

S. A. McDonald

The Island's Leading Store.



Smart Spring Millinery Trimmings

Our showing of spring millinery is pronounced by millinery critics to be a delightful exposition of spring styles...

Our millinery showing is open for your inspection, any day of the week.

New Spring Suits

There's new additions to our showing of suits, a most daily new arrivals that depict the latest touches of the designers and expert workman.

You will find some of the swiftest spring ideas here—sensibly priced.

\$12.90 to \$25.00.



Dress Goods

Our showing of dress goods is being accorded more favorable criticism daily. Women find that they can't afford to select until they see our showing—and their travels generally end here.

BEST QUALITY Timothy Clover, Wheat, Peas, Vetches, Barley and Oats, selling at lowest prices by A. HORNE & CO.

BEER & WEEKS have a splendid line of art draperies, crelons and furniture coverings.

Reaching out, Paton & Co's dress goods department is building up a reputation even outside of our own little province.

BEER & WEEKS show 60 designs of bedroom curtains by the yard, from 15c to 75c.

Don't sow your wheat without first treating it with our "Formidin" for it and you have an absolute protection against "smut".

We are not going to try and show you the greatest number for the highest priced—trimmed hats that have ever been shown on this island.

BEER & WEEKS WILL MEASURE FOR YOU; ALSO CUT AND MATCH.

Another big shipment of Hygrade on the way. The much wanted colors will be here in a few days.

BEER & WEEKS of or sp end 14c cotton at 10c yd. 1500 yards on sale Saturday.

BEER & WEEKS ARE SOLE AUTHORIZED AGENTS FOR THE GENUINE OSTERMOOR MATRESSES, HEALTH MATRESSES, MARSHALL SANITARY MATRESSES AND HERCULES SLEEPING MATRESSES.

BEER & WEEKS save you money on all kind of household linens and cottons.

BEER & WEEKS' EXPENSE STOCK ENSURES YOU SATISFACTION WHEN LOOKING FOR ANY DESCRIPTION OF FURNITURE.

BEER & WEEKS IMPORT DIRECT FROM MANUFACTURERS AND SELL GENUINE FISH LINDENS.

TO AN OLD DOLLAR BILL.

O, Ragged, faded thing, Thine odor is not reminiscent of the Rose. How limp thou art! Unto the edges clank thou art! Unto the edges Ten billion deadly microbes, I suppose— And yet there's independence in thee, too.

AGAINST CO-EDUCATION.

BOSTON, April 16.—That co-education is one of the wickedest features of modern schools was declared by Professor C. M. Green in a lecture to women at the Harvard Medical School.

Dying of Cholera

Local Physician Says Thousands Dying in Europe Can be Saved With Proper Medicine.

What is it that keeps down cholera, cramps and summer complaints in America? Ask your doctor or live druggist and he will tell you "Nerviline".

LETTER

NO. 4672

As far back as you remember, no less than 20 years ago, there was never a time that our house was without "Nerviline".

A THIRTY NEWSBOY.

WINNIPEG, April 16.—The story of the remarkable thrift of a little foreign lad, aged fourteen, was recalled when he applied to the Superintendent of Neglected Children for a newsboy's license.

Housecleaning Requirements

- Disinfectant Soap, Sponges, Household Ammonia, Bon Ami, Plate Brushes, Liquid Veneer, Royal Silver Polish, (You cannot do without) Moth Balls, Naphthaline, etc. for your furs.

Call or ring 163. A.W. Reddin, Phm B., The Square Druggist, Sunnyside



Smart Spring Styles for the Man who Cares

We have the new ideas in clothes for men—clothes of elegance and quiet refinement for men twenty, years old or fifty years young. New fabrics, new styles, nobly trimmings, unique color values Distinctive and style to our—the new possibilities Clothing suits that's compelling. Notice the in fashionable elegance of the fit, the dress, snappiness of the build and the perfect build and the perfect hang of the trousers. These are distinguishing features—real marks of artistic tailoring.



