

The Oldest Jewelry Store
on Prince Edward Island
 ESTABLISHED 1868.
Souvenirs of Prince Edward Island

See the assortment we have in Spoons, Brooches, Hat Pins, Belt Pins and novelties in Jewelry. P. E. Island pennies gilded and made into Brooches, Hat Pins or Charms at 25c.

W. W. WELLNER, Jeweler

OUR baby pictures—like all portraits we make—are natural in pose, properly lighted and beautifully finished. Fast lenses, high class equipment and tireless fact are the reasons for our remarkable success in baby portraits. Come in some morning and let us get acquainted with the baby. Telephone today for an appointment.

Geo H. Cook
 The Studio where baby is always welcome.

Hard Coal
 daily expected
 per Schr. Arthur M. Gibson, 500 tons best quality hard coal in egg and chestnut sizes.

C. Lyons & Co

Vichy Lemonade
 This is a bright sparkling summer beverage bottled in Sunny France. It is put up in quart bottles and is a delightful refreshing drink. 30 cents per bottle. \$3.25 per dozen.

Belfast Ginger Ale
 Cantrell and Cochrane's. This is the genuine Belfast Ginger Ale and there is none better. 15 cents per bottle. \$1.65 per dozen.

Beer & Goff

DOMINION ATLANTIC RAILWAY
 Steamship Lines to Boston via Yarmouth between Eastern Nova Scotia and Boston via Truro, Windsor, Jct. and Halifax EXPRESS TRAIN leaves Halifax daily (except Sunday) at 7:30 for Digby and Yarmouth making connection at Yarmouth for Boston.

MIDLAND DIVISION—Trains of the Midland Division leave Windsor daily except Sunday for Truro at 6:15 a. m., 7:05 a. m. and 5:10 p. m. and from Truro for Windsor at 5:55 a. m., 12 p. m. and 2:30 p. m. connecting Truro with train of the Intercolonial Railway at Windsor with Express trains to and from Halifax and Yarmouth, commencing June 20th.

The Royal and U. S. Mail Steamships Prince Arthur and Prince George. The fastest and finest Steamships plying between the Maritime Provinces and Boston will leave Yarmouth for Boston, daily, except Sunday on arrival of Train from Halifax. Returning leaves Long Wharf, Boston, daily, except Saturday, passengers arriving in Halifax next day at 6:40 p. m. by Express train, DIGBY BOSTON.

Direct service commencing Saturday July 2 8:30 Boston leaves Digby on arrival Bluebonnet train from Halifax Wednesday and Saturday. Returning leaves Long Wharf, Boston at noon Tuesday and Friday.

S. S. Prince Albert makes daily trips, Sunday excepted, between Parrsboro and Wolfville, calling at Kingsport in both directions.

For further information, Reservation of Bedrooms, etc., write or telegraph R. U. WALKER, General Passenger Agent, Kingsville, Nova Scotia. W. K. ROGERS CO LTD, Charlottetown, Manager.

STEWART & CAMPBELL
 Barristers, Solicitors, etc.
 Offices in Desbrisay Block, corner Queen and George Streets, Charlottetown, P. E. Island.

MONEY TO LOAN.
 W. S. STEWART K. C. N. A. CAMPBELL

Advertising is the Keynote of Success

Many a huge business structure has toppled down for the want of judicious advertising. It just reaches out and gives the public that hearty-hand-shake that begets warm-hearted confidence. But if you are not an adept at advertising you are using the very means to break down your business that should build it.

Good advertising is not expensive. The publicity that will build a business, brick by brick, is profitable advertising.

Proper publicity is a study of human nature—an analysis of your business methods and presenting the strong points of your business attractively and forcibly.

Advertising is the concentration of forces that unite and compel attention.

Let us talk advertising. Phone 123 or call if more convenient.

BONNELL Advertising Agency
 Cameron Block

\$1.69 Ladies' Summer Shoes Reduced from \$2.50 & \$3.

You'll never get a better chance than this to buy good, cool shoes at almost half price. Midsummer demands such footwear and you'll need a light pair of shoes for months yet, even if you did not it will pay you to buy now for next summer. You may not get such good values as these again in years. We're not reserving anything in this sale, all ladies' summer shoes must go at the same clearance price.

WOMEN'S PATENT LEATHER SHOES—29 pairs, two hole, sailor tie, sizes 2 1/2 to 6. Former price \$2.50, today.....**\$1.69**

WOMEN'S VICI KID OXFORDS—24 pairs, flexible sole, some with patent leather tips, all sizes except 4 1/2. Former price \$3 today.....**\$1.69**

WOMEN'S CHOCOLATE KID OXFORDS—18 pairs, flexible sole, sizes 2 1/2 to 4. Regular price \$3.00, today.....**\$1.69**

Alley & Co.
 CHARLOTTETOWN

DR. H. D. JOHNSON
 Kent Street
 Practice limited to diseases of Eye, Ear, Nose Throat and Skin.
 Eyes tested and noted for glasses.

