

Baby's Own Soap
Best for baby, best for you.
Refuse imitations.
Albert Soaps Ltd. Mfrs., Montreal.
Try "Libart"
Talc-Violet
Scented and
Antiseptic.

Buy a "Tress" Hat at Browns.

"Excuse us but have you used 'Tress' Hats? Creams? The cream that softens the skin and prevents chaps and roughness. Its a skin food, readily absorbed, leaving no sticky or greasy feeling—see bottle." Sold only by "The Two Macs."

FASHION'S DICTATES IN DRESS MATERIAL

The Most Beautiful, Exquisite and Elegant Showing of Fashionable Fabrics Offered Tasteful Dressers Moore & McLeod's Up To Date Dress Goods Section Second To None in The Province

It is with a sense of lingering regret that one lays aside the warm winter costume, with its elegant fur accessories, so eloquent of richness and comfort. But the regret is short lived when under the pressure of needs for spring and summer wear, the well equipped dress goods part of Moore & McLeod's spacious establishment is visited. For the beauties which unfold there at every turn are so many—so varied and so persuasive in their powers to induce lookers on to become buyers, that the resolution to choose at once becomes steadfast, and search is made for individual selection. Search? There is no need for that; for all

things lovely are therein, awaiting but the choice of the fair ones who revel in the beauty of it all. And verily the spring dictates in dress goods are marvellously lovely, and one sees filmy stuffs betokening oriental lands and summer glories in the very way they peep out from among the many, suggesting a transfer at once to personal possession. And it doesn't take long for the transfer to be effected judging from the rapid way in which the lovely fabrics have already been chosen from.

One looks longingly at the volles which is soft clinging loveliness were never so unspeakably bewitching! Such delicate, tasteful shades of pale blue, cream, champagne, grey and navy must surely be the result of specialists in creating colors and exquisite tints! And in doubt whether the price might be perhaps beyond ordinary purse the question is asked us to cost, the reply being that from 80 to 92 cents per yard any of these lovely volles can be purchased. And they offer unlimited choice. Ranging through the delicate shades, one sees a beauty in black which closely resembles grenadine in effect, only possessing much better wearing qualities. It is striped with white, in a peculiar design, and is very lovely. Then there are crepe lines in a great variety of colors, and an elegant new goods for this season, called Marquise, combining silk and mohair in durable as well as attractive combination. This comes at \$1.15 a yard and in cream, champagne, pale blue and grey. Poplins at 55 and 78 cents per yard; wool taffetas, 55, 60 and 80; silk collannes, crepe de chins, but the list is endless almost. All these exquisite summer goods range from 55 cents to \$1.50. Black wool taffetas are priced as high as \$1.28.

For heavier material suited to early spring and late summer wear, there are fancy mohairs, 48 inches wide at \$1.30 a yard. Tweeds, serges, panamas, venetians and broadcloths in infinite variety of shades and as large a range of prices. A novelty in a venetian cloth shows a shadow stripe and was presented in two shades, navy blue and golden brown. Broadcloths are ever fashionable and ever introducing something new to invite purchase. The broadcloth which sells at \$2.40 at Moore & McLeod's comes in black and navy only, and is unspottable as well as unshrinkable. Think of it, many who rejoiced in a swell broadcloth costume in days not long since, and who came home after a "summer shower" to find it hopeless as far as ever looking like a new costume again was concerned. This mishap is entirely done away with in the new material, and yet it is broadcloth, with all its elegance and refined appearance. In the "Monarch" brand of broadcloth which Moore & McLeod make a specialty of, the range of shades are black, bright navy, copenhagen, seal and golden brown, tan, myrtle, bordeaux, castor, and grey. This is just about the swellest material possible for a spring suit, and the range of shades makes it easy to choose from.

Then there are Coatings—elegant, handsome and attractive, for the spring coat. Coverts and chevrons lead in favor, fawn stripes being very fashionable, fawns and browns being the favorite colors for choice. Prices from \$1.30, \$2.30, \$2.75.

