

\$50,000,000 FOR ADVERTISING.

"James B. Duke, the tobacco king of Long Branch, New Jersey, recently claimed in an interview that he had spent more money in advertising than any other living man. He said that the figures would reach fifty million dollars.—Newspaperdom."

Yet James B. Duke is to-day one of the wealthiest men in the world. When you see a liberal advertiser you see a rich man. The business man who in this age of advertising is afraid to invest his money in publicity will never accumulate a fortune.

"One ounce of preventive is worth one pound of cure. By keeping

EMPIRE LINIMENT

in your house and in your stables you have a cure for man and beast, which has no equal.

A waist length of pretty alb-tross embroidered in silk, and put up in a handsome box will be a welcome Christmas gift. The price is \$1.70. Moore & McLeod, 12-21d31.

Also pearl brooches and bracelets in great variety at Hutcheson's Jewelry Store. 12-20d21

We are selling handsome furs at lower prices than you have ever thought of—If you buy anyone a fur without seeing ours you are certainly doing your pocket book a great injustice. Moore & McLeod, 12-21d31

CHARLOTTETOWN MARKETS.
(Corrected every Tuesday and Friday.)

Beef (quarter) per lb	9 to 12
Beef (small) per lb	5 to 14
Cattle Dresser	7 to
Butter fresh per lb	15 to 20
Eggs	24 to 25
Flour per cwt (Island)	\$2 80
Oatmeal	3
Straw per ton	\$6.70
Chickens per pair	50 to 75
Ducks per pair	80 to 1.00
Turkey	\$1.00 to 1.75
Cabbage each	4 to 5
Hay per ton	\$14.15
Oats, white per bus.	40
Oats, black per bus.	40
Pork	63 to 7
Lamb per lb	12 to 14
Beets per bunch	3 to
Carrots per bunch	3 to 5
Potatoes per bus.	25
Onions per lb	8
Turnips, per bus.	11
Cauliflower, each	5 to 14
Celery, each	5 to 11
Parsnips, per bunch	5 to 11
Pumpkins, per qt.	5 to 11

The Cook is Pleased!
"Sunbeam Flour"



never goes back on her—never fails, never disappoints her, and each lot is always up to the standard. You can make the whitest bread and the most delicious pastry if you use "Sunbeam."

Manitoba Hard Wheat gives this flour its strength and Ontario White and Red Wheat its color and flavor.

Your grocer keeps it.

