

Your Advertising Appropriation

Do you know where your advertising appropriation is going? Have you any systematic way of regulating the sum spent, the space and mediums used and the dates and periods of insertion?

Is your advertising the kind that is merely readable for the time being or does it create that lasting favorable impression that makes your store stand out to the buying public with its irresistible attractions?

The science of advertising is to say the right thing at the right time and say it concisely and interestingly—that kind of advertising creates confidence and begets business.

Keep in mind when you want productive publicity.

BONNELL

Advertising Agency Cameron Block Phone 123

THE "ROYAL" LINE

To Europe Sailing From Montreal and Quebec to Bristol Steamships "Royal Edward" and "Royal George"

Triple screws, 12,000 tons Marconi Wireless, Deep Sea Telephones, Passenger Elevators, 6 Passenger Decks. The fastest triple screw turbine boats in the Canadian service.

Hyndman & Co. Ltd. Agents Canadian Northern Steamships Ltd. Offices, 61 Queen St. Charlottetown.

Sterling Bitters

The Never Failing Heart, Nerve and Stomach Remedy. A Proven Medicine of Exceptional Value. Testimonials and References by the hundred from people most prominent in City and Country. No failures.

P. McQuaid

42 Queen Street. Opposite Auld Bros. Price 50c per bottle

McDonald's Livery Sales and Boarding Stables

Grafton St. Opp. Law Courts Building. First class single and double rigs. Every thing new and up to date. Prices moderate.

George McDonald Proprietor

Furness, Withy & Co., Ltd STEAMSHIP LINERS

LONDON, HALIFAX SERVICE From London Steamer From Halifax Aug. 21st (Via Kanawha) Sept. 12th (St. John's, N. F.) Sept. 23rd (Via Shenandoan) " 21st (St. John's, N. F.) Sep. 17th. Ra pahannock Oct. 5th For Have Direct From Liverpool Steamer From Halifax Aug. 27th (Almeriana) Sept. 15th (Sept. 23rd) Durango "Sept. 25th (Sep. 17th) Tabasco "Oct. 9th

The above steamers have a limited accommodation for saigon passengers. Passenger and Freight Agents for the Allan Line Steamship Co. at Halifax FURNESS, WITHY & CO. LTD., Halifax, N.S. Agent

WORLD'S DEBT TO CANADA

A Wonderful Achievement

Discovery of "Fruit-a-tives" has meant health for all

Canada's fame does not rest solely on her furs and wheat fields. Her rise in the esteem of the world is not due to her Cobalt mines. It is the work of her great men that has made her great. A graduate of McGill University has won lasting renown for his original researches in the realm of Physics.

Everyone knows that fruit is wholesome, when eaten judiciously. Physicians generally recognize the fact that fruit juices have a beneficial effect on the various organs of the body.

It remained for a Canadian physician to discover a process whereby the medicinal action of fruit could be so increased as to make the intensified juices a wonderful cure.

"Fruit-a-tives" is this combination of fruit juices and tonics. Since its introduction to the public, "Fruit-a-tives" has met with a success accorded to no other medicinal preparation. The reason is plain. "Fruit-a-tives" is the one remedy that is actually made of fruit, and is the only remedy that naturally cures Constipation, Biliousness, Indigestion, Headaches, Rheumatism, Neuralgia, Backache, Kidney and Skin Troubles. At all dealers at 50c. a box, 6 for \$2.50, or trial size, 25c., or from Fruit-a-tives Limited, Ottawa.

TENDERS

Hospital for the Insane, Provincial Infirmary, King's Queen's and Prince County Prisons.

Department of Public Works, Charlottetown, Aug. 31st, 1910.

SEALED TENDERS Will be Received at this Office Until Noon on FRIDAY SEPTEMBER 16th, 1910.

from any person or persons willing to contract to supply the Hospital for the Insane and Provincial Infirmary, Falconwood, for the fiscal year ending September 30th, 1911, with supplies as per list to be seen at this office.

Also to supply Queen's, King's and Prince County Prisons for the same period and under the same conditions with the following articles:—Hard and Soft Bread, Molasses, Oatmeal, Kerosene Oil and Fresh Beef.

All articles are required to be of the best quality.

Tenders must express the price per barrel, pound and gallon and to be accompanied by the names of two responsible persons willing to become bound for the faithful performance of the contract.

The Trustees of the Department do not necessarily bind themselves to accept the lowest or any tender.

