



GLOVES

4 Button, Glace Finish Italian Kid Gloves

Slip on Style

\$2.00 pr.

Here is an outstanding value in KID GLOVES. New goods just arriving at the department yesterday—SIX COLORS—EIGHT DESIGNS.

Brown, Beige, Tan, Mastic, Grey, Black, White. Sizes 6 to 7.

See these now—while the assortment is good. Compare with gloves of much higher price.

Moore & McLeod Limited

WESTERN GUARDIAN

—CHROME HEADLIGHT glare controls keep lights on the road. \$1.25 per pair at Brace's. 9137-10-3-21.

—SPECIAL "LINCOLN" new auto storage batteries, low price at Brace's. 9137-10-3-21.

—CHURCH NOTICE—Rev. W. H. Harding will preach in the United Church at Bedeque on Sunday, Oct. 4th at 7.30 p. m.

—BEDEQUE—United Church of Canada Services, Sunday October 4th. Bedeque, 11 A. M., Searletown 3. P. M. The Sacrament of the Lord's Supper, Cape Traverse 7.30 P. M. The minister, Rev. L. P. Archibald will conduct all services.

—CHURCH OF ENGLAND, Services in the Parish of New London on Oct. 4th, will be as follows:—Kensington Holy Communion 10.30 a. m. Sunday School 2 p. m. Sea View Sunday School at 10.30 a. m. Burlington Services 2.30 p. m. French River, 7 p. m. Ven Archdeacon A. W. Weston will preach at each service. G. T. Spriggs, Rector.

—NEAR ACCIDENT — What might have easily been a serious accident occurred on the corner of Central and Water Streets on Wednesday evening, when a car driven by a Summerside man was run into, by a car rounding the corner at a good clip. The local car ran into the curb and some damage was done to the fenders. The driver of the other machine drove on apparently none the worse.—S.

—I. O. D. E. MEETING—The Abegweit Chapter of the I. O. D. E. met for the first time since the summer vacation on Thursday in the Library rooms in the Town Hall, Summerside, the Regent, Miss Hunt, was in the chair. There was a large attendance of members and many interesting reports were brought in from different branches of work undertaken through the summer. A letter from Mrs. Stewart, former National President of the Order, appealing for funds for the endowment was of much interest.—S.

—A VERY SATISFACTORY REPORT was received of the different outings given to the children of Summerside, about 70 in all, who were taken at different times to the seashore. This work is highly commendable as the children this kindness was extended to would otherwise not have been able to have such pleasure. The ladies felt they were well repaid for their troubles by the happy faces of the little ones. The Library report showed that 400 more books were taken from the Library this summer than in the previous year, which is very encouraging. A letter from the Red Cross Society thanking the people of Summerside for their generosity in the recent campaign for funds was read with much interest. It was decided to hold a Bridge in the near future to assist the funds of the Chapter. The meeting closed with the National Anthem.—S.

—Mr. and Mrs. John Hogg of Summerside are motoring in Nova Scotia and will visit relatives in Hantsford.—S.



POSES FOR CAMERA OF NATURALIST

Come on, take my picture! This deer at South Saskatoon, Saskatchewan, is a rank publicity seeker as Miss Phyllis Carpani produces her camera.

Eastern Guardian

—EVANGELISTIC MEETING—Saturday, 7.45 P. M., old School building, Montague, all invited.

—ST. ANDREWS PRESBYTERIAN CHURCH—Montague, Oct. 4th. Sunday school 10 o'clock. Morning service 11 o'clock. Evening service 7 o'clock. Rev. Alex R. Gibson, Minister.

