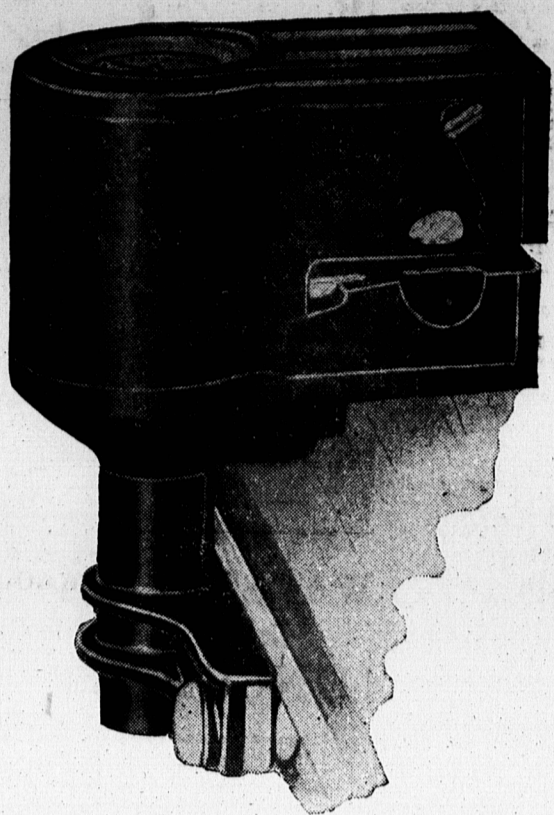


MOORE & McLEOD LTD

119-121 Queen St., Charlottetown



Another help toward better service to you

ALWAYS THIS STORE IS ON THE ALERT TO IMPROVE ITS SERVICE TO YOU. The latest addition to a long list of "betterments" is the installation of

THE MEASUREGRAPH

In the Silks and Dress Goods as well as the Wash Goods section you will find this little black enamelled iron stand with two spaces on top. One of these spaces looks like a clock face and the other like a multiplication table.

This device is called a "MEASUREGRAPH" and its purpose is to assist us in giving purchasers of yard goods, the exact measurement and charging them the correct price ON EVERY PURCHASE.

With the aid of the "Measuregraph," our people can measure any number of yards or any fraction, exactly to the eighth of an inch. They can tell you the exact cost of, say 11 3-8 yards of silk at \$2.56 a yard in an instant, and with absolute accuracy.

This means that you can be waited on more quickly than heretofore—a vital consideration in these busy times.

We couldn't improve the Merchandise so we Improved the Selling Method

Get Some of This All Wool Cheviot Serge \$4.50 for \$3.00

Did you see these in our Northern window? They're really interesting. Its just another case where this store is able to save you a lot of money on an extremely desirable article. The Cheviot is all wool, good weight, 54 to 57 inches wide, it is shown in Black, Navy Blue, Myrtle, Seal, Burgundy, Paddy Green and Castor. The regular price of this line is \$4.50. We are offering you choice of any color in the lot at \$3.00 per yard. Mail orders will be filled in order as received, so long as any stock remains.

—Mr. John McGoughan of Oldtown, Maine has returned from a few days business trip to Summerside.

—Miss Myrtle Stewart, Northampton, Mass., and Mr. G. Ganson of New London, Conn., motored to Summerside on Monday and while in Summerside were the guests of Mr. and Mrs. W. W. Ching.

—Mr. and Mrs. Fred Perry, Summerside are visiting friends at Moncton and Rogersville, N. B. H.

—Asthma Victims.—The man or woman subject to Asthma is indeed a victim. What can be more terrifying than to be suddenly 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 relief to many. It is known and prized in every section of this broad land.

PILES

Do not suffer another day with itching, bleeding or protruding Piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once and afford lasting benefit. Get a box; all dealers, or Edmanson, Bates & Co., Limited Toronto. Sample box free if you mention this paper and enclose 2c stamp for postage.

