CUT THIS OUT AND PASTE IT UP

It is surprising the large number of people in this city who, when they want to inquire about their Morning Daily Guardian or subscription, ask Central for the News Phone No. 133, or for the Advertising Phone No. 132-3, instead of 132-2; or when they want to inquire about advertising ask Central for the Subscription Phone No. 132-2, or for the News Phone No. 133, instead of 132-3; or when they want the News or Editorial department ask Central for the Subscription Phone No. 132-2, or the Advertising Phone No. 132-3, instead of 133, although all those departments and their respective phone numbers are plainly given in the telephone book. Some people, instead of looking at the book, even phone one of the above departments to find out what number to ask for to get another department. All this is a great waste of time on the part of the person phoning, the operator at the Central, and the clerk in the department wrongly phoned. The news staff, on an upper floor, cannot give the necessary information about either advertising or subscriptions, nor the advertising staff about subscriptions or news, nor the subscription staff about advertising or news. In other words the clerks know and can do but their work in their own departments, and if it were otherwise they would be continually running from one department to another, upstairs and down, mixing work, wearing themselves out and causing the greatest possible confusion. On and after 7 p.m. daily it is useless to ask for any phone number except 133.

Patrons who consult their phone books for the numbers they really want will greatly lessen the work of the patient Central telephone and Guardian clerks and thus help make their lives much brighter and happier.

THIRTY YEARS OF DISFIGURING ECZEMA CURED

"Ever since I was a little girl, thirty years ago, I had suffered tortures from eczema in one of its worst forms. The disease runs in my family, and mine was of a scaly and most disfiguring kind. The eczema formed in round rings, and then scales all over my face and limbs. I have been smothered from head to foot. I was born in Leamington, which is famous for its sulphur baths and pump waters, and one would think that after taking the treatment there regularly as I did, the disease would long ago have been cured, but it was not. I attended the Hospital for years and years, so you will see I gave it a fair trial. Everyone in the town knew of my case. My face was disfigured very badly. A doctor told me that I should never get rid of it. I spent pounds in doctors' bills, and I attended several hospitals but nothing did any good.

"Then one day an uncle of mine recommended the Cuticura Remedies. I took his advice, and commenced to use the Cuticura Soap. To my astonishment an improvement at once set in, and my hair, which had been a complete mass of scales and scurf, soon began to look in splendid condition. Then I bought a box of Cuticura Ointment, and this cleared my skin wonderfully. In a few weeks' time all traces of the scaly eruptions had completely disappeared. Now my skin is clear and healthy, and thanks to the Cuticura Remedies I am completely cured of eczema. All my neighbours were astounded. The Cuticura Remedies are worth their weight in gold, and one tablet of Cuticura Soap goes further than four cakes of cheaper soaps. It has brought happiness into my home." (Signed) Mrs. Butler, 17, Francis Rd., The Cotterride, King's Norton, Birmingham, Eng., July 26, 1910.

Cuticura Soap and Ointment are sold everywhere, but those who wish to try them without charge may do so by sending to Potter Drug & Chem. Corp., 82 Columbus Ave., Boston, U. S. A., for a liberal sample of each, post-free, with 32-p. skin book.

Sudden Disaster— bread-winner gone---family penniless. How often must the sad story be told? A policy for LIFE OR ACCIDENT INSURANCE can't avert disaster, but it can protect your helpless ones when they need it most. Don't run risks---take no chances---ask us to write your policy to-day.

Lowest terms---best companies.

Hyndman & Co., Limited,

Prov. Managers, P. E. I.

S. M. HICKS, Agent at Summerside.

Large Clearance Sale of Groceries

We have decided to close out the Grocery department of our business and will carry on our general shipping and produce trade more exclusively and on a much larger scale.

Owing to the rapid growth of our shipping business we have found it almost impossible to give all our customers, both the wholesale and retail departments, the attention we consider each should have.

12 per cent Discount

on Groceries while they last. Larger Discounts on Several lines.

Twenty dollars worth for			**$17.60**	$4.00	worth for	**$3.52**
Ten	"	"	**8.80**	3.00	" "	**2.64**
Five	"	"	**4.40**	2.00	" "	**1.76**

One Dollars worth for 88 cents.

All First Class Stock.

Our stock is in splendid condition all **fresh, clean** and **wholesome.**

Come early while there is a full assortment to choose from. Our whole stock of Groceries included in this sale with the exception of flour and sugar.

Come one! Come all.

A Real Genuine Sale.

Everything will be sold at regular prices less a **Discount of 12 per cent**—15 to 25 per cent on some lines.

F. J. HOLMAN, & CO.

Charlottetown, P. E. I.

