



The Demand For Coal

is bound to be great the first cold snap that strikes us. If you have not ordered your winter's supply—don't be caught in the rush, but order now.

We are receiving good clean coal everyday now.

RIVER DISASTER ON THE ST. LAWRENCE.

MONTREAL, Nov. 3.—Twelve persons perished and four were rescued in the wreck of the steamer Cecilia L. in the narrow channel between Beauharnois and Isle Perrot, at the mouth of the Chateaugay river during the gale on Friday evening.

So rapid was the breaking up of vessel that all attempts to lower the frail boats in the heavy sea and to get the passengers aboard were unsuccessful.

passengers managed to cling to some wreckage, which consisted of part of the upper deck and some empty beer barrels, which floated high out of water, and two of the crew managed to clamber into one of the boats which had gone adrift after the final destruction of the vessel.

Most of the bodies have been washed ashore and an inquest will be held to-morrow.

The list of the dead is as follows: Captain Ledue; Clovia De Bellefeuille, engineer; A. Herbert, sailor; Jose F. Lehouf, fireman; Mrs. Michaud, stewardess; Alexina De Bellefeuille; Miss Ledue, aged 10; Mrs. Zilda De Repentigny and daughter, all of Valleyfield; Miss Valerie Vallois, Montreal; and Mrs. Joseph St. Marselle and son, Cascades.

The sole survivors were: Leonel Ledue, second officer, son of Captain Ledue; Alex Gosselin, wheelman; Cascades; and F. S. Baillarge and Felix Cousineau, passengers.

CHARLOTTETOWN AND ELSEWHERE

It pays to buy in this Province.

Rev. R. Osgood Morse, Summerside, was in Charlottetown yesterday.

The flag over the Charlottetown Post Office is flying at half mast in memory of the late John T. Clarkin.

D. MacKinnon and W. E. Hyndman, Charlottetown, were recent visitors to Halifax.

Daniel and William MacKinnon, North Wiltshire, spent Saturday in Charlottetown.

Rev. J. L. Fash will preach in the Baptist Church, Marshfield, Sunday afternoon Nov. 10th, at three o'clock.

Rev. W. O. Morse, Summerside, is in Charlottetown attending the meetings of the provincial temperance alliance.

The marriage takes place in St. Dunstan's Cathedral this morning of Harry Larter and Annie McDonald, both of Charlottetown.

Rev. George Orman, Grand Master of the Orange Association of P. E. I., will deliver an address in Fanning Brook hall this (Tuesday) evening at 7 o'clock.

Rev. H. S. Erb, R. Jones, Hazelbrook, and Miss Sadie Jones, Pownal, were among the delegates attending meetings of the provincial temperance alliance, Charlottetown, yesterday.

The assault case of McKenna, versus Cumiskey, Johnson River, which is being tried before Stipendiary Shaw, Charlottetown, was adjourned till Thursday next.

The young lad, Gallant, who arrived in Charlottetown Friday night last, was bound for St. Vincent's Orphanage and reached his destination the same night, where he is at present being cared for by the good sisters of that institution.

J. D. Lent, representing the western clock Mfg Co., La Salle, Ill., is in Charlottetown in the interest of his firm. The Western Clock Mfg Co. are the makers of "Big Ben" the famous three dollar alarm clock, known the world over and are large advertisers in The Guardian.

A. B. Brown has been appointed office manager of the Charlottetown warehouse of the Massey Harris Co. in the place of D. Schurman. The many friends of Mr. Brown who formerly held this position will be glad to hear of his reappointment.

Yesterday the Northumberland arrived in Picton from Charlottetown at 11.05 a. m. She left again about 1.45 p. m. with passengers, express, mail and freight and arrived at 5.45 p. m. She leaves today at 7.30 a. m. for Picton, returning about 5.30 p. m.

