"In Ancient Chronical and Modern Story,
A Radient Queen in every Court and Clime,
Within its Crystal Walls a Magic Glory;
The Diamond Reigns in Beauty all Sublime."
MOORE

Those who appreciate the natural beauty of the perfect diamond will appreciate the superb collection which this establishment has to offer.

Flawless stones in pure white and blue white—perfectly cut—mounted in exclusive gold and platinum pieces, awaiting your inspection.

W. W. Wellner
Estab. 1868 The Leading Jewellers

Queen Quality

Four $4.00 Boot Specials

You are offered big $4.00 value in these Queen Quality Boots. They are the standard for good shoes—made honestly and thoroughly—good material, good workmanship, good fit and finish. The quality, appearance and value will surprise you. The lines are described below. We are anxious to show you the display.

Women's Patent Buttoned Boots, dull kid top, medium to and heel, stylish and serviceable our price... ... . $4.0

Women's Patent Buttoned Boots, black cloth top, nice medium heel and toe—a smart stylish model. Price $4.00

Women's Gun [illegible] Boots, fine [illegible] top—an [illegible]

Women's Gun Metal B[illegible]oned Boots, dressy, dull kid to[illegible]ticely fashioned and finished. [illegible]rice .....) 0

ALLEY & CO. The Store of Shoe Satisfaction

Your Xmas Photos

Nothing will be more acceptable as an Xmas gift to your absent friends than a photo. A splendid range of appropriate mounts on display.

Cook Studio Queen Street

For a Good Photo
—Visit the—
A. E. Lyon—Studio

Finest work, moderate price. Personal attention given to Amateur's Work

HAVE YOUR XMAS PHOTOGRAPHS Taken Now and Save Worry.
BAYER STUDIO
Telephone 192-J

Coal Coal

As the cold weather is approaching you should see to it that you have a good stock of coal laid in for the winter.

We have a supply of excellent quality of coal now on hand, suitable for Domestic and steam purposes, and have cargoes arriving almost daily by steamer and schooners.

The Schooner "Gladys B. Whidden" is now on way from New York with a cargo of Anthracite Coal. If you require any kindly send us your order and satisfactory delivery will be made from vessel while discharging at lowest possible prices.

Buntain Bell & Co
Who'esale & Retail Coal Dealers
Agents Dominion Coal Co. Ltd
Phone 404 P. O B x 5;

DR. CLIFT
CHRONIC DISEASES
Victoria Hotel, Ch'town, P. E. I.
OFFICE HOURS—12 to 3 daily. Fees in advance. At Office or Residence—$5.00. Treatment Monthly—$100 to
5e69-10-3 apd

Home Decorating

You cant be comfortable at home with dingy walls and ceilings, any more than you could with shabby clothes in public.

We are Painters and Decorators and would like to renovate that room you overlooked earlier in the season.

Phone 280-L
The Island City Painting Co
203 Kent Street

Hard Coal

To arrive for here in a few days per Schooner "Annie Marcia."

500 Tons best quality of Hard Coal in Stove and Chestnut sizes.

Customers will please book their orders so as the Coal can be delivered whilst vessel is discharging.

C. Lyons & Co

THE EASTERN GUARDIAN

..*IT PAYS to buy in this Province.

..*T. GORDON IVES is Guardian agent in Montague.

..THE MORNING Guardian can be obtained in Souris at M. A. Pacquet's.

..*KATE McLEAN, MILLINER, Montague, will be at Moore's Store, Eldon, Thursday, October the 15th, with fall millinery. 5993-10-10me1i

..*SOURIS EXHIBITION.— At the recent exhibition the 1st and 3rd prize for a shorthorn cow was won by Mr. Fabien Howlett and the second prize won by Mr. J. A. Fraser, East Baltic.

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

..*CORRECTION.—In the recent Georgetown prize list the first prize for carriage stallion registered was credited to David Wright, Montague and should have been David Reid, Victoria Cross. In the class for Clydesdale or Percheron the prize was credited to David Reid, Rollo Bay, and should have been David Reid, Victoria Cross first and second prizes.

FOOTBALL FOR THANKSGIVING DAY

On the afternoon of Thanksgiving day (Monday) the Connaughts and Saint Dunstans will meet on the grid iron for the first football game of the season. The scene of the game will be the A. A. A. grounds and it is intended to start the match at 2.30 p. m. sharp so that it will be concluded before the cool of the evening. The college boys have been practising since the opening of the Institution and in consequence a really good team has been shaped up; the Connaughts have some excellent material that ought to, and no doubt will, make up a strong team. The games between these teams last year were exceptionally interesting and, as will be remembered neither side could get the advantage in points, and in view of this the game on Monday is bound to be very interesting. A pleasing and novel feature will be the rendition of a program of music by one of the bands of the city which the band is doing free of charge on account of the affair being got up for the Patriotic Fund, the full proceeds of 25 cents a ticket being for this purpose. Such unprecedented inducements should be the means of bringing to the A.A. A. A. Grounds on Monday a record attendance.

