

There are many items included in this whitewear sale that space will not permit us to mention in this announcement but you will see them all in the store and you have as good a chance to secure them as anyone—if you shop early.

Moore & MacLeod

The articles listed in the central panel of this announcement are specially good making up a line that has been specially selected and that for quality, finish and price are really splendid values. Make it a point to see them.

Our Annual Whitewear Sale Offers Wonderful Price-Saving Chances

This annual Whitewear Sale is an event long looked forward to by all our women customers and the public generally as it is one of the greatest bargain opportunities of its kind in the year. The stock for this present sale was purchased some time ago when the cost of materials was much lower than it is today. The manufacturer who made up the line was anxious to keep his staff employed over the dull season and rather than let his skilled help go he made a further price concession to us—that is why you are offered now such really splendid garments at such low prices.

Compare the Offers

If any doubt remains in your mind as to the value of the bargains listed here compare articles themselves and their prices with the best you can get at any other store or from any catalog concern in Eastern Canada. We believe that a thorough comparison will convince you that the prices marked here are practically unbeatable.



You have had ample proof in the past that when the firm of Moore & MacLeod advertise special prices on any sale that the bargains are worth going miles to secure. Back of the really high-class, well-made garments that are offered at this sale and the unusually low prices at which they are marked, stands our binding guarantee that if any article sold doesn't come up to our claims it may be returned to us and your money will be refunded in full.

Send the Coupon

If you cannot call in person or cannot send anyone to the store mail your order—you will be sure of getting satisfaction in either case. All mail order shoppers are accorded the same prompt and courteous attention given personal shoppers and in every case the orders received by mail are filled and returned the day your order reaches us. There's a coupon attached to the foot of this advertisement for your convenience. Use it.

A Wide Range of Night Gowns

- Nightgown of longcloth, cut in kimona style, round yoke set in with narrow torchon insertion, yoke stamped for embroidering initial, sleeves and neck finished with torchon lace and silk ribbon. White Sale price **\$1.00**.
 - A dainty gown of white crepe, crinkle stripe effects, torchon lace around neck and long sleeves, (button front.) These gowns require no ironing after washing. White sale price... **\$1.35**.
 - Another dainty gown of white mull with mercerised strip, kimona cut, sleeves and neck finished with fine embroidery edging, satin wash ribbon run through embroidery. White sale price... **\$1.95**.
 - Nightgown, a beautiful gown of white lawnsdale, square yoke, back and front, made with bands of embroidery insertion open design, finished with fine pin tucks and pointed embroidery, all over sleeves with frill of embroidery to match yoke. White sale price... **\$2.75**.
 - A very striking gown of fine Lawnsdale, square yoke, back and front, of linen torchon lace, insertion and embroidery beading, short sleeves with insertion beading set in and finished with lace to match, caught with two rows of wash satin ribbon. Sale price **\$4.25**.
- See our other gowns, White Sale prices **\$2.25, \$2.50 and \$3.75**.

Here Are Some of the Choicest Bargains-- Trooped Together for Prompt Selection.

