

S. A. McDonald

The Island's Leading Store.



Millinery Trimmings

Spring Ideas 1910



NOTHING emphasises stronger the supremacy of our millinery showing than the enormous business carried on in this department. A large staff of competent, skilled milliners are designing and originating according to the dictates of the world's greatest fashion centres. Our showing of millinery is pronounced by all millinery critics to be the greatest showing of high grade millinery at such moderate prices—it's up to you to realize the saving.

Ladies' Suits \$12.90

This is of a pair order of those \$12.00 suits that were sold out before we had them rightly stocked. They are exceptional value and should prove real interesting at this very time. Ask to see them and remember they are priced, net **\$12.90**

Men's Clothing

This showing of men's and boys' clothing includes the high class, authoritative, distinctive kinds, such as Semi-Ready, besides our high class ready made clothes. Then behind it all is our up-to-date tailoring department.

Price doesn't always tell the tale. Some chocolates are sold at nearly double the price of others, thereby yielding big profits to the maker, though the quality is not there. No chocolates sold today exceed Mohr's. New fresh stock of one half and one pound boxes just received at "The Best Deal Store," The MacKinnon Drug Co., Cor. Gt. Geo. & Kt. Sts., 4-9drft.

BEER & WEEKS have just opened over 1,000 pairs of fine lace curtains. Splendid values at 25c, 50c, 75c and \$1.00 pair. 4-11drft

BEER & WEEKS have you money on all kind of household linens and cottons. 4-11drft

BEER & WEEKS CAN SHOW YOU TWENTY STYLES IN SIDEBOARDS AND BUFFETS. 4-9drft

BEER & WEEKS ARE SOLE AUTHORIZED AGENTS FOR THE GENUINE OSTERMOOR MATTRESSES, HEALTH MATTRESSES, MARSHALL SANITARY MATTRESSES AND HERCULES SPRING. 4-9drft

BEER & WEEKS IMPORT DIRECT FROM MANUFACTURERS AND SELL GENUINE IRISH LINENS. 4-9drft

BEER & WEEKS FOR MATS AND RUGS OF EVERY SIZE AND KIND. 4-9drft

BEER & WEEKS SELL BATH AND LINEN TOWELS OF DURABLE QUALITY AT VERY LOW PRICES. 4-9drft

BEER & WEEKS sell linen tray cloths, runners, doilies, etc. in both drawn work and damask immense variety. 4-11drft

BEER & WEEKS sell you sheeting and pillow cottons at a saving of 20 per cent. 4-11drft

BEER & WEEKS offer splendid 14c cotton at 1.00 yd. 1500 yards on sale Saturday. 4-11drft



No dust
No labor
No scratches
Use
Tanton's Sparklene

(Silver Polish)
A trial will convince you that its merits exceed our claims.
Sold only by
W. N. TANTON
Sunnyside.
Phone 192-L

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

Dustbane	Scrub Brushes
Butcher's Floor Polish	Putz Cream
Johnson's Floor Polish	Liquid Veneer
Step Ladders	Carpet Beaters.

The Rogers Hardware Co., Ltd.

Four Cycle Motors

For Schooners

These motors are heavily and simply designed—built along simple and economical lines. We have already a number of orders in and are working overtime to give all prompt delivery.

They are made in sizes
6 h. p. single cylinder,
12 h. p. two cylinder
18 h. p. three cylinder
24 h. p. four cylinder

Write for particulars for early delivery.

Bruce Stewart & Co., Ltd.

Charlottetown, P. E. Island.

PLAY BALL!

Base Ball Days

are here; also our big New Stock of

Base Ball Goods.

Balls from 7c to \$1.75 each
Bats from 12c to \$1.50 each
Mitts from 35c to \$3.00 each
Gloves from 25c to \$1.50

BOYS

See Our Show Window. and ask for

THE VICTOR

Base Ball Goods.

Haszard & Moore

3-16drwst June 16.

MARK TWAIN IS DEAD.

REDDING, Conn., April 22.—Samuel Langhorne Clemens (Mark Twain) died painlessly at his home last night of agina pectoris. He lapsed into coma yesterday afternoon and never recovered consciousness. It was the end of a man worn out by grief and agony of mind and body.

His life had been embittered in later years by domestic affliction and commercial embarrassment.

