

Pointers To Advertisers.

HE LEARNED TO ADVERTISE. I wanted a situation, Even though wondrous wise, A year was spent in idleness; I did not advertise.

The odd in advertising is most always good. It is pretty sure to attract attention.

Borders in advertising have come in style recently. They are very effective. They are good taste. They serve to make an advertisement distinctively artistic.

You cannot expect people to have confidence in what you sell if you have not confidence enough in your goods to advertise them.

In writing advertisements, make the first line either their most pertinent point, or the entering wedge of a most seductive line of reasoning which will lead to that point.

Don't make your first line simply and purely a catch line with all there is after it to make the reader feel as if you had picked him into reading your advertisement.

Miscellaneous Items.

The mother hunts for bargains, And the father handles stocks, But the babies in the cradle Are the ones that get the "rocks."

TAKES 1000 people to say Dr. Sggs's Cathartic Remedy, at 50 cents a bottle to make up \$500. One failure to cure would take the profit from 4000 sales.

After all, the mild agencies are the best. Perhaps they work more slowly, but they work surely. Dr. Pierce's Pleasant Pellets are an active agency but quiet and mild.

The Chicago World's Fair managers have made up their minds to sell liquor on the fair grounds, even if it takes a special Act of the Legislature to make liquor selling possible.

For Rheumatism and sciatica Dr. Williams' Pink Pills have no equal. A. P. Noakes, Ottawa, Ont., writes: "I have been troubled for years with rheumatism and nervous debility."

The soft answer—She—"Promise me that if I die you will never marry again." He—"What? And let people think my dear little first wife was such a terror that I didn't dare to? Never."

No Other Sarsaparilla has the merit by which Hood's Sarsaparilla has won such a firm hold upon the confidence of the people. No Other combines the economy and strength which make "100 Doses One Dollar" true only of Hood's Sarsaparilla.

AWFULLY CLEVER AT REPARTING—" Shall we try the tricycle or the biggy this morning, Laura?" "George, I'm your's for wheel or for whos?"—Chicago Tribune.

When you buy your spring medicine you should get the best, and that is Hood's Sarsaparilla. It thoroughly purifies the blood.

If you desire a beautiful complexion, absolutely free from pimples and blotches, purify your blood by the use of Ayer's Sarsaparilla. Remove the cause of these disfigurements and the skin will take care of itself.

There never was a good war nor a bad peace.—Franklin.

The nip of a poisonous snake is but a slight remove from being more dangerous than the poison of Scorpions in the blood. Ayer's Sarsaparilla purifies the vital fluid, expels all poisonous substances, and supplies the elements of life, health, and strength.

The number of Jews in Jerusalem at the present time is about 40,000.

"HEALS all cuts, burns and bruises like magic." That's Johnson's Anodyne Lintment surely.

The turbot, which produces as much as much as 10,000,000, is the most fertile of the flat fishes.

Boys and Gills from Maine remember Johnson's Anodyne Lintment. Now don't deny it. Take a mountain to pieces and you will find it made out atoms.

K. D. restores the Stomach to healthy action.

The-Mauritius Hurricane.

LONDON, June 1.—Further mail advices from the Mauritius say that the morning after the recent hurricane, every street in Port Louis was filled with debris. The governor arranged to distribute food to the sufferers. Hospitals were erected in various parts of the town. To them were conveyed the injured as soon as they could be removed from the wreckage.

A HAPPY HINT.—We don't believe in keeping a good thing when we hear of it, and for this reason we take special pleasure in referring sufferers with Piles in any form, bleeding, protruding, etc., to B-stones' Pile Salve, the use of which will prevent a vast deal of suffering and inconvenience.

The merry jesters of the rural papers are all remarking that "spades are trumps about now"—Philadelphia Record.

JUNEAU, May 10th, 1888—"Opelka" cured by using two doses.

LOUIS L. WILLIAMS, U. S. Commissioner for Alaska. An hour lost will get behind you and it stays there forever.

THE BEST METHOD for handling bees for an amateur, is by proxy.—American Farmer.

CENTRAL HOTEL, Formerly "Railway House," RICHMOND STREET.

THE above Hotel, which is centrally situated and within five minutes walk of the Railway Station, and in close proximity to the Post Office, Banks and all the business houses of the city, has been improved, thoroughly renovated and refurnished.

P. S. BROWN, Proprietor. Boarding and Sale Stable.

QUEEN HOTEL WATER STREET CHARLOTTETOWN, P. E. I.

THIS house, long known to the public as the Osborne House, has, of late, undergone extensive improvements in the entrance and otherwise, and will in the future be known as the Queen Hotel.

