


"Paying for the name" is wise, or otherwise. It all depends on the name you are paying for.



**"Progress Brand"**

has a value, on a Suit or Overcoat. It guarantees style—and wear—and satisfaction. Look for the sign of good clothes—

THE LABEL THAT PROTECTS.

**Prowse Bros., Charlottetown.**

**40 p.c. Time Saved**  
IN BOOKKEEPING

This is what our Combined Ledger and Billing Outfit will do for the Retail or General Merchant.

THE OUTFIT CONSISTS OF

- 1 Ledger 11 1/4 x 11
- 1 Leather Tab Index
- 250 Ledger Leaves
- 1000 Bills in Duplicate

**\$23.75**

TRANSFER BINDER AND CARBONS FREE

Outfit 9 1/2 x 12 ..... \$21.50  
Outfit 8 1/2 x 11 ..... 20.00  
5 p.c. Discount if Cash accompanies Order.

**THE MCGOWAN MANUFACTURING CO.**  
P. O. BOX 228, ST. JOHN, N. B.

Only Loose Leaf Specialists in Maritime Provinces  
Buy one on our guarantee. You'll be grateful to us always.  
9-16dtf

**KING'S COUNTY GUARDIAN**

Offices in Montague, Capt. W. A. Johnstone Manager; and in Souris, Percy G. Seaman, Manager.

J. W. AND MRS. CARRUTHERS arrived in Montague by Wednesday's train after spending some time visiting friends in the western part of the Island.

ADVERTISERS and subscribers in Souris and vicinity are asked to hand all matters for The Guardian to P. G. Seaman, the company's agent at that place.

Most every person has something to disclose. All who reside in this county should hand an advertisement of some to their nearest Guardian Branch Agent and thus sell it quickly.

PETER AND MRS. LANDRY and Wm. Landry of Montague were passengers yesterday morning by the S. S. Enterprise en route to Pugwash, N. S., where they intend to reside in future.

ADVERTISERS and subscribers in Montague and vicinity are asked to hand all matters for The Guardian to Capt. W. A. Johnstone, the company's agent at that place.

**OVERFLOW**  
**QUEEN'S COUNTY**

W. F. Irish, one of the most popular burlesque masters on the I. C. R. arrived in the City last evening on the Halifax accompanied by his bride. They are on the honeymoon having been married at Arcadia, Wednesday. They intend staying a few days in this province.

Business men should remember that they can reach the country every day in the week except Sundays and stationary holidays by advertising in the Guardian's Rural Daily with a guaranteed average circulation for 1907 of at least four thousand per issue.

Fairyland was made prominent to citizens last night by reason of the brilliant sign at the entrance to the Opera House, which made the home of the new motion pictures known to all who came within range of its brilliancy. There was a large attendance last night and tonight should see a record audience. The new pictures to be put on are excellent, and include The New Hired Man, comic, and giving the subject a delightful interpretation; Anything to Oblige, a fantastic representation of a man whose wonderful facility in assuming disguises is perfectly mystifying and Daniel Boone a thrilling presentation of a sensational Indian tragedy. Miss Bremner will be heard in a new illustrated song: When the Snow-birds Cross the Valley.

**BORN**

MELLETT—Born at Somerville, Mass., Sept. 18th, 1907, to Walter A. and Mrs. Mellett, a daughter.

High speed operators want the SMITH PREMIER, it attains great speed with ease. The new-fangled machines are only pretty good for low speed.—A. Milne Fraser, 157 Hollis St., Halifax, N. S. 9-10d3H

**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.—Newspaper item."

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 record.

**ANNOUNCEMENT**

Concerts, Socials, Entertainments, Business, etc. of a money making nature **MORNING DAILY or RURAL DAILY PER WORD** (six words to each line)—One cent for each insertion.

Churches, temperance organizations, and charitable institutions, half rates if account for same is paid on presentation. Minimum price 15 cents. **Black type announcements double rates.** Births, Marriages and Deaths **FREE** but verses will count same rate as above.

**CARD OF THANKS** same rate as above when inserted in local, and otherwise at regular advertising rates.

No charge for notices of strictly religious services even when silver collection is taken, but all gatherings in aid or in connection with churches and charitable institutions, if an admission fee or collection taken, will be charged at half rates.

**Ten (10) per cent discount on above rates for cash with order.**

*The Guardian*

**OAL**

Egg Coal is specially prepared by this mine for household purposes and is giving entire satisfaction to customers. For steam and manufacturing purposes our Run-of-Mine and Screened Coal is equal to any on the market.

Also best quality Nut Slack and Coke for sale.

Island vessels are given prompt despatch.

**Intercolonial Coal Mining Co., Limited**  
OF WESTVILLE, N. S.

Shipping Pier, Pictou Harbor.  
**PRINCE EDWARD ISLAND AGENCY**  
**HYNDMAN & CO.**  
Managers for P. E. I.

