

BIG COAT SALE!



We are clearing out the balance of our Ladies' and Misses Cloth Coats at . . .

1/3 Discount

All this year's Coats, with the newest Style Features, Cloths, and Materials.

THE PRICES LISTED BELOW TELL OF THE SAVINGS.

Cloth Coats	Prices
Regular price . . . \$15.98	Sale Price . . . \$10.50
Regular Price . . . 20.98	Sale Price . . . 13.75
Regular Price . . . 22.50	Sale Price . . . 15.00
Regular Price . . . 27.50	Sale Price . . . 18.00
Regular Price . . . 31.75	Sale Price . . . 21.00
Regular Price . . . 41.50	Sale Price . . . 26.98
Regular Price . . . 63.50	Sale Price . . . 42.50

Very special prices on all our Seal, Persian Lamb, Muskrat, etc. Balance of Last Year's Coats at . . .

1/2 Price

During this Sale

Prowse Bros. Ltd.
The Fashion Centre

WE ARE BUYING
Tablestock and Bulk
— TURNIPS —

Each Day at Our Warehouse
In Charlottetown

E.I. Potato Growers' Association

Decrease In Iron And Steel Output

MONTREAL, Que., Dec. 10. (By the Canadian Press)—The iron and steel trade in Canada in 1931 was not spared by the economic depression and as a result metal prices fell to low levels, declared B. W.

P. Coughlin, president of the Montreal Metal and Hardware Association of the Board of Trade, at the annual meeting here. The decline in metal prices was affected by the drop in building construction and decreased railway earnings which were in turn caused by the low wheat prices and

WESTERN GUARDIAN

—NOW IS THE TIME to remove unsightly pole fences and replace with Owen wire. Buy farm fencing at Brace's. 10814-12-11-21.

—FROZEN SMELTS in 15 to 22 lb. boxes \$3.00 per 100 lbs. at Brace's. 10814-12-11-21.

—PROBATE COURT—Hon. H. L. Palmer, Judge of Probate held Court in Summerside on Thursday when two estates were closed.—S

—TIGNISH—On Monday, Dec. 7, Mr. Maxime Blanchard of the district of St. Rock near Tignish passed to his eternal reward. He had been in falling health for several months past during which he received the best of care and medical attention. He was attended in his last illness by Rev. Phelan MacKenna and his remains which were followed by all the people of the district were buried in Tignish Cemetery on Wednesday morning the 9th. He is survived by his wife and several children all of whom reside near the old home. The snow storm of the 8th has made the roads very bad for wheeling, but as yet there is not sufficient snow to make it advisable to hitch old dobbin to the sleigh for a while.—T

—PASSED AWAY—There passed away on Tuesday after a brief illness Mrs. Mary Seavers, widow of the late John Seavers, at the age of 84 years, at the home of her nephew John Pillman of Travellers Rest. She deceased was the daughter of John Pillman of Spring Brook, New London. She married John Seavers, formerly of Cavendish, and went to live in the United States. Shortly after her husband was killed in a street car accident. For many years Mrs. Seavers continued to live in the States and did not return to her native province, until about twenty years ago, when she resided with her brother, the late George Pillman of Travellers Rest. Since that time she has resided with her nephew, John Pillman, at whose home she passed away. There were no children. Mrs. Seavers was of a quiet unassuming disposition and had many friends who will regret to hear of her passing. The funeral took place on Thursday afternoon from the residence of John

the lack of grain movement, he stated in his report.

Building construction in this country touched approximately \$305,000,000 in 1931 as compared with \$554,000,000 in 1929, the report stated. The production of steel ingots and steel castings showed a decline of 21 per cent for the first ten months of the year, while pig iron production dropped 31 per cent. A heavy falling off in the purchasing of agricultural implements and automobiles caused large curtailment in the production of the manufacture of these articles.

The report concluded: "There has been a marked increase in the imports of British steel as compared to the imports from other countries, which increase started prior to Great Britain going off the gold standard and covers plates, bars and shapes in sizes not manufactured in Canada. This increase can be attributed to the friendly attitude shown by the government to the British manufacturers and to the increased attention that these manufacturers have given to the Canadian market, as evidenced by their formation of the British Steel exports association."

The executive committee of the Association was re-elected as a whole.