The tenders must express on the cover, "TENDERS FOR SUPPLY TENDER" and "HOSPITAL FOR THE INSANE AND PROVINCIAL INFIRMARY SUPPLY TENDER."

L. B. McMILLAN, Secretary.

9-2dr12i.

TENDERS

REPAIRS TO HOSPITAL FOR THE INSANE, FALCONWOOD

Department of Public Works, Charlottetown, P. E. I. September 1st, 1910.

SEALED TENDERS Will be Received at this Office Until Noon on THURSDAY, SEPTEMBER 15th 1910.

from any person or persons willing to contract for the repairing of the Cornice and Roof of the West Wing of the Hospital for the Insane according to plan and specification to be seen at the office of C. B. CHAPPELL, Architect, Charlottetown, and at this office.

Each tender must be accompanied by a certified cheque on any chartered bank payable to the order of the Commissioner of Public Works for the sum of 10 per cent of amount of tender. Cheque will be returned if tender be not accepted.

The Department does not bind itself to accept the lowest or any tender.

Tenders to be addressed to the undersigned and marked, "TENDERS FOR REPAIRS TO HOSPITAL FOR THE INSANE, FALCONWOOD."

L. B. McMILLAN, Secretary.

9-3dr19i.

AUCTION SALE

There will be sold on SATURDAY, SEPT. 17, at 10 O'CLOCK P.M. fifty head fat cattle and ten mixed cows. Terms 3 mos credit on approved notes.

JOHN STEWART, Auctioneer. 9-9dr6ipd.

CASTE IN INDIA.

The marriage of the Chief of Sangli is an event of far reaching social importance among Hindus says the Times of India. That it will tend to raise the marriageable age of girls is only one of the consequences that will follow therefrom. Having regard to the position of the reformer, we may expect his example not only to influence opinion in his community but to weaken the power of caste generally, for if the caste may be defied in one case it may be defied in another.

It may indeed be remembered that chiefs have sometimes claimed special liberties for themselves, and these have not affected the customs of their communities. In rare instances a Hindu chief has married a Mohammedan wife, but his community has remained as inexorable as before in its exclusiveness. The intermarriages between Hindu and Mohammedan ruling families in the time of Akbar had little influence on the marriage customs of the generality of Rajputs. Then again it has sometimes happened that a Hindu chief of one sect adopts some of the ceremonial customs of another sect in his palace, either from sincere conviction or as a compromise to earn the good will of influential sections of his subjects.

The religious neutrality which the British government observes was often adopted in different forms by the Hindu Kings. But their promises became the special customs. In the absence of the spread of education and of the ferment in Hindu society the isolated conduct of a ruling chief would have been of comparatively little consequence. Coupled with the wider and more persistent influence of English education, its potentiality for good is heightened.

Even in the days of Raja Ram Mohun Roy it must have been perceived that the most logical way of facilitating social reforms was to undermine the cast which stood as a barrier in their way. But as an attack on caste simply meant in practice that a few individuals cut themselves off from their relations and friends, without producing any immediate effect upon them, the price paid for reforms by individual suffering was generally felt to be beyond the real value of the article, and compromises were frequent and indeed almost invariable.

Caste rules can be easily enforced in villages and small towns, where every man's eye is upon every other and the

necessity for mutual aid is great. The growth of the larger towns and the facilities for travelling, the increasing popularity of migration, the growing pressure upon the time of men of business and education which disinclines them to enter upon petty investigations of individual lapses, the spread of liberalizing literature and the power wielded by the education classes—all these have compelled even the most sincere and earnest advocates of caste to allow matters to slide and to purchase peace at any price.

The caste tribunals maintain no criminal intelligence department and they have no laws of extradition. Punishment can be easily evaded by those who are on the move. Thus the institution of caste is slowly dissolving, not only because the fierce light of enlightened reason is beating upon it, but also because it is physically difficult to make men moral by means of caste rules. The Sanatana Dharma revivalists are found to rehabilitate or to support if they can the Varna or caste which has come to be recognized as an essential element in Hinduism.

Some writers have indeed said that when caste vanishes nothing will be a misnomer. Educated Hindus do not all admit this. The preachers of Vedaanta are placing Hinduism on a religious instead of a social basis. Whether they succeed in their efforts or not, the Sanatana Dharma revivalists cannot prop up an institution which is crumbling under a fire directed from so many quarters. The chief of Sangli is one general in the army. Yet his volleys must be more destructive than those discharged by smaller men.

