

S. A. McDONALD



THE **STANDFOLD** (REGISTERED)
A Convertible Coat Suitable for our Winters
(PROTECTED BY PATENT)

Good Overcoats for Men and Boys

You'll find here some splendid overcoats for men and boys—overcoats that look well, wear well and that are stylish. They include College coats and Senator coats in every conceivable pattern and style.

There's distinctive style and a grace and goodness to every coat.

The latest fall styles show the very newest ideas and patterns that have been accepted as the correct thing by fashion cities. They are priced so close that economical people will find the showing a revelation.

Men's overcoats \$6.00, 8.50, 10.00, 12.00.
Better grades \$15.00, 16.50, 18.00 to 20.00.
Boys' coats \$4.00, 6.00, 7.50, 8.00 to 12.00.

Remember Our Big Prize Contest

WE OFFER A LINE OF HAIR PINS ALL SIZES. 12 PACKAGES FOR 5 CENTS. COMPARE WITH WHAT YOU ARE OFFERED EVERYWHERE AT 2 CENTS PER PACKAGE. MOORE & McLEOD. 11-21dtf.



Heat is What You Want

Most every Coal will burn but what you want is Coal that will Give Heat while burning. We have the hottest thing in the market.

Give us your order and be convinced.

A. Pickard & Co.

Phone 240.

SANTA CLAUS HEADQUARTERS

WE are busy getting ready for the big annual HOLIDAY RUSH. Hundreds of CASES, BOXES, BARRELS, HOGSHEADS and CRATES of new goods gathered from many countries are being received and opened up.

New and Up-to-date Goods

fancy goods, elegant china, glassware, toys, dolls, games, Christmas stationery, Xmas cards, calendars, newest books, leather goods, smallwares, Bric-a Brac etc.

Santa Claus headquarters will be more popular than ever this year.

Carter & Company, Ltd

drtntf.

RUB THAT SORE SPOT

With Father Morrissy's Liniment and Promptly Stop the Ache.

Every household has its share of aches, pains, bruises, chilblains, burns, stiff joints, chest colds, sore throats, muscular soreness and similar troubles. It is surely unwise to suffer with even the least of these, when there is a sure and speedy remedy.

Father Morrissy, the famous priest-physician, was especially successful in devising a prescription for the prompt relief of these ailments. Many thousands of families keep a bottle of Father Morrissy's Liniment constantly in the house, ready for any emergency.

Unlike most liniments, it has both a pleasant feeling and a clean, wholesome smell. It is a splendid rubbing liniment, as it makes the skin soft and smooth, and does not blister. Better yet, it goes straight to the seat of the trouble, very little remaining on the skin.

In rheumatism and backache, it is a helpful adjunct to Father Morrissy's "No. 7," and in cases of sore throat and cold on the chest it supplements his well-known "No. 10."

The liniment should be always on hand against a case of need. 25c. a bottle, at your druggist's, or from Father Morrissy Medicine Co., Ltd., Chatham, N.B. 89



Velvety is the word to describe how your skin feels after the use of Infants' Delight. You will be surprised and delighted. Just as good for big folks as for little folks.

INFANTS' DELIGHT SOAP



HOTEL ST DENIS

BROADWAY and 11th STREET NEW YORK CITY.
Within Easy Access of Every Point of Interest. Hot Block from Wagoner's 5 minutes' walk of Shopping District. NOTED FOR Excellence of Cuisine, Comfortable Accommodations, Courteous Service and Homelike Surroundings.
ROOMS \$1.00 PER DAY AND UP
Very Commodious Sample Rooms at Reasonable Rates.
EUROPEAN PLAN.
Table d'Hotel Breakfast 50c.
WM. TAYLOR & SON, Inc.

A NEW CREATION WEBSTER'S NEW INTERNATIONAL DICTIONARY

The Only New unabridged dictionary in many years. Contains the pith and essence of an authoritative library. Covers every field of knowledge. An Encyclopedia in a single book.

The Only dictionary with the New Divided Page. 400,000 Words. 2700 Pages. 6000 Illustrations. Cost over half a million dollars. Post yourself on this most remarkable single volume.



Write for sample pages, full particulars, etc. Name this paper and we will send free a set of Pocket Maps
G. & C. Merriam Co. Springfield, Mass.

A Diamond A Good Investment

Of all jewels the most sought after and most highly prized is the diamond. Our resplendent stock of jewelry contains an enticing array of this gem of gems and at prices that will surprise you. Our diamonds are the best for price anywhere—we have flawless gems secured from the world's best sources. We are experts in the diamond business and will give you our experienced skill in selecting a suitable gem.