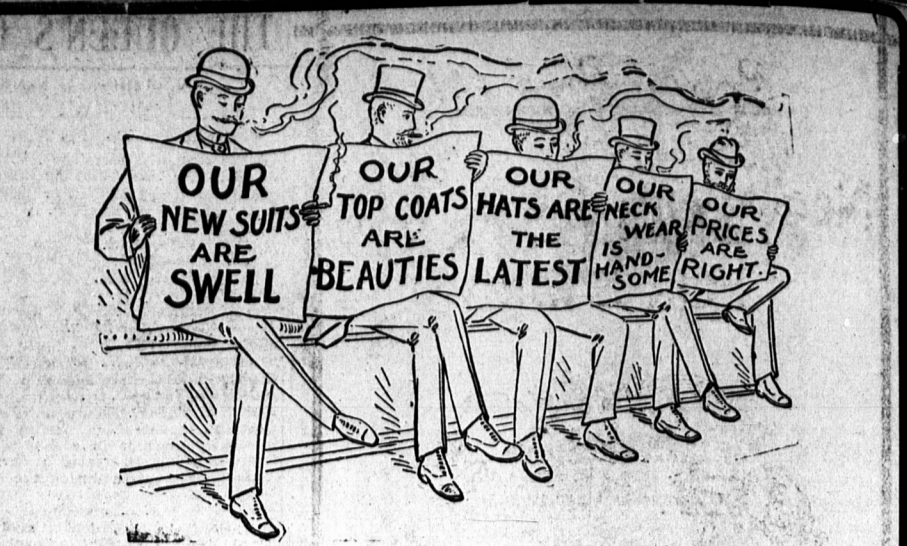
The above is a very brief and insufficient resume of what is being shown, as there are numberless other materials, all equally lovely and every one possessing some feature that appeals to every individual buyer. But the above will perhaps give some idea of what Moore & McLeod have provided for their customers, and the pleasure an hour spent in their establishment has in store for those who want fashionable dress goods, while they are being shown in all their pristine freshness and beauty. It is certainly a revelation to any one to go through this most modern and up to date establishment; and if perchance there are any who fail to find what they want, it will not take long for this obliging firm to have it sent to order. The dress goods portion of Moore & McLeod's shop is an

Ask For Minard's and Take No Other

MY CLOTHING, MY STOCK OF MEN'S AND BOYS SUITS IS MOST COMPLETE. I HAVE A LARGE STOCK OF WELL SELECTED GOODS AND I KNOW I CAN SAVE YOU MONEY ON YOUR SPRING SUITS. COME AND LOOK, AFTER THAT BUY WHERE YOU WISH. H. H. BROWN, THE YOUNG MEN'S MAN. 3-26dt.

Monday May 11th is the last day for receiving discounts on electric light bills for April lighting. Pay to-day and save money. 5-6d5t

H. H. Brown is the Up date Hat.



I Am The 'Only Exclusive Gent's Outfitter in the City

Don't think of buying your Spring Suit or Hat

before you see the extensive lines that I am showing. I can save you money because my expenses are small and because I do a strictly "Cash Business". Ask to see "Perfection Brand" clothing and "Tress" and "Franklin" Hats.

H. H. BROWN
The Young Men's Man.

The largest boys' clothing in P.E.I.



McDONALD'S The New Dry Goods Store

The neatly dressed carefully dressed Boy becomes the smart well groomed man invariably. You can best impress upon the boy the paramount value of appearance in his future career by dressing neatly while learning his lessons. Bring him here where he can see the exact one he has in his mind. Price \$2.75 to \$8.00.



P.E. Island's greatest clothing house.

AMERICA'S PRIDE is the latest hat re us by express from New York. Price \$3.00

We take special pride in our showing of new spring caps. We are certainly showing the finest line in the city. A look will convince you. Prices 50c. to 1.50



Dry Goods

Please bear in mind that our stock of fancy dry goods is all new direct from the best houses in Germany, France and Great Britain and Ireland. Our dress goods, in serges French broad cloths English venetians, French Voiles, in navy, brown, tan pale blue, Nile and black is now complete.

Our Millinery dept is a scene of busy activity these days with the New Spring hats every thing new is here

In the big clothing dept on second floor, is displayed every thing that is up to date in Men's Suits and shower proof coats. Our prices are right.



