

S. A. McDonald The Island's Leading Store

New Idea Woman's Magazine Only 10c a Copy at this Store

You can now procure at this store NEW IDEA WOMAN'S MAGAZINE at 10c - a monthly magazine fully as good as any you regularly pay 15c for.

NEW IDEA is a bright sparkling, 60 page magazine - the frontispiece is HANDSOMELY LITHOGRAPHED AMERICAN SUMMER TRIP.

The whole magazine is given over to ideas for women - interspersed with the popular styles of the season and high class stories that are also being interesting. It is perfectly printed on good coated stock - A BRIMMING BUNCH OF IDEAS from cover to cover.

This magazine can be purchased at our counters for 10c per copy - or 75c per year direct from the publishers - but if you are willing to call at our ladies' counter every month we can take your subscription for but 50c a year - A SPLENDID OPPORTUNITY for you to secure a real HIGH CLASS MAGAZINE at the price of a poor one.

In this connection we are giving away ABSOLUTELY FREE the NEW IDEA FASHION SHEET which shows all the proper and POPULAR PATTERNS for the season, including children's dresses, fancy work, neckwear, collar designs, boys' sailor suits, wrappers, kimono sun bonnets, Dutch collars, ladies' bathing suits, aprons, corset covers, suits, skirts, and children's and ladies' wear of every description. We have stocked in our store 3334 patterns of every description from which you can quickly select patterns. 10 cents each.

New Ideas In Fashions

You will find the New Ideas in fashions to be an authoritative style standard - it is published quarterly and is particularly interesting to dress-makers.

Hundreds of the smartest styles can be seen, and patterns selected here. 15c per copy - 20c per copy by mail. Patterns selected from this authority 10c each.

Garden Tools



It is very important at this season of the year to give particular attention to the garden. We have on hand a large assortment of garden tools

Garden Sets Lawn Mowers Rubber Hose

The Rogers Hardware Co Ltd

TURNIPS



NO PROVINCE in the Dominion produces better Root Crops than P. E. I. No other Province equals the Island in the production of Turnips. We have much satisfaction in stating this latter fact as the larger part of all the Turnips grown in the Province is from Seed supplied from us, either directly from our Seed Store, or by Agents, in our sealed packages. The bulk of our sales is our famous strain known as Carter's Prize Haszard's Improved, which is especially adapted to our climate and soil. The seed of this variety is grown specially for our own trade from carefully selected roots of the proper shape, and we believe no other seedsmen can offer us so uniformly good a strain. We annually supply the largest root growers in and around Charlottetown with all their Turnip Seed, some of whom grow every year from five to ten acres of Turnips. This is the best possible proof of the merit of our seed. Our "Carter's Prize Haszard's Improved" secured first prize at the Provincial Exhibit on at each year from 1887 to 1902 (Special prizes have been awarded by us up to 1909).

Haszard's Imported

Carter's Prize Haszard's Improved Turnip Seed

At the Experimental Station, Truro, Nova Scotia, 14 varieties were tested that were procured from various Seedsmen in Canada, last year. Our Haszard's Improved came out FIRST.

Is sold in sealed Packages - 1 lb., 2 lb., 4 lb. sizes, - at our seed store and by over 150 Merchants in P. E. Island. See that our name is on the Package, (not genuine without).

CARTER & COMPANY Limited

Three cards of mending wool, each with a darning needle attached offered you here for just 5 cents. - Moore & McLeod. 5-28dtf.

A novelty in men's collar buttons is the new "KING" model which can be used with equal advantage for front or back of collars, or for wrist band of shirts - card of five buttons for 10 cents. - Moore & McLeod. 5-28dtf.

We sell a full dozen of "KING" one piece collar buttons for 10 cents. We would like you to compare this line with the kinds that many stores sell at 5 cents apiece. - Moore & McLeod. 5-28dtf.

To day we offer you a very special bargain in safety pins - three different sizes assorted. 48 pins in all - for 10 cents. - Moore & McLeod. 5-28dtf.