P. P. ARCHIBALD, Proprietor.

COOK'S Cotton Root COMPOUND

A recent discovery by an old physician, successfully used monthly by thousands of LADIES. Is the only perfect safe and reliable medicine discovered. Beware of unprincipled druggists who offer inferior medicines in place of this.

The Telephone Co'y OF P. E. ISLAND.

PERSONS using the Telephone would find talking much more satisfactory if they would observe the following Rules:

1st. Speak with your mouth about three inches from the transmitter.

2nd. Speak in a moderate tone of voice, not too loud, and distinctly.

3rd. Place the Telephone so as to cover the Ear, just as if you wished to shut out all other sounds. Do not press too hard on the Ear.

It is possible to talk and be heard when standing back two or three feet from the transmitter, if you shout loud enough, but it is not a pleasant mode of conversation, is entirely unnecessary, and is a useless waste of wind and lungs, besides being very annoying to all within range of your voice.

ROB ANGUS, Manager.

McLEAN'S VEGETABLE WORM SYRUP Safe Pleasant Effectual

Card Column.

AUCTIONEERS

SAIRISTO, R. Auctioneer and Comptroller. Office and Warehouse, 107 Queen Street, Charlottetown, Nov. 7.

NORTON & Co., E. H. Auctioneers, Comptroller. Office and Warehouse, 107 Queen Street, Charlottetown, Nov. 7.

WOODSIDE, B. L. Auctioneer & Comptroller. Office and Warehouse, 107 Queen Street, Charlottetown, Nov. 7.

MORRIS, LEONARD, Auctioneer, Comptroller. Office and Warehouse, 107 Queen Street, Charlottetown, Nov. 7.

MORRISON, C. L. Auctioneer & Comptroller. Office and Warehouse, 107 Queen Street, Charlottetown, Nov. 7.

COAL DEALERS.

LYONS, C. Round, Nut, Black, and Hard Coal always on hand. Water St., Charlottetown, Nov. 14, '90.

HUGHES, Capt. John, dealer in all kinds of Hard and Soft COAL. Water St., between Queen and Pownall. Nov. 14, '90.

MCMILLAN, H. Dealer in all kinds of Hard and Soft COAL. Foot of Prince Street, Charlottetown. Nov. 6, '90.

DENTAL CARDS.

D. B. BAGNALL, Surgeon Dentist, Corner Queen and Richmond Streets, Charlottetown. Office hours, 9 a.m. to 1 p.m.; 2 p.m. to 5 p.m.

D. H. STRICKLAND, extracts teeth without pain. Private Residence, Electric Avenue, 25 years practice. Written guarantees with all work.

INSURANCE.

THE MANUFACTURERS' LIFE AND ACCIDENT INSURANCE COMPANIES: Head Office, Toronto, Ontario. President: Geo. Gooderham, President of the Bank of Toronto.

M. COACHMAN, JOHN, Fire, Life, Accident, and Marine Insurance. Office, McEachern's corner Lower Queen St., Charlottetown, P. E. I. Nov. 7.

URQUHART & BROW—See Ad. in another column. Feb. 21.

DEBRIBAY, JAS., Queen Insurance Co. of England, next door Bank of Nova Scotia. Charlottetown, P. E. I. Nov. 7.

LEGAL CARDS.

McLEAN, A. A. Barrister and Solicitor. Office—Brown's Block, Charlottetown. Nov. 7.

PALMER, H. J. (of the late firm of Palmer & McLeod.) Barrister, Attorney-at-Law, Notary Public, etc. Office: O'Halloran's Building, next door to Bank of Nova Scotia. Money to loan. Charlottetown, Jan. 30, '92.

MCDONALD & MARTIN, Barristers, Solicitors, Notaries Public, etc. OFFICES: Morris Building, Charlottetown, P. E. I. Nov. 7.

GOOD, JAMES H. Barrister-at-Law, Commissioner, Notary Public, etc. Office, Cameron Block, Money to loan. Special attention given to collections.

WARBURTON, A. B., Barrister, Solicitor, etc. Cameron Block, Charlottetown, P. E. I. Money to loan at low rates. Nov. 7.

DAVIES & HAZARD, Barristers and Attorneys. Office, Dods' Building, Queen Street, Charlottetown, P. E. I. Nov. 7.

McLEOD, MORSON & McQUARRIE, Barristers, Solicitors, etc. Office—Charlottetown, Brown's Block, Summerside, over Merchants Bank of Halifax. Money to loan. Nov. 7.

REDDIN, J. H. Barrister, etc. Cameron Block, (Head of stairs). Collections carefully attended to. Money to loan. Nov. 7.