PARISIAN MILLINERS FLEE TO NEW YORK

The Paris milliners and dressmakers have settled the question as to whether America is to be the headquarters for fashions. They have emigrated to New York and are already established in a Fifth Avenue shop.

One of the leading millinery creators of three who have already arrived in New York is Mme. Simone, whose Paris establishments were visited annually by thousands of American women. One of the bombs that whirled over Paris in advance of the approaching Germans fell in the Place Gaillon, just opposite Mme Simone's establishment. About the same time the exodus of French women of fashion from Paris began, and Mme. Simone decided that Paris was neither the place for millinery nor for safety under the circumstances.

Husband is at The Front

Mme. Simone's husband, Capt. Guerin, is serving in the French Army at the front. Their two children were sent by Mme. Simone to places of safety at Peau, in the south of France, before she left the country. Efforts are now being made to induce her in addition to designing millinery creations during her sojourn in New York to give lectures on the art of dressmaking at Columbia University, the Pratt Institute and other institutions, similar to those given on dressmaking by Paul Poiret and Jacques Worth while they were visiting in the States.

Two other French millinery artistes who, like Mme. Simone, have gone to the American metropolis to resume a trade destroyed in their home city by the war and to earn a livelihood while their men relatives are fighting at the front, are Mme. Jeanne Gillis, who was premiere designer with Doucet, in the Rue de la Paix, and Mlle. Rosa Werana, premiere with Mme. Georgette. Mme. Gillis has a brother in the French army, who was stationed at Liege.

BELGIAN FUND

Prince Street School Teachers' Contributions to Army Field Service Fund.

J. D. Seaman	$10.00
Annie S. McDonald	3.00
Annie M. Gardiner	3.00
Carrie Haslam	5.00
Bernice Norton	3.00
A. A. Wadman	3.00
G. S. McDonald	3.00
L. J. Taylor	5.00
L. K. Scott	6.00
M. J. Irving	5.00
Annie Watson	4.00
E. E. McKinnon	3.00
Total	$53.00

The patrons of Kinkora Dairying Association and the members of Kinkora congregation have contributed $118.50 worth of cheese towards the Belgian Relief Fund; while Rev. J. C. McLean has sent in 10 boxes of cheese from Morell, and Rev. J. J. McDonald, Kinkora, 11 boxes of butter. The people of the same parish, in the Newtown district, have sent in a large quantity of clothing, as have also the people of Murray Harbour, the later also contributing money.

Father Arsenault, in behalf of the people of Mount Carmel, has also sent in a large quantity of clothing and bedding, and Summerside a full carload of clothing. Other districts that have contributed largely in clothing are Lot 8, North Rustico and Mount Albion.

"Do you want an oilcloth to go under your stove? Get one at the sale of oilcloths Saturday. Moore & McLeod 5997-10-10M1i

How I Made My Hair Grow

WOMAN WITH MARVELOUSLY BEAUTIFUL HAIR GIVES SIMPLE HOME PRESCRIPTION WHICH SHE USED WITH MOST REMARKABLE RESULTS.

I was greatly troubled with dandruff and falling hair. I tried many advertised hair preparations and various prescriptions, but they all signally failed; many of them made my hair greasy so it was impossible to comb it or do it up properly. I think that many of the things I tried were positively injurious and from my own experience I cannot too strongly caution you against using preparations containing wood alcohol and other poisonous substances. I believe they injure the roots of the hair. After my long list of failures, I finally found a simple prescription which I can unhesitatingly state is beyond doubt the most wonderful thing for the hair I have ever seen. Many of my friends have also used it, and obtained wonderful effects therefrom. It not only is a powerful stimulant to the growth of the hair to its natural color, but is as equally good for removing dandruff, giving the hair life and brilliancy, etc., and for the purpose of keeping the scalp in first-class condition. It also makes the hair easier to comb and arrange in nice form. I have a friend who used it two months and during that time it has not only stopped the falling of his hair and wonderfully increased its growth, but it practically restored all of his hair to its natural color. You can obtain the ingredients for making this wonderful preparation from almost any druggist. The prescription is as follows:

Bay Rum, 6 oz.; Menthol Crystals, ½ drachm; Lavona de Composee, 2 oz. If you like it perfumed add 1 drachm of your favorite perfume. This, however, is not necessary. Apply night and morning; rub thoroughly into the scalp.

PHOTOGRAPHY
Good work, prompt delivery moderate prices
THE ACORN STUDIO, SOURIS
Picture framing dept. in connection
6t2 ? M3l os

DOMINION TRUST COMPANY

"The Perpetual Trustee"
Paid up Capital and Surplus over $3.000,000 acts as Executor Trustee under will, as Trustee for Bondholders of Deeds of Trust

Rents boxes in safe depoist vaults—Acts as Agents for Fire and Casualty Insurance Companies—Offers investments in guaranteed first Mortgage, yielding 5 p. c. and in Municipal Debentures yielding 6 p c.

