

S. A. McDonald

The Island's Leading Clothing Store.

Fashionable "Stanford" Ulsters for Men and Boys

Our \$9.50 'Stanford' ulster is going to prove a decided attraction to young men--and old men as well. Heavy dark olive tweeds with Stanford collar, double stitched seams.....\$9.50

Black Meltons \$8 to \$18

We are showing a splendid line of fine rich melton overcoats from \$8 to \$18. See them.

A Good \$12 Beaver Coat

Our \$12 beaver coat is a winner—it has all the good points of an elegantly tailored garment.

Good Quality Beaver Cloth Coat \$19.

This beaver cloth coat is from all appearances a \$50 fur-lined coat. Good quality Astrachan step collar, frog buttons, quilted lining. Priced here at only.....\$19

Campbell's Clothing



MESSINA TODAY.

A correspondent of the London 'Graphic' writes:

It is now nearly two years since the earthquake of December, 1908, which destroyed Messina, and the authorities have not even begun to clear away the debris to any perceptible extent. There is an extraordinary absence of any desire to grapple with the admittedly herculean task of pulling down the ruins and rebuilding the city.

The city, as it appears on approaching it by sea just looks as it did after the disaster—the screen of brick and masonry, behind which there is nothing but destruction; the perilous water-front, the clouds of dust. Pedestrians have to pick their way along the ruins, and many streets are still impassable.

Nevertheless there is a large population in Messina—100,000 persons, according to some accounts. These, however, are for the most part 'human vultures,' who flocked at the earliest opportunity to find what picking there might be. These persons live in the quarters provided by the charity of the Americans, British and other foreigners—rows on rows of wooden huts, most of which are provided rent free.

Will Messina ever be rebuilt? asks the correspondent, and adds: The Sicilian is a great teller of tales, and what splendid buildings are going to be erected at Messina. Here is to be the new Prefecture; there a grand hotel, where nothing is to be seen but ruins. And meanwhile? He is comfortable. Why should he trouble to rebuild Messina? There may be another earthquake—who knows? The huts, they say, are more sanitary, and certainly more safe.

The few foreigners who, for one reason or another live in Messina have to be content with these huts. Among them is Mr. Pearce, a plucky young Englishman, who has set up a tourist and guide agency.

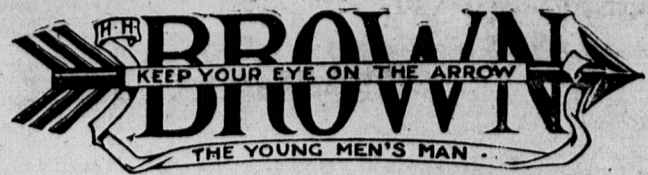
DISASTER IN PANAMA.

WASHINGTON, Sept 30—A big section of the Panama Canal prism was yesterday, filled up by a great landslide. Earth and rocks not only covered all the tracks on the east side, and filled the canal ditch, but spread over the track on the west side.

The slide occurred in the Culebra Cut, where the cut is the deepest.

HARD TIMES IN LABRADOR.

ST JOHN'S, Nfld., Sept 30—Conditions approaching those of starvation rise before the natives of Labrador coast at the prospect for the coming winter, owing to almost complete failure of the shore fisheries. The catch for the season will be the poorest in the annals of the country for the Labrador fisheries.



Some Really Good Values in Spring and Fall Coats

HERE'S more style to the square inch in these coats than can be possibly packed in any coats made by custom tailors now worn by young men. Then the prices are the most interesting part of the whole showing.