Mark Twain, the author of Joan of Arc, "Huckleberry Finn," and "Old Times on the Mississippi," to mention only a few of the shelf volumes of which he would say he had been "guilty" is one of the great writers of the age. It will take a generation or two for the academics to find it out. By that time "More Tramps Abroad" will be regarded as a classic of travel, and there will be pilgrimages to the grave of Samuel L. Clemens.

MAIL ORDERS.

For some time we have been reading the articles in some of our Charlottetown newspapers referring to the people of our Province dealing with Mail Order Houses in preference to our local stores. We think it is only fair to ourselves as well as to the purchasing public to mention a few facts along these lines, more particularly in connection with our furniture and house furnishing business. Over two years ago we determined to offer the public the goods we handle, that is to say furniture, carpets, oilcloths, bedding, lace curtains, draperies, table and bed linens, towels and towelings, and in fact everything for the house, at prices as low or lower than any Mail Order house in Canada. To do this we went to a great deal of expense and issued a large number of letters, circulars, pamphlets and catalogues, so as to impress the public with the fact that we were prepared to meet and beat any competition. Before issuing these notices to the public we had made arrangements with a number of manufacturers to procure from them such goods as we might require at prices almost as favorable as the largest buyers in Canada. A large number of our purchases (excepting furniture) were made in England and other places outside of Canada, and we could bring these goods to P. E. I. at smaller freight charges than could a like buyer in Toronto or Montreal. We were therefore in a position to sell our goods and are now selling them to our customers, who had received our letters or advertisements, at such prices as immensely pleased them, and so long as they continue to stand by us we will guarantee to supply them to better advantage than they can receive from any mail order house—bar none. We have invited and do now again invite interested purchasers to bring along their catalogues of furniture, and we guarantee to match the offers made. We wish however to draw special attention to a fact which many catalogue students overlook:—not one of these mail order houses will pay freight on furniture—no matter how large the order may be. But we offer to pay the freight any amount. We recently pay freight charges on furniture coming to P. E. I. as high as 25 and 30 per cent, or \$20.00 on \$100 worth of goods, and seldom do we ever get a lower freight than 10 per cent. Again we receive thousands of packages of furniture in P. E. I. on any order of ten dollars (\$10.00) or over. Now a little information just here may not matter annually, and more than half of them reach us in a damaged condition, so that we have to keep our cabinet makers continually repairing damage. Now we want to ask the public when reading a catalogue to first add to the advertised price the freight 10 per cent to 30 per cent. Second allow for the broken mirror or the legless chair. Third remember we deliver free, and fourth we show you the goods before you part with your money, and we do not ask you to wait three, four or even six weeks for your goods. Any person wishing to compare their catalogue with our goods, will receive the most courteous treatment. We believe, Mr. Editor, that it is the duty of the press to point out to the public this fact—that the moment they mail their cash to the mail order house they become prejudiced in favor of the goods they have sent for, because they know they have to like them whether they suit or not. The merchants of P. E. I. do not ask the people to buy in this way—but have to deliver the goods before they see the money and have to stand behind the goods and guarantee them for ever or so long as they are in business. If the people of P. E. I. do not stand by the merchants, the day will surely come when they will have to buy all their goods from Mail Order houses, and Charlottetown instead of being a ready market for all kinds of produce would soon become a dead town.

Yours sincerely,
BEER & WEEKS.

BEER & WEEKS for bedspreads 90c, 1.00, 1.25 and \$1.55. Are specially attractive values. 4-11drft

BEER & WEEKS show 60 designs in bedroom curtaining by the yard, from 15c to 75c. 4-11drft

BEER & WEEKS have a splendid line of art draperies, cretonnes and furniture coverings. 4-9drft

BEER & WEEKS FOR BEDROOM FURNITURE, BEDDING, CURTAINS AND FLOOR COVERINGS. 4-9drft

BEER & WEEKS WILL MEASURE FOR YOU; ALSO CUT AND MATCH 4-9drft

BEER & WEEKS SHOW A SPLENDID LINE OF DINING CHAIR SETS.—A DOZEN STYLES. 4-9drft

"Lyman's Crushed Rose and Crushed Violet Talcum are simply faultless perfection. They are made from finest purified Sicily talc, boracic acid and the perfume of the true rose of violet. Try a tin next time. 25c. "The Best Drug Store, The MacKinnon Drug Co., Cor. Gt. Geo. & Kt. Sts. 4-11drft