A few days ago while "Casey" Baldwin was giving an exhibition of Hydro-aerodrome flying at Baddeck, the floats came off the machine, the aviator was plunged into the water and the drome badly wrecked. At the time of the accident the machine was making over forty miles an hour. The hydro-aerodrome is practically a bi-plane fitted on floats and when moving at a rapid pace the latter barely skim the water's surface.

A. A. Bartlett and F. R. Heartz, Charlottetown, who are now making a European tour together, had a very exciting experience recently—an experience which they are not likely to forget. They had left Bordeaux by motor car when another motor car coming from the rear at a terrific rate ran into them with the result that both cars were smashed to bits and the occupants hurled out on all sides with great force.

Mr. Bartlett sustained a bad cut under the chin and a bruised shoulder while Mr. Heartz received a deep cut over the eye and had his head bruised. They were both taken to a pharmacy and had their wounds stitched. As a result of the accident they were both confined to their rooms for some days and will likely cut out that part of their trip through the South of France and will proceed to Switzerland.

Phone your order. No matter how small it is it will receive our careful, prompt attention and be delivered to you in as short a time as possible. We make a specialty of doctor's prescriptions by phone. Ask your doctor to phone the next one. The MacKinnon Drug Co., corner Gt. George and Kent Sts. METf.

What's Good Today?

Well, these are SPECIALS and mighty good ones, too. DOUGHNUTS—with a better flavor, purer and more wholesome, than any you've ever tasted before. Fresh today, a doz. . . . 12c. JELLY ROLLS—creamy milk-chole creamery butter—best pastry flour and finest filling scientifically blended. Fresh today, each . . . 10c. Phone 211.

Stewart's Bakery 163 Kent Street

LOST HIS LIFE IN HOTEL FIRE.

ST. LOUIS, November 2.—W. C. Douglas, a director of the St. Louis Union Trust Company, and identified with several other corporations, was burned to death, and more than twenty other persons were injured, three probably fatal, and 150 occupants of the Berlin hotel, an exclusive family hotel in the center of the fashionable west end residence district, were compelled to flee from the building in their night clothes, when a fire early today destroyed the building. Several other guests of the hotel were missing early today, and firemen are still searching the ruins for bodies. Douglas' body was found in the third story corridor. The loss to the building and contents is estimated at \$250,000. Guests are believed to have lost at least \$100,000 in jewelry. A horse carriage on the way to the fire struck a street car and three of the reel crew are believed to be fatally injured.

Neison Rattenbury, Charlottetown, returned on the express last night.

Ambrose Wood, Pownal, who has been on a visit to the Canadian West was a passenger returning on the express last night.

Mrs. Rogers, wife of the lieutenant-governor of Prince Edward Island is a visitor in town and is stopping at the Halifax hotel.—Halifax. Exe.

The eastern accommodation arrived in Charlottetown yesterday at 6.00, forty minutes late and the Tignish express at 11.15, one hour and fifteen minutes late.

Mr. Gallant, editor of L'Evangeline, who was visiting his former home on P. E. Island, returned to Moncton last week. Mrs. Gallant accompanied him on the trip.—Moncton Exe.

Mrs. Bryner, of Chicago, who was in Summerside, P.E.I., attending the S. S. Convention, crossed to the mainland on Friday and proceeded to St. John. Mrs. Bryner will be in Moncton this week to attend the provincial S. S. Convention.—Moncton Exe.

Considerable excitement was caused in Charlottetown yesterday afternoon when a horse attached to an express wagon dashed off at a tremendous rate down Prince St., and threw the occupants, two small children out onto the ground. The team reached its owner's stable minus the wagon. The children escaped without injury and apparently little the worse of their mishap.

Word reaches the P. E. Island Agriculturist from Attleboro, Mass., that W. V. Douse has sold his trotting stallion, C. R. V., to Thomas Hayes, of St. John. C. R. V. weighs 1,200 pounds, is jet black, and can show a 2.15 clip. Mr. Douse has also sold Thoughtful, 2.11, to the proprietor of the Exchange Hotel at Fort Fairfield, Maine. Messrs. Douse and McKee have disposed of Masterpiece, 2.18, by Ashland Wilkes, to Herlot Heck, of Calais, Me. Mr. Douse expects to again race on the Maritime circuit next season.—Moncton Exe.

