



Diamonds for Gift Giving

For gift giving for any occasion there is nothing so appropriate, nothing that will give the constant pleasure to the recipient, and lasting remembrance of the giver, as the DIAMOND. It is the most prized of all stones.

At our store you will find the largest collection of diamonds in the city, both in solitaire and combination settings. Every diamond is guaranteed flawless, pure in color, and perfect in cutting. Our prices you find by comparison, very moderate.

W. W. Wellner

Jewellers, Engravers, etc.
Established 1868.

3707-11-1Mwitt.

Now for Xmas Photos

All styles of finish are shown, sepia buff black and white, life-sized hand finished portraits in India ink and the popular hand-painted work in natural colors.

Call in today and see some of the styles.

The Cook Studio

For Those Away From Home

Send a Photograph for Xmas from

The Bayer Photo Studio

A. E. Lyon

Photo Studio

Specialty in Groups, College, Society and Family Work unexcelled.

Moderate Prices.

Amateur's work given personal attention
107 Queen St. Ch. Town Phone 688

PLANT LINE

S. S. HALIFAX from Charlottetown every Friday at noon. From Boston every Tuesday at noon.

For further information apply to JAS. CARRAGHER, Agent
Charlottetown.

Time Table, Rocky Point Ferry, S. S. Hillsboro.	
Leave Ch. Town	Leave Rocky Point
7:30 a.m.	8:00 a.m.
8:30 a.m.	9:00 a.m.
9:30 a.m.	10:00 a.m.
11:30 a.m.	11:30 a.m.
1:30 p.m.	2:00 p.m.
2:30 p.m.	3:00 p.m.
3:30 p.m.	4:00 p.m.
4:30 p.m.	4:50
9:30 a.m.	10:00 a.m.
12:45 p.m.	1:00 p.m.
2:00 p.m.	2:30 p.m.
4:00 p.m.	4:30 p.m.

On Thursday the 3.30 trip will be omitted.
M. MURPHY, Manager.



COAL

Hard and Soft Coal

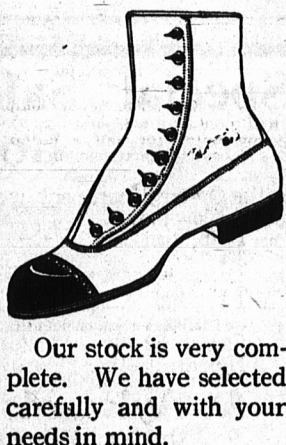
Wholesale and Retail
Now in the time to put in your Winter's Supply of Coal when roads are good, weather fine, and prices lowest.

We have a good supply of Soft Coal in stock suitable for Domestic and Steam purposes and have fresh cargoes arriving almost daily.
We have also a supply of Best Anthracite Coal in Egg, Stove and Chestnut sizes suitable for Furnaces and Base Burner Stoves.
We shall be pleased to have your order for your requirements at any time.
Schooners, for charter always in demand, and highest rates of freight paid.
BUNTAIN, BELL & CO.
Phone, 404
Selling Agents for Dominion Coal Co.

"It is truly a magnificent display of French Ivory Goods that we have here now for inspection and selection and our old, before-the-war prices make each article the utmost in good value. You can save money by buying French Ivory Goods here now. The Two Macs 149 Great George Street. Mtf.

Children's Misses' Shoes

Children require shoes that give their feet room for growth. We know how to fit them properly.



Our stock is very complete. We have selected carefully and with your needs in mind.

Alley & Co.

TRY US

Furness Sailings

From LONDON		From HALIFAX	
STEAMER	DATE	STEAMER	DATE
Rappahannock	Nov. 15th	Shenandoah	Nov. 27th
Nov. 6th	Nov. 20th	Kanawha	Dec. 11th

From LIVERPOOL From HALIFAX
Via Nfld. Via Nfld.
Oct. 30th. Lexington Nov. 25th
Nov. 6th Durango Nov. 25th
Nov. 20th Tabasco Dec. 7th

Above sailings are not guaranteed and are subject to change without notice.
Furness, Withy & Co. Ltd.
Halifax, N. S.



