

Famous Examples of Successful Advertising.

TAKE Gillett with his little steel pen; or Day and Martin with their blacking; or Bass with his world-renowned ale; or any of the everywhere-known French vineyards and their owners; or the great ocean steamer lines, beginning with that of Cunards; or, coming directly home, Bonner and Barnum; the proprietary medicine advisers; the successful publishers of books and magazines; the great dry-goods houses that make a line of emporiums across the American continent; the railways and steamboat lines, and always enterprising excursion managers; the hotel keepers with business at the flood the whole year round, and so on to the end of a very long and interesting chapter—and any one can comprehend at a glance that none of the vast results could ever have been achieved or even dreamed of by them, unless they had applied the magical key of advertisement to unlock and disclose to them the whole of their present substantial and richly deserved fortunes.—T. H. Cahill.

Hogs as Money Makers.

"Even allowing two dollars as purchase money for each pig, I can make pork with whey and shorts for three cents per pound," said an extensive dairyman to us just recently. He raises Berkshire and Yorkshire, and of course only expects such returns through summer feeding. The above assertion others will find endorsed in their experience. Whey from cheese factories, or skim milk, fed with shorts, is cheap feed, and given to the right sort of pigs will yield good pork and a large profit. Fed to "elm peeler" it runs to hair, snout, and legs, the least valuable of all parts of a marketable hog. Any farmer near a cheese factory with whey in abundance, can make the mistake of their lives if they do not purchase a pure bred boar and raise grade pigs to turn that whey into money. We have no breed in particular to advocate, as all have certain distinct qualities of their own, but we would urge those with facilities at hand to place their order with a reliable breeder for a vigorous young boar. The raising of pigs is within the reach of all, as the outlay is small and the returns quick and large. Fifteen or twenty dollars sunk in purchasing a pedigree boar will pay those handsomely who have common facilities for pig raising.—Canadian Live Stock and Farm Journal for October.

For Delicate, Sickly Children.

Scott's Emulsion is unequalled. See what Dr. C. A. Black of Amherst, N. S. says: "I have been acquainted with Scott's Emulsion of Cod Liver Oil with Hypophosphites for years, and consider it one of the finest preparations ever before the public. Its pleasant flavor makes it the great favorite for children, and I do highly recommend it for all wasting diseases of children and adults. Sold by druggists, 50c add \$1.

Summerside Exports.

Table with 2 columns: Item and Price. Includes 195 lambs, 20 brls oysters, 7 horses, etc.

SHIP NEWS.

S'ide, Oct 22—Ent Azof, Kennedy, Chatham, lumber; Golden City, Rake, Charlottetown, herring. Cld Azof, Kennedy, Shediac, bal.

HAVE YOU GOT THE GRIP?

THEN USE HAWKER'S TOLU AND CHERRY BALSAM. It acts like a charm. Also use Hawker's Pills with it. Price 50 cents.

HAVE YOU HAD THE GRIP?

Then use HAWKER'S NERVE AND STOMACH TONIC to build up and strengthen the system. It is the best invigorator. Price 50 cents. For sale by Druggists and General Dealers.

CARD.

THANKING my many friends for the liberal patronage heretofore extended to me, I may say I have taken the Shop next to the one now occupied by me, and will be better prepared than ever to attend to the wants of those favoring me with their work. I may further say I have secured the services of Mr. H. D. Wadman, late of Boston, Mass., and with enlarged premises and increased facilities for carrying on business, hope to receive a continuance of patronage. Particular attention given to the manufacture and fitting up of Hotel Ranges and Kitchen work.

Referring to the above, I would respectfully ask all my old friends and customers to patronize Mr. Harris.

HENRY D. WADMAN. oct20—dy 6i wky 1m pat wate

MR. H. L. HEARTZ,

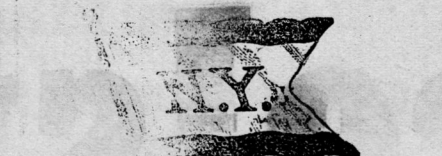
Organist of the Methodist Brick Church,

WILL take a few pupils in the art of Singing. Those desirous of taking lessons may ascertain terms, etc., at the residence of Mrs. William Kennedy, Hillborough Square. Im cod—oct10

CHTOWN MUTUAL

THE ABOVE COMPANY is taking risks on Dwelling, Furniture, Stocks, etc., at very low rates. Citizens can get insurance at the actual cost, instead of paying exorbitant premiums to foreign corporations. The undersigned has been appointed Secretary, and can be seen at his residence, Lower Great George Street.

B. BALDERSTON. aug22—3m 2aw



NEW YORK Steamship Co.

