

S. A. McDonald

The Island's Leading Store.

Robes One Quarter Off

Rather than carry one of those big Buffalo or Saskatchewan robes over from winter we are going to offer them at big price reductions. Now these same robes are to be seen in the best driving sleighs in this city but the prices we are quoting places them with in the reach of everybody. Regular \$9, 9.50, 12.50, \$14. Now one third off.

Horse Blanket Bargains

A manufacturer shipped us a big order of horse blankets by mistake. We made him an offer and rather than pay freight both ways he accepted. Now you can get your choice from the best. Proper up-to-date style, with breast strap and two adjustable surcingle. They are certainly splendid values at one quarter off regular prices.

One Quarter off all Sheep Skin Lined Coats

All sheep lined, leather or corduroy lined, or combination of both are offered at a clear saving of one quarter off regular prices.

Great sale of advanced 1910 wash goods. For months our buyer has been planning the details of this great sale of summer wash goods for February. We anticipated a huge success as you can save at least one quarter by purchasing now while the temperature is at freezing, and the very fabrics you will need when it is away up to 80. We want to emphasize the fact that this is in no way akin to the usual clearance of left over goods, every piece offered here is a new 1910 production, with over two hundred pieces to select from, such as Linens, Gingham, Cottons, Crepes, Ottomans, Repps. These goods will be offered during the Spring at a quarter higher than the price prevailing here now. Paton's. 2-16dtir21.

WALL PAPER REMNANT SALE IS NOW GOING ON—ALL THE REMNANTS—SMALL AND ODD LOTS ACCUMULATED DURING THE PAST SEASON ARE OFFERED YOU TO-DAY AT HALF AND LESS THAN HALF THE REGULAR VALUE. MOORE & McLEOD. 2-15dtf.

FLOWERS THAT BLOOM IN THE SPRING

were never more beautiful than the Spring dress cottons and gingham that are now in full bloom on the first floor. It is especially interesting to those who are planning to have a new shirt waist suit in time for Victoria Day as well as for those who are always ready to have first choice of new designs. Mercerized poplins, mercerized voiles, mercerized crepes, Scotch gingham, Scotch lawn, English repps, linennettes, linens, grass cloths and a variety of other fashionable wash goods, most of them are to be had only at Paton's today. 2-16dtir21.

DRESS GOODS.

For nearly a quarter of a century the Paton store has been an authoritative dry goods centre for this city, second for this Province. The foundation of this great business was dress goods, and the corner stone of the structure was dress goods. "Paton's Dress Goods," has been a term implying quality and perfection for fulness for nearly twenty-five years. And now the store and its business has grown beyond the dream of its first architects. We have built a store such as all the Island may point to with pride. But the foundation is still dress goods and that corner stone is still Dress Goods. We are making a special showing of goods this week. We'll be delighted to talk to you personally about these most particular of all dress fabrics. San Toy crepes, poplins, Panamas, Armures, Ottoman cords, Venetians, Broadcloths, Chevron worsteds, voiles in plain colliennes, chevots and pebble cloths. These goods are guaranteed all wool, fast dyes and unspottable. Paton's. 2-16dtir21.

Wrapping Paper

(1 car load in stock)
Manilla,
Grey brown,
Fibre,
Kraft,
White Drug,
Rolls and Reams all sizes all weights.

Paper Bags

(1-2 Million in stock 1-2 Million)
in sizes from 1-4 lb to 25 lbs.

Twines Twines

Cotton, Hemp, & Sea Island,
Wholesale & Retail

Carter & Co., Ltd

Lobster Packers Supplies

Wholesale and Retail

The Rogers Hardware Co., Ltd.

"Making Converts every day. Paton's Chifon Broad Cloth is making converts, why because its the best Broadcloth ever imported to this City at the price. Its better than any cloths said to be worth \$2.25. Every tailor to a man, every dressmaker in the land who has been interviewed regarding the wearing qualities, the stock, the weave, the finish, the colorings, has pronounced it the best yet. Get a suit length. 2-10dtfril

Note these values—now offered at Beer & Weeks Annual Linen Sale. 72 inch sheeting, 20c, 80 inch sheeting 23c, 19 x 40 all linen towels 12-1-2c, 25 x 54 Bath Towels 22c, 36 inch fine cotton 7-1-2c, 70 x 90 Bedspreads 98c 6 x 84 Bedspreads 75c, 20 p.c off all lace curtains, 20 p.c off all traycloth, scarves etc. Immense variety—Best values. 2-10dtfr

Our Great Sale of Footwear 3000 pairs of High Class samples is a howling Success

People who have bought at these sales before know how good they are and what a saving they can make.

25 p. c. off regular prices

ALLEY & CO.

