

# S. A. McDONALD'S

THE NEW DRY GOODS STORE

## SPECIAL SNAPS

### DRESS SILKS

In the latest shades all new this season regular 60c quality on sale now for 39c.

Wash goods in plaid effects regular 50c quality for 33c, 35c quality for 29c.

### Men's Straw and Crash Hats

All left over from the season's selling on sale now for half price.

A large quantity of dress muslins, regular 24c for 19c.

Ladies' ready trimmed hats at half price.

The most elaborate showing of men's wash vests in the city, go on sale today at a discount of 25 p. c. Come early and get first choice.

# S. A. McDONALD.

### W. F. MUIRHEAD'S ACCOUNT OF FIRE.

CALGARY, Aug. 11.—W. F. Muirhead, a native of Summerside, who has been doing business in Calgary since 1880, has given a reporter of the Calgary Daily Herald an account of the fire which wiped out Fernie as follows:—W. F. Muirhead, of Muirhead & Co., Fernie, was one of the first to reach Calgary from the scene of the disaster. His tale is heartrending. He was able to escape along with his wife and family, all that they could save being the clothes they wore. What was once the finest retail shoe store on the line between Winnipeg and the coast now lies a smoldering ruin.

Mr. Muirhead carried a \$20,000 stock with the characteristic energy of the west he took the first possible train for Calgary and is at this very time engaged with the wholesalers regarding the making of shipments of boots and shoes to what is left of the town. They purpose putting up a tent and expect that they will be doing business in a few days.

### IF WOMEN ONLY KNEW.

That half of their ills are due to impoverished blood, they would use Ferrozone and be saved lots of pain and suffering. Ferrozone is a perfect food for the blood, and supplies the strengthening elements needed to maintain health and vigor. Ferrozone is a splendid tonic for weak nervous women, and drives away those depressed feelings of dead weariness. You'll have strength, lots of it, your complexion will improve, you will feel ten years younger after a course of Ferrozone which builds up the whole human organism; try it. Price 50c.

### NEARLY LOST LIFE TO SWIM CHANNEL.

DOVER, Aug. 10.—In an attempt to swim the English Channel, James Mearns, the Scottish champion, nearly lost his life.

Leaving the English Coast Saturday night, he was within three miles of France after being then in the water for fourteen hours. Although persistent and he labored until he became so exhausted that one of his attendants aboard a tug, had to jump into the water fully dressed and support the swimmer until he could be rescued.

### THE GUARDIAN'S BICYCLE ROAD RACE.

The date of The Guardian's bicycle road race has been definitely fixed for Monday August twenty-four. If this date should prove unfavorable the race will take place on the following evening. Entries are to be confined to Prince Edward Island riders alone.

The race is for The Guardian's three-year trophy, but in addition there will be a number of other prizes which will be announced in a few days. The course begins at the Guardian office in Charlottetown and follows Grafton Street to Great George Street, thence continuing on to the Upper Malpeque Road which it follows to this side of the station, thence taking the road to the left which runs alongside Moore's Mill steam and on to Warren's Corner, North River. From this corner the course will be across the North River Bridge to the Royal Arms, thence by Lower Malpeque Road to Brighton Road following Brighton Road out to the shore, then taking the Park Roadway, following the same round the Park and so to starting place—12 miles.

Minard's Liniment Co., Limited. Gentlemen.—In June, '98, I had my hand and wrist bitten and badly mangled by a vicious horse. I suffered greatly for several days and the tooth cuts refused to heal until your agent gave me a bottle of MINARD'S LINIMENT, which I began using. The effect was magical; in five hours the pain had ceased and in two weeks the wounds had completely healed and my hand and arm were as well as ever.

Yours truly,  
A. E. ROY,  
Carriage Maker,  
St. Anne, P. Q.

His description of the fire is appealing; nothing in the history of the west can equal the picture that his words conveyed to the listener.

Two great tongues of fire swept down upon the town with incredible swiftness and when these met in the centre of the town a great whirlwind seemed to have its base at the meeting point. The whole centre of the town was consumed like so much timber.