EASTERN GUARDIAN

—"POULTRY WANTED"—Buying dressed chickens, fowl, turkeys, geese, ducks, Tuesday and Wednesday, December 15 and 16. Highest market prices. J. A. MacDonald & Co., Cardigan. 10835-12-11-31

—"INSTITUTE MEETING"—The monthly meeting of the Cable Head West Institute was held on Dec. 2 at the home of Mrs. Jasper MacLaren with six members in attendance. Roll call was answered by "Pinning the tail on the Donkey." Minutes of last meeting were read and adopted. A discussion took place about buying a new blackboard for school and it was decided to leave this business until next meeting. It was decided that each member take some refreshment for the pupils at the Christmas entertainments in the school. Correspondence was read and discussed. Next meeting will be held at the home of Mrs. Howard Anderson. Roll call "My Favorite Vegetable and How to Prepare It." Program to consist of sing, say, play or pay. A dainty lunch was served by the hostess.

Pillman to St. Thom's' Anglican Church at French River. Ven. Archdeacon White, D. D., of Summerside officiated at the services at the house, church and grave. Burial was in the Pillman plot in the cemetery at New London.—S

PERSONALS

—Mr. C. M. Shannon of Charlottetown was in Summerside on Thursday and was a guest at the Clifton Hotel.—S

—Mrs. Morley M. Bell of Summerside has as her guest, Miss Grace Billings of the staff of the Bank of Montreal in Charlottetown.

—Mrs. Jerome Martin of Tignish is a patient in the Prince County Hospital, where she underwent a serious operation. The latest report is that she is as well as can be expected.—S

MALPEQUE

Misses Lena Donald and Adele MacNutt, of Charlottetown, were visitors to their homes here on Sunday.

Mrs. Witt Crozier arrived home on Saturday evening from Halifax where she has been receiving treatment. All will hope for her complete restoration to health.

It is very pleasing to note that Miss Flora MacGougan, who had received a severe shock from a fall, is now convalescent.

The members of the Malpeque Women's Institute were "at home" to their friends in the institute room on Wednesday evening, December 2, when about sixty people assembled in response to invitation. There were eight tables of auction forty-fives and four tables of bridge. Prizes were awarded to successful winners of both games. Dainty refreshments were served by a committee of ladies. The evening was a pleasant one and not without profit as the amount of \$16.25, which was realized, goes towards the Protestant Orphanage—a very worthy object. (M.)

At the annual meeting of the Malpeque and Baltic auxiliary the following officers were elected: Mrs. M. A. MacMillan, President; Miss Jane MacNutt, Vice President; Mrs. James K. MacGougan, Secretary; Mrs. S. L. Campbell, Treasurer; Mrs. S. L. Campbell, Strangers' Secretary, Miss Clara Donald gave a special gift of twenty-five dollars in memory of her mother. The bequest to this society given by the late Mrs. Thomas Donald amounted to one hundred and fifty dollars, seventy-five dollars for foreign missions in the interest of the mission field in Taokow, Honan, China, where the Rev. W. A. Thompson, well known here, is at work; the other seventy-five dollars is allocated for Rev. Malcolm MacDonald's work in Estevan, Sask., for use in the dry areas. These generous contributions were very acceptable and were gratefully acknowledged.

ST. ELEANOR'S HIGH SCHOOL
Principal's Department
Grade X.—1, Lila Perry; 2, Edwin Bernard; 3, Olive Murray.
Grade IX.—1, Iris Weeks; 2, Chester Murray.
Grade VIII.—1, Francis Hunt; 2, Lawrence Compton; 3, Avis Tanton.
Grade VII.—1, Catherine Mills; 2, Fred Tanton; 3, Hubert Muirhead.
Grade VI.—1, Dalton; 2,

Why Stick to One Sales Horn?

There's a full orchestra in newspapers!

Daily newspapers enable you to pitch each advertising message in exactly the right key for the locality to which it is addressed.

Newspaper advertising can be variously adapted to any number of selling areas, thus multiplying its power many times over without adding a dollar to the cost of lineage.

This exclusive asset of the newspapers—overnight flexibility—is one of the greatest aids to modern merchandising. Try it for new action in slow territories.

Some people don't like horns. Why lose any market by fooling on one note when there's a full orchestra of daily newspapers, ready to give you advertising all the friendly variety needed?

CRANBERRIES for SALE

100 boxes Cranberries containing 30 lbs. each at 3 1/2 c per lb.

