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WELCOME SOAP

Monthly MISSING WORD Contest.

The Correct Missing Word for November was "Thorough" and the Winners Were:

Miss Annie Louise Nase, Westfield Beach, N. B. — 1st Prize $15.00 Cash.
Miss Rebecca M. Black, Great Salmon River, St. Johns Co., N. B. — 2nd " 7.00 "
Mrs. R. Heans, 152 Charlotte Street City — 3rd " 3.00 "

"All——housekeepers should use Welcome Soap."

Be sure and try a guess this month. The same sentence will be used for November, but the missing word will be changed.

$25.00 cash prizes for the correct word.

CONDITIONS:—The name and address must be written plainly with all guesses at the missing word sent in, and must be accompanied by 25 Welcome Soap Wrappers (otherwise they will not be considered). At the end of each month, the guesses will be submitted to a disinterested, responsible and representative Committee who will decide awarding prizes as follows:—A First prize of $15.00 in cash. A 2nd prize of $7.00 in cash. A 3rd prize of $3.00 in cash. Total $25.00 Cash.

All others sending in guesses as above will receive one of our handsome Premium Engravings of their own selection. The sentence with correct missing word and result will be published at the end of each month.

The WELCOME SOAP CO., St. John, N. B.

N. B.—Words already used are—Ideal, Bright, Wise and Thorough. Do not Repeat.

About This Time of Year

Merchants generally think that they should make a big spreading advertisement setting forth in glowing terms their particular stock in trade. Now we do not pretend to do anything of this kind but we wish to draw your attention to a few

FACTS

in connection with our store.

In DRESS GOODS.

We have a large variety suitable for the Holiday trade. Beautiful mixture in all the prettiest combinations. All Wool, Silk and Wool and other kinds 35c to 95c per yd. Covert Cloths 54 inches wide from 50c up. Costume Tweed worth 55c now 42c. Fancy mixtures strong heavy goods all reduced in price 14c to 25c worth 18c to 30c, double width. Always the latest things in Linings, Canvass, Etc. Dress Makers say our Linings are one or two cents per yd. cheaper than other stores.

Ladies' Jackets at greatly reduced prices to clear.

Large stock of Men's Heavy, Warm, Strong,

READY-TO-WEAR CLOTHING,

not shoddy stuff mind you but good honest goods at lowest prices.

See our Men's double breasted, all wool, navy Serge Suits at $10, they're corkers. See our Men's all wool Pilot Cloth Overcoat, made with raw edge, quilted lining, only $10, worth $18.

We have a cheap kind too if you want them.

Men's **OVERCOATS** for **$2.50**

ULSTERS for **$4.50** good ones too.

Good **REEFERS** (not the shoddy kind) **$4.75,**

and better if you want them.

We sell cheap, everyone admits that. We sell for cash, the two naturally go together. Our store is full of the kind of goods **YOU** want, you have the **MONEY** we want.

Why not bring the two wants together and we shall be mutually benefitted.

CLAKE & CO.

Dec. 7, 1897.

D. Morrison's

Opening sale of Holiday Goods, gathered from every quarter of the Globe,

BAGINS TO-DAY.

Christmas Presents For Everybody.

This Great Unloading Sale of high class Merchandise will be continued until

The New Year.

Every Line Reduced For The Holiday Season.

SPECIAL BARGAINS

in Men's, Boys' and Youths' Suits, Ulsters, Overcoats and Reefers. A large line of the above bought late on a falling market, will be sold at a bargain. A few lines of Clothing saved from the late fire will be closed out below cost, call and see them.

A Large Assortment of

Fancy Goods for Santa Claus.

BOOTS AND SHOES,

Gents' Furnishings, Hats and Caps, Furs, etc., etc. Space will not allow me to enumerate.

FURNITURE.

Direct from the different manufacturers. This department is the largest in the Miramichi. Stock now complete and cheaper than city prices. I will also make a special discount in this line and afford all to take advantage of the holiday season prices. Now is your time to purchase furniture. Hundreds of articles to select from. Reductions genuine.

D. Morrison,
GRANITE HOUSE.

Newcastle, December 7th, 1897.

Job Printing

Of every description neatly executed at the Advocate Office.

New Carriage and Sleigh Works.

The Subscriber begs to inform the public that he is now prepared to attend to the wants of all patrons who may require anything in the line of

Carriages or Sleighs.