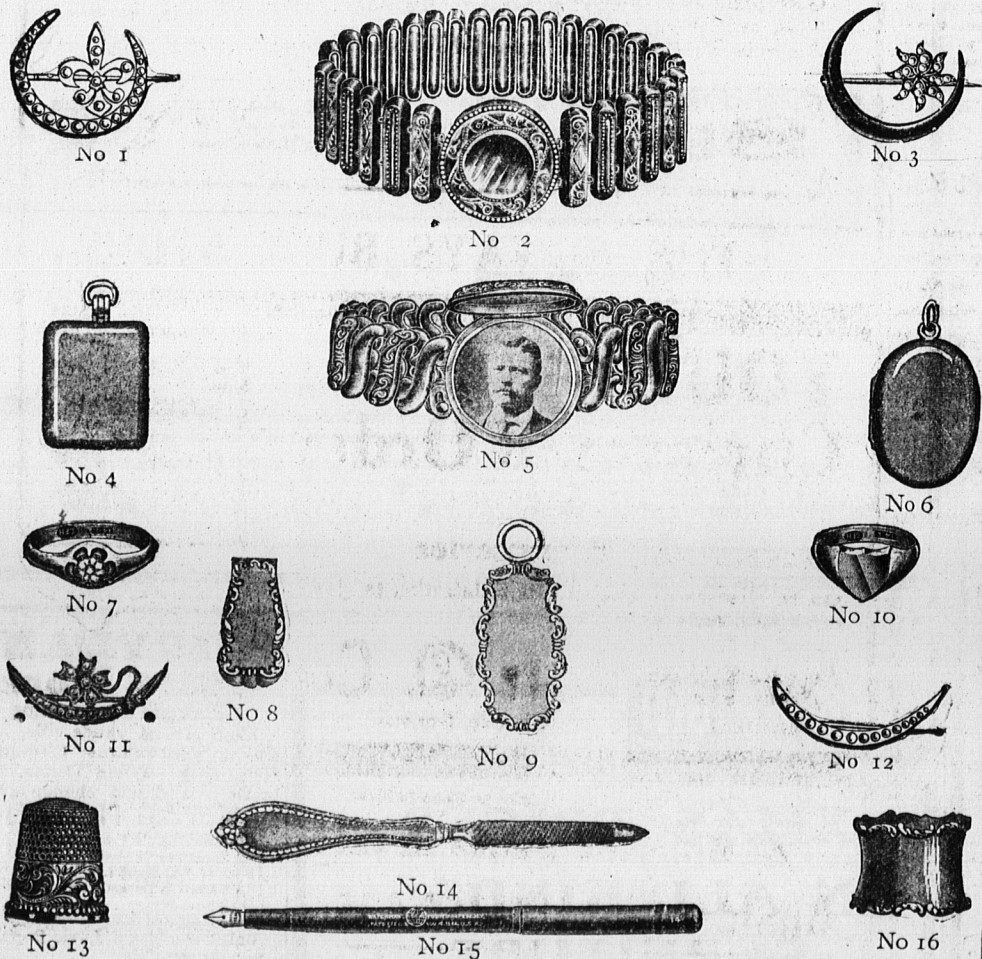
Made by

The **John Campbell Co.**
St. Thomas Ont.,

XMAS GIFTS

We herewith illustrate a few articles selected from our immense range of goods. We believe there are many persons, who cannot, conveniently visit our store. We have therefore marked these articles at net cash prices and on receipt of price we will promptly forward any article indicated, subject of course to exchange if desired.

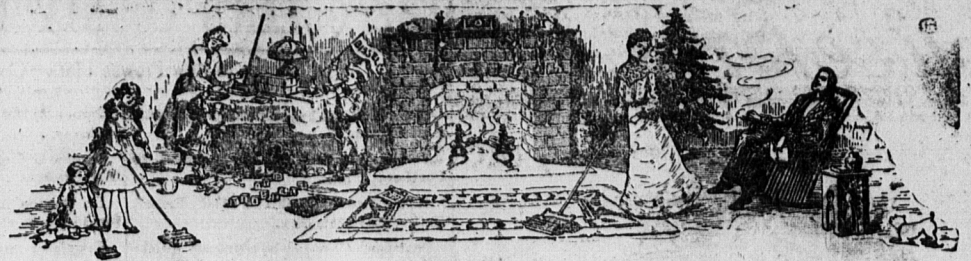
Try us by Mail. All Goods Engraved Free



Description

- No 1—14k pearl brooch 12 00,
 - No 2 Gold filled expansion bracelet, locket top for engraving 6 75. The same, signet top 5 50, the same without signet or locket 4 00.
 - No 3 Solid gold brooch 4 00.
 - No 4 Gold locket 10 k 7 00, 14 k 11 00
 - No 5 Expansion bracelet gold filled, locket top 5 65, signet 4 50. plain 3 50.
 - No 6 Locket, gold 10 k 5 50, 14 k 8 50, filled 2 25.
 - No 7 Diamond Ring, 65 00, smaller stones 42 00, 30 00, 25 00, 20 00, 15 00,
 - No 8 Silver tie clip 35c,
 - No 9 Key check silver 35c
 - No 10 Signet Rings from 2 00 up.
 - No 11 14k pearl brooch 8 00.
 - No 12 Pearl Crescent, 14k 4 5c.
 - No 13 Silver Thimbles at 35c, 40c, 45c, 50c, 60c, 75c, 90c.
 - No 14 Manicure file 75c, other pieces at about the same price.
 - No 15 Waterman's Ideal, No 12, 2 50; 13, 3 50; 14, 4 00; 15, 5 00; 16, 6 00. Gold mounted in any number 1 00 extra. Clip Caps 25c extra.
 - No 16 Sterling napkin rings as cut 3 00, others 2 75, 2 50, 2 00, 1 75, 1 50. In best plate 1 00, 75c, 50c.
- Referring to No 5 we have a better bracelet at 7 50, 6 40 and 5 15.
Hundreds of other articles suitable for gifts to be found in our immense stock.

G. F. HUTCHESON, JEWELLER.



CHARMING CHRISTMAS GIFTS

Everything for Christmas but the goose. And values that were never equalled.

JAMES PATON & CO.

Gloves

Long Length Gloves--8 Button Length Gloves

\$2.00 worth \$2.50 up. 12 button length 2 1/2 inches long, colors and black \$2.20 worth \$3.25.

To Win Her Hand

You Must First Glove it--At Christmas You Have the Opportunity

Gloves the kind we offer appeal to the most fastidious. Every sort and style in our varied collection will please the recipient as all our prices from the 75c line up to the \$2.50 or 3.00 gloves are made by makers of world-wide renown. We keep no other kind.

