

To discourage an advertisement, says in "Wassenaar, Philadelphia's great merchant," "is like taking down your sign. If you want to do business you must let the public know it. Standing advertisements when changed frequently are better and cheaper than reading notices. They must be substantial and business like and inspire confidence. I would not advise of doing business without them as without advertising."

The Gleaner.

THE BUSINESS OUTLOOK.

The business outlook at the present time, while it cannot be spoken of in unqualified terms of praise, must on the whole be admitted to be favorable. Our farmers, whose property is so important a factor in the welfare of the province, have as a rule been blessed with good crops for which they have received fair prices. Our lumbermen have not been fortunate as to get as large a proportion of their products to market as usual, but on the other hand they have not suffered from an overstocked market, and what lumber is being put up this year will be sold at a profit. One of the best features of the business situation is the tone of hopefulness which pervades all classes, and the belief that more prosperous days are in store for New Brunswick than the province has witnessed for many years. Business is now conducted in a manner that indicates a more permanent and certain future.

There are many rumors about in regard to the intentions of the government with respect to holding a general election. The Hon. Mr. Blair has been seen by the public press, but it is not thought that he found the aspect of affairs very satisfactory. Yet the election of Mr. Blair should not be taken as a sign that the government is prepared for a contest.

There are various reports current as to the designs of the government with reference to the North Shore lumbermen, and it is said that Mr. Blair contemplates at least a partial surrender to the demands that have been made upon him. If these rumors should prove true the people of York will have something to say to Mr. Blair when he comes before them for reelection.

The St. John electorate for the local house has been almost doubled as a result of the new franchise act, and the politicians are wondering how the first thousand new voters of the city of St. John will vote. Any one who can solve this conundrum will receive a handsome reward on application to Mr. Blair.

LORD STANLEY AMONG THE MORRONS.
They captured him with Taffy and an Ottawa man as he was before.

OTTAWA, Nov. 2. The little Morron boy, who was captured by the Ottawa men, is now in the hands of the Ottawa men. The Ottawa men are now in the hands of the Ottawa men. The Ottawa men are now in the hands of the Ottawa men.

BOUGHT SEATS IN THE SENATE.
Senator Blair has bought seats in the Senate. Senator Blair has bought seats in the Senate. Senator Blair has bought seats in the Senate.

STOLE MISS LUCY'S HAIR.
A thief stole Miss Lucy's hair. A thief stole Miss Lucy's hair. A thief stole Miss Lucy's hair.

1,800 BUS. OATS.
1,800 bus. oats. 1,800 bus. oats. 1,800 bus. oats. 1,800 bus. oats.

4,000 BUCKWHEAT MEAL.
4,000 bushel wheat meal. 4,000 bushel wheat meal. 4,000 bushel wheat meal.

DO YOU WANT TO SAVE CARPETS, CURTAINS AND TABLE LINENS?
Do you want to save carpets, curtains and table linens? Do you want to save carpets, curtains and table linens?

FREDERICTON AND THE COUNTRY TRADE.
There is a great lack of system in the manner in which the business of the country trade is done. The country trade is indeed rather a hazy business at present, unsatisfactory to the residents of the city, and

BATTLE WITH A SHARK.
An Ottawa man's encounter with a shark. An Ottawa man's encounter with a shark. An Ottawa man's encounter with a shark.

THE COLLEGE GRADUATES.
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MONEY TO LOAN.
FRED ST. JOHN BLISS.
260 Queen Street, Opposite Post Office, Fredericton.

LONDON & LANCASHIRE FIRE INSURANCE CO.,
OF LIVERPOOL, ENGLAND.
FRED ST. JOHN BLISS, AGENT.
Fredericton, August 12th.

222.
FURS. FURS.
Men's and Boy's Fur Caps, in Beaver, Persian, Otter and Nutria. Beaver Collars and Cuffs. Persian Collars and Cuffs.

J. H. FLEMING.
NEW MILLINERY.

THE MISSISS YOUNG.
OCTOBER 29th, 1889.

GEORGE H. DAVIS' DRUG STORE.
Cor. Queen and Regent Sts., Fredericton.

HALL'S BOOKSTORE.
Prang's Shorter Course in Form, Study and Drawing.

T. AMOS WILSON, BLANK BOOK MANUFACTURER.
PAPER RULER AND BOOKBINDER.

ACCOUNT BOOKS.
LAW BOOKS AND MAGAZINES.

THE VERY LATEST.
ANTI-SWEAR CUFF BUTTON.

YERXA & YERXA.
HERE YOU ARE 'PERFECTION' AGAIN.

AXIAL WATCH INSULATOR.
F. J. M'CAUSLAND.

FRESH TO-DAY COCONUT CREAM.
WHITE & CO.

RECEIVED TO-DAY.
Three Barrels of Fine Quinces and Pound's Sweet Apples to Match.

G. T. HELPLEY.
310 QUEEN STREET.

SPECTACLES ON SCIENTIFIC PRINCIPLE.
D. HARRIS ENGLISH OPTICIAN.
53 Germain Street.

Mr. Harris is enabled to make perfectly even and difficult cases, and his work being made up on scientific principles, he can with perfect ease and accuracy make up the eyes of those who have been treated by other opticians.

Men's and Boy's Fur Caps, in Beaver, Persian, Otter and Nutria. Beaver Collars and Cuffs. Persian Collars and Cuffs.

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