

BIG SLAUGHTER SALE!

The whole of our IMMENSE STOCK of Dry Goods, Furs, Millinery, Boots and Shoes, Groceries, etc., at a straight discount of from 20 to 50 per cent. Hundreds of busy buyers through our store from morning till night making needful selections from a whole store full of bargains. We find it necessary to hold this sale in order to pay off the balance due our late partner who retired from the business some time ago. Terms of sale are strictly cash. No samples given. No goods on approbation or exchanged. Our books are closed during this sale.

33 1-3 off
Dress Goods
Suits
Jacket Cloths
Cloakings
Silks
Satin
Velvets
Velveteens
Ribbons

33 1-3 off
Corsets
Embroideries
Appliques
Fur Ruffs and Collars
Fur Jackets
Fur lined Capes
Fur Robes
Ladies Sacques
Ladies Suits
Shirts
Cloth Capes
Waists

33 1-3 off
Silk Waists
Wrappers
Waterproofs
Night Gowns

White Wear
Shawls and Rugs
Carriage Wraps
Umbrellas
Sunshades
Children's tams

331-3 per cent off

All small wares
Kid Gloves
Fabric Gloves
Purses
Bags
Chiffons
Black Ostrich Feathers
Eiderdown by yard
Blankets
Handkerchiefs
Drapery Muslins
Curtains
Table Covers
Portiers
Curtain Poles
Window Shades
Oil Cloths
Mats
Boys' Overcoats
Boys' Reefers
Boys' Suits
Collars
Cuffs
Ties
Braces

Colored Shirts
Knit Shirts
Black Sateen Shirts
Gingham Shirts
Sweaters
Pants
Overalls
Smocks
Men's Gloves
Men's Mitts

33 1-3 per cent off

Corduroy
Worsteds
Serges
Tweeds

25 per cent off

Prints
Ginghams
Cottonades
Ducks
Drills
Grey Cotton
White Cotton
Fleecy Cotton
Denims
Sheeting Cottons
Pillow Cottons
Lawns
Organdy
Madapolins
Diapers

Quilt Cottons
Furniture Coverings
Furniture Sateens
Fickings
Cretannes
Sateens
Satin Cloth
Wrapperettes
Flannelettes
Flannels
Toweling
Table Linen

25 per cent off

Table Napkins
Dress Linings
Canvass
Osaburg
Stockette
Hosiery
Bed Spreads
Yarns
Mat Fringe
Checked Muslins
Linen
White Shirts
Cardigans
Stanfield's Underwear
Fleecy Underwear
Ladies' Underwear
Combinations

Trunks
Valises
Boots and Shoes
Slippers
Rubbers
Rubber Boots
Overshoes
Sox and Felts
Lumberman's Rubbers.

50 per cent off

All Ladies Trimmed Hats
All Ladies untrimmed Hats
Wings
Breasts
Birds
Ornaments
Colored Tips
All other Millinery Trimming.

50 p. c. off

Laces
Veilings
Guimp Trimmings
Braid Trimmings
Stamped Linens
Ladies' and Children's Gaiters.

CARPETS.

We want a clean sweep in this department. So here goes.

- 2 pieces Hemp Carpet at 16c a yd for 11c
- 1 " " " at 20 " 13 1/2c
- 4 " " " at 22c " 13 1/2c
- 2 " " " at 24c " 15 1/2c
- 1 " " " at 28c " 18c
- 1 " " " at 32c " 21c
- 1 " " " at 35c " 24c
- 1 " Stair Carpet at 16c " 11c
- 1 " " " at 25c " 16c
- 1 " " " at 30c " 19c
- 21 1/2 yds Tapestry Carpet at 75c yd for 45c
- 13 1/2 " " " at 40c " 25c
- 17 1/2 " " " at 60c " 39c
- 2 pieces Union " at 40c " 28c
- 1 " " " at 42c " 29c
- 3 " " " at 45c " 30c
- 1 " " " at 55c " 35c
- 1 " " " at 58c " 37c
- 2 " " " at 60c " 38c
- 3 " " " at 75c " 40c
- 1 " all wool " at 95c " 58c
- Sugar sold only in 25c, 50c and \$1.00 packages.
- 23 lbs best Granulated Sugar for \$1.00.
- 11 1/2 " " " " .50
- 5 3/4 " " " " .25
- Tea 21c lb.
- Kerosene Oil 21c gallon.
- Best Porto Rico Molasses 40c gallon.
- All other Groceries at 20 per cent discount.

McGougan & Wright, Summerside.

A Few Comparisons

COMPANY	1902	1902	1902	1902	1902	1902	1902
	Force Dec 31st	Net Premium Income	Dividends to Policy Holders	Dividends to Stock Holders	Income Over Expenditure	Death Claims	Year of Incorporation
Canada Life	\$8,048,722	\$2,549,787	\$65,194	\$76,722	\$1,314,429	\$1,129,370	1847
Sun Life of Canada	67,165,552	2,700,633	103,550	15,750	1,672,970	577,982	1865
Manufacturers	29,737,428	1,645,498	28,849	24,000	600,003	174,965	1887
Imperial Life	11,649,585	407,309	Nil	20,250	275,769	40,654	1897
Mutual Life of Canada	34,253,754	1,111,897	77,843	Mutual	658,791	242,049	1867

A few figures compiled from the Government blue book, which demonstrates clearly the SUN LIFE OF CANADA is leader in the front ranks. To be safe always insure with a representative of the above Company as it is prosperous and progressive and its agents are positively reliable. For rates and other information apply to

LEWIS H. BEER, Special Agent, Charlottetown, P. E. Island.
J. H. WELCH, Manager, Charlottetown, P. E. Island.