COAL

A Ticklish Proposition

Our Coal is bound to tickle the whole family either directly or indirectly.
Father is tickled by the nice even heat that fills the den, Mother by the quick, lasting heat that enables her to keep a good stock of goodies for the kiddies who are always tickled to get home to a pleasant fire and mother's BEST. Phone 111.

C. LYONS & CO.

The Eastern Guardian

*IT PAYS to buy in this Province

*T. GORDON IVES is Guardian Representative in Montague.

*D. F. TIERNEY is Guardian representative in Souris.

*TRANSFERRED.—W. L. Dingwell is busy preparing for removing the furniture of Mr. J. D. Burpees, Manager, Canadian Bank of Commerce who has been transferred to Orangeville, Ont.

*The following are registered at the Cox Hotel, Souris: Geo. J. Lane, Charlottetown; Elmer Harris and wife, F. L. J. M. Rattenbury, Charlottetown; the Misses Camubell, New York; J. R. Brander, Amherst; D. Rusheford, Halifax.

*ILLUSTRATED LECTURE.—Rev. Wm. McLeod of Dundas will conduct a Gospel Temperance Magic Lantern service in F. Bay School room near Neil Ross' residence at 7 p. m. on Monday night. If stormy the following evening. A liberal silver offering will be expected for Red Cross Work.

*FOR RED CROSS WORK.—A Gospel Temperance Magic Lantern service conducted by Rev. Wm. McLeod of Dundas for Red Cross Society Work the following amounts were realized:—Mt. Hope, Oct. 18th, \$7.14, St. Peters, Oct. 20th, \$35.25, Strathcona Oct. 20th, \$5.00, Annandale, Oct. 28th, \$9.81, Albion, Nov. 5th, \$4.65, and Forest Hill, Nov. 9th, \$3.01. Total \$64.86. In the latter place because of unfavorable weather the audience was one-half or even less, hence smaller collections than will be realized on some future occasion.

THE MARKETS

CHARLOTTETOWN MARKET
(Corrected on Tuesdays and Friday)

Butter, (creamy) lb	32-34
Butter, (Tub) lb	25
Eggs (dozen)	28-30
Beef lb. (retail)	10-12
Pork, lb.	10 1/2
Powis, lb.	10
Chicken, lb.	12-14
Hay (pressed) ton	\$12-\$13
Straw (pressed) ton	\$6-\$8
Turnips (bushel)	12
Potatoes, Reds, (bus.)	50
Potatoes, Blues, (bus.)	55
Oats, white (bus.)	46
Oats, black, (bus.)	50
Beets, (bus.)	40
Carrots, (bus.)	40
Wool, lb.	60
Parasols, lb.	.01

SUMMERSIDE MARKET

Butter (dairy) lb.	24-26c.
Butter, (creamy) lb.	31-32c.
Buckwheat per ton	75-80c.
Calfskins lb.	75-13c.
Eggs per doz.	28c.
Hay (pressed) ton	\$10-\$13
Hay (loose) per ton	\$9-\$10
Hides per lb.	14c.
Oats (black) per bus.	47c.
Oats (white) per bus.	45c.
Oatmeal per 100 lbs.	\$3.50
Potatoes bus.	53c.
Pork (organs left in)	7 1/2-10 1/4
Straw (pressed) per ton	\$6
Turnips per bus.	20c.
Wheat per bus.	\$1-\$1.20
Wool per lb.	25-40c.

Canadian Mail Steamer "Lady Sybil"

Leaves Intercolonial Railway Wharf Pictou, Nova Scotia.