MOTORMANI

(Continued from Page 4)

I had better make clear that I am not concerned with the commercial truck, public service vehicle or cars owned by the wealthy. What I question is the right of a man of small income to an automobile which contributes nothing to his livelihood. The community in which I have made my "study" is a typically American village. I am convinced its motoring habits are those of "the comfortably poor" throughout the Atlantic seaboard. It is a village of 53 households which put to lively use 52 automobiles, besides a few trucks and tractors. Considerably more than a quarter of all the community's income is spent directly on motoring, without taking account of road taxes. Not more than seven automobiles in this village are essential to their owners pursuit of a living. At least 40 impose a heavy drain on their owners, so heavy that the great majority have to deny themselves actual necessities. There are car-owning families here confessedly too poor to wire their houses for electricity. Twenty nine out of 53 families have neither bathtubs nor modern sanitation. Except for the car and possibly a radio, the standard of living is not a whit higher than it was 20 years ago. Cultural life is even more barren than it used to be. No one from this village ever uses the automobile to go to a lecture, a concert or play. Shopping, the movies and permanent waves are the three standard excuses for going to town.

The taste displayed in architecture and furniture is ghastlier than it ever was. There are only three households in which anything is read besides newspaper headlines, and, rarely, a rubbishy novel. Two of these are without cars. The rising generation has little home life, sees no reading done, has little education. During the past ten years the village has sent one boy to college, put 11 children in high school, sent one girl to business college. The elders admit there was much more schooling in the previous decade. Parents cannot now afford to keep their children in school. Motoring comes first. Also, as soon as the boys can escape from grade school they want to earn wages, to save toward the initial payment on a car. It is a common saying among mothers in this village that the boy who does not own his own car at 21 does not amount to much. It is perhaps superfluous to say what the girls think of a boy without a car good enough to set off the clothes into which they put all their earnings. Yet all this leads so slowly to matrimony. The more attention a girl elicits from a mot-

or-minded suitor, the less able is he to provide a home for her.

As I look, then, upon the life about me with an un-American detachment, I cannot escape the conviction that motor-mindedness imposes a heavy burden on a relatively poor community and adds little to such enjoyment of life as a higher civilization is supposed to yield. Even as an inducement to take the sun and air, the car is rapidly ceasing to function. The national preference is obviously for tightly closed glass boxes. The cheap machine used to carry its owners to woodland picnics. The hot-dog stand and roadhouse are monuments to the demise of that idea.

The automobile, it used to be said, stimulates an interest in mechanical things and caters to the spirit of adventure. The American motorist is now highly displeased if it does either. I know two who have had cars several years but have not even seen their engines since the salesman made a perfunctory display of them. As for adventure, there is not one American car owner out of a hundred who does not devote much earnest thought to escaping all change of it. The sport of hunting difficulties to overcome with a car, of exploring byways where the going is bound to be bad but where there are picturesque views, would be considered a fool's diversion by this American generation, with time on his hands and not objective the American motorist chooses to follow a strip of glaring cement through flat country, adorned chiefly by billboards and homebrew emporiums, and through the congested traffic of a dozen cities, doing 40 miles an hour with his tense vision focused on the spare tire immediately ahead. Now the substance of all these ponderous observations is that a very big proportion of the running to and fro on wheels which the "comfortably poor" American people do yields them nothing but a certain limited satisfaction for which they pay a perfectly exorbitant price. The first element in this satisfaction is keeping up appearances. The second and greater is the escape from care or dull routine. It appears indeed that a huge percentage of the automobiles in this country serve the one purpose of an intoxicant.

I have a feeling that the present industrial slump is bringing us to the eve of a campaign for "temperance" and "moderation" in motor-mindedness which the priesthood of the cult will combat with great fury. But that campaign cannot be intelligently launched until some voice that speaks with authority challenges the fallacy that the automobile is an index to prosperity or a clue to our standard of living. We shall not have a glimmer of understanding of what a car is really worth to us or of our right to operate such a fascinating contraption, until we are ready to admit to one another that, for most of us, it is just an outrageously expensive form of stimulant.

