

**Men's Overshoes**

**77 cents**

This is a trial shipment of rubber goods from a new factory. Before recommending them we want them tried so priced them as follows—

- Women's Rubbers, 23c.
- Women's Rubbers, wool lined, 25c
- Messe's Rubbers, wool lined, 22c
- Boys' heavy rubbers, 27c
- Men's Rubbers, 33c
- Men's Waterproof Overshoes, 78

**Alley & Co**

**Ginger Snaps**

That will please you both in quality and price, and are made by us. They are always fresh for we make them nearly every day.

Price 12c per lb.

Telephone 98.

**D. STEWART,**

Eclipse Bakery,

BAKES BEST BREAD

**We Have Only a Few Left**

They are displayed in our east window. If you want a very pretty

**PHOTO FRAME**

at a very low price, we would advise an early call.

A pretty Photo Frame for 20c  
A handsome Photo Frame for 30 cents.

A lovely Photo Frame for 35c  
The original prices of which were two, three and four times as much as we ask for them now

**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 125

**CRANBERRIES**

**Nice Island Cranberries**

ONLY

**6 cents per qt.**

—AT—

**Sanderson & Co.**

Pure Food Sellers.

**For Business Men**

**Holiday Aftermath.**

It is fortunate for some business men that Christmas trade makes things hum else the average for the year would be bad indeed. It is scarcely fair to think of bringing the two or three weeks business bring up the average for the whole year. A merchant of some capacity made the statement that he expected to do more business in December than the whole of the other months of the year. This is not right to December. To avoid this is the duty of everyone in business. To prevent it is a business necessity. The good of your city demands your constant attention to those points which will bring up your aggregate business this year to the highest possible point. Now how are you going to do this? If Christmas business is large you are to be congratulated. If it is better than at any other time of the year, it's a good thing. But if you are depending on Christmas trade to even up the whole year's business, you are making a mistake. Either get more business into other months or stop altogether. A merchant should sit and think about what last year was and what he can make business this year. The pleasure of good business at Christmas time should be an example for the merchant who wants better business in February or March, or wants steadier business or both. The thoughts which proceeded the first of January should be of inestimable advantage all through the year and thereafter so long as you are in business. Now is the time to start the slight change in business plans which will benefit you for years.—Advertising World.

**Advertising One Particular Thing.**

It is almost always good policy in an advertisement to put forward some particular item and make it as attractive as possible. If it is naturally a popular article and two-priced, so much better; but anyway almost any good item is worth making a leader of in an advertisement. It centers and concentrates the attention on one thing and does not prevent your talking about other things afterwards.—Walston Diary.

A furious shower does not soak in so well as a steady rain. A double column advertisement once a year is not so good as a half-inch fifty-two times a year.—Newspaperdom.

The principles of all business are much alike, whether the business be that of running a hotel, or a railroad, or a butcher shop.

The first essential is good goods.  
The second is good management.  
And the third is good advertising.

Honesty in advertising means honesty to yourself as well as honesty to your customers. Honesty to yourself means straightforward consideration of the goods you are pushing and description of your stock in a manner which will do yourself and the goods justice.—Advertising World.

Business nowadays is a competition of the severest kind. There is no place for the laggard, for the man who is not keen witted above his fellows. The dull plodder goes to the wall. Industry is well enough in its way, but industry is far from being everything in the struggle for mastery that modern business has become. The man who would succeed must be progressive, must keep awake to the movement of the times, must adapt himself to the current and swim with it.—Painter's Magazine.

**How to Tell It.**

Tell your story as though you believed it—and the telling strikes men and women, regardless of rank or class. Be sincere in your statements; mean what you say; say what you mean, and

say it with all your might. Talk in print as you would in person.—Chicago Dry Goods Reporter.

A great many people go into advertising with wrong ideas. Some think that all that is necessary to produce results is to insert an advertisement in a paper and then sit around and wait for the shekels to come into them; others think that advertising is a species of blackmail levied by a newspaper publisher, and give the advertiser the cold shoulder with as much zeal as if he were unfortunate enough to be a book agent. There are others who say: "Oh yes, advertising undoubtedly pays such a one because he uses a large space," never thinking of the other side of the case—that if the other fellow could afford to take a large space because it made money for him he himself could do the same thing with equal chance of success. The first trouble with advertisers is that they do not set out upon their work in the right way. Here are a few pointers culled from years of experience: Take space on the same lines as you take goods—the best space you can afford for what you are led to believe you will receive in return. Fill the space taken with meaty advertising matter—"stuff" with life in it. Quote prices freely—prices are the only criterion between two advertisers, both of whom are unknown to readers. Indulge little in personalities about yourself—never mention a competitor. Tell what people would ask about your goods—tell it briefly, clearly, pointedly. Avoid mere talk for talk's sake, or "to fill up with," as you would avoid a sheriff's sale—space is too valuable a commodity to be wasted in such a way. Keep advertising all the time—buyers do not take vacations.—Brookline Chronicle.



