ADVERTISING A STUDY — NOT A SCIENCE.

(From the Boston Journal.)

The question of advertising is one which is, perhaps, discussed more frequently by business men than any topic so immediately connected with the prosperity of every business enterprise. There are few men who still continue to deny its utility, who cannot see that a candle hid under a bushel is less apt to give light to those around then when placed in a candle-stick. There are still a few men who cannot satisfy themselves that adverting pays, because they cannot see that a direct return follows the outlay of a few dollars expended in notifying the public of their business proposals. This class, however, is in such a minority in every city and town, that we do not propose to address them. Their competitors would not thank us, perhaps, for awakening them from their Rip Van Winkle sleep, and if they are content to remain in a blissful state of ignorance of the advantage which others avail themselves of, they ought to be allowed to remain unmolested. Neither is it our purpose to astonish ordinary intellects by assuring them that advertising is a science, and that the art of advertising is a very wonderful discovery, for there is nothing so easy to understand, manage, and appreciate, as advertising, if a man proposes to avail himself of its beneficial influence on trade, and give ordinary attention to its consideration.

It was the remark of a very eminent Bostonian that he regarded an advertisement in a paper as a personal invitataion extended to him to call, and he added, "while I sometimes hesitate about entering a store, the proprietors of which have not thus sent their card to my residence, I always feel certain of a cordial welcome from the members of an advertising firm." There is in this remark an assurance of one of the many results of advertising. The trader and his calling become identified, and the name of a man is inseparably connected in the mind of the public with his merchandise. It may not be the very day an advertisement appears that it bears its fruit; weeks or months may elapse, and then when the want arises, the article to be obtained immediately, suggests the advertiser. This is the effect of general advertising when persistently followed. A special class of advertising, when some novelty is announced, is more immediate. A shrewd business man once advertised a trifling article in a manner which could scarcely prove remunerative. His neighbors expressed their regret at his folly, but he appeared contented. Though his gross sales of the article did not cover the cost of his advertising, he attracted a new class of people to his store, and his shrewdness paid him in a very short time, for new eyes saw what he had to offer in addition to the speciality advertised, and fresh purses came under contribution to him.

The object which all aim to accomplish in advertising is an increase of business. The nimble shilling is what we require in this age. It costs very little more in the way of expense to carry on a business of two hundred thousand dollars than it requires to do half that amount. The cost of rent, personal living, and many incidental expenses, do not increase in the ratio of business, while time is saved; for there is a greater profit resulting from a trade of two hundred thousand in one year than from the same amount, and even more, extended over twice the space of time. These simple facts are well known by energetic business men, who adopt advertising as the most powerful method of saving time, by increasing business and then making capital doubly active. Indeed, it is often made a substitute for actual capital.

Advertising in England is fully understood. Even before the tax on advertising was removed, fortunes were made by using the columns of the leading newspapers; and when in 1853 the tax was abolished, its benefits were embraced in a most unprecedented manner. One or two firms expended a hundred thousand dollars a year in keeping their business before the public in the journals of the largest circulation, and one publisher paid over fifteen thousand dollars in advertising one of the leading serial publications of the day. Within a few years the enterprising spirit of the business men of this country has quite equalled these statements, and they have not found that the experiment was an unprofitable one.

The London *Times* charges more for inserting an advertisement than any newspaper in London, but still it is regarded as the cheapest medium; for a five shilling notice in the *Times* will reach more readers than any three, or, perhaps, four daily papers in the metropolis, whose combined charges would probably be at least thrice the charge of the *Times*. The *Illustrated London News* charges, we think, two dollars per line, but each square inch of paper on which it is printed, owing to its immense circulation, costs nearly five dollars for one insertion. In England, displayed advertising is almost unknown, and in this country the leading newspapers, owing to the great number of persons who desire to use their columns, are obliged to charge full rates without discount of any kind, to those who see fit to occupy whole columns. Such, indeed, has been our own practice for years, for it is very evident that no greater injustice can be practised than to have two rates of advertising, or two prices for the same service. The advertiser wishes to be assured that he will be put on the same basis with others, whether he applies in person, sends his boy, or communicates by mail. This every advertiser has a right to demand.

The management of the advertising department of a paper is not a task of any small magnitude. That paper is fortunate which adopts one rule and adheres to it. Even the business capacity of the London *Times* was once severely tasked under a pressure not uncommon in this country. Advertisers poured their favours upon it to such an extent that the columns devoted to reading were almost monopolized. The directors held a meeting and one of the gentlemen proposed to increase the price of "wants." The vote was put and carried. Mr. Walter, the leading owner, came in after the vote had been taken, and with his quick eye and thorough knowledge of business, at once exclaimed: "Gentlemen, I think we had better reconsider this vote, if we press upon the class who advertise 'wants,' they might go into a competing newspaper, and in the course of time create a demand for that paper, simply on account of the feature they would themselves contribute. Now, if we are to single out any class of advertisers, we had better double on the railroads, for they must advertise in the *Times* at any rate, though my advice would be an equal increase to all who wish to use our circulation." Such is purport of a scene related to us by a gentleman attached to the London press. The advice was followed, and it is easy to see that a great blunder was thus happily avoided.

We did not propose to extend this article to its present length. We merely proposed to offer a few remards in opposition to an idea somewhat prevalent, that "advertising is a science." Taste, tact, judgment, and common sense are required to advertise judiciously, and these qualities are not rare among business men.

