

MOORE & McLEOD LIMITED



Sport Coats Have a Daring Swing

With the season of sports at hand—with the general tendency leaning toward sports clothes, and particularly sports coats for every day wear, these swagger top-coats are timely indeed. They play an important part in every game. Irresistible for sports; and ever so smart for general wear they are a joy to own. You can depend upon it that they are absolutely fashion-right in every detail.

In a lovely shadow plaid tweed, roomy, easy, smart, leather binding, big buttons, side pockets, full back **\$32.**

Grey is a very new spring shade—here is a model in three quarter length, in velvetone, silk lined, a beauty at **\$47**

A full length Velvetone Coat in the rougher finish, is very handsome. The popular grey color, full silk lined plain manish style **\$42.**

A striped Cameline—the cloth that New York is all agog about, full length, all canton crepe lined, full back, strap inset trim at bottom.... **\$47.**

A notable value in sport tweed, large plaid in brown and sand combination, side tie, big buttons, straight loose back, very smart at **\$22.**

A medium heavy chin-chilla makes a splendid coat for immediate wear. The rich, soft cloth shows a dull plaid. Body lined with silk **\$49.**

**WONDERFUL VALUE IN SPRING COATS OFFERED
AT 7.50, 10.00, 13.75, 15.00, 18.00, 20.00**

We feel confident in saying plainly that we do not believe there is, anywhere, obtainable any better value than we are this moment offering in coats of all prices. The amazing values at the low prices will impress you—and the beauty and absolute rightness combined with value in the higher grades will appeal to you strongly.



Eastern Guardian

EASTERN AGENT—Mr. J. W. Murdoch is now Guardian Agent in Montague and will be pleased to receive news items, advertising, Job Printing, new and renewal subscriptions.—*tf.*

BAD ACCIDENT—Mrs. Jas. McDonald, (Borsh) Monticello (mother of Rev. Father Stephen) met with a bad accident last week by falling down stairs. A doctor was immediately phoned for who on examination fortunately found no bones broken. This was a consolation to the whole family. She is doing nicely and expects to be on her feet again in a short time.

PERSONALS

James Mallard reached Charlottetown at the week end from Maine. After spending a short time in the city he entrained for New Zealand.

Mr. Herbert and Miss Bertha Cook, Big Bush are leaving this week for Rumford Falls, Maine where positions await them in the employ of Supt. Myers with whom the father, Ernest Cook, is foreman.

Mr. A. D. McIsaac, lobster packer, Hermantville has given out contracts for some thousand new traps to various parties to be rigged and made ready for the water.

Minard's Lintment Heals Cuts



Soft crepe of the satin-back variety makes the effective frock sketched above.

The crepe turns its shiny side out and the gloss of the material blends perfectly with the tiny crystal beads that make a design down the front of the dress.

The beads are very tiny ones, and the oval motifs which they trace vary in size from the largest at the centre of the panel to the smallest at the neck and hem. The back of the frock is exactly like the front.

Hard and soft corners both yield to Holloway's Corn Remover, which is entirely safe to use, and certain and satisfactory in its action.

- 3 Helen Douglas
- Miss Taylor's Dept, Grade IV
- 1 Nellie Walker
- 2 Ella Ross
- 3 Walter Walker
- Grade III
- 1 Gladys Mooney
- 2 Mary Howlett
- 3 Helen Donovan
- Miss Morrissey's Dept, Grade II Sr
- 1 Charles Jenkins
- 2 Hugh McDonald
- 3 Mildred Gotell
- Grade II Jr
- Miss MacWilliams' Dept Grade I (a)
- 1 Isabel King
- 2 Lillian Llewellyn
- 3 Carrie Easter
- 1 Anna McLaren
- 2 Catherine Burke
- 3 Ada Batchilder
- Grade I (b)
- 1 Lester Rafuse
- 2 John King and Eleanor Leslie
- 3 Agnes Howlett and Walter Batchilder
- Grade I (c)
- 1 Lucy Sculley
- 2 Freda Solomon
- 3 Hibbert Jenkins

Eye Examination

Exhaustive research has revealed that at least seven out of ten people need glasses but only three out of ten wear them. That means that about four out of every ten are in need of optical service.

