



**Shoemakers**  
**Boot Tops & French Kip**  
 Imported from England, on the way.  
 Rubber Heels, Rubber Cement, Leather Cement (best)

Eyelts Hooks, Rasps, Welts, Wax, Nails, Brass Wire, Steel Wire, Sole Leather, Shoe Knives and Shoe Thread.

Good quality,  
 Low Prices,

AT  
**GOFF BROS.**



**A Failing Business**

It is strange, but nevertheless true, that many Clothiers, in finding their business dwindling away never ascertain the true cause—the kind of Clothing they're selling.

There is no going back of the fact if you want to keep in touch with the spirit of the times you have got to sell the right kind of Clothing—Clothing that you, as well as the wearer, can truly depend upon. A satisfied customer is your best possible advertisement and costs nothing.

We sell the "SHOREY" BRAND CLOTHING to over two thousand, and the best evidence in the world that we produce the BEST WEARING CLOTHING is the tremendous volume of our business.

You ought to know us—you ought to investigate your offerings. We will change the course of your business and place it on a paying basis. Now is the time to get out of the rut.

"A man's character is generally judged by the company he keeps."

To be Progressive is to sell Progressive Clothing.

We have produced a line of

**Suits for**  
**Fall & Winter**  
 AT \$5.50  
 \$6.00  
 \$7.50  
 AND \$8.50

That for exclusiveness, quality, style, tailoring and fit will prove invincible to all competition.

If you are interested write. We will send sample garments, express prepaid.

The acknowledged Best Tailored, Popular Priced, Perfect Fitting Suits.

**JAS. PATON & CO.**

**A BIG SENSATION**  
 IN  
**Dress Goods!**

We're going to give you for two weeks, beginning November 10th, ending November 24th, the greatest Dress Goods Snap ever given in Charlottetown. "We leave you to judge." We've placed on our counters 5 heaps of wide double width Dress Goods, put out in 5 lots.

- Lot 1.** You'll find pretty Plaids, plain blacks, fancy Blacks, colored Tweeds, widths 36 to 40 inches. **12c.**
- Lot 2.** You'll get almost anything you want in this lot, in fancies, plain blacks, plaid and tweed effects. You've paid 39 cts. for the same goods. **19c.**
- Lot 3.** Handsome Serge mixtures, all popular shades, choice patterns in fancy blacks and pretty plaids. Never mind what they are worth. **29c.**
- Lot 4.** Plain Black Cashmere Possims; also figured black and Silk and Wool Mohairs. This we consider the biggest snap we ever heard of. **39c.**
- Lot 5.** You're choice of 50 pieces of the prettiest up-to-date Goods we have ever offered you. You'll save 50 cents on every \$5's worth you buy. **49c.**
- Lot 6.** Oh! we haven't time to tell you half we are offering you at **69c.**

There'll be a crush at our Dress Goods counter the next two weeks that you have seldom ever seen in Charlottetown.

- "MY STORE" is the Popular Store.
- "MY STORE" is the Fur Store.
- "MY STORE" is the Dress Goods Store.
- "MY STORE" is the Busy Store.

**SENTNER, McLEOD & CO.**

Wholesale and Retail.

Successors to Beer Bros.

**LOCAL AND OTHER ITEMS.**

**WANTED—500 Herald Subscribers to send in a dollar a piece during this week.**

The snow storm of Sunday and Monday made a bad mess of the roads.

It is thought the condensed milk factory will be ready for business by December 1st.

ORWELL cheese factory made \$48,500 worth of cheese during the season just closed.

The Montreal banks have advanced the rate of interest on all loans of stocks and bonds to 6 and 6 1/2 per cent.

The S.S. Sardinian with the Canadian contingent for South Africa, has arrived at St. Vincent, Cape Verde Islands.

It is reported that, within the past two weeks, over \$100,000 have been stolen by burglars in Montreal and other Canadian cities.

HARMSWORTH, the proprietor of the London Daily Mail says that he would like to have a chance for the America's Cup next year.

The steamer Halifax, from Boston, arrived here about ten o'clock yesterday forenoon and left on return towards three o'clock in the afternoon.

Mrs. Logan, wife of H. J. Logan, M. P., Amherst, N. S. was found dead in her bed on Wednesday morning last. She was but twenty-six years of age.

While trying to rescue a child whose clothes were on fire, Mrs. Sylvester Anderson had all her clothes burned off near Sussex, N. B. on Wednesday last. Neither is expected to live.

Last season the Orwell cheese factory made cheese to the value of \$43,500. The number of patrons was less than 200, many of whom make from \$200 to \$400 by the season's work.

The ladies and citizens of St. John, N. B., and Charlottetown have secured shipment of boxes containing presents of all kinds, as a Christmas box to our boys when they reach South Africa.

