

### If you Are Considering



having a nice made-to-measure suit this spring, now is the time. Our new suitings are now here. In our tailoring department we are now turning out stylish suits. Prices \$15.00 to \$35.00. Fit and finish guaranteed.

**S.A. McDONALD,**  
The Leading Fashionable Tailor

### A necessity in every household is A Good Hot Water Bottle

See our assortment. Goods guaranteed. Prices right.

*The*  
**Red Cross Pharmacy**  
202 twmtf

### THE KING'S COUNTY GUARDIAN

Albert MacLeod, Beach Point, arrived home recently from Boston, making the entire trip in three weeks. Hurrah for the Tunnel!

Miss Sude Love, Charlottetown, daughter of H.L. Love, Engineer, Murray Harbor Branch Railway, has returned to the city, from Murray Harbor South, where she has been spending a few days, the guest of Miss I.R. Prowse.

On Tuesday evening, March 19th, the members of Morning Star Lodge, Marie, No. 97, I. O. G. T., celebrated its second anniversary by a supper held at the house of Samuel and Mrs. Jay, Marie, Russell Cox presided throughout the evening. About 40 members were present, and a very enjoyable evening was spent in music, singing, games, and free hand drawing. After partaking of a sumptuous repast all were treated to homemade candy by some of the lady members. A hearty vote of thanks was tendered Mr. and Mrs. Jay by the chairman in behalf of the Lodge for the manner in which they entertained the company.

### GOOD ADVERTISING.

"Good advertising is that which sells goods," and no other sort is "good advertising." This may sound unreasonably. But is it? I think not. One man will say that good typography is good advertising; another will say that clear-cut wording of the ad is good advertising; another is carried away with the idea that eye-catching illustrations are good advertising. Varied are the ideas on the subject. None can dispute that good advertising is the kind that sells the goods, however.

Good advertising is built upon a little word of seven letters. It is spelled h-o-n-e-s-t-y. No matter how attractive an advertisement may be constructed, it is not good advertising unless "honesty" is its feature. There are those who will say: "Well, I know of advertising that was not honest and it produced results." The fellow who would make such a remark probably meant "temporary results."

It is impossible for temporary results to be construed into meaning "good advertising." The truth of my assertion is proven by the desire on the part of many advertisers to use such advertising as will produce results right along, even after the advertisement is withdrawn. Honesty is the only ground upon which such advertising can be constructed. Attractive advertising may catch the reader's eye, perhaps inducing him to buy, but it will not make him recognize the goods to some one else unless he got a square deal and believed the article deserved recognition. Honesty brings recognition and recognition sells goods. Perhaps, we should have said that "honesty and recognition" form the foundation upon which good advertising is built.

Not long since a big cigar store in New York city advertised to sell a certain brand of cigar at a cut price. The advertising was attractive and convincing to the point that hundreds of people went to the store the day the advertisement appeared for the purpose of purchasing the particular brand of cigars advertised. The moment the customer asked for the cigar he desired, a slick-tongued individual said: "We are selling this cigar (showing something different) today in boxes of 25 for \$1.25. It is a great bargain and we are making a drive on them." When the other cigar was again asked for, the flippant clerk produced them with the admonishment that the customer was throwing away a chance to pick up good money by not buying the special box of cigars.

That sort of advertising is not good advertising; it is not honest advertising; it is not advertising of the sort that creates recognition. A sucker may be born every two or three minutes, but the advertising that is good advertising is the kind that influences recognition among conservative, money-earning, money-pending advertisement reading people.

"Good advertising" means honesty all along the line. It does not mean pitting your wit against that of the buyer or in saying that your methods and your goods are the best. Every advertiser can say the same thing. Nor does it mean saying that your competitor is on the run.

You take the first few steps toward good advertising when you let the public know that you are pleased to see that others are doing well. Bear in mind that common sense is yet prevalent among people who read advertising. "Good advertising" doesn't mean dragging another fellow down. Be pleased that other advertisers are making good. "The survival of the fittest" may sound all very well, but you are courting "good advertising" amidst pleasant hours, when the public is

willing to believe that you are of opinion that about everybody is fit to survive when the public believes you are honest in your business and that "topping" with you means getting a square deal.

### A Voice From The Stomach

A Bloodless Fight Between a Tablet and a Habit. The Tablet Wins.

At the age of 22, Clarence had good digestion. He had gastric juice that could dissolve doughnuts and turn apple-skins into good blood corpuscles. At the age of 24, he began to be profuse about the waist and lean backwards. He also began to cultivate several chins. In his new-found pride he began to think it his duty to gorge himself on everything, the good and the bad, for appetite feeds on appetite—and every good thing is abused.

