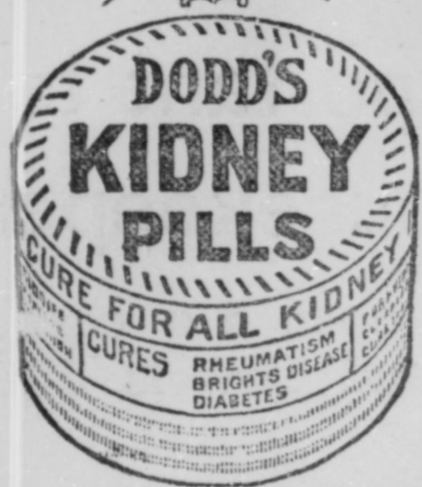


Substance Shadow



If you want a horse worth \$100, you'd be silly to pay \$100 for his photo only. If you need DODD'S KIDNEY PILLS you'd be silly to buy an imitation.
DODD'S ARE SOLD IN BOXES LIKE THIS. TAKE ONLY

D-O-D-D'S



A Familiar Kitchen!

Ordinary kinds of enamelled ware are always chipping, cracking or burning out necessitating new purchases continually—the

"CRESCENT" STEEL AGATE WARE

never chips or burns. It wears long and is the best enamelled ware made. Each article bears our label.

MADE BY The Thos. Davidson Mfg Co. MONTREAL.

Watches

- Watches in Nickel cases \$3.00 to \$10.00
- " " Silver " 7.00 " 30.00
- " " Gold " 19.00 " 100.00
- Chains for Ladies \$1.00 to \$20.00
- Ribbon Guards 25c
- Gene Rings 4.00 to 50.00
- Cuff studs and links 20 to 10.00
- Collar Studs 05 to 2.00
- Brooches 25 to 20.00
- Spectacles 50 to 10.00

Silverware nearly all kinds, in good quality plate.

Also some in solid silver:

E. W. TAYLOR

House Cleaning Supplies

- Alabastine 40c package
- Kalsomine
- Whitening
- Mixed Paints
- Brushes
- Step Ladders, etc.

Dodd and Rogers



ACHING TEETH CAREFULLY TREATED.

And FILLED OR CROWNED

DR. JOHN P. MURRAY, Queen St., near London House.

For Business Men

No one ad makes or breaks a store. It is the impression produced by continuous advertising that gives the store its reputation, taken in connection with the way in which the store is run. From one point of view advertising is the simplest thing in the world. It is simply good storekeeping and publicity. In other words, it is doing the best you know how in the store and telling people about it. The best advertising in the world will not continue to advertise the store that doesn't live up to that advertising. I don't take much stock in the brass band and boquet sort of opening. It is a rather common mistake on occasions of this kind to spend too much money in making the affair pleasant and not enough money in getting people interested and making their presence worth while. Giving away souvenirs and holding sacred concerts in a clothing store has about as much effect as feeding bonbons to a summer girl. The occasions may all be pleasant enough, but the real success of a business affair lies in the amount of business that is done. An opening should be designed to get the greatest possible number of people into your store and then sell them the greatest possible quantity of goods. Make some special inducements in the way of cut prices. Cut prices are appreciated better than cut flowers. For a big occasion I advise a big space in the newspapers. A whole page ad in two issues of a paper would be better than a half page in four issues for impressing the people with the idea that something really great is going to happen. If you do not feel warranted in using a large space in four papers, make a splurge in two papers and do without the others entirely rather than cut down the space to cover more ground. —Charles Austin Bates.

It is the preserving man who wins. One must get a hold and not let go. He must not be discouraged if returns be not so large at first. It is not the easiest thing in the world to get acquainted with the public in a day. The public, like money, is a bit shy. It wants to get used to names and things. This takes time.—Newspaper Maker.

Advertisements mean the news of business. A man who has a special article which he is enabled to sell at a price materially below his competitor has a fine news item. Its nature is not changed because he buys a limited part of the paper in which he can inform the public of the new price he is enabled to make.—Commercial Tribune.

For the man that understands that success is simply doing one thing well, the way is clear, the end sure. Blow by blow, through earth and rock, he will toil till a final stroke shall break through to the crumbling quartz and lay bare the yellow ore of realization.