The schooner Evelyn sailed from this port on Thursday, for Trinidad via Barbados with 3,000 bags of oats, 24 horses, 2 cows and calves, 22 sheep, 150 geese, 200 fowl, 75 barrels of potatoes and 5 tons of hay.

Word comes from India that there is a famine there, and the Governor-General of Canada has been asked if cheap grain can be had in the Dominion. His Excellency has referred the matter to the Trade and Commerce Department.

In the storm of Monday the schooner Oswald, owned by Wm. Orr, French River, was wrecked at Connaught Park Corner, at about 2 o'clock in the morning. The schooner was in ballast and bound for New London. The crew were saved.

Two Sisters of the Community of St. Joseph, of St. Paul, Minn., are on the island, seeking postulates. One of them, the Mother Provincial, is a sister of Archbishop Ireland, the distinguished prelate of St. Paul, and the other his cousin. They are now in the west at Tignish and Alberton.

Mrs. GEORGE HILSON, formerly of Summerside, but now of Bridgetown, Conn., is heir to \$6,000,000, part of the estate of the late Elisha Crowell, of Bristol, Eng., who left a fortune of \$30,000,000. He is a relative of Mrs. D. Hamilton, of Summerside, and her brothers are John Lee, of Summerside and Newton Lee, of Truro.

A VERY impressive ceremony was performed at Chatham, N. B., on Wednesday morning last, when the black veil of the Hotel Dieu Order of Nuns was conferred upon the Misses Lynch, recently of Charlottetown, by his Lordship Right Rev. James Rogers, D. D., Bishop of Chatham, in the chapel of the Hotel Dieu Hospital of Chatham, N. B. His Lordship was assisted by Father Walsh and Father Jayner of the Cathedral. A very eloquent and instructive discourse was pronounced by Rev. Dr. Morrison, of Charlottetown, on the duties and consequent reward of those who sacrificed their lives to assist the poor and distressed. In the sanctuary besides the officiating clergymen were Very Rev. Father Barry, Vicar General of the diocese of Chatham, Rev. Henry McRory, and several others. Sister St. Bridget, Congregation de Notre Dame, Ploton, who is a sister of the Misses Lynch, went to Chatham for the ceremony.

CAPT. J. TAYLOR WOOD, of Halifax, received a telegram on Saturday from the war office, London, announcing that his son, C. C. Wood, of the North Lancashire Regiment, was dangerously wounded in head and chest in a skirmish near Belmont on November 10th. On Saturday he received another telegram announcing the death of his son, Lieutenant Wood was the worthy son of noble sires. A great grandson of General Zachary Taylor, one-time President of the United States, and grandson of General Robert C. Wood, of the United States army; son of Captain J. Taylor Wood, probably the most daring, most famous and one of the most successful fighters in the confederate navy, and for the last thirty years one of the most respected and highly esteemed citizens of Halifax, and brother of "Zeck" Wood, who was adjutant of the Winnipeg battalion, and served with the Bataillon column under General Middleton, during the Northwest rebellion, and is now inspector of the Northwest mounted police.

In our obituary column today will be found notice of the death of Alexander McDonald, Alberton, which occurred very suddenly at that place on the 8th inst. It appears that Mr. McDonald was out doing some work about his place when he was noticed by some who were passing, to fall to the ground. He was at once carried into the house, but life was extinct. Deceased was within a month of completing his eighty-fifth year at the time of his death. Two of his five sons reside at Perth Amboy, N. J., one in New Zealand and two reside on the island—Mr. James McDonald, Maple Hill, and Rev. Ignatius McDonald, pastor of St. Teresa's. Of his four daughters three reside on the island—Mrs. Gillis, Mount Stewart, Miss May McDonald with Father Ignatius at St. Teresa's, and Miss Clementina at home at Alberton. The remaining daughter, Mrs. Kelly, resides in Boston. The interment took place at St. Andrew's on Friday last, and was largely attended, his Lordship the Bishop and a number of priests attending.

My little girl, 7 years old, used to get indigestion at night and I gave her Dr. Low's Pleasant Worm Syrup and it acted promptly and with good effect.

MRS. JOB DOTY,  
 Port Gilbert, N. S.

**No Grip or Pain.**  
 When you use these gentle acting Little Laxa-Liver Pills. They cure Constipation, Biliousness, Sick Headache and Dyspepsia and produce no weakening or Sickening effect.

Minard's Liniment Cures Diphtheria.

**Political Meeting**  
**Belfast District.**

The undersigned will meet the electors of Belfast District at the following times and places:

Avondale, Friday, 17th Nov., inst., at 6 p. m.  
 Pownall, Saturday, 18th Nov., inst., at 6 p. m.

Mt. Buchanan, Monday, 20th Nov., inst., at 7 p. m.  
 Eldon, Monday, 20th Nov., inst., at 6 p. m.