OFFICE HOURS
 9 to 11 a. m. 1-30-3-30
 Evenings on appointment dtw

DR. A. B. REID
 DENTIST
 Office Hours 9-1 and 2-6
 Over Jenkins & Sons
 NEW PROWSE BLOCK
 Charlottetown, P. E. I.
 3107

PHOTOS FINISHED

If you took pictures during your outing, bring them in and let us develop them. Special attention paid to amateur work. Work promptly done and charges moderate.

BAYER, Phone 192..j

DENTISTRY
 (The latest is the Best)
Dr. Thos. E. E. ROBINS
 25 Queen Street, Phone 275J.
 Next door to Beer & Goff's
 Opposite Blake Bros.

Dentistry
Dr. C. H. BEER,
 Surgeon Dentist
 Berlin Dental Parlour
 Richmond St., Phone 133 J.
 Over Prowse Bros.

ANOTHER NEW TESTIMONY

To those that are suffering with headaches and sore and blurred vision and a weak stomach I would advise them to consult Dr. Crossman at once. I also had a very bad stomach, I could scarcely retain any food on my stomach, I could not see to do my work clearly, my head was aching so bad and stomach agh so weak. Now I can truthfully say my headaches are all gone and my stomach is perfect. Well, I feel that I can safely recommend Dr. E. M. Crossman as an Expert Eye Specialist.

Onesime Richard,
 16 Douglas Street,
 Charlottetown, P. E. I.
 I have many such letters as this. If your eyes are sore and weak and had a bad stomach, don't neglect them too long.

Dr. E. M. Crossman,
 120 Kent Street,
 Charlottetown, P. E. I.

THE QUEEN'S COUNTY GUARDIAN
 Head Offices in New Prowse Block—Charlottetown.

The latest news, first of all.
 All lovers of manly sport anticipate the greatest athletic contests at the championships on the 17th.

A notice to all persons trespassing on any part of "Appletree Farm" appears in this issue.

Harold Dockendorff, York Point, is spending the week in North River, the guest of Mrs Duncan Scott.

Geo. W. and Mrs. West arrived at their home in Innisfail on July 27th, after a most delightful trip to P. E. Island.

Mrs. Wm. Cooke and daughter, Mrs. Duchemin, are spending the week at York, the guests of W.H.P. and Mrs. Cooke.

The dwelling house and premises of the late Chas. Palmer is for sale or to let, as will be seen by ad., which appears elsewhere.

Miss Mildred C. Cochrane of Everett, Mass., arrived by the S. S. Halifax, and is the guest of Mrs James R. Stewart, King Street.

Mrs. Latrobe and her daughter, Janet, of Boston, are spending the summer months at Uigg, the guests of J. D. and Mrs. McQueen.

Tom Burke, writing in the Boston Journal, says that he has learned from good authority that Fred Cameron, the Amherst runner, is soon to turn professional. Burke says that after two or three more amateur races Cameron will join the "pro" ranks.

Mrs (Rev) C. F. Yates, of Golden, is in the city, the guest of her sisters Miss Clark, Mrs Cameron, and Mrs. Mutart, 306 Fourteenth avenue east. Twenty-one years have elapsed since some of the sisters have met.—Calgary Herald. Mrs. Rev. Chas. Yates of Golden, B. C., Mrs J. A. Cameron of Charlottetown, P. E. I., Mrs Robert Mutart of Cape Traverse, P. E. I., are the guests of their niece, Mrs J. E. Ardell.—Claresholm (Alta.) Review.

Henry Fitzgerald of the P. E. Island Railway left yesterday morning on a vacation trip to Ottawa, where he will also attend the C. M. B. A. convention next week. His daughter, Miss Emma, who recently arrived home from Boston on a vacation, accompanied him. Mr. Fitzgerald is enjoying his first vacation after ten years of continuous service and the relaxation from active duties will no doubt be so beneficial that he will return to work with greatly renewed vigor after his restful trip to two of the largest cities in the Dominion.

