

S. A. McDonald The Island's Leading Store.

"ROYAL" Means the Best in Broadcloth

We Invite Comparison

"Royal" is a broadcloth that has become celebrated from its popularity with the Royalty of England.

In all this season's popular shades. Every yard is guaranteed.

\$1.45, 1.65, 1.75, 2.25, 2.50, 2.80

Millinery-- Visit our Millinery Department Today and see the Latest Ideas in Millinery.

Another Arrival of Men's Clothing

Another splendid range of men's suits arrived Saturday--new fancy. Wanted--all the popular colors and patterns.

Better call in today and see them.

\$12.50, 15.00, 14.00 and 15.00.

Cowan's Cake Icings advertisement with illustration of a woman and a cake.

LIQUID VENEER

House Cleaning Time

Not a very cheerful subject to the man who boards at home. Of course the housekeeper just loves the opportunity of tearing up and putting down things.

To prevent too much strenuousness in the home circle you must have suitable articles

For Instance

- Dust Hat, Butcher's Floor Polish, Johnson's Floor Polish, Step Ladders, Scrub Brushes, Putz Cream, Liquid Veneer, Carpet Beaters.

The Rogers Hardware Co., Ltd.

Sporting Goods

Base Ball will soon be all the rage. We have received and opened a fine new stock of

Base Ball Goods

- Base Ball Bats, Base Ball Mitts, Base Ball Gloves, Base Ball Masks, Also Tennis Balls and Racquets, Striking Bags, Foot Balls, Boxing Gloves.

CARTER & COMPANY Limited

Seedmen to the People of P. E. Island

d&rtuf.

Moore & McLeod have plenty of fine cloth tams for your small boys and girls.

Women's new gloves for Spring and Easter wear.

Want every particular dress to see our showing of Spring hats and caps.

Why is Tanton's Sparkleen THE BEST SILVER POLISH?

Red Rose meeting, Lodge Prince Edward, S.O.E., Tuesday, April 12.

COMING EVENTS.

W. N. TANTON Jeweler

Writing Tablets!

We have a most excellent line of writing tablets in NOTE and LETTER sizes.

Diamond Dyes For Cotton or Wool Fresh Stock all Shades

ITCHING ERUPTIONS QUICKLY COOLED

Just a few drops of the famous D. D. D. Prescription applied to the skin will take away instantly the worst kind of an itea.

It is of wintergreen, a mild, soothing liquid, combined with such cooling substances as Thymol and Eucalyptine, will penetrate to the inner skin, kill the germs, and heal.

Just write the D. D. D. Laboratories, Dept. C. G., 23 Jordan St., Toronto, and they will send you, free, a trial bottle.

Write for a trial bottle today. For sale by all druggists.

TIPS FOR BUSINESS MAN.

Staying up all night to save money is like keeping a clock to save time.

Like eating, advertising should be continuous. When today's breakfast will answer for tomorrow's you can advertise on the same principle.

Advertising does three things--informs 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.

A PROSPECTOR'S LUCK.

How Two Trail Blazers Lived in the Virgin Wilderness, Without Meat.

Winter sends quite hardships to the prospector who leaves civilization to draw conclusions with chance.

Porcupine Trail, Ont., Feb. 24, 1910. Gentsmen--Have prospected these parts for several months.

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BUTTING SHEEP CAUSES BURGLAR SCARE IN NORTON

NORTON, N. B., March 30--On Saturday night the people of this village were rudely awakened out of their midnight slumber by an unusual noise at the Campbell House of Mr. Banks' store.

A man, who generally sleeps with one eye open, heard the noise and at first supposed it to be some weary traveller trying to gain admittance to the hotel.

On listening more carefully he found it was something or someone determined to force an entrance either to the hotel or the store and upon rising to ascertain more fully the cause, he heard the plate glass windows of the store smash in.

At once he called help and they, armed, cautiously repaired to the store only to find one of the windows broken out and the would-be burglar escaping around the end of the building.

At this time a railway man returning from the round house offered his assistance with his dinner can as the only weapon. The chase commenced in earnest, down around the store, across the veranda to Campbell's hotel, then to the I. C. R. station, behind the post office, back to the hotel again in full circle.

The burglar, of the party seized the desperado and held him fast until a rone was produced and he was let last.

The burglar turned out to be a sheep which Campbell's store were returning for the St. John market, and he had by some means managed to escape from the barn during the night.

Doctors Condemn Oily Liniments

The Public are Warned to be Careful of These Strong-Smelling Oily Liniments Containing Harmful Acids, Ammonia, Etc.

Many people have clung to the old-fashioned idea that a thick, greasy liniment is the best kind.

Recently a number of these white, oily liniments were analyzed, and they were found to contain an enormous percentage of harmful acids, and such irritating chemicals as ammonia, etc.

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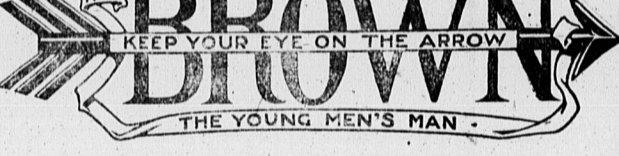
Let Us Fill Your Requirements For That Trip--Trunks and Valise

People who are travelling--and many are moving at this particular season--should see our showing of travelling goods.

- Leatherette suit case, 22, 24 and 26 inches, brass lock, finishes with heavy leather strap. \$12.00, 13.00, 14.00. Good quality 22 inch leather suit cases, straps inside and out, brass lock and trimmings. \$6.50.

Good Trunk Values. The trunks are splendidly finished and real good values for the money.

- Large flat top trunks, wide slats and iron bound 28 inch. \$2.00. Large trunk barrel top, heavy slats and iron binding. Good value at \$3.60.



COAL. Hard Coal, Cokes and E. g. Soft Coal, Run of Mine, Nut and Slack. Order for any quantity, promptly delivered at lowest prices.

A. PICKARD & CO. 2-25df. Phone 240



NATURE'S lines are graceful, smooth flowing, healthy lines--like the Venus Medici--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

London, Paris and New York, in the great dressmaking establishments Rue de la Paix. Then our ideas were developed on the human form our "La Diva" Renaissance is the result.

La Diva Corset. 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.