

# Holiday Gifts That Please.

Everyone wishes to give gifts that please the recipient and we make it easy to do so. We do this by affording the widest selection of desirable gift goods of high quality and by selling them at a lower profit than most dealers expect to make on this class of goods.

Our fine goods were purchased mostly in ENGLAND the home of low prices or from manufacturers direct. We are able to sell at very low prices.

**PERFUMERY**  
Every lady in the land will want a bottle of perfume for one present. You can't possibly err in giving perfume this year, and undoubtedly this is the store to select it from. We get an extra discount for our large purchases and can give you some splendid values in choice perfumes. Many of the best cannot be bought elsewhere. We can supply small dealers at as low price as they can import goods of equal quality for. Our prices range 25c up to \$6.00 each.

**CONFECTIONERY**  
Words entirely fail us in trying to describe the beauty and extent of holiday display of chocolates. We have the two best makers goods in Canada.

**LOWNEY and GANONG**  
Goods that sell from ocean to ocean. If you could hear the comments of the ladies when viewing our display it would settle you as to the value of our goods. A nice box in addition to some other favors is a nice combination to send lady friends. Prices are reasonable as stock is large.

**G. JAMIESON,**  
Druggist  
The Medical Hall.

## Watch Us For Christmas

Fancy Goods, Large Stock.

### LOW PRICES

Dressing Cases, Gold Headed Cans, Meerschmum and Briar Pipes. Liberal discounts up to Xmas.

**Reddin Bros**  
Opposite Post Office.

## Cleanliness is Next to Godliness

If you want your home thoroughly clean and healthy, have it done scientifically. Ordinary disinfectants give only a false sense of security. Microbes and bacteria lurk beyond the reach of the most particular housewife. I use only the latest approved method which is a perfect germicide and endorsed by a Board of Health and Health officers.

Charges moderate.  
**G. D. Wright,**  
Funeral Director and Embalmer.  
dtstf.



**OVERS** of good furniture, Christmas gift seekers, and the merely curious are cordially invited to visit our store and inspect our elegant showing of high class Christmas Furniture. Every article bears a special Christmas price ticket, which indicates a genuine, generous reduction from regular low prices.

**MARK WRIGHT FURNISHING CO.**  
Beer & Weeks, Proprietors.

# THE CHARLOTTETOWN GUARDIAN

FRIDAY MORNING, DECEMBER 13, 1907.

## FRESH FISH SHIPMENTS.

In view of the growing importance of our trade in fresh fish, particularly smelts and eels shipped during the winter season to the markets of Boston and New York, The Guardian has taken some considerable pains to obtain information for shippers. A representative of this journal has several times visited the fish markets of those cities and conferred at length with those engaged in the trade whose ads appear in our columns. We have been careful to accept only advertisements from those whom we believe to be reliable and we trust that business between our shippers and these advertisers may prove to be entirely satisfactory. These ads will prove the most useful guide to our shippers from the fact that a number of the firms formerly engaged in the fish trade are not now in it.

It is of the first importance to both shippers and consignees that the shipments shall arrive in good order and at the best time of the week to be disposed of to advantage. Even with the great care and the best precautions there will necessarily be occasional loss in such perishable goods as fresh fish, especially when soft weather intervenes between the date of shipment and their arrival in Boston and New York, or immediately after their arrival, as must sometimes occur. To avoid this risk as far as possible it is most important too that fish should be shipped so that they will reach their destination early in the week before arriving the last of the week are liable to be kept over Sunday and in consequence be spoiled or greatly reduced in value.

Fresh fish sale is always early in the day. The practice of shipping in barrels should be avoided. Much better results will be obtained by the regular boxes in which the fish are carefully placed side by side in two tiers, the heads at the outside and the tails overlapping and in the middle of the box; they should be laid straight and not crossed and thus when exposed for sale present an attractive appearance.

These shipped in barrels must necessarily be dumped out in large trays before being offered for sale. Careless or delinquent shippers should learn that it is useless to place a few layers of large fresh fish at the top and bottom of the box or barrel with smaller or partly decomposed fish between. Honesty is the best policy in the fish trade as in other lines of business. The fish should not be wrapped in paper or have mixed in with them seaweed or refuse of any kind as is sometimes done, for in the event of soft weather intervening they invariably present a dirty and distasteful appearance, or may be a mold, which either reduce the value by several cents per pound or makes them entirely unsalable.

Another point worth observing is to assort the fish by sizes making two or three grades and having each box contain fish of uniform size throughout as nearly as possible. Putting nothing in the boxes but fish and in mild weather a little ice. No water should be put in with fish—only ice. From two to three times as much can be realized from smelts shipped in boxes with ice only as in barrels with ice and water as it whitens the gills and reduces the value. Even in barrels with ice only they come through in a muddled up condition. The writer has noticed the marked difference when placed for sale in Boston and New York. The nicer they are packed and more carefully they are assorted the higher price they will realize, for Americans do not mind the price if the article is in good shape.