At Rocky Point on July 26th, 1910, the late Mrs John L. Mooreside entered peacefully into a rest at the home of her father Patrick Feehan after a lingering illness, which she bore with Christian patience, being fortified by the last rites of the R. Catholic Church. Deceased died in the spring-time of her youth, and in the 22nd year of her age and was a general favorite with the young people in that community. All that loving hands could do to alleviate her sufferings was done but they could not stay the hand of the grim reaper Death. Much sympathy is expressed for the bereaved parents, as this is the fourth time that the white-winged messenger has entered the family circle and removed one of its members from an earthly to a heavenly sphere where partings are unknown. The mortal remains of deceased were followed to South Shore Cemetery by upwards of fifty carriages. Services were held at the R. Church by Rev. Father McLellan. The pall bearers were:—Wm. Mutch, Jno Griffin, Ernest McLanis, D. McIsaac, Jno McLean and Walter Lane. The following kind friends contributed beautiful floral bouquets and wreaths viz: Mrs Jno Mooreside, Spiritual Bouquet; Mr and Mrs Benoit, City, Spiritual Bouquet; Mrs Daniel Smith, wreath; Miss Janie Smith, wreath; Miss Marjorie McMillan, cross; Miss Maggie McMillan, City, bouquet; Miss Annie Doyle, Spiritual bouquet; Miss Newson, City, bouquet; Misses Mooreside's, bouquet. She leaves to mourn a husband, and two infant children, a father and mother and two sisters, Miss Nellie and Miss Katie and two brothers James and Willie at home and Frank in British Columbia.

Neomah Toilet Cream contains no oil or grease, is perfectly harmless and can be used on the most delicate skin. It prevents formation of wrinkles by nourishing the tissues. Applied daily, it will keep the skin soft and white, imparting a youthful appearance to the complexion. Price 50c. E. A. Foster, Central Drugstore, successor to A. W. Reddin, Sunnyside.

Frank McDonald, City, crossed to Moncton on Thursday.
 James Garland, Webster's Corner, was in the city yesterday.
 Miss Sarah Archibald, Alma, Nova Scotia, is visiting in this Province.
 Walter and Mrs. Simpson, Bay View, drove to the city yesterday.
 Dr. and Mrs. Herbert S. Archibald, Alma, N. S., are visiting in this Province.
 John McKinnon, New Haven, returned Monday from a four months' visit to Quincy, Mass.
 Miss Laura Dennison, Moncton, who has been visiting the Misses Lowe, City, returned to her home on Thursday.
 Miss Mary Essery and Mrs Henry Laphorne, City, leave this morning for Truro, N. S., where they will attend the Rebekah General Assembly which meets in that town on Tuesday next.
 Goff Bros, City, have a grand display of infants' shoes in booties, shoes, slippers, sandals, etc., which they claim are priced in keeping with the quality. Their ad will appear Monday.
 A farmer from Webster's Corner reports the potato bugs very plentiful and Paris green scarce. The hay has been a good average crop, while the grain crop is looking fine. Many Boston people have arrived home to avoid the hot weather.
 The market prices were practically unchanged yesterday, the only difference being a slight increase in the price of white oats which sold at 48 to 50 cents per bushel and black from 50 to 54 cents. New hay offered at from 30 to 35 per cwt and old at 50 cents.

The Guardian has received a complimentary copy of the printed minutes of the twenty-seventh session of the N. B. and P. E. I. Conference of the Methodist Church held in June last in Sackville. The book is teeming with detailed information of the church, besides containing the minutes of the conference, and is a most valuable volume.

Mrs. Josiah McVeane, who left this Province with her husband almost twenty-five years ago, left Denver on July 1st, visiting friends in Omaha and Boston on her way home. She arrived at Uigg on Thursday, Aug. 4th, where she will spend several months with her mother, Mrs. M. McLeod. Her daughter Ethel accompanied her.

Each and every customer making a purchase at J. J. Gay & Son's vegetable market Saturday and Saturday night will be presented with a bouquet of flowers. The flowers comprise Sweet Peas, Asters, Stocks, Phlox, Verbenas, Snapdragon etc. Prices in many lines of vegetables are lower, and they expect to give away hundreds of bunches of beautiful fresh cut flowers. It is just possible they may run out of flowers, but as long as they last, out they go.

The holding of the Maritime Championships here on the 17th inst. involves heavy financial responsibility on the part of the Abegweit A. A. A. but it is felt that the public will gladly avail themselves of an opportunity, occurring once in about ten years, to witness the greatest athletic event of both track and field in competition. The entry list this year promises to be the largest in the history of the M. P. A. A. A. It is expected that between 40 and 50 athletes will strive for the honors.

Are you going to Corran Ban on Aug. 13th? Sure! I must see Blooming Point and Mt. Cove fight for supremacy on the diamond. 8-611.

Charlottetown Steam Navigation Company Limited

Commencing Monday the 2nd of May the S. S. Northumberland will leave the Company's wharf daily, except Sunday, at 8.20 o'clock, a. m. Returning will leave Pictou about 4.20 o'clock, p. m.