10-28dstt 3i r1i.

"GOING TOURIST"

CANADIAN PACIFIC

Is a Popular Way to Travel.

Tourist Sleepers,—light and airy, with big, comfortable berths, accommodating two adults, if desired,—are carried from Montreal on morning and night Fast Transcontinental Express Trains for points in Western Canada, British Columbia, and on the Pacific Coast.

Not as luxurious as the Palace Sleeper, but they meet the requirements of a superior class of patrons just as well,—and at half the cost.

ECONOMY AND COMFORT COMBINED.

Combination Tickets are issued giving patrons the privilege of travelling First Class to Montreal, and Second beyond, and holders of such Tickets can travel "Tourist" from Montreal, on payment of Tourist Berth Rate.

If interested, see J.K. ROSS, Local Agent, or write W.B. HOWARD, D.P.A., C.P.R., St. John, N. B.

CHARLOTTETOWN AND QUEEN'S COUNTY

It pays to buy in this Province.

A number of cases of spawn for the hatcherys at Keppock arrived on the express last night.

Prof. S. N. Earl, City, was among the passengers returning to the city on the express last evening.

H. A. R. McCoubrey, Sydney, C. B., who has been spending the past two months with his parents in New Glasgow, P. E. I., leaves this morning on return.

Mrs. I. R. Outerbridge, Dermatologist, city, Proprietoress of the Kumfort shop, has removed to Victoria Hotel where she will be pleased to meet old and new customers until November 15th.

The youths of the city were out in force last evening to celebrate "Hallowe'en and a few of the usual Hallowe'en pranks were played before the rain fell at about eight thirty and drove the celebrants under cover.

Yesterday the city market was fairly brisk, potatoes and turnips being the principal produce moving. The prices of products remained unchanged with the exception of potatoes. Red potatoes sold at thirty cents a bus,: and blue at thirty-five as will be seen by the itemized market prices elsewhere.

::Good chocolates are possible only where care is used in their keeping. You will notice if you buy here the care we take to have absolute fresh stock. It is this care that has built up the biggest chocolate trade in the city. Dont pass us for chocolates. The MacKinnon Drug Co., Cor. Gt. Geo. and Kt. Strs. drtf.

Donald Nicholson, M. P., City, was among the inward passengers on last night's express.

Miss Cyrene Livingston, and Miss Gladys West, City, spent Thanksgiving Day in York.

The following were registered at the Victoria Hotel in this city yesterday: John McLean, Thomas Kickham, Souris; B. W. Tanton, A. C. Rogers, Summerside, A. J. McAdam, Halifax; P. R. Rattenbury, Truro; W. S. Drew, Liverpool; E. R. Woodill, Halifax; Mrs. J. J. Hughes, Charles Hughes, Souris; C. B. Kelly, E. A. Nasan, Montreal; A. E. Scott, St. John; Chas E. McDonald, Summerside.

The following were registered at the Queen Hotel, City, yesterday: H. D. McEwen, Morell; Wm. Richards, Bideford; H. A. R. McCoubrey, Sydney. Harry B. Wand, Mrs. Spencer, New York; G. H. Laidlaw, F. M. Whelpley, Wm. Taylor, R. J. Underwood, Halifax; James Ross, B. E. Fanjoy, New Glasgow; Florence McKenzie, Dundas; D. L. McKinnon, Montague; John Richards, Bideford; Mrs. Wm. McLaren, Lillian McLaren, Montague; W. J. Ingram, St. John; J. P. Crocket, Summerside.

::Go to Buntain, Bell & Co., for coal:— 6-26dtf.

::The bearings of the type bars of the Underwood typewriter consists of a continuous steel rod. When one is adjusted all are adjusted, and the adjustment, (which can be made in a moment) is absolutely uniform. United Typewriter Co., Limited, Halifax, N. S. 10-31dr3i

CUT THIS OUT AND PASTE IT UP.