MELLISH, JOHN T., Attorney-at-Law, Notary Public, etc. Office—Cameron Block, 107 Queen Street, Charlottetown, P. E. I. Money to loan at low interest. [Jan. 17, '90]

STEWART, W. S., Barrister and Solicitor. Office, Newson's Block, opposite Post Office, Charlottetown. July 25.

SMALLWOOD, C. R., Barrister and Attorney-at-Law, Notary Public, etc. Office in Cameron Block, lately occupied by F. L. Hazard, Esq., South Side Queen Square. Money to loan. Jan. 10, '92.

PRINTERS, &c.

HAZARD, G. HERBERT, Book-binder, Printer and Stationer, Brown's Block, Charlottetown, P. E. I. Nov. 7.

COOMBS, JOHN, Steam Printer and Book-binder, Queen Street, Charlottetown, P. E. I. Nov. 7.

ISLAND GUARDIAN CO.—Hillhead, Charlottetown. Circulars, Letter Heads, and every variety of printing neatly and promptly executed. Cameron Block, Charlottetown.

MANUFACTURERS.

R. PALMER & Co., Charlottetown Seal and Door Factory, Peake's No. 3 Wharf, Charlottetown, P. E. Island. [Jan. 25, '91]

WHITE & SON, A. Founders & Machinists, Foundry, King Square, Charlottetown. Nov. 7.

LONG BROS., Tanners. Highest prices paid for calf and sheep skins, and horse and whides. Tannery, Euston St., Charlottetown.

HENRY D WADMAN, Sheet Metal Worker. Plumbing and general jobbing promptly attended to. 224, Queen St. formerly the Police Station. March 27, '91.

PICKARD JASPER, Saddler and Harness Maker. Repairing done promptly. North Queen Square, Charlottetown. Nov. 22.

MCKINNON & McLEAN, Iron Founders, Machinists and Boiler Makers. Hot water heating. Spring St., Charlottetown, P. E. I. Nov. 2.

FANNING, P. T., Manufacturer of and dealer in Boots & Shoes, Custom work a specialty. Leathers and Findings, Water Street, Summerside.

SCHURMAN, Clark & Co., manufacturers and builders of Stairs, Building material of all kinds. School & Church Furniture a specialty. July 17, '91.

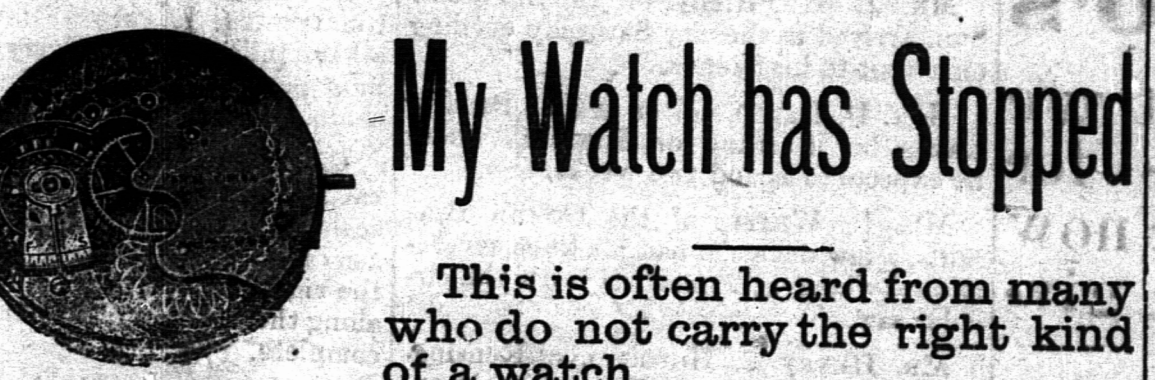
MISCELLANEOUS.

WILLIS, Piano & Organ Co., McEachern's Building, Lower Queen Street, Charlottetown, P. E. I.

WE LEAD

Mr. WILLIAM GILLESPIE, (Late of Taylor & Gillespie,) is now in charge of our Bookbinding Department. Our Workmanship in the Printing and Bookbinding lines has no equal, and our prices are lowest. We guarantee all Work. School Books and Stationery, best quality, lowest prices. Orders by mail promptly filled.

HASZARD & MOORE, Brown's Block Opposite Market House



My Watch has Stopped. This is often heard from many who do not carry the right kind of a watch. G. H. TAYLOR. Can give you a good Time-keeper at a low price in Gold, Silver or Nickel case. A large stock on hand. NORTH SIDE QUEEN SQUARE.