The brewery was the first to go, the flames carrying half a mile over the town. There was one long continued shower of burning brands and it was with difficulty that the clothing was kept extinguished.

Heroic measures were adopted in order to take care of the women and children. All available cars were run into the station and people piled in indiscriminately. Families were separated and in many instances were unable to gather their lost ones until this morning.

RAINS RACE THROUGH FLAMES  
The first train went east on the Great Northern about 6.30 and before reaching a point of safety had to pass through a seething furnace. The woods on either side of the road were a mass of flames. The train through this burning forest was terrible in the extreme. Little children as well as their elders made frantic endeavors to beat off the cruel heat with their hands and clothing.

The heat was suffocating; the passengers begged that the trainmen would stop as every foot forward seemed to be into a fiercer hell than that which was passed.

At last listening to the entreaties of the women and children, the conductor himself ordered that the train pull back to Fernie. The engineer, however, stuck to his post and disobeying the orders of his superiors carried his train through the flames to safety at Michael. Practically the whole of the passengers went frantic with the heat and had not the engineer stuck to his post the casualty list would have been appalling.

When Michael was reached the women and children were hurried into the coke ovens and allowed to remain there over night. In one of these ovens there were 12 children and one adult and none of them related in any way. This goes to show the confusion created in the trains.

Sunday morning the refugees entrained for Fernie and upon arrival there set out for Cranbrook where they were received by the citizens and hurried to various shelters that had been erected for their benefit.

Mr. Muirhead advises that the fire started some two weeks ago behind the Cedar Valley mills and was allowed to smoulder without any vigorous effort being made to put it out with the result that when the great sale of wind swept down it was quickly fanned into a roaring furnace.

He does not think that the death list will be more than 150 at the very most, but says that it is difficult to form any true estimate owing to the isolated position of some of the camps.

His advice to the relief committee in town is to send money to the committee in charge of that work on the Crow. Provisions, he says, are not so much required as in western Canada. Wholesale Co's warehouse was filled with some \$60,000 worth of groceries and provisions. Spokane was prompt with relief and so was Cranbrook, both places in the much needed tents among other supplies.

Deafness Cannot be Cured  
by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional treatment. Deafness is caused by a morbid condition of the mucous lining of the Eustachian Tube. When this tube is inflamed, it has a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; and cases of deafness caused by catarrh that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

We will give One Hundred Dollars for any case of Deafness caused by catarrh that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

F. J. CHENEY & CO., Toledo, O.  
Sold by Druggists.  
Take Hall's Family Pills for constipation.



RESOLVED THAT OUR SUMMER SALE IS NOT ONE OF THOSE FAKE SALES. WE ARE TRYING TO WEED OUT OUR STOCK - WE DON'T CARRY LEFT-OVERS. THOSE BUBBLE SALES ARE NOT OUR WAY OF DOING BUSINESS. BUSTER BROWN.

BUBBLES BURST AND "REDUCTION SALES" THAT ARE NOT GENUINE REDUCTION SALES DON'T LAST LONG. IF YOU HAVE NOTICED OUR FRONT DOOR YOU HAVE SEEN MANY PEOPLE GOING AWAY WITH BIG FAT BUNDLES UNDER THEIR ARMS. THIS MEANS THAT THEY FIND THINGS IN OUR STORE THEY WOULD RATHER HAVE THAN THEIR MONEY, AND IT MEANS THAT THOSE WHO COME TO OUR STORE FIND THAT WE BACK UP WITH OUR GOODS WHAT WE SAY ON PAPER. THE FOLLOWING PRICES ARE NOT BUBBLES BUT SOLID ALL THE WAY THROUGH.

PEARL AND DRAB FELT HATS HALF PRICE.  
STRAW AND LINEN HATS HALF PRICE.  
HOSIERY AND WASH NECKWEAR 33 1-3 P C OFF.

FANCY VESTS 1 3 OFF.  
SUMMER SUITS 1-3 OFF.

# H. H. BROWN

THE YOUNG MEN'S MAN.

