

**LADIES**  
You'll be rushed this week with your house-cleaning duties, and will have plenty to do without

**BAKING**  
We will bake a large assortment of

Buns,	Biscuits,
Cake,	Cookies,
Pies,	Catcake,
Light Fruit Cake,	
Citrus Cake,	
Bread etc.	

EVERYDAY—all fresh, clear, and of the best quality.  
Supplies for Socials, Picnics etc. Specialties.

Telephone 98.

**D. STEWART,**  
ECLIPSE BAKERY,  
BAKES BEST BREAD.

**Watch Excellence**

If you have the faintest notion of purchasing a WATCH this season we advise you to visit

**The Great Watch House**

It does not matter what price you may pay, you will get the best watch that can be sold at that price.

**W. W. WELLNER,**  
The Great Watch House.

**There is Nothing**  
like pleasing customers. That's what we are doing all the time, we give them such value for their money that they come back again and bring others with them. This is the keynote of our success. We strive to please everyone who leaves an order with us. Why not give us your next order and be thoroughly convinced what we say is true.

We solicit your valued orders.

**BRUCE STEWART & CO'Y,**  
The Modern Founders, Engineers and Machinists, S. Nav. Co's Wharf, Charlottetown, P. E. I.  
Phone 123

**Moth Paper**

Jamiesons—  
For Trunk Lining  
3 Yds 25 cts

**SURE DEATH TO MOTHS**

**REDDIN : BROS.,**  
Opposite P. O.

**OFFICE TO LET**

In the subscriber's building, Queen St. Large well lighted and of easy approach. Rent moderate

91wk J McEACHERN

For **Business Men**

**Doing and not Doing.**

"Sir," said a lad, coming down to one of the wharves in Boston, and addressing a well known merchant, "have you any berth on your ship? I want to earn something."

"What can you do?" asked the gentleman.

"I can try my best to do whatever I am put to," answered the boy.

"What have you done?"

"I have sawed and split all mother's wood for nigh on two years."

"What have you not done?" asked the gentleman who was a queer sort of a questioner.

"Well, sir," answered the boy after a moment's pause, "I have not whispered in school once for a whole year."

"That's enough," said the gentleman. You may ship aboard this vessel, an I hope to see you master of it some day. A boy who can master a wood pile and bridle his tongue must be made of good stuff.—Exchange

Advertising is not a science, it is only common sense in business.

Many fail in business from not putting business into their advertising.

Some money is wasted in advertising, but both money and opportunities are wasted from not advertising properly.

A dishonest advertisement will eventually damage a business, even though it may temporarily seem to be a great success.

A good business man can get many good ideas from turning the searchlight of common sense upon his own experiences.

Advertise while the season is ripe, so that when duller days come you may still have business as a result of your April efforts.

Clever advertising is not always good advertising. Clever advertising will sell anything, but it takes good advertising to build or maintain a business.

It takes more than good advertising to make good business, but good advertising is the great power which helps and inspires all forces to work together to the end of business success.

It is a long climb from the bottom to the top of the commercial ladder, but the ascent is not uncertain if every round of the ladder is an honestly conceived and executed advertising campaign.

A French perfumery manufacturer says on his circulars that he don't advertise because he prefers to economize on a useless expenditure, and put that amount into making the perfumery better. If he made a small margin with a large volume of business it would be more profitable than a large margin on a small amount of business, and the perfumery or any other article would be equally good.—Advertising World.

All announcements of a "bargain" nature should be backed by plausible reasons. Tell why. If you have decided to cut prices, the people want to know your reasons. A merchant who announces that he has cut prices twenty per cent without giving reasons simply advertises that he has made an excessive profit of twenty per cent before he made the reduction. The merchant may lose money by the transaction, but unless good reasons are given for the reduction, the customers who paid an additional twenty per cent on the same goods will very likely feel that they have been treated unfairly and will give vent to these feelings by trading elsewhere.—Business Magazine.

**Cure a Cold in a Day**  
Take Laxative Bromo Quinine tablets  
All drugists refund the money if it fails to relieve. 32c.

MAY MAGAZINES.

THE CANADIAN.