Almost every day The Guardian receives orders by mail to insert news matter of an advertising nature. In most of these cases the senders, who are frequently not known to any member of the staff and who have no account in the advertising department, write "Please insert the following and oblige," thus apparently implying that they think the items will be inserted free. Only a few weeks ago a reader wrote asking that his advertisement of Farm for Sale be inserted free from day to day until he cancelled it, as he is a subscriber to The Guardian. In this connection it may be said that the subscription price is not sufficient to even pay the actual cost of paper, ink, presswork, mailing, bookeeping and other expenses of the Circulation department proper, and thus subscribers have no privileges of free advertising and are on the same footing as non-subscribers. Seldom ever does the sender state whether the item is to appear in the Morning Daily or the Rural Daily, whether for one or more times in either Daily, or in both, whether as a display advertisement, announcement, business local, classified ad or table purposes they seldom ever say so, or do not enclose sufficient money to pay for same all of which will be returned by first mail in the event of the item not being chargeable; or if more money is sent than necessary to pay for the item the surplus will be returned at once, there being a greater discount for cash with order for advertising of churches &c than for regular business. In all such cases the Advertising department communicates with the sender as quickly as possible by mail or phone, often paying the messenger service to get them to the telephone if not too far distant, thus saving all possible time. People write this office to know if News, Letters to Editor, etc., are charged for, and to all such there is but one reply—all items etc of a money making nature, even though they be somewhat of a news nature, are chargeable. For instance, the advance notice or notices of a concert, lecture, pie social, picnic, etc., are chargeable if an admission fee, silver collection, sale of pies or sale of food or refreshments, etc. Advance notices of purely religious services, even tho a silver collection is to be taken up, are not chargeable. The particulars of any of the above, after they have been held, are, however, news and thus not chargeable. The news of any past, present or future business, which is still being conducted, is chargeable, if it is apparent that the object is to make the business more widely known and thus increase it. Verses accompaying death notices are also chargeable. Even items which are actual news and not chargeable for but once in either Morning Daily or Rural Daily or both are chargeable for more than one insertion, as they are thus not news.

The above facts are given for the purpose of assisting persons who have items, etc., to mail to this office, so that delay and disappointment will be avoided. 3-16drtf.

There is many a slip between the cup and the lip, but it is impossible for you to make a mistake if you leave your order at James Callaghan's, 178 Queen Street. You are always sure to get satisfaction in material, fit and workmanship. His garments are noted for their superiority, you could pick them out in a thousand, because they have that classy touch that makes them different from the ordinary, his prices are moderate. Leave your order with him and you will have no reason to regret it. 10-4dwfmrwtf.

Your Business Depends on Your Advertising

Your advertising is your card of introduction--the only means you have to place your business before the public. And its the way you appeal to the public that brings the business. Now, if your advertising is the haphaszard undignified kind it will not attract attention or create confidence.

Proper advertising and modern methods are the secrets of success You know your business and we are ready to co-operate with you to strengthen your advertising. The charge will not allow you to think of wasting your time with a branch that requires endless study.

Phone 123.

BONNELL

Advertising Agency

Cameron Block.

DIED

COUSINS—The death occurred at his home in Long River, Oct. 31, 1911, of James A. Cousins.

Funeral today Wednesday at two p. m. to the Geddie Memorial church.

KITSON—At Hampshire, Oct 14, 1911, Mrs, Charles Kitson, aged 78 years.

Cheerfulness

is the result of body and mind working smoothly.

The fretfulness and irritability of many coffee drinkers are due to caffeine --the drug in tea or coffee.

To be cheerful and energetic, try leaving off tea and coffee and in their place use well-boiled

POSTUM

It is made of different parts of wheat (and a small portion of New Orleans molasses) skilfully roasted and blended.

When made according to directions on the package and served piping hot with cream and a little sugar, Postum is a palatable beverage---really a food drink.

The change from tea or coffee to Postum is easy, and the better health and increased comfort is something worth while.

"There's a Reason."

Canadian Postum Cereal Co., Ltd Windsor, Ontario, Canada.

THE FOLLOWING WAS INADVERTENTLY OMITTED FROM SATURDAY'S ISSUE.

NEW YORK, Oct. 26—In circumstances almost parallel in those in which Miss Dorothy Arnold was lost to her relatives a year ago, Miss Consuelo Jajardo, 19 years old, a Puerto Rican heiress, has been missing from the Hotel Fe'x-Portland here since October 18, when she walked out, telling persons whom she met that she was going to purchase some magazines.

Despite the inability of the police to obtain trace of the girl, her father, a wealthy sugar magnate, believes that she is still in this city and she went away because of his objections to her friendship with a member of diplomatic corps in Santo Domingo.

Whooping Cough

CROUP ASTHMA COUGHS
BRONCHITIS CATARRH COLDS

Vapo-Cresolene

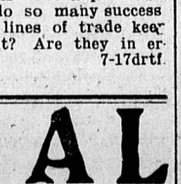
ESTABLISHED 1879

A simple, safe and effective treatment for bronchial troubles, avoiding drugs. Vaporized Cresolene stops the paroxysms of Whooping Cough and relieves croup at once. It is a boon to sufferers from Asthma. The air rendered strongly antiseptic, inspired with every breath, makes breathing easy; soothes the sore throat and stops the cough, assuring restful nights. It is invaluable to mothers with young children.