HARVEY MITCHELL ON CO-OPERATIVE DAIRYING

On Tuesday evening, the 15th inst., Harvey Mitchell, of the Department of Agriculture, Ottawa, addressed a large meeting at North Wiltshire on "Co-operative Dairying." In opening, he stated that though the dairying industry had risen and fallen, it was now rising again. Patrons, when factories first opened, became dissatisfied with results and they dropped out. Now the industry is on the increase, which shows that the people have again taken hold of the movement. In order to have the best production, it is necessary to bring up the standard of herds. Farmers should not be satisfied with the average of the herds as a guide. It is necessary to get at the individual cow. He illustrated that if the poorest cows were weeded out and the line of herd improvement followed the same as is done in the other Provinces, the dairy production in this Province would soon reach double what it now is. This can easily be done by the

HAVE YOU CHILBLAINS?

NOTHING LIKE ZAM-BUK FOR THEM.

If you are a victim of the itching of chilblains—that intolerable tickling as soon as they get warm, and that almost unbearable soreness when they are rubbed—try Zam-Buk.

Mrs. F. S. Sargent, of Quebec says: "For many winters I was troubled with chilblains. I tried first one remedy and then another, but could never get anything but temporary relief from the awful itching and burning. At last I procured a supply of Zam-Buk, and determined to give it a trial. I was so pleased with the result from the first application that I continued with the treatment, and in a short time my chilblains were quite cured."

Zam-Buk is equally good for chaps, cold-sores, frost bite, etc. Mr. B. Zanoli, of Dorland, Ont., says: "I had the big toe of my right foot badly frozen. I suffered great pain, and had to have a doctor. He lanced the toe and dressed it, but the pain continued to be very bad, and for several days I could not walk. I then used Zam-Buk, and the first few dressings gave me great relief. The wound healed up very quickly, and in a very short time the toe was quite right again." All druggists and stores sell Zam-Buk. 50 cents box, or post free from Zam-Buk Co., Toronto, for price.

AN INQUIRER WANTS TO LEARN.

Editor Guardian:—Some few days ago an item appeared in your paper to the effect that Mr. Poole, Mechanical Supt. of the P. E. I. R., had been made the recipient of a very valuable pocket watch by the Kingston Locomotive Works. As the item in question has not been contradicted, I presume, like your news in general, it is reliable. However, in a matter of this nature the public will be interested to know how many engines have been purchased in Kingston and the precise relation which such a valuable time piece sustains in regard thereto. Respectfully yours, CAPITAL ACCOUNT.

New Dress Goods at Paton's 1-29dtf
That line of new Diagonal Dress goods is selling at Paton's. 1-29dtf
New Dress Goods at Paton's 1-29dtf

You know that lovely soft linen huck that you have been buying for embroidered and hemstitched towel making—the one that comes in patterns of Fleur de lils, Thisle, Rose, Shamrock etc. You know that it is usually sold for 5c or over. See ours at 45c Moore & McLeod 2-15dtf

Thanks

We desire to thank all who contributed toward OUR INCREASED BUSINESS for the past year and trust that with an effort to please and to give the best value for every dollar, we will be favored with your continued patronage. With best wishes to all for a happy and successful new year.

W. N. TANION
Jeweler
Ponet 92 L

Wise People Wear Our Footwear

Our success in the shoe business was not an accident, but the natural result of careful forethought in the selection of our goods, and earnest efforts put forth to have every boot or shoe faultless in style and workmanship. Whether you are sedate or gay in dress, from our stock of shoes you will be able to select "just your style."

CONROY

The Shoeman
97 Queen St. Ch. Town
Opp. opp. Bank of New Brunswick

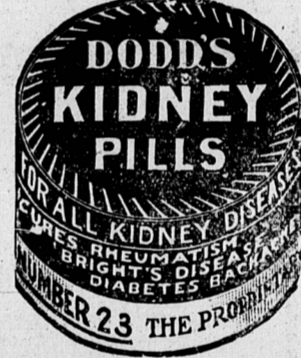
his cows yield him satisfactory profits. Denmark, Ontario and Quebec have done their production by this keeping records of the individual cows and getting rid of the poor ones. He explained and showed by chart comparative yields of different herds where records had been kept showing the variation in the individual cow. He also stated that there was room for improvement in the housing and feeding of cows. This province grows as good, if not better, grain and root crops than Ontario or Quebec, but the cows are not kept in condition to give best results.

Mr. Morrow, Cheese Inspector, followed, dwelling principally on the care of milk on the farm. Aeration, though advocated for some time past by the authorities, was found to be a mistake. The best results were obtained by cooling the milk. To prevent milk from becoming over-ripe and gassy, it should be cooled immediately after milking. This would prevent the development of lactic acid, which is present in milk, in other words, would prevent souring.

Mr. Mitchell coincided with Mr. Morrow, and told how, by experiments, milk which was cooled produced more and better cheese and butter. Aeration, by evaporation, tended to form a leathery substance on the surface of the milk. Mr. Edwards said he had listened with pleasure and satisfaction to Messrs. Mitchell and Morrow. He had been agitating along the same lines for the past couple of years. One feature was if the milk were cooled quickly the difficulty of getting a correct test would be lessened. Mr. Balderston, in his remarks, expressed himself as greatly satisfied with the instructions he had heard. He was deeply interested in the care of the milk and thought what they had heard was a great lesson for all. He had been handling milk for a good number of years, but had not met with the satisfaction he had expected.