It may be that you are one of the four. An examination of your eyes will readily determine the condition of your eyesight and we earnestly urge you to give serious consideration to the matter of having this examination made.

**CONSULT
H. J. MABON**
Optometrist
MONTAGUE
Office connected with Drug Store

Western Guardian

SHOP from Holman's Catalog
JUST ARRIVED—One car of coal also car of flour and feed now unloading. Also cracked corn, corn meal and oilcake in stock. A. H. Affleck, Albany. 2082-3-17-31.

SUMMERSIDE AGENT—Mr. Bryon MacDonald of the MacDonald Drug Co., is now Guardian representative in Summerside and will be pleased to receive news, advertising, new and renewal subscriptions and Job Printing. Mr. MacDonald sells the Morning Guardian at his store. His Telephone No. is 12-2.—*tf.*

Asthma Victims. The man or woman subject to asthma is indeed a victim. What can be more terrifying than to suddenly be seized with paroxysms of choking which seem to fairly threaten the existence of life itself. From such a condition, Dr. J. D. Kellogg's Asthma Remedy has brought many to completely restored health and happiness. It is known and prized in every section of this broad land.

Minard's Lintment Relieves Colds

C. G. I. T. Notes

The weekly meeting of the Baptist Senior C. G. I. T. group was held Tuesday evening in the school room of the Church. The usual programme was carried out, one of the features being a discussion: "My Favorite Chapter in the New Testament." After the business games were played, "Taps" brought the meeting to a close.

The regular meeting of the Junior Group of Baptist C. G. I. T. was held in the school room, Monday at 7.30. A very interesting programme was carried out.

The regular supper meeting of St. James C. G. I. T. was held on Monday evening at 5.30. The main subject of the programme was Missions. The Kirk Chronicle was read. The meeting closed with "Taps".

The weekly meeting of the Zion Senior C. G. I. T. was held at 7.30 on March 11. The meeting opened with the regular ceremonial after which Mrs. A. C. Sinclair gave a very interesting talk, followed by demonstrations on Home Nursing. The meeting closed with the singing of "Taps". Kindly remember the Play given by the Zion C. G. I. T. on April 3.

The Junior C. G. I. T. of Zion Church met on March 12th, at 3.30. An interesting programme was carried out.

The regular meeting of the Methodist C. G. I. T. was held Thursday evening, March 13. A very interesting talk was given by Dr. Ayers on "The care of the teeth." The activity of the evening was in the form of a guessing contest. The meeting closed with the singing of "Taps".

BUSINESS CO-OPERATION

The dawn of an era of overhead cost reduction for the manufacturer. The beginning of a new age of personal comfort and safety for the country dweller. A plan of co-operative merchandizing that revolutionizes all previous ideas of distribution.

The co-operative system of doing business is by no means a new venture. While its history is rather obscure we know that in England co-operative merchandizing has been a success surpassing even the departmental and chain store systems of the American Continent. From the production of the raw material to the placing of the finished article in the hands of the consumer such organizations as the W. C. S. and the L. C. S. carry co-operation to its logical conclusion. The L. C. S. (London Co-operative Society) from a beginning of a mere handful of members now numbers its members by the tens, if not the hundreds of thousands.

These fortunate people, shrewd men and women, who know how to make every penny count, buy from the L. C. S. who in turn buy from the wholesale Co-operative Society and these members get back real money in the shape of dividends in proportion to their purchases, which is augmented by the amount of outside trade they can turn in by suggesting to non-member friends that they can get value for money from the Co-operative Society. Branches of the Co-operative Society are to be found in every part of the city of London, each a Chain and Departmental Store in itself.