C. E. Pratt
St. Peters.

ROOPS LTD. MEAT and FISH

Lamb, Pork, Ham, Bacon, Picnic Hams Rolls, Corned Beef,

SPECIAL Fresh Halibut, Salmon, Haddock.

All kinds of Fresh and Cured Fish.

Fresh Daily 389 351

Dec 8-tts-tr

ATTENTION!

In addition to our Custom Tailoring Business We now carry an Up to date stock of MEN'S WEAR Including DRESS and WORK SHIRTS, Gloves, Ties, Socks, OVERCOATS, Sweaters, Caps, OVERHALES & UNDERWEAR ETC.

Quality Goods at Lowest Prices.
Est. W. B. LEARD
SOURIS

10677-12-5-Sat-21.

for the HOME

Storm Sashes

ORDER NOW And keep your home warm. Hardwood Flooring always in stock. Lumber of all kinds on hand.

MacDONALD-ROWE
WOODWORKING CO., LTD.

Phone 341. Charlottetown, P. E. I.



Sale of Winter Coats

Superb Garments at Startling Reductions

ALL THE GARMENTS OFFERED IN THIS SALE ARE NEW. The styles shown are expressive of this year's vogue, beautifully designed, all richly fur trimmed—an opportunity that will appeal to all our customers.

\$19.50 Coats now \$13.00	\$35.00 Coats now \$23.33
\$25.00 Coats now 17.34	\$45.00 Coats now 30.00
\$29.50 Coats now 19.67	\$65.00 Coats now 43.33

Clearance Sale of Children's Coats

Just the sort of smartly made garments that you'd be proud to see the girls wearing. Take advantage of this opportunity—get the coat the little girl needs.

\$5.75 Coats for \$3.83
\$6.75 Coats for \$4.50
\$9.00 Coats for \$6.00
\$10.50 Coats for \$7.00
\$12.00 Coats for \$8.00
\$15.00 Coats for \$10.00

Looking for a Christmas Gift for the Boys?

Tie and Handkerchief Sets 50c	All Wool heavy Coat Sweaters \$1.75 to \$4.00
Belts 50c	Flannelette and Broadcloth Wool Golf Hose \$1.00 to \$2.00
Shirts 85c, \$1.00 to \$2.00	Boy's Special Jumbo Coat Bathrobes, 2 to 6 years \$2.00
Bath Robes, 8 to 14 yrs. \$2.25	Boy's Corduroy Breeches \$2.25
Child's Zipper Tog - Suits 3 to 6 yrs. \$4.00, \$5.00, \$6.50	Boy's Heavy Mackinaw Breeches \$2.25 to \$2.50
Fancy V-neck Pullover and Coat Sweaters \$1.50	Boy's Leather Windbreakers \$5.00

Boy's Leather Coats \$7.50
Children's Overcoats \$4.75 to \$10.00
Boy's Overcoats, Blue or Tweeds \$5.00 to \$18.00
Boy's Suits \$5.00 to \$20.00

The Store of a Thousand Gifts Makes Easy the Task of Choosing a Man's Gift



Silk Dressing Gowns \$7.50, \$11.50 and \$13.50
Terry Robes \$12.00
Handsome Velvet Gowns \$15.00
Fancy Beacon Gowns \$4.00, \$7.75, \$9.50
Silk Housecoats \$10.00
Warm Wool Housecoats \$6.50, \$9.75 and \$10.00
Leather Windbreakers \$6.75, \$7.50 and \$12.50
Leather Coats \$10.50, \$12.50 and \$15.00
Leather Coats, Sheep lined with fur collar \$12.50, \$19.50, \$25.00
Warm Scotch Wool Knee Wraps \$3.00, \$4.00 to \$9.50
Overcoats, blue and tweeds \$15.00, \$22.50 and up to \$75.
Handsome New Suits \$22.50, \$28.50 and \$35.00

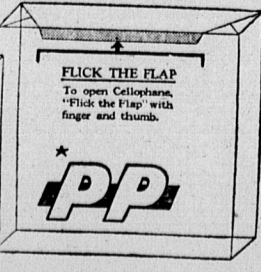
The Store of a Thousand Gifts

Moore & McLeod Limited

119-121 Queen Street

Charlottetown

Smoke a FRESH cigarette



20 for 25c

British Consols

MADE FRESH—KEPT FRESH

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