W. N. TANTON

KEITH & PROCTOR'S FIFTH AVENUE THEATRE

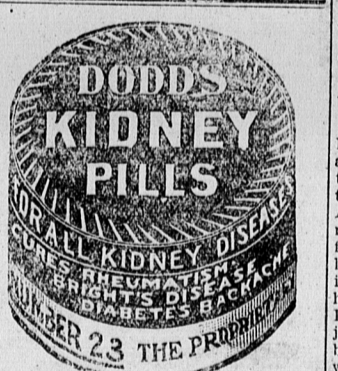
New York, Week of November 21, 1910

Thanksgiving Week at the Fifth Avenue Theatre looms up large in promise. All in all the program is one of the most expensive ever gathered, but it is merely a sample of the big bills that will obtain in future at the Keith and Proctor home of polite varieties. By the varying processes of time, one finds that the Fifth Avenue is more ideally located than ever, if such a term could be used. No longer can it be referred to as a downtown theatre for with the opening of the McAdoo stations at 28th and 33rd Streets, it is practically the rendezvous for all New Jersey patrons of vaudeville. "Jersey trade," as the managers express it, is most desirable and so elated are Messrs. Keith & Proctor at the enormous jump in the takings since the opening of the 28th Street tube station that agencies will be established in the sister state for the disposal of tickets to the Fifth Avenue Theatre. With Thanksgiving joy in the air, who could more appropriately head a bill than happy Eva Tanguay, who will fill the second week of her engagement. Tanguay is the artiste superlative of present day vaudeville, and her every appearance is an event of import to the amusement world. She has fairly electrified blasé old New York with her new act and gone on to greater heights of popularity and public esteem. By insistent demand, she will not change her act one iota during her second week but will continue to charm with the offering of the first week. Next on the list of entertainers will be Sam Chip and Mary Marble in Anna Marble's dainty and pleasant bit, "In Old Edam." The diminutive funmakers have scored a tremendous hit in the delft blue comedy, and their bookings call for dates ahead until 1912. Roars of incessant laughter will greet the antics of the Charles Ahearn troupe of cycling comedians, acrobatic gyralists on the spinning wheels, while Patsy Doyle, the quaint monologist, will introduce an innovation in the shape of a new talk every night upon burning questions of the moment. Rose Royal and her magnificent statuettes, "Chesterfield," will give a holiday flavor to the bill, while Dora Ranco, the Gypsy violinist, will coax sweet strains from a rare old Stradivarius. Miss Ranco combines beauty with technique and with a symphony orchestra would be acclaimed one of the foremost violinists of her day. Frank Milton and DeLong Sisters will offer their skit "Twenty Minutes Lay Over at Alfalfa Junction." Wentworth, Vesta and Teddy, two acrobats and a dog comedian, will amuse and thrill. An interesting feature in connection with the motion picture is that they will be shown in a fully lighted theatre. By a new device attached to the machines, no longer is it necessary so darken the house to disclose the films. The Fifth Avenue Theatre as usual is the first theatre to announce this decided improvement.

ELECTRIC LIGHTS FOR THE CHRISTMAS TREE.

The lighting of Christmas trees by electricity is one of the dreams that occurs to every person who feels called upon to provide such decoration for his house on the festive day. How to do it without unusual expense forms a problem that is not so easily solved. Two plans for the purpose are given in Popular Mechanics for December, and both involve the use of the ordinary commercial electric-light circuit.

In the first, all the small lamps are connected "in series" and in the second they are set up in what the electricians call "parallel." In the first case, the 110-volt pressure of the supply means in distributed over all the lamps, each lamp having a certain amount of resistance to operate, say, 10-volt lamps, there must be eleven of the lamps connected in series and all these must be of the same candlepower. If

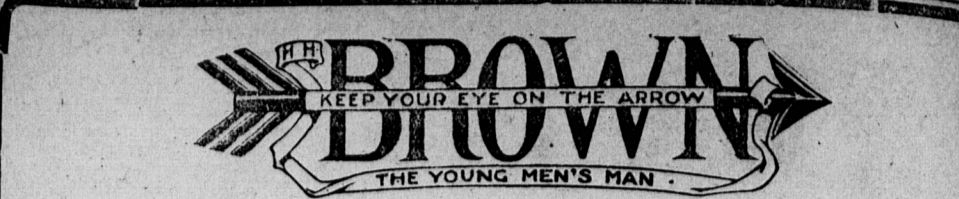


they are not of the same candlepower they will not have the same resistance, and the higher resistance lamps (lower candlepower) might be burned out, due to the excessive current. In the second case, each lamp is connected directly to the supply mains independently of all the other. Lamps of different candlepowers can be used in this case, but they must all be constructed to work on the same voltage. The material required for this outfit is the same as that needed for the first one.

A BUSY MILL IN BUSY AMHERST

H. L. Hewson, President of the Hewson Woollen Mills, Limited, paid a visit to Halifax last week when the "Merchant" embraced the opportunity to interview him on affairs in Amherst in general and his own business in particular. Mr. Hewson confirmed what we said editorially in last issue in reference to Amherst's industries and expressed himself very hopefully with regard to the future. If the general optimism seems as well justified in all cases as it seems to be in the case of the Hewson Mills we should say that the future of the town will continue to justify the sign "Busy Amherst" that the passing travellers see at the railway station.