Success lies near for some; for others deep; let who would find it dig.—Birmingham Journal.

Don't worry about uncertainties—advertise. To-morrow's success depends on to-day's advertising. For that spring fever feeling in business, try a tonic of good advertising. If advertising is not paying, better see what's the matter with the advertising. Hold your business by good stock, and get more business by good advertising. Spring opening means better business. It should also mean better advertising. If you have something to sell and want to sell it, the best plan is to have something to say about the goods, and say it. The man who has business in his soul will have no difficulty in writing good advertisements. He may not follow the lines laid down by the ad. "specialists" but he'll get pulling qualities into his announcements, and really that is all any advertiser wants. —Advertising World.

I doubt if it is possible to do too much advertising so long as the business is capable of developing, and so long as the advertising bills can be paid.—Bates.

A PROMINENT VANCOUVERITE.

Permanently Cured of Asthma, Clarke's Kola Compound Cures.

Mr. F. J. Palnton, the well-known proprietor of Palnton's Music Store, Vancouver, B. C., writes: "I have been a great sufferer from asthma in its worst form for over four years, very often having had to sit up nearly all night. I had consulted physicians both in England and Canada without obtaining any permanent relief and tried many remedies with the same result. A friend who had been cured by Dr. Clarke's Kola Compound advised me to try it. And three bottles have entirely cured me. It is now nearly two years since my recovery, and asthma has not troubled me since. I feel very grateful to Dr. Clarke for introducing this wonderful remedy, suffering as I was, and do not know of a single case where the required number of bottles have been taken that it has failed to cure. See that you get Clarke's Free sample bottle sent to any person. Mention this paper. Address The Griffiths & Macpherson Co., 121 Church street, Toronto, or Vancouver, B. C., sole Canadian agents.

Sold by Geo. E. Hughes.

TO LET.

The dwelling house on Prince Street at present occupied by S C Nash, Esq. The house is eligibly situated, containing nine rooms, is heated with hot water, and will be supplied with hot and cold water, and all bath and sewerage conveniences in connection with the new sewerage system of Ch'town. Possession on or about 1st May, next. 78 GEORGE ALLEY.

WE SELL ALL THE REQUISITES FOR HOUSECLEANING

- Washing Soda,
- Pearline,
- Gold Dust washing Powder,
- Household ammonia.
- Sapolo,
- Potash,
- Soap,
- Brooms.
- Stove Brushes,
- Scrub Brushes,
- Stove Polish,
- Feather Dusters etc. etc.

SANDERSON & CO VICTORIA ROW

ONLY FOUR BOXES

of Dodd's Kidney Pills Were Needed to Cure Mr. Willis.

Woodstock, Ont., Apr. 3.—There are many Woodstock people who owe their good health, and others who are indebted for their lives, to Dodd's Kidney Pills.

Among the former is Mr Nasa Willis, 295 Dundas Street, who has recently made his story public.

"For several years," says Mr Willis, "I have suffered from Kidney Trouble, pain in the small of my back, etc. I got slight relief from some of the various medicines I used. My son, who was cured by Dodd's Kidney Pills, urged me to try them. I did so. I used four boxes and can safely say I am cured."

If you were on the moon, the earth would appear to be 64 times larger than the sun does to residents of his planet.

Chronic Eczema Cured.

One of the most chronic cases of Eczema ever cured is the case of Miss Gracie Ella Alton, of Hartland, N. B. On a sworn statement Mr. Alton says: I hereby certify that my daughter Gracie Ella was cured of Eczema of long standing by using four boxes of Dr. Chase's Ointment. William Thistle, registrar, of Hartland also certifies that she cured her case of Eczema by using four boxes of Dr. Chase's Ointment which he cured her with.

There are many people who can stand adversity better than they can stand prosperity.

Minard's Liniment Cures Burns etc.

A cynical bachelor says deeds are masculine and words are feminine.

Dr. Chase Cures Catarrh after Operations.