Abbey's Effervescent Salt. A soft answer turneth away wrath, and a little of Abbey's Salt sweetens a sour stomach. 25c and 60c. Sold everywhere.

P. E. I. RAILWAY

Commencing on July 1st, 1910, the train of this Railway will run as follows:

Table with columns: Train Outward, Read Up, Stations, Dly., Mo., Tu., We, Th, Fri., Sa., Su., Fr., Sat. Includes routes to Charlottetown, St. John's, and other stations.

Table with columns: P.M., A.M., P.M., A.M. for various routes including Charlottetown, St. John's, and other stations.

G. A. SHARP Supt., P. E. I. Ry

G. D. Wright

Funeral Director and embalmer—Miss A. Ferguson, Lady Assistant—Personal Attention and Promptness Guaranteed. Ambulance calls answered at shortest notice.

Dominion Blend Tea

(Registered) A Peace Producer A Kick Eliminator A Business Increaser A Marvel To Taste Ask your grocer for Dominion Blend Tea Take no Substitute

Teachers' Convention

The Convention of The Teachers' Association of P.E. Island will be held on 21st, 22nd and 23rd Sept. in the Kindergarten Hall. The opening session will be at 10 a. m. Wednesday 21st. Papers and addresses will be given by members of the Association and Messrs G. N. Hay St. John and Dr. Broden, Halifax, will contribute to the programme, a full account of which will appear in a few days.

SMOKE and CHEW

LABOR KING

Twist Tobacco

Manufactured by ROCK CITY TOBACCO CO. QUEBEC.

ALL THE WAY-BY-WATER

Metropolitan Line Between Boston and NEW YORK

HARVARD & YALE

Boston to New York. \$4.00 Through Tickets to all Points.

Schedule: Weekdays and Sundays, from Boston, leave India Wharf at 5 P.M. Same daily schedule from Pier 14, North River, near foot of Cortland St. Due either city 8 o'clock the following morning.

FOR SALE

The valuable place known as the "Parkside Farm," situated at the west end of the town of Summerside, part of which adjoining the Summerside Driving Park. The Farm consists of 72 acres of prime land adapted for Dairy, Poultry, or mixed farming purposes having a half mile shore frontage with abundance of seaweed and every convenience desired.

Farm For Sale

The undersigned offers for sale his farm of 47 1/2 acres at Montague. Good dwelling house and outbuildings in first class repair. Land is clear and in a high state of cultivation. This is a rare chance for anyone desiring a first class farm and comfortable home, right in the village of Montague. For further particulars enquire

E. C. WHITE Montague Bridge 9-23dr14i

POLO SHOE POLISH. "GOOD FOR LEATHER - STANDS THE WEATHER" 10c

WONDER-SHINE. THAT'S WHERE I SHINE. When Silver or Gold is to be cleaned quickly and thoroughly use "WONDER-SHINE"

See us about perfect plumbing. Have you been disturbed by your faucets leaking, your water pipes bursting, your closet tanks failing to work, or your plumbing being worn out generally? If so, remember we are ready at all times to renovate old and worn out plumbing or put in new. If you want the very best quality of plumbing to replace the unhealthy old style see...

S. S. CASCAPEDA. Of Quebec Steamship Co, Ltd 1910

Leaves Montreal at 4 p. m. on Monday, September 26. Leaves Charlottetown on Monday, October 11.

CARVELL BROS. Agents

GUARDIAN CLASSIFIED ADS.

FEMALE HELP

WANTED—girl for house-work in family of two. Mrs. Floyd, 104 Prince St. 9-13d3ipd. WANTED, girl for general house-work in a small family. Apply at 87 Pownall Street. 9-13d3ipd. WANTED. Good, capable general maid. Small family—no children. Highest wages. Apply, Box 146, Truro, N. S. 9-13d1wpd. WANTED, girl for general house-work. Apply at once with references to 238 Queen St. 9-13d1wpd. WANTED, at once, a housemaid. Good wages. Apply to Miss Sullivan, Brighton Villa, 80 Brighton Road. 9-13d3ipd. WANTED, girl for general house-work in a small family. Apply at this office. 9-9d1wk. WANTED, girl for general house-work. Apply at this office at once. 8-30dtf.