- No. 7 Special CORSET COVER. This garment is made of white cotton, with embroidery yoke in front, finished round yoke and sleeves with neat embroidery beading, caught with narrow wash ribbon. All sizes. Regular price 45c. White sale price **29c**.
- No. 9 Corset over A fine white cotton is used in making up this garment, the yoke (front only) is of dainty embroidery inset on finished round sleeves and neck with embroidery edging caught with wash ribbon. All sizes. Regular value 65c. A bargain at the White Sale **49c**.
- No. 13 UNDERSKIRT, a nice garment, carefully made, all seams double stitched, the 10 1/2 inch frill is made showing 5 narrow tucks finished with muslin. Regular value 90c. White Sale price **69c**.
- No. 15 Here is a skirt which is a beauty, made of fine cotton, has 16 inch flounce of all over embroidery. Nice open pattern. Regular value \$1.75. White Sale price **\$1.49**.
- No. 2 A nice gown in slipover style, long short sleeves and low neck, both finished with muslin embroidery caught with wash ribbon. Regular value \$1. White Sale price **79c**.
- No. 5 A dainty PRINCESS SLIP made of fine soft muslin, all seams double stitched, 8 1/2 inch frill of nice fine torchon lace and insertion yoke, back and front, of insertion and lace to match. Sizes 34, 36, 38, 40. Regular value \$1.25 for **98c**.
- No. 10 DRAWERS made of good white cotton with a lawn frill showing five tucks edged with torchon lace. Regular value 40c. White Sale price **29c**.
- No. 11 Drawers made of fine white cotton nicely finished with a five inch frill of embroidery. Made in both styles. Regular value 50c. White Sale price **39c**.
- No. 12 Drawers, a fine cambric is used in making up this garment, which is well cut, carefully made and finished with a lawn frill, torchon insertion set in, edged with lace to match. Regular value 65c. White Sale price **49c**.
- No. 14 A very attractive SKIRT of good grade soft cotton, has a 18 inch flounce of tucked lawn finished with beautiful embroidery 7 1/2 in. wide. This garment has a underfrill 2 yds. wide. Regular value \$1.35. White Sale Price **98c**.
- No. 1 NIGHTGOWN, a very neat garment made of good strong cotton, cut kimona style, sleeves and neck edged with narrow embroidery. Regular value 75c. White Sale price **59c**.
- No. 3 Another nice gown made with high neck yoke of embroidery insertion, button front and long sleeves. Regular price \$1.00. White Sale Price **79c**.
- No. 6 PRINCESS SLIP, something swell, made of longcloth, good cut, carefully made, has a deep V shaped yoke, back and front, of embroidery beading insertion caught with wash ribbon. This slip is finished with a 7 inch frill of very dainty embroidery. Sizes 34, 36, 38 and 40. Regular price \$1.75. White Sale price **\$1.49**.

Underskirts, \$1.50 up

- Underskirt, material fine white cotton, 15 inch flounce of beautiful embroidery, heavy design. White sale price **\$2.25**
- Underskirt, something real swell made of fine Lawnsdale; has a very dainty flounce of tucked embroidery. White sale price **\$2.95**
- Underskirts \$1.50, \$1.75, \$1.95 up to **\$3.75**

Plain and Knicker Style Drawers

- Drawers made of fine soft cotton, good cut, well finished with insertion set in and 4 1/2 in. frill embroidery. White Sale price **65c**.
- See our knickerbocker style drawers. White Sale price **90c**.

Cut on Corset Covers

- Corset cover of fine strong cotton, fitted style, sleeves and neck fitted with embroidery beading, silk ribbon draws. White sale price **68c**
- Corset cover of all over Swiss embroidery, yoke, back and front, of val. lace and insertion beading run with silk ribbon, lace edges on arms. White Sale price **75c**
- Corset cover, fine nainsook, square yoke, back and front, composed of vertical alternative rows of fine lace and embroidery insertion, edges of torchon lace, beading and silk ribbon. Sizes 34 and 40. White Sale price **\$1.00**

3 Good Values in Princess Slips

- Princess slip, longcloth, yoke (front only) of wide embroidery insertion dainty design, 14 inch flounce of embroidery to match, silk ribbon draws and edges of Val. lace. White sale price **\$2.95**
- Princess slip, fine nainsook, yoke, back and front, of embroidery insertion open design, silk draws edged with Val. beading, 16 inch muslin flounce showing five tucks, insertion set in and embroidery to match. White sale price **\$3.50**
- See our Princess slips, white sale price **\$4.25**

The "Kiddies" Have Not Been Forgotten

The little tots have been remembered with equal attention at this big annual sale. Here is the proof.

- DRAWERS choice from entire stock during the whitewear sale at 20c and 35c according to quality.
- SKIRTS during the whitewear sale will go at 39c and 65c.
- NIGHTGOWNS a particularly fine line, will go at 58c and 75c while this sale is on.

Visit Our Store Seed Fair Week

All visitors to the Central Seed Fair—the 11th, 12th and 13th of this month—are cordially invited to attend our Whitewear Sale and take advantage of the greatly reduced prices.

