

# You've Been Wanting a Fur Coat for a long time--you can get it now!

Last winter in the cold days you said "I'll have a Fur Coat for the zero weather next winter." Zero days are here—and with them a remarkable opportunity to secure a high class coat at practically your own price.

You can choose from the best range of reliable fur coats in Charlottetown at a series of remarkable reductions:—

- |                                                                                                                   |                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Ladies' French Seal coats, length 50 in., sized 36 and 38, price \$150.00 selling at <b>\$105</b>                 | I only Ladies' Hudson seal coat, length 40 in., size 42, worth \$325.00 selling at <b>\$157.50</b>                         |
| 2 only Ladies Hudson Seal coat, length 38 in., sizes 36 and 38, price \$300.00 selling at <b>\$210</b>            | 1 Hudson Seal Coat length 38 in., size 36, selling at <b>\$276</b>                                                         |
| 1 only Hudson Seal Coat, Sable Collar and Cuffs, length 45 in. size 40, price \$450.00 <b>\$315</b>               | 1 only Ladies' Persian Lamb Coat Sable Collar and Cuffs, length 40 in., size 42 price \$325.00, selling <b>\$227.50</b>    |
| 1 only Persian Lamb Coat, length 40 in., size 38, Sable Collar and Cuffs, price \$450.00, selling at <b>\$315</b> | Ladies' Natural Muskrat Coat, sizes 36, 38, 40, length 42 in., with deep border price \$195.00, selling at <b>\$136.50</b> |

## 45 inch Marmot Coats \$115 for \$80.50

Rich brown fur, very warm and very durable—makes a very satisfactory coat indeed, sizes 38, 40, 42. 24 handsomely finished and lined, regular price \$115.00, special reduced price **\$80.50**

## A Striking Bargain in Women's Underwear

Specially reduced prices on all winter weight underwear for women and girls. If you have not secured your requirement, it will pay you to look through this splendid assortment and buy at the present heavily reduced prices:—

- |                                                                                  |               |
|----------------------------------------------------------------------------------|---------------|
| Ladies' Vests in natural and white                                               | <b>49¢</b>    |
| Ladies' vests in long sleeves, short sleeves, no sleeves and opera top           | <b>85¢</b>    |
| With drawers and bloomers to match                                               | <b>80¢</b>    |
| Ladies Vests in long sleeves, short sleeves and no sleeves                       | <b>\$1.00</b> |
| Ladies' Vests with drawers to match a good weight for winter, made in all styles | <b>\$1.00</b> |
| Ladies' fleece lined underwear in white and natural                              | <b>\$1.00</b> |
| Ladies' Vests in natural wool with drawers to match                              | <b>\$1.80</b> |
| Ladies' Vests in pure wool, finest quality                                       | <b>\$2.35</b> |
| Children's Undervests in natural and white with drawers to match                 | <b>75¢</b>    |
| Children's Undervests in natural wool                                            | <b>\$1.00</b> |



# MOORE & McLEOD LIMITED

**THE HORRIBLES!**  
On New Year's Day the Horribles appeared upon our Street. Some on horses, some on sleighs, And some on frozen feet.  
That famous "Spark Plug" walked along With Barney at his side, And Sunshine, perched upon his back, Enjoying a New Year ride.  
The Monument in flowered array, Was brought before our view, With soldier high upon the top, In uniform, he stood.  
And soon a Modern "Liquor Trade," Was brought before our view, And hard at work, tight now, some men Were trying to coax "Kome Brew."  
And thisty creatures often sighed When this went slowly past, To know 'twas only "make believe."

And contents wouldn't last.  
The electric lights, the telephone, And everything that's new Was brought to mind in this parade.  
The Car ferry brought up the rear With Captain and with Mate, With Manly Crew of Jolly Tars, Ready to meet their fate.  
They stopped at Creed McArthur's And refreshments they did eat; The doughnuts placed upon a cane! A modern way to treat.  
"Father Sandy" passed the elder Well obtaiyed upon a tray, And every man did heartily drink, And then they marched away.  
They played their band, they sang their songs, They shouted loud with cheer, He surely was a jolly way To start the bright "New Year."  
C. N. Mc N. S'ide, P. E. L.