It is also advisable that all shipments be made by express. This is absolutely necessary in mild weather, and only during the coldest weather can they be made by freight and then at considerable risk. By observing these rules, shipping at the right time of the week, and with fish properly assorted and packed so as to arrive in clean and presentable condition, the best results will be obtained. Those

who will take the pains to cater to the taste of their customers in the fish trade as in all other trades will find their reward in increased prices. Shipments in boxes greatly facilitate the handling of the fish as well as preserving them in good order and the better financial results will more than repay the increase time and trouble.

## Tonight

Just before retiring, if your liver is sluggish, out of tone, and you feel dull, bilious, constipated, take a dose of

## Hood's Pills

And you'll be all right in the morning.

## Solid Gold and Gold Filled Locket



This is a very popular shape and is suitable for a lady, a smaller size is what we sell for gentlemen.

We have a large stock of these, also square, oval and heart shape which we will engrave to your order free.

**G. H. TAYLOR,**

Jeweler, and Optician.

## HOT AIR HEATING

Was your home comfortable last winter? If not you'll appreciate the proposition again. The new and improved Hot Air Furnaces will give a warm fire with the glass below zero. With one of the new Hot Air Furnaces, your fire will be kept the entire winter at an even temperature day and night. On a cold winter night, the cheerful effect of a well-heated room more than repays you for the cost. It is economical too in the small amount of fuel it consumes for the heat it will give. Come in and talk the matter over.

## Fred H. Trainor,

Grafton St.  
Opp. The Opera House



is the cream of the wheat—the choicest Manitoba Spring Wheat and Ontario Fall Wheat. It contains the good qualities of both, makes wholesome, nourishing Bread and Biscuits like Manitoba flour—and light, tasty Cake and Pastry, like Ontario wheat flour. It also yields MORE of both to the barrel, than any other. Good cooks say that their greatest help on baking day is BEAVER FLOUR. Try it. Dealers—write for prices on all kinds of Feeds, Coarse Grains and Cereals. T. H. Taylor Co., Limited Chatham, Ont. 63

## Get Our Christmas cake

Let us bake your Xmas cake. Our aim is perfection—Nothing short pleases us. Nothing but the very best ingredients are used in baking. You'll receive compliments for your creditable Xmas cake if we bake it. Let us help you enjoy Xmas by doing your baking.  
25 cts per lb.

**The North Bakery**  
266 Euston St.  
12-3dmw6m

**McLeod & Bentley**  
Barristers and Attorneys-at-law.  
Solicitors for the Bank of Nova Scotia.  
Money to loan.  
OFFICES—Bank of Nova Scotia in Cham

# The Backbone of the Business Complete Stocks: Always

WE HAVE SEEN NO REASON to change our policy of maintaining COMPLETE STOCKS at all times through general comment would seem to indicate that this is the only store pursuing the event tenor of its way in this respect.

That our customers should find at the counters exactly the goods they want, without delay and at fair prices, seems to us the principal part of good store keeping.

The values each day is bringing are extraordinary. Don't miss the store news any day, and whenever you find it difficult to get what you want in any other place.—Paton & Co.

## A Fashionable Christmas Gift

Select one from this list. Sizes, lengths, colors and prices given. Prices less than mail order houses offer. The goods are right here in your own town. Keep your money at home.

**Now Clearances in Trimmed Hats**  
FOUR LONG MONTHS of wear time ahead, but already we are looking toward spring. For to-morrow we put news that will crowd the Millinery Store with women who are glad to take advantage of price reductions in these smart and correct Hats. Some have been even trimmed in our workrooms. Others are being closed out because color range is incomplete. The list includes

**Hats Up to \$5.50 at \$1.50**  
Felt, silk and velvet Hats in dress and general styles. Hats for evening wear and mourning Hats in broad choice of shapes and trimmings at . . . . .45c

JAMES PATON & CO.			
Cloth	Collar and Revers	Lining	Prices
Dr Mottled Tweed	Russian Mink	Farmers' Satin	33x45 . . . . . \$ 30 00
Green Mottled Tweed	Rat	Farmers' Satin	36x45 . . . . . 30 00
Navy Cloth	Stone Mink	Rat	34x45 . . . . . 45 00
Black Cloth	"	Rat	36x45 . . . . . 45 00
Black Cloth	"	Rat	34x45 . . . . . 45 00
Black Cloth	"	Rat	45x50 . . . . . 48 00
Navy Cloth	Oremberg	Squirrel Lock	34x45 . . . . . 68 00
Royal blue Cloth	Shore Mink	Rat	36x45 . . . . . 68 00
Green Cloth	Oremberg	Squirrel	36x45 . . . . . 68 00
Brown Cloth	Russian Mink	Squirrel	38x45 . . . . . 68 20
Green Cloth	Dyed Sable	Hamster	36x45 . . . . . 75 00
Green Cloth	Sable	"	36x45 . . . . . 75 00
Green Cloth	Russian Mink	"	36x45 . . . . . 75 00
Green Cloth	"	"	38x45 . . . . . 75 00
Brown Cloth	Sable	Squirrel Lock	38x45 . . . . . 85 00
Brown Cloth	Mink	Hamster	36x35 . . . . . 110 00
Navy Cloth	Mink	Squirrel Dock	36x45 . . . . . 120 00
Black Cloth	Mink	Rat	36x45 . . . . . 125 00

# James Paton & Co.

# Clearance Sale of Winter Footwear

Our clearance sale so far has been a great success. People have come from far and near to buy from us and have gone away with bargains. We have sold an immense quantity of regular lines of FALL FOOTWEAR and are more than pleased with the results of our great Discount-sale.

