

The Central Guardian

A Final Clearance of Women's Coats, Suits, Dresses

Prices Less than the Bare Cost of the Materials of which They're Made

August ushers in our final clearance of summer ready-to-wear goods of all sorts. Throughout the department—the greatest of its sort in P. E. I. all lines of summer goods have met the price cutter's blue pencil.

There are many garments here that would pay us well to hold—for they cannot be duplicated so far as value goes. But the policy of the department is always—everything fresh at the beginning of each new season.

And so—that means that you can buy here today the very coat, the very suit or dress that you have been wanting, at less than the goods cost you today—HALF WHAT THE GOODS ALONE WOULD cost you in a few months time.

Here are some of the special values. Read them over then hurry—for there are but few of each kind sometimes, only one or two of a sort.



- 16 Ladies' Suits, open, fawn, navy and shepherd checks. Worth to \$26.00, for 10.00
10 Ladies' Silk Suits, navy, gray, brown, green and black. Worth to \$36.00, for 20.00
8 Ladies' Sport Coats, checks and stripes. Worth to \$10.50, for 6.75
9 Ladies' Sport Coats, checks and tweeds. Worth to \$18.00 for 11.00
Ladies' Linen Suits, worth \$6.75, for 4.50
Ladies' Linen Dresses, worth \$11.50 for 8.00
Ladies' Linen Dresses, worth \$19.00 for 13.00
Ladies' White Dresses, worth \$12.75 for 8.50
Ladies' Colored Muslin Dresses, worth \$6.00 for 4.00
Odd lot Linen and Voile dresses—Last year's, clearing at 3.00
4 Ladies' Silk Suits, open and black worth \$22.00 for 15.00
22 Ladies' Suits, mustard, apple green, dark green, navy, black and fawn; worth to 37.50, clearing at 19.00
12 Ladies' Sport Coats, checks and stripes, worth to 16.00 for 8.50
10 Ladies' White Blanket Coats worth to 15.00 for 8.50
Ladies' Linen Dresses, worth to 15.00 for 8.50
Ladies' Linen Dress-book for 8.50
Ladies' White Dress clothes for 8.50
Ladies' Pink every wish for 8.50
Ladies' Colored every wish for 8.50
Odd lot Year's, worth 8.50

Moore & McLeod 119-121 Queen St. Charlottetown. Advertisement for clothing store with logo.

PERSONALS section with various notices and a 'Measure' advertisement for clothing.

ENTERPRISE Warm Air Blazer Furnace advertisement with image of the furnace and descriptive text.

CHURCH SERVICES for Aug. 5th: Hartsville 11 a.m.; Hunter River 3 p.m.; Brookfield 7 p.m.

WAR ANNIVERSARY.—United Patriotic Service from 10 to 10.45 o'clock this morning in the First Methodist Church.

PRESBYTERY.—The Presbytery of Prince Edward Island will meet in quarterly session in Zion Church on Tuesday, August 7th at half-past eleven o'clock.

"HURRAH FOR THE RED WHITE AND BLUE" which can be obtained at the ridiculously low price of \$2.25 from The Guardian post paid to any part of the Province. 1985-8-2M31.

RAILWAY MILEAGE.—The railway mileage in the Maritime Provinces is as follows:—New Brunswick, 1956 miles; Nova Scotia, 1,435 miles and Prince Edward Island, 274 miles.

FLAGS FOR SATURDAY.—Every household should have a window flag flying on Saturday. Get one from The Guardian Office only \$2.25 for flag, flag post and rope complete. 1985-8-2M31.

AT HOME 80th BIRTHDAY.—Mr. and Mrs. Benjamin Rogers, Alberton, will be at home on the occasion of Mr. Rogers' 80th birthday on Tuesday, August 7th from 3 to 5 and from 7 to 10 p.m. 2403-8-4M31.

REMODELLING HOME.—Mr. Wallace McKay is remodelling his house and adding a new kitchen. When completed it will be one of the most beautiful residences in the country, as the location is ideal.

GRANVILLE METHODIST CIRCUIT.—Aug. 5th, services on the Granville Methodist circuit: Pleasant Valley 11, Wheatley River 3, Hunter River 7. The Rev. L. J. Leard will conduct the services.

THE ARANMORE.—The S. S. Aranmore had ten cars of freight out here yesterday morning, consisting of one car of lobsters, two of barrelled pork, an automobile, two cars of oats, and five of way freight.

"THE UNION JACK FOREVER."—If you obtain a flag from The Guardian you will have a Union Jack forever, as the colors are fast and the quality A-1 at Lloyds. Only \$2.25 for outfit, post paid to any part of the province