S. A. McDonald

Seed Whe
WHITE FIVE WHITE RUSSIAN RED FIVE COLORADO BEARDED. Ask your Merchant for CARTER'S CHOICE IMPORTED SEED whe- at or write **Carter & Co. Ltd.** Charlottetown

Our stock is full of g values in **Watches, Clocks, Jewelry and Silverware**
Let us prove it to you. See our 8 day \$3.00 clock.

W. N. Tanton
15 Grafton St. Phone 328

SOAP
Just received 25 Boxes **MAPLE LEAF SOAP** which we are selling **7 BARS FOR 25 cts.** **Walter S. Browns** Clean Grocer PHONE 199.

NEW HATS. IF YOU WERE TO COME TO ANY CONCLUSION BY THE QUANTITY OF HATS I AM SELLING. IT WOULD CERTAINLY BE THAT I AM THE ONLY UP-TO-DATE HATTER IN THE CITY. I HAVE SOLD MORE THAN DOUBLE THE QUANTITY I SOLD UP TO THIS DATE LAST YEAR. I KNOW THE REASON YOU CAN GUESS IT. H. H. BROWN, THE YOUNG MEN'S MAN. 3-26dt.

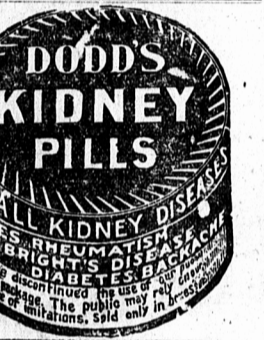
Buy a "Franklin" Hat H.H. Brown.
FAIRYLAND OPERA HOUSE
TONIGHT Shaw and Shaw
Singers, Dancers, Comedians, and Contortionists

Moving Pictures
An economical trip. Treasure Island. A little hero. The twin brothers' joke. Troubles of a private detective.

Illustrated Song
Keep on Smiling **RALPH MADDISON**
ADMISSION 10 and 5 cts.

Some people house clean early some later
Remember you can't do without Royal Silver Polish in the household. Liquid Vineer—makes old furniture look new. Household Ammonia—scrubs, disinfectant soaps, chamolis from 5c up. Borax in packages etc. We keep everything to lessen the cares of housecleaning writing up 163 at your service.

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The Square Druggist. Sunnyside



COAL

FRESH MINED
Inverness Round. Acadia Nut. Intercolorial Round. Reseave Run of Mine. Old Sydney Run of Mine. We have also in stock Hard Coal Egg and Nut size.

A. Pickard & Co
Phone 240.

Lace Curtains
—AND—
Window Drapery

The busy housewife will find the Star Steam Laundry a boon, just now with the house cleaning problem on hand. We can handle this department of your home work with satisfaction and dispatch.

A. F. Webster.
Star Steam Laundry
Kent St. Phone

New Shoe Store

I thank all my friends who have so kindly favored me with their patronage during my four years of business at Sunnyside and would still solicit a share of their patronage at my new shoe store
Queen St.

CONROY, The Shoeman
Ch' Town P.E.I.

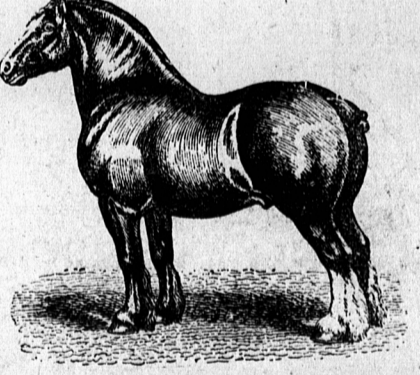


PUMPS

Brass and Iron Cylinders. Black and Galvanized pipe.

Wholesale and Retail. **The Rogers Hardware Company, Ltd.**

"LORD DALMENY"
Imported From Scotland in 1905
Scotch No 12219 Canadian No 726



Lord Dalmeny is the most fashionable breed Clydesdale stallion ever imported to the Island and as an individual cannot be beaten. He was only shown three times—won first at Haldimand second at Simcoe, and first at Tilsonburg. His colts took first and second at the same exhibitions in their class, though only three months old. Look him over before selecting a stud. Stands in Charlottetown for the season of 1908 at the Revere Hotel stables. Terms for the season \$10.00 to be paid on or before Dec. 1st, 1908. **PICTON C BROWN, Owner.**

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