

THE CENTRAL GUARDIAN



The Shrine of BEAUTY

Everyone worships at the Shrine of Beauty—and why?—Because beauty stands for Health, Culture, Refinement and an appreciation of Nature's gifts...

The 2 Macs

149 Great George St.

The Fishing Touch of Smartness

obtained by wearing Morris Smith's smart-appearing shoes for particular women...

MORRIS & SMITH Big Shoe Store.

He Fired Them All

Because they did not give the satisfaction that Hickey's Twist gives. This tobacco has the goods very time and that lovely flavor which men crave for and can only get in Hickey's...

HICKY & NICHOLSON TOBACCO CO. LTD.

ANNOUNCEMENT

We have in stock a nice line of men's Dry Goods which we are selling at reduced prices consisting of:

- Men's Wool Underwear. Men's Fleece Lined Underwear. Men's Fleece Lined Underwear. Men's Wearing Shirts. Men's and Boy's Sweaters. Men's Mackinaws. Men's Heavy Pants. Coats sizes 36 to 40. Inbermen's Stockings. Heavy Leather Mitts. Heavy Men's Gauntlets.

RUBBER GOODS

Heber Boots in all sizes. L and Storm Rubbers.

Vare clearing out this line as we require the spador other goods.

COME IN AND GET A BARGAIN

Canadian Farm Products

Charlottetown, P.E.I. Phone 700 or 800.

10-25

Cut Glass for the Bride

We are showing an exceptionally fine assortment of Cut Glass.

Our Sherbet Glasses, Nappies, Bobs and water sets are of exceptionally fine cutting and brilliancy.

May we have the pleasure of Show-ing our assortment?

W. W. WELLNER Jewelers

1868



IT PAYS to buy in this PROV. Ince. PATONS BIG SILK STOCKING SALE, prices cut in two, is now on. 'CONSULT HOLMAN'S CATALOG' 3045-6-22-1f PATONS silk stockings wear. Get a few pair at half price today. RESERVE DATE. — Please reserve December 8th for St. Peter's Cathedral's annual fancy sale and tea. YOU CAN AFFORD to buy silk Hose now as Patons are selling theirs at half price. 31 FOLLOWING schooners have arrived at L. M. Poole & Co., Connelly's West Wharf, viz.—'Victoria,' with cargo cedar posts; 'Electro,' with cargo dressed lumber; 'Dwina' with cargo dimension spruce lumber; A. C. Newell with cargo brick. 3355-10-29-1f YORK CIRCUIT.— Thanksgiving Services will be conducted at each of the following appointments, on Sabbath Oct. 31st, 11 a. m., Pleasant Grove, 3 p. m., Covehead, 7 p. m., York. F. H. Littlejohns, pastor. WHEN IN NEED of anything for your Ford call or phone F. M. MacKinnon Ford Dealer Great George St. opposite E. Wheatley's meat market. Phone 890. Queen's County Garage Co. Box 111. 3356-10-29-31p1 NEW FORD DEALER FOR CHARLOTTETOWN.— Mr. F. M. MacKinnon is the new Ford representative for Queen's County. Mr. MacKinnon has had considerable experience in this line having been connected with the firm of Kennedy, Webster and MacKinnon. He is well and favorably known throughout the province and will no doubt make good in his present undertaking. His headquarters for the present will be on Great George St. opposite A. Wheatley's Meat Market. CARRY A CASED UMBRELLA and defy the weather man. Paton's umbrellas are handsome and serviceable. PERSONALS Mr. Joseph A. McDonald, Tracadie, left yesterday on a trip to Montreal. Messrs James Cousins and Hugh Campbell, Sea View, were in the city yesterday. Messrs M. J. McLeod and E. L. McLeod, Kinkora, were in the city yesterday. Mr. Milton Darrach representing the E. W. Gillett Co. Ltd. of Toronto and Mr. A. J. Carter the advertising manager are registered at the Revere. Mr. W. J. Whitney, Summerside, Inland Revenue Officer for Prince County, was in the city yesterday and accompanied the Assistant Deputy Minister of Inland Revenue and Customs and Inspector McDonald to Summerside in the afternoon. Lachute, Que. 25th. 1918. MILDARD'S Liniment Co., Limited. Gentlemen.—Ever since coming home from the Boer war I have been bothered with running fever sores on my legs. I tried many salves and liniments; also doctor-ed continually for the blood, but got no permanent relief, till last winter when my mother got me to try MILDARD'S LINIMENT. The effect of which was almost magical. After two bottles the sores completely disappeared and I have worked every working day since. Yours gratefully, JOHN WALSH.