**WHY A SHOE IS THROWN**  
Throwing a shoe after the bride is the survival of a custom based upon ancient symbolical usages. In connection with sandals or shoes, Delivery of a shoe was used as a testimony in transferring a possession. A man plucked off his shoe and gave it to his neighbor, and this was a testimony in Israel.  
Throwing a shoe on property was a symbol of new ownership. From these ancient practices came the old English and Scottish customs of throwing an old shoe after a bride on her departure for a new home, symbolizing that the parents gave up all right or dominion over their daughter.  
In Anglo-Saxon times the father delivered the bride's shoe to the bridegroom, who touched her on the head with it to show his authority. In Turkey the bridegroom is chased after marriage by the wedding guests and pelted with slippers.

### Western Guardian

—SHOP from Holman's Catalog

—MEN'S POLICE BRACES, good webbing, only 29c per pair at SINCLAIRS. 883-111-21.

—WANTED—SMELTS AND Pels, Write or telephone, James England, Travellers Rest. 873-110-54

—LADIES' PATTERN HATS: balance of season selling worth up to \$12.00, January Sale \$5.00. 883-111-21.

—BIG DISCOUNT on wool and Flannelette Blankets. See them at SINCLAIRS. 883-111-21

—LADIES' RAT COATS, also small Furs reduced for January Sale at SINCLAIRS. 883-111-21.

—LADIES' MELTON and Broadcloth Gaiters regular \$2.25 to \$3.50 clearing at 20% discount at SINCLAIRS. 883-111-21.

—FOR SALE.—2½ year-old colt, perfectly sound, lots of style. By Lacopia, Dam by Baron Ideal, Grand-dam Parkside, Great Grand-dam Hernando. Apply to Alexander Deegan, Cape Traverse. 872-110-31.

—30 INCH STRIPED ENGLISH Flannelette only 19c per yard at SINCLAIRS. 883-111-21.

—MISSES AND SMALL LADIES' Homespun and Serge Dresses clearing \$3.98 at SINCLAIRS 883-111-21.

—WANTED.—Second hand safe of moderate size, also a cash register, must be in good condition and low in price. Write, giving detailed description, size and lowest price to Byron McDonald, Summerside.

—SUMMERSIDE METHODIST CHURCH—Sunday, Jan. 10th, 1924 11 a. m. Preacher, Rev. J. P. Denney. Subject—The True Meaning of Sacrifice, 7 p. m. Annual Pulpit Exchange. Preacher, Rev. A. K. Herman of the Baptist Church.

—SADLY BEREAVED.—Their numerous friends unite in sympathizing with Mr. and Mrs. Roy Silphant of this town in the death of their infant daughter which sad event occurred on Thursday last—H.

—SUMMERSIDE AGENT.—Mr. Byron 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 122.

—SMELT FISHING.—Large catches of smelts are being daily taken by our fishermen, Mr. Joe Linkletter has himself taken over four tons of smelts this week and several others have taken nearly as many. Favorable reports are also received from other parts, fishermen being jubilant over their success and a continuance will depend on weather conditions.—H.

—PIE EATING CONTEST.—A few evenings ago, in the Chinese Restaurant, a discussion arose on "Pie-eating" when a man put up a bet of \$2 that no one present could eat a whole pie in 15 minutes. This bet was taken by a young man whom we shall call "Jiggs," on condition that the loser would defray expenses of pie. A whole raisin pie and a quarter of a coconut pie was set before "Jiggs" with a supply of cold water. This he wholily devoured in a few seconds less than 10 minutes. "Jiggs" is now open to accept all bets of a similar nature.—H.

—Mr. A. McCaul, Freetown paid a visit to town on Thursday.—H.

—Miss Lala Jack of Neepawa, Manitoba, is home visiting her parents, Mr. and Mrs. James Jack of French River.

### PERSONALS

—Mr. W. B. Allen, Union Corner, paid a business trip to Summerside on Thursday.

—Captain Turner, Graham's Road, was a visitor to Summerside on Thursday.—S.

—Mr. Howard Clark, Alberton, paid a business trip to Summerside, Wednesday.—S.

—Mr. Harry Saunders, Bloombfield, was in Summerside, Thursday on business.—S.

—Mr. Romannus MacDougall, Richmond, was a visitor to Summerside on Thursday.—S.

—Mr. Harry Francis, Albany, paid a visit to Summerside on Thursday.—S.

—Mr. Donald Howatt, Augustine Cove, was a visitor to Summerside on Wednesday.—S.

—Mr. Chas. Cameron, Albany paid a business trip to Summerside Wednesday.—S.

—Messrs. Edward Hennessey and Russel Ahearn, Borden, were in Summerside Thursday on business.—S.

—Mr. Ambrose Monaghan, Kinkora, paid a visit to Summerside on Thursday.—S.

—Mr. John A. Thompson, Margate, paid Summerside a business trip on Thursday.—S.

