

**Nervous?** Let your doctor prescribe the medicine. He knows best. The fact, however, that Ayer's Sarsaparilla has such strong tonic properties, and is entirely free from alcohol, may make it precisely to his liking.

J. C. Ayer & Co., Lowell, Mass.

We desire to thank our Customers for the liberal patronage accorded us through the year and especially during the Christmas season and assuring them the best service possible in the coming year we wish them

The Compliments of the season.

**W. W. WELLNER, Jeweler.**

**FAMILY GROUPS**

THE holiday reunion offers an opportunity for having that group picture made. We are equipped to produce the best in groups or individual portraits. We offer a variety of styles and sizes.

**The COOK Studio**  
Where Baby is Always Welcome.

**Hard Coal**

We are now discharging Hard Coal from the Arthur N Gibson. Customers should order and take delivery of their coal this week as the price advances after 1st October.

**C. Lyons & Co**

**Cake**

Just received a shipment of Plain and Fancy Biscuits, Fruit and Pound Cake from the well-known firm of Jacob & Co., Dublin, Ireland. THIS FIRM PUTS UP AN ELEGANT LINE OF GOODS THAT ARE WELL WORTH SEEING. This shipment includes Mixed Macaroons, Glacier Wafers, Cream Crackers, Short Bread, Butter Puffs, Philippines Pound Cake, Fruit Cake, etc. The Fruit Cakes come in 7 pound tins and we will cut them up and sell them by the pound.

**Beer & Goff's**

**REMOVED**

**Loneragan's**  
Lunch & Bakery  
has moved from its present quarters, 128 Gt. Geo. St.  
TO  
**The Old Vatcher Stand**  
160 Kent Street

**THE ROYAL LINE**

Between Halifax and Bristol.

From Bristol. Steamer. From Halifax, N.S.

Dec. 28.	Royal George	Jan. 11
1911.		
Jan. 11.	Royal Edward	Jan. 25
Jan. 25.	Royal George	Feb. 8
Feb. 8.	Royal Edward	Feb. 22
Feb. 22.	Royal George	Mar. 8
Mar. 8.	Royal Edward	Mar. 22
Mar. 22.	Royal George	Apr. 5
Apr. 5.	Royal Edward	Apr. 19.

**Rates of Passage**

First Class	\$82.50 and up
Second Class	\$51.25 and up
Third Class	\$31.25

Agents,

**HYNDMAN & Co.**

Charlottetown, P. E. I.  
12-22dtstf

**Buyers of Inspected Dressed Pork**

Light 120 to 200 lbs. Med. 200 to 300 lbs., heavy over 300 lbs. Carloads or less quote us. Refer ence without permission.

**The Bank of New Brunswick**  
JOHN HOPKINS,  
St. John, N. B.  
Established 1867.  
12-13dtts6w.

**CHARLOTTETOWN and QUEEN'S COUNTY**

It pays to buy in this Province.

A Nicholl, of the Plant Line, left yesterday for his home in Boston.

The ferry steamer Hillsboro is still plying between the city and Rocky Point.

F. D. McDonald, Georgetown, and H. McLeod, city, were registered at the Victoria Hotel, St. John, Monday.

The Sacrament of the Lord's Supper will be dispensed on Sabbath, January 1st, in the Presbyterian church at Cove Head at 11 and at Harrington at 3.

Miss Helen Hassard, daughter of Premier Hassard, left yesterday morning for Calgary, Alberta, where she will spend the winter with her brother, Dr. Fred Hassard.

As was feared, climatic conditions on Sunday (Christmas Day) did prove unfavorable. The services which should have been held at Vernon River Methodist Church will be held next Sunday. The event will be largely musical and those who attend may expect a treat.

The long looked for calendar of the Mutual Life Assurance Company has arrived in this city and J. O. Arsenault, the Provincial manager, has The Guardian's thanks for several. This year the calendars have a beautifully colored picture of the company's head office in Waterloo, Ont., besides the usual large, clear figures in black with the Sundays and holidays in red ink. These calendars are eagerly sought year after year and in many thousands of offices, stores and homes in this Province, the Mutual Life Association calendar occupies a prominent position.