THE WESTERN GUARDIAN

—IT PAYS to buy in this Province. —SHOP FROM HOLMAN'S catalogue. —WRITE FOR HOLMAN'S prices on highest quality Gold Medal Smelt Webs. —WONDERFUL VALUE IN fur sets at \$35.00 for Bargain Week. —1 ONLY WOMAN'S SALTS SEAL PLUSH COAT size 40 with beaver collar. Regular \$165.00 for \$107.50 during the present week at Holman's, Summerside. —PATENT LEATHER OXFORDS for women only \$2.95 at Sinclair's for Bargain Week. —SEE OUR \$35.00 FUR SET. There's nothing like it for the price. Sinclair & Stewart Limited. —POLICE COURT.—At the Police Court on Saturday morning, a drunk who had spent the previous night in jail, was fined \$5. and costs. —FOR SALE.—A British Soldier Filly, 2 1/2 years old, Dam Queen Brazilian 2 22. Thos. M. Linkletter Summerside. —JUST THINK of a pair of patent leather Oxfords for \$2.95. We have them. Sinclair & Stewart Limited. —2 ONLY WOMEN'S SALTS SEAL PLUSH COATS with natural Opossum collar; size 38 and size 42 Regular \$124.00 for \$96.00 during the present week at Holman's, Summerside. —5 PIECES ONLY STRIPED FLANNELETTE. 35 inches wide regular 50 cents value special for this week per yard 39 cents. Sinclair & Stewart Limited. —2 ONLY WOMEN'S BROWN SILVERTONE VELOUR Coats with brown Opossum collar; size 36 to 38. Regular \$101.75 for \$73.00 during the present week at Holman's, Summerside. —4 ONLY WOMEN'S FAWN VELOUR CLOTH COATS with brown Opossum or black seal fur collar; size 38 and 40. Regular \$90.00 for \$73.00 during the present week at Holman's Summerside. —2 LADIES SALTS SEAL PLUSH Coats with Alaska Sable collar. One only size 40 and one only size 42. Regular \$159.00 for \$107.50 during the present week at Holman's, Summerside. —50 YARDS LADIES WINTER COATING IN GOOD weight Chin-chilla or Nap Cloth; colors black, grey or navy. Also in dark green or fawn tweed mixtures. Regular value \$5.85 for per yard \$4.35 for this week only at R. T. Holman Ltd. —PLAY ENJOYED.—The Comedy Drama "Everybody's Friend" staged by the altar boys of St. Paul's choir, Summerside, in St. Paul's Hall, on Friday evening was a huge success, the house being packed to the doors. The play was a good one, each actor playing his parts to perfection. The intermissions between acts were well filled in with songs etc. A snug sum was realized from the sale of candy. —A HINT TO THE PUBLIC.—For a short while Friday evening the Town of Summerside was plunged into inky darkness by engine trouble at the power house which was however speedily repaired by the skillful management of Mr. John Taylor, the manager. While on the subject we would ask the people to kindly refrain from calling up the station to ascertain the trouble, thereby taking up the engineer's time besides "baling" up things in general. It must be remembered that it takes very little to cause engine trouble and thereby hard to find, and it can safely be relied on that the men on such occasions do their utmost to get light as quickly as possible.

—HYACINTHS, Daffodils, Tulips. Why buy bulbs of unknown quality when you can get the best at the same price. George Williams. Phone 60-4, Summerside. Oct. 18-1f. —SHIPPING FOXES. The ship ments from here Friday morning included thirty pairs foxes, shipped by Mr. John Lee to a Michigan Rancher. H. —THANKOFFERING.—Under the auspices of the W. M. S. of North Bedouque they intend holding a Public Thankoffering in North Bedouque Presbyterian Church on Wed, Oct. 27 at 7.30. The Rev. W. I. Green of Trinidad will be present and give an address. —TRY GRANDMOTHER'S OLD FAVORITE RECIPE OF SAGE TEA AND SULPHUR. Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked, or gray. Years ago the only way to get this mixture was to make it at home which is messy and troublesome. Nowadays we simply ask at any drug store for Wyeth's Sage and Sulphur Compound. You will get a large bottle of this old-time recipe improved by the addition of other ingredients at very little cost. Everybody uses this preparation now, because no one can possibly tell that you darkened your hair, as it does it so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application or two, your hair becomes beautifully dark, thick and glossy and you look years younger.