ATTENDED FAIR 74 YEARS

NORWAY, Me., Oct. 2.—(U.P.)—G. Julian Brown has attended the annual Oxford County Fair every year for 74 years.

SALE

OF LINENS, NAPKINS, ENGLISH SHEETS

This stock adjustment sale starts here this morning and will afford you some very wonderful bargains in lines that you have been wanting. Will you come in—look over the splendid array of lovely goods selling at a saving.

Sample Values

Linen Table Cloth, 70x70 \$1.75
\$2.75 for

Linen Table Cloth, 72x72 \$3.50
\$4.50 for

Boxed Linen Damask Sets

\$6.25 set of Table Cloth \$5.00
and 6 Napkins for

\$7.50 Set of Table Cloth \$6.00
and 6 Napkins

\$12.50 Set of Table Cloth \$10.00
and 6 Napkins

\$13.50 set of Table Cloth \$10.00
and 6 Napkins

Clearing Prices on English Hemmed Sheets

63x90 inch Hemstitched \$2.85
Sheets, \$3.65 now

70x90 inch Hemstitched \$2.85
Sheets, \$3.75, now

8 70x88 inch Sheets \$1.69

78x88 inch Sheets \$2.25

Bargains in Bed Spreads

Moore & McLeod Limited



Quicker, Better Repairs—in the home can be made when you use our high grade tools. Sturdy, well-made planes; hatchet screw drivers that always work; saws that cut free and easy—these are but a few typical suggestions for the handy man in the home. An inspection of our large stock will be well worth your while.

The Rogers Hardware Co., Limited

LOOK

For Our New

Missing Letter Contest Page

Educational and Interesting.

Free Merchandise Prizes Each Week



Successful Fox Feeding

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Is the problem of our Fox Ranchers today. How to grow strong, vigorous foxes that will produce pelts of fine texture and lustrous sheen is uppermost in all minds. THE IMPERIAL BISCUIT COMPANY, LIMITED, have found the solution in their deservedly popular

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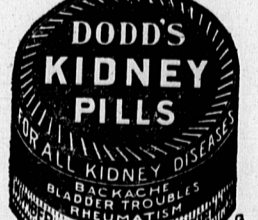
Regular feeding of these is giving the desired results in our Canadian Ranches. "IMPERIAL-FED FOXES" are in a class by themselves. They "produce the goods."

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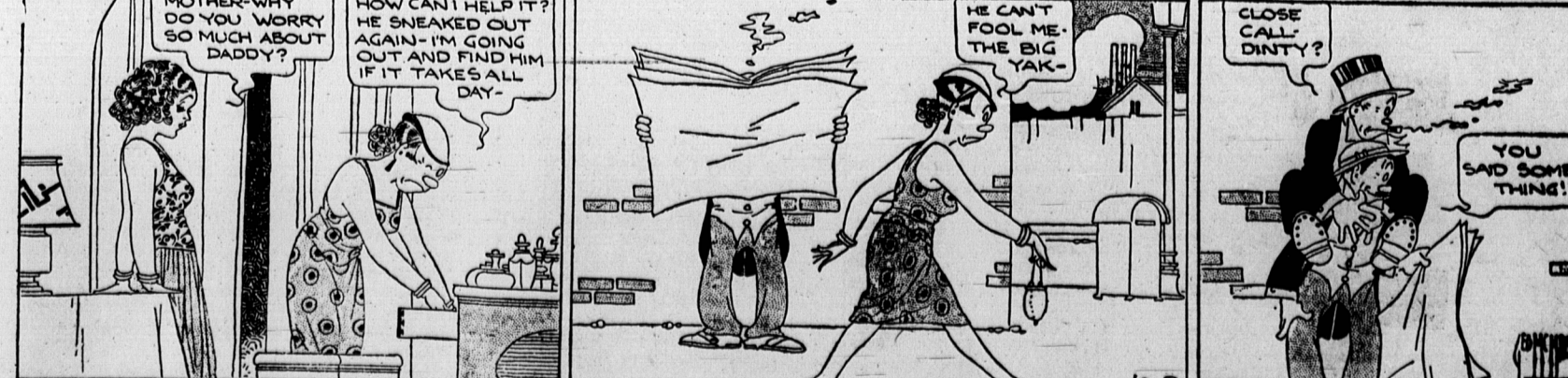
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DODD'S KIDNEY PILLS

FOR RHEUMATISM

BRINGING UP FATHER



MOTHER—WHY DO YOU WORRY SO MUCH ABOUT DADDY?