ABOUT SLEEP.—Every act of the body or mind wears the organs or parts used. The arms of the mechanic, the legs of the traveller, the brain of the student, would soon be destroyed if the worn out particles were not relieved by new ones derived from the food. During walking hours waste or loss in the body goes on faster than it can be repaired; but after twelve or sixteen hours of activity, the faculties begin to work heavily, and at last refuse to obey the will. The eyes close in spite of the strongest efforts to keep them open; the ears will not carry sounds to the brain, the limbs refuse to move, and the person sleeps. It is possible, by great mental effort or excitement, or by taking stimulants, to prevent sleep for hours or even days, but finally it cannot be resisted. Soldiers have slept on the ground with a battle raging round them. It is related that during Napoleon's retreat from Moscow, wearied soldiers would often fall asleep in their ranks while marching, and in some instances continue to march unconsciously for a long distance. During the bombardment of Fort St. Philip, on the Mississippi river, guns of a very heavy calibre were used, which made a tremendous and deafening report at each discharge, but the artillery men who were working them lay down on the decks of the boats containing the guns and slept soundly through all the firing. During sleep only the necessary functions of the body, as breathing, circulation of the blood, &c., are carried on, and as these do not consume all the power supplied to the body by the food, a stock is laid up for use upon waking.

Children require more sleep than older persons, because much of their food is appropriated in adding to their greater activity. Young persons need from ten to twelve hours sleep in the twenty-four; adults from six to eight hours, depending upon the constitution and habits of the individual. Although too much sleep is hurtful, it is less so than too little; in the latter case there is rapid exhaustion of the vital power, and persons grow old fast.

JOHN BELL

HAVING COMPLETED

HIS IMPORTATIONS

For the Season,

would respectfully invite

INTENDING PURCHASERS

to call at

Bell's Clothing Store,

QUEEN STREET

AND EXAMINE

THE STOCK,

which comprises

EVERY NOVELTY

IN

HATS

AND

FUR & CLOTH CAPS,

Ready-made Clothing,

Gentlemen's Furnishing Goods,

&c. &c. &c.

Having a Large Supply of Beavers, Whitney, Pilots and West of England CLOTHS, Doeskins, Tweeds, Cassmeres, Vestings, and

Tailors' Trimmings

TO DISPOSE OF,

he will be happy to receive the commands of his Friends and Customers, in Town and Country, for Garments in any style of Fashion.

Ch'town, Dec. 18, 1865.

R. R. MACLELLAN'S

Studio is still headquarters for

PHOTOGRAPHS,

and every description of portraits known in the art.

Elegant Photographs, whole length, only Ten shillings per dozen. All other pictures equally low. R. R. MACLELLAN.

Great George Street, Dec. 4. 1865.

Union Bank of P. E. Island.

THE Annual Meeting of the Shareholders of this Bank will take place at the Bank premises on WEDNESDAY, the seventh day of MARCH next, at 12 o'clock, noon, for the purpose of choosing SEVEN DIRECTORS for the ensuing year, and transacting such other business as shall be then laid before them.

N. B.—By the 3rd Bye-law, all persons voting by proxy for others must deposit their authority to vote, with the Cashier, at least one day previously to the day of meeting.

JAS. ANDERSON, Cashier.

Ch'town, 5th Feb., 1866, Gaz & Isl

FRESH JERSEY PEACHES, IN TINS,

WARRANTED to be a superior article. For Sale by WM. R. WATSON.

City Drug Store, Ch'town, Dec. 11, 1865.

Valuable & Desirable Building LOTS FOR SALE.

THE Subscriber offers for sale Two Pleasantly situated WATER LOTS in Georgetown, with Water Privilege to the channel, adjoining the Common at the eastern part of the Town. Also, several BUILDING LOTS in different parts of Charlottetown. Terms liberal.

GEORGE COLES.

Charlottetown, 6th March, 1865.

REGULAR LINE OF PACKETS

From Liverpool & Glasgow.

THE subscribers would inform the public that the following Vessels will be on the berth for CHARLOTTETOWN, at LIVERPOOL and GLASGOW, to sail on or about the 5th of APRIL:

From Liverpool:

The CLIPPER SHIP *L. C. OWEN*, 500 tons register, A 1, at Lloyd's, coppered and copper-fastened, ROBERT FRASER, Commander.

From Glasgow:

The CLIPPER BARQUE *EMPRESS*, 400 tons register, 3 & 3 thirds 11 Veritas, A 1 at Lloyds, JOHN GILLIS, Commander.

Both of these Vessels have first-class accommodations for Passengers.

For Freight or Passage, apply in Liverpool to Messrs. WILLIAM STEWART & Co, 1 & 2 Trafford Chambers, South John Street; in Glasgow to JAMES KELSO, Jr., Esq., Union Street, or in Charlottetown to the owners.

L. C. OWEN.
WILLIAM WELSH.

January 8, 1866. 2mos

The London Trader.

BARQUE *LOTUS*, A 1 at Lloyd's, Coppered, 280 tons register, will sail from LONDON for this PORT, on or about the FIRST day of APRIL next.

For Freight or Passage apply in London to JOHN PITCAIRN & SONS; at Charlottetown, to the undersigned.

DANIEL DAVIES.

Ch'town, Jan. 29, 1866. 5ins

Liverpool Traders.

THE well-known Clipper Barques "UNDINE" and "PRIORESS" will be on the berth for CHARLOTTETOWN and SUMMERSIDE direct, and will sail from LIVERPOOL about the 1st DAY of APRIL next.

The *Undine* for CHARLOTTETOWN.

The *Prioress* for SUMMERSIDE.

Both vessels have first-class accommodations for Passengers.

For Freight or passage apply in Liverpool to Messrs. JOSEPH POPE & Co., Trafford Chambers —here to

JAMES C. POPE.

Charlottetown, 15th Jan., 1866. 2m

FRESH FRUIT FOR CHRISTMAS TIMES!

