

S. A. McDonald

The Island's
Leading Store.

New Arrival of Veiling at McDonald's

Every day new lines arrive at this store and keep us busy stocking and preparing for a busy spring's business. We want you to call--ask to see the goods and investigate the values. You will always find our staff ready to courteously serve you.

Men's Hats at McDonald's

You will find in our hat department every individual hat displayed behind folding glass doors. Our best are the Buckley Hats (\$2.50), guaranteed and price stamped inside. They are known over the world as "England's Best."

The College Hats are other popular styles. Sold regularly at \$2.50 and 2.75, our close net cash price \$2.25

That New Veiling

We think our new arrivals of veiling are quite the nicest showing we have yet offered you. They just arrived Monday and should be promptly seen. The colors are brown navy, black, London smoke and wisteria.

Stamped Canvas Mats

Those stamped canvas mats proved a very popular department--the present showing is good, and the quality the best, including about every nice pattern you could think of 1-3-4-5d 30c.

Another Shipment of Shirts

We received Monday another big shipment of shirts, in fancy materials, quite a range of patterns and colors. This is a special bargain and should prove quite a drawing card at each 90c.

"The big Trans-Atlantic liners arriving at Halifax for the past six weeks, are bringing over thousands of tons of new season's goods to Canada. Part of the Tunisian's cargo was marked J. P. & Co., Charlottetown. Part of the S. S. Crampian was also marked for Paton, also that of the S. S. Rappahamock had the same brand, also the S. S. Inian and S. S. Corsican. Most of these goods are being landed direct at the Marine wharf by the S. S. Earl Grey. This means a saving of many dollars of freight to Messrs. Paton & Co., and no doubt their customers, as usual, will get the benefit of it. 2-26dtfrli.

"Fruitatives, the natural laxative. One gross of these popular laxatives just received direct from the makers. 'There's virtue in freshness,' buy here. The Mackinnon Drug Co., Druggists, cor. Great George & Kent Streets. 3-1dtf.

"During the past week Miss A. Doiron was busy shopping in Paris for customers who commissioned her to purchase for them when in that City. This week she will attend to the firm's buying, she will attend the different early March Millinery openings and fashionable shows. It is probable she will visit other Towns in France and other Continental Markets. 3-1dtf.

X See our new line of Bulk X and package Chocolates 'The Best Drug Store' The Mackinnon Drug Co. X

"A cough is a little thing when it begins. This is the time to stop it. The longer you put it off, the harder it is to cure. The longer it lasts, the more serious it becomes. Let it run on, and there is no telling what the end will be. Hughes' Cough Mixture is the best remedy for coughs, colds, hoarseness and all diseases of the throat and lungs. Prep- and sold by Geo. E. Hughes, the People's Druggist. 3-1dtf.

An especially pleasing exhibit of dress cottons is one of the first floor features, that no woman who cares for pretty things should miss. We believe that never before in this City were such lovely fabrics shown so early. They are just in time to place with your dressmaker for early delivery. Many of them will also be seen only at Paton's. 2-16dtfr2i

"The tiniest samples are getting us business every day by mail. 'If it was possible to attach the tiniest little sample of Paton's new French diagonal dress' goods to this little reader so that the first 250 ladies could look at it and feel the quality we are of opinion that there wouldn't be a yard left in the dress goods counter within 24 hours from the time they see it. It is 44 inches wide comes in 13 different colors, only a few dress length of each. It is the most popular cloth of this season both of Paris and New York and there will be nothing better worth \$1.29 for 80 cents. Full dress length for \$4.80. Carriage paid to any station on the Island. -Jas Paton & Co. 2-25dtf

"Brandnew stock mercerized satteen in black, cream, old gold, brown, green, navy and other standard shades, suited for linings, undershirts &c., bought when the cotton market was at its lowest. We are selling them at the old price. Paton's. 2-25dtf.

Cement E In Stock M 500 Barrels E best quality N Portland T Cement

Wholesale and Retail

The Rogers Hardware Co Ltd.

Big Wall Paper Remnant Sale

Our Annual Sale of Wall Paper Remnants is now on. A great many small lots culled from our Wall Paper Department. All pretty patterns. Some have borders some have not. Done up in lots to suit any Room either Parlor, Hall, Dining Room, Office, Bed Room, or Kitchen every lot at

HALF PRICE or less, and every lot a bargain.

