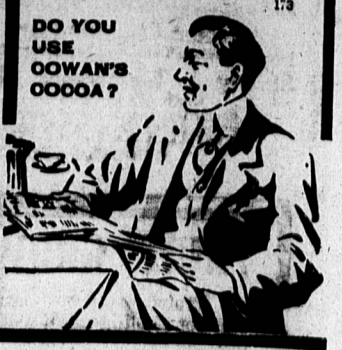
AFTER USING Bear River, N. S. We do not hesitate in recommending your Dr. J. Woodbury's Horse Liniment. We have used it in the woods for coughs colds, distemper and cuts, and would say that no lumberman should be without it. Yours truly
CLARK BROS.

I strongly recommend Dr. J. Woodbury's Horse Liniment as the best Horse Liniment on the market and advise all horse owners to try it. Very truly,
RODERICK MCKENZIE.

WHOLESALE — George E. Hughes, Charlottetown, P. E. I.

COWAN'S PERFECTION COCOA

"Great for Breakfast."
A day started on Cowan's Cocoa is a day with a clear head and a steady nerve—a day full of snap and life. Cocoa nourishes the body. It is rich in food value and easy to digest.



DO YOU USE COWAN'S COCOA?

The Proof of a Beverage
is in drinking. The test will bring home to you in the most convincing way the superior quality of our stone Ginger Beer. Ask for it.

G. H. SIMMONS
F. O. Box 435
6-12d15wks

Red Blood Tablets

NULIFE

Red Blood Tablets

NULIFE is the Greatest Blood and Nerve Food in Existence

A Matchless Form Developer and Skin Beautifier

Your form may be beautiful, your features perfect and your complexion handsome, but if your blood begins to get impure you will lose all your charms and become a disfigured, emaciated weakling and have your system unprepared for the attacks of disease. By using NULIFE when first symptoms begin to appear you will be able to successfully thwart the advancement of any disease and build up your system better than it was before.

NULIFE (Red Blood Tablets) is not a cure-all. It acts directly on and enriches the blood and thereby strengthens the wasted tissues, further helping to offset any disease. It is a well known fact that half the ills of life originate from poor and impure blood.

NULIFE
(Red Blood Tablets)

A Box 50c 6 Boxes \$2.50

NULIFE
(Red Blood Tablets)

Men and Boys Regain Lost Health Through Nulife

All boys are active and energetic as a rule, but some stay round the house and cannot take much interest in anything. This can be charged to weakness, caused by impure blood; for it is an unnatural tendency. NULIFE will make a strong, active, rosy cheek lad out of any "molly-coddle" and make him take an interest in all healthy pastimes.

Men will find NULIFE a source of supply for rebuilding a worn down body and brain. Modern life has a devitalizing influence on mankind and unless you are fortified with strong vigorous health you cannot be a leader among men. NULIFE will keep your body in trim by giving health and strength through pure rich blood.

NULIFE "Red Blood Tablets" is Sold by the Following Dealers

- | | |
|----------------------|----------------|
| MacKinnon Drug Co, | City |
| Two Macs, | City |
| Geo E. Hughes, | City |
| J. W. Carruthers, | Montague |
| Cox Bros, | Morell |
| Mrs. M. A. Campbell, | St. Peters Bay |
| H. J. Mabon, | Souris |
| Alex Robertson, | Red Point |
| Jas. F. Lord, | North Tryon |
| J. P. Smith, | Kinkora |
| S. H. Colwill, | New Haven |
| Ewen McKinnon, | Hampton |
| Calvin Howatt, | Victoria |
| Keir & McFadyen. | Kensington |
| P. N. Enman, | Summerside |
| E. C. Lepage, | North Rustico |
| W. B. Dyer, | Alberton |
| Johnson & Johnson, | City |

A Matchless Tonic for Growing Girls and Working Women

Many girls at the age of fourteen and over, do not really enjoy life with the vim that is natural. They do not take heart in play, cannot study and appear morose and despondent. This is caused by impure blood and should be attended to when girls are approaching puberty. NULIFE will fill the veins with strong, clear blood and give that joy of living that comes from perfect health.

Women too, will find in NULIFE a staunch friend and aid in times of trouble. It will develop health and strength by installing perfect blood in the system, will fit them for the duties of wives and mothers and will prove a ready remedy in time of sickness.

International Drug Corporation,
London and Berlin,
Johnson & Johnson, Wholesale Distributors, City.