THE subscribers have just received, and offer for sale, low:—
52 boxes choice RAISINS.
40 quarter boxes Do.,
3 bbls. CURRANTS,
25 drums fresh FIGS,
FILBERTS, &c. &c.

HUDSON & WRIGHT.

Kent Street, Dec. 18, 1865.

LONDON HOUSE.

Established 1820.

1865. *FALL.* 1865.

BY Ships *Prioress*, *Undine*, *L. C. Owen*, Steamer *China* from Liverpool, *Urania* from LONDON, *Ariadne* from GLASGOW, *Helen Davies* from BARBADOES, Schooner *Freddie* and Steamer *Greyhound* from BOSTON, the Subscribers have completed their Importations for the Season, which, having been selected by one of the Firm, and bought on the best terms, they are enabled to offer at extremely low prices FOR PROMPT payment. Wholesale buyers supplied as usual. The present Importation comprises:—

10 hhds and tierces Barbadoes SUGAR,	9 Bales Printed, Unbleached and White Calicoes,
33 bbls Cuba SUGAR,	3 Bales Stripe & Check Shirtings,
20 bags do DO	1 do Wrapping Paper
12 hhds Muscovado MOLASSES,	15 P kgs Glasgow Goods, in Gala Plaids, Shawls, Wincies, Flannel Shirts, Printed Shirts, Bags & Bagging, &c. &c.
Chests prime Congo TEA	8 Bales Paper-hangings,
10 crates Earthenware,	138 packages Assorted Paints,
27 cases Ready-made Clothing,	5 hhds Paint Oil,
7 cases Gents' Rubber Coats,	4 casks assorted Cutlery
4 cases Rubber Boots & Shoes,	1 case J P Ware,
2 cases Ladies' Boots & Shoes,	45 Bdls Spring, Cast and Blister Steel,
5 cases Millinery,	21 tons assor'd Bar Iron,
5 do Haberdashery,	456 pieces Plough Metal,
2 do Linen Drapery,	145 pkgs Nails & Spikes,
2 do Silks & Ribbons,	95 do Ironmongery,
1 do Gloves,	30 sides Sole Leather,
1 do Hosiery,	Bbls Flour, Crushed Sugar, Granulated do, Currants, Epsom Salts, Cudbear, Jamaica Ginger, Casks Baking Soda, Whiting, Soda, Kegs Mustard, Powder, Boxes Soap, Tobacco, Raisins Lozenges, Glass, Bags Pepper, Coffee, Allspice, RICE, dozens Brooms, Pails Coils Manilla Rope, &c. &c. &c.
5 do Shawls & Mantles	
1 do Ladies' Furs,	
2 do Fur CAPS,	
3 do Townend's Hats and Caps,	
3 do Felt HATS,	
5 do Floor Cloths,	
10 do Sundries,	
4 Bales CLOTHS,	
6 do Carpets & Woollens,	
2 do Blankets,	
1 do Horse Rugs,	
3 do Buffalo Robes,	
7 do Cotton Warp,	
1 case Guns,	

G. & S. DAVIES.

Charlottetown, Nov 27, 1865.

Tea! Tea!

JUST RECEIVED, ex *URANIA*, from LONDON—
117 Chests } Very Superior
20 Half Chests } CONGO TEA.

Also, by *Ariadne*, from Leith,
57 Cases Glenury WHISKEY,
30 do GINGERETTE,
300 GRAIN SACKS.

☞ All at the lowest prices.

WILLIAM DODD, *Queen Square*.

Nov. 6, 1865. isl

New Grocery Store,

JUST OPENED,

At Smardon's Corner,

by

LEMUEL McKAY.

☞ The best of GROCERIES and LIQUORS at the Cheapest Cash Prices.

TO THE TENANTRY OF P. E. ISLAND.

THE Legislature, during the late Session, having passed "An Act to assist Tenants in the purchase of the Fee-simple of their Farms," by advancing to the Tenant ONE HALF of the amount agreed upon by the Proprietor and Tenant, as the Purchase Money of his Farm—

The Commissioner of Public Lands hereby gives notice to all tenants

desirous of availing themselves of the privilege of the above recited Act, that he is now prepared to ASSIST SUCH TENANTS in the purchase of their Farms, as in manner and extent provided under such Act.

FORM OF APPLICATION and full particulars may be obtained at the office of Crown Lands, Colonial Building, Charlottetown.

JOHN ALDOUS, Commissioner.

Public Lands Office, May 8, 1865.

Meeting of the Legislature.

COLONIAL SECRETARY'S OFFICE, January 5, 1866.

WHEREAS, by a Resolution of the House of Assembly, passed on the 14th day of April, 18/3, it was resolved that the initiation of all Money Votes should be with the Executive:

NOTICE is hereby given that all applications for MONEY GRANTS for Roads, Bridges, Wharfs, &c., and all Petitions for grants in aid of any object whatsoever, which parties may desire to submit to the Legislature at its next annual Session, are required to be sent into this Office on or before the 1st day of MARCH next.

By command,
J. W. MORRISON, Dep. Col. Secy.

Best Island Tobacco!!

THE subscribers, in returning thanks to their friends and customers for the patronage extended to them since their commencement in business, would intimate that they have

GREATLY REDUCED

The Price of their Tobacco,

which is pronounced by judges to be the

Best Manufactured on the Island.

Samples can be had by calling at their Store in Queen-street, next door to the Bank of P. E. Island.

LOWDEN & RICHARDSON.

Charlottetown, April 3, 1865. isl tf

"The Nurse and Spy."

