





## FISH AND GAME SEASONS.

WHEN IT IS LAWFUL TO KILL.

Penalties for Violation—In Case of Non-Payment of Fine and Costs the Convicted Are Subject to Imprisonment.

The State Board of Fish and Game Commissioners have issued for distribution copies of the Fish and Game Laws compiled to date. These are accompanied by a table showing the open and close seasons for all kinds of game and fish, together with some hints for the avoidance of sportsmen.

Under the caption, "What is always unlawful," the board says:

To take or attempt to take any game except by the use of gun or bow at arm's length.

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## Some time ago one of the largest and most liberal advertisers in leading Eastern city had a successful sale of a stock of goods obtained through the failure of a competitor.

The man who failed had a large capital invested in his business. He carried a line of goods above the average for completeness and desirability. There seemed to be no reason for his failure except one. His store was poorly advertised.

In one of the advertisements of the firm which bought the stock, the statement was made, "The store was poorly advertised, so poorly indeed that few people knew of the existence of so great a business house anywhere east of Main Street."

This transaction furnishes an object lesson that is most conclusive. The man who failed advertised, but he did not advertise right, or enough. His stock was sold out by the advertiser who did advertise properly and liberally.

Advertising is the most useful of all the tools of business, but it has a razor edge, and the man who handles it carelessly is sure to wish he hadn't. The mere fact that a man advertises is by no means an insurance of business success. He must give constant, careful thought to the subject. It is the only part of his business which will never run itself. You can get any other department in the business down to such a system that it will require very little thought, but the successful advertiser must be always alert and must never take his hand off of the advertising rudder for an instant.

Every day people are gaining more and more confidence in advertising, and more and more of them are turning to the advertising columns of the papers for information. There is no doubt about this.

The business men who fail to appreciate it are likely to find themselves so far behind the times that they will never catch up. It is always better to advertise a little too much than not quite enough. It is better to use a little more time than is necessary in the consideration of advertising and the preparation of advertisements than it is to be ever so little careless about it.

Like charity, begin at home. In other words, to advertise a store, first get your store. There are so many horrible examples of how not to keep a store that enumeration of the different bad ways is hopeless.

## IT IS USELESS

To advertise outside of the store and not inside. The first requisites in a system of advertising is cleanliness and order and general rightness in the appearance of the store. After that comes courtesy and the quality of the goods. It is hard to tell which of these is more important. A pleasant, cordial, attentive, but not obtrusive and obsequious manner, makes and holds trade. No matter how insignificant the transaction, it doesn't take any longer to be amiable than to be crusty. There is such a thing as being too pleasant—familiar—that is not good. It leads to a lack of respect. A merchant should always maintain his dignity in the store and in his advertising.

## ADVERTISING

Should be the bulletin of the store—a mirror in which the store's characteristics and goods may be reflected. If the advertising is good, and the store bad, the advertising cannot possibly pay. People may be drawn to the store once, but they will not return.

## IT MATTERS NOT

How Sick You Are or How Many Physicians Have Failed to Help You.

Dr. David Kennedy's Favorite Remedy will Cure You if a Cure is Possible.

Doctors are not infallible and there are many instances where they have decided a case was hopeless and then the patients astonished everyone by getting well and the case cured by Dr. David Kennedy's Favorite Remedy. A case in point is that of James Lettuce of Canajoharie, N. Y., who writes:

"Some years ago I was attacked with pain in my back and side that were fearful in the extreme. I could not control my kidneys at all and what came from them was mucous and bloody. I was in a terrible state and suffered terribly. A prominent physician of Albany, N. Y., decided that an operation was all that would save me. I decided not to have it and commenced to take Dr. David Kennedy's Favorite Remedy. I received relief almost instantly. When I had taken about two bottles, the flow from the kidneys was much clearer, the pain stopped, and I was saved from the surgeon's knife and an operation."

Dr. W. H. Morse, the famous physician of Westfield, N. J., has this to say of this great medicine:

"I have known a great many chronic diseases of the kidneys, where the attending physician pronounced the case incurable. I have known of kidney, liver, bladder or blood disease, or the distressing sicknesses so common to women, can long withstand the great curative power of this famous specific. Its record of cures has made it famous in medical circles everywhere."

It is for sale by all druggists in the New 50 Cent Size and the regular \$1.00 size bottles—less than a cent a dose. Sample bottle—enough for trial, free by mail. Dr. David Kennedy Corporation, Rondout, N. Y.

Dr. David Kennedy's Favorite Remedy Cures Old Sores, Scurvy and Scrofulous Diseases.

## MILLINERIES.

Ladies' and Misses Hats and Fancy Trimmings in all the latest styles and at the lowest prices.

Hats trimmed while you wait free of charge.

Also a new and full line of Gent's Furnishing Goods.

MRS. A. ARNOLDT,

PHILADELPHIA AVENUE, ADJOINING

ENTRANCE TO THE CITY HALL

HARBOR CITY, N. J.

