

S. A. McDonald The Island's Leading Store

CHRISTMAS

Christmas, besides bringing to us a gentle but firm reminder that the hand of time has made another move on the chessboard of life, brings the greatest festive season of all the year.

Peace on earth good will towards men, the sentiment nursed for centuries, the sentiment commemorated each year by efforts to make those we love happy.

The following list may be of great assistance and each article has been carefully selected for that Xmas trade.

The Gift Giving Season is again upon us. We are prepared this year to supply your needs better than any previous season. Thousands of people from City and Country make it a rule to do their Holiday buying at our store.

Gents' Neckties put up in individual boxes at 35, 50, 65, 75c are the best line ever shown in the city.

All Special Prices for the Holiday Trade.

Ladies' Fancy Collars in lace and net, the very newest right from New York City. If you have a sweetheart, a wife, a sister, cousin or aunt, select one of these dainty ties for her. They are put up in fancy boxes all ready for delivery at 35, 50, 60, 75c and \$1.00.

The finest array of handkerchiefs ever shown in this city is here for your selection from 5c up, in lace, linen, lawn, fancy borders, hemstitched. Every imaginable kind at any price you choose.

Gloves for Ladies and Gents.

We have a most up-to-date and complete showing. We have had several nice compliments paid us this week on our immense showing of Gloves in every make, fur and fur lined and fur trimmed.

Small Neck Furs For Ladies'

Probably next to Diamonds nothing is so acceptable to a lady as furs. We have made special efforts to secure a nice line of furs for the Xmas trade. A glance at the fur department, second floor, will convince any one that the prices and the assortment are sure to please the most critical.

Ladies' Waists

In Lace, Net, and Silk arrived today by express, a week later than we expected but just in time for Xmas. These lovely waists will surely please the most critical from \$2.50 to \$7.00.

A waist length of the new silks or a dress length of the same material would indeed be a delightful gift to any lady.

In Our Small Ware Department

We have so many novelties for this season that it is impossible to mention many of the lines. Handsome shell goods set with brilliants in all the new designs specially made for the Xmas trade.

Ladies' hand bags in velvet, plush and leather in all sizes and prices.

Glance through the following list it may enable you to make a selection easily.

- Suit Cases, Umbrellas, Caps, Hats, Smoking Jackets, Lounging Robes, Fancy Vests, Cardigan Jackets, Coat Sweaters, Suspenders, Underwear, Hosiery, Mufflers, Trunks, Dollies, Cushion Covers, Dress Goods, Table Covers, Lace Curtains, Aviation Caps, Children's Coats, Boys' Coats, Boys' Suits, Toboggan Caps, Pocket Books, Ladies' Dresses, Fur Robes, Fur Coats.



A Friend in Need and a Great Blessing

is a good Life Insurance Policy. It protects the home and dependent ones when the bread winner is gone. The man who thinks he can't afford to pay a small premium should consider whether his family can afford to carry the risk.

Our rates are the lowest and dividends to policy holders the highest.

HYNDMAN & CO, LTD

Prov. Manager, P. E. I. (S. M. HICKS, Agent at Summerside.)

Brahmin Tea

Is one of the most reliable all-round nicely flavored and moderately priced Teas in Canada or the United States.

It is so good, so cheap, and so uniform in quality that it is finding its way into thousands of homes from Charlottetown to Vancouver, regardless of competition.

Many so called just as good brands are being pushed on the market, but BRAHMIN stands in a class by itself MATCHLESS.

Good enough for the rich, cheap enough for all. Ask your grocer for HAZARD'S BRAHMIN and do not take any other.

Charlottetown, 23rd Nov. 1911, 11:30th till 2w.

SATISFACTORY ACCOMMODATIONS.

Boston has correctly been characterized as "The Hub", especially when it comes to matters pertaining to leather and footwear in this country, if indeed not the entire civilized world. Any shoe man who doesn't visit Boston at least once or twice a year, no matter where he may be living in the United States, is losing the greatest opportunity available for acquiring a liberal education on practically all matters pertaining to the industry upon which he depends for making a living and accumulating satisfactory profits.

