Follow the crowd to-day

to the Island's

Leading Store.

Special prices

on Fur Ruffs and Muffs,

Coat Sweaters, Gloves,

Handkerchiefs, and

Neckwear.

Everybody invited to-day.

S. A. McDonald

THE "TWO MACS" STORE OPENED

There have been a considerable number of business changes on Great George Street recently and among the most worthy of note is The Two Macs' new store two doors south from their old corner.

A striking transformation has taken place in this building since the contractors got to work and just as it stands now-rebuilt from top to bottom—it is one of the most attractive of the up-to-date drug stores of this city.

On the ground floor the main store, with the counters nicely laid off for the comfort of both customers and clerks, and the dispensary, with its modern equipments, are located. On the upper floor are the capacious stock rooms.

In the fixtures of the store itself a beautiful effect has been obtained in the shelving arrangements, the white, cleanly looking shelves with the drawers and other fittings in oak, forming a combination that is most pleasing. Two large mirrors, one on either side, set into the shelving, set off the fixtures of the shop. The shelving is enclosed with sliding doors with balbearings and keep all articles displayed in a conspicuous place.

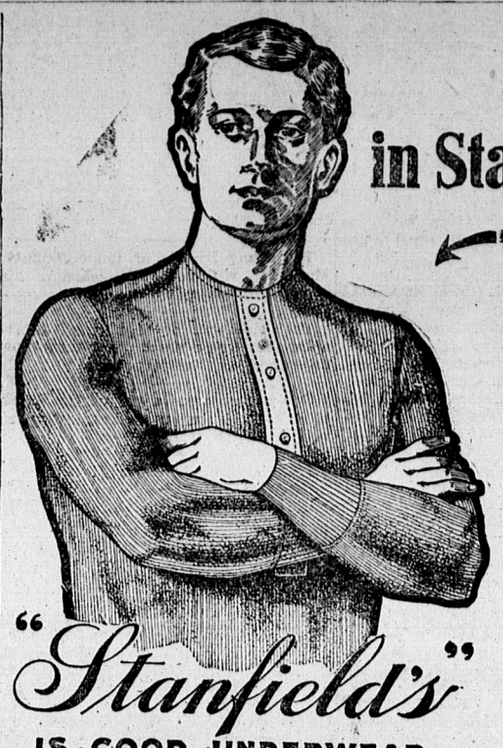
A new oak counter has been built and is a credit to the shop. The plate glass window 12 feet 3 in by eight feet is probably the largest window in the province.

The Two Macs have installed in their store the only light of its kind in Prince Edward Island—a "Tungsten"—Edison's latest make, a lamp which radiates 50 percent more light from the same number of kilowatts as the ordinary lamp. This lamp suspended from the centre of the ceiling, is in three strengths, either 1-3, ½ or whole strength can be utilized at will. The large window front is lighted by four more "Tungsten's" all 60 c.p.

The Two Macs have in a full supply of Christmas goods—notably chocolates of which they make a specialty. Their Mr Macdonald was the first to import the celebrated "Cadbury" chocolates from England.

It is interesting to note that to Mr Macdonald belongs the credit of having this part of Gt George St turned into a business section. He turned the first building he occupied from a dwelling to a store and now he has tranformed a harness shop into a handsomely fitted drug store. He has patronized home industry too, for in the fitting up of the new store only provincial material and workmanship was employed.

The new signs are beauties and consist of a swinging glass sign in the window, large gold lettering over the front of the store, and a large index sign before the door, all of which are the best and most artistic productions of their makers.



A "Stampede" in Stanfield's Underwear

"Stanfield's" IS GOOD UNDERWEAR.

WE'VE too many of this particular line and we're pricing them to move quick. You know what the name "Stanfield's" mean on underwear—quality unprecedented and the price reductions are unparalleled.

There's a good range of sizes and weights—splendid for early shoppers. Every price quoted means the best of bargains.

Stanfield's Truro Knit

sizes 34 to 40 per garment 85c
sizes 42 to 44 per garment 95c

Red Label—Medium Weight		Blue Label—Heavy Weight	
Sizes 34 to 40, per garment	$1.00	Sizes 34 to 40, per garment	$1.15
" 42 to 44 " "	1 10	" 42 to 44 " "	1.20
Black Mabel Heaviest Weight, sizes 35 to 44, special price	$3.25 per suit	" 46 to 48 " "	1 30

Some Working Shirts

Here's some splendid values in working shirts—some lines that we want you to wear and we're pricing them to close the deal. You'll see stores advertising them as sensational snaps for about our regular prices—but our special prices at:

Blue Knit, heavy weight, regular 75c, for ..... 55c.
Assorted lot of fancy knit shirts, regular 85c and 95c, for 65c.
Black and Blue Fleece Top Shirts, regular 85c for... 65c.
Better quality Knit Shirts, fancy front, regular $1.25 for 90c.

A Cap Snap 55c

If prices are any inducements these are "pullers." A few dozen assorted heavy Winter Caps, fur lined, all sizes. Good warm comfortable caps with everything high but the price. Regularly sold from 85c to $1.50, while they last. **55c** **55c**

Some Appropriate Gift Suggestions

Xmas Gloves	Lounging Robes	House Jackets
Fancy hosiery	Xmas Neckwear	Fitted Suit cases
Fancy shirts	Umbrellas	Hand bags
Fancy vests	Coats Sweaters	Handkerchiefs
Suspenders	Collar boxes	Caps
Fur Collars	Fur Caps	Clothing

Select his Present from his Own Store and he will think much more of it.