COPIES of the above work, elegantly bound, with illustrations, have just been received by the Authoress, MISS S. E. E. EDMONDS, who is at present making a temporary stay in Prince Edward Island, and they will be delivered to subscribers and purchasers by her Agent with as little delay as possible.

Summerside, Nov. 27, 1865. 3m pd

YARMOUTH *IMPROVED STOVES.*

THE subscriber has this week received from the Factory, a full and complete cargo of those celebrated

Cook, Box and Franklin STOVES,

Ex Schooner "Blue Wave." Those STOVES cannot be beat for

Durability, Neatness and Economy,

and are the only Stoves imported here that give general satisfaction, and are now offered for sale

Low for Cash, Merchantable Produce, or Twelve months' credit on approved Notes.

☞ A good assortment of Fall and Winter Goods.

R. J. CLARKE, *Orwell Cheap Store.*

Oct. 16, 1865.

WATCHES and JEWELLERY.

JUST RECEIVED, from ENGLAND, of best quality, and for sale at a low price—

Horizontal Watches in Silver Cases, 4 holes jewelled,	£3 10 0
Do. in Hunting Cases,	4 0 0
English Levers	9 0 0

Watch Chains and Keys. Finger Rings, Steel Ear Rings and Brooches, Gents' Pins in great variety, by

A. PURCHASE, Watchmaker, Smardon's Corner.

Charlottetown, Oct. 31, 1864.

Grain! Grain! Grain!

THE highest price given for BARLEY and OATS, at

Coles's Brewery and Distillery,

☞ Constantly on hand, at prices cheaper than can be purchased in the market, the best of Rum, Brandy, Gin, Whiskey, and a superior article o Malt Whiskey. Also—X, XX, and XXX Ale.

Charlottetown, June 20, 1865.

MRS. WINSLOW,

An experienced Nurse and Female Physician, presents to the attention of mothers her

Soothing Syrup,

FOR CHILDREN TEETHING,

which greatly facilitates the process of teething, by softening the gums, reducing all inflammation—will allay **all pain** and spasmodic action, and is

SURE TO REGULATE THE BOWELS.

Depend upon it, mothers, it will give rest to yourselves, and

Relief and Health to your Infants.

We have put up and sold this article for over thirty years, and **can say, in confidence and truth** of it, what we have never been able to say of any other medicine—**never has it failed, in a single instance, to effect a cure,** when timely used. Never did we know an instance of dissatisfaction by any one who used it; on the contrary, all are delighted with its operations, and speak in terms of highest commendation of its magical effects and medical virtues. We speak in this matter **"what we do know,"** after thirty years' experience, **and pledge our reputation for the fulfilment of what we here declare.** In almost every instance where the infant is suffering from pain and exhaustion, relief will be found in fifteen or twenty minutes after the syrup is administered.

This valuable preparation is the prescription of one of the most **experienced** and **skilful nurses** in New England, and has been used with **never-failing success** in

THOUSANDS OF CASES.

It not only relieves the child from pain, but invigorates the stomach and bowels, corrects acidity, and gives tone and energy to the whole system. It will almost instantly relieve

GRIPING IN THE BOWELS, AND WIND COLIC,

and overcomes convulsions, which, if not speedily remedied, end in death. We believe it the **best and surest remedy in the world,** in all cases **of Dysentery and Diarrhœa in Children,** whether it arises from teething, or from any other cause. We would say to every mother who has a child suffering from any of the foregoing complaints **—do not let your prejudices, nor the prejudices of others,** stand between your suffering child and the relief that will be **sure—yes, absolutely sure**—to follow the use of this medicine, if timely used. Full directions for using will accompany each bottle. None genuine unless the facsimile of **CURTIS & PERKINS,** New York, is on the outside wrapper.

☞ Sold by Druggists throughout the world.

Principal Office, No. 48, Dey Street, N. Y.

Price only 35 Cents per Bottle.

Oct. 9, 1865.

IS THERE any VIRTUE in Mrs S. A. ALLEN'S WORLD'S HAIR RESTORER AND ZYLOBALSAMUM?

Convincing Testimony.

REV. C. A. BUCKBEE, *Assistant Treasurer American Bible Union, N. Y. City,* writes: "I very cheerfully add my testimony to that of numerous friends, to the great value of Mrs. S. A. Allen's World's Hair Restorer and Zylobalsamum."

REV. WM. CUTTER, N. Y. City: "My hair is changed to its natural color, and growing on bald spot."

REV. J. H. CORNELL, N. Y. City: "I procured it for a relative. The falling of the hair stopped, and restored it from being grey to its natural and beautiful color."

REV. J. WEST, Brooklyn, L. I.: "I will testify to their value in the most liberal sense. They have restored my hair where it was bald, and, where grey, to its original color."

REV. A. WEBSTER, Boston, Mass: "I have used them with great effect. I am now neither bald nor grey. My hair was dry and brittle; it is now soft as in youth."

REV. H. V. DEGEN, Boston, Mass: "That they promote the growth of the hair where baldness is, I have the evidence of my own eyes."

Sold by Druggists throughout the World

PRINCIPAL SALES OFFICE,

No. 198 Greenwich Street, New-York.

Numerous Certificates as above.

W. R. WATSON, Agent.

BROWN'S BRONCHIAL TROCHES

A Slight Cold, *Cough, Hoarseness or Sore Throat, which might be checked with a simple remedy, if neglected, often terminates seriously. Few are aware of the importance of stopping a Cough or Slight Cold in its first stage; that which in the beginning would yield to a mild remedy, if not attended to, soon attacks the lungs.*

Brown's Bronchial Troches were first introduced eleven years ago. It has been proved that they are the best article before the public for Coughs, Colds, Bronchitis, Asthma, Catarrh, the Hacking Cough in Consumption, and numerous affections of the Throat, giving immediate relief.