Exceptional values now offered for \$9.00

This coat shows all this season's smartness. A light weight vienna cloth, Chesterfield style, fly front, plain lapels, vent in back. Genuine value for.....\$9.00

Excellent Fall and Spring Coat for only \$10.75

This is a somewhat better quality coat, superior lining and trimmings, silk faced, coat body lined with splendid quality material and trimmed throughout with superior trimmings. Exceptional value for.....\$10.75 Other even better lines up to.....\$16.75

"We want your Doctors prescription When we started our store we determined to cater particularly for prescriptions. We had fitted ourselves by long years of study and practice for the work and our heart was in it. With that end in view we planned our modern dispensary. Look in at it when you will, it is always neat and clean with every adjunct for careful pain-taking service. Your Doctor will be pleased to have you come to us if you but tell him to write on our pad. Dispensing done by proprietor only. The Best Drug Store, The MacKinnon Drug Co, Cor Gt Geo & Kt St 1. dtf.

"Are you backward in your Penmanship or Arithmetic? Attend the evening sessions of the Union Commercial College. Enter now. Wm. Moran, Prin. 9-30dtf.

Your chance to replenish your shirt needs cheaply, from our new and latest arrivals, of shirts, priced 57 and 75 cents. See them. Prowse Bros. 9-29dtf

"Many a young man and woman who took advantage of our night classes to improve themselves, are today holding good positions. Are you earning only a small salary? If so, join our night classes and get an education that will fit you for a good position—Union Commercial College. Wm Moran, Prin. 9-30dtf.

See the handsome genuine mink muff that we are selling for twenty-nine dollars. It is a Winner. Come in and let us show you how you can save one third on furs—by taking advantage of our great sale of samples. Moore & McLeod. 9-15dtf.

Thinking of furs—we can show you how to save one third your purchase—See the great sale of sample furs at one third under the regular figures. Moore & McLeod. 9-14dtf.

"Don't fail to get in touch with the line of Furniture that leads them all. Paton's. 9-15dtf.

"RAISINS a few boxes, while they last at 4 lbs for 25c, apples 10c peck, plums 7c quart, herring 25c dozen—F. J. Holman & Co. 9-30dtf.

"Sterling value in iron beds at Paton's. 9-17dtf

"For downright good furniture values you can't beat Paton's. 9-16dtf.

"Paton's underwear is underwear of quality and approved by the gentlemen of P. E. I. The new lines are in keeping with the established high character of Paton's best. They await your call with pleasure. The evenings are now chilly and you want to make a change of underwear. 9-16dtf.

"Paton's Munnery always expresses novelty, originality and exclusiveness. Date of Grand Opening later. 9-16dtf.

OUR GOODS SELL BEST BY COMPARISON. PATON'S. 9-17dtf.

Our fur stock is just the one you want to see, prices to meet any in the province, goods to suit all tastes and pocket books. Prowse Bros Ltd. 9-29dtf

"See that wonderful Marmot Muff that we are offering at \$4.50. Some days ago the traveller for a big fur house noticed this line in our fur department—'where did you get it?' said he—'I have the same line among my samples—and my wholesale price is only a few cents lower than your retail.' That is the secret—just a matter of keen buying—that saves you big money in furs. Moore & McLeod. 10-1dtf.

Fall millinery as it is shown in the large fashion centres. Have you selected your hat yet? If not—we will be pleased to show you our elegant assortment of trimmed and untrimmed millinery to choose it from. Prowse Bros, Ltd. 9-29dtf.

"CREAM fresh every day also Buttermilk for sale.—F. J. Holman & Co. 9-30dtf.

WORN BY THE SMART WOMEN OF THIS COUNTRY. OUR HY-GRAND BROADCLOTH. NO OTHER JUST AS GOOD. \$1.75 LESS CASH DISCOUNT. ONLY TO BE HAD AT THIS STORE.—PATON'S. 9-14dtf.

Have you secured your fall coat yet? The finest range of handsome coats you ever saw is ready for you today. Come in and let us demonstrate. Moore & McLeod. 9-15dtf.

When you see our line of shirts, six hundred of them just in, selling at 57 and 75 cents, you will agree with us that we have never offered such value. Well finished shirts, in pretty patterns, fashionable and trappy looking. Prowse Bros, Ltd. 9-29dtf

"Value in bedding, blankets, mattresses, springs, sheetings, comforts at Paton's. 9-17dtf.