At a meeting of the Board of Trade in Moncton last week on the resolutions passed by the Maritime Board of Trade at its recent meeting in Fruro urging upon the Dominion Government the necessity of double-tracking the I. C. R. between Moncton and the Atlantic seaboard, a second cable between the mainland and P. E. Island and other matters. A committee was appointed to co-operate with the other boards of trade and go to Ottawa and urge upon the Government the need of double-tracking the I. C. R., etc.—Halifax Exe.

There has been considerable anxiety regarding the government steamer Minto. This was somewhat relieved when C. H. Harvey, agent of the marine department, received a dispatch from the deputy minister of naval service at Ottawa to the effect that the Minto had arrived at Cape Wolsstenholm October 4, and was returning to Hudson Bay. Cape Wolsstenholm is at the northeast corner of Hudson Bay, at the western end of Hudson Strait. The Minto was expected in Halifax the latter part of October. It is supposed after starting the return voyage from Fort Churchill or Nelson, where she had been engaged in Hudson Bay terminal work, that she found the ice too heavy for her return, and will winter in either Fort Churchill or Nelson.—Halifax Exe.

Economical Toilet Soaps.

Delicately perfumed and will wear down to a thin sheet. All "Vinolia" goods made in England. 25 cents a box. Johnson & Johnson

Smoky City Wallpaper Cleaner

When you are cleaning the house for the winter months you cannot afford to do without Smoky City Wall Paper Cleaner. This is a new preparation that will instantly remove all dirt, grime and stains from wall paper, fresco and kalsomine without fading. Simply rub it on the wall and the dirt disappears as if by magic. Large package, enough for one room. . . . 25c. The 2 Macs 149 Gt. George St.

ST. LOUIS, November 2.—W. C. Douglas, a director of the St. Louis Union Trust Company, and identified with several other corporations, was burned to death, and more than twenty other persons were injured, three probably fatal, and 150 occupants of the Berlin hotel, an exclusive family hotel in the center of the fashionable west end residence district, were compelled to flee from the building in their night clothes, when a fire early today destroyed the building. Several other guests of the hotel were missing early today, and firemen are still searching the ruins for bodies. Douglas' body was found in the third story corridor. The loss to the building and contents is estimated at \$250,000. Guests are believed to have lost at least \$100,000 in jewelry. A horse carriage on the way to the fire struck a street car and three of the reel crew are believed to be fatally injured.

119-121 Queen St Ch'town

Moore & McLeod

The Millinery People

119-121 Queen St Ch'town

99c 99c

That Unrivalled Paillette Silk

39 to 40 inches wide Only 99c

Offered By This Store Only for P. E. I.

THERE ARE JUST TWO STORES EAST OF MONTREAL in which you can obtain this famous bright heavy PAILLETTE de CHINE silk. This store is one of the ones. Now bear in mind, this silk is not an ordinary yard wide silk. It runs 39 to 40 inches wide in every case. The quality is superior, the finish is superior, the value is superior. It is compared in the ordinary 99c class at all. We want you to put it against the very best \$1.25 silk you can find regularly. White, Ivory, Cream, Ecrú, Lemon, Tuscan, Old Rose, Pink, Sky, Saxe, Light Navy, Navy, Brown, M. Y. Olive, Reseda, Helio, Wistaria, Pearl, Nile and Black. 99c

Jacquard Satin Charmeuse \$1.65 40 Inch Shot Satin Marquise \$1.65

Here is one of the newest and most delightful silks for evening wear. Soft rich graceful, showing a dainty jacquard patterns in its weave. Pink, sky or Tuscan, 39 inch. . . . \$1.65