Repairing promptly performed.

Hoping by strict attention to business to merit a large share of public patronage.

Mitchell Falconer.

Newcastle, Sept 7, 1897.

Tuning and Repairing.

J. O. Biedermann, Pianoforte and Organ Tuner.

REPAIRING A SPECIALTY.

Regular visits made to the northern Counties of which due notice will be given.

Orders for Tuning etc. can be sent to the Advocate Office, Newcastle.

J. O. BIEDERMANN.

St. John, May 6th, 1894.

YOU CAN BUY

Hungarian Flour, Jersey Lily Flour, Oat and Corn Meal, Armour's Pork and Beef, Prince Edward Island Pork, McDonalds' Tobaccos, Porto Rico Molasses, Yellow and Granulated Sugar, at lowest prices at

P. Hennessy's,

Dec. 6, 1897.

Sash And Door Factory.

The subscriber is prepared to supply from his steam factory in Newcastle,

Window sashes and frames, Glazed and Unglazed,

DOORS AND DOOR FRAMES, MOULDINGS, Planing and Matching, etc.

H. C. Niven.

Newcastle Jan. 2, 1895.

F. W. FLIEGER,

Manufacturer and Repairer of

FINE AND WORKING HARNESS

Upholstering a Specialty.

Masson Building, Newcastle, N. B.

TAILORING

I wish to remind my patrons and the public generally that I am still

Carrying on the Tailoring

in the old stand over Messrs. Sutherland and Creaghan's Store. I have a fine

LINE OF SAMPLES

to select from. Parties furnishing their own goods can have them made up in

GOOD STYLE

and Cheaper than elsewhere. Perfect Satisfaction has been given in the past and I can guarantee the same in the future.

J. R. McDONALD.

Newcastle Sept., 1892.

Spring Stock

NOW OPEN.

I have just received a new stock of Tinware such as is always in demand by housekeepers. My stock now comprises the following:—

Square, Round, Oval and Nestable Dinner Cans, Fancy Bread Boxes, Crescent and Victor Flour Sifters, Pudding Pans, Cake Pans, Bird Cages, Egg Beaters, Cake Cutters, Coffee Biggins, Enamelled Granite Ware, Fish Skimmers, Pancake Turners, Kitchen Spoons, Flesh Forks, Pie Tins, Washington Cake Pans, Mrs. Potts' Sad Irons, Coal Hods—fancy and plain, Stove Pipe and Elbows, Dampers and Collars.

Tinware made to order or promptly repaired.

Contracts taken for Roofing in Iron, Tin Mica and Felt,—Hall and Parlor Stoves, Cooking Stoves and Ranges, Furnaces of improved make promptly fitted u

Don't forget my new shop is just above the Newcastle Ferry Road.

FRANK MASSON.

Newcastle, May 15th, 1897.

50 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, **New York**
Branch Office, 625 F St., Washington, D. C.

Just Received

40 bbls. and half bbls. of Labrador Herring which will be sold cheap for cash. Also 5 cases of fresh Eggs.

Thos. Russell.

Nov. 9th, 1897.

WANTED.

2,000 HIDES

For which CASH will be paid.

W. J. Miller.

Oct. 27, 3m.

Wanted at
Clark's Harness Shop,
No. 1 Public Wharf, Newcastle,

Customers to purchase Double and Single Harness, hand-made, sold at reasonable prices. Always in stock—Harness oils, Combs and Brushes, Horse Blankets, Surcingles, Whips Canvas Feed Buckets, Horse Boots, Shaw Straps and the usual stock kept in Harness Shops. Repairs promptly executed.

JOHN CLARK.

Newcastle, Aug. 23rd, 1897.

Miscellaneous.

'Throw up your hands or I fire!'

The burglar turned and looked into the muzzle of a pistol in the firm hand of a courageous woman.

'Huh!' he said, 'yer couldn't hit me if yer tried.'

'Yes, I could,' was her calm reply; 'I have practised for years, and I never miss my mark.'

A thought struck him. 'Shoot away!' he said, 'but if yer do hit me, it will muss up this new Bokhara rug.'

Heroine as she was, femininity yet asserted itself, and he departed unmolested, chuckling over his ill-gotten gains.

RHEUMATISM CURED.