Take advantage of this Sale It only happens once a year. Early buyers get best selection

CARTER & COMPANY Limited

1,000 Pairs of Manufacturers Samples Boots and Shoes

In Men's, Women's, Misses, Boys and Infants. Not all sizes. But the Bargains of a lifetime.

COME QUICK CONROY

The Shoeman
97 Queen St. Q/Town
Neatly opp Bank of New Brunswick
dmswfrmf

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. TANTON Jeweler

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Details of Spring Millinery as Noted in Paris

Large Hats in Strong Position - Broad-Brimmed and Wide-Brimmed Effects - Colors in Order of Prominence - Flower and Foliage Season - Velvets as Underbrim Facings - Color Combinations Preferred to Harmony - Rougher Weaves in Straws - Mat Straws In Great Demand.

Contributed by Paton & Co.

(Special correspondence to Canadian Millinery Review.)

Paris, France, Jan. 31. Very large hats, contrary to prediction, still hold the most important position in the millinery world.

Toques meet the demand of the few who must have change and, of course, supply the correct headgear for suit wear.

Hat shapes are not noticeably blessed with distinctive features, the three most important styles being broad-brimmed and wide-crowned. One type has the left side turned down and right side turned up; another has the right brim wider than the left--varied in roll or turn according to fancy, while a third has a slightly higher crown and right brim rolled to meet the top of it. These three shapes are the lights of delights of fashionable millinery shops of Paris and are shown and favored by leading shape manufacturers of the country.

CONCAVE STYLES.

Many of the best styles are built and trimmed concave style, and the head fits into the brim as well as the crown. This, of course, brings the hat low on the face, and is recognized as the popular expression of hat form.

The turban toque is a chic representative of the season and becomes more styles of beauty than many women imagine.

COLORS IN ORDER OF PROMINENCE.

Colors in hat shapes arranged in order of prominence--burnt, champagne, string, black, white, tabac, onion, new royal, peach, moss, navy, cherry, ash-rose, amethyst, taupe, delf, sky pink. This arrangement of colors will closely represent the order in the selling line for spring.

FLOWER AND FOLIAGE SEASON.

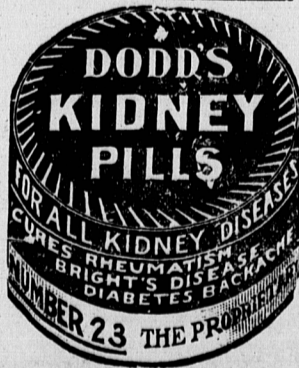
Undoubtedly this is to be a flower and foliage season, for it will take twice as many flowers to trim the average hat and, right here, let us make no mistake about the style of flowers required. Small to medium size roses, flat roses preferred, demand most of the style attention of the time. Small flowers of all kinds are being bought in a decided manner which leaves no room for uncertainty.

VELVETS AND RIBBONS.

Velvets, as under-brim facings, and ribbon arrangements, are astonishing.

HEAVY PASSENGER TRAVEL EXPECTED.

ST. JOHN, Feb. 28--William Webber, ex-purser of the Empress of Britain, who has been appointed C.



If After Purchasing a Bottle of Our British Almond Pink

you do not find it the most healing, soothing and softening preparation of its kind you have ever used we will refund your money cheerfully.

Gloves can be worn immediately after using.

The place where people get value for their money.

A. W. Reddin, PhmB., The Square Druggist, Sunnyside

ly fashionable for spring trade. One would imagine that velvet on straw would prove somewhat of a millstone, but, nevertheless, the liberal use of velvets hold an assured position. Colors mostly brought forward are black, cherry, new royal and tabac.

Some excellent combinations approved are--Burnt straw shapes with black velvet facings; burnt and cherry; tabac and cherry, black and cherry; black and white tabac and new royal; black and new royal.

Combinations of colors is preferred to harmony. Three or four distinct colors are used on one hat. Not many hats are shown of one-color foundation and trimming.

Wings are rudely neglected. Apart from black and the darker staple colors for walking or suit hats, very little use has been found for last year's favorite.

CABOCHONS, BUCKLES AND FEATHERS.

