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**Master's Voice  
Victrola Records**

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in  
your home!**

The Holy City—Part I  
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Sung by Lewis James

Seven Last Words of Christ—Part I  
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Victrola Oratorio Chorus

Messe Solennelle—Crucefix Enrico Caruso

Les Rameaux (The Palm) Enrico Caruso

Open the Gates of the Temple Ervin Williams

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"Gives you a  
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**Laxative Works  
Fine on Old People**

**SYRUP PEPIN**  
The family remedy

**LET'S GO SHOPPING  
AT PATONS, LIMITED**

Their Easter Opening Tomorrow Will Introduce Their New Milliner, Miss Perkins, a Designer Whose Work Will Demonstrate Some of the Finest Styles Ever Shown Here.

Straw hats and March! Yet what more fitting, since March is proverbially the month of winds, and the air seems less cold and frosty, and spring nearer by many days, if one's hat is bright with crisp new ribbons or the gay little posies that are truly the forerunners of warmth and sunshine.

Patons Limited, knowing how the ladies of Charlottetown anticipate their Easter showing, have prepared a pleasant surprise for their customers in the person of Miss Perkins, who comes with the reputation of a millinery artist, as her showing tomorrow will demonstrate. Miss Perkins makes her bow well qualified to sustain Patons' reputation as the leading millinery emporium, as she is one of the designers of Manchester Robertson Allison, St. John, besides having the distinction of being with Gouling & Sons, Toronto, the exclusive millinery house of Toronto and recognized head of the millinery life of Canada, for a long period. Experienced both in retail and wholesale selling and with a winsome and captivating manner, her customers will find her as charmingly obliging as her work is beautiful.

Unusually Becoming  
No shape in existence is as adorably quaint as the clever poke model. In the wide variety of amazingly different styles its prevalence is proof of its popularity. It is youthful, no matter in what variation it appears. The materials chosen to illustrate this type of hat are so numerous one pauses to think. Particularly noticed was one in the new shot silk effect in pink, with a large chon of the shot silk to the right side. It is adorable. Another pretty model was all black with a brim edge, and crown adorned with a moire ribbon bow.

There are hats of all sizes, from the very fetching large hat to the tiny perky hat that hugs the ears. Four items lead in the trimming list—flowers, laces, ribbons and embroideries, and after the four come feathers. Feathers—plain and glycerine ostrich, and quills—

**Rub Rheumatic Pain  
Soreness, Stiffness**

What is rheumatism? Pain only. St. Jacob's Oil will stop any pain so quit drugging.

Not one case in fifty requires internal treatment. Rub soothing, penetrating St. Jacob's Oil directly upon the tender spot and relief comes instantly. St. Jacob's Oil is a harmless rheumatism and sciatica liniment, which never disappoints and can not burn the skin.

Limber up! Quit complaining! Get a small trial bottle from your druggist, and in just a moment you'll be free from rheumatic and sciatic pain, soreness, stiffness and swelling. Don't suffer! Relief awaits you. Only St. Jacob's Oil has relieved millions of rheumatism sufferers in the last half century, and is just as good for sciatica, neuralgia, lumbago, backache, sprains and swellings.

**Eastern Guardian**

\*LADIES NEW spring coats and suits, get yours now at Ives & Murdock Ltd. 31

\*WHAT ABOUT THAT new Easter coat or suit, we will have a special demonstrator with us Thursday and Friday March 29 and 30. Ladies we invite your inspection. Ives & Murdock Ltd. 31

\*GET OUR NEW wall paper catalogue, a post card will bring it. Ives & Murdock, Ltd. 10

\*CURTAINS, SCRIMS, cretonnes, chintzes, floor oilcloth, etc. at Ives & Murdock, Ltd. 5

**Eastern Personals**

\*Miss Annie Bouchard, Newport, visited Poplar Point recently.

\*Mr. Patrick McIntyre, Newport, has received an order for two hundred ironing boards from a firm in Boughton Island.

\*Mr. Pleton R. McCormac, Charlottetown, has been storm-stayed at St. George's during the past three weeks.

\*Miss E. McIntyre, Newport, and Mr. J. Knys Souris, spent the week-end at St. George's the guests of Mr. B. J. McCormac.

\*The complete restoration to her former robust health of Mr. H. W. Ives is occasioned with widespread joy by the residents of Montserrat. Mrs. Ives being easily the town's most essential citizen.

are variously used, and flowers may be extended to include wheat, clusters of berries and the different decorative fruits, for it is a season of brightness. Embroideries—raffia, silk, wool and narrow ribbons—are multi-colored, and admittedly most effective. And lace appears on many of the newest hats, on toques, pokes and picture hats, in choux, along the brim edge, or cascading from the hat itself.