Jas. McKee, Lionwood, Ont.
Lachlin McNiel, Mabou, C. B.
John A. McDonald, Arnprior, Ont.
C. B. Billing, Markham, Ont.
John Mader, Mahone Bay, N. S.
Lewis S. Butler, Burin, Nfld.

These well known gentleman all assert that they were cured by MINARD'S LINIMENT.

Pounder—What's the matter, old man?

Rounder (who came home very late the night before)—Why, I can see two of my faces in the mirror here, and I don't know which one to shave.

The Most Prominent are Fashionable.

Dyspepsia or Indigestion has become a fashionable disease. There are very few individuals who have not at various times experienced the miserable feeling caused by defective digestion. No pen can describe the keen suffering of the body, and the agony and anguish of mind endured by the Dyspeptic. Dr. Le Lond-, of 236 Pine Ave., Montreal, says, 'When I ever run across chronic cases of Dyspepsia I always prescribe Dr. Chase's Kidney-Liver Pills, and my patients generally have quick relief.'

'What is that loud, jarring noise in the next room?' asked young Ferguson, with some uneasiness.

'It's papa,' answered the young woman. 'I—I think he's changing his mind about your coming here so often.'

MINARD'S LINIMENT Lumbermen's Friend.

When the cat's away the mice will play,
Unless, perchance, slack!
The mice have heard that noted song
Of how the cat came back.

FAC-SIMILE signature of CHAS. H. FLETCHER is on the wrapper of every bottle of CASTORIA.

When Baby was sick, we gave her Castoria.
When she was a Child, she cried for Castoria.
When she became Miss, she clung to Castoria.
When she had Children, she gave them Castoria.

Cholly Swagger—I proposed to Miss Coldeal last night.

Dicky Dumley—Did she smile upon your suit.

Cholly Swagger—She did, indeed. She said she could never marry a man who wore such loud clothes as I did.

Nature's Medicine.

Nature's medicine for constipation, liver complaint, sick headache, billiousness, jaundice, and sallow complexion is Laxa Liver Pills. They are a perfect laxative, never griping or causing pain. One pill each night for thirty days will cure constipation.

I kissed her at ten,
For she said that I might.
We were children when
I kissed her at ten.

It is years since then,
But 'twas only last night
That I kissed her at ten—
For she said that I might.

MINARD'S LINIMENT is used by Physicians.

Poeticus—Did you think my poem particularly bright?

Brown—Yes, indeed. It illuminated my whole library.

Poeticus—Ah?

Brown—Yes; I lighted my cigar with it.

Distress from Earache.

'I was troubled with earache for a long time,' says Miss J. Johnson, Innisfail, N. W. T., 'and after trying different remedies without success, used Haggyards Yellow Oil as a last resort and I can really say that it cured me so completely that I have never had earache since.

I used to say, 'Will you be mine?'
No more the style endures.
Of women 'new,' but still divine,
He asks, 'Can I be yours?'

Keep MINARD'S LINIMENT in the House.

Farmer Wayback—Only think, Samanthy; thet rich Mr. Vanderbilk allows his wife $5,000 a month fer pin-money alone.

Mrs. Wayback—Wa-al, Josh, I often think an' wonder where all th' pins went to, an' now I know.

Where Specialists Failed Dr. Chase Cured Catarrh.

James Spence, Clachan, Ont., writes: 'I had been a sufferer from Catarrh for 15 years. It became chronic and I had given up hopes of ever being cured when advised by a friend to try Dr. Chase's Catarrh Cure. I at once started and am pleased to state three boxes effected a complete cure, and I heartily recommend it to anyone suffering from Catarrh.'

'I presume you carry a momento of some sort in that locket of yours?'

'Precisely; it is the lock of my husband's hair.'

'But your husband is still alive?'

'Yes, sir, but his hair is all gone.'

Ask for MINARD'S and take no other.

Bliffers—How is it that you have so much trouble with your second wife?

Differs—She wants me to regard my my first wife as a creature beneath contempt, and I can't.

Windsor Salt

Purest and Best for Table and Dairy No adulteration. Never cakes.

Many persons cannot take plain cod-liver oil.

They cannot digest it.

It upsets the stomach.

Knowing these things, we have digested the oil in Scott's Emulsion of Cod-liver Oil with Hypophosphites; that is, we have broken it up into little globules, or droplets.