The Kind That Cured Your Grandfather.

Dr. David Kennedy's Favorite Remedy

THE PHILADELPHIA

Cleaning & Repairing Co.

720 Atlantic Avenue, Atlantic City, N. J.

Suits made to order from \$12 up. Pants, \$3 up.

Ladies Dresses Cleaned and Repaired at Lowest Prices.

MARCE GOLDSTEIN, Prop.

## Lumber.

Cedar and Pine Lumber cut to order.

Shingles, Siding, Lath, Boards, Planes, etc.

Mail orders will receive prompt attention.

Prices upon application. Address:

EDWARD CRABBE,

May's Landing, N. J.

Dr. David Kennedy's Favorite Remedy

CURES ALL KIDNEY STOMACH

ALL DRUGGISTS SELL DR. DAVID KENNEDY'S

Favorite Remedy in the New 50 Cent Size and the regular \$1.00 size bottles.

## EGG HARBOR HOTEL.

(Formerly Peter Goebble's Hotel.)

Board by Day or Week. Oysters in Every Style.

Wholesale and Retail Liquors, Foreign and Domestic Cigars.

Pool and Billiards. Headquarters for Bicycles. Livery attached.

CHARLES KOPF, Proprietor.

Philadelphia Avenue and County Road, Egg Harbor City, N. J.

## Chas. Englehardt's Hotel.

Pool, Billiards and Bowling Alley.

Oysters in every style.

Meals served at all hours.

CHAS. ENGLEHARDT, Prop'r.

Cor. Philadelphia Ave. and Arago St., Egg Harbor City, N. J.

## MALL & DEY.

Blacksmiths and Wheelwrights.

Repairing in all branches attended to promptly.

Wagons of all kinds made to order.

Our work first class and guarantee perfect satisfaction.

Philadelphia Avenue, Egg Harbor City, N. J.

## D. W. McCLAIN'S

CASH GROCERY,

MAY'S LANDING, N. J.

GROCERIES AND PROVISIONS.

Crockery, China, Glass and Hardware.

Dr. David Kennedy's Favorite Remedy

CURES ALL KIDNEY STOMACH

ALL DRUGGISTS SELL DR. DAVID KENNEDY'S

Favorite Remedy in the New 50 Cent Size and the regular \$1.00 size bottles.

## PENNSYLVANIA RAILROAD.

WEST JERSEY & SHORELINE RAILROAD.

Protected Throughout with

Signal System and Interlocking Switch.

Schedule in effect June 29, 1903.

Trains leave May's Landing as follows:

For Philadelphia—7:41 a. m. and 4:59 p. m., weekdays. Sundays—7:10 a. m. and 4:29 p. m.

For Atlantic City—6:25 and 9:45 a. m. and 6:05 p. m., weekdays. Sundays—9:25 a. m. and 7:31 p. m.

Leave Philadelphia for May's Landing, 7:00 and 7:30 a. m. and 3:30 p. m., weekdays. Sundays—7:30 a. m. and 3:30 p. m.

Leave Atlantic City for May's Landing, 7:00 a. m. and 4:29 p. m., weekdays. Sundays—7:10 a. m. and 4:29 p. m.

For Atlantic City—6:25 and 9:45 a. m. and 6:05 p. m., weekdays. Sundays—9:25 a. m. and 7:31 p. m.

## Kodol

Dyspepsia Cure

Digests what you eat.

This preparation contains all of the digestive and digest all kinds of food. It gives instant relief and never fails to cure. It allows you to eat all the food you want. The most sensitive stomachs can take it. By its use many thousands of dyspepsias have been cured after everything else failed. It prevents formation of gas on the stomach, relieving all distress after eating. Dieting unnecessary. Pleasant to take.

It can't help but do you good

Prepared only by R. D. Dyer & Co., Chicago

(This bottle contains 2 1/2 times the usual dose.)

For sale by Morse & Co.,

May's Landing, N. J.

## SPECIAL OFFERING.

Special Offering in Parlor and Bedroom Suits, Feathers, Bed-springs and Quilts.

1 Combination Parlor Suit,

5 pieces, worth \$30.00; now \$24.00.

1 Combination Parlor Suit,

5 pieces, worth \$25.00; now \$19.00.

1 Green Velvet Parlor Suit,

5 pieces, worth \$26.00; now \$20.00.

Bedroom Suits, 3 pieces,

\$12.00.

Best selected Live Geese,

feathers; 70c. per lb.

Double-woven wire Bed-springs, \$1.50.

Pure white cotton filled Bed Quilts, \$1.25.

FRED. WINKLER,

(Successor to Jno. & Chr. Mueller),

EGG HARBOR CITY, N. J.

## Sithen's Speedy Rheumatic Cure Never Fails.

Will cure rheumatism with every bottle.

A guarantee with every bottle.

It is just what you need.

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