The Christmas reading in Hartney Hall on Tuesday evening by A. J. W. Myers, B. A., late of Columbia University, N. Y., was listened to with breathless attention by an appreciative audience. All agreed it was the best story they had ever listened to, full of humor interspersed with pathos too deep for expression. The "Amen hit or miss" of Wild Bill at the close of the trapper's prayer brought down the house. Two solos by Miss Margaret McLean of Charlottetown, accompanied by Miss Winifred Jenkins of Marion were beautifully rendered. The proceeds were in aid of the hall and the friends tendered Mr. Myers their hearty thanks.

On Friday afternoon Dec. 23rd, ult., the semi annual examination of the Margate school took place. There was a large attendance. The ratenayers and visitors, which fact alone evidenced the deep interest taken in the education of the pupils. In the junior department the teacher, Miss Wright was assisted by Mrs. Geo. Paynter, Mrs. David Profit, Geo. Brown and J. F. Prosser. In the senior department the pupils were examined in English, geography, latin, french, geometry, arithmetic, history and reading. The examination of both departments was highly satisfactory and showed to the entire satisfaction of those present that this school is now probably in its highest state of efficiency for many years. After remarks by trustees and others the pupils were treated to a bountiful supply of candy by the secretary, Wm. Howard.

The ratenayers of Rennie's Road School, No. 111, gave evidence of the interest they are taking in education on Dec. 23rd, when eighteen residents attended the semi-annual examination. The school room was tidy and beautifully decorated. The teacher, Margaret L. Brown, carefully examined the pupils, who deserve great credit for their ready and correct answers in the various subjects. After the examinations the following program was very well rendered: Recitation, Andrew Gallant; Recitation, Jane Andrews; Recitation, Beatrice Craswell; Solo, Mildred Beaton; Reading, Arthur Craswell; Recitation, Martha Beaton; Recitation, Joseph Martin; Dialogue, Gladys McKenna, Hazel McGregor and Annie Andrews; Reading, Everett Nicholson; Solo, Joseph Martin; Recitation, Mildred Beaton; Recitation, Edward Martin. At the close all present expressed their satisfaction with the progress of the school, and in a very substantial manner gave evidence by a presentation of a sum of money to the teacher. Miss Brown heartily thanked the district for the gift and the good-will of pupils and parents, which she very much appreciated. The teacher then treated her pupils to candy and wished one and all a merry Christmas, after which the school closed for the Christmas holidays.

Are we right? You are thinking about your Xmas shopping—wondering what gifts to select, and perhaps wishing for a little assistance. We want to help you and cordially invite you to our store, where we are certain we can be of real service to you. E. A. Foster, Central Drug-store, Sunnyside.

**Conservation**

That's the big word to-day and it applies to the care of your carriages. Let us store yours now and paint it before the rush.

**FRED. C. WALLER**  
203 Kent St.  
9-16dmpd

**PEOPLE'S THEATRE TO-NIGHT**

The Girl of Triple X  
If you are fond of Western scenes and actions here you are.

**Prof. G. F. Parker**  
In Illustrated Song

A Flash of Light  
An Excellent Biograph production  
Settled Out Of Court  
A Selig "Domestic Problem" picture

**Miss Bertha Dudgey**  
In Spot Light Specialty

**ADMISSION 5 Cts.**

**Ladies' Fur Coats AT Next to Half Price**

**Electric Seal**

24 inches long,	36 Bust. Regular	\$25.00.	Sale price	\$12.50
24 " " "	38 " " "	28.00 " "	" "	14.00
24 " " "	36 " " "	28.00 " "	" "	14.00
24 " " "	38 " " "	53.00 " "	" "	26.50
26 " " "	36 " " "	53.00 " "	" "	26.50
26 " " "	38 " " "	58.50 " "	" "	29.00

**Bokaharan Lamb**

24 inches long,	36 Bust. Regular	\$85.00.	Sale price	\$45.00
24 " " "	38 " " "	80.00 " "	" "	45.00

**Russian Lamb**

26 inches long,	36 in. Bust. Regular	\$60.00.	Sale price	\$35.00
26 " " "	36 " " "	68.00 " "	" "	40.00
26 " " "	36 " " "	80.00 " "	" "	45.00
26 " " "	36 " " "	95.00 " "	" "	55.00

**Swamp Wallaby**

38 inches long,	38 in. Bust. Regular	\$39.00.	Sale price	\$22.00
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**Fur Lined**  
Navy Blue Beaver Shell, Lining of No. 1 quality Grey and White Squirrel. Blue Lynx collar.  
Size 38—Regular \$85.00. Sale price \$45.00.