Ombre webbing is also decidedly in fashion, and one model demonstrating its richness has as its only ornament, ombre ribbon and fancy headed pin, smartly placed.

It is impossible to escape the Egyptian embroideries, a la Tutank Hamen and this season models are entirely draped in its figured quaintness. One model even has the head chain hanging saucily under the chin, while others have only touches of the Egyptian style, but you find it very frequently and really should not miss seeing its effect. There are mohair hats, Ombre ribbon hats, Timbo webbing hats, richly draped, black lace hats, hats with artistic applique, Paisley hats that would tempt the most fastidious for sport or dress occasions—silk hats. One pretty model is this style was of dark, navy blue taffeta, with a soft grey facing. A jaunty draped the finished with silk tassels completed the pleasing effect, the stiffness of the upper brim being relieved by beading.

Another effective style was a turban of brown and copper straw, its sole ornament being a smart tulle. A matron's hat in burnt orange color with fruit and flowers will make easy selection for some lucky lady who comes early to the showing tomorrow. One feature also noted was a decline in millinery prices, the highest priced hats not exceeding \$13.50, with a hat to suit every price and a designer who will assist the high or low priced customer in careful and becoming selection.

The models ready for your inspection for Easter, show the decided tendency of trimmings to be placed at the side or the side of the back, and yet others take their trimmings directly in back or front, especially so where flowers and fruit are used in combination. Whatever the shape, it usually has a brim or a suggestion of a brim. It may drop, it may flare, it may hardly seem to be, but scarcely a model that does not shade the eyes.

Along with the inclination to use laces for trimming goes the noticeable trend toward veils, always becoming fashion. And the newest veils are either very light or very heavy. Whether worn over the face or over the hat, veils are decorative in the extreme, but the favorite way seems to be covering the eyes, with the veil falling gracefully off at one side or down the back.

**Other Necessaries for Easter.**

Street frocks, and afternoon frocks in the newest spring model, are shown in combinations of All time crepe, the new Karava crepes, Paisleye, Satins, Silks and Cloths. Ultra smart and very new are these dresses with the lowered waist line, odd unusual sleeves and graceful skirt lines.

You will see a smartness in Patons' Spring Suits, but even more you'll like the beautiful tailoring and fine materials.

The new sports coats, too, have an alluring something about them that appeals to the well dressed girl or woman, and at moderate prices you can choose a coat of superb style to don the first mild day with your new hat.

The finishing touch to any costume is the indispensable gloves. One has to have good gloves and hose to be well turned out, and Patons' stock leaves nothing to be desired.

You are cordially invited to their Easter opening tomorrow.

**The Best Cough Syrup  
is Home-made.**

Here's an easy way to save \$3, and yet have the best cough remedy you ever tried.

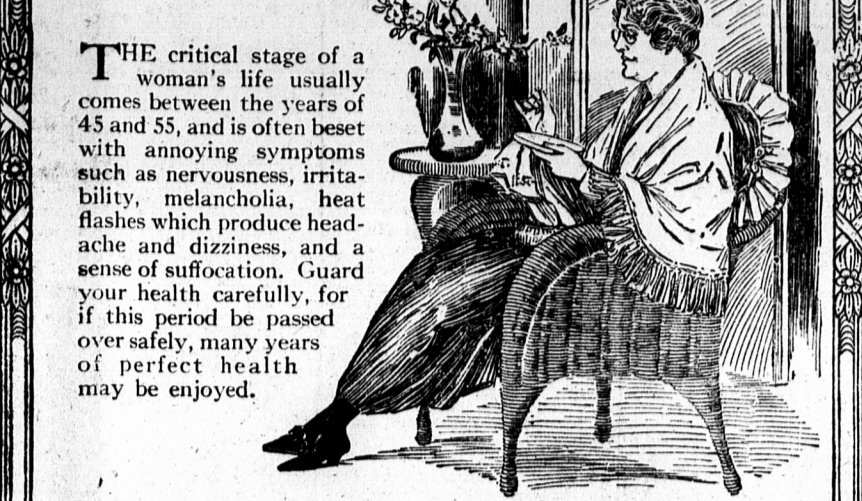
You've probably heard of this well-known plan of making cough syrup at home. But have you ever used it? When you do, you will understand why thousands of families, the world over, feel that they could hardly keep house without it. It's simple and cheap, but the way it takes hold of a cough will quickly earn it a permanent place in your home.

Into a 16-oz. bottle, pour 2½ ounces of Pinex; then add plain granulated sugar syrup to fill up the bottle. Or, if desired, use clarified molasses, honey, or corn syrup instead of sugar syrup. Either way, it tastes good, never spoils, and gives you 16 ounces of better cough remedy than you could buy ready-made for \$2.50.