Toronto, March 16, 1897. My boy aged fourteen, has been a sufferer from Catarrh, and lately we submitted him to an operation at the Central Hospital. Since then we have resorted to Dr. Chase's Catarrh Cure, and one box of this medicine has made a prompt and complete cure. H. G. FORD, Foreman, Cowan Ave. Fire Hall.

Every time a man borrows trouble he pays the interest in worry.

Minard's Liniment Relieves Neuralgia.

The man who rid s a hobby is apt to deride the hobbies of others.

To a man who finds himself with health gradually slipping away, Kidneys and Liver so disorganized that they are incapable of keeping the system free from poisonous waste material, Stomach Inconcord, Bowels Congested, Head Aching, Back Painful, take Dr. Chase's Kidney-Liver Pills. The quick way they help you back to health will surprise you.

His satanic majesty employs hypocrites in all of his secret service missions.

Minard's Liniment Cures Dandruff.

The greatest wrestler in the world is truth, and it never gives up till it wins.

Minard's Liniment for sale everywhere.

L. W. MACDONALD

LAND SURVEYOR & ENGINEERING DRAUGHTSMAN.

Plans and specifications for Patents and Draughting in general instructions in Mechanical Drawing, surveys made at all points in the Province. Correspondence solicited. LOWER PRINCE STREET, Charlottetown

Charlottetown Board of Trade

The General Quarterly Meeting of this Corporation will be held at the Board Room, Masonic Temple Building, on the evening Wednesday, 12th inst at 8 o'clock. E. T. HIGGS, Secretary

Tub Butter

We offer for sale this week 75 tub choice dairy Butter at A VERY LOW PRICE. We want to clear this lot out at once, so now is your chance to get a tub of GOOD BUTTER CHEAP

BEER & GOFF

GROCERS

Seed Wheat.

WHITE FIFE, grown one year from imported seed—on the "Warren Farm" JOHN NEWSON 6-d&wimo

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

Truth is Eternal. It Lasts Forever

You may crush it to earth, but it will rise again sure. The truth is that in the

HEINTZMAN PIANO

—IS EMBODIED—

The perfection of Piano making

We want you to know all about the Pianos we are selling, and the good values we are giving for the money. No Piano made in Canada has ever received so many flattering endorsements from the World's Greatest Artists when touring through Canada and none other has been so exclusively used by them as the

Heintzman Piano has

latest designs and finishes just to hand by S. S. Stanley. It will pay you to call and examine them before purchasing.

MILLER BROTHERS.

The P. F. Island Music House Connolly Building Queen St.

TEETH!

Are you thinking of coming to town to have some dental work done? Is your time limited? Let us tell you what we can do.

WE can take the worst case of an aching tooth and treat and fill it in one setting.

WE can take the worst case of abscessed or ulcerated tooth and treat and fill in one setting.

WE can take any number of such teeth and make them all right in one sitting, and fully guarantee them not to abscess again.

WE save teeth. Don't have a tooth extracted because you are told that it cannot be filled. We have the experience and methods for saving teeth. We do Painless Dentistry by use of the famous

BERLIN METHOD

—AND BY—

ELECTRICITY

WE make Crown and Bridge Work and put it in place same day as impression is taken.

WE make Metal Plates or Valcinate Plates and put them in place same day as impression is taken.

We have everything required, and up to date for best work, and for comfort of our patients.

Persons from out of town will see the great advantage of coming to see us, as they can have their Dental Work done without loss of time, and fully guaranteed in every respect. Our prices are low, and each branch in charge of a specialist. Examinations and advice free. Call and see specimens of Teeth without plates, etc.

BERLIN DENTAL PARLORS

CHARLOTTETOWN, P. E. I.

NEW HATS

The latest and nobbiest styles in

Christies' London Hats

Just opened up at

John McLeod & Co's

SPRING REQUISITES

- Alabastine, 30c per package
- Whiting, Kalsomine in 12 shades
- Ultramarine Blue
- Sherwin Williams Mixed Paints
- Elephants Brand " "
- Gold Paint,
- Floor Paints—Anchor Brand
- Salic Paint Remover
- Whitewash and Paint Brushes

SIMON W. CRABBE

Walker's Corner..... STOVES & HARDWARE