# Ruberoid Roofing

Trade Mark Registered  
Made in Canada  
16 Years on the Roofs

After all, the real test of a roofing is the wear. Of what use is a guarantee that "it will last a lifetime" when the roofing itself has been made only a few years—and even the makers cannot say, from actual experience, just how long it will last? RUBEROID has been used for 16 years. It has proved its wearing qualities in the Arctic and the Tropics. It is the original smooth surfaced roofing and is today the standard the world over. Write for samples and prices.

# The Rogers Hardware Company, Ltd

# A SOAP For Every Home.

Sales of Famous Soap have been increasing at a wonderfully fast rate [12] and many more people use it today than did a few months ago.

But everybody on Prince Edward Island doesn't use it yet. And everybody on Prince Edward Island should. [12].

It's a pure, hard soap. It's a big take. It's made on Prince Edward Island and its value [12] is not equalled by any of the soaps brought from across the strait.

ASK FOR FAMOUS  
And Don't Be Satisfied With Any Other Laundry Soap.

GRAND Music Recital  
In aid of the P. E. ISLAND HOSPITAL  
HERR MAX HEINRICH  
Baritone  
MISS JULIA HEINRICH  
Contralto  
OPERA HOUSE  
Thursday, August 20th.  
By courtesy of Dr. Andrew MacPhail  
Tickets 50, 35 and 25 cents  
Plan at usual places Aug. 18th.  
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ENGRAVERS,  
ELECTROTYPERS  
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McLEAN & McKINNON,  
Barristers. Attorneys-at-Law  
Brown Block Charlottetown.

Royal Victoria COLLEGE, Montreal  
A residential hall for the women students of McGill University. Situated on Sherbrook Street, in close proximity to the University Buildings and laboratories, students of the College are admitted to the courses in Arts McGill University on identical terms with men but mainly in separate classes. In addition to the lectures given by the Professors and Lecturers of the University, students are assisted by resident tutors. Gymnasium, skating rink, tennis courts, etc., scholarships and Exhibitions awarded annually.  
Instruction in all branches of music in the McGill Conservatorium of Music.  
For further particulars, address The Warden, Royal Victoria College, MONTREAL.

McGILL UNIVERSITY MONTREAL  
Section 1848-1900  
Courses in Arts, Applied Science (A. Chiticulture, Chemistry, Metallurgy, Theory and Practice of Railways, and Civil, Electrical, Mechanical and Mining Engineering) Law, Medicine, and Commerce.  
Matriculation Examinations will commence on June 15th and September 10th and Examinations for Second Year Exhibitions and Third Year Scholarships, will commence on September 10th.  
Lectures in Arts, Applied Science, and Commerce, will begin on September 21st; in Law on September 15th; in Medicine on September 22nd.  
Particulars regarding examinations, entrance requirements, courses of study, fees, etc., can be obtained on application to J. A. NICHOLSON, M. A. Registrar.

"Silver Plate that Wears"  
Silver For All Occasions  
No better gift can be suggested than a dainty piece of silver marked "1847 FORKS BROS."  
Knives, forks, spoons, etc., so marked have a reputation for artistic charm and enduring quality.  
SOLD BY LEADING DEALERS  
Dishes, tea trays, coffee sets, etc., should be marked MERIDEN BRITS CO.



These are the kind of Biscuits that Beaver Flour makes—light, flaky, tasty, inviting, appetizing.  
"Beaver Flour"  
is equally good for Bread and Biscuits—Cake and Pies—because it combines the famous pastry-making qualities of Ontario flour with the strength of Manitoba wheat flour.  
Ask your grocer for "Beaver"

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Done up in books of 24 stamps. The newest thing in Souvenirs, each stamp perforated and gummed easily detached and attached to Letters, Postcards, &c, &c, each book contains 24 stamps, 12 different views of the beauty spots of Charlottetown and Prince Edward Island  
Retail at 5c per Book.  
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that cheers—but not inebriates  
The famous Dominion Blend Tea  
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Get this brand from your grocer  
Accept no substitutes  
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Which we are selling at 23c lb.  
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Inside and Out.  
The former rests with yourself, the latter we can help you to be. Cleaning Clothes is our business, our specialty. Our plant is complete, our staff efficient, our methods modern, our service the best.  
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