"Stove Cement for back of stoves and ranges that will out wear metal castings and only cost you 1-3 the price at Cameron's Hardware Store, London House. Price 4 cents lb. 9-22dtf.

Notice the lovely trimmings at the silk counter when you come to the millinery opening. You'll be delighted with the assortment—which affords you something to match any silk or dress fabric you may select. Moore & McLeod. 9-15dtf.

"Paton's prices on furs is the key to real fur values. 9-17dtf.



Roller Grates

Brass Hearth Sets, Brass Dog Irons, Hearth Brushes, Coal Vases, Coal Hods, Stove Pipe Elbows, Stove Boards.

The Rogers Hardware Co Ltd

"Paton's Munnery always expresses novelty, originality and exclusiveness. Date of Grand Opening later. 9-16dtf.

OUR GOODS SELL BEST BY COMPARISON. PATON'S. 9-17dtf.

Our fur stock is just the one you want to see, prices to meet any in the province, goods to suit all tastes and pocket books. Prowse Bros Ltd. 9-29dtf

MELOUBOURNE, Sept 30—In the Federal Parliament yesterday, Attorney General Hughes introduced a bill amending the Constitution providing that the Commonwealth have complete legislative control over trade and commerce, corporations and industrial matters, including employment, wages, and settlement of disputes, and giving power to deal with all trade combinations. The monopolies bill was read a first time and when passed will be submitted to a Referendum.

CAPTAIN TAYLOR'S PRESENCE OF MIND

SAVE A THIRD ON FURS bought a great line of sample from one of the biggest hou in the business—we got a d count on one third—we are ab to pass the benefit on to you. Just see the value. Moore & McLeod. 9-15dtf.

"Our underwear quality is always satisfactory. Try us. Paton's. 9-16dtf.

Overcoats of style and fashion at Prowse Bros. 9-29dtf.

"Be sure you get Paton's prices on furs before you part with your money. 9-17dtf.

"A very complete line of coat sweaters is here for you to choose from, at very reasonable prices. A dozen different color combinations, made up in the best possible manner, with three pockets, button cuffs, braid finish. You will like these. D. A. Bruce. 10-1dtf

"The line of unshrinkable underwear—ribbed and good weight that we offer you at \$1.29 per suit—should have your attention for a few minutes if you are interested in low priced underwear. Moore & McLeod. 10-1dtf.

"Gibson's Hypophosphites is an unrivalled nerve and tissue builder as well as for general debility and wasting diseases. The phenomenal sale of this preparation tells its own tale of value as a builder. We get many excellent tributes to its efficiency in renewing vitality and making the debilitated robust. Price \$1 a bottle. The Best Drug Store, The MacKinnon Drug Co, Cor Gt Geo & Kt Sts. dtf.

Barrettes—Hair Goods—turbans—side combs—etc, etc just opened at Prowse Bros, Ltd. 9-29dtf.

"The line that pleases. Paton's line of furniture and house furnishings. 9-15dtf.

We have every modern contrivance for turning out the very best laundry work, whether it be a delicate shirt waist, lace curtains, shirts or family washing. We're sure you'll be pleased with our work and our prices. Laundry that is done here is sweet, clean and pure and you'll take great pleasure in wearing it.

The Star Steam Laundry A. F. Webster, Prop.

CEMENT

300 bbls White's Portland very best cement. CARVELL BROS. 10-1dtfjtj.

Tanton's Watches

EVERY MINUTE of the day you can depend on them. What is it to you that your watch has kept time for a whole year if at the end of that time it fails you on a critical occasion.

W. N. TANTON
Sunnyside.
Phone 192-L

MONTREAL, Sept 30—The presence of mind of Captain Taylor, of the fire brigade, prevented a panic at the Casino Moving Picture theatre, last night. Taylor noticed smoke issuing from the hall, and after notifying the manager went quietly out and sounded the alarm. Before the reels came clattering up, the curtains were running down and the audience unaware of the blaze which was well up in the walls, dispersed quietly. The theatre was crowded with women and children, and any alarm must have resulted in an ugly panic.