Public Speakers & Singers *will find them effectual for clearing and strengthening the voice.*

Sold by all Druggists and Dealers in Medicine, at 25 cents per box.

NEW GOODS

AT THE

BRITISH WAREHOUSE, Queen Square.

THE IMPORTATIONS

FOR THE

Fall Season of 1865

ARE NOW COMPLETED and OPEN FOR INSPECTION.

☞ We solicit a share of Public Patronage.

IN OUR STOCK OF

DRY GOODS, FANCY GOODS,

AND

Groceries,

will be found all the requisite articlas for family use. Purchased on the best terms and sold at the LOWEST PRICES.

☞ *Please call and examine.*

W. & A. BROWN.

December 11, 1865.

NEW STORES!

Dorchester Street.

Liquors, Molasses, Tea, Sugar, Flour, Tobacco, Sundry Groceries, &c,

THE SUBSCRIBER has now in his New Brick Stores, Dorchester Street, Charlottetown, the following

Extensive and Valuable Stock OF MERCHANDIZE,

comprising WINES, BRANDIES, and other LIQUORS of the best quality; fresh GROCERIES of all kinds; FLOUR, TEA, SUGAR, TOBACCO, MOLASSES, equal to any articles of the kind in the market, which he offers to wholesale and retail customers

At the lowest prices for Cash,

—VIZ:—

70 Puncheons choice Demerara RUM,
70 Hogsheads Hollands GIN,
6 Hhds. Irish and Scotch MALT WHISKEY,
6 Hhds. Pale and Dark BRANDY,
6 Hogsheads PORT WINE,
6 hogsheads of SHERRY,
100 dozen Edinburgh ALE,
100 dozen Guinness' PORTER,
300 chests and half chests of TEA,
10 hogsheads of SUGAR,
30 puncheons of MOLASSES,
500 barrels of FLOUR,
Boxes of Honey Dew TOBACCO,
100 boxes Liverpool SOAP,
80 boxes of PIPES,
1800 JARS, (assorted sizes,)

Together with a full assortment of all articles in the GROCERY LINE, to which he invites the attention of his friends in Town and Country, whose past favours are respectfully acknowledged.

OWEN CONNOLLY.

Charlottetown, May 29, 1865. Isl

EXCELSIOR PRINTING OFFICE.

GEO. BREMNER,

Printer, Book-binder,

AND

STEREOTYPER,

CHARLOTTETOWN, P. E. I.,

Having engaged an experienced

BOOK-BINDER

is prepared to execute all orders with PROMPTITUDE and NEATNESS.

☞ Entrance to Printing Office and Bindery at Mrs. Bremner's Book and Stationery Store, Prince Street, where all orders may be left.

Prince Street, June 5, 1865.

Lloyd's Register of British and Foreign Shipping.

OCTOBER, 1865.

THE Committee have recently had under their consideration the Standing of Spruce in the Table A attached to the Rules, and have determined to allow the use of this material in Ships of the 5 years' grade for all parts, except Stem, Sternpost, Transoms, Knight-heads, Hawse-timbers, Aprons and Deadwood.

GEORGE B. SEYFANG, Secretary.

RICHARD SLOGGET, Surveyor, Prince Edward Island.

Carlton's Condition Powders!

DR. W. G. SUTHERLAND

RETURNS thanks for the liberal patronage extended to him since commencing the practice of his profession, in its various branches, in this City, and trusts, by attention and assiduity, that the same may still be continued towards him.

By the LATEST ARRIVALS he has increased his present large Stock of

Drugs and Chemicals,

Choice Perfumery, Toilet Articles, in variety; selected from the best London House, by those competent of doing justice to the business.

The Dispensary department will be under his own immediate superintendence.

DR. SUTHERLAND begs also to observe that he trusts the fact of having practised in Scotland several years, and nearly twenty years of extensive Colonial practice in every branch of his profession, combined with unremitting assiduity and personal attendance, will not fail to obtain confidence and ensure satisfaction.

☞ Advice to the poor gratis.

Queen Street, Ch'town, Jan. 8, 1866.

F. P. NORTON,

Commission Merchant,

AND

Auctioneer.

GEORGETOWN - - - P. E. ISLAND.

October 24, 1864. 1y

DR. C. L. STRICKLAND,

Surgeon Dentist,

Great George Street,

CHARLOTTETOWN.

April 17, 1865—1y

ROBERT L. WEATHERBE,

Barrister & Attorney-at-Law,

Notary Public, Conveyancer, &c.

Office over Merchants' Exchange,

156 Hollis Street, Halifax, N. S.

Sept 11, 1865. 6m

J. S. CARVELL,

AUCTIONEER,

Commission Merchant,

AND

General Agent,

BANK BUILDING, QUEEN STREET, Charlottetown, P. E. I.

12th June, 1865. isl pro tf

JOHN BELL,

Merchant Tailor,

QUEEN STREET,

CHARLOTTETOWN.

July 24, 1865. 1y

WILLIAM JAKEMAN,

Blacksmith & Farrier,

Old Stand, near Temperance Hall,

HAS REMOVED his business to the City, and can be consulted at all hours. SHOEING on the most improved principle.

☞ All kinds of Agricultural Implements prepared at the shortest notice.

WANTED, a person who has had some experience in Horse Shoeing. Highest wages will be given.

Charlottetown, August 7, 1865.

Underwriters' Notice.