His pictures showed that he took on weight after he put his collar on. He also began to experience several chins. He attended oyster suppers and wine dinners, which reduced the size of his collar from 16 to 15. With still abiding faith in the strength of his stomach he gulped his meals, and chewed them afterwards.

At the age of 28 Clarence began to hear an inward voice—a warning from the stomach. After each meal, he would feel bloated—and belching became a habit.

He began to be a light eater—and a heavy thinker. He tried to think out a cure, for now he would sit down at his meals absolutely disgusted at the thought or sight of anything to eat.

He would sit down at his meals without the trace of an appetite, just because it was time to eat.

He would often feel a gnawing, unassisted "still-hungry" feeling in his stomach, even after he was through eating, whether his meal was well cooked or not.

And he suffered a good many other things with his stomach that he could not explain, but that made him grouchy, miserable, out-of-sorts and generally sour on everybody and everything.

Finally he read an account, something like this, about the truly wonderful results obtained from Stuart's Dyspepsia Tablets in all cases of stomach trouble, dyspepsia, and so on. He bought a 50c box at the drug store, and took the whole box. When he started, he had little faith—and less appetite. When he finished he had absolute faith—and more appetite, and more good cheer. Things began to taste different and better to him.

Now he has no more dyspepsia, no more indigestion, no more loss of appetite, brash, irritation, burning sensation, heartburn, nausea, eructations, bad memory, or loss of vim and vigor.

Remember one ingredient of Stuart's Dyspepsia Tablets will digest for you 3,000 grains of food, just as it did for Clarence.

This relieves your stomach of the work of digesting until your stomach can get strong and healthy again. Your stomach has been overworked and abused. It's fagged out. It needs a rest.

Let Stuart's Dyspepsia Tablets do the work of your stomach. You will be surprised how fast you'll feel after eating, and how lustily good everything will taste to you.

Heed the call of the stomach now! There's a world of good cheer in one box of Stuart's Dyspepsia Tablets,—at any drug store, 50c.

Send us your name and address to-day and we will at once send you by mail a sample package, free. Address F. A. Stuart Co., 84 Stuart Bldg., Marshall, Mich.

LOVELY NEW SILKS FOR SPRING—the lot of new silks we have just opened is meeting with commendation on all sides. We are very anxious to have your opinion on the matter and hope you will drop in to-day and let us show you the goods.—Moore & McLeod. 3-25011

Rapid Business Penmanship, taught by a rapid business writer, and a thoroughly, COMPETENT and EXPERIENCED teacher at the Charlottetown Business College. Remember that we do not claim everything in order to get a student. Investigate before entering, and always remember, "The C. B. C's. get there." 1-74df.

NEW PERSIAN LAWNS IN SEVERAL QUALITIES just opened. These popular fabrics are just such as you will be pleased with, and are now on exhibition in our wash goods department.—Moore & McLeod. 3-25011

### Pure Beeswax for Grafting Purposes.

Wholesale and Retail.

**A. W. Reddin, PhmB.**  
The Square Druggist,  
Sunnyside.

### DID YOU SAY FISH?

We have a large variety of the best SHREDDED CODFISH IN PACKAGES, BONELESS CODFISH, DRIED CODFISH.

**Canned Fish** of all kinds from the most reliable dealers.

**Do you Like** Kipperd herring? We have the best.

**STEWART & SON**  
Phone 251. Queen St.

### EDITOR'S MAIL.

### THE DOG QUESTION.

Sir,—In The Guardian of March 14, I noticed a communication from a resident of Little York in regard to the raising of sheep and taxing of dogs. It is worthy of thoughtful consideration by every farmer on P. E. I. As the present prices ruling for sheep and lambs make it the most remunerative part of the farm for the labour involved, it seems too bad that we farmers have been compelled (in part at least) to give up such a profitable industry all on account of those worthless dogs that are ever roaming the country.

Now, Sir,—I believe it would be very much to the advantage of the people of this Province as a whole, if the Government would place a tax anywhere from \$2 to \$5 on every dog, said tax to be used as common revenue and in addition that every person keeping a dog should be compelled to provide a collar with owner's name inscribed thereon.

As one who has suffered from dogs killing my sheep, I know how hard it is to convince our neighbors that their dogs would kill sheep, but if the owner of each dog was compelled by the Government to pay a license fee and the law rightly enforced it would very much lessen the number of dogs running at large and those that will be kept would become more valuable to their owners as they would be found at home instead of ranging the country. With such a law in force we farmers could again go into sheep raising without fear of having our flocks destroyed by hungry dogs.

Trusting the farmers of our fair Island will interest themselves in this very important matter.

I remain  
High Bank, C. L. S.

### A TOAST.

Here's to the man whose hand is firm when he clasps your own—  
Like a grip of steel  
That makes you feel  
You're not in the world alone.

Here's to the man whose laugh puts the somber clouds to rout—  
The man who's fair  
And kind and square  
To the one that's down and out!