Mr. Hewson told us that they were just closing up the heavy weight season in the underwear mills and that the repeats both in underwear and sweaters were very gratifying, the whole business showing a large increase over last year's business. They had just put in additional machinery for light weight fine underwear for men and it promised to be a very big thing. They were starting the new department with large orders, which in themselves would keep them



Suits that Set the Style



Now for a Stylish New "College Coat"

Right now you want a fashionable new "College Coat" and you can't possibly do better than come right in here.

We've been fortunate enough to secure some real popular lines and we've pricing them so mighty close that if you have the slightest vein of appreciation you can't resist them. Come right in—we'll guarantee the goods and make satisfaction a certainty.

Our Leader in College Coats \$12

This is really wonderful value—a fashionable "College Ulster" made from fancy dark brown heather mixed materials. Will wear and hold shape. Has smart close-fitting military collar, well tailored with good materials. It is actually worth \$15.00 but our price is \$12.00

Reasonably Priced Classy College Coats

You can't Buy a Better Coat for \$9.25

Senator Coats --Our Leader Selling at \$8

Shown in handsome materials, dark brown and green, has well shaped shoulders, close fitting military collar \$14.50
A better grade Tuway College Coat—dark brown cheviot Exceptional value at... \$17.00
Others up to... \$90.00

If you searched the whole Province from end to end you couldn't buy a better "College Overcoat" for the money. Stylish, nicely shaped shoulders, has trappy military collar, fancy cuffs straps, lined with good quality twill lining, shown in different patterns and colors..... \$9.75

We are showing some really fashionable Senator coats \$9 to \$15. Our leader is a real top notch coat at \$8.00. Nicely finished and of real smart appearance. Another special is our \$12.00 Senator. Made from black pilot cloth, heavy raised seams—with silk and velvet collar..... \$12.00
A better grade, stylish melton, same as above... \$15.00

Well-tailored Boys' College Coats

Right here we want to tell you that you can't beat the values we offer on boys' College overcoats—especially selected when you consider the style, finish and materials.

Our stock of boys' "College Coats" were specially selected—not merely to cover the boy, but to give one hundred cents worth of satisfaction for every dollar expended. Price..... \$7.00, 7.50, and 8.00

going well on into the spring. They purposed making goods that would be good all-the-year-round sellers particularly among those people who were beginning to follow the custom of wearing one weight the year round. The light-weight mill however, would not interfere with the regular heavy-weight mill, as both would be kept steadily employed all the time. Indeed, they were increasing the facilities of the heavy weight department, as they needed them in order to attend better to the repeat order business, which they found constantly increasing. They expect to commence deliveries of their new light-weight goods by the first of the year. Mr. Hewson also said that the cloth business was picking

up. Not only were domestic orders increasing, but there was a very encouraging demand from the United States. These cloths are regarded as a high class novelty in the best tailoring establishments there. Goods that sell from \$1.00 to \$1.10 a yard here sell there at \$2.25 to \$2.50 on account of the high duty, and many well dressed New Yorkers pay \$50 to \$60 for a suit of Hewson homespun. The goods are now sold as far west as San Francisco. Fine worsted suitings for men is a line the Hewson mills continue to produce with great success. Altogether, 225 hands are now employed in producing the various lines turned out from this busy factory.

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MONTREAL-QUEBEC-LIVERPOOL
Empress of Britain. November 18th
Lake Champlain. November 24th
CHRISTMAS SAILINGS
FROM ST. JOHN'S, N. B.
Empress of Ireland. December 2nd
Lake Manitoba. December 15th
Empress of Britain. December 15th
Empresses leave Halifax day following scheduled departure from St. John's. Tickets, Reservations and all information from
W. B. HOWARD, D. P. A., C. F. E. L.
St. John, N. B.
J. E. Matthews, Agent, Charlottetown

Cold Feet

lower the temperature of the body and influence the general circulation of the blood. It is easy to understand that when the circulation is defective a person is liable to sickness and apt to suffer from sudden changes of weather.

A Hot Water Bottle

is a great boon at this time of year and obviates such conditions as noted above. Nothing quite so convenient, nothing retains the heat just so long—Of course you know besides curing cold feet the application of a Hot Water Bottle relieves pain like magic.
All Sizes—Prices 75c to 2.25.

E. A. Foster
Central Drugstore
Sunnyside

Laundry Work Carefully Done

Our laundry work is distinctive and satisfactory. We use the latest improved machinery, thus eliminating many mistakes and reducing the price on high quality work.
You cannot afford to keep the same old rut—doing your work in the same old way, with the same discomfort at the old high prices.
We can do your work, better, cheaper and quicker than you can.
"Two heads are better than one," and we want to prove it to you. Phone 151 for our wagon.
Star Steam Laundry
A. F. Webster, Prop.

To Our Patrons and Friends

HARDWARE

The word Hardware covers more articles than any other line of the

Mercantile Business

While our stock is by far the largest and most complete P. E. I. there is sometimes something we have not got. To overcome this we have made arrangements by which we can supply you with any article you may need on short notice.

The Rogers Hardware Co Ltd