It is of strictly modern fire-proof construction, ten stories high and is situated on the highest point in and around Boston, giving a magnificent view for many miles around and pure air. The location is within three minutes walk of the principal points of interest and the shopping district, while at the same time the hostelry is as quiet as though located in the suburban residential district. It is heated by steam, lighted by electricity, equipped with phones, and, in short, has all the advantages of the best modern hotel at prices from \$1 a day up.

Make a careful note of the Commonwealth, and the next time you go to Boston, if you are not already in the habit of staying there regularly, do so and tell Manager Crafts that Shoe and Leather Facts recommended both him and the Commonwealth as being "all right."—Shoe and Leather Facts.

"DIAMOND DICK" KILLED IN RAILROAD ACCIDENT.

OGDENSBURG, N. Y., December 16.—Word was received here yesterday of the death last night in Kansas City, Kansas, of George R. McClelland, better known as "Diamond Dick," famous in dime novel lore, from injuries received in being run down by a train while driving over a railroad crossing. McClelland was a native of Ogdenburg, and his parents still reside there. He was a crack shot with the rifle, his favorite trick being the shooting of an apple from a man's head. He ran away from home at the age of 16, and in 1872 joined with Buffalo Bill and Texas Jack in the show business. He is said to have been the first doctor in Oklahoma, and when the Spanish war broke out he organized a regiment of old Indian braves and offered his and their services to the country. "Diamond Dick" gained his sobriquet because of the large number of diamonds he wore.

A BIG MERGER.

LONDON, Dec. 18.—An announcement is made of the fusion of the Union Castle Line, Royal Mail Steam Packet Company, and Elder Dempster Lines, making the combined total of 151 vessels of 738,000 tonnage.

"Get HIS gift here. He would like a camera, cased or uncased pipe, set of military brushes, or selections from our shaving supplies and photo sundries. The Two Maes, 149 Great George St.

What Shall I Give For Christmas?

This is the question which now confronts you. A visit to our store will give you many suggestions. Here you will find an excellent stock in the following lines:—

Perfumes

These comprise all that's newest and best in Seelys, Pivers, Roger and Gallets Colgates and Palmers. The Xmas pack sets in Seelys are beautiful, and the finest we have ever shown. See the 25c and 50c boxes.

Ebony Goods

Our assortment in this line includes Toilet and Manicure Sets, Military Sets, in Ebony and Silver, ladies' and gents traveling cases, brushes, combs, mirrors etc.—These goods are of the best quality and make excellent gifts.

Chocolates

We are certain we can please you in this line as our assortment surpasses anything we have ever shown in Woirs, McConkey's, Ginnings and Lowneys.

Shaver's Supplies

Everything in razors (safety and others) strops, brushes, mugs and shaving sets in leather cases.

Walking Sticks

A special illustration for the Xmas trade in various kinds of wood and nicely mounted. Call and see them.

Smoker's Goods

Here's where we excel. You will have no difficulty in making a selection. Our stock of pipes, tobacco pouches, cigar and cigarette cases and holders are up-to-date in every respect. The Xmas packages in cigars are exceptionally fine.

Thermos Goods

These include Thermos bottles, (pts. and qts in different styles) tea and coffee pots, water pitchers, lunch outfits and leather cases for the bottles.

Besides these mentioned we have a number of other articles suitable for presents, such as Toilet and Manicure Sets in Sterling Silver, Holdalls, Toilet Waters, Hot Water Bottles, Collar Boxes, Sponge Bags, etc. etc.

We extend a cordial welcome to young and old, visitor or purchaser; all will be treated with every courtesy. Any purchase may be set aside until wanted. Prices lowest possible.

E. A. FOSTER CENTRAL DRUGSTORE SUNNYSIDE.

The Store That Will Assist You NATIONAL CLOTHING CO. P. E. Island's One Price Store Begin Your Christmas Shopping Now

Buying a Present for a Man or a Boy Our Ad Will Assist You.

A few articles selected at a random from one Clothing Department.

SUITS AND OVERCOATS THEY STAND FOR GOOD HEALTH AND A GOOD TIME.