**Stanley Bros.**

THE LETTER WHICH WON THIRD PRIZE IN PROWSE BROS' LETTER CONTEST.

Prowse Bros., Ltd.  
Gentlemen: The adoption of the "One Price Cash Down" system of business by all the progressive firms in the larger centres today gives the stamp of practical approbation to the change which you announce for January 1, 1911. That it is the best system from a financial standpoint needs no discussion. But it is a fact more apparent to the seller than to the buyer. The only reasons why it is not universally adopted seem to be because certain firms are only too willing to encourage extravagant charging, and others fear that the change from the old credit to the newer cash system may not meet with the approval of their customers. But cannot the matter be presented so that the customer will see that it is to his advantage to deal at a "One Price Cash Down" store?

Let us look, then, at several phases of the question. A credit and discount store means at least three things: (1) a higher price on goods than under a cash basis. The seller must be protected against bad book debts. Customers must, therefore, pay a little more, or in other words pay for the goods of the man who lives on credit, higher than he can afford to. In addition, extra bookkeepers must be employed. Their salaries must go on to the price. (2) The marking of goods to a still higher price, so that a discount may be taken off. The consequence is a duet of bargaining, distasteful to both customer and clerk. Nothing is gained by the customer, for the price has been fixed with an eye to just such a transaction. Of course, those who will not ask for the discount have to pay the extra price. (3) A continued dunning, detested by both parties, and often leading to the loss of the customer.

A seller who looks to his customers as well as to his own interest would therefore appreciate the change. But the buyer should even more. The asking of a discount, the dunning if he happens to be short in cash, are as has been said distasteful and demeaning to him. But there is a larger matter to be considered, one which must at some time or another have forced itself upon every married man. The credit system is really a bane. To the wage-earner and his family it is, of course, an easy way to do the household business. But in that very easiness lies its danger. The quickness with which accounts run up when the family know that all they have to do is to go to the store and order what they wish is notorious. The result is that the wage-earner has no way of knowing whether or not he is keeping within the limit of his means. Often he finds it impossible to do so, and has to face the next year (and often years) hampered and depressed by unpaid bills.

I believe that your change, gentlemen, will meet with the approval of the wage-earners of this city and province. We are all beginning to appreciate the fact that we can get along well enough with what we are able at the time to pay for, and that for what we cannot, we can do without. Support will come to you when it is realized, as it will be, that your system means—"One Price," lower than present prices for the reasons given above; and "Cash Down," which will put a stop to extravagance and enable each head of the family to know just where he is and how far he can go.

Very truly yours,  
**PAY AS YOU GO.**

**FOR SALE**

at Murray Harbor, three acres of land with Store, Dwelling, Warehouse and outbuildings, all in first class repair. There is also a splendid orchard and garden on the property. For full particulars apply to Geo. A. Hughes, 100 Prince Street, Charlottetown.

**Take Care of Your Eyes**

Eye strain causes inflamed, swollen and itchy eyelids, head ache, dizziness, constipation, heartburn, nausea, sleeplessness, nightmare, corea, St. Vitus dance, epilepsy, nervousness and even insanity. It can only be cured by stopping the strain with properly fitted glasses—our long experience, our best instruments and scientific method enables us to do satisfactory work; and see us, no charge for examination.

**Silverston & Epstein**

Dr. of Optics,  
108 Queen St. Ch'town.  
Hume's Hotel Murray River  
from the 28th to 30th of Dec.

**Special Values in Fine Clothing**

During the holiday season we are offering special values in our large and varied stock of overcoatings and suitings. We have a fine line here the best from the leading mills, and our corps of master tailors will make you a suit or coat that will give you satisfaction as long as you wear it.  
Prices. \$18.00 to 30.00

**M. ROSS Tailor**  
188 Great George St.  
12-22dtts12

**For the Friend You Overlooked at Christmas**

we have odd lines of Perfume, Chocolates, Hand Satchels Pipes, Cigars, etc., which we offer at **BARGAIN PRICES.**

**GEO. E. HUGHES } The People's Druggist**

**Phone Your Order For Holiday Groceries**

Save yourself unnecessary exertion, hurry and bother by phoning your grocery order. You will get just as good satisfaction—your order will receive prompt attention and we will have more time to attend to the careful fulfilling of your instructions. Phone your order—237 is our number.