See our Christmas Special at \$1.00

in fine French kid or dog skin. Gloves of this stamp generally retail at \$1.25. Perrins' celebrated guaranteed gloves \$1.52. Silk lined Mocha at \$1.25, \$1.65, \$2.25

Special Glove Values For the Holidays

NO DELAYS AT PATON'S

Every Article is Guaranteed as Described

Men's, boys' and children's leather and woolen gloves always in stock. The largest stock glove house in the Island.

Scotch knit ringwood gloves, 150 pairs, men's or boys' worth 35c, special 25c.

Scotch wool fancy knit gloves, also black, well worth 40c to 55c special 35c.

Extra special kid, lined, all sizes, 7 1/2 to 10 1/2, worth 90c anywhere special 75c.

Mocha, one dome, tans and browns, worth 1.10, special 90c.

Men's black lined kid, all sizes 1.25, special 1.00

Men's silk lined gloves, brown, grey and tans, 7 1/2 to 10, fully guaranteed, special 2.00

Men's imported kid, full piqued, all sizes, worth 2.50, special 1.60.

Men's imported cape driving glove, for medical and other professional men etc. Fully guaranteed 1.60.

Men's mocha warm wool lined glove, tans, greys and browns, 1.50, 1.65 and 1.75.

50 pairs "Perrin's" fully guaranteed tan kid gloves, asst. pique, self shades, worth up to 1.65. The majority of this lot good value at 1.35. This is a nice dress glove, more for spring than present use. Your choice for 1.00 a pair. Sent anywhere by mail free.

Real mocha, fur lined, with self strap at wrist, buckled, worth up to 3.00, yours for 2.50.

Driving gloves and mitts a grand assortment. Just one special astrachan back with strong leather. Extra special driver, 2.25. Other lines 50c, 75c, and 95c.

Suspenders

Suspender Values for the Holidays

Every kind of Paton's suspenders, contains a positive PROOF OF DURABILITY. A new pair if they break. That is the PRICE OF CONFIDENCE we pay our customers, 25, 35, 45, 50, & 65c. The 45c, 50c, & 65c ones are guaranteed for two years. Pretty box for mailing them in, free, with the better ones. CHEST PROTECTORS AND MUFFLERS, A choice and varied range of Mufflers and Protectors, MUFFLERS IN WOOL, satin and silk, pretty colors and combinations. A pretty acceptable holiday gift, 35c, 45c, 50c, & 60c. SWEATER FRONTS, in pretty shades of wool, for boys, girls and men, white, navy, cardinal, and striped combinations, at 65c.

The Boy Who Skates

or the man who works in an office, the golf enthusiastic men, women, children of every occupation, find

PATON'S KNIT GARMENTS

"Just the thing." Such quality in knit goods has never been seen, no wonder Paton's garments have made a hit. You're all right if you "got in line" when we advised you to. Buy now, well, we're not promising. PERHAPS, if you'll hustle, we can help you out for this, but we doubt it.

Just the Thing for Xmas

No. 1 50 ladies' white and cream English sweaters, roll or shawl collar, good wool, worth up to 2.25. Xmas 1.00. This lot will make many friends.

No. 2 Open jackets, cardigan jackets, imported ones all sizes, priced from 1.25 up to 3.00. Canadian Stanfield's 1.25. Sweaters 1.25 to 1.50.

No. 3 English jerseys, men's, boys' and youth's.

No. 1, 90c, 1.25, 1.40 and 2.00.

No. 2, 70c, 1.00, 1.25, and 1.90.

No. 3, 60c, 80c, 1.00 and 1.35.

According to sizes and quality. Hundreds to choose from, fast colors and very useful and warm, for your boys' gift. Also golf jackets, skater's sweaters and cardigans. A complete range of wools and makes. Try us for wool knit goods.

Handkerchiefs

Handkerchiefs for Men—Popular Gifts

HEMSTITCHED PLAIN SILK, generous size, 30c, 35c, up to 85c.	EXCELSA'S, come with fancy borders in shaded greens, blues, browns and dresden, also spotted centres and borders, will make an excellent gift. Price 15, 18, 22 and 25c.	MEN AND BOYS, splendid article with new piped edge one inch from border, 20x22 worth 12c. Xmas price \$1 00 doz Put up in pretty boxes at that price.	18c, 24c, and 28c, or \$2 00, 2 75 and 3 00 per doz.
INITIALED HEMSTITCHED SILK H'd'k's, fine spun silk gold large size, A up, 80c Christmas prices, 35c, 50c, & 90c.	CAMBRIC HDRFS FOR	REAL IRISH LINEN HANDKERCHIEFS, narrow and wide hemstitched hems at	PLAIN LINEN HANDKERCHIEFS FOR MEN, standard size, good quality, at 25c, 28c, 30c, 35c, 45c, each or \$2 75 3 00, 3 40 and 4 00

JAMES PATON & CO.