A vote of thanks, moved by D. A. Henderson and seconded by William Clarke, was tendered Messrs. Mitchell and Morrow by the chairman, John Balderston. Both gentlemen fittingly acknowledged.

The people of North Wiltshire feel very grateful to the Dominion Government for sending such an able instructor from their dairying commission staff as is Mr. Mitchell, also for their arrangements to have a free test made of each farmer's milk, farmer weighing the milk of each cow and sending samples to the nearest factory where the Government has arranged that a test be made free of cost. In this way he is enabled to know with certainty how many of



No need to send money abroad, our linen values can't be beaten Beer & Weeks Furniture Carpet, Linen 2-10dtf

Our annual linen sale ends in a few days. Come Beer & Weeks Furniture, Carpets, Linens 2-10dtf

Good white American Crochet Counterpane offered here at 75c, the best low price counterpane in the City, but see our better ones! Moore & McLeod 2-15dtf

A nice line of the famous "Nemo" Corsets is now in and ready for any call. The "Nemo" is the stout woman's delight—it is made to give comfort, grace and ease to the figure that shows a tendency toward increasing weight. \$2.35 and 3.50 Moore & McLeod 2-15dtf

Bedspreads in a wonderful range of attractive patterns. 75c 98c. \$2.50 up. See them. Our values beat em all. Beer & Weeks. 1-10dtf

Three big whitewear bargains offered again to-day—Corset Gowns worth to 60c on sale at 39c—Gowns worth to 1.20 on sale at 83c Skirts worth to 1.25 on sale at 89c Look them over Moore & McLeod 2-15dtf

Little Gem Pills Relieve all ills

due to torpid liver—constipation which create headaches and general lacticidite. Being small in size easily taken contain no mercurials. Purely vegetable, Price 15c per bottle Prepared and sold by A. W. Reddin, Phm.B., The Square Druggist, Sunnyside

Values that Challenge Comparison

Saturday night ends this sale, but until then values will be even better. Of course you can't afford to run the risk of delay as the lines are being reduced every day.

Hard and Soft Hats Half Price

These hats include some of the best hard and soft felt hats in our store, but in order to make room for our new spring stock we say out they go at exactly half price.

Men's Pants Half Price

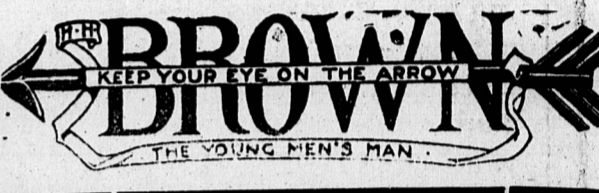
Without a doubt this offer can't be excelled. Men's best and worsted pants, regular 2.25 to 4.25, for a short time at only half their original price.

Men's Sweaters half price

This is without a doubt the best value that money could buy, all well knit, dyed with fast dyes and made with roll neck. Yours while they last at not one cent over half price.

Fancy Shirt Values

Excellent shirt values while they last. Balance of men's soft front shirts. Your choice from these high quality shirts, regular \$1.50 to 2.00 now \$1.00. Good quality stiff front shirts, regular \$1.40 to 1.75, now 99c. A few dozen men's shirts, regular \$1.25 to 1.50, while they last, only 79c.



EVERYBODY Who Eats Bread

should avoid danger of impurities in delivery from the oven to the home. Insist on your Baker wrapping his Bread in

Eddy's Bread Wrappers

We are the original manufacturers of Bread wrappers now used by Leading Bakers Ottawa, Montreal, Toronto, and other Cities,

E. B. Eddy Coy,
Hull, Canada

Sir:

If the "happy-go-lucky-slap-it-on-a-press-and-let'er-go" kind of advertising you are using is doing you some good doesn't it seem reasonable to suppose that "something different"—bright, convincing, thought-out and mailed regularly "direct" to your list will prove of much greater value? (This is intended only for the man who feels the bullet strike him).

I study Printing! I make a feature of preparing printing that is profitable. That is, I make it profitable to my patrons. I study types and effects to insure attractive arrangement, and I believe you'll appreciate how I handle your work. From a card to a catalogue I want to figure on your work.

Archibald Irwin,
13 Richmond Street Telephone 201-J

A WINNER

In the long run your a winner if you patronize the STAR. Your goods will be carefully handled. They will be promptly done. They will have personal attention. In short you get the BEST in laundry here without extra charge.

Goods called for and delivered. A. F. WEBSTER Star Steam Laundry

Sheetings hemmed free—see our values and save. Biggest assortment in town. 20c, 23c, 25c, 28c up. Beer & Weeks—Furniture, Carpets, Linens. 2-10dtf

Table linens—our values are wonderful compare—and then you'll know how good they are. Beer & Weeks 2-10dtf

"We have Velox and Mismac skates. We have Collet and Fisher's tube skates. We have hockey boots. We have hockey sticks in the following leading lines—Red Dot, Rex, Mismac and Lally's Special. We attach skates. We make a specialty of skate grinding at Ernest Rice's, 105