We now wish to draw your attention to our large stock of WINTER FOOTWEAR including in part

- Overshoes,
- Lumbermen's Rubbers,
- Felt socks,
- Men's long boots,
- Rubber boots,
- Rubbers.
- Hockey Boots,
- Heavy laced Boots,
- Light boots for wearing under rubbers and overshoes,
- Felt boots.
- Felt Slippers Etc.

Our entire stock is included in our Discount Sale and we cordially invite all those who have already purchased FALL FOOTWEAR from us at BARGAIN PRICES to visit our store again and get equally good bargains in their WINTER FOOTWEAR.

# GOFF BROS.

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## Fall and Winter Suits and Overcoats

You cannot do better than place your wants in our tailor shop. If it is a big order or a small one, we will give it pains taking attention. We guarantee satisfaction.

**C. Alex. Brown**  
CUSTOM TAILOR  
Corner Great George and Kent St  
Charlottetown.

## \$600.00 Profit Besides Carrying the Risk

W. K. Rogers, Esq.,  
Canadian Life Assurance Co.,  
Charlottetown, P. E. I.  
DEAR SIR:—In August 1871 I took out a long term endowment policy for \$1500 in the Canada Life, and annual premium being \$26.40. Every five years since then without a single exception the Company have advised me of an increased amount of insurance added to my policy and today you hand me in the Company's check for \$1,316.32 which is for \$600. more than the amount I have paid in premiums. When I consider that I have been insured all this time for an average amount of about \$12000 and that I now receive such excellent cash returns, I feel that I have been most liberally dealt with and wish the Company the success it so well merits.

Yours Truly,  
P. BLAKE.  
Sydney, March 20th, 1906.  
You must insure in the CANADA LIFE to get CANADA LIFE results.  
**W. T. Burrows, Summerside.**  
**W. P. Callahan, Ebbesfleet.**  
**W. K. Rogers**  
3-3dmwfrnwitf

# New Advertisements NOTICE

Any person intending to dispose of a carriage next spring will do well to see Mr. Norton—Auctioneer—as he is arranging for a large auction of general assortment of new and second hand single and double carriages of all double carriage fitted with one and three quarter inch rubber tires, pole and shafts, one very fine covered phaeton, one and one half inch rubber tires, one two wheeled cart all fitted with the patent thousand mile axle only requiring oiling once a year. These three are the property of Dr. Aley. Great bargains. Full particulars will be given later.  
R. B. NORTON  
Auctioneer.

## Prince Edward Island Railway

**Christmas and New Year Holidays**  
Excursion return tickets will be issued at one first class fare from and to all stations, from December 21st, 1907 up to and including January 31st, 1908 good to return up to and on January 31st, 1908.  
Tickets are good only for continuous journey in either direction.  
G. A. SHARP,  
Superintendent.

## Hotel Business For Sale

I offer by private sale the Morrell House on Kent Street, including all Furnishings, Barns &c. Can be bought on easy terms. Reason for selling, have good position open in Sydney.  
RAY SELLER,  
Charlottetown.

## COAL

Reserve Run Mine, Inverness Round, Hard chestnut. All in shed clean and dry at  
**Geo. E. Full's**  
Coal Yard

## FAIRYLAND Opera House

Friday and Saturday Program  
MOVING PICTURES  
The Rippe became a Cropper.  
Lights Please.  
Japanese Girl.  
Mother-in-law enjoys herself.  
Grand Special Music Program.  
New Illustrated Song Parker Hopper.  
Five 5 cents  
to all parts of the house  
9-12dtf

## Jewelry for Christmas

Solid gold watches.  
Gold filled watches.  
Silver watches.  
Nickel watches.  
14 K. gold brooches set with real pearls.  
Gold filled brooches.  
Solid gold and gold filled lockets, Bracelets, Necklets,  
Rings and watch chains.  
A fine assortment of cuff links in solid gold, gold filled and silver.  
Ladies' and gent's signet rings, also gem rings, set with garnets, Amethysts, Rubies, Pearl Opals, Topaz, Sapphires and Diamonds, scarf pins, stick pins, collar pins, safety pins, silver thimbles, ebony sets, silverware, etc. My prices are the very lowest in the city.

**C. W. Patterson's**  
Cor. Grafton and Great George Streets.  
dtstf.