Moore & MacLeod

The busiest store on Charlottetown's busiest street
121-119 Queen

If You Can't Call—Mail This

Moore & MacLeod,
119-121 Queen St.

Send me.....

advertised in the announcement of your Whitewear

Size: 34 36 38 40. I enclose.....to

pay for amount in full.

Name.....

Address.....

DAILY SELECTIONS FOR GUARDIAN READER

Furnished by W. S. Louson

THE ROOT EVIL IN CHURCH FAIRS.

There is so much that is right and commendable in the spirit and purpose of those who seek to secure money for the Lord's work through fairs and sales, that it is for many, extremely difficult to see why the church fair should be unqualifiedly condemned. A long-time and appreciative reader in Missouri asks:—Why is it any more wrong for wo-

men to contribute of their baking, etc., to be sold for the church, than for a bakery or restaurant to give money to the church of which its proprietors are members?

The Lord's work ought to be supported by free-will giving, and by nothing else. Nothing but such giving is recognized or enjoined in the Scriptures. When people buy the cakes and pies that good women have baked for a church sale, these purchasers are not giving outright to the Lord, as they ought to do if they would help at all. They are getting a large return for their money. Thus the spirit of giving is stifled or corrupted by every church sale. The motive of the women who bake and work hard is good; but their method is harmful. The case of the bakery is

entirely different. People are not asked to purchase its wares in order to help the Lord's work. They buy at the bakery in order to meet their own needs; the idea of giving is not confused with the transaction. If the proprietors of the bakery then wish to give to the church a portion or all of their profits, their action is an outright gift.

Giving is giving; and buying is buying; and the two things cannot mix. When the public is asked to buy in order to help that which ought to be supported only by gifts, the public is being robbed of its giving privileges.

CANNOT INJURE DEMAND FOR "PATENT" MEDICINE.

In discussing a bulletin issued by

the Census Bureau at Washington showing the extent and growth of the "patent" medicine business. The National Druggist of St. Louis, says:—

"The report makes a comparison of this industry in 1904 and 1909, and shows an increase in the latter year over the former in all items."

"For instance, in 1904, there were 2,777 establishments engaged in the industry, which had increased to 3,642 in 1909. It shows an increase of capital invested of \$24,235,000, or 21 per cent, and of the value of products of \$24,596,000, or 21 per cent, the total for 1909 reaching the enormous proportions of \$141,942,000."

"It was about a short time previous to the year 1904 that the American Medical Association, assisted by Collier's Weekly, the Ladies' Home

Journal and some of the smaller magazines, began its fight against this class of medicines, which continued with unabated vigor during all the six years under review to and including the year 1909. So fierce and long sustained was the onslaught that anyone not in possession of the facts, would naturally expect to find that great and irreparable damage had been done to the industry.

But surprising to say, the business in general has shown not a decrease, but a marvelous increase of 21 per cent in the output in the short space of six years. We doubt very much if any other established industry has ever shown any such advance, in an equal period, in the history of the government.

"How this could happen, in the face of the merciless warfare which has been waged upon it, is more than we can understand. The only solution which offers itself is that there is a strong demand on the part of the general public for medicines of this class which cannot be destroyed or even lessened by anything which physicians as a class can do or say."

Minard's Liniment Co., Limited, Gentlemen,—Theodore Dorais, a customer of mine, was completely cured of rheumatism after five years of suffering, by the judicious use of MINARD'S LINIMENT.

The above facts can be verified by writing to him, to the Parish Priest or any of his neighbors.

A. COTE, Merchant, St. Isidore, Que., 12 May, '09.

"Societies will mend their chairs and tables as early as a match box at Cameron's Hardware Store, 162 Queen." 2-28Mf

"Just as soon as the carpenters are out of the building, we will put on our sale of linens, sheetings, napkins, towellings, etc., at greatly reduced prices, including free hemming. Moore & MacLeod. 3-3Mf.

"The Never-Slip Home Cankles at Cameron's Hardware Store, 162 Queen." 2-28Mf.

"All you want 25c for all kinds of leather work at Cameron's Hardware Store, 162 Queen St. next to R.E. Brown's." 2-28Mf.