Send us postal for descriptive booklet. 309

ALL DRUGGISTS

Try Cresolene Antiseptic Throat Tablets for the irritated throat. They are simple, effective and antiseptic. Of your druggist or from us, 10c. in stamps.



Vapo Cresolene Co.
Leeming-Miles Bldg.
MONTREAL

Aphorisms on Advertising

Compiled by B. Adman

"I have been thinking of advertising"—well, you're at least three laps behind the fellow that is putting his thinks into practice.

When business is good that is the time to advertise it, because it will come easy; and when it is bad that is the time to advertise it too, because you will need the orders.

Any business will grow under the influence of good management and good advertising.

An Oklahoma girl advertised for a husband—and got him. The total expense for advertising, wedding outfit, etc., was $11. He died within a year, leaving her an insurance policy of $10,000. And yet some people claim that it doesn't pay to advertise.

There is just one thing bad about good advertising. It links us up with the root of all evil quicker than anything else in the world.

Once upon a time Opportunity failed to knock at a wise man's door. But he advertised for her, and she came—and stayed.

The man who doesn't advertise because everybody knows him, like the man who says his wife doesn't powder, takes a lot for granted.

The concern which doesn't advertise because it gets everything without it, like the church with a fake minister, notices the difference in the collection plate.

If advertising is not a profitable investment why do so many successful houses in all lines of trade keep continuously at it? Are they in error, or are you? 7-17drtf.

COAL

Acadia--Sydney Or Reserve--Inverness Hard Coal.

All sizes at

GEO. E. FULL'S

Coal Yard.

NEW YORK FISH ADS.

Consignments Solicited. Prompt Returns

John Dais Co.

(Incorporated)

107 Fulton Market New York

Wholesale Commission Fish Dealers.

Bass, Smelts & Eels, Specialties

All correspondence promptly answered Stencils sent on application.

S.B. WILEY & SONS

Boston, Mass. Transfer Agents. References, Greenwich Bank or any wholesale Fish house in the United States 11—1dwthst urthstu3m.

THAT FIRST GRAY HAIR

Is only a beginning. Others will follow only too quickly if you neglect them.

NOW is the time to use HAY'S HAIR HEALTH. It will keep out the GRAY HAIRS; keep your hair from falling out and preserve its natural color and beauty.

Send 10c. for a trial bottle and a tube of HAY'S LILY WHITE TOILET CREAM, and leaflets "The Care of the Hair and Skin." to PHILO HAY SPEC. CO., Newark, N. J., U. S. A. REFUSE ALL SUBSTITUTES.

$1 and 50c bottles at Drug and Dept. Stores, or direct upon receipt of price. HARFINA SOAP is unequalled for Shampooing the hair and keeping the Scalp clean and healthy, also for red, rough chapped hands and face. 25c at Druggists.

For sale and recommended by E. A. Foster, Sunnyside, successor to A.W. Reddin.

The Classy Quencher

Jersey Cream.

Is now for sale everywhere.

Try a Glass

Francis Drake, Manufacturer,

NEW GLASGOW, N. S

E. H. MCEACHERN, Agent, Charlottetown, P. E. I.

8-odrtf

Send Us Your Order

FOR

Compo Rubber Roofing

THE BEST FOR ALL BUILDINGS.

A WATER-PROOF WEATHER-PROOF, ACID-PROOF READY TO LAY ROOFING, manufactured from the very highest grade of standard long fibre felt, saturated with a non-volatile composition that is thoroughly water and acid proof.

Simon W. Crabbe, Charlottetown, P.E.I., Canada.

DISTRIBUTOR.

Polishing Difficulties are easily overcome by the use of

OUR REDIO

Green cloth for polishing brass.
Yellow cloth for for polishing silver.
We invite your inspection of same.

No Liquid
No Paste
No Moss
No Waste

'The Ship Chandlery Men'

Bruce Stewart & Co. Ltd

Succesors to

A. Kennedy & Co.

"No Oxalical
No Mineral"
No Mercury
Always
Ready—Oh

BLUESTONE

For the prevention of Smut in your grain and Scab on your potatoes use BLUESTONE. You can buy it pulverized **9c** per pound from

Stanley Shaw & Peardon

Charlottetown

4-29dtf.

SAFE, SILENT, SURE

The Three Features that make

"ROYAL GEORGE"

MATCHES

the most perfect

STRIKE ANYWHERE matches

in Canada.

RED, WHITE and BLUE tips

1000 matches to the box

at

10 cents the box.

For sale EVERY WHERE

Made by **THE E. B. EDDY CO L'T'D, Hull, Canada**

ttsrstf