

Happy New Year.

Parwell 1913 Hall 1914 With all my heart and a my soul...

Come to Jesus.

Souls of men why will ye scatter Like a crowd of frightened sheep?...

A Hundred Years From Now

By Mary A. Ford—"Use." The surging sea of human life forever onward rolls...

All Stuffed Up

That's the condition of many sufferers from catarrh, especially in the morning. Great difficulty is experienced in clearing the head and throat.

Hood's Sarsaparilla

Cures catarrh—it soothes and strengthens the mucous membrane and builds up the whole system.

like breakers on thy shore; They rush upon the rocks of doom, go down, and are no more.

The Midnight Watch

By Michael Sautler, We sit by the dim firelight, in the watches of the night,

With its evanescent glitter, a carnival of hours, Then penitential days, with life's deserted ways.

How like a dream appears the procession of the years, With its evanescent glitter, a carnival of hours.

As on the river's brink the wild deer stoops to drink, Nor heeds the long-legged shadows that are deepening on the shore.

As on the river's brink the wild deer stoops to drink, Nor heeds the long-legged shadows that are deepening on the shore.

Why should we try so earnestly in life's short, narrow span, On golden stairs to climb so high above our brother man?

Why prize so much the world's applause? Why dread so much its blame, A fleeting echo is its voice of censure or of fame;

O patient hearts, that meekly bear your weary load of wrong, O earnest hearts, that bravely dare, and, striving, grow more strong!

Press on till perfect peace is won, you'll sever dream of how you struggle on, till life's labor road a hundred years from now.

Grand, lofty souls, who live and toil that freedom, right and truth alone may rule the universe, for you if earth's youth;

Good For The Bill-Posters.

Lithographs of the Nativity Throughout Nation.

Advertising and altruism. Billboards and benevolence. The best of space and the Christmas spirit.

They have, says a reporter in the New York Evening Sun, and continue: Not only throughout the country, but in this, our seething melting pot of a city, from which the milk of human kindness is said to be skimmed so greedily that only the whey of bitterness remains,

During your daily travels through Manhattan, the Bronx and Brooklyn you may have wonderfully observed on billboards a beautiful lithograph of the nativity of Christ.

The Magi are there with their presents of gold, frankincense and myrrh. Through the doorway in the blue mist of the night appears their caravan, the backs of the camels and the robes of the servants silvered by the guide star of the desert w stars beyond the city of David.

Mary is supporting the child, who stands with arms extended above the coarse straw of the manger. In her eyes is a far away look, evidence that she is pondering the great event to her heart. In a stall are the ox and the ass, mute adoration in their attitudes. The picture has borrowed from the old masters and combined the ideas of the modern school.

While you are absorbed in the picture's beauty the question assailing you constantly is: "What does it advertise? Where the 'good goes to?'" In the lower left hand you have found the mystifying inscription: "Ask y'r Sunday School teacher to tell you the story." That is the only hint at an explanation.

Beginning the Good Work. We started by looking sharply for the cloven hoof of the press agent—and ended by rebuking ourselves for our cynicism. As far back as last July, at the annual convention in Atlantic City of the Poster Advertising Association, a nation-wide organization comprised of 3,000 poster companies, it was decided to inaugurate an uplift movement looking especially to the betterment of the poorer class of children.

"We felt," said Barney Link, president of a local poster company whose name he specifically should not be mentioned, "that having a hand the medium of pictorial appeal, we should utilize it to instill in youthful minds noble and inspiring thoughts. We were thinking particularly of the handicapped child whose education is restricted.

"In New York 300 of the nativity posters are up. In every other city of the United States and Canada, having over a population of 3,000 the same picture has been put on the billboards in numbers according to our membership in the various cities. 'The Nativity' is the work of Edward Volkert, an artist of Cincinnati."

Will welcome to the New Year across the North and South, With grateful hearts, we'll raise glad hymns of prayer and praise, Which will soon above the rolling of the bell!

JAMES H. REDDIN, Barrister, etc., Has Removed his Office from the City Hotel Building, Great George Street, to rooms over Grant's Implement Warehouse, Corner of Queen and Sydney Streets.

Her HEART and NERVES

We're So Bad She Could Not Sleep.

To those who sleep in a kind of way, but whose rest is broken into by fearful dreams, nightmares, sinking and smothering sensations, who wake in the morning as tired as when they went to bed, we can recommend Milburn's Heart and Nerve Pills.

Milburn's Heart and Nerve Pills are 50c per box, 3 boxes for \$1.25 at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

We can only have the highest happiness by having wide thoughts and much feeling for the rest of the world.

Minard's Liniment cures Neuralgia. Good as beautiful is she with gifts that match her goodness; no fault flaw in the white; she wore the pearl you think you saw.—Daniel Barlow.