BROWN
KEEP YOUR EYE ON THE ARROW

Queen St. Just Around Hughes' Corner.

The Rogers Hardware Company Limited

Wonderful Bargain Sale

We Hit the Mark Every Time

Regular 1.65 Boker Skates and a Hockey Stick for 1c more
Regular 2.00 Boker Skates and a Hockey Stick for 1c more
Regular 2.25 Boker Skates and a Hockey Stick for 1c more
Regular 3.50 Boker Skates and a Hockey Stick for 1c more
Regular 4.00 Boker Skates and a Hockey Stick for 1c more
Regular 5.00 Dunnes Skates and a Hockey Stick and Puck for 1c more
Regular 2.25 Brass Kettle and a Tea Pot for 1c more
Regular 2.50 Brass Kettle and a Coffee Pot for 1c more
Regular 5.00 Gillette Razor and a Rubber Set Shaving Brush for 1c more
Regular 2.25 King Cutter Razor and a Razor Strop for 1c more
Regular 1.75 Asbestos Sad Irons and an Iron Heater for 1c more.
Regular 1.50 Cake Mixer and a Tubed Cake Pan for 1c more.

We are Headquarters for Cutlery and Sensible and Useful Christmas Presents.

The Rogers Hardware Co, Ltd.

Share of Your Xmas Trade

We make a nice showing of fine perfumes in fancy packages and on draught.

Leading Chocolates in attractive packages.

Ebony goods in hat, cloth and hair brushes—military sets Mirrows—Fine Soaps—Toilet Articles in general.

B. B. B. celebrated pipes—Tobacco pouches—Cigars by the box shaving gear.—

Hot Water Bottles, etc, etc.

Big reduction all around the store.

A.W. Reddin, Phm, B.

The Square Druggist.

Sunnyside

THE MORNING PAPER.

Some Reasons Why it Makes The Best Advertising Medium.

A woman's curiosity to know about society, marriages, births, deaths, forces her to read it.

The Morning Paper is before her all day long, and it is she who is doing her household duties, arranging and improving the appearance of her home, that the missing and necessary articles of furniture, rugs, carpets, curtains or other necessities, show up the plainest, and there could be no more opportune time for a dealer to tell about the new goods, the new styles and the bargains offered, for the day or week.

In a majority of homes the newspaper is practically the basis of the reading matter, and the living, all-day life from 5 a. m. to 10 p. m. of The Morning Paper gives not only the housewife but every member of the family an opportunity to read it.

The Morning paper is read at the breakfast table, again at home at noon, on the trains, in the restaurants. It is read in doctor's offices, professional offices, clubs, hotels, cafes, barber shops. It is read by daylight everywhere you go by both employer and employee.

It is a known fact that throughout the world, possibly with a half-dozen exceptions, the papers with editorial influence and national reputation are Morning Papers.

With these facts in mind, the business man who is looking after the real money-spenders of the family to interest in his goods will consult his best interests by placing his announcements where the women will read them.

The Best Christmas Gift

to one less fortunate than yourself would be a ton or half ton of

PICKARD'S COAL

HAVE YOU BEEN DOWN TOWN TO OUR SALE OF SUITS—IF YOU HAVE NOT YOU HAD BETTER CALL TO-DAY AND GET ACQUAINTED WITH THE VALUES WE ARE OFFERING. $7.75, $10.75, $14.75, $18.75 ARE THE SPECIAL CUT PRICES WE ARE OFFERING. MOORE & McLEOD. 12—18dtf.

"Briny Deep" Serge for men's suits gives the best wear. Every three yards stamped "Briny Deep Serge."

Xmas Reminders

14 k Pearl Set Brooches	Diamond Rings $6.00 to 150.00
14 k Pearl Set tie Pins	Ladies' and Misses Rings 1.25 and up
Solid Gold and Filled Lockets	Signet Rings Excellent value
Solid Gold and filled Neck Chains	Bracelets
Solid Gold and filled Lorgnette Chain	Gold Crosses
Solid Gold and filled Cuff Links	Watches for Ladies' Gentlemen and Boys
Solid Gold and filled Thimbles	Fobs

All goods sold are guaranteed as represented all jewelry Engraved FREE when sold

W. N. TANTON

Phone 192 L 15 Grafton St.

We Make Great Claims For Our Shoes But We Are Backed Up In Our Claims By Those Who Wear Them

CONROY

The Shoeman

Queen St. Ch'Town
early opp Bank of New Brunswick
d mw frntf

A WINNER

In the long run your a winner if you patronize the STAR. Your goods will be carefuly handled they will be promptly done. They will have personal attention. In short you get the BEST in laundry here without extra charge.

Goods called for and delivered.

A. F. WEBSTER

Star Steam Laundry

Join the Happy rowd of Eager Shoppers at Hazard & Moore's big Christmas Bazaar Elegant Goods and low prices all over the big Shop.

Haszard & Moore

drwtf.

Chisr tmas Chocolates

You make no mistake presenting them. We have an elegant line in

Fancy Boxes and Baskets.

Tempting Prices on all.

GEO. E. HUGHES

Apothecaries Hall.