Maintains offices in Montreal, St. John, Halifax, Winnipeg, Regina, Calgary, Victoria, Vancouver, New Westminister, Nanaimo, London, England and Antwerp, Belgium.

DOMINION TRUST COMPANY
"The Perpetual Trustee"
Charlottetown, P. E. I.
5940-10 7M2i

THE HOMELAND'S CALL

(By Ronald McCaskill in Maclean's Magazine for October, 1914)

Hearken, ye whelps of the Lion!!!
Stir ye, awake from your dream;
Hark to the world-flung challenge,
List to the eagle's scream:
Thrown in the teeth of the nations
Terrible; menacing; grim;
Hear ye the words of defiance,
Hurled to the Empire's rim?
"Stand from the path of my southern mate,
Stand aside lest ye be too late
And I tear thee limb from limb."

Hearken, ye whelps of the Lion,
Hear ye his arrogant cry?
"Where is there one to dare me,
One who'll do battle and die?
Fear I the bear that was conquered,
Cowed by the small yellow man?
Heed I the squeaks of an upstart
I ground in the dust of Sedan?
Who talks to me of the Lion's sway?
A lion's cubs may be eagle's prey!
And mercy is none of my plan."

Hearken, ye whelps of the Lion,
What says thy mother's roar?
"Who is this Teuton boaster
To prate so loud of war?
Long have I leashed my might
Long have I leashed my might
But never brooked dishonored peace.
The time has come to fight!!
Rise then ye whelps of the Lion's breed,
Thy mother's call is the Empire's need
And battle for the right!!!

"Send me the men from the Southern Cross
Eager to do their part;
Send me my sons from the frozen north,
Men of the mighty heart.
Give me the men from the sun-baked veldt,
Bred to the rifle's crack;
Send me alike both rich and poor;
No fear that men I'll lack;
Making one cause with my sons at home,
Warring on land or on salt sea foam,
To fight for the Union Jack."

"A lot of print cottons - prett- ones, worth 15 cents per yard on sale here Saturday at 12c yd. Moore & McLeod 5997-10-10M1i

"See our ad for bargains for Saturday—then come to the store and find scores that did not get into the advertising at all. Moore & McLeod. 5997-10-10M1i

Underwear for Women and Children
Heavy and Medium Weight

One of the largest stocks in the city all sizes and qualities.

We have placed on our front counter about 140 pieces, balance discontinued lines, at the following cut prices.

Children's size 2 28c for 22c
" " 3 32 " 28
" " 5 30 " 25
" " 6 30 " 25
" " 8 32 " 28
Womens size 24 & 36 29c for 25c
" " 36 only 56 " 40
" " " " 55 " 45
" " " " 60 " 50

Stanley Bros
The Always Busy Store

Holland Bulbs

Our Shipment of Dutch Bulbs have arrived and are opened up

For Indoor and Outdoor Culture

Our Bulbs are imported DIRECT FROM HOLLAND. No firm in Canada can buy better Bulbs, nor can buy cheaper. We have cut our profits down to lowest ebb, in order to encourage the growth in House and Garden of these beautiful Flowers; we sell Bulbs cheaper than any other reputable firm in Canada.

☞Bulbs sent to any address, Postage Paid, on receipt of price.

Extra Fine Named Hyacinths
Large Selected Bulbs of the Best Sorts for Culture in Glasses Pots or Boxes, or the Garden

Tulips

We have a large range of beautiful colors in named varieties; extra large Bulbs.

True Bermuda Easter Lily, Chinese Sacred Lily, Narcissus, Freesia, Crocus, Daffodils.

Our Bulbs are strictly first quality in size and color. Get a copy of our Bulb Catalogue, send your name on a post card for copy.

Carter & Co., Seedsmen
Importers of Seeds, Bulbs, Etc.
Phone 70

We Will Repair Your Plumbing Promptly

Now is the time to have your faulty plumbing corrected. There is no use in delaying it any longer, it will not right itself but will be growing more serious every day. The health of yourself and family are in danger.

Better call 393 J. We will remedy the trouble quickly, accurately an at a moderate price.

Fred H. Trainor Opp. Opera House 80 Grafton St.

--A Bargain in a Guaranteed Gasoline Engine

The Chance of a Life time to secure a Reliable Engine at an Extremely Low Price

In order to clear out the few engines remaining in stock have reduced the price to cost. You will appreciate this buying opportunity all the more when we tell you that this line is the celebrated WOODPECKER ENGINES. They're simple—strong—reliable—economical—they are guaranteed. There are both 4 and 6 h. p. in stock at present, but if you wish to take advantage of the offer you must act quickly—ACT NOW.

Included in the equipment is platform, gasoline tank, batteries cooler, oil can, set of wrenches and printed instructions—all ready to do the work of ten men.

Don't fail to see them, or you will be disappointed. If you cannot call, write or phone us.

A. PICKARD & CO. COAL DEALERS Charlottetown, P.E.I.

5958-10-8MthsEftu2wks.