This is naturally the most welcome of our monthly periodicals. We are glad to note that it continues to improve and to reflect credit upon the editor. It is really astonishing how The Canadian Magazine keeps up the value of its contents and the excellence of its appearance. Among the contributors to the May number are John Charlton, M. P., Robert Barr, John A. Ewan, Henry J. Morgan, Joanna E. Wood, Beckles Wilson and W. A. Fraser. One of the brightest pieces in the issue is Robert Barr's encounter with three bicyclists who were exceedingly clever tellers of fairy tales. Barr is a genuine humorist of the gentler type. His jokes never hit like sledge-hammers and are never rough. The illustrated article on the Prince of Wales will be read with interest, especially as his famous Canadian trip is fully described. The article on the Dairy Industry of Canada, with its numerous pictures of cheese and butter factories from the Atlantic to the Pacific, is one which should interest every active Canadian mind and particularly those of this agricultural Province. The whole number is beautifully printed.

**HARPER'S.**

Harper's Magazine for May contains Part VI. of the history of "The Spanish-American War," by Henry Cabot Lodge, illustrated by Thulstrup, Zogbaum, Chapman, Christy; "The Civil Service and Colonization," by Francis Newton Thorpe; "Catherine Carr," a story by Mary E. Wilkins; "Our War Correspondents in Cuba and Puerto Rico," Richard Harding Davis; "A Sketch by MacNeil," by Frederic Remington, illustrated by the author; "Keeping House in London," by Julian Ralph, illustrated by A. E. Sterner; Part V. of "Their Silver Wedding Journey," illustrated by W. T. Smedley; Part II of "The Princess Xenia," by H. B. Marriott Watson, illustrated by T. de Thulstrup; "The Birth of the American Army," by Horace Kephart, illustrated by Frederic Remington; and three short stories by Ellen Glasgow, Ruth McEnery Stuart, and Henry M. Blossom, Jr.

DEAR SIRS,—I have been a great sufferer from rheumatism, and lately have been confined to my bed. Seeing your MINARD'S LINIMENT advertisement, I tried it and got immediate relief. I ascribe my restoration to health to the wonderful power of your medicine.

LEWIS S. BUTLER.  
Barin, Nfld.

Today's Shipment—American Muslin Coodena in stripes, Organdie Valence in fancy patterns, Danabe Dimity, Windsor Vaude muslins for blouses and dresses, Gagonette Broderie, baby muslin goods, American belts, American collars, linen American sailor hats, straw trimmings, walking hats, sailor hats, dress hats, trimmed walking hats, veillings and muslins. The above goods were purchased by our Miss McEachern. Call and inspect our millinery. Miss McEachern will be pleased to show you the styles. Jas. Paton & Co. 92, 3i, wky.

**NOTICE.**

NOTICE is hereby given that an application will be made to the Legislature of the Province of Prince Edward Island, at its next Session, for an act to vest in the City of Charlottetown, the title to all that tract, piece or parcel of land, situate lying and being in the City of Charlottetown, being Town Lots numbers Sixteen (16), Seventeen (17) Ninety Three (93), Ninety-four, and part of Town Lot No. (18) in the 4th hundred (4 Town Lots, in Charlottetown, being the property known as the West Kent Street School land and premises.

Dated at Charlottetown this 1st day of March, 1899.

JAMES WARBURTON,  
Mayor of Charlottetown  
H. M. DAIVSON, City Clerk.  
52 - dy 4w & R. Gaz.

**J. O. SIMS**  
16 America Square, London, England

**CANNED GOODS AND PRODUCE BROKER.**

An extensive City and Shipping Trade gives me excellent facilities for handling to best advantage your shipments of Lobsters, Cheese Butter, Bacon, Eggs and Poultry.  
Correspondence solicited.  
Top Market Prices and prompt Returns Guaranteed.  
Mar. 2nd—2meod

**John T. McKenzie,**  
THE TAILOR  
CHARLOTTETOWN - P. E. ISLAND

**FRENCH & ENGLISH TRIMMED MILLINERY**  
Expected in a few days  
—AT—  
**Sentner McLeod & Co.,**  
Wholesale & Retail Successors to Beer Bros.


**GENTS' English Collars & Cuffs.**  
Opened Yesterday

**THE PURK**  
**THE HENLEY 2 1-2 and 2 3-4**  
**THE COURT, 2 1-4 and 2 1-2 inches**  
**THE BOULEVARD**  
**THE PICADILLY**

ALSO NEW NECKWEAR

**R. H. Ramsay & Co**  
SUNNYSIDE

Summer Outing pleasures are much enhanced by the use of the **MASSEY HARRIS WHEEL**



**Rogers & Rogers, Agents for P. E. Island.**