FOR SALE

BOLOGNA SAUSAGE 15 cts P. W. Walker's, Euston St. 9-9d1wpd. SAFES—Dominion Safe & Vault Co's Safes will guard against loss by fire or burglars. They have demonstrated that they are absolutely fire-proof. The Canadian Fairbanks Co., Limited, St. John, N.B. FOR SALE on liberal terms that excellent situated residence 30 Great George St., at corner of King St. Near steamers, trains, market and churches. Apply to Arthur J. B. Mellish, Solicitor. 8-2dtf. HOUSE FOR SALE, very desirable dwelling, No 148 Euston St., with a frontage of 90 feet and running back, 160 feet. Apply W. A. Hutchison, confectioner. 7-25dtf. FOR SALE, a Gladstone carriage. Inquire at W. A. Hutchison, Crown Confectionery. 8-15dtf. FARM for sale, 150 acres in high state of cultivation good building, 6 miles from Charlottetown. Terms easy. Address W. W. Walker, City. 8-15d1wpd.

TO LET

COTTAGE to rent, furnished or unfurnished. Apply at 107 Weymouth Street between 7 and 8 p. m. 9-13d3ipd. TO LET, a beautifully situated cottage with coach house and stable, No. 6, West St. Apply on premises. 9-13d1wpd. HOUSE to let. Apply to 59 Dorchester Street. 9-9d1wpd. TO LET, one half of the three story brick house on Upper Queen St., containing 9 rooms and bathroom. Heated by furnace. This house has all modern improvements. Apply next door or at A. Horne & Co's., office. 9-2dtf. TO LET, corner Fitzroy and Weymouth Streets, occupied by Conductor McKenna. Possession Oct. 1st. Modern conveniences. Apply at 193 Weymouth. 9-14dtf. TO RENT, a large room suitable for dress-making, etc., in Masonic building. Ross & Matthews, City. 8-12dtf. TO LET, at Vernon River Bridge, a new cottage house containing eight rooms with stable and coach house. Pleasantly situated near the Vernon station and River. Apply to George Forbes, Vernon River Bridge. 7-7dtf.

Extra Value. The following singly or by the dozen: Hand Soap, Shoe Blacking, Shoe Dressing, Harness Dressing, Metal Polish, Silver Polish, Ink. Jas. Kelly & Co.

Nearly Everyone Wants a Watch. one that will keep time To-day and to-morrow and the days after

Such are the kind we have. Special care being taken in the testing to fit every Regina or Waltham Watch we sell. To do the work a watch should do—well, and we will guarantee that our customers get what we want them to have in, dealing with us—satisfaction.

E. W. Taylor. Established 1870, South Side Queen Square.

THE EDITOR

A JOURNAL of information for all Literary Workers. Thirteenth year. Only permanent and successful magazine of its class. Tells what editors want; how MSS. should be prepared; where to find the best market. Answers every question that you want to know about the business of writing for the press. 10c a copy. \$1.00 a year. Send to for sample copy, or 25c for three recent numbers.

THE EDITOR Deposit, N. Y. —25dtf

PLANT LINE

Direct Route to Boston

Sailings for September to HAWKESBURY, HALIFAX and BOSTON. TUESDAYS and FRIDAYS AT NOON. AUTUMN EXCURSIONS TO BOSTON and return, good for 30 DAYS from date of sailing. Rate \$12.00 Commencing 15th September.

Returning leave Boston Tuesdays and Saturdays at noon. T. NICOLL Agent, Charlottetown. 4-25drth6m.

CANADIAN PACIFIC ATLANTIC STEAMSHIPS

Montreal, Quebec, Liverpool Fri. Sept 23—Empress of Britain Thu. Sept 29—Lake Champlain First Cabin Embroidered, \$90.00 up. One Class Cabin Lake Champlain \$47.50 up. Lake Manitoba \$47.50 up. Second Cabin Embroidered \$51.25 up. Third Cabin Embroidered \$30.00 up. Other boats, \$28.75 W. B. HOWARD, P. A. C. F. B. St. John, N. B. J. E. Matthews, Agent Charlottetown.

INTERCOLONIAL RAILWAY

Annual Western EXCURSIONS Round Trip Fares From Charlottetown

TO Detroit \$26.75. St. Paul \$46.34. Chicago \$30.00. Cleveland \$27.00. Correspondingly low fares to PORT HURON, SAGINAW, BAY CITY, and GRAND RAPIDS, MICH. Good going Sept. 14, 15, 16. Good for return Oct. 4.

W. K. ROGERS, Agt. Charlottetown.