NEWLY MINED COAL

to arrive this week Schooner "Daisy" with Acadia Round; "Tare Bells" with Inverness Round; "E. A. May" with Old Sydney Run of Mine and "Malabar" with Reserve Run of Mine.

Lowest Prices. A. PICKARD & CO. Phone 240 Charlottetown.

An Instantaneous Messenger

The phone will do your errands instantly—will permit you to talk with your man as enthusiastically as if you had him in your office—no second person, indirect conversation.

You'll find the phone a mighty factor in your business—and the better your service is, the larger will be the benefits derived.

You can't afford not to have other than the best service. Ask contract department for prices. The Telephone Co. of P. E. Island

WASHING BLANKETS.

Why not trust us to wash your blankets? Especially at housecleaning time when you dread it so much.

We only charge 10c for each blanket—just consider it for a moment—don't you think it is well worth the time, worry and labor saved?

Call or phone and our team will call. Phone 151. Phone 151.

Star Steam Laundry. A. F. Webster, Prop.

Honestly Good

The ARTISAN SHOE for men is made at our St. Hyacinthe factory by skilled union labor. Every shoe is stamped with the International Boot and Shoe Workers' union stamp.

CONROY The Shoeman 97 Queen St. Ch' Town Nearly opp Bank of New Brunswick dimw frmit

LIQUID VENEER House Cleaning Time

Not a very cheerful subject to the man who boards at home. Of course the housekeeper "Just loves the opportunity of tearing up and putting down things."

To prevent too much "strenuousness in the home circle" you must have suitable articles

For Instance

- Dustbare Butcher's Floor Polish Johnson's Floor Polish Step Ladders Scrub Brushes Putz Cream Liquid Veneer Carpet Beaters.

The Rogers Hardware Co, Ltd.

Carter's CHOICE Evergreen Lawn Grass Seed

To quickly secure a permanent rich green grassy carpet, sow our Evergreen Mixture. It is the purest, cleanest and heaviest Lawn Grass Seed offered. No weed seeds.

Our Lawn Grass Seed is American grown. The different grasses composing the Mixture are imported separately and blended in the proportions and after the formula of a celebrated American Lawn Maker.

CARTER & COMPANY Limited Telephone 20 Seedsman to the People of P. E. Island.

PLAY BALL! Base Ball Days

are here; also our big New Stock of Base Ball Goods. Balls from 7c to \$1.75 each Bats from 12c to \$1.50 each Mitts from 35c to \$3.00 each Gloves from 25c to \$1.50

BOYS See Our Show Window. and ask for THE VICTOR Base Ball Goods. Haszard & Moore 3-16drwst June 16.



NATURE'S lines are graceful, smooth flowing, healthy lines—like the Venus Medici—not broken, injurious, and harsh as produced by the ordinary corset.

Nature intended you to have graceful, smooth and flowing lines—these are the lines our new "La Diva" Renaissance corset gives you.

The resultant health you'll enjoy by wearing the "La Diva" Renaissance the resultant fine shapely physique are nature's smiles of approval.

We looked the fashion centres of the world over in our quest for a perfect corset.

Our designers studied the styles at the Longchamps race-track Paris, in the rooms of London, Paris and New York, in the great dressmaking establishments of the Rue de la Paix. Then our ideas were developed on the human figure, and our "La Diva" Renaissance is the result.

It will give your figure all the "Chic" and "Svelte" appearance of the most fashionable French and American woman, and moreover by holding the body in shape without compressing unduly at any point, the "La Diva" Renaissance is more healthy for you than any other Corset.

La Diva Corsets. We're anxious to see how Canadian women will appreciate our endeavour to obtain for them a really wonderful corset. For that reason we have made the price of "La Diva" only \$23.00—it's a \$35.00 corset. Write today for our Corset Booklet. We send it FREE. This booklet will tell you just what style of corset is adapted to YOUR physique in order to retain health and give shapeliness. THE DOMINION CORSET COMPANY, QUEBEC.