THE REGULAR LINE.

THE IRON STEAMSHIP

VALENCIA,

1600 TONS.

CAPTAIN F. C. MILLAR.

WILL leave Company's Wharf, rear of Custom House, ST. JOHN, for NEW YORK, via Eastport, Maine, Rockland, Maine, and Cottage City, Massachusetts.

Every Friday, at 3 p. m., (Eastern Standard Time).

Returning, Steamer will leave Pier 40 E. R. (foot of Pike Street), New York, every TUESDAY, at 5 p. m., for Cottage City, Mass., Rockland, Me., Eastport, Me., and St. John, N. B. Freight taken on Through Bills of Lading to and from all points South and West of New York, and from New York to all points in the Maritime Provinces.

Shippers and importers save TIME and MONEY by ordering goods to be forwarded by the New York Steamship Company.

Tickets sold at all stations on the Intercolonial Railway.

For further information apply to FRANK HOWAN, Agent, 228 Prince William Street, St. John, N. B.

Or to N. L. NEWCOMB, General Manager, 63 Broadway, New York.

CHARES I. MORRISON,

Commission Merchant

AND AUCTIONEER,

Agent for St John Dye Works, St. John, N. B.

General agent for Prince Edward Island for "Ideal" Washing Machines & "Ideal" Churns

108 Queen St., Charlottetown, P. E. I. Oct 7

P. E. ISLAND STEAMERS.

Summer Arrangements.

THE well-known Steamers "ST. LAWRENCE" and "PRINCESS OF WALES" will make DAILY TRIPS as under. Sundays excepted.

Leaving Charlottetown at six o'clock in the morning for Pictou, connecting there with steamer "Egerton" at 10 a. m. for New Glasgow, and thus with Morning Train for Cape Breton and Eastern Points. Also at Pictou at 1 p. m. with I. C. R. for Halifax.

Leaving Pictou about noon, on arrival of Morning Train from Halifax, for Charlottetown.

Leaving Summerside on arrival of Morning Train from Charlottetown for Point du Chene, and connect there with I. C. R. Trains for Moncton and St. John, for Canada and United States.

Leaving Point du Chene on arrival of Morning Train from St. John and Moncton for Summerside, and connect there with train for Charlottetown.

By order, F. W. HALES, Secy. Ch'town Steam Nav. Co. (Ltd).

BEST ROUTE to BOSTON

CANADA ATLANTIC LINE.

ONLY ONE NIGHT AT SEA.

Quickest and Most Direct Route. Low Fares.

The Magnificent Clyde-built Steel

S. S. "HALIFAX,"

Is the largest, safest, fastest and best furnished and most comfortable passenger steamship ever placed on the route between Canada and United States.

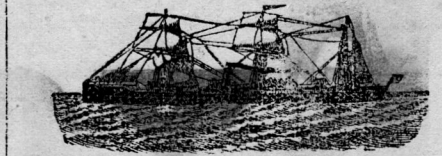
Sails from Noble's Wharf, Halifax, every Wednesday, at 8 o'clock, and Lewis Wharf, Boston, every Saturday at 12 o'clock.

Passengers by Tuesday evening trains can go on board on arrival without extra charge. Baggage checked through. Through Tickets on sale P. E. Island Nav. Co., and F. T. NEWBERRY, Agent Ch'town.

SHERWOOD CEMETERY.

PLEASANTLY situated at the junction of Royalty and Brackley Point Roads, conveniently reached by Rail or Carriage. Trains run daily to Cemetery at 7 and 9.45 a. m., and 4.15 and 4.30 p. m., and return at 10.35 a. m. and 5.25 p. m. (local time). Funeral trains may be had whenever required.

Price of Plots as follows:— Family Plots, 15x20 feet, on high and dry ground, sold at reduced price of \$20 00 Plots half above size, in good locations. 12 50 Single Graves. 2 00 For further information apply to Mr. William Coyle, Keeper, at the Cemetery Cottage, or to the undersigned, at the County Court Office. HENRY SMITH, Secretary Cemetery Company. July 17—cod 3m



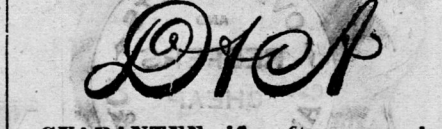
Change Time of Sailing.

S. "COILA,"

CAPTAIN McDONALD.

WILL sail from Charlottetown for Halifax, calling at Port Hawkesbury, Port Hastings, Arichat and Canso, every TUESDAY EVENING, at 6 o'clock, instead of Thursday, as previously advertised. Returning, will leave Halifax every Saturday Evening, at 6 o'clock, making same calls and Souris. Freight solicited.