We use machinery to do the work of the digestive organs, and you obtain the good effects of the digested oil at once. That is why you can take Scott's Emulsion.

50c. and $1.00, all druggists.
SCOTT & BOWNE, Chemists, Toronto.

Pure

Blood first of all; that is the starting point on the road to health. Without it Dyspepsia, Constipation, Biliousness, Headache, Liver and Kidney Complaints, Scrofula, Ulcers and Abscesses thrive and increase in the human system. But with pure

Blood

circulating freely these diseases cannot long remain. There is nothing to keep them there—no impurities for them to feed on. Burdock Blood Bitters purifies the blood, and drives out all impurities, waste and effete matter more quickly and surely than any other remedy. If you want pure blood and good health take

Burdock Blood Bitters

Hilda—I envy Eve. She didn't give a fig for a change in styles

Dorothy—But, still, when she changed her costume it was a releaf.

Shocked and Frightened.

Weak, nervous people having heart troubles are easily shocked and frightened. Milburn's Heart and Nerve Pills fortify the nerves, restore regular action to the heart, and cure every form of heart or nerve trouble. Mrs. Gladys McMillan, Toronto, says: 'Milburns Heart and Nerve Pills cured me of nervousness and palpitation. I was so nervous that the least noise would startle me; but I am now perfectly well.'

He—I don't want any woman to think I'm a fool.

She—Aren't you a little late in stating your wishes?

CASTORIA

For Infants and Children.

The fac-simile signature of Chas. H. Fletcher is on every wrapper.

'Do you think,' said Chappie, 'that a gentleman ought to speak to his barber when he meets him on the street?'

'Certainly,' said Briggs. 'It's about the only chance he has to get a word in.

FREE!
SEXUAL HEALTH

And how to secure it. Plain facts Plainly Stated.

A very interesting little book **for men only**, which must be read to be appreciated. Through its honest advice, thousands have been restored to perfect manhood. For a short time mailed **free**, in plain envelope, securely sealed. Address the Author:

E. H. LOBERTZ, P. O. BOX 74, DETROIT, MICH.

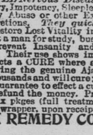
'I saw him with his arm around you.'

'Sir!'

'In the waltz, you know.'

'Oh!'

MADE ME A MAN



AJAX TABLETS POSITIVELY CURE *ALL Nervous Diseases*—Failing Memory, Impotency, Sleeplessness, etc., caused by Abuse or other Excesses and Indiscretions. *They quickly and surely* restore Lost Vitality in old or young, and fit a man for study, business or marriage. Prevent Insanity and Consumption if taken in time. Their use shows immediate improvement and effects a CURE where all other fail. Insist upon having the genuine Ajax Tablets. They have cured thousands and will cure you. We give a positive written guarantee to effect a cure in each case or refund the money. Price **50 CTS.** per package; or six pkges (full treatment) for **$2.50.** By mail, in plain wrapper, upon receipt of price. Circular free. **AJAX REMEDY CO.,** 19 Dearborn St. Chicago, Ill.

For sale in Newcastle, by E. Lee Street, Druggist.

Wit and Humor.

The reporter lay on his eider-down couch, slowly breathing his life away. It was evident that the end was very near.

Suddenly the luxuriously furnished room was filled with a phosphorescent light, and a pale shade appeared, standing at the bedside, grim and inscrutable.

'I am the Messenger of Death!' he said.

'One moment, please!' gasped the reporter, reaching feebly for his notebook and pencil. 'How do you like America?'

'He is very gifted,' said Mrs. Gushington. 'Why he can sit down and write poetry by the yard.'

'Yes,' replied the envious rival. 'The only difficulty is that the public reads it by the inch.'

Constipation

Causes fully half the sickness in the world. It retains the digested food too long in the bowels and produces biliousness, torpid liver, indigestion, bad taste, coated tongue, sick headache, insomnia, etc. Hood's Pills cure constipation and all its results, easily and thoroughly. 25c. All druggists. Prepared by C. I. Hood & Co., Lowell, Mass. The only Pills to take with Hood's Sarsaparilla.

She takes a great deal of interest in theatrical matters, and remarked to the young man:—

'These coster singers are very popular at present.'

'Yes,' he replied, nervously.

'I wonder why they call them costers?' she went on in a pensive tone.