**Your Liver**  
Will be roused to its natural duties and your biliousness, headache and constipation be cured if you take

**Hood's Pills**  
Sold by all druggists. 25 cents.

**G. L. MURPHY & Co.,**  
SYDNEY, C. B.  
General Commission Merchants  
Island Produce handled on commission.  
Prompt returns made.  
4-15rdw177

**FAIRYLAND**  
**Opera House**  
**TO-NIGHT**

The New Hired Man "Comic"  
Anything to Oblige "Impersonations Mysterious"  
Daniel Boone--Thrilling Indian Tragedy.  
Miss Bremner will appear in new illustrated song entitled "When the Snow Birds Cross The Valley."

Prices:--Upstairs 5cts. Downstairs 10cts.  
9-13dtf.

**The Old Reliable Marble and Granite Works**  
**E. F. PURDY**

desire to thank our many friends for their generous patronage of the past and say that we are better prepared than ever to execute all work entrusted to us, with neatness and dispatch.

No order too large or too small for us.  
Correspondence solicited. Designs and prices furnished cheerfully on application.

**E. F. PURDY**  
Kent Street Near Prince, Charlottetown.  
6-81dtftr23m.

**Sterling Prepared Paints**

including house (inside and outside) barn and carriage paint, enamels, varnish stains, etc. etc. With every can of these paints we give the manufacturer's guarantee to refund the purchase price or replace the paint should the goods fail to give you

**Absolute Satisfaction**

Don't take any chances, buy the goods that are guaranteed. Best quality of gasoline and all kinds of oils in stock.

Flour Feed Sugar.

Wholesale and Retail.

**R. E. MUTCH & Co.,**  
P. O. Box 657  
Phone 284  
Grafton St. Charlottetown.

**THE BOHEMIAN**  
**FOR OCTOBER**

The American readers of current literature are quick to discover a "good thing." Every month the demand for THE BOHEMIAN at the news stands in this city has been growing. Why?

It radiates entertainment. A look into it will rout a smile from the ambush of the gloomiest countenance and will brighten a mind weary with following the beaten paths of magazine literature.

For THE BOHEMIAN is "different." It is so compounded of snappy, unusual short stories, enjoyable humor, attractive portraits, anecdotes of persons of note, with clever drawings, and sparkling, illustrated special articles of the out-of-the-way kind, that the result is a delightful and peerless entertainer.

In the October Issue  
**THE AUTOBIOGRAPHY OF CUPID**  
wherein the little god makes a clean breast of his busy life;  
**HOW A JOKE IS MADE**  
wherein the master humorists of America tell the secrets of their craft; and  
**BEING A MODEL**  
which gives a glimpse into the methods of the New York studios.

9-18d6l.

**New Advertisements**

**FOR SALE.**

The undersigned offers for sale his valuable and conveniently situated farms of 143 acres situated as follows: 63 acres in Hampton all clear, and 80 acres one half mile west on the Crapaud road with 70 acres clean and the rest covered with a valuable growth of hard and soft wood. Exceptionally fine building. Both farms well watered, with pipe from spring to dwelling house.

This property will be sold separately or en bloc to suit purchasers.

Intending purchasers would do well to call and inspect the above.

A. MYERS,  
Hamp on, P. E. I.  
9-18d1r1l

**Sheriff's Sale.**

One Automobile will be sold at the ware rooms of Arthur Fraser on Friday the 20th, at 12 o'clock. 9-18d3l

**NOTICE TO MARINERS**  
and all whom it may concern

The new block at the head of Railway Wharf has been sunk and grounded and does not show above low water. Ship masters are warned against making fast lines or mooring to said block or coming near the clusters of piles which stand out of water.

DAVID SMALL,  
Harbor Master.  
9-18d1f

**FOR SALE**

That well known property on the North River Road, West Royalty, better known as the Milford Farm, consisting of 24 acres all clear. First class dwelling house, barn and outbuildings. For terms etc. apply to

JOHN C. McLEOD,  
9-16d4rth2p1d  
West Royalty.

**Closing Out**

300 pairs of women's, misses' and children's shoes and slippers a factory prices and less.

- \$2.75 shoes for ..... \$1.95
- \$2.25 shoes for ..... \$1.75
- \$1.50 shoes for ..... \$1.45
- \$1.65 shoes for ..... \$1.20
- \$1.15 shoes for ..... .50
- \$1.25 shoes for ..... .50
- \$1.85 slippers for ..... \$1.25
- \$1.65 slippers for ..... \$1.25
- \$1.60 slippers for ..... \$1.25
- \$1.45 slippers for ..... \$1.05
- \$1.10 slippers for ..... .85
- .85 slippers for ..... .70

sale for cash only.

**J. H. Bell,**