THE Subscriber having been appointed AGENT, at Prince Edward Island, for the *New York Board of Underwriters, Columbian Insurance Company of New York, and Boston Board of Underwriters,* will be glad to receive early notice of losses which may occur, and to render such assistance to vessels in distress as may be in his power to afford. Masters or Owners of such vessels or their cargoes, are recommended to report as soon as practicable.

J. S. CARVELL.

Ch'town, Oct. 30, 1865. tf

THE MOST RELIABLE FRIEND!

Holloway's Ointment.

Its Searching & Healing Properties are known and recognized throughout the World.

The number of years this invaluable Ointment has stood the test of public opinion, (and the longer known the better appreciated) is a testimony of itself more convincing than anything that could be written in praise of its truly wonderful healing properties. In the cure of bad legs, bad breasts, sores, wounds, and ulcers, its effect is marvellous. For ring-worm, scald-head, scrofula, and diseases of the skin generally, there is no remedy to be compared to it. When assiduously rubbed upon the skin (previously well bathed in warm water) this Ointment is quickly absorbed into the system, and cleanses, in its passage, every part to which it is applied.

Glandular Swellings, Mumps, Bronchitis, Quinsey, Sore Throats and Diptheria.

In any of the above diseases, immediate and permanent relief is obtained by effectually rubbing this detergent Ointment, twice a day, upon the neck, chest and back. Its acts upon the very mainsprings of life; for through the glands pass all new matter required for the body's reparation and all old particles detrimental to its preservation. The Ointment, used conjointly with Holloway's Pills, will act so searchingly and certainly as to effect cures in the most hopeless cases.

Rheumatism, Lumbago, Contracted and Stiff Joints.

Many thousands of martyrs from the above complaints have found life almost unsupportable; yet, if Holloway's Ointment be briskly and perseveringly rubbed upon the parts affected, ease may be safely guaranteed, especially if the pores of the skin be previously opened by fomentations with warm water. The gross humors require expulsion from the system; it is therefore necessary to have recourse to Holloway's admirable Pills, which, by purifying and strengthening the system, greatly assist the operation of the Ointment and facilitate and confirm the cure.

Bad Legs, Bad Breasts, and Ulcerations of all kinds.

There is no medicinal preparation in the world which may be so thoroughly relied upon, in the treatment of the above ailments, as Holloway's Ointment. Nothing can be so simple or safe as the manner in which it is applied, or its action on the body, both locally and constitutionally. The Ointment, rubbed around the part affected, enters the pores just as salt enters meat. It quickly penetrates to the source of the evil and drives it from the system.

Erysipelas and Scrofulous Sores.

In all irritations of the skin, sores, ulcers, burns or scrofulous enlargements of any kind, Holloway's Ointment presents a ready and easy means of cure. It manifests a peculiar power in restraining inflammation, removing stagnation, cooling the heated blood, and checking all acrimonious and unhealthy discharge.

Diseases attendant on Childhood.

Diseases incident to early life fall more under the management of the mother than the medical man. Holloway's Ointment should therefore be regarded by her as a "Household Treasure," as it never fails in bringing out the rash in measles and scarlatina; and for the removal of all skin diseases its effect is miraculous. In cases of whooping cough and croup, this invaluable Ointment should be rubbed twice a day upon the throat and chest, and the youngest invalid will derive therefrom the most soothing relief. Two or three of Holloways's famous Pills, reduced to a powder, will augment the curative powers of the Unguent.

Both the Ointment and Pills should be used in the following cases:

Bad Legs	Corns (soft)	Rheumatism
Bad Breasts	Cancers	Scald Heads
Burns	Contracted and Stiff Joints	Sore Nipples
Bunions		Sore Throats
Bite of Moschetoes and Sand Flies	Elephantiasis	Skin Diseases
	Fistulas	Scurvy
	Gout	Sore Heads
Coco-bay	Glandular Swellings	Tumours
Chiego-foot		Ulcers
Chilblains	Lumbago	Wounds
Chapped Hands	Piles	Yaws

Sold at the Establishment of PROFESSOR HOLLOWAY, 244, Strand, (near Temple Bar), London; also by all respectable Druggists and Dealers in Medicines throughout the civilized world, at the following prices:—1s 1½d, 2s 9d, 4s 6d, 11s, 22s, and 33s each Pot.

⁂ There is a considerable saving by taking the larger size.

N. B. Directions for the guidance of patients in every disorder are affixed to each Pot.

August 7, 1865

THE NEW FRENCH REMEDY.

By Royal Letters Patent, under the special sanction of Her Majesty's Government, and the Chiefs of the Faculte de France.

THERAPION:—or CURE OF CURES, This successful and highly popular medicament, as employed in the continental hospitals by Rostan, Jobert, Velpeau, and others, combines all the desiderata to be sought in a medicine of the kind, and surpasses everything hitherto employed. Devoid of *taste, odour,* and *appearance* of medicine, it can be left or carried anywhere, and taken from time to time without exciting suspicion Each package contains full instructions for every case.

THERAPION, No. 1, in three days only removes gonnorrhœ, gleet and all discharges, effectually superseding injections, the use of which does irreparable harm by laying the foundation of stricture and other serious diseases. In dysentery, piles, irritation of the bowelower, cough, bronchitis, asthma, and some of the more trying complaints of this kind, it will be found astonishingly efficacious, affording prompt relief, where other well-tried remedies have been powerless.

THERAPION, No. 2, for syphilis, disease of the bones, sore throat, threatened destruction of the nose and palate; impurity of blood, scurvy, pimples, spots, blotches, and all diseases for which it has been too much a fashion to employ mercury, sarsaparilla, &c. to the destruction of the sufferer's teeth; and ruin of health. Under this medicine every vestige of disease rapidly disappears; and the skin assumes the pleasing softness of infancy.