'I don't know, unless its because it costs half a week's salary to go and hear one of them.'

'You say the police arrested that pretty Miss Beane, of Boston, simply because she wore blue glasses?'

'Fact. I assure you. You remember what beautiful eyes she has?'

'Don't I! You betcher life! Didn't she lay me out with 'em?'

'Well, that's the trouble.'

'Er?'——

'Yes, the charge was carrying concealed weapons.'

Mrs. Lake Front—I felt so blue yesterday that I took down the family bible and thought perhaps I would find something that would distract my mind from that horrid divorce suit.

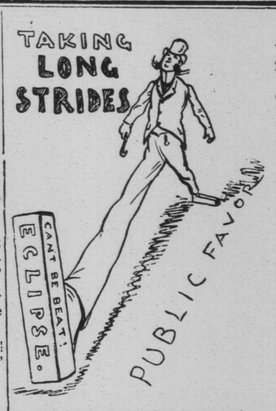
Mrs. Jackson Park—And did you?

Mrs. Lake Front—Yes, I found five of my marriage records that I had forgotten all about.

'Do you think Bob Fitzsimmons will be drowned?'

'Drowned?'

'Yes. Corbett has tried in vain to tongue-lash him to a spar.



And going rapidly to the front. No Soap like

Eclipse

for it has the quality. Try it, from you grocer.

Send us 25 "Eclipse" wrappers, or 6c. in stamps with coupon and we will mail you a popular novel. A coupon in every bar of "Eclipse."

JOHN TAYLOR & CO.

Manufacturers, Toronto, Ont.

RUBBERS & OVERSHOES

1853—FORTY-FOUR YEARS—1897

...IS...

THE CANADIAN RUBBER CO.'S

RECORD IN MAKING RUBBERS.

RESULT:

Rubbers that "WEAR" and are "UP TO DATE" as their immense sale and popularity proves

All Dealers keep them. **STANDARD NEVER LOWERED.**

I WONDER WHY!
I WONDER WHY!

That is what you will be saying when you read our ad. Wonder why he is

Selling Clothing at Cost.

Here is the reason.

We are going out of the Ready Made Clothing business and going to sell out our entire stock at cost. Our tables and shelves are full of the very best quality of Ready Made Clothes consisting in Men's and Boys' Ulsters, Suits and Pants. Men's extra Vests and Boys' extra Pants, Waterproof Coats, etc.

REMEMBER

This sale does not only last for a week or a month but continues till all is gone

We have things cut down so fine that the leanest purse will be able to purchase.

That we mean business.

That everything is marked in plain figures.

That the goods we advertise must go at any price as we are going out of the business.

That we can gladen the heart of the poorest man without emptying his purse

Just read the following and decide that it's

To McMurdo's you will go
For he sells the best you know,
While others sell their trash at higher price.

We hardly know where to begin but we will tackle the Men's Suits first.

		Suits reduced.				
Men's blue Serge, double breasted		" $5.50	$4.25.	Men's Dress	Suits 11.30	9.10.
" "	"	" 7.00	5.85.	" Tweed	" 6.75	5.25.
" black "	"	" 10.75	8.49.	" "	" 6.50	4.99.
" Dress		" 11.75	9.67.	" Scotch Tweed	" 10.00	7.85.
				" " "	" 11.50	9.59.

Over One Hundred different kinds of Suits butchered with the same knife. MUST GO.

50 pairs Men's Pants, usual price	$1.50 now	$1.15.	24 other kinds at same low prices.		
30 " " "	1.35 "	1.04	Men's Vests reduced from		90c to 75c.
26 " " "	2.00 "	1.50	" " "		$1.10 to 90c.

BOYS, BOYS, BOYS, LOOK HERE!

Something that will please the boys will be given away with every Suit sold.

Boys' Suits, usual price	$2.50 now	$1.95.	Boys' three piece Suits	$5.25 now	$3.50.
" " "	3.00 "	2.45.	" "	6.00 "	4.00.
" " "	3.25 "	2.50.	" "	6.50 "	4.35.
" " "	4.00 "	2.95.			

A large stock of Men's Ulsters and Overcoats also on hand.

Remember we don't sell Groceries, Beef, Boots or Shoes but CLOTHING, so when in town don't fail to call on us when in need of anything in our line.

OAK HALL

L. B. McMURDO MERCHANT TAILOR.