

THE KING'S COUNTY GUARDIAN

Offices in Montague, Capt. W. A. Johnstone, Agent, and in Souris, A. J. McDonald, Agent.

The latest news, first of all.

Miss Lydia J. MacFarlane, who has spent the past four weeks visiting her old home at Lower Montague Tuesday morning on return to Wallesey, Mass. and was accompanied by Miss Carrie Taylor of Lower Montague. Their friends wish them a pleasant trip.

Robert L. Vaughan of Spruce St. this City, and Ella M. Mutch of Cambridge were married in the latter city yesterday by Rev. Norman E. Richardson. Daily Free Press-Tribune, Waltham July 28, 1910. The young lady mentioned above is a granddaughter of Samuel Mutch (Collector of Customs, Montague.)

Miss Jennie Campbell, accompanied by her aunt Mrs. John Hodges, have arrived from Attleboro, Mass. to spend a few weeks in Milltown Cross.

All amounts for Guardian advertising and subscriptions in Montague and vicinity should be paid to W. A. Johnstone, agent, and in Souris and vicinity to A. J. McDonald, agent.

ROSTAND'S HYMN TO THE SUN.

One of the songs which attracted most attention in Rostand's Chantecler, which is to be produced in London soon, was his Hymn to the Sun. Here is a translation which Margaret Franklin has made from the French for the Evening Post.

Thou who dost kiss away the dew that lies Like hidden tears on each small grassy blade, Who with ethereal colours canst disguise Into a host of golden butterflies The almond blossoms fluttering as they fade; O gracious sun, to whom each darling flower Doth owe the ripened honey of its cup, Who hast the way to every peasant's bower, Dividing in a trillion parts the dower That still in one great sphere is treasured up! Accept me for thy priest, and I will

sing How on a Monday thou dost not disdain To paint the soapy bubbles glistening. And oft at eve thy last farewell dost fling Against some humble cottage window-pane.

My golden brother on the clock-tower shines Through thee; to thee the sun-flower turns her head, And thou dost weave such delicate designs When glancing through the lindens or the pines That on the lawn one hardly dares to tread.

Thou mak'st enamel of the kitchen ware, And banners of the rags hung out to dry; The hay-ricks through thy grace have golden hair, And all the bee-hives in the garden wear Upon their caps a gold one cannot buy.

Glory to thee, O Sun, upon the lawn, On portal and on meadow and on vine, In eye of lizard and on wing of swan! O thou who hast with magic pencil drawn Each fine detail and every sweeping line!

Beside each shining object thou dost throw A sombre sister stretching on before; The image traced by thee doth oft-times grieve So delicate and strange we hardly know If shadow or if substance please us more.

To deck the air with roses, make us see Flames in the springs, in every bush a Lar, To apothecise a garbled tree,— Is this, O Sun, without whose alchemy Things would indeed be only what they are!

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 when she 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, 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 see them.

TIPS FOR BUSINESS MEN.

Stopping an ad to save money is like stopping a clock to save time. The time to advertise is all the time. The man who fishes longest has the largest basket of fish. Advertising is an insurance policy against forgetfulness. It compels people to think of you. The unprofitableness of advertising is not in doing too much of it—it is in not doing it correctly. Like eating advertising should be continuous. When today's breakfast will answer for tomorrow's you can advertise on the same principle. If advertising is not a profitable investment, WHY do so many successful houses in all lines of trade keep continuously at it? Are THEY in error or are YOU?

Note Dame Convent Rustico, P. E. Island

This boarding school, conducted by the Sisters of the Congregation De Notre Dame, affords superior educational advantages to young ladies. The course of studies is thorough and sound. Exceptional facilities in French, Music and Needlework. Building is large and commodious. Beautiful and healthy location near the seaside about fifteen miles from Charlottetown. Terms very reasonable. For prospectus and further information Address The Mother Superior 8-1622w.

Advertising does three things in forms the public WHO you are — WHERE you are, and what you have to SELL. No one lies awake thinking of your business; out of print out of mind.— Exch.

SUMMERSIDE MARKETS.

| | |
|-----------------------------------|--------------|
| Corrected for every Wednesday and | |
| Butter, per lb | 17 to 18 |
| Beef (carcass per lb) | 6 to 8 |
| Potatoes | 20 |
| Turkey | 16 |
| Eggs | 41 |
| White oats | 43 |
| Black oats | 55 |
| Pressed Straw | 10 to 10 1/2 |
| Pork | 23 |
| Wool | 23 |

Horse Races AT MONTAGUE

On Saturday August 20th Free for all trot and Pace purse \$100. 230 straight trot purse 100. 3 min trot and pace purse 40. All races one mile heats, to harness best of all races to end at the finish of the fifth heat. Classes not filling, entries may be transferred to any class to which they are eligible. Right reserved to change order of programme, to reject any entry or to bar an driver. Five to enter three to start. One or more horses may be started in the same class from one stable. Hobbies allowed. Entrance fee 5 per cent of purse 5 per cent additional from money winners. Purse divided 50, 25, 15, and 10 per cent National Trotting Association Rules to govern except where they conflict with these conditions. Thursday August 11, positively no entries will be received after that date. ENTRY FEE MUST IN EACH CASE ACCOMPANY NOINATION. T. GORDON IVES, Secretary 8-6d131.