It is really wonderful how quickly this home-made remedy conquers a cough—usually in 24 hours or less. It seems to penetrate through every air passage, loosens a dry, hoarse or tight cough, lifts the phlegm, heals the membranes, and gives almost immediate relief. Sufferers from throat tickle, hoarseness, croup, bronchitis and bronchial asthma.

Pinex is a highly concentrated compound of genuine Norway pine extract, and has been used for generations for throat and chest ailments. To avoid disappointment, ask your druggist for "2½ ounces of Pinex" with directions, and don't accept anything else. Guaranteed to give absolute satisfaction or money refunded. The Pinex Co., Toronto, Ont.

**Women of  
Middle Age**



THE critical stage of a woman's life usually comes between the years of 45 and 55, and is often beset with annoying symptoms such as nervousness, irritability, melancholia, heat flashes which produce headache and dizziness, and a sense of suffocation. Guard your health carefully, for if this period be passed over safely, many years of perfect health may be enjoyed.

Lydia E. Pinkham's Vegetable Compound is especially adapted to help women through this crisis. It exercises a restorative influence, tones and strengthens the system, and assists nature in the long weeks and months covering this period. It is prepared from medicinal roots and herbs, and contains no harmful drugs or narcotics. Its value is proven by many such letters as these:

Vancouver, B. C.—"Before I took your wonderful medicine I was sick and ailing all the time. I happened to be speaking to a friend and she said, 'Why don't you try Pinkham's?' I am on my fourth bottle and can truthfully say I never felt better. I had tried all kinds of medicines but none seemed to do me much good. I urgently plead with those who are sick to try it. I was always cranky and had headaches but now life is altogether different. What the Vegetable Compound has done for me it will do for others."—Mrs. T. W. PLUTO, 557 Richard St., Vancouver, B.C.

Brockville, Ontario—"I took Lydia E. Pinkham's Vegetable Compound for weakness and female disorders. I was so weak at times that I could not stand up. I had been this way for nearly three years, and the different medicines I had taken had not done me any good. I found one of your little books at my door one day, and I thought I would give your medicine a trial. I am now on my fifth bottle, and it has helped me. I am feeling much better, have no weak spells and can do all my work now. I am recommending your Vegetable Compound to all I know."—Mrs. CASEY LEMERY, 176 Abbott St., Brockville, Ontario.

**Lydia E. Pinkham's  
Vegetable Compound**

LYDIA E. PINKHAM MEDICINE CO. LYNN, MASS.

**Fashionable Shoes  
and Hosiery**

Alley's Styles this season are better than ever. Fan Tongue Pumps are very much worn with high heels.

Patent Leather fan tongue of Black Swede ..... \$7.75

Black Satin, with fan tongue \$8.75

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**OXFORDS  
and  
STRAP  
PUMPS  
in  
BROWN  
or  
BLACK  
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\$3.95 TO \$9.75**

**ALLEY & CO., LTD.**  
Charlottetown Fashionable Footwear

**Exide  
BATTERIES**

There is no substitute at any price for an Exide Battery except another Exide.

Look for this Sign:

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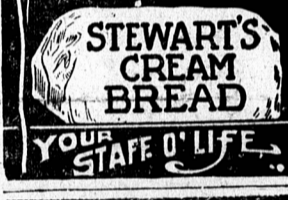
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**AGENTS WANTED**

Men and women to travel and appoint local representatives. Yearly guarantee, \$102 (weekly average of \$21.00) and expenses, and commission besides. Write at once for particulars. Winston Co., Dept. W. F., Toronto.



**For Eastertide,  
the best you've  
tried.  
Please order  
early.**



**Distillers  
Dried  
Grains**

(FEED FOR COWS)

A very bulky feed much used by cattlemen making good milk records. It has a high protein and fat content and thus relieves the use of the heavy concentrates Cottonseed and Oilcake to a considerable extent.

Just arrived one carload (20 tons). We are supplying the Experimental Farm, the P. E. I. Government and Bunbury Farm where cows are kept continually on test, and whose proprietors have experience in mixing good rations. Try a bag of this excellent feed only \$2.25 per bag of 100 lbs. Ask us for special prices on ton lots and over. Every Dairyman should feed this great milk producer.

**Carter & Co. Ltd**

Seeds Grain Feeds

**COLUMBIA BATTERIES**

We have just received a carload of 11250 FRESH COLUMBIA DRY BATTERY. Wholesale sale at factory price.

**The Rogers Hardware Co., Ltd**

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