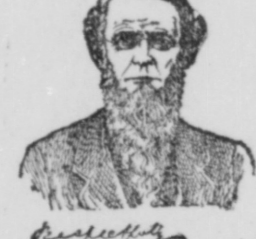


DR. A. W. CHASE'S REMEDIES.

Dr. Chase's Kidney-Liver Pills, for diseases of the Kidneys, Liver, Bladder and Bowels. One pill a dose; 25c. a box.

Dr. Chase's Catarrh Cure, for Cold in the Head, Catarrh, Drooping in the Throat, and Hay Fever. 25c. a box, blower free.



Dr. Chase's Ointment for Eczema, Salt Rheum, Piles and all itching skin diseases. 60 cents a box.

Dr. Chase's Nerve Food, for exhausted, worn-out nerves and thin, watery, diseased blood. 50c. a large box.

Dr. Chase's Liver Cure, for diseases of the Liver, Jaundice and Biliousness. 50c. a bottle.

Dr. Chase's Syrup of Linseed and Turpentine, a positive cure for Croup, Asthma, Bronchitis and all Coughs and Colds. 25c. a large bottle. At all dealers.

MCGILL UNIVERSITY, Montreal

Session 1899-1900.

Matriculation Examinations, preliminary to the various Courses of Study will be held as under:

Faculty of Arts (Men and Women) Thurs. 14th Sept
Faculty of Applied Science Thurs. 14th Sept
Faculty of Medicine Tue. 5th Sept
Faculty of Law Tue. 5th Sept
Faculty of Comparative Medicine and Veterinary Science Sat. 16th Sept

In the Faculty of Arts (Revised Curriculum) the courses are open also to PARTIAL STUDENTS without Matriculation.
In the Faculty of Applied Science the courses in Civil, Mechanical, Electrical, and Mining Engineering, Chemistry and Architecture are also open to PARTIAL STUDENTS without matriculation.

Examination for FIRST YEAR ENTRANCE EXHIBITIONS in the Faculty of Arts ranging from \$90 to \$125, will be held on the 11th Sept. at Montreal, Charlottetown, St. John N. P., Halifax, St. John's, Nfld and other centres.

The ROYAL VICTORIA COLLEGE, the new residential college for women, will be ready for occupation in September.

The MCGILL NORMAL SCHOOL will re-open on 1st September.

Particulars of Examinations and copies of Calendar, containing full information as to Conditions of Entrance, Courses of Study, Regulations of Degrees, Exhibitions and Scholarship, Fees, etc., may be obtained on application to
W. VAUGHAN Registrar.

Fly... Screens

DOORS and WINDOWS—All sizes on hand and made to order. Prices right.

A. DUCHEMIN & CO.
P. E. I. Door & Sash Factory

Canadian Pacific Railway.

"The Imperial Limited."

—FROM—
Montreal to Vancouver
IN 100 HOURS.

Canadian Pacific express leaving Painswick Jet, N. B., at 1.45 p.m., makes close connection at Montreal next morning with "IMPERIAL LIMITED" leaving at 9.30 a.m., making the run through to the Pacific Coast in five days from P. E. Island. Close connections also made for local points in the Canadian North West, Kootenay Country, &c.

For further particulars, rates of fare &c., apply to Ticket Agents, or to
A. H. NOTMAN,
Genl. Passr. Agent,
St. John, N. B.

Never put off for tomorrow What you can do to day.

If you think you are not getting value for the money you pay out every week for groceries, try us to-day.

We Don't Want a Cent

Of your money unless you get value received for it. For that reason we are always glad to have you look around our store and learn how much better you can do here than anywhere else.

John McKenna
Queen Street,

For Business Men

Persuasive Talkers.

Business men are sometimes tired out by the too much talking of the life insurance agent. There are of course agents who know better than worry and weary a busy man, and they succeed better as a rule. It is to be remembered, however that although merchants may not relish the prosy and didactic essay of the "tireless talkers" there are some people who do. We find in an American daily the following colloquy: "Can I insure your life," asked the persuasive man. "I dunno," replied Farmer Cornstossel. "I don't want no life insurance. I've got all I kin carry, an' my wife wants me to stop some o' that. I hope you can't, but I'm a truthful man an' I ain't goin' to express no positive opinion till after I've heard you talk awhile." Now, here is the sort of challenge many a man would give a day's pay to get the chance to answer. If Mr. Agent did not get Cornstossel to take out a risk with him it would certainly not be for lack of talking and persuading and warning.—Monetary Times.

The Mission of Advertising.