W. W. CLARKE, Agent. Ch'town, Oct. 14, 1890.



GUARANTEE if after wearing

the D. & A. CORSET for 10 days the purchaser does not find that it is the most comfortable and perfect-fitting Corset she has ever worn, it can be returned to the merchant from whom it was bought, and the money will be refunded.

NONE GENUINE unless stamped D & A CORSET

FOR SALE AT

PERKINS & STERN'S,

Cheap Dry Goods Store. aug9—1f

MAGIC HEALER SALVE.

Sure Cure for Sore Eyes.

AROGLE SHORE, Aug. 30, 1890. MRS. ROSS—I hereby certify that your Magic Healer Salve has proved a certain cure for sore eyes. A little girl of Mrs. Donald Stuart, Bonshaw, has had sore eyes from her youth, and after trying all other remedies without success, is now perfectly cured by your Salve, and has authorized me to send you this testimonial. I am happy to be able to give it my approval as a good application for all skin injuries.

I remain, yours truly, D. A. McLEAN. sept4

DON'T LEAVE THE CITY

WITHOUT VISITING THE Grand Exhibition of Fine Arts

—AT THE—

OLD LONDON.

ADMISSION FREE

Also see the Wonderful Machine for opening Oysters. Claims to open sixty a minute.

Also see the GRAND BILLIARD CONTEST between the rival Cities of Halifax and St. John.

JOHN JOY, Proprietor. sept29

STEAMER

HEATHER BELLE.

1890 1890

Fall Arrangement.

ON and AFTER TUESDAY, October 7th, the Steamer "Heather Belle," Hugh McLean, Master, will run as follows:—

Will leave Orwell Wharf for Charlottetown every Tuesday, Wednesday and Thursday mornings, at 7 o'clock, calling at Halliday's Wharf.

Will leave Charlottetown for Halliday's and Orwell Wharf same evening, at 2 o'clock, remaining at Orwell Wharf every Tuesday and Wednesday night, and on Thursday night returning to Charlottetown, arriving at 8 o'clock.

Friday, will leave Charlottetown for Cranberry Wharf, East River, at 5 o'clock, a. m.; leaving Cranberry Wharf for Charlottetown at half-past seven o'clock, a. m., calling at Hickey's Wharf.

Leaving Charlottetown for Hickey's and Cranberry Wharves at 2 o'clock, p. m., returning to Charlottetown same evening.

Every alternate Friday, Steamer will go to Mount Stewart.

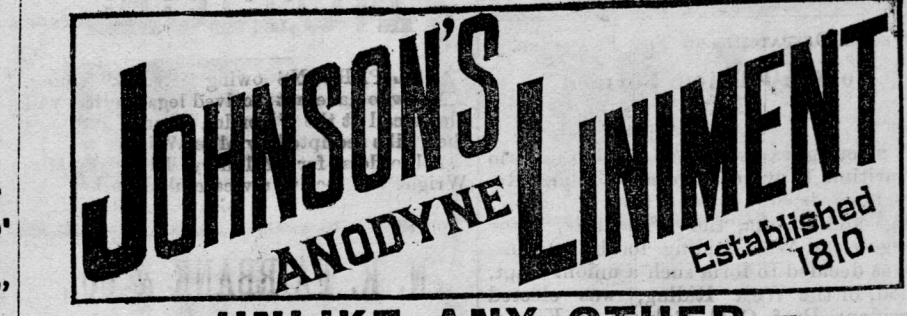
Saturday, will leave Charlottetown for Crapaud at 8.30 o'clock, a. m., leaving Crapaud for Charlottetown about 1 o'clock, p. m.

L. C. OWEN, Agent. Ch'town, Sept. 23, 1890.

Kent

Mills

Flour.



—UNLIKE ANY OTHER.—

Positively Cures Diphtheria, Croup, Asthma, Bronchitis, Colds, Tonsillitis, Hoarseness, Croup, Whooping Cough, Catarrh, Influenza, Cholera Morbus, Diarrhoea, Rheumatism, Neuralgia, Foot-ache, Nervous Headache, Sciatica, Lame Back, Soreness in Body or Limbs, Stiff Joints and Strains.

EXCELLENCE & DURABILITY

—ARE COMBINED—

In Most of the Goods We Sell.

WE CAN GIVE YOU A WATCH for \$2.75, or a Brooch or Ring from 10 cts up; and although well worth the money, you do not need us to say they are not first-class in every respect. But we can supply Watches that we can recommend at \$7.00, \$10.00, \$15.00 and \$20.00, and Brooches and Pins by the thousand. Price according to quality. NEW BRACELETS and LADIES' CHAINS just received.