G. W. WAKEFORD, Manager.
 Charlottetown, April 28th, 1910.
 4-29dtf.

Ladies' Hair Goods

Cash Only



Cash Only

Pads

Wool pads with a flexible wire down the centre. Washable. All shades 18 inch 18c 24 inch 25c

Mohair Roll hair pads—extra large and full 25c each

Circular wire pads covered with the best angora hair. All shades 30c each

Turban Hair Pads

Two sizes in shades 30c, 35c each

Hair Switches

Switches made of a real good quality of bohemian hair. Cleaned and made up most carefully in a Sanitary factory—26 inches long \$4.50

Turban Hairpins

Shell and Amber 12 1-2c, 15c, 18c each

Ribbon Bandeaux

The very latest and newest aid to a fashionable coiffure. It is three celluloid combs used with a ribbon and comes at 39c set

Side combs, Back combs, Barrettes, etc. in an endless assortment

Stanley Bros

The Best 25c Tea on the Market

Matchless Tea is the best of all beverages, it will touch the spot the first time and each sip will prove alright. Matchless tea is rich, pure and carefully blended, is the best moderately priced tea we ever sold—and will make the finest beverage you ever imbibed.

Price per pound.....25c
 20 lb. caddies f. o. b. Charlottetown.....\$4.50

JENKINS The Grocer

Particular Chocolate Buyers

"Ask for Rockford Chocolates"

will find that we can suit their taste. We keep the kind to satisfy those who know what good chocolates are. The tempting chocolates and bonbons in our confectionery cases are even more delicious than they look. You'll find our store a convenient place to drop in on your way home.

E. J. DesRoches
 SUNNYSIDE
 Jeweler & Optician

Ask for **SANTOL**
TOOTH AND TOILET PREPARATIONS

fifteen in the family, all good



AT **Geo. E. Hughes**
 The People's Druggists.

INTERCOLONIAL RAILWAY

All Canadian Route TO Quebec and Montreal Canada's Summer Train The Ocean Limited

Connecting trains leave Pictou 12:10 P.M. ARRIVES MONTREAL 7:35 A.M. Making direct connection with Grand Trunk International limited for Toronto. DINING CAR SERVICE THE BEST FOR THE MONEY ON THE CONTINENT Table d'Hote Dinner \$1.00, other meals 50c each TWILIGHT VIEW OF THE FAMED MATAPELIA VALLEY.

W. K. ROGERS, City Ticket Agent

Professional Cards

A. A. McLean, K. C., Donald McKinnon, M.CLEAN & MCKINNON
 Barristers, Attorneys at Law
 Brown Block, Charlottetown

HOTEL BRUNSWICK
 MONCTON, N. B.
 the Largest and Best Located Hotel in the City, accommodating 200 guests, situated in the centre of spacious grounds and surrounded by elegant shaded trees making it specially desirable for tourists in the summer season. GEO. McSWEENEY

I. J. YEO, M. D.
 Physician and Surgeon
 Residence—Kent Street
 Next door to "The Two Maces"
 Phone 411

Geo S Inman
 BARRISTER AND ATTORNEY
 Solicitors for the Canadian Bank of Commerce
 Montreal

W. J. MacMillan
 M. D.
 Physician & Surgeon
 Residence: 118 Prince St
 6-1322m Phone 310 L

McLeod & Bentley
 Barristers and Attorneys at Law
 Solicitors for the Bank of Nova Scotia
 Money to Loan

DR. JOHN LEDWELL, M. D.
 Richmond Street, opposite St. Paul's Church
 Hours until 10 o'clock to 2 p. m.

Warburton & Shaw
 Barristers, Attorneys, Notary Public, Etc
 Office in Cameron Block, Charlottetown, P. E. Island

A.A. Leckie, M.R.C.V.S.
 Government Veterinary Inspector
 ELDON HOTEL TEL# 30 CHTOWN

George W. McPhee
 Barrister-at-law
 Offices New Prowse Block,
 Charlottetown, P. E. Island.

MORSON & DUFFY
 Barristers and Attorneys
 Solicitors for the Royal Bank of Canada
 MONEY TO LOAN
 Brown's Block, Charlottetown
 Jsmrwthfrv

MACKINNON & MCNEILL
 Barristers, Solicitors, Notaries, etc.
 MONEY TO LOAN.
 Offices—Cameron Block Charlottetown.

D. A. MACKINNON, K. C., L.L. B.
 ROBERT N. MCNEILL.

Arthur J. B. Mellish B.A.
 (HARVARD)
 Barrister and Attorney-at-Law
 Corner Queen and Richmond Sts., Ch. tow