Belle River, Tuesday, 21st Nov., inst., at 6 p. m.  
 Wood Islands, East Hill, Wednesday, 22nd Nov., inst., at 6 p. m.

Montague Cross, Thursday, 23rd Nov., inst., at 6 p. m.  
 Grandview, Friday, 24th Nov., inst., at 6 p. m.

Ugg Hall, Saturday, 25th Nov., inst., at 6 p. m.  
 Cherry Valley (Gleason's), Monday, 26th Nov., inst., at 6 p. m.

Melville Schoolhouse, Wednesday, 29th Nov., inst., at 6 p. m.  
 Montague Cross, Thursday, 30th Nov., inst., at 6 p. m.

Iris (Pleasant Valley), Friday, 1st Dec., at 1 p. m.  
 Mt. Vernon (Rons), Friday, 1st Dec., at 6 p. m.

Alberty Plain, Saturday, 2nd Dec., at 6 p. m.  
 Orwell Cove, Monday, 4th Dec., at 6 p. m.

Vernon River Bridge, Wednesday, 6th Dec., at 6 p. m.  
 The Government candidate, Mr. D. P. Irving, is cordially invited to attend.

A. A. McLEAN.  
 Nov. 15—11

**\$7,000 SALE!**

**Great Sale Boots and Shoes.**

We have decided on CLOSING OUT our Boot and Shoe department and devoting our entire store to **Dry Goods & Ready-made Clothing.**

We now offer 7,000 Dollars worth Boots and Shoes at prices that will make a quick clearance.

- Ladies' Fine Boots, Buttoned and Laced, 33 1/2 per cent. off.
- Children's Fine Boots " " 33 1/2 per cent. off.
- Women's Strong Boots " " 25 per cent. off.
- Girls' Strong Boots " " 25 per cent. off.
- Children's Strong Boots " " 25 per cent. off.
- Men's and Boys' Boots " " 25 per cent. off.

**Job lots at half prices.**  
 As the price of Boots and Shoes is advancing this will be a good chance to buy your Boots cheap.

**Sale to begin Wednesday at 9 a. m.**

**J. B. McDonald & Co.**

**Weeks AND Co You Want**

**Furs, Mantles, Jackets, Dress Goods and Staples,**

**WHOLESALE & RETAIL.**  
 One of the largest and best stock of Fine Furs, Jackets, Dress Goods and Staple Goods ever imported to Charlottetown.

**At the Lowest Possible Price.**  
**New Jackets** Best quality  
**New Jackets** ever offered  
**New Jackets** for the money

**FURS** Fur Lined Capes.  
**FURS** The very latest.  
**FURS** A specialty.

Furs of all kinds, Jackets in Astrakan, Coon, Greenland and Electric Seal, Collarines, Muffs, Rugs and Bobes.

**Come and see us.**  
**Examine our new goods.**

We want you to trade with us, as we know that we can please you and can sell as cheap as any house in the trade.

**KID GLOVES.**—Special line of black and colored, at 65 cents, regular \$1.10 and \$1.35 cut.

**MEN'S UNDERCLOTHING.**—In fleeced lined, half wool and all wool. Topshirts, all new goods and prices low. Our special 48 cent Black Cashmere Winter Weight is without doubt the best value in the city.

**WEEKS & CO'S,**  
 The Peoples' Store.  
 Successors to W. A. Weeks & Co.

**NOTICE.** The drawing in aid of St. Mary's Church, Indian River, will come off early in December, and parties holding books will please return them in November.  
 W. J. McMILLAN, Sec'y.  
 Oct. 25—41

**NOTICE.** All amounts in Book accounts, notes of hand or judgments due the Estate of the late John P. Sullivan of St. Peter's Bay, must be handed in and paid forthwith, to Lawrence J. McDonald who will give receipts therefor. All accounts not closed and arranged for at once will be placed in October court for collection.  
 HELEN SULLIVAN, Administratrix.  
 St. Peter's Bay, Sept. 27th. 1899.—21.

**WHERE YOU GET**  
**Full Value for Your Money**

That is only natural. Everybody wants to make the dollars go as far as possible—they are hard to get and easy to spend.

**Now We Wish to Say This:**  
 We are not going to begin to tell you that we are giving goods away; but one thing you can always rely on

**You can get a Better Value at the Model Store than anywhere else.**

**GO TO THE Model Store**

- If you want Ready-made Clothing,
- If you want Tweeds,
- If you want Boots and Shoes,
- If you want Flannels or Blanketings,
- If you want Gents' Furnishings,
- If you want Hats or Caps,
- If you want Trunks or Valises
- If you want Umbrellas



**The best goods obtainable**  
**At lowest price possible.**

**R. H. RAMSAY & CO.**