"See window displays to-day for demonstration of the one third saving on furs, the showings will interest you. Moore & McLeod. 10-1dtf.

"The Blue Ribbon goes to Paton for quality, furniture and carpets. 9-15dtf.

FASHION SAYS THAT this is to be a coat season—and this store is ready for the greatest coat business that has ever been seen in P. E. Island. See our special line of fall and winter coats at \$12.75. Moore & McLeod. 9-15dtf.

"The Blue Ribbon goes to Paton for quality, furniture and carpets. 9-15dtf.

FASHION SAYS THAT this is to be a coat season—and this store is ready for the greatest coat business that has ever been seen in P. E. Island. See our special line of fall and winter coats at \$12.75. Moore & McLeod. 9-15dtf.

Suits to "suit" the most fastidious. Prices to suit the million. Prowse Bros, Ltd. 9-29dtf

We keep the best stock of English White Lead and Raw and Boiled Oil in the city. We have just received by the last Montreal Boat direct from England

5 TONS

Burrell's Genuine White Lead

We can suit you with both price and quality. The Old Established House noted for the best English White Lead and Linseed Oil.

Bruce Stewart & Co. Ltd.
Successors to
A. Kennedy & Co.
Box 243, Charlottetown dtf:rwit.

Send us your Laundry today

We have every modern contrivance for turning out the very best laundry work, whether it be a delicate shirt waist, lace curtains, shirts or family washing. We're sure you'll be pleased with our work and our prices. Laundry that is done here is sweet, clean and pure and you'll take great pleasure in wearing it.

The Star Steam Laundry A. F. Webster, Prop.

New, Beautiful, Artistic, Chinaware

Now opening, English, Austrian, French, German, Japanese

The largest and finest lines of CHINAWARE and GLASSWARE, we have ever shown.

Bought for CASH and priced LOW.

Carter & Company Limited
Wholesale and Retail.

We're Busy

Opening up a splendid assortment of

School Supplies

Sunnyside Bookstore

Haszard & Moore
dttsrwtf

NOTICE

We the undersigned milk dealers of Charlottetown agree to advance the price of milk sold in said city 5c to 6c per quart retail and 5c wholesale and cream 25c per quart. from Oct 1st 1910.

James H. Easter	Andrew McRae
Victor McWilliam	J. E. Holmes
Jno J. Wood	Wilfred Boyver
Gordon McKay.	Hammond Kelly
Alex R McKay	James Roper
Wm Doyle	Jno Enman
Fred Mutch	W. A. Mutch
Robert McFarlane	Ernest Pickard
Miller Matheson	Jno Dickinson
Milton Boyver	

9-29dtjpd.

A Tight Cough

is not an easy thing to lose. It takes hold of the Bronchial tubes and reaches for the lungs,

Shake it out

of the system. Take our Guaiacol Emulsion a remedy that will cure every time. Its curative properties go direct to the spot where the tickling annoys you and drives it out quickly

40c bottle
E. A. Foster
Central Drugstore
Sunnyside

COAL

If you want to secure the lowest price of the year, buy your winter coal now.

If you want good coal, permit us to fill your bin.

A. Pickard & Co
Phone 240

Monumental Work

will always find our prices on all headstones and monuments the most reasonable and our workmanship high-class.

All kinds of granite and marble headstones and monuments kept in stock. Designs and prices cheerfully furnished on application.

All orders or enquiries will have our immediate attention. Give us a call.

D. INNES
Successor to E. F. Purdy

You're Paying for Your Competitors Advertising

if you are not paying any attention to your own.

You are paying for it if you do not use productive publicity---you are paying for it by losing the grip on your trade---you are paying for it by continuing in the "rut".

Even if your ad contains witticisms that don't prove that it is productive of results--the one that you may pride in producing may prove just as offensive to the general public as it seems appropriate to you.

That you are an expert in your own business is just a proof that you should employ the services of advertising specialists.

Phone 123.

BONNELL
Advertising Agency