Real snappy waists in exclusive patterns are being shown today and tomorrow at Paton's. 5-26dtf.



No dust No labor No scratches Use Tanton's Sparklence

(Silver Polish)

A trial will convince you that its merits exceed our claims. Sold only by

W. N. TANTON

Stunnyside. Phone 192-L.

"French Organdie"

is the name of one of the most fashionable and truly delightful lines of Corresponding Stationery we have ever offered the public for sale. Its elegant writing surface is sure to please you. By the quire or nicely bound in papereries.

Haszard & Moore 2-16drwstll June 16.

UNVEILING OF MONUMENT TO WAR VETERANS

On Victoria Day Lieutenant General Sir John French, in the presence of a large assembly at Toronto unveiled the splendid memorial there erected in honor of the Canadians who fell in the South African war. Addresses were delivered by the Lieutenant Governor of Ontario and Premier Sir James Whitney.

Following the invocation by the Bishop, his Honor asked General French to unveil the monument, the falling of the draperies being greeted by round upon round of applause.

"I have often thought," said the famous soldier, "that the greatest assets of a people are the records of deeds of heroism and sacrifice. They are the aspiration - of a national life."

Continuing Sir John French alluded to the ceremonial of the previous day. "When beautiful maidens laid their memorial wreaths on the statues of those who have worthily gone before, and your young cadets gave magnificent evidence of the firmest intention to abide by Imperial ideals." The General, proceeding, referred to the record of the Canadians in South Africa. At Paardeberg they were, he said, more heavily engaged than any other branch of the service and, under General Otter, had acquitted themselves excellently. The record of the second mounted contingent was equally good. "I am proud to think," said he, "that the were, for some time, under my own command, and did magnificent work on one occasion, I will remember, was held up pretty badly in a pass I sent back for help, and the Canadians came forward under Col Lesard. In a short space of time, and owing to the help of the Canadians we were able to succeed that day. The Canadians were also valued factors in the operations which culminated in the relief of Kimberley." The distinguished visitor referred to the winning of the Victoria Cross by Capt. Turner, Lieut. Cochrane and Sergt. Collins of the Canadian forces and alluded to the heroic death of Lieut. Borden, son of the Minister of Militia.

"It is well that you thus perpetuate the memory of your hero dead," continued the General. "It is a reminder ever before our eyes. If the time ever comes we must be ready to emulate the deeds of those who have gone before. Be prepared. When the crisis arises I do not doubt that there will be tens of thousands willing, but unless they are prepared it will be useless."

"Here is an excellent lesson for our statesmen, our politicians, the employers of labor, the occupants and owners of land. I do not now speak to Canadians alone. I speak to the whole British Empire. If we are to be independent we must be strong." In concluding, General French, allude to "the gallant work of good ladies in the fever swamps and hospitals. They, too," he declared, "have known how to sacrifice their lives." He recalled particularly the work of the women in the Sudan, and rejoiced that the women of Canada were doing their share and exercising a most valued influence. "I little thought," he concluded, "when I went through some pretty tight passes with the Canadians in action, that it would one day be my great privilege to unveil their national memorial. I will remember this occasion to my dying day."

Plenty of the newest corsets just received here. Lines that many stores would regard as wonderful special bargains are shown here at the bargain figure every day. For example - our Wonderful MOORMAC DOLLAR CORSET and our equally notable MOORMAC 75 cent corset. - Moore & McLeod. 5-28dtf.

"Another great big shipment of new belts for ladies, now leaves our stock in splendid shape. Just look specially at the leaders at 25c, 39c cents and 50 cents. - Moore & McLeod. 5-28dtf.

New shapes and styles in straw hats just received at S. A. McDonald. 5-27dtf.

"We would call attention to the Auction sale of the late James Currie's residence and furniture, on Wednesday next, June the first, parties wishing to inspect the house and premises can do so on application to R. Beairisto, Auctioneer. 5-28dtf.