Queen Quality Ivory Satin Marquise \$1.75 Black, 36 Inch Satin Charmeuse 1.50

From time immemorial the ideal wedding gown has been of rich soft ivory satin it is the absolute perfection of its kind, full 36 inches wide \$1.75

Another dignified, graceful and rich silk, popular for every dressmaking purpose, full 36 inches wide, and is offered at, per yard . . . \$1.50 2 other grades \$1.75 and . . . \$2.50

Queen Quality Guaranteed Chiffon Taffeta Silk 36 in Wide at \$1.50

For Many Uses Nothing Can Destroy the popularity of taffeta, and for the people—many indeed—who prefer this silk—we offer a taffeta that will not cut. This is a chiffon finish soft, rich, lustrous and every length we sell you carry with it our six months guarantee. That is to say if it cuts or breaks inside of six months from purchase we will replace it. Black or Navy. . . . \$1.50

White Chiffon Taffetta Every quality In Beau de Soie

Black Pin Stripe \$1 30

Many of you have always bought Beau de soie for that best black silk dress. We offer the best Beau De Soie in the Province. Single width 65c to . . . \$1.50 Double width \$1.50 to . . . \$2.50

Plain Color Silks Single Width In Constant Demand 25c Up

For many purposes people simply must have single width silks—although for dresses it seems evident that the double width is here to stay. In the following lines we can offer you practically every shade that is to be had from the makers, Plain Habutias 25c Plain Tamolnes 50c Beau de Cygne 60c Paillette de china—all colors splendid value at 75c

Single Width Tamolines In Dresden And Brocade Silks Stripes For Dresses 55c For Fancy Work

For the coming fancy working days we recommend a selection from this great new line that we have just recently opened. Just come in and look them over Single widths. At All Sorts Of Prices.

Try Our Mail Order Service

You can buy in the city without leaving home with the same satisfaction as if you shopped in person. We receive all mail orders as soon as they arrive in the city and in every case you receive your parcel by return mail. Try us on phone orders.

MacKinnon Drug Company

Cor Great George and Kent Sts.

Let us congratulate you

If you are smoking a pipeful of our Bright Cut smoking tobacco we know you are in a mood when invitations are acceptable. It is the coolest and most agreeable smoke on the market. Burns freely and cleanly, and NOT THE TONGUE. Try our BLACK TWIST chewing tobacco. None better.

Hickey & Nicholson Tobacco Co. Ltd.

Phone 345, Charlottetown. Manufacturers.

Good Values In Horse Rugs

We are showing a splendid line of horse rugs here that at the prices marked are splendid values. We know all horsemen will be delighted with the showing.

Look over the values listed below:

- Brown felt throughout, strong with surcingle attached, 72 in. long. . . . \$1.15 each
- 30K—Jute, a nice rug, felt lined surcingle attached, 72 in. long. . . . \$1.25 each
- 30Y—Heavy felt, a good serviceable rug, surcingle attached, 72 in. long. . . . \$1.50 each
- 35KK—Extra heavy jute rug, lined, 72 in. long with surcingle. . . . \$1.69 each
- 35Y—KKK—A handsome rug with surcingle. . . . \$1.90 each
- 35KK—A medium priced rug, very attractive. . . . \$2.00 each
- 35Y—White duck, felt lined, 84 in. long, surcingle. . . . \$2.10 each
- 35Y—Brown duck, heavy felt lining, surcingle, with surcingle. . . . \$2.15 each
- 35Y—A very pretty red checked rug, lined, with surcingle. . . . \$2.15 each
- 41-2 KK—A long rug, 78 in. in. long, strong and durable. . . . \$2.35 each
- 95-1-2 White duck, felt lined, 84 in. long, surcingle. . . . \$2.70 each
- 95-1-2 Heavy duck, 78 in. long, heavy, lined. . . . \$2.80 each

Also halters, collar pads, horse brushes, clippers, curry combs stable brooms, hitcher chains, lanterns, whips, etc.

The Rogers Hardware Co LIMITED.