Large Cabochons and buckles are excellent property. Bandoaux, laces and insertions in old gold, copper-gold, gold, steel and silver have been purchased by everyone. Gold and silver malines are worthy of notice.

Ostrich feathers, black, ivory and colors, willow style preferred, show no diminution in demand. Jets and moires, although used, are not prevalent. Shot effects are coming to light and quite a little business has been secured in shot taffeta ribbons, for millinery trade.

Duchess ribbons still hold first place. Taffetas are assuredly a laggard second.

HEAVY CALL FOR MAT STRAWS.

In straws, by the yard, one must advise the rougher weaves. Mat straws are in such active demand that nothing but late delivery can be secured at this date. Silk straws are second in use.

Leghorns and leghorn plaques, particularly the latter, have met with a very marked reception and, in consequence, are most difficult to secure. Although the price has advanced at least 25 per cent., the demand is still on the increase. Buyers are paying long prices and searching everywhere for leghorns.

CHIFFONS LIKELY TO OUTSELL MALINES.

It is quite safe to venture the opinion that chiffons will outsell malines this spring. Some preparations should be made for this event.

After visiting the fashionable millinery shops of Paris, and interviewing the leading authorities on the subject, your correspondent presents millinery styles for 1910, not as vague ideas, but actual and necessary features in the composition of modern hat creations in America.

The above is Paris news for January. WATCH for later ideas from our buyer, Miss Dorion.

REPRESENTATION IN COMMONS.

HALIFAX, March 1--The people of Nova Scotia are alarmed lest, after the next census, they shall lose another seat, or more than one in the Federal House.

A resolution has been introduced in the Nova Scotia House of Assembly to the effect that each Province of the Dominion of Canada should have as its representation in the House of Commons at least, the same representation as it had when it became a Province of the Dominion.

REPRESENTATION IN COMMONS.

Good Laundry Work

The daintiest pieces of material are handled carefully and expertly here. It's our business and we handle thousands of pieces--the immensity and variety places us in a position to do that delicate work of yours better and cheaper than you can do it. You certainly can't have patience to do it when you realize that our team is waiting your call.

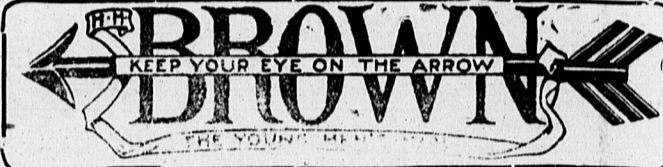
Star Steam Laundry, A. F. Webster, Prop.



The Season's Newest Hat Creations at BROWN'S

No man that gives dress a thought can pass this store for a hat--the styles, the colors and the immensity of the showing compels attention. We specialize in hats and this spring's showing is one of the greatest and most authoritative showings to be seen in Canada. One traveller told us that our hats were the "classiest" and the best selected he had seen in all Canada. We will let that go for what it's worth. But one thing we will say, is that we put our very best efforts and skill into selecting hats--hats that will become so popular as to advertise themselves. We know that once the young men see them that the sales will exceed all former records. That's the reason we ordered double the quantity of previous years--so as to fully sustain our reputation for being "the Home of Good Hats."

\$1.00, 1.50, 2.00, 2.50, 3.00 to 5.00.

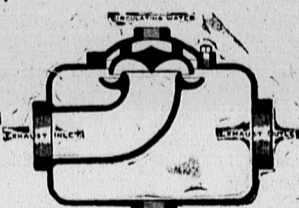


Hard = Coal! Chestnut-size for base burners

We have several cars coming in this week. Customers wanting this coal better order at once as this will be the only chance to secure hard Chestnut coal this season. We are selling at cost and for cash--\$7.50 per ton.

A. PICKARD & CO.

2-25dtf. Phone 240



The Exhaust Silencer that Completes the IMPERIAL

With the Thermex Odorless Exhaust Silencer the "Imperial" Marine motors have the strongest combination of excellent qualities to be found in marine motors.

This exhaust silencer has an expansion chamber with an umbrella-shaped deflector, which discharges the gases around its edge in a thin sheet causing a perfect mixture of water and exhaust gases, which reduces the exhaust to the lowest degree. The water also carries out all the odor.

If you are interested in the Imperial don't delay one day in sending for catalogue.

Bruce Stewart & Co Ltd

Charlottetown, P. E. I.

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