MONDAY AND THURSDAY

of each week, on arrival of the morning express from Halifax (about noon), for Souris, P. E. Island, and there awaits the arrival of the afternoon train from Charlottetown; thence to Magdalen Islands as follows:

MONDAY.—Leave Souris for Etang-du-Nord, Amherst, Grindstone Island and Point Bosse. Returning, calls at Grindstone, Amherst and Souris; and returns to Pictou.
THURSDAY.—Leave Souris for Amherst, Grindstone Island, Point Bosse and Grand Entry. Returning calls at Point Bosse, Grindstone, Amherst, Souris, and returns to Pictou.
On the first trip in the months of June, July, August and September, weather permitting, calls at West Bay to land mails and passengers for Amherst, thence to Pryn Island returning, calls at Point Bosse, Grindstone, Amherst and Souris.
For further particulars apply to

WM. ROBERTSON & SON, Agents, Halifax.
CHAS. W. IVES, Agent, Pictou.
MATTHEW McLEAN & CO., Agents, Souris.
Or to WM. McLEURE, Manager and Owner, Pictou, Nova Scotia.
2061-7-15Mtt.

CANADIAN PACIFIC EXCURSION RATES

Vancouver & Victoria, B.C. SAN FRANCISCO and LOS ANGELES, Cal.

On Sale daily to November 30th. Good to Return until December 31st

\$122.80

From Charlottetown (Via Point du Chene)
Good Going and Returning direct. Going via Chicago, Returning via Vancouver, or vice versa, \$17.50 additional.
AUTUMN.—The Time to See the CANADIAN ROCKIES at their Best

W. B. HOWARD, D.P.A., C.P.R., St. John, N. B.
Allen B. Cash, 164 Richmond Street, Phone 311

*ONE CENT per word each insertion for advertising in this column. Cash must accompany order.

*NOTICE.—The Annual Meeting of the Sutherland Silver Black Fox Co., Ltd., will be held at Montague, on Thursday, the 18th day of November, 1915, at the hour of 2 o'clock. E. PARKMAN, Secretary-Treasurer.
3829-11-12m61.

SONG OF THE STAY AT HOME BRIGADE

Here safe at home we are
And its here we're going to stay
If the Germans win, now what is that
to us
There's the long sod field to plow
We must milk the Shorthorn cow,
So I don't see why they're making such
a fuss.

Chorus:—
Tramp, tramp, we spy around
the corner,
Tramp, tramp, we steal home
when lights are out.
Oh, we'll not go over where—
There's Jack Johnstons in the air,
When the war is over we'll be here to
shout.

If it comes around the day
When conscription will hold sway,
How I tremble when I think of that
dread hour,
Safe into a hollow log
In the midst of some dread bog,
I will crawl and stay
Until the trouble's o'er

Chorus:—
As the boys who are doing their
duty have been made the subject of
many poems? I have invoked (the
muse in favor of the other variety
with the above result.—I. M. A.
SHIRKER.

LUNG-RACKING COUGH

YIELDS TO OUR COD LIVER AND IRON REMEDY, VINOL.

To the people of Charlottetown we make this offer—Come to our store and buy a bottle of Vinol, if it does not cure your chronic cough or hang-on cold, we will give your money back. Read this convincing letter.
"For seven years I had a lung racking cough which made sleep impossible, and caused great distress. I also had asthma. I was obliged to sit up all night for weeks at a time. I spent a great deal of money in search of relief, but failed until I used Vinol, but it has acted like a charm. I can lie down and sleep all night without coughing, and one night's rest such as I now enjoy is priceless. Since I have taken Vinol I have had no cough or symptoms of asthma, and it is a genuine pleasure to testify to the excellence of Vinol." W. B. Murtrie, Station Agent, M. & O. Ry., Co., Willisville, Ill.

Don't forget the above "money back" offer, we mean it.
E. A. Foster, Druggist, Charlottetown.
H. J. Mabon, D. O., Souris.

McKenzie & Montgomery

Blacksmiths and Wood Workers.

Farm, Ship and Machine Work, carriages and sleighs. Built and repaired Also agents for Esco Engine and Massey Harris Co.

All orders promptly attended to. Give us a call. Satisfaction guaranteed.

McKENZIE & MONTGOMERY,
Breakwater Street,
Souris, P. E. I.
3506-10-19MttalMo.