Large Auction Sale
I am instructed by Randolph Bruce, Esq., to sell at Public Auction on his premises at EAST BALTIC On Thursday, Nov. 4th, 1920. Beginning at 10 o'clock, a. m. His Entire Holdings of LIVE STOCK, CROP, FARM MACHINERY AND HOUSEHOLD FURNITURE

Consisting in part of Horse 11 years old, Mare 7 years old, in foal; 5 Milch Cows, 5 young Cattle, 14 Sheep, 50 Hens, 25 tons Hay, 300 bushels Oats, 200 Stooks White Oats, 3 bushels Hay Seed, quantity Straw, lot of Potatoes, Mower, Rake, both Massey-Harris; Seed, Wheel, Harrow, Plow, Cultivator, all Frost & Wood; Spring Tooth Harrow, Pin do.; Driving Wagon, Auto Seat do.; run only two summers; Truck Wagon, Bain; Cart, Maxwell Binder, 2 Sets Cart Wheels, Wood Sled, Set Bob Sleds, Driving Sleigh, quantity of Shingles and Rough Boards, 10 Cords Firewood, Sleigh Robe, Lawn Swing, Wheelbarrow, 2 Sets Driving Harness, Set Team Harness, 2 Sets Cart Harness. Dining Room Suites, Parlor Suites, 2 Stoves, 4 Bedsteads with Mattresses and Springs; 3 Bureaus, Sewing Machine, Chairs, Tables, Couches, Rugs, besides many other Articles too numerous to mention. TERMS.—All sums under \$10.00 Cash. Over that amount 12 months credit on approved joint notes will be given. ALSO

At the same time and place, if not previously disposed of, I will offer for Sale his FARM OF 188 ACRES OF LAND. Beautifully situated on East Baltic Road, 1 1/2 mile from Baltic Station and convenient to School, Church, Mills and Starch Factory; fifty acres of which are highly cultivated; ten acres ready to stump, balance under excellent Timber and Firewood, all well fenced with wire, well watered and buildings all in good repair. TERMS made known at day of Sale. If day stormy, sale will take place next fine day. H. H. ACORN, Auctioneer. 3792-10-27-wfm-3i.

Home-made, but Has No Equal for Coughs
Makes a family supply of really dependable cough medicine. Easily prepared, and saves about \$2.

If you have a severe cough or chest cold accompanied with soreness, throat tickle, hoarseness, or difficult breathing, or if your child wakes up during the night with croup and you want quick help try this reliable old home-made cough remedy. Any druggist can supply you with 2 1/2 ounces of Pinex. Pour this into a 16-oz. bottle and fill the bottle with plain granulated sugar syrup. Or you can use clarified molasses, honey, or corn syrup, instead of sugar syrup, if desired. This recipe makes 16 ounces of really remarkable cough remedy. It tastes good, and in spite of its low cost, it can be depended upon to give quick and lasting relief. You can feel this take hold of a cough in a way that means business. It loosens and raises the phlegm, stops throat tickle and soothes and heals the irritated membranes that line the throat and bronchial tubes with such promptness, ease and certainty that it is really astonishing. Pinex is a special and highly concentrated compound of guaranteed Norway pine extract, and is probably the best known means of overcoming severe coughs, throat and chest colds. There are many worthless imitations of this mixture. To avoid disappointment, ask for "2 1/2 ounces of Pinex" with full directions and don't accept anything else. Guaranteed to give absolute satisfaction or money promptly refunded. The Pinex Co., Toronto, Ont.