The great business men of the country create business; they would have a sorry time of it if they were hunting only the customers who wanted their wares. They teach men the advantages of using their goods; the profit there is in adopting modern methods. They put men on the road to fortune. This is the mission of live, virile advertising. It leads the people to a higher civilization.—Agricultural Advertising.

Try to have the headlines of your ads come just as near as possible to the main subject. In a large majority of cases the very best possible headline is the name of the goods in combination either with the special description or circumstances or occasion upon which the advertisement is founded.

For example: "Fifty cent ribbon at roc. per yard" is a better heading than "Feminine vanity" or "Lovely women," or any of those generalizing titles.

Don't generalize. Don't imagine you have to disguise the business part of your advertising as if it were a bitter pill to be sugar coated. If your goods are all right people want to know about them and you want people to know about them.

The sort of people you want to attract by your advertising are people that you can probably sell goods to. You don't want to attract mere idle curiosity seekers. You don't want advertisements or headlines that will merely catch an idle fancy. That isn't business; and advertising is business.

It is a mistake to suppose that advertising has got to be disguised or covered up in any way. The plainer and franker and more business-like it is the better people like it. If a woman wants ribbons, or shoes, or a tailor made gown, or a piece of furniture, or if she is likely to want it or is in any position where she will probably want it before long, then the description and price, and if possible the picture (a good one) of that particular piece of goods, is the most attractive form of advertising to her.

An advertisement that beats all around the bush and talks about the weather and the little birds singing in the branches, and all that sort of rubbish, not only uses up space that has to be paid for, not only makes poor writing from a literary standpoint, but obscures and handicaps the particular element of advertising that is most attractive to the people you want to reach.—Wolston Dixey.

THOSE BOOTS OF BELL'S!

Beauties, and so cheap. Look at some of the ridiculously low prices on the cheaper grades.

Ladies' - - - 75c
Misses' - - - 65c
Men's Strong Boots - 85c

Then we have ever so many others—in fact all the best, leading, popular makes.

YOU SHOULD come and see my stock. Shop in on Great George St., quite near Queen Square Gardens.

JOHN H. BELL
GREAT GEO. STREET.
NEAR QUEEN STREET.

tractive to the people you want to reach.—Wolston Dixey.

A Modest Man.

Publicity is the life-blood of prosperous trade. "Out of sight out of mind" is peculiarly true in mercantile affairs. With whatever retiring and delicate feeling a man may be endowed by nature, when he embarks in business he enters a field where silence and unobtrusiveness are the guide-posts to oblivion. Day after day the modest man is impressed with the conviction that he must obtrude himself upon the public eye and plough deep furrows in the public mind if he is to get to himself great gain. He must stop the public in its rush along the pavement by startling and seductive window shows; and he must assail the public in its home by the insidious newspaper advertisement. To the modest man and the truthful man this horn-blowing extraordinary may seem distasteful but it need not be so. It can be so done as not to offend the most gentlemanly instincts, yet be highly effective. In truth, whatever is vulgar and brag-gart-like in advertising is to that extent weak. Stout assertion, up to the full level of the truth, is permissible, but exaggeration is to say the least, risky.—Outfitter (London).

Seeing the Article.

The nearer you can come to making people see the goods you are talking about, the better advertising you are doing. It is a good deal better to offer something special—even though it isn't fully described—than to advertise in a general way. But it is much better still to make an ad perfectly plain and distinct so that everybody may know exactly what you are talking about—and in their mind's eye almost see the article.—Chicago Apparel Gazette.

DODD'S KIDNEY PILLS
CURE FOR ALL KIDNEY DISEASES
RHEUMATISM BRIGHT'S DISEASE DIABETES

DODD'S KIDNEY PILLS, the only positive, never-failing cure, on earth, for all Kidney diseases.
Take No Other. Get the Genuine. Refuse Imitations. There's Only One Dodd's.

J. T. Peardon,
Wholesale Grocer

Keeps in stock in his Store and warehouse, Lower Queen Street, Charlottetown,

"EVERYTHING" in the line of Groceries, etc., that is generally kept in stock by

The Retail Grocer

Call and see—

John T. Peardon

Gifts For the June Bride

If you are undecided about what to select for the wedding gift, call at our store and look over the goods, no trouble to show them. We have many handsome and useful articles. Silverware will be perfection in durability, beauty of design, and brilliancy of finish, if bought from us. We have also some fine china, and beautiful glassware. See our goods for quality and price. The bridegroom will also find the article he wants at our store, a good wedding ring, right size, right quality, right price.

JURY & CO
JEWELLERS
gunnyside, Opposite P. O.