THERAPION, No. 3, for relaxation, spermatorrhœa, and all the distressing consequences arising from early abuse, excess, residence in hot, unhealthy climates, &c. It possesses surprising power in restoring strength and vigour to the debilitated. To those who are prevented entering the marriage state by the consequences of early error, it will render essential aid by subduing all disqualifications; and restoring the lost tone to the system. Therapion may be procured at 11s, and 33s per package, through all medicine vendors, or in £5 packages for foreign shipment, direct from London only, by which £1 12s are saved; and £10 packages for the more inveterate cases, by which a still greater saving is effected. In ordering the above, the purchaser should state which of the three numbers he requires.

HER MAJESTY'S HON. COMMISSIONERS have graciously permitted the Government stamp, bearing the word "Therapion" in white letters, to be attached to each package; thus insuring the public against fraudulent imitations, and securing to the proprietor the sole right of supply throughout her dominions; and any infringement of which they will prosecute with the utmost severity.

AGENTS FOR ENGLAND, Thomas & Co, 7, Upper St. Martin's-lane, London; Raimes & Co, Liverpool; Apothecaries Comp., Glasgow; Ferris & Co., Bristol; Cornish & Co., Plymouth; Rowe, Devenport; Randall & Co., Southampton; and obtainable through all medicine vendors in the known world, or in case of difficulty, by enclosing a draft or order for £5 or £10, according to the nature of the case, payable in London to Messrs. Thomas & Co., as above, a large package will be sent by return mail, carefully secured from observation or accident.

The Cause and Cure of Premature Decline.

Sold by all the Agents for Dr. De Roos' Medicines, or sent post free, secure from observations direct from the Author, for 2s 6d.

THE MEDICAL ADVISER on the modern treatment of mental and physical incapacity, syphilis, stricture, &c.; with unfailing rules and prescriptions for the speedy cure, by very simple means, of all the more common diseases and supposed incurable maladies of the sexual system. By Dr. W. DE ROOS, M. D, &c, *of the Ecole de Medicine, Paris.*

REVIEWS AND NOTICES.

"The **MEDICAL ADVISER**, by WALTER DE ROOS, M. D., for the class of diseases upon which it treats is undoubtedly the best and most soundly practical book which has come under our notice. The author is a man of most enlarged experience." —*North of England Teegraph, June 29th, 1861.*

"To those who contemplate marriage its perusal is especially recommended.—*Bap. Mag.*—"The knowledge it imparts must come *some* time, and happy they who do not possess it too late."—*Politician.*—"Cure is certain in every curable case, and few indeed are they which are not so."—*Med. Review*—"It is calculated to effect a complete revolution in the treatment of these complaints."—*Med. Gaz.*—"Simple and inexpensive, every sufferer may cure himself speedily, privately, and at the least possible cost."—*Scalpel.*

From long practical observation of the treatment pursued in the most famous Institutions of this country and the continent, for those diseases referred to in the above work, the Proprietor has had somewhat unusual facilities for acquiring that uniform success which has hitherto characterized his practice, in which the distressing consequences resulting from the injurious employment of mercury, capivi, sarsaparilla, and similar dangerous medicines are entirely obviated. Lasting benefit in these cases can only be reasonably expected at the hands of those who devote their chief attention to such diseases; and to such only can confidence be safely extended. Dr. De R. refers with pride to the numbers he has been instrumental in restoring to health and happiness, whilst to all who need such aid he offers every assurance of speedy restoration.

FOREIGN RESIDENTS can be successfully treated by correspondence, on sending the detail of their cases, with a Bank note or Bill on a London house for £5 or £10, in order that a package of medicines to meet the exigencies of the case, may be sent out by next mail, thus avoiding the protracted suffering and unnecessary loss of valuable time, which must otherwise occur.

DR. DE ROOS' GUTTÆ VITÆ OR LIFE DROPS; *Protected by Royal Letters Patent of England; Seals of the Faculte de France; Royal College of Prussia, &c.*, have in numberless instances proved their superiority over every other advertised remedy for Spermatorrhœa, languor, lassitude, depression of spirits, irritability, anger, excitement, needless fear, distaste and incapacity for society, study or business; indigestion, pains in the side, palpitation of the heart, giddiness, noises in the head, impotency, impediments to marriage, &c. This medicine strengthens the vitality of the whole system, gives energy to the muscles and nerves, thus speedily removes nervous complaints, renovates the impaired powers of life, and invigorates the most shattered constitution. For skin eruptions, sore throat, pains in the bones, and all those diseases in which mercury, sarsaparilla, &c. are too often employed in vain, to the serious detriment of health, its surprising efficacy has only to be tested to be appreciated.

As these complaints if neglected become chronic or incurable, sufferers will do well before they waste valuable time in seeking aid from instruments, and other absurdities professing to supersede medicines, to make fair trial of a remedy, which concocted on unerring scientific principles, cannot fail, and may be carried about the person, or left upon the toilet table, without exciting a suspicion of its nature. Price, 11s, and four times the quantity at 33s per bottle. The £5 packages containing twelve 11s quantities, by which a saving of £1 12s is effected, will be sent from 25, Bedford Place, only on receipt of the amount per draft on a London house or otherwise.

PAINS IN THE BACK, GRAVEL, LUMBAGO, GOUT, RHEUMATISM, DISEASE OF THE KIDNEYS, BLADDER, &c. DR DE ROOS' COMPOUND RENAL PILLS are a most safe and speedy Remedy for the above dangerous complaints. Discharges and Diseases of the Urinary Organs generally, which too frequently harass the sufferer over the best years of life, and end only in an agonizing death. They agree with the most delicate stomach, and in three days effect a cure when capivi, cubebs, &c., have utterly failed. 2s. 9d., 4s. 6d., 11s, and 33s. per box. The superiority of these celebrated medicines over everything of the kind, is universally acknowledged, and the extraordinary demand for them without precedent.