Montague Races

Fares, train arrangements and entries in connection with horse races at Montague on August 20th, 1910.

| Station | Fare | Train Dpts |
|-----------------|--------|------------|
| Summerside | \$1.15 | 7.00 |
| Kensington | 1.00 | 7.25 |
| Freetown | 1.00 | 7.40 |
| Emerald | 1.00 | 7.50 |
| Cape Traverse | 1.15 | 7.00 |
| Bradalbane | 1.00 | 8.00 |
| Hunter River | 90 | 8.30 |
| North Wiltshire | 90 | 8.50 |
| Charlottetown | 90 | 9.00 |
| Royalty Jet | 80 | 9.20 |
| Bedford | 70 | 9.45 |
| Mt. Stewart | 60 | 10.10 |
| Cardigan | 25 | 11.00 |
| Montague, arr. | | 11.25 |

Special train will leave Montague on the return journey after races on or about 6.30 p. m. for Charlottetown, Summerside and Cape Traverse.

With upwards of twenty-five horses for the Montague Races they should be a grand success. The entries are as follows:

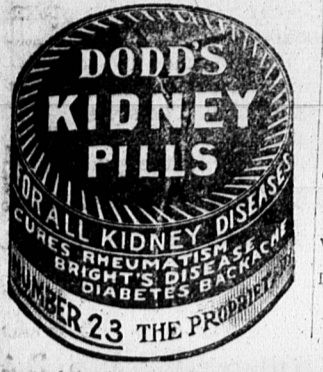
FREE-FOR-ALL.

Meadowdale, Hilda S., Pretoria, Tom Trim, Devilish Dorothy, Baby Boy, Robert C., Helen G., Bonanza Princeton. 2.30 CLASS.

Miss Kalol, Britannia, Commodore Epaulat, Lady Belle, Minnie Mac, Fleet, Chiefside.

3 MINUTE CLASS.

Queen Brazilian, Lulu B., Ginger, Fleet, Britannia, Birt, Oak Leaf, Jennie Mac, W. A. Coughlan, York Point. 8-6d131. T. G. IVES, Sec'y.



Boys' Wash Suits 49c
Now's the time for every mother to get a couple of good suits for the boy—wash suits that look well and are easily cleaned. We've a line here of boys' smart wash blouse suits, with sailor collar, for ages 4 to 8. They have been counted splendid values at 85c, but just to clap the climax and make your trip to this store one of exceptional profit our Championship price is..... 49c

S. A. McDonald

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Two Great "Championship Days" at this Store

Extraordinary Price-Reductions for Visitors

All honor to the athletes—resident and visiting. This Province is the home of some of the world's greatest athletes. In honor of the athletes and visitors to the city we are going to give "Championship" price-reductions for two days, Wednesday and Thursday, August 17th and 18th. Values will be given that will make the trip to this store one of unusual delight—make it a real pleasant, profitable excursion. Take advantage of the railway rates and benefit by our bargains. It will be one of the greatest shopping events of a whole season.



Boys' Knicker only 40c
This is our regular value, but as an illustration of the values offered at this store—just to emphasise the really unusual bargains given in our clothing department—we quote this value. This line of good quality tweed knickers for ages 5 to 15 years are selling here right along for..... 40c You can't possibly excel this value in the Province. Bring your boys—let them see the exceptional excellence of the goods—the style, finish and good material and you'll conclude with us that the values are extraordinary. Get a pair of these smart knickers during Championship days at..... 40c