Eastern S. S. Lines

International Line

INTERNATIONAL LINE.

Steamship Calvin Austin, and Governor Cobb.

Leave St. John, Mon., Wed., and Friday at 9 a. m. for Lunenburg, Eastport, Portland and Boston. Return, leave Central Wharf Boston, Mon., Wed., and Fri., at 9 a. m.

MAINE STEAMSHIP LINE

STEAMSHIPS NORTHLAND AND NORTH STAR.

Reduced fares in effect \$3.00 to NEW YORK

Reduced Stateroom Prices.

Leave Franklin Wharf, Portland, Tues., Thurs., and Sat., at 6:00 p. m.

City Ticket Office, 47 King Street.

A. C. Currie, Agent, St. John, N. B.

A. E. Fleming, T. F. & P.A., St. John New Brunswick.

For Vacation Days

There is nothing that we could suggest to add more pleasure on your holiday than a Kodak—they are light, compact, efficient and dependable in the fullest sense of the word. We carry a complete stock of Kodaks, Films and all supplies. We have a developing and printing department which is equipped up-to-date. Prices satisfactory. Mail your next film to

The Ells Pharmacy, Ltd.
Montague,
Prince Edward Island

SUBSCRIPTIONS TO PATRIOTIC FUND

Previously acknowledged, \$14,300.-82.

W. T. Huggan, City, \$5.00, (October payment); Balance Railway Employees Machine Gun Fund, per W. T. Huggan, \$39.55; Percy Barlow, City, \$5.00 (November payment); H. H. Yoe, Morell, \$5.00; A. GPeake, City, \$25.00 (Balance \$50.00); G. H. Foster, City, \$10.00, (Balance \$20.00); A. F. Webster, City, \$10.00; Mrs. George Warry, City, \$2.00; "X", City, \$5.00.

Total subscriptions from public to date:—\$14,405.87.

H. W. BINNING,
Hon. Treas.

MADE ESPECIALLY FOR AND WORN BY THE BEST PEOPLE EVERYWHERE
YOU CANNOT BUY A BETTER ANYWHERE
—Sold by the Best Dealers—



EXPLOSION IN GERMAN COAL MINE.

BERLIN, Nov. 9.—(Wireless to Say—

ville)—An explosion of fire damp in the coal mine at Kaiser Company at Essen caused the death of nine miners and the injury of nine others.

Tailors to His Majesty—"The Man"

"The Measure of a Man"

---(Shakspeare)

FIRST impressions are the best---the first impression that you get when you take "the Measure of a Man" is from his appearance---the well-dressed, well-groomed man "gets there" ahead of the slovenly fellow every time.

The Moral is Plain

Let us take your measure and make you a suit from All-Wool British Fabrics. You have the choice from hundreds of the most stylish shades and patterns, and our "Mill-to-Man" plan gives you \$25 to \$35 value for \$15. No More, No Less.

If you've been paying over \$15 for your clothes---TRY US.

If you've been buying "Ready-Made" garments, at any price---TRY US.

Suit or Overcoat



To the Measure of a Man

At 158 Richmond Street, Charlottetown, P. E. I.

Great, Big Ideas are developed by large institutions—not by small ones with limited output and meagre resources. As a matter of fact small organizations do not possess the creative ability of positive accomplishment.
The "Great, Big Idea" in the clothing business is to cut excessive costs by selling direct from Mill and Maker to Consumer—and WE DO IT. All that is necessary for you to be convinced is to compare one of our suits with that of any other Tailor or ready-made dealer in Canada.

Fred'k Gareau
Supt. of Branches

Mail Orders

If you can't come to our Store let us come to you. Send for samples, self-measuring chart and style book, all FREE. We absolutely guarantee fit and finish, so you run no chances. Address:—415 St., Catherine Street East, Montreal.

"Mill-to-Man Tailoring Service"



158 Richmond Street, Charlottetown, P. E. I.
Opposite Post Office

TWELVE CANADIAN STORES