Many there are, who from natural diffidence, or fear of discovery, would silently bear their afflictions rather than apply for aid to those from whom they may reasonably expect relief. With the abovemedies the sufferer may without the knowledge of a second person, cure himself speedily, privately, and at the least possible expense.

Sold wholesale by Barclay & Son, 95 Farringdont street, London; Agents in North America—Langley & Johnson, Hollis-street, Halifax, Nova Scotia; W. R. Watson, Charlottetown, Prince Edward Island; E Ward, Esq., News Office. Sydney, Cape Breton; H. J. Parker, (late Palmer & Co) Kingston, Canada West; Strickland & Co, Mobile; M. F. Decouge and Edward Guillot, New Orleans; Fongera, New-York; Musson & Co, Quebec; C. A. & J Langley, Yates Street, San Francisco; Leportier, Mexico; Mr. McMurdo, Druggist, and J. McCoubrey, Esq., St. John's, Newfoundland; Thomas Walker & Sons, St. John, New Brunswick; Lyman & Co, Toronto; Lyman & Co., Savage & Co, Montreal; of whom also may be had "THE MEDICAL ADVISER," or should difficulty arise in procuring any of the above, enclose the amount by draft or otherwise, to 25 Bedford Place, Bloomsbury Square, London, W. C, and they will be sent securely packed per return.

CAUTION.—Sufferers should guard against the recommendation of useless imitations by dishonest vendors, who thereby obtain a larger profit. The genuine have the words "WALTER DE ROOS, LONDON," *printed in white letters on the Government Stamp,* BY ORDER OF HER MAJESTY'S HON. COMMISSIONERS, *to imitate which is felony.*

The Most Wonderful Pills in the World.

ARE DR. DE ROOS' PILULÆ VITÆ or LIFE PILLS. All sufferers from general nervousness, debility, low spirits, sleeplessness, harrassing dreams, unnecessary fears, mental irritability, failure of the mental and bodily powers, weakness of the nerves, noises in the head, giddiness, indigestion, rheumatism, pains in the back, and other symptoms of chronic disease, will hail with joy the discovery of Dr. De Roos' Life Pills, that speedily and almost magically remove pain and disease of whatsoever nature, restore cheerfulness of spirit and vigor to the mind, and strengthens all the organs on which health and life depend. They do not contain a particle of mercury, but are purely vegetable. They act mildly on the bowels, without pain or griping, impart strength to the stomach, promote a healthy action of the liver, thus preventing, or when when present curing the jaundice and dropsy, clearing the skin, removing sallowness and pimples, purifying the blood, and marvellously invigorating the whole system. For elderly people or when an occasional aperient is required, nothing can be better adapted. Owing to the great and increasing demand for these pills, and in order to protect the public from fraudulent imitations, Her Majesty's Commissioners have graciously permitted the proprietor to have his name "WALTER DE ROOS, LONDON," impressed upon the government stamp affixed to each box. Sold by all medicine vendors in the world; price 2s. 9d., 4s. 6d., 11s., and 33s. per box.

"As a Family Pill, they are invaluable."—*Dundee Times.* "Persons of full habit should never be without them."—*Surrey Telegraph.* "For Females they are almost a necessity."—*Ladies' Journal.* "To Mothers—For children of all ages they are the simplest and best medicine that can be given."—*Vide Dr. Smith's Report.*

April 17, 1865.

DR. LA'MERT

ON

SELF-PRESERVATION.

PRICE WITH ENGRAVINGS AND CASES, 1s. 6d, BY POST, 3s. CURRENCY.

SELF-PRESERVATION: A popular Essay on Nervous and Physical Debility, resulting from injurious habits contracted in youth, or excesses in maturity, which, by prematurely exhausting the functions of manhood, destroy the happiness of Married Life, or prevent the fulfilment of engagements that constitute the most cherished objects of existence, by DR. LA'MERT, 37 Bedford Square, London, Licentiate of the Royal College of Physicians of Edinburgh; Member of the Royal College of Surgeons, England, &c.

The above work contains most useful and interesting information on the physiological changes which occur in the Reproductive System during the periods of youth, puberty, and manhood; and on the due attainment of that degree of functional vigour upon which the hopes of posterity depend. It also points out how all the attributes of manhood can be preserved to an advanced period of life, how they are lost, and how they can be recovered. It is free from the gross exaggeratious, alarming descriptions and dangerous remedies so generally resorted to by persons, who, practising with false medical qualifications, inflict most serious injuries, and render judicious treatment frequently abortive.

The author is the only legally qualified practitioner whose name stands on the 'Medical Register,' (the sole test of medical qualification) who has been exclusively engaged for a series of years in the treatment of the various functional disorders of the nervous and reproductive system, which, owing to the great discoveries of modern science, are rendered subservient to a rational, simple and easy mode of treatment.

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Patients residing in the Colonies can be successfully treated by correspondence, and remedies can be forwarded in secrecy and safety to any address.

"SELF-PRESERVATION" may be had of the undermentioned Agents, price 1s 6d; free by post, 3s currency:—Halifax, N. S, Mr. Johnson, Chemist. Yarmouth, N. S, Messrs Young & Baker, Booksellers. Sydney, C. B., Mr. J. P. Ward, News Office. St. John, N. B., Messrs. H. Chubb & Co., *Courier* Office. Charlottetown, P. E. I., Mr. John Ings, *Islander* Office.

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