S. A. McDonald

Championship Records

| 100 YARDS DASH. | |
|--|--|
| American—9 3/5 sec., Dan Kelly, Spokane. | Maritime—10 sec., F. Schaefer, Halifax. |
| Canadian—9 4/5 sec., F. L. Luke-man and R. Kerr. | |
| 220 YARDS DASH. | |
| American—21 4/5 sec., B. J. Wefers, New York. | Maritime—22 sec., Frank Stephen, Halifax. |
| Canadian—22 2/5 sec., F. L. Luke-man, Montreal. | |
| 440 YARDS DASH. | |
| American—47 4/5 sec., M. W. Long, Travers Island. | Maritime—51 1/5 sec., J. Carney, Halifax. |
| Canadian—49 4/5 sec., H. Hillman, Montreal. | |
| 880 YARDS DASH. | |
| American—1 min. 53 2/5 sec., C.H. Kilpatrick, New York. | Maritime—1 min. 59 sec., W. M. Ross, Halifax. |
| Canadian—1 min. 52 4/5 sec., Lung-hi, Montreal. | |
| ONE MILE RUN. | |
| American—4 min. 15 3/5 sec., T.P. Conneff, Travers Island. | Maritime—4 min. 33 1/5 sec., Hans Holmer, Halifax. |
| Canadian—4 min. 28 3/5 sec., H.L. Trube, Montreal. | |
| FIVE MILE RUN. | |
| American—24 min. 33 2/5 sec., A. Shrubbs, London. | Maritime—26 min. 1 4/5 sec., Fred. Cameron, Halifax. |
| Canadian—25 min. 31 4/5 sec., F.G. Bellars, Montreal. | |

Championship Records

| HIGH JUMP. | |
|---|---|
| American—6 ft. 5 1/2 in., M.F. Sweet-cy, Manhattan Field. | Maritime—42 ft., H. B. Hill, Halifax. |
| Canadian—6 ft. 1 in., H. F. Port-er, Montreal. | |
| Maritime—6 ft., J. G. McDonald, Halifax. | |
| BROAD JUMP. | |
| American—24 ft. 7 1/2 in., M. Prin-stein, Philadelphia. | Maritime—21 ft. 8 in., J. Howe, Halifax. |
| Canadian—23 ft. 1 1/2 in., F.L. Luke-man, Montreal. | |
| POLE VAULT. | |
| American—12 ft. 9 1/2 in., W.R. Dray, Danbury. | Maritime—11 ft., W. Halpenny, Halifax. |
| Canadian—12 ft., W. Halpenny, Montreal. | |
| 16 POUND SHOT. | |
| American—49 ft. 10 in., R. Rose, Celtic Park. | Maritime—48 ft. 1 in., R. Rose, Montreal. |
| Canadian—48 ft. 1 in., R. Rose, Montreal. | |

Exceptional Values in Furnishings



Now's the time, men, to stock up in furnishings. You'll not get such values as these again for a while—they're as rare as a Championship meet. Wash vests, fancy striped effect, well made, of first class, durable material, just the thing you need this hot weather. Regularly sold at \$1.45, yours during the Championship sale for 98c. All other fancy vests at 20 p. c. discount.

FANCY HOSIERY, all well made and in latest patterns and colors. This is really a high grade line, but we made a lucky purchase and they're yours in this Championship for 35c. and 50c.

TIES were moving slow, so we gave them a good handicap and they're bound to make a record for themselves. The fastidious man will find in our stock of ties great values that will suit your purse and please your eye. We have all the latest shades and colors in striped and panel effects. Just look over our assortment at 25c., 35c., 50c., 60c. and 75c.

Excellent Silk Values are Shown Here

We direct your particular attention to the special line of fine lustrous silks that are selling at greatly reduced prices during "Championship Days."

Ladies' Fashionable Golf Jackets and Sweater Coats \$2.00, \$2.25, \$2.40 up with the Quality



Ask to See Our Special \$9.50 Ladies' Rubberized Silk Coat

SWEATER COATS

A New Arrival from the Best Manufacturers

We are showing an advance line of men's sweater coats. They're here in single and combination colors, low and high neck, with or without pockets and are really the best we have ever seen. Grey with green, blue, Royal and red trimmings, plain, navy, grey, blue, myrtle and heather—besides dozens of other color combinations.

\$1.50, 1.75, 1.85, 2.00 to 3.75.

Two Splendid Men's Suit Values



If you are in search for a good working suit or if you are a man that does not consider fashion all-important you'll be wise to secure one of the Championship suit values we are offering. This line is not cut in the latest style, but is well made and the cloth is extra good quality—they are sure to give good satisfaction to the man who is not over-fastidious.

These suits are in light colors, sizes 35, 36, 37 and 38, sold regularly at \$9, \$10 to 15—they're yours Championship days for \$6.00

Here's a line that will please the eye of the smart dresser. They're the very latest ideas in men's suits and only arrived recently from the largest manufacturer of men's clothes in Canada. This line of suits is made in fancy worsted, latest stripe and check effects, all sizes. Regular price, \$18, \$19, to \$22.50, Cham- pionship days..... \$16.85

Ladies' Fashionable Autumn Ideas in Smart Golf Jackets

You should see the elegant line of sparkling new golf jackets that are all ready for Championship days. They are freshly unfolded from the packing cases. Prices \$2.00, 2.25, 2.40, 2.50 to \$2.90.