—Mr. Joseph Perry, Tignish, was an outward passenger on Saturday enroute to Maine. H. —Mr. John Beatty left on return to Somerville, Mass., on Saturday after a pleasant visit with Summerside relatives. H. —Mr. John Beatty returned to his home in Boston after a few weeks vacation visiting his mother Mrs. Thomas Beattie Summerside. —Miss Aetha A. Hearn, returned on Saturday to Yarmouth, Me after spending several weeks at the home of her parents, Mr. and Mrs. Peter A. Hearn, Alberton. H. —Mrs. M. Cameron returned to Moncton, Saturday after an extended visit to her sister Mrs. John McNeill, Summerside. She was accompanied by her daughter Miss Clara Kilbride, who will spend the winter in Moncton.

Remarkable Values IN Women's Suits and Coats

Women's Suits made in the latest styles for fall and winter wear in tricotine serges and gabardine, plain or fur trimmed in navy, brown or black. Prices range from \$35.00 to \$105.00. Another special line of Suits in tweeds and serges \$14.90 to \$25.00.

Women's Coats in exceedingly good values, all the latest shades and newest materials, plain or fur trimmed, sizes up to 44. Price \$18.00, \$22.98, 38.98 up to \$125.00.

Children's winter coats from 6 to 14 yrs. price \$11.50 to \$18.98.

TRICOTINE and Serge Dresses

A splendid assortment of serge and tricotine dresses, embroidered in silks, yarns and braid in the many popular shades, plain or pleated skirts. Prices range from \$17.98 to \$45.00.

Children's Dresses Millinery for Everyneed

In serges check and velvet in high waisted effects, fancy pipings of braid in sizes 4 to 14. Price \$2.75 to \$11.98. Children's serge skirts pleated, 6 to 14 years, navy, price \$4.75. Correct Millinery gives to your new apparel the finishing touch it deserves and to the old lively touch of renewed youth. Our millinery modes at present include models for the street, sport, etc. Make your selection early.

PROWSE BROS LTD.

3744-10-2-3i.

—Mayor T. W. Bentley of Kensington left last week for Bay City, Michigan, where he will join Mrs. Bentley, who has been visiting relatives in Bay City. —Mr. John A. Lea of Summerside shipped thirty five pairs of foxes to Muskegon, Mich. on Saturday. —Mr. William A. Cameron of Summerside returned to his home from Western Canada and has entered into partnership with Mr. Percy Bowness in the undertaking business. —Mrs. Charles Hensley accompanied by her daughter Miss Nita returned to their home in Summerside left Saturday morning for months in extended visit to the coast. —Mrs. (Captain) Dunn has returned to her home in Summerside after spending the past two months in Lake City, Michigan visiting her son Mr. Charles Dunn. —ON account of the persistent robberies and looting of his store on Queens wharf, Mr. Philip Gallant was forced to move his place of business and as a result has now opened up a new Store and Pool Room in the building formerly occupied by Mr. H. C. Mill as an office. Also another place of business just opened up in Summerside is the Barber Shop of Mr. Daniel Perry in the new McNeill building which has been fitted up into an up-to-date tonsorial parlor which with Mr. Perry's ability in this line we have no doubt that he will work up a good trade as also Mr. Gallant in his new start.

Summer Is Never Over When You Have POST TOASTIES

for breakfast or lunch

The delightful ripe corn flavor of these superior flakes brings sunshine to the dullest day.

We make them for people who love corn flakes and want the best. They cost no more than other corn flakes but will please you more.

At Grocers Everywhere.

Made by Canadian Postum Cereal Co., Inc., Windsor, Ontario.

Holland Bulbs

Our large Importation of Choice Dutch Bulbs has just arrived direct from Holland HYACINTHS, TULIPS, NARCISSUS, DAFFODILS, CROCUS, FREESIAS, ETC., ETC. All choice large flowering Bulbs, lowest prices, on sale at our bookstore. Carter & Co. Ltd. Dealers in Choice Seeds and Bulbs