Weary of Experimenting
With salves, suppositories and ointments and dreading a surgical operation, scores and hundreds have turned to Dr. A. W. Chase's ointment and found it an absolute cure for piles. The first application brings relief from the terrible itching, and it is very seldom that more than one box is required to effect a permanent cure.
There is a better half in every wedding—but the best man doesn't get her.

Minard's Liniment is used by Physicians.

Great Britain, the United States, and France represent one-half of the total wealth of all nations.

Keep Minard's Liniment in the House.

DR. A. W. CHASE'S CATARRH CURE ... 25c.
is sent direct to the diseased parts by the Improved Blower. Heals the ulcers, clears the air passages, stops droppings in the throat and permanently cures Catarrh and Hay Fever. Blower free. All dealers, or Dr. A. W. Chase Medicine Co., Toronto and Buffalo.

The evil that men do is soon forgotten—by themselves.

HIS OWN FREE WILL

DEAR SIR,—I cannot speak too strongly of the excellence of MINARD'S LINIMENT. It is THE remedy in my household for buras, sprains, etc., and we would not be without it.

It is truly a wonderful medicine.
JOHN A. MACDONALD,
Publisher Irraprior Chronicle.

A literary statistician declares that for the year 1898 eight novels a day were published, Sundays and holidays not included.

Ask for Minard's and take no other.

A New York despatch states that the Standard Oil Co. has increased its capital stock from \$100,000,000 to \$116,000,000.

School Girls' Nerves

Many a pale, weak school girl, suffering the evil effects of an exhausted nervous system, and thin, watery blood, has been fully restored to the vigor and buoyancy of robust health, by using A. W. Chase's Nerve Food. The healthful glow on the cheek and the brightness in the eye tell of the building up process which is taken place in the body.

The average man who tries hero's measures gets a misfit.

Rheumatism Can't Exist

When the kidneys are kept healthy and vigorous by the use of A. W. Chase's Kidney-Liver Pills. It is Uric Acid let in the blood by defective kidneys that causes rheumatism. Dr. A. W. Chase's Kidney-Liver Pills make the kidneys strong and active in their work of filtering the blood, and this removes the cause of rheumatism. One pill a dose, 25 cents a box.

The London places of entertainment would hold all the inhabitants of Edinburgh, and then there would be several thousand vacant seats.

Mihard's Liniment Lumberman's Friend

The annual interest charge on the Spanish national debt is \$125,000,000 and the total revenue is only \$150,000,000.

Swell Photographs.

THE "UNIOLA"

THE NEATEST, TASTIEST, AND NICEST THING IN PHOTOS....

Better Arrange a Sitting!

WESTLAKE BROS

PHOTOGRAPHERS.....

Removed TO MY OLD STAND—

Richmond Street

Fourth House from Queen St.

—around the—

London House Corner

Thomas Campbell

Remember in Purchasing That the Action of A Piano is Its Very Life and Soul

More attention is paid to the inside of a Heintzman Piano, than to the outward appearance. A heavy carved fancy case is all right in ornamental furniture, but a piano with

The Best Action In The World

which is the Wesel Nickel & Guss of New York, the only kind used in a Heintzman Piano, insures you that the inside contains only the **Choicest material** and the **Highest Skill** in workmanship that the world can produce.

The outside appearance of a Heintzman Piano is always neat, durable and **Attractive**. Our prices for a Heintzman Piano, are no higher than those of other makers.

MILLER BROTHERS

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

BIG STOCK

—OF—

Pianos & Organs

—JUST ARRIVED AT—

FLETCHER'S PIANO WAREROOMS.
OPERA HOUSE BUILDING.

Linen Collars

2 for 25 cents

BEST VALUE

...IN THE CITY

—AT—
D. A. BRUCE'S.
BLACK SOX....

3 PAIRS FOR 25 cents

D. A. BRUCE,
MORRIS BLOCK

Important Notice

Lancashire Fire Insurance Co.
Victoria-Montreal Fire Insurance Co.

The above Companies are not connected with the P. E. Island Board of Fire Underwriters, and are not bound by the tariff rates. I am, therefore, prepared to effect insurance a substantially reduced rates

J. J. JOHNSTON,

Agent, Charlottetown, P. E. Island

HOUSEKEEPERS WILL FIND AT THE
CITY HARDWARE STORE

—A FULL LINE OF—

Housecleaning SUPPLIES.

Builders will also find a complete line of goods, tableu to their requirements.

Do you want a Fairchild Washing Machine? Ourrmeit are easy.

R. B. NORTON & CO. LTD