GIVE something that will bring these and it will be a welcome gift indeed. Only a matter of days now till you will need a Suit or Overcoat and right now our stock is complete with the latest weaves and shades.

HERE ARE A FEW ITEMS

Boys' Convertible Collage Coats

We have just received a large shipment of Boys' Collage Coats in heavy Irish Tweed, asst patterns Reg \$9.50 for \$4.90

Boys' D. B. Reefers

in heavy English blue Nax Cloth all wool tweed lined Reg \$4.00 to \$5.00 for \$2.75

Boys' 3 piece Suits

3 piece D. B Suits in Hewson Oxfords and English Mixtur. Reg \$5.00 to \$7.00 for \$4.25

Youths' College Coats

Convertible Collar in a large variety of shades, heavy mixture and Diagonal stripes Reg \$10.00 for \$7.75

The Strongest Overcoat

values in Canada are here Men's English Ulsters, storm collars double breasted in heavy Scotch tweed and Irish frezzes Reg \$10.00 and \$12.00 for \$8.40

English Chesterfield Overcoats.

\*Raglan style buttoned through swagger model fashion in all shades Reg \$12.00 to \$15.00 for \$9.60

50 College Coats

in Progress Brand Clothes. The reputation of the makers is a guarantee in exclusive patterns and made silk serge linings. Reg \$12.00 to \$18.00 while they last for \$9.00

25 Dozen Men's Dress Shirts

all the latest spring importation stripes, checks, spots in colored weaves sizes from 14 to 17-1/2 while they last... 49c

50 Dozen Reversible Collar

shirts in dark patterns of greys Brown Tans Greens most sizes 14 to 18. Regular 75c for 50c

Hewson Unshrinkable Underwear

double breasted soft wool finish satin facing Regular 1.25 or 83c

Men's Excelent Handkerchiefs

in variety of patterns plain or spotted border etc 3 for 25c

Tasteful Rich Elegant

our neckwear is made from silks from our own selection. Our display is now at its best. Ties 25c 35c and 50c

Christmas Gift Suggestions

- Overcoats, Suits, Dress Vests, Raincoats, Hats, Caps, Umbrellas, Neckwear, Mufflers, Shirt Protectors, Gloves, Pajamas, Combination Sets in Boxes, Night Robes, Hosiery, Suspenders, Shirts, Collars, Cuffs, Underwear.

FREE Fountain Pen FREE

to every boy with every purchase of Boy's suit or overcoat Be Sure and Get One.

National Clothing Co.

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GOTCH READY TO MEET THE WINNER

NEW YORK, December 17.—Promoters of the Zhyzezo-Kaicivich wrestling match, will be staged in Madison Square Garden on Christmas night, announced today the receipt of a telegram from Frank Gotch, the champion of the world, declaring he would be ready to meet the winner of the match by the latter part of January. It was declared to be evidence that Gotch has no intention of retiring from the mat, as some stories have had it.

HE BEFRIENDED A WOMAN AND GOT HIS REWARD.

NEW YORK, December 16.—Fifteen years ago Dennis Lyons, then a young policeman, went down into his own pocket to help an elderly woman, who had lost her money, to buy tickets for herself and daughter to Elmira. Last night Lieut. Dennis Lyons was visited at his desk in the Charl's street station by an attorney, who announced that the woman he had befriended had died and left him a fortune of \$20,000 in recognition of the kindness which the officer had almost forgotten.

SEPPING NEWS.

Entered, Dec. 18, 1911—S.S. City of Ghent, Hare, Halifax; sebr. J. A. Silver, Skinner, Sydney. Entered, Dec. 18, 1911—S.S. City of Ghent, Hare, Halifax; S.S. Rosalind, Williams, Sydney.

BROWNIE CAMERAS



Solve the CHRISTMAS PROBLEM for that Boy of yours. Prices \$1.00 to 12.00

Geo. E. Hughes,

The People's Druggist Charlottetown, P. E. I.

THERE MAY BE much older and more widely known TYPE WRITERS, on the market. But NONE AS MODERN, easy-action and simply constructed

AS THE "L. C. SMITH" The World's Leader To-day. Soulis-Newsome Typewriter Co., Ltd. Halifax St John