E. W. TAYLOR,

CAMERON BLOCK. Ch'town, Oct. 18, 1890—2aw & wky

CASTORIA

for Infants and Children.

"Castoria is so well adapted to children that I recommend it as superior to any prescription known to me." H. A. ANCHER, M. D., 111 So. Oxford St., Brooklyn, N. Y.

THE CENTAUR COMPANY, 77 Murray Street, N. Y.

Yes! but Cleaver's Transparent Soap

Is the Best. Good Evening

Horace Haszard, Manufacturers' and General Agent, representing The Western Fire Assurance Co. and The Manchester Fire Assurance Co.

THE WESTERN MARINE ASSURANCE CO.

Stg. and Domestic Certificates Issued.

J. Lewenz & Hauser Bro., London, Eng.

Robt. Lamb & Co., Dundee, Scotland. Bags, Hessians, &c.

The N. S. Sugar Refinery (Ltd), HALIFAX, N. S. Sugar, Golden Syrup, &c.

J. F. CARTER, Beverley, Mass. Oiled Clothing, &c.

BUYER & EXPORTER OF Canned Lobsters, Mackerel and Salmon.

OFFICE & SAMPLE ROOM---CAMERON BLOCK,

South Side of Queen Square, Charlottetown, P. E. I. September 29, 1890.



WEST INDIA STEAMSHIP LINE.

Halifax, Bermuda, Turk's Island and Jamaica.

THE S. S. "ALPHA," S. Osborn Crowell, Commander, is appointed to sail from Halifax on the

15th DAY OF EACH MONTH for the above ports. Returning, will leave Kingston, Jamaica, on the 27th of each month.

—ALSO— The S. S. "BETA," Angus N. Smith, Commander, is appointed to sail from Halifax for Havana, Cuba, on the

1st DAY OF EACH MONTH, leaving Havana for Halifax about 10 days later either direct or via port or ports on north side of Cuba.

Excellent passenger accommodation amidships. Through Bills of Lading granted from Charlottetown by S. S. "Princess Beatrice." Further information will be given on application to W. W. CLARKE, Agent, Charlottetown, July 26, 1890—law 1f

IMPERIAL

CREAM STARTAR

BAKING

POWDER

PUREST, STRONGEST, BEST, CONTAINS NO Alum, Ammonia, Lime, Phosphate, OR ANY INJURIOUS SUBSTANCE.

E. W. GILLET, TORONTO, ONT. MANUFACTURER OF THE CELEBRATED ROYAL YEAST CAKES

GRATEFUL—COMFORTING

EPSS'S COCOA

BREAKFAST.

"By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the fine properties of well-selected Cocoa, Mr. Epps has provided our breakfast tables with a delicately flavored beverage which may save us many heavy doctors' bills. It is by the judicious use of such articles of diet that a constitution may be gradually built up until strong enough to resist every tendency to disease. Hundreds of subtle maladies are floating around us ready to attack wherever there is a weak point. We may escape many a fatal shunt, by keeping ourselves well fortified with pure blood and a properly nourished frame.—Civil Service Gazette.

Made simply with boiling water or milk. Sold only in packets, by Grocers. Labeled thus: JAMES EPSS & CO., Homoeopathic Chemists, London, England.

dec 19—1 yr dy & wky

THE GREAT ENGLISH REMEDY

OF PURELY VEGETABLE INGREDIENTS AND WITHOUT MERCURY, USED BY THE ENGLISH PEOPLE FOR OVER 120 YEARS, IS

Cockles Pills

COMPOUND ANTIBILIOUS

These Pills consist of a careful and peculiar admixture of the best and mildest vegetable aperients and the pure extract of Flowers of Chamomile. They will be found a most efficacious remedy for derangements of the digestive organs, and for obstructions and torpid action of the liver and bowels which produce indigestion and the several varieties of bilious and liver complaints. Sold by all Chemists.

WHOLESALE AGENTS: EVANS AND SONS, LIMITED, MONTREAL.

THE WONDER OF THE AGE!

ECLIPSE DYES

A NEW IMPROVED DYE FOR HOME DYEING. Only Water required in Using.

10c a package. For sale everywhere. If your dealer does not keep them, send direct to the manufacturer.

J. S. ROBERTSON & CO., Montreal. —FOR SALE BY—

GEO. E. HUGHES

Charlottetown, April 5, 1890.

DR. GEO. A. BAYNES,

PHYSICIAN AND SURGEON. Specialist in Chronic Diseases, CHARLOTTETOWN.

OFFICE—Queen Square, over Apothecaries Hall. Postal Address, Box 47. jy3—dy wky