HOTEL ST DENIS BROADWAY and 11th STREET NEW YORK CITY.

Within Easy Access of Every Point of Interest. Half Block from W. 42nd St. 5 minutes' walk of Shopping District. NOVED FOR Excellence of Cuisine, Comfortable Apartments, Courteous Service and Homelike Surroundings. ROOMS \$1.00 PER DAY AND UP Very Comfortable. Sample Rooms at Reasonable Rates. EUROPEAN PLAN. Table d'Hote Breakfast 50c. WM. TAYLOR & SON, Inc.

Hay's Hair Health

DRESSING & INVIGORANT FOR THE HAIR The most desirable preparation for restoring the color to grey or faded hair. Makes the hair glossy, easily dressed, and disposed to remain in any desired position. Perfumed. Price 50c and \$1.00 a bottle. Use Hair-fina Soap for shampooing - 25c per cake.

E. A. Foster Successors to A. W. Reddin Central Drugstore



Cool Hat Comfort

straws Without a Flaw

An Avalanche of Smart, Stylish Straws

You've no doubt been waiting for our straw hat announcement to authoritatively open the straw hat season - and our present showing is certainly something worth waiting for.

For the man who wants something smart our swell showing of dips are certainly IT. Then for the man who wants to go one better our enormous showing of Panamas are the highest pinnacle of cool, summer comfort.

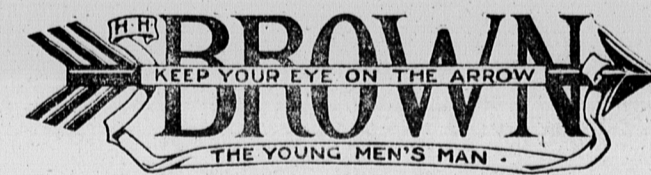
Then the sailors, chip and clerical hats offer the best in their lines.

- White dips, with navy blue band and blue border... \$2.25
White dips, with purple band and purple border... \$2.25
White dips, with black band, red stripes... \$2.25
White dips, with light blue band and light blue border... \$2.25
White dips, with black band... 85c, \$1.00, 2.25, 3.25
White dips, with brown band and brown border... \$2.25

Smart line of Sailors 45c, 65c, 85c, \$1.00, 1.25 to 3.75. Clerical Hats, nice line at 1.50 - Extra good \$2.50. Panama Hats, \$7.00, 8.00, 9.50, 10.50, 11.00, 12.00, all shapes. Chip Hats, \$1.50, 2.00, 3.25.

Our Straw Hat Leader at \$1.25

This is a special line of white dip hats with blue band and dented crown \$1.25



"Women's smart trimmed hats at \$2.00, \$2.50 and \$3.50. Paton's. 5-27dtf. "The Ladies' Home Journal" and "Women's Companion" for June, are now on sale at Carter's Bookstore, both are excellent numbers and should be in every home. 15c per copy, by mail 20c. 5-23dtf. "SEE OUR ADS. FOR VALUES IN MEN'S STOCKINGS, 25c, 30c, 50c. MOORE & McLEOD. 5-28dtf. "Novelties in dress goods shown daily at Paton's. 5-27dtf.

GOOD COAL

fresh mined We can satisfy the most particular person with Coal. Try one load.

A Pickard & Co

Phone 240 dtf.

Are Your Linens Clean

Your habits are judged by your linens - good bad or indifferent. We use no injurious chemicals and our work speaks "class". We want young men to try our laundry work on their linens - that's if better laundry work interests you. Phone 151 or send word and our team will call.

Star Steam Laundry



NATURE'S lines are graceful, smooth flowing, healthy lines - like the Venus Medeci - 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 tea 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 Corset

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 \$2.50 - it's a \$3.50 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 beauty. All we ask is that you see it, and judge its merits for yourself. Kindly show this advertisement to the sales person and ask to see the "La Diva" Renaissance and decide for yourself.

"Doe" Corset