Mary Ovington, Jasper, Ont. writes:—"My mother had a badly sprained arm. Nothing we used did her any good. Then father got Hagyard's Yellow Oil and it cured mother's arm in a few days Price 25 cents."

Minard's Liniment Co., Limited, Gentlemen.—I have used MINARD'S LINIMENT from time to time for the past twenty years. It was recommended to me by a prominent physician of Montreal, who called it the "great Nore Sotia Liniment."

W. H. Wilkinson, Stratford, Ont., says:—"It affords me much pleasure to say that I experienced great relief from Muscular Rheumatism by using two boxes of Milburn's Rheumatism Pills. Price a box 50c."

Minard's Liniment cures Dandruff. Wife (at breakfast):—"I didn't bear you last night when you came in?"

Hobby:—"No, I thought at first I'd gotten into the wrong house!"

A Severe Cold Settled On Her Lungs.

Mrs. Geo. Murphy, Spence, Ont., writes:—"I have had occasion to use Dr. Wood's Norway Pine Syrup, and can say it most certainly is a wonderful medicine. Last winter my little girl, just a year old, took a severe cold which settled on her lungs. I tried everything, and was almost in despair, when by chance I read of Dr. Wood's Norway Pine Syrup, and decided to try it. I got two bottles, and as soon as I started to use it I could see it was taking effect. I gave her three bottles in all, and they completely cured her."

English Goods Now Opened

We are just in receipt of 7 cases "New Goods" from the O'd Country, consisting of Navy and Black Dress and Coating Serges, Tweeds, Blankets, Hosiery, etc.

Fall and Winter Coats

These Garments are greatly admired and quite a number have already been sold. The prices are within the reach of everyone, ranging from 6 to 25 dollars.

Shawls & Carriage Rugs

A new lot of large Woolen Shawls are here. The real old Scotch knit imported from Glasgow. Also some nice Carriage Wraps.

Childrens' Coats

Exceptional Values in Childrens' Coats and Dresses. This is your opportunity, as these Sample Coats are offering at 25 p. discount.

Millinery

Our success in this Department, Season after Season has made it unnecessary to go into detail. This year our output in Hats, trimmed and untrimmed has been wonderful. Try us for your Fall Hat this year.

L. J. REDDIN

"The Store That Saves You Money" October 8th, 1913.

ADVERTISEMENT OF THE Live Stock Breeders' Associations Of Prince Edward Island

The following Pure Bred Stock are offered for sale. 4 Holstein bulls and bull calves. 5 Ayrshire bulls and bull calves. 3 Shorthorn bulls and bull calves. 6 Clydesdale Mares and Colts. 2 Clydesdale stallions. 5 Pure Bred Hogs. 1 Short Horn bull (2 years old, tested for tuberculosis).

A GOOD REPORT!

will be made by discriminating smokers after a trial of our RIVAL AND MASTER MARINE Smoking Tobaccos. Cool, sweet and fragrant. Burns cleanly and freely but NOT THE TONGUE. Try our Combination Twist Chewing Tobacco also. It's worth the money every time.

HICKEY & NICHOLSON Tobacco Co.



MANUFACTURED BY R. F. MADDIGAN & CO. CHARLOTTETOWN, P. E. I.

TRY OUR Home-Made Preserves!

Made from home grown fruit. We have a large stock on hand. Sold in Bottles, Pails, and by the lb.

EGGS & BUTTER

We want EGGS and BUTTER for CASH, or in exchange for GROCERIES.

House Cleaning Supplies!

We Have a Full Line in Stock Give us a call. EUREKA TEA.

If you have never tried our Eureka Tea it will pay you to do so. It is blended especially for our trade, and our sales of it show a continued increase. Price 25 cents or 1b.

R. F. Maddigan & Co

OUR Waltham and Regina Watches

Are Splendid Timekeepers Being accurately timed from actual observation of the stars with transit instrument and chronometer. You make no mistake in buying one of these watches

IN OUR OPTICAL DEPARTMENT Each eye is tested separately and fitted with the special lense that is required and mountings wished for.

THE JEWELRY AND SILVER DEPARTMENT

Is supplied with many rings, brooches, lockets, chains, studs, spoons, trays, baskets, tea pots, novelties, etc. etc.

RING MAKING

Gilding and expert repairing done on the premises. E. W. TAYLOR, South Side Queen Square, City.

NEW SERIES Carad PRINCE B

Commencing Ja

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When it comes clothes, there are sidered.

You want good fitting qualities, and be made fashionable want to get them

This store is ity of the goods c but the very best is allowed to go in

We guarantee our clothes have tailored appearance good dressers.

If you have to suit you, give you, MacL

TAILORS 158

Spring & S

Spring and Summer w Repairing, Cleaning We beg to remind have REMOVE to

122 DORCH Next door to Dr. Co pleased

All Orders R Our work is reliable, a