—MILWAUKEE SENTINEL

### MARRIED

SCHURMAN—HOBTON—At the Manse, Summerside, March 21, by Rev. R. U. G. Strathairn, Leonard Hobton and New Annan, and Mary Jane Horton, same.

### DIED

McDONALD.—In Boston, on March 22nd, Allan J. McDonald, 101 of John R. McDonald of St. Matthews, La. P. E. I. Remains arrive home Wednesday, and funeral Thursday.

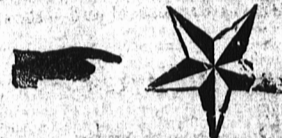
### Home Made Bread

White 7c. loaf.  
Brown 8c. loaf at

**Walter S. Brown's,**  
GROCER.

Phone 199 Phone 199  
Cor. Kent and Great George St.  
3-1471111.

### THAT'S THE SPOT



Steam Laundry  
Where Good Work Tells.

Kent St. Phone 151.  
**A. F. WEBSTER**

### The Newest and Best

### March Magazines

now on sale at

**HASZARD & MOORE'S.**

2-1471111.

### Lobster Packers' Supplies

- Wire Trap Nails,
- Galvanized Trap Nails,
- Box Nails,
- Coated Box Nails,
- Boat Nails,
- Galvanized Sheets,
- Black Sheets.
- Bar Copper,
- Copper Paint,
- Coal Tar,
- Rops,
- Twine,
- Oakum,
- Hatchets.

Paints, Oils, Turpentine.

WHOLESALE AND RETAIL

**The Rogers Hardware Co., Ltd.**

### Low Price Store! New Spring Prints

We have just received our

We are exhibiting a large range of them in both our show windows.

We won the reputation last year of having the prettiest and best prints in the city. This season we have a larger variety than ever.

The Patterns are Choice.  
The Quality is Good.  
The Prices are Low.

**W. C. TURNER & CO.,**

Sunnyside, Queen Square, Charlottetown.



### New Hats

Arrived Yesterday

### "American Franklin"

The best American Hat made.

Ask to see the Franklin flat rim special.

Have a look at my window to see the new spring shapes.

There are others in town but none so good, none so stylish.

Also an elegant range of American caps.

I expect my English ones every day now.

Have a new hat for Sunday.

**H. H. BROWN,**

The Hat and Cap Man.

We are headquarters for

**Granby Rubbers**

—AND—

**Rubber Boots**

**GOFF BROS.**



**Mail Contract**

SEALED TENDERS addressed to the Postmaster General will be received at Ottawa until noon, on Friday 12th April 1907 for the conveyance of Her Majesty's Mails, on a proposed Contract for four years, six times per week each way, between Cardigan Bridge and Lot 56 from the 1st July next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Cardigan Bridge, Lot 16, Glenfanning, Bridgetown, Dundas, Pointe-à-Pic and Primrose and at this office.

JOHN F. WHELAN,  
Post Office Inspector.

### WANTED

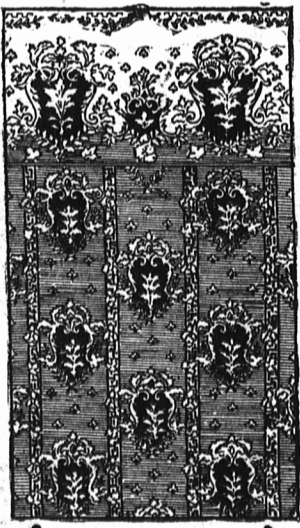
First class teacher for the senior department of Marshfield School. Supplement voted.

L. H. D. FOSTER,  
Secretary.  
3-134mwf61r561p.

### FARM FOR SALE

Situated in Rollo Bay, head fronting on the Bay and known as the Bourke farm. Contains 70 acres of land; 30 acres clear the balance covered with hard and soft wood. For further particulars apply to

JOHN H. MCKINNON,  
Rollo Bay Centre.



### WALL PAPER

1907

(Price of border same as side-wall per double roll.)

SAMPLE BOOKS are now ready.

Our new and up-to-date stock of WALL PAPERS for 1907 is

now open for inspection, and our WALL PAPER DEPARTMENT is now situated on first floor, no more climbing up stairs, no time lost looking for the store as everybody knows where CARTER'S BOOK, STATIONERY and WALL PAPER STORE is. Prices per double roll from 7 cents up, borders same price.

Please note:—We have the sole agency for

**Colin McArthur & Co's**  
**Wall Paper**

in this PROVINCE, the largest factory in Canada. The colorings and designs for this year are superb.

**Parlor, Dining Room, Bed Room**  
**Hall and Kitchen Papers**

of matchless beauty. Ask us to send you our sample books.

**CARTER & CO.,**  
LIMITED.

7c.