HOW CAN I HELP IT? HE SNEAKED OUT AGAIN—I'M GOING OUT AND FIND HIM IF IT TAKES ALL DAY.

HE CAN'T FOOL ME—THE BIG YAK—

CLOSE CALL DINTY?

YOU SAID SOMETHING!

By George McManus

Baptist Meeting

The Island Baptist Quarterly met at Hazelbrook on Monday, September 28th, and Tuesday the 29th. Despite the bad weather, delegates from different churches on the Island attended. Clergymen present were: Dr. A. C. Vincent, Charlottetown, Moderator; Rev. J. B. Wilson, Summerside, Clerk; Rev. E. J. Chisholm, Hazelbrook; Rev. H. Morgan, Dundas; Rev. Arthur Pyke, Montague; Rev. J. J. Peacock, O'Leary and Rev. A. G. Crowe, Bedeque.

On Monday evening the service opened with a devotional period led by Rev. Mr. Morgan, the sermon being given by Rev. R. W. Lindsay from Nova Scotia, a former pastor of Hazelbrook. His sermon, taken from the text, "And Moses wist not that the skin of his face shone while he talked with God," was an inspiring one. An address of welcome was read by Rev. Mr. Chisholm and responded to by Rev. Dr. Vincent.

Tuesday morning the devotional period was led by Rev. A. G. Crowe, of Bedeque. A business session followed conducted by Rev. Dr. Vincent.

The afternoon meeting was in charge of the Women's Missionary Society and was presided over by

Mrs. Edwin McFarlane, of Bedeque. A very thoughtful and instructive paper was given by Miss Sadie Jones of Hazelbrook. A talk on "World Wide Guild" by Mrs. A. G. Crowe was much appreciated. The evening service opened with a short prayer of praise led by Rev. Mr. Wilson. Rev. Mr. Peacock brought a timely message "Old and New Made New" basing his message on the life of St. Paul, the Apostle. Rev. Mr. Peacock ranks as a peer among the Baptist preachers on the Island, and his sermons are always worth while and listened to with interest. The music for these services was furnished by Mrs. Jack McLeod, of Summerside; Miss Frances Wood, of Hazelbrook; J. B. Lewis, Freetown; Rev. E. J. Chisholm, Hazelbrook; and was very much appreciated.

The new officers for the ensuing year are as follows:—Moderator, Rev. H. Morgan, Dundas; Vice-Moderator, Rev. Arthur Pyke, Montague; Clerk, Rev. J. B. Wilson, Summerside.—S.

—Mr. Alex Nicholson, son of Mr. and Mrs. J. M. Nicholson, of Summerside, left on Thursday for Mount Allison University. He motored over as far as Moncton with Mr. Hillard Arthur, who is visiting them for a few days.—S.

—Mr. Rendle Bowness, son of Mr. George Bowness, of Summerside, left on Friday for Guelph, Ont., where he will attend the Ontario Veterinary College. He will visit in Nova Scotia en route. He was accompanied by his sister, Miss Freda Bowness, as far as Moncton, N.B.—S.

Style and THE RIGHT COMBINATION

Perfect Fit

Every suit tailored to measure here combines style with perfect fit. And when economy is added, you have value that is unsurpassed. You have your choice of the most wanted fabrics in patterns gay or conservative, plain or novelty weaves, according to your preference.

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