To Re establish Strength After Sickness How Many People in This City Have Done So. There is one great drawback to recovery for a person who has been sick, and that is poor devitalized blood and consequent weakness, nervousness and depleted strength. If people in this city who have been ill and are still in a weakened condition could only realize the value of Vinol to enrich the blood, create a hearty appetite and restore strength, druggists would not be able to supply the demand. For all run-down, nervous anaemic conditions, and for delicate children and feeble old people, there is no other remedy like Vinol.

Dr. E. C. Harris Eye Specialist Office, Royal Bank Building, Charlottetown. Office Hours: 9.30—12.30, 2—5 Phone 68-Y.

How About Your Plumbing Maybe you are thinking of changing the present bath room or installing a new sanitary outfit. Have us go over the job with you. Call and tell us your plumbing troubles. Prices right. Workmanship a quality. See us today. Plumbing and Heating Fred H. Trainor Phone 393-J. 80 Grafton Street

A Word to the Wise At this season most people are in a run-down condition and need something to brace them up before the trying winter months come. For this purpose there is nothing better than Our Beef Iron And Wine this is both a tonic and a blood purifier. It contains all of the strengthening qualities of fresh lean beef—an easily assimilated form of iron—and rich mellow wine. This tonic is ideal for stimulating the system and aiding digestion. PRICE ONLY \$1.00 PER BOTTLE Johnson & Johnson The Quality Druggists COR. KENT & PRINCE STS.

Store No. 33 Now Open in Moose Jaw, Sask. The Biggest Value in Popular Priced Tailored-to-Measure Suits and Overcoats in the British Empire.

Our Full Measure Of Value In Tailored-To-Measure Clothes Has Won Public Confidence

No concern has a greater share of the public's confidence than ours. Our one and only commodity is men's Suits and Overcoats Tailored-to-Measure, and our only ambition is to serve our patrons with stylish perfect fitting garments of meritorious quality at a Standardized, Common-sense price that the average man can afford to pay. There never was a time in our history when you were more certain of this kind of service at our hands than now.

No matter how much or how little you may know of the present complicated conditions that surround the clothing industry at this time, you are sufficiently posted to appreciate that a suit or overcoat of quality Tailored to your individual measure for \$20. is a genuine and most exceptional bargain. Such is our offer—You will make no mistake by visiting any one of our 33 Quality Tailor Shops today.

Suits and Overcoats Tailored-To-Your-Measure

\$20 English and Scotch Woollen Co. of Montreal More Quality Less Money No connection with any other concern in Canada

You Pay No Tax at Our Prices

MANY a man will select the cloth and be measured today for his new Fall and Winter Clothes. The English & Scotch Woollen Co's Dominion-wide Tailoring service is the gate-way to the greatest values in Tailored-to-Measure Suits and Overcoats in the British Empire. The extraordinary resources of this immense institution operating 33 Quality Tailor Shops in Canada, obviously affords larger selection and greater economy than could be expected of any tailoring concern of local scope. Whether you care to spend \$20. or more, your satisfaction will be entirely assured. You are cordially invited to leisurely inspect the new woollens being shown at all of our stores, and learn of the exceptional values. We will take your measure today. J. J. J. General Manager for Canada.



Ladies' Warm Winter Coats Order your Winter Coat now—Tailored-to-your-measure. Select the fabric of your choice—a designer for ladies' garments will take care of your order for a man-tailored coat. Ask to see fashion plates. Trousers We are showing exceptional values in odd trousers from special trouser lengths. Many of these cloths are shown in very limited quantities, and are exceptional values.

English & Scotch Woollen Co. OF MONTREAL

158 Richmond St, Charlottetown, P. E. I.

The Big Montreal Tailors With the Big \$20 Price—Stores From Coast to Coast 35 QUALITY TAILOR SHOPS IN CANADA Head Office and Bonded Warehouse, 851 St. Catherine Street East, Montreal

Out-of-Town Men Write for Free Samples, Fashion Plates, Self-Measure Form and Tape Line. Address 851 St. Catherine St. East, Montreal