DR. A. W. CHASE LECTURING AT ANN ARBOR, MICH.

**THE MEDICAL PROFESSION**

Recommend Dr. A. W. Chase's Ointment.

Dr. C. M. Harlan, writing in the American Journal of Health, of February 19, says:—

"Among the proprietary medicines deserving recognition is 'Dr. Chase's Ointment,' compounded by THE DR. A. W. CHASE MEDICINE CO., Buffalo, N. Y., and Edmanson, Bates Co., Toronto, Ont., as a remedy for sores, eruptions, and skin diseases of all kinds, for which it has been used with marked success, and has effected remarkable cures in many obstinate cases which seemed to baffle the skillful medical attendant. The results were most favourable, proving the value of 'Dr. Chase's Ointment' as a curative agent in the diseases named. The manufacturers of the remedy are well-known as experienced pharmacists, careful and reliable, in addition to which we have made full examination, and find the article to be all that is claimed for it. It is not the practice of the medical profession to indorse indiscriminately the use of proprietary medicines, but while we condemn the bad and worthless, we are still more ready to indorse and recommend the remedy deserving the recognition."

"Neither the physician nor the responsible Journal of Health now refuses to acknowledge the claims of such proprietary remedies as 'Dr. Chase's Ointment,' which prove their virtues by curing where other agencies have failed."

"We know that 'Dr. Chase's Ointment' meets all requisitions of the highest standard of worth, that it will be held in high esteem wherever it is used, and consequently we indorse it to every reader."

C. M. HARLAN, M. D.

WANTED—By the first of February, a cook. Apply to Mrs F W Hyndman, Kent Street

TO LET—The house and premises known as the "Old London House," situated on Water St., next to Government Warehouse No 1. Apply to Peake Bros & Co. JAN 28-99

TO LET—On Dorchester St., a small house Apply to Wm. Murray 81wpd

**John T. McKenzie,**

**THE TAILOR**

CHARLOTTETOWN - P. E. ISLAND

**Great Clearance Sale of Furs**

This store has long been recognized as the Leading Fur House of P. E. I.; This season (under the new management) has broken all previous records. Owing to the great success of this department we have decided to close out the balance of our stock regardless of cost. If you want a Robe, a Coat, Jacket, a Cape, a Collar, a Muff, a Ruff or a pair of Mitts, now is the time to secure them at your own price. Come quick as these bargains cannot last long.

**Sentner, [McLeod] & Co.**

P. S.—Look out for the great white goods sale to commence next week.

**Buy Boots and Shoes**

AT

**R. H. Ramsay & Co**

GRAFTON STREET

**ARE YOUR Artificial Teeth... Giving Satisfaction**

Many persons who are compelled to wear Artificial Teeth on Plates, find that the Rubber or Vulcanite plate causes heating of the mouth, bad taste, shrinkage of the gum etc, finally causing the plate to get loose. Sometimes sore lips, sore mouths and sore throats are caused directly from the wearing of a rubber or Vulcanite plate. While it is true that a majority of persons can wear rubber or vulcanite plates with satisfaction, yet it is a fact that to a large percentage the same material is poisonous.

We have seen many cases where people who had rubber or vulcanite plates were continually suffering from the above causes, and came to us for relief. In case of that kind we always recommend a metal plate, either of

**Gold, Platinum, Aluminum**

Our reason for recommending a metal plate is that it is a conductor of heat and cold, thereby keeping the mouth cool, and it is non irritating, and is thinner, lighter and stronger than any other plate. It is clean in every particular, and is enjoyment to the wearer. You can have your impression taken and have a Gold, Platinum or Aluminum plate made same day, fully guaranteed because we make them ourselves and know all about the material used. We also make the famous THURLO PLATE noted for its thinness, coolness and durability.

We would like you to call and see specimens of all our different lines of work including our Continuous Gum Plates—the very finest plate work known to Dental Science. Every piece of work done by us must give entire satisfaction to the patient else we will not allow it to leave our office.

Examinations free.

**Berlin Dental Parlors**  
CHARLOTTETOWN.

**Clock Doctoring**

If your clock has stopped, let us put new life in it.

If it is not performing satisfactorily we will examine it and tell you exactly what is necessary to effect a cure.

We have restored many sick clocks. Some pronounced hopeless. Give your clock a chance. No cure, no pay

Send us a postal or call and tell us where to send for it.

**G. F. Hutcheson,**  
QUEEN STREET.

...FOR...  
**NEW .. YEAR'S GIFTS**

**G.H. TAYLORS**  
SUNNYSIDE