"New spring caps are shown here in an immense range of spring ideas. You can get stylish spring caps here from 50c up with the values in every case genuine. Visit our big hat department—H. H. Brown "The Young Men's Man." 4-21drft

THAT LOT OF NET BLOUSES THAT WE HAVE JUST OPENED WILL DELIGHT YOU. THE DESIGNS ARE VERY NEW—AND THE PRICES FOR THE QUALITY ARE MOST ATTRACTIVE. \$4.75, \$5.00, \$6.00. AND THE YOUNG LADIES IN THE DEPARTMENT SAY "THAT SIX DOLLAR WAIST IS A BEAUTY AND AWFULLY CHEAP." MOORE & McLEOD. 3-12drft

Blankets and Curtains

The washing of curtains and blankets is the hardest part of all housecleaning. It's not fit work for women—especially new when there is so much other work to do. Try us with your blankets and curtains just once and you will never do them again yourself.

We only charge one for one blanket and 35c a pair for curtains.

Don't you think the worry and time saved is worth the price we ask?

Phone 151 and our team will call for your parcel.

Star Steam Laundry

A. F. Webster, Prop.

Honestly Good

The ARTISAN SHOE for men is made at our St. Hyacinthe factory by skilled union labor. Every shoe is stamped with the International Boot and Shoe Workers' union stamp.

There is no better shoes for workmen or farmers manufactured anywhere.

We want you TO TRY a pair.

CONROY

The Shoeman
97 Queen St. Ch'Town
Neatly outfitted by New Brunswick
dms frmt 1910

"The Home of Good Hats"

Shirts that Speak the Authorative Style Tendencies for Spring

Spring Styles

JUST A FEW WORDS ON this season's popular styles. Soft shirts are going to be very popular this summer. These shirts will be made in flannel, silk and linen mixtures, crepe and China and Japanese silks. Stuff bosoms are being much worn during the spring months, and the negligee effects in spite of the growing popularity of the pleats, the plain bosoms will be by no means neglected. Percales, Madras, light weight chevies, fine cambrics and fine Oxford basket weaves are the popular fabrics.

In pattering stripes are the "call". There are also many cross stripes being shown in soft shirts. Black and white effects are fashionable, as are also grey tones, blue and white effects, lavender, green, pink, tan and brown.

With our enlarged shirt department and immense showing you can depend upon getting the right styles at popular prices.

75c, \$1.00, 1.25, 1.50 to 2.25.

BROWN

KEEP YOUR EYE ON THE ARROW

THE YOUNG MEN'S MAN

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NEWLY MINED

COAL to arrive this week schooner "Daisy" with Acacia Round; "Three Bells" with Inverness Round; "Eva May" with Old Sydney Run of Mine and "Malabar" with Reserve Run of Mine. Lowest Prices. A. PICKARD & CO. 2-25drft Phone 240 Charlottetown.

THE GREAT EVENT OF A DECADE!

AT THE Opera House

CHARLOTTETOWN

On May 3, 1910

THE WORLD-FAMOUS RUSSIAN PIANIST MARK HAMBURG

WILL GIVE A PIANOFORTE RECITAL

Reserved seats (by subscription) \$2.00, and \$1.50

The plans will be opened, to subscribers only, on Tuesday and Wednesday, April 26th and 27th.

HEINTZMAN & CO'S Concert GRAND PIANO USED.

4-25drft.

Enhance the charm of your physique

Madam, and be healthier with the new Renaissance Corset, "La Diva," rather than discount it and injure your health with ill fitting and old fashioned Corsets.

Madam, you cannot rival the "Chic" and "Svelte" appearance of French and American women unless you wear a corset, that shapes gracefully and fits comfortably.

Unless the corset is right, no woman can expect to really look as well as she might.

We have gone to a tremendous expense and study to perfect our Renaissance Corset.

At Paris the fountain head of styles, in New York and London, also, our designer has sought most carefully before, after many experiments, we perfected our living models our wonderful new corset "La Diva" appearance of the most fashionable French and American woman, and moreover, by holding the body in shape without compressing unduly at any point. La Diva Renaissance is more healthful 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.

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 "La Diva Renaissance" and decide for yourself.

Write today for our Corset Booklet. We send it FREE. This book will tell you just what a corset is adapted to YOUR physique in order to retain health and give shapeliness.

"Diva" Corset

THE DOMINION CORSET COMPANY, QUEBEC.

PLAY BALL!

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