

Silk Hose (PURE THREAD) 1



Here's a number that will delight every buyer. Pure thread silk, 26 inches of it, slender, specially shaped ankle, a stocking that many stores will offer at \$1.00 to \$1.50 **1.00**

Silknit Bloomer \$1



Here's a garment that would have to be sold for \$1.25 to \$1.50, only for the fact that we buy in enormous quantities. Well made, good weight, 6 colors, best in the market at the price **1.00**

Corsage Flowers



A cluster of violets so natural that one stoops to sniff their fragrance—roses, and many others, lovely and very popular. **35c, 45c, 75c, \$1.00, 1.50**

Men's Hats \$3. \$5. \$6.

Sure—you can get the new colors and shapes in low-priced Hats. There's a wonder here at \$3. Biltmores and Kings in all new shapes at \$5 and \$6.

Ways to Easter Smartness



Easter and a new outfit are synonymous terms in the feminine mind. And it is to such collections as this that she turns when selecting her wardrobe. For here is the best of the new—moderately priced.



Coats-Suits-Dresses

Choose something new for Easter from this finest assortment of Coats, Dresses, Suits in P. E. I. The last word in style is here—

Coats—\$15, \$18, \$25 to \$48
Suits—\$15, \$18, \$25 to \$35
Dresses—\$8.95, \$12.50, \$16.75 to

GIRLS
COATS
\$3.00 to \$16.00

GIRLS
REEFERS
\$3.00

New Hats

Chic millinery of felt, baku, visca and satin. Some in bandeau style, others snug fitting as little caps. Many with lovely flower trimmings.

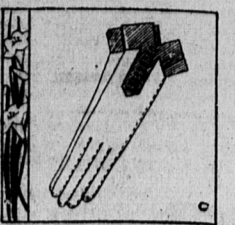
\$2.25 to \$14.00

"Step in" set \$2.50

Dainty set of step-in and brassiere, Nile, white, flesh and peach. Lovely and moderately priced **2.50**

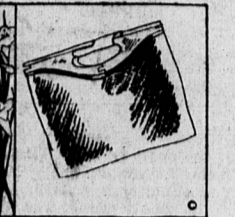
Correct Easter Gloves

Kid of Chamoisette, with latest fancy turn cuffs in tremendous range, Chamoisette at 50c, \$1, and \$1.50. Newest French Kids,—\$2.75, \$3.00, \$3.50



Get a new Bag

Under arm and regular model bags are both shown in good range,—all the new colors. **\$1.75, \$2, \$3, \$3.50, \$5.** and up through all grades to \$14.



The Easter Umbrella

With Easter in April an Umbrella is not only an advisable purchase, but a very attractive gift **\$2, \$3, \$5, to \$13.50**



Biggest Show of Borsalinos \$7.50

Every good color, all the new shapes, in this finest of all Men's Hats—the Borsalino. The style and shape and color you want is HERE. Our price is lower than in Montreal and Toronto **7.50**



Men's Spring Overcoats

Certainly the most attractive line of new coats that this store has ever shown. Largely fawn and grey tweeds, half-lined, slip-on styles.

\$15, \$18, \$22.50 \$25.

Easter Neckwear

You'll go a long way to find so delightful a line of Easter Ties for men and young men. The right shapes, the silks that New York approves, rich, attractive, colorful,—

50c, 75c, \$1.00, \$1.50

Easter Gloves

Sure—you need new gloves—ask your wife and she'll tell you.

Chamoisette **\$1.00**
Suedes **\$2.00 and \$3.00**
Capes **\$2, \$2.50, \$3.00**



"ORIENT" FULL FASHIONED Stocking \$1.50

Now, here is a stocking that will delight every woman within reach of this store's service. The famous Orient make, all good colors, full fashioned, on sale for Easter at—**ONE DOLLAR AND A HALF**

"KAYSER" SERVICE WEIGHT STOCKINGS—\$2.

Silk to the welt, mercerized welt and foot, full fashioned and slipper heel, all the new colors,

TWO DOLLARS

"ORIENT" PURPLE STRIPE STOCKINGS—\$2.

Many people regard this as the best stocking—we have it in the biggest range in the Province. All the new colors, full fashioned, postpaid—

TWO DOLLARS

Men's Easter Suits

This stock offers you all that is right for the young man—for the older man who cares for good appearance—for the more conservative dresser—

Tweeds, Blue and Grey Serges, Worsteds in all the good colors.

