

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 unobtainable.



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 **\$4.75.**
- 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 point, 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 insertion 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 full 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, has 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 60c. White Sale price **49c.**
- No. 14 A very attractive SKIRT of good grade soft cotton, has a 13 inch flounce of tucked lawn finished with beautiful embroidery 7 1/2 inch wide. This garment has a underfrill 2 yds. wide. Regular value \$1.85. 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 caught with wash ribbon. Regular value 65c. White Sale price **49c.**
- 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 **6c.**
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.



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 Sale in Guardian. I enclose.....to pay for amount in full.
 Name.....
 Address.....

DAILY SELECTIONS FOR GUARDIAN READER

Furnished by W. S. Louison
 IF WE KNEW!
 Could we but draw back the curtains
 That surround each other's lives,
 See their naked heart and spirit,
 Know what spur the action gives,
 Often we should find it better,
 Purer than we judge we should—
 We should love each other better,
 If we only understood.
 Could we all judge deeds by motives,
 See the good and bad within,
 Often we should love the sinner,

All the while we loathe the sin,
 Could we know the powers working
 To overthrow integrity,
 We should judge each other's errors
 With more patient charity.
 If we knew the care and trials,
 Knew the effort all in vain,
 And the bitter disappointment,
 Understood the loss and gain,
 Would the grim external roughness
 Seem, I wonder, just the same?
 Would we help where now we hinder?
 Would we pity where we blame?
 Ah! We judge each other harshly,
 Knowing not life's hidden force;
 Knowing not the fount of action
 Is less turbid at its source,
 Seeing not amid the evil
 All the golden grains of good;

Oh! we'd love each other better,
 If we only understood.

ADDRESS.

A very pleasant time was spent at the home of William Chowan, Lower Malpeque Road, on Thursday evening when a large number of friends gathered to pay a friendly visit and to say good-bye to Mr. and Mrs. Chowan who are about to leave for western Canada where Mr. Chowan has awaiting him and his family a choice possession. The well wishes of all present were voiced in a short address prepared and read by A. C. Cullan and was accompanied by a suitable present for Mrs. Chowan. The host and hostess expressed their appreciation and pleasure of the kindness of their friends for their

many good wishes and the following address.
 Dear Friend:—It is with feelings of deep regret that we assemble here this evening to say "Good Bye," and to wish you and your amiable family a pleasant journey to the golden west. We are indeed sorry that the lure of the prairie has overcome you, but we rejoice that you will still be one of our compatriots, under the flag that for a thousand years has braved the battle and the breeze.
 We trust that your sojourn in the land of great possibilities may be fruitful of the happiest results, and that ere many summers have elapsed you will return to the "Garden of the Gulf," and share in the bounties that a beneficent Providence has bestowed upon us.
 In conclusion we would cordially

ask you and Mrs. Chowan to accept this small gift as a token of respect and friendship and as a sort of guarantee that whenever you see fit to return you will always be sure of the "glad hand."
 Signed,
THOSE PRESENT.
LIPTON'S FIFTH CHALLENGE HAS ARRIVED.
 NEW YORK, Match 6—Sir Thomas Lipton's fifth challenge for an American Cup match is today in the hands of the officials of the New York Yacht Club, but the contents of the challenge will not be made public until the next meeting of the club, which is to be held on March 27. The challenge was issued through the

Royal Ulster Yacht Club of London and brought to New York on the Oceanic.
 Sir Thomas, it is said, has overcome his prejudice against the "deed of gift" rules and his challenge today is said to be for a series of races under the old rules. If this is true the members of the New York Yacht Club will have to accept or else forfeit the trophy to the Irish tea king. This means the building of a new boat, as the Reliance, which successfully defended the cup ten years ago, has been out of the water nine years—too long to be depended upon.
 The cost of the ninety-footers is about \$250,000, whereas Class L sloops may be built for about one-fifth of that amount, and the cost of

upkeep is almost proportional.
 In the matter of a designer for the challenger, Sir Thomas is practically limited to two men—William Fife and Alfred Mylne.
 As Herreshoff has been very successful in designing defenders of the cup since the days of Edward Burgess, having the Vigilant, Defender, Columbia and Reliance to his credit, the New York Y. C. will depend on the "Wizard of Bristol" to turn out a new world-beater.
 "A manufacturer desirous of keeping his help employed during the dull season made up the line of whitewear offered in this sale at a very low figure and we are passing this price saving on to you. Call in and see the splendid showing. Moore & MacLeod.
 3-7M31.