—Miss Margaret Griffin, Summerside spent Thursday at Kensington where she was the guest of Mr. and Mrs. Leighton Rogers.—H.

—Mr. and Mrs. Franklin Gillisple, were visitors to Summerside on Thursday. They leave for California on the 16th were they intend residing for the winter.

# Big Slaughter Sale

## Now on

January will be a month of

### WONDERFUL VALUES IN EVERY DEPARTMENT IN THIS BIG STORE

THOUSANDS OF DOLLARS WORTH OF SEASONABLE MERCHANDISE WILL BE SLAUGHTERED

This is your opportunity to secure some Real Bargains

Buy at Home in 1924

Be Loyal to your Own Community

ONE PRICE TO EVERYBODY SPOT CASH

# Prowse Bros Ltd

The Big Store

ONE PRICE TO EVERYBODY SPOT CASH

### Eastern Guardian

—SHOP from Holman's Catalog

—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.

—VISITING PASTOR.—The Rev. Mr. Mabon preached at both services in the Montague Presbyterian Church on Sunday last. The condition of the weather prevented the attendance being up to the standard, and deprived the majority of the congregation of a rare treat in the shape of two good sermons. The annual meeting of this church will be held on Jan. 16th when we hope the attendance will be large.—J.

—SERIOUSLY ILL.—The very serious illness of Miss Cassie Stewart of Montague is reported, much to the regret of her many friends. It appears that Miss Stewart was walking on her sister, Mrs. Hamilton, New Perth, who has since passed away, and contracted pneumonia herself. Her condition is reported extremely critical. It is earnestly hoped however, that the hand of the grim reaper may yet be stayed, and that she will be fully restored to her former self.—J.

—MEASLES PREVALENT.—It is pleasing to learn that Master Mackie McKinnon of Montague is fully recovered after suffering from a very heavy attack of measles. This disease is reported as being very prevalent in Montague at present, a number of families being afflicted. It is to be hoped that the school trustees will see to it that none of the children from these afflicted homes, be allowed to attend school, and prevent the spreading of this malady. With such an efficient and capable staff of teachers as Montague has at present, it would be a great pity in any way hinder the marked progress the scholars are making, by having to close the schools.—J.

—IN SUNNY SOUTH.—Mr. Even Houston of Montague has just received an interesting and much appreciated letter from his old friend Mr. John P. McPherson, better known as "Jack," who with his wife and little boy left here some few months ago for Southern California. Mr. Houston prizes this letter very highly as it seems to bring about a renewal of the good friendship which has long existed between Mr. McPherson and himself. Mr. McPherson gives a glowing account of the unsurpassed beauties of that country, especially the climate, some idea of which will be gleaned from the fact that while the letter is being written, Mrs. McPherson, who it is pleasing to learn is greatly improved in health, is in the orchard picking a basket of oranges. This letter with its many gilded attractions has apparently given Mr. Houston cause for serious consideration, and seems to have cast somewhat of a damper on his hitherto optimistic views, as regards our P. E. Island climate, and his departure in the near future would be no surprise to us. But above all we earnestly hope that Mr. Houston, splendid fellow that he is, will ever bear in mind, that in almost every case distance lends enchantment to the view, and in this instance not make the mistake of leaping before he looks, and come to the conclusion that after all, Montague, The Beautiful, where his friends are many is good enough for him.—J.

### PERSONALS

—The family of Mr. Joseph Stewart of Sea View, are all able to be out again after a severe attack of measles and are very grateful to their kind friends and

neighbors who did everything possible for them during their illness.

—Miss Margaret McKinnon, a student in Prince of Wales College spent the Christmas holidays in Montague the guest of her sister Miss Maudie, Miss McKinnon is a young lady of exceptional brightness, and passed the entrance exams with high marks. She returned to college on Monday last.—J.

—When Miss Josephine Lanier became the bride of Major Junius W. Jones, U. S. A., at a brilliant wedding in New York the other day she was attired in the same bridal gown that was worn by her great-grand-mother 130 years ago when she was married to the famous statesman, Albert Gallatin.

—Miss Margaret Griffin, Summerside spent Thursday at Kensington where she was the guest of Mr. and Mrs. Leighton Rogers.—H.

# Pay it to-day

Did you get a bill, from us, in the mail during the last day or two? This is just a reminder, that if you received it, it is due for payment—THEY ARE DUE WHEN SENT.

Please pay it today, prompt payments keep money in circulation, and help everybody.

Thank you.

# MOORE & McLEOD LIMITED