\$20, \$25, \$30, \$35

Boys' Easter Suits

The Boys' Store offers you the best range of Boys' Suits in Charlottetown,—fine Tweeds, Blue Serges, Clydesdale Chevots, two-piece, three-piece and four-piece suits.

\$9, \$12.50, \$15, to \$18.50

Easter Caps for Boys

This stock has just been completed by the arrival of a tremendous lot of the newest models.

85c to \$1.00



Hardwood Baseball Bat

FREE With every boy's suit sold for cash we will give a splendid, boy's size, Hardwood Baseball Bat. You could not buy one as good as this, in the ordinary way, less than 35c to 50c. **BOYS**—get your suit here, you'll get the best suit for the money—and the bat as well.

Moore & McLeod Limited

Sturdy "Scout Knife"

FREE With every Boy's Suit sold for cash at TEN DOLLARS OR MORE, we shall give a sturdy, useful "SCOUT" knife. Strong handle, two good blades, reamer, corkscrew, can opener, bottle opener, screwdriver. Ring to attach to belt. **BOYS**—buy your suit here—you get the best suit in town for the money—the knife as an extra.

Western Guardian

—GUARDIAN REPRESENTATIVE for Richmond and vicinity is Mr. Ray Brown, who is open to receive news and renewal subscriptions.

—WESTERN AGENT—Mr. Cyrus J. Gallant is Guardian Agent in MasPhos. His Worship Mayor Frank Arnett will preside. At the conclusion of the competition the

judges and contestants will be guests of the Charlottetown Guardian at luncheon.

—WESTERN AGENT—Mr. Cyrus J. Gallant is Guardian Agent in Howlan, and will be pleased to receive news, advertising, new and renewal subscriptions.

—ALBERTON—Rev. Frank Hutcheson will conduct the services in the Presbyterian Church, Alberton, on Sunday, April 8th at 11 a. m. and Monday evening in St. George's at 7 p. m. A cordial invitation to Hall

judges and contestants will be guests of the Charlottetown Guardian at luncheon.

—WESTERN AGENT—Mr. Cyrus J. Gallant is Guardian Agent in Howlan, and will be pleased to receive news, advertising, new and renewal subscriptions.

—ALBERTON—Rev. Frank Hutcheson will conduct the services in the Presbyterian Church, Alberton, on Sunday, April 8th at 11 a. m. and Monday evening in St. George's at 7 p. m. A cordial invitation to Hall

Eastern Guardian

—MISS COMPTON of Georgetown, has just returned from a visit to Boston and New York, and has with her a nice assortment of stunning Easter Millinery, which will be on display, Saturday, April 7th.

—ST. GEORGE Dramatic Club will present Reconciliation Easter Monday evening in St. George's at 7 p. m. A cordial invitation to Hall

PERSONALS

Mrs. McNeil and son Bobbie, Georgetown, are visiting in New Perth, the guest of Mrs. McNeil's mother-in-law.

Mrs. Rueben Glidden and son, James, who have been spending the winter with Mrs. Glidden's sister, Miss Beatrice Skinner, left Thursday for her home in U. S. A. She was accompanied as far as Charlottetown by her sister, Beatrice.

Mr. McLean of New York, cnts. Mr. and Mrs. Melville Ross, spent the week end in Georgetown, the guest of his cousins, Mrs. Capt. Smith and Mrs. A. A. McDonald.

Mr. E. J. H. Morrissey, teacher of Queen Square School, Charlottetown, is spending his Easter holidays in Georgetown, the guest of his parents, Mr. and Mrs. T. E. Morrissey.

Mr. Joseph Mooney, student at St. Dunstan's University, Charlottetown, is visiting his uncle, Mr. James Condon, Georgetown.

Miss Lydia Ross, Milliner, of the firm of J. J. Hughes & Co., Souris, spent the week end in Georgetown, the guest of her par-

ents, Mr. and Mrs. Melville Ross.

Mr. E. J. H. Morrissey, teacher of Queen Square School, Charlottetown, is spending his Easter holidays in Georgetown, the guest of his parents, Mr. and Mrs. T. E. Morrissey.

Mr. Jock Donovan, student at St. Dunstons University, Charlottetown, is spending his Easter holidays with his parents, Mr. and Mrs. M. Donovan, Georgetown.

"Make me over, Mother April. When the crop begins to stir! When thy flowery hand delivers All the mountain-prisoned rivers. And thy great heart beats and quivers To revive the days that were. Make me over, Mother April. When the sap begins to stir!" —Bliss Carman.

A Pennsylvania mill is devoted almost exclusively to making flakes from white corn to serve as snow in motion picture studios.