In this Country we have no such organization as they have in the Old Country. Co-operation in Canada has gone more on the lines of attempting to obtain for the farmer better prices on his pro-

ENO'S for Constipation, Indigestion, Hoarseness, Nervousness, Injurious Blood, Depression, Failing Appetite, Liver Disorders, Sleeplessness, Rheumatic Conditions.

For all who lead an Indoor Life

FRESH air and exercise are often out of the question, with the result that many minor ailments frequently assert themselves. In such cases nature is unduly handicapped and needs assistance. The morning glass of water sparkling with a "dash" of ENO'S "Fruit Salt" is the sedentary worker's best friend—it keeps the system free from impurities in a perfectly natural way. Your druggist sells ENO'S.

Sales Representatives for North America
Harold F. Ritchie & Co. Ltd., Toronto 536

ducts, and while this is an admirable undertaking it is well to remember the old axiom for business success, of "Keep down your overhead and buy right."

It is just this, the Co-operative people in England had in view when they started their Co-operative stores to keep down overhead to let their Customers buy right, and further to, as far as possible give back to the customer the value of his trade.

This is Co-operation. No other interpretation of the term proclaiming the idea in its true meaning, and any other scheme offered as being co-operative is not co-operative at all, but a side tracking of the word.

In tomorrow's issue will appear

What Will You Put in the Pot?

When you drink tea every cup should be a delicious refreshment—a distinct pleasure. But this demands good tea in the pot. You cannot possibly get satisfactory results from inferior tea.

Now consider the small cost of a cup of King Cole Tea—a mere fraction of a cent. Surprising isn't it? But its secret is in the rich liquoring King Cole blend which yields so generously in the number of cups to the pound. It makes King Cole the truly cheap tea. From whichever point you view it—economy—quality—or the wise combination of both, King Cole Tea claims your preference.

"You'll Like the Flavor."

Why Ford Predominates

Endorsed by Fleet Owners

In almost every business where fast and economical delivery service is a factor, Ford trucks have established an enviable reputation.

The experience of the Robert Simpson Company Limited, is a typical example.

The Robert Simpson Company operates one of the largest truck fleets in Toronto, 55 Fords.

This fleet has proved so satisfactory that it is being constantly enlarged; so practical and economical in operation that during the past five years not a single car or truck has been traded in.

The prompt and efficient delivery system which is an inseparable part of this store's service to the public is largely due to the flexibility and staunch endurance of this Ford delivery fleet.

The Ford has the confidence of its users. That's why there are so many Ford users.

See Any Authorized Ford Dealer

Indispensable In Our Business

Another whole-hearted endorsement comes from Mr. A. W. Williams, General Manager of the Belle Ewart Ice Company Limited, Toronto, who says: "We have been using Ford trucks for the past eight years and find them indispensable in our business."

Ford
CARS · TRUCKS · TRACTORS

Commercial Hotel
Kensington, P.E.I.
Open after March 1st Under
New Management
Rates \$2.50 Per Day
Good Sample Rooms in Junction.
Reasonable Livery Rates

GRIPPE!
Apply Minard's to throat and chest. Also inhale. Minard's gives quick relief.

MINARD'S
"KING OF PAIN"
LINIMENT

- GEORGETOWN HIGH SCHOOL.**
- Following is the report of Georgetown High School for the month of February:
- Principal's Dept, Grade X
- 1 Grace Douglas
- Grade IX
- 1 Elsie Knight
 - 2 Enid Knight
 - 3 Phillip Doyle
- Miss Morris' Dept, Grade VIII
- 1 Waldron Lavers
 - 2 Jean McDonald
 - 3 Rhoda Easter
- Grade VII
- 1 Ralph Douglas
 - 2 Mildred McLaren
 - 3 Edison McDonald
- Miss McCormack's Dept, Grade V
- 1 Michael Burke
 - 2 Raymond Lavers
 - 3 Lawrence Batchilder
- Grade VI
- 1 Mary McGowan
 - 2 Dorothy Jenkin