

SEAL BRAND COFFEE
 In 1 and 2 pound tin cans. Never in bulk.
 HAS THE RICHEST FLAVOR THAT CAN BE OBTAINED.
 THE MOST DELICIOUS OF ALL BLENDS.

CHASE & SANBORN



The magnificent new \$350 Mendelssohn Piano, in mahogany case, specially ordered by Miller Bros of this city, which will be given as a "Special" prize in The Guardian's Mammoth Canadian Tour Contest open to single and married Provincial ladies of over sixteen years of age. Other "Special" prizes will be a beautiful new \$150 Pipe Tone Bell organ, in quartered oak case, specially ordered by C. P. Fletcher of this city; a new Edison Phonograph, with two dozen records in case, almost \$100 in value, from A. E. Toombs, city and a cabinet Sewing Machine, the best Machine Co. price \$77.00.

This is the trademark which is found on every bottle of the genuine
Scott's Emulsion
 the standard Cod Liver Oil preparation of the world. Nothing equals it to build up the weak and wasted bodies of young and old. **AS Druggists**
 Send 10c. name of paper and this ad. for our beautiful Savings Bank and Child's Sketch-Book. Each bank contains a Good Luck Penny.
SCOTT & BOWNE
 126 Wellington St., West, Toronto, Ont.

Have You Tried DRAKE'S Old English Ginger BEER
 (In Stone Bottles)
 A thirst satisfying drink. Insist on getting Drake's.
 E. H. McEACHERN, Ch'town, Selling Agent for P. E. I.
 Box 313. Phone 272 J.

Telephone Call --- No. 201 ---
JOB PRINTING
 The best grade of work is put into every job at this office:
 If you have been dissatisfied with the appearance of your printed work;
 If the price has been as much as good work costs—then bring your next order to
Arch'd Irwin
 13 Richmond Street
 Charlottetown.

THE MORNING PAPER.
 Some Reasons Why it Makes The Best Advertising Medium.

A woman's curiosity to know about society, marriages, births, deaths, forces her to read it. The Morning Paper is before her all day long, and it is she who is doing her household duties, arranging and improving the appearance of her home, that the missing and necessary articles of furniture, rugs, carpets, curtains or other necessities, show up the plainest, and there could be no more opportune time for a dealer to tell about the new goods, the new styles and the bargains offered, for the day or week.

In a majority of homes the newspaper is practically the bulk of the reading matter, and the long, all-day life from 5 a. m. to 10 p. m. of The Morning Paper gives not only the housewife but every member of the family an opportunity to read it.

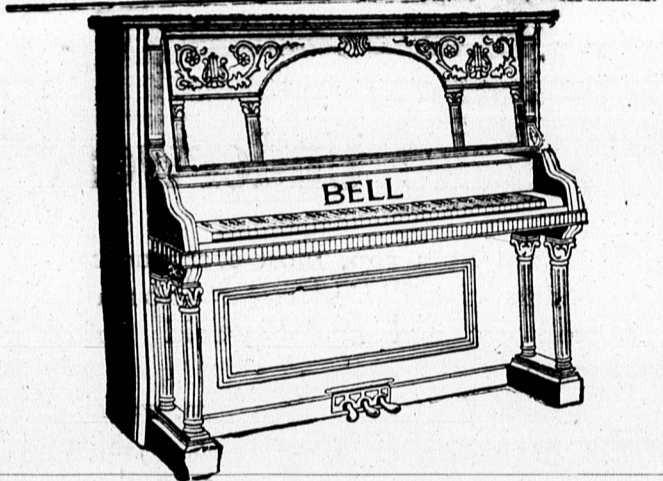
The Morning paper is read at the breakfast table, again at home at noon, on the trains, in the restaurants. It is read in doctor's offices, professional offices, clubs, hotels, cafes, barber shops. It is read by daylight everywhere you go by both employer and employee.

It is a known fact that throughout the world, possibly with a half-dozen exceptions, the papers with editorial influence and national reputation are morning papers.

With these facts in mind, the business man who is looking after the real money spenders of the family, to interest in his goods will consult his best interests by placing his announcements where the women will read them.

FERROVIM TRADE MARK
 A Tonic pleasant to take.
 Gives strength
 Makes new blood
 Builds up the system
 Throws off all weakness
 A boon to those recovering from wasting fevers and long illnesses.
 Sold by all medicine dealers.
 Davis & Lawrence Co., Montreal.

It is Wonderful
 the benefit a properly fitted pair of Eye Glasses give to anyone needing them.
 In many cases we have succeeded in suiting persons comfortably and satisfactorily giving a weaker lense than previously used, but then we used the RIGHT lense, and a right correction goes a long way.
E. W. TAYLOR
 South Side Queen Square.



BELL PIANOS

The Artists Favorite

With the illimitable quick repeating action. (Use solely in the Bell.)

Sold Only By
C. P. Fletcher
 Opera House Building
 8-25dlnwfrtts3m.

Potato Diggers
 We have on hand a large supply in both "MCKENZIE" & "PROCTOR" STYLES which we are selling at specially low prices.
 ALSO
O. K. ELVEATOR DIGGER.
 Over 10,000 in use in Canada and United States is good evidence of their merits.
 Sample on approval, to be paid for when it does satisfactory work.
 Call and see them in our show room and let us quote you prices and terms and tell you more about them.
Wholesale & Retail.
A. HORNE & CO

Beer @ Weeks' "Biggest Potato" Prize Competition

All are invited to participate in this our 2nd annual prize contest. Seven valuable prizes are offered—the heaviest potato sent will be awarded 1st prize, the next heaviest 2nd prize, and so on.
 Costs nothing to compete.
 Competition closes on or about Oct. 31st.

Bring or send your heaviest potato to our big Furniture and Linen store Sunnyside, Charlottetown.