J. D. TAYLOR TO THE FRONT AGAIN.

I AM again at my old stand, and am prepared to attend to all orders in Bookbinding. As usual you will find my prices the lowest of any establishment in this City, and workmanship second to none. Special attention given to the manufacture of BLANK BOOKS. I am bound to lead.

Call and See me at J. D. McLeod's Corner RARE OPPORTUNITY!

Seventy-five pcs. Bankrupt Clothing IN SUITINGS AND TROWSERINGS, GOOD PATTERNS. Selling at less than Wholesale Prices. From Four to Six Dollars saved on a Suit.

NOW IS YOUR TIME TO SAVE MONEY. JOHN McLEOD & CO. MERCHANT TAILORS

THE MONTHLY SOCIAL, in connection with the Masonic Temple Bazaar, will be held in the MASONIC LODGE ROOMS, Water Street, on WEDNESDAY, 8TH JUNE.

Doors open at 6 o'clock, p. m. Strawberries and Cream, Ice Cream, Candy and Refreshment Tables. MRS. L. M. POOLE, Secy.-Treasurer. MRS. J. J. DAVIES, President.

GIVE me a GRIP

of your hand old fellow. You advised me through the MAIL to use your preparation when I was suffering from the GRIP and here I am as well as ever. I tell you.

PEPTONIZED ALE AND BEEF. is the greatest Tonic and Strengtheners I have heard of or used. This is the experience of many. IT CAN BE YOURS.

WILLIAMS PIANOS

Endorsed by the best authorities in the world. More made and in use than all other Canadian pianos combined. Patronized by the Best classes and by Royalty. Factory large enough to hold inside of it, all the small fry. New illustrated catalogues mailed free on application to

WILIS PIANO AND ORGAN Co'y

Charlottetown, P. E. Island.

SUMMERSIDE COLUMN

MATRIMONIAL FRUIT CARTS. We've got em Best and Cheapest on P. E. I.

Parlor, Chamber and Dining-Room Furniture, i Walnut, Ash and Cherry. Bamboo Goods, in Tables, Cabinets and Easels—Hand some Rattan Goods. Cornice Poles, 16 different patterns. American Refrigerators, best in the world. Prices on every thing, lowest in town. H. A. COMPTON'S OLD RELIABLE FURNITURE STORE, Central Street, Opposite Market House, S' side.

Success! Success!

PEOPLE will pay Cash when they get Goods cheap enough. My first month's trade on the cash principle has been a success. I am selling Suits so cheap that my customers do not feel like taking them away without paying for them. It pays every time to trade with

MACSWEEN, THE TAILOR.

ROCK BOTTOM! OUR THAT DEFY COMPETITION

WE have on hand a quantity of PARLOR SCIRMS in all the latest fashionable designs, tri-colored Plush, Hair Cloth and raw Silk upholsterings, which will be closed out during the next month at cost and charges. You will find our display in Crabb's Brick Block. PENTZ BROS Summerside

Hurrah! Hurrah!

FOR cheap Tinware at prices that are surprising the Natives. I am now offering all kinds of tinware at Big Discounts. Creamers, Milk Pans, Buckets, Strainers, etc., etc., at prices lower than the lowest. I am also selling wholesale at prices cheaper than can be imported. I have also a splendid assortment of Stoves and Fancy Goods, Boots and Shoes etc., at half price. JOBBING—My Jobbing Department is second to none in the province. Galvanized work of all kinds, Gutters, Conductors, Lobster Boilers and Trays—done with neatness and despatch. Write for price. Don't forget the place. A. DUPRES, Opposite Merchants Bank of Halifax, Summerside

WOULD YOU LIKE To buy Books, Stationery and Fancy Goods at prices that cannot be beaten?

Do you believe that we will sell from now until Spring our stock of GOODS AT COST? We want to make room for new Spring Goods. School Books kept in stock. Telephone exchange in connection. T. J. & M. L. WALSH, Under Clifton House, Summerside.

Again to the Front R. T. Holman's STOCK IS NOW COMPLETE.

Largest and Most Varied yet Imported. Bargains are Offered in Every Line. All products of the Farm Bought. R. T. HOLMAN, Summerside

NEW STORE NEW STOCK.

Dry Goods, Boots and Shoes, Hats and Caps. Lowest Prices in Town CRABBE'S BLOCK. ANDERSON & BURROWS Summerside April 30, 1892

T-R-Y The Wee Brick Store on the Corner

Good, Cheap, Serviceable BOOTS & SHOES. Nothing but solid, staple lines—just what the people want and

WARREN. TED CHEAP AND GOOD. C. B. WARREN, JUST BELOW LONDON HOUSE