Boker's Hockey Skates
Boker's Hockey Skates
Boker's Hockey Skates
Whelpy Hockey Skates
Spring Skates all sizes
Hockey Sticks from 15 cents
Shin Pads

Simon W. Crabbe,

Stoves and Hardware.
Walker's Corner
Dec. 12, 1903.

Willie—Pa, when you say a man's 'wool gathering' it means he's lazy, don't it?
Pa—Not necessarily. He may be gathering the wool off the lambs in Wall street.

Minard's Liniment Relieves Neuralgia.
Rooney—Where did ye git the black eye Moike?
Clancy—Why, Tim Dolan's just back from his honeymoon, an' twas me advised Tim to git married.

Stupefying headaches are cured, the head cleared, and the brain brightened by Miburn's Sterling Headache Powders, they do not weaken the heart. Price 10c. and 25c.

Father—Don't ask so many questions, Tommy. You are not supposed to know everything that goes on around here.
Tommy—No, but I do, though.

Minard's Liniment Cures Burns, etc.

EARACHE CURED.
Miss J. J. Johnson, Innisfail, Alta., says I was troubled with Earache for a long time, and nothing helped me until I used Hazyard's Yellow Oil, which cured me completely.

He—I have saved up enough for us to live at the rate of \$10,000 a year.
She—For how long?
He—Oh, one year.

Laxa-Liver Pills are the ladies' favorite cathartic, as they do not gripe or pain, sicken or weaken or cause the slightest inconvenience. Price 25c., all druggists.

Anxious Arabella:—"I hope it doesn't bother you to have my hair blow in your face?" The Brute:—"Not in the least I was born in China. I can eat rats."

Minard's Liniment for sale everywhere.

Mistress—Did you bring any references with you?
Cook—No'm I thought I'd get the place first.

Minard's Liniment Cures Dandruff.

Husband—"What does it matter how plain your clothes are? Beauty, you know is only skin deep, and—"
Wife—"And I really would like to make mine seelkin deep just for once."

All the lung healing properties of the pine are bottled up in Dr. Wood's Norway Pine Syrup. It is the most satisfactory remedy for coughs and colds of all kinds. Price 25c.

"Father, have you read my old 'To the nest'?" asked the youthful poet.
"No, John, I haven't," was the old man reply, "But you just take this here ax an' cut down a few of 'em. The pines are owing me 'bout ten cords of wood!"

Jason—"Smith says that he believes all women should be allowed to vote."
Mason—"He does, eh? Well that is what comes of marrying a lady you can't lick."

INSTANT RELIEF.

Mr. Robt. Jennings, Mansfield, Ont. writes: "I have used one bottle of Dr. Low's Toothache Gum for severe toothache, and received instant relief. Besides this, it acted as a splendid temporary filling. Price 10c."

Doctor Jinks:—"I suppose you must have lost some of your patients by being away for so long a time?"
Doctor Kent:—"Yes, confound it! Ten or a dozen of them got well."

DOES CHILDREN GOOD.

Mrs. Joseph Langtry, Brockville, Ont. "I have used Dr. Low's Worm Syrup in my family, and it has always been effectual and has done the children good. I can highly recommend it."

New Boston Derby \$300 hats just received at Weeks & Co., in all sizes from 6 1/2 to 7 1/2. You get the very best in hats when you buy a Boston Derby. We are Sole Agents for Charlottetown.—Weeks & Co. 711f

Any Lady Can Make
easily \$12.00 to \$20.00 weekly by representing us in her locality
IN HER SPARE TIME

The position is pleasant and profitable the year round. Will gladly send particulars to any lady who may need to make some money and will convince you that this is no deception.

MRS. DAVIDSON.
DRAWER 35, BRANTFORD, ONT.

13 W 41 St 41

The Best Xmas Gift

Do you love your wife and children?
Then protect them with a manly of affection that cannot fail
An Endowment Policy of life insurance in that sterling Canadian Company—
The North American Life.
We will guarantee to suit you with a plan at a very moderate cost.
Redeem your promise during the remaining days of December and start the New Year right.
Yours Truly.



ROSS & MATTHEWS
DESBRISAY BLOCK, CHARLOTTETOWN.



A Big Bid for Your Money. Our Goods For What They Cost Us. Beat This, Who Will?

While this advertisement stands we offer all goods enumerated in list below at what they cost us. Our service given free. It is not likely you are prepared to believe that any merchant is selling up-to-date goods at a lower price than he has to pay for them. We do not pretend to do it. We want money and are certainly making a high bid for it, when we offer our goods without profit. Our stock is a very choice one. Give us a share of your patronage and we will do as we advertise.

- All Fur Coats
- All Fur Collars
- All Fur Caps
- All Winter Cloth Caps
- All Winter Gloves
- All Mufflers
- All Heavy Top Shirts
- All Winter Underwear
- White Shirts
- Colored Shirts
- A special lot at less than half price.
- All Ulster Coats
- All Overcoats
- All Ulster Coats.
- All Overcoats
- All Reefers
- All imported Ready-made Suits
- All our own make ready-made Suits
- All Rainproof Coats
- All Canadian Tweeds,
- All Oxford Tweeds,
- Over 1000 yds. to choose from
- All Ladies' Suitings, i
- Fraises, Tweeds, Serges and
- Friendly's Black Goods.

D. A. BRUCE, - - - **Clothier, Hatter and Furnisher.**
Opposite Post Office, Morris Block, Victoria Row.