Beer @ Weeks
 10-8mwf&rtf.

THE EDITOR
 A JOURNAL of information for all Literary Workers. Thirteenth year. Only permanent and successful magazine of its class. Tells what editors want; how MSS. should be prepared; where to find the best market. Answers every question that you want to know about the business of writing for the press. 10c a copy. \$1.00 a year. Send 10c for sample copy, or 25c for three recent numbers.
THE EDITOR
 Deposit, N. Y. —25dtf

Save Your Money
 You can do so if you buy from us—people are finding it out every day—hence our increasing sales—Let us show you how to save money.
Simon Joseph
 83 Queen St.
 8-21td&rtms.

Cream
 fresh and good, received every day from Roper's Celebrated Dairy Farm
 We are the only people handling this brand. Call and have some.
JENKINS & SON Sunnyside
 dttsrtf

Mount Allison Ladies' College Sackville, N.B. 56th Year Commencing September 9th
Massey-Treble School of Household Science. Normal Course Certificate from Mount Allison accepted as qualification for teaching Household Science in New Brunswick Schools.
Conservatory of Music. With Faculty of Ten Members, and equipped with Pipe Organs and over 50 Pianos.
Department of Literature. Course leading to M. L. A. Degree. Scholarships for worthy students.
Department of Oratory. Affiliated with Emerson College of Oratory, Boston. Graduates from this department at Mount Allison, may enter the Senior year at Emerson.
Owen's Museum of Fine Arts. In charge of John Hammond, R. C. A., and equipped with Pictures, Casts, etc., to the value of \$75,000. Courses in Designing, Etching, Wood Carving and Leather Tooling have been arranged.
 WRITE FOR CALENDAR.
REV. B. C. BORDEN, D. D., Principal
 7-30dfurff.

VETERINARY DENTIST
J. M. NICHOLSON D. V. D.
 Graduate of the Detroit Veterinary Dental College, Detroit, Mich.)
 202 Kent Street,
 Charlottetown P. E. I.
 Examination Free. Charges Reasonable & fair.

ACADIA UNIVERSITY
 Wolfville, N. S.
 The next College year will begin October 6, 1909.
 The Institution offers a course of four years leading to the degree of Bachelor of Arts; a course of four years, leading to the degree of Bachelor of Science; and Engineering course of two or three years, qualifying for entrance to the third year of the large Technical Schools, a course of four years, leading to the degree of Bachelor of Theology, and Special Courses for those desiring only selected studies.
THE NEW CARNEGIE SCIENCE BUILDING
 beautiful and finely equipped will add materially to the facilities afforded future students.
 Address, The Registrar, Wolfville, N. S.

AN EDUCATIONAL EXPERT has this to say
ACADIA LADIES' SEMINARY Wolfville, N. S.
 "What impressed the writer was the admirable system that prevails in the management and in every department of work; that kindly personality and tact, the influence of which is so grateful to young people; the genial sympathy in the relations between teacher and pupil, and the interest which each one seemed to feel in the work of the day. An education under such conditions is indeed a great asset."
 Educational Review for February, 1909.
 The new catalogue for 1909-1910, giving in detail full information concerning COURSES OFFERED, TEACHERS BUILDINGS, EQUIPMENT, and the UNSURPASSED ADVANTAGES only possible at this school can be had by applying to the Principal.
DR. H. T. DEWOLFE, Wolfville, N. S.
HORTON COLLEGIATE ACADEMY Affiliated with Acadia University of a RESIDENTIAL SCHOOL. Re-opens September 8, 1909. Increased accommodations. Enlarged class-rooms. COLLEGIATE COURSE GENERAL COURSE and BUSINESS COURSE.
 For further information apply to the principal,
E. ROBINSON, B. A., Wolfville, N. S.
 7-21dw4i.

Musical Instruments Repaired
 We are in a better position to give satisfaction in the repairing of musical instruments than any other music house on P. E. Island.
 If you have an organ, gramophone, autoharp, violin, or anything in the line of a musical instrument that is not giving satisfaction all you have to do is to send us word and we will call for it at once.
 We also make a specialty of
Repairing Sewing Machines
 Prices the lowest and workmanship guaranteed at the New Music Store.
A. E. Toombs
 177 Queen St.

'Happy Thought' Insures Good Cooking
BUCK'S HAPPY THOUGHT RANGE
 Insures Good Cooking, Good Cooking Insures HAPPINESS IN THE HOME
The William Buck Stove Co. Ltd. Brantford Ont.
 SOLD BY
S. W. Crabbe,
 Hardware, Paints, and Oils.

METAL PLATES

 Not very little more than the old time plates and rubber, are a hundred times BETTER lighter, stronger, cleaner, better fit, take up less room, and are in every way more satisfactory than any other kind of plate known to dentistry today.
VITIALIZED AIR for Painless Extraction, Safe and Pleasant—Has no after Effects.
 The method by which we can extract one or twenty teeth and not hurt you any at all. Ask your friends and they will tell you this is a fact.
BERLIN DENTAL PARLORS C. H. BEER, D. D. Proprietor
 Work Guaranteed Over Prowse Block

EDDY'S "Silent" Matches
 Are
 Noiseless - Odorless - Harmless - Heads won't fly - No waiting for sulphur to burn off—may be used the moment they are lighted and may be lighted on any surface.
 The Comet size for Smokers
 The Pony size for Pocket use
 The 200 size for Household use
 The 500 size for General use

Schofield Paper Co Ltd
 Selling Agents
 St. John, N. B.

"Imitated but never Equalled"
 Yes
OUR TOBACCO
 Leads all others
 Have you tried it yet?
Hickey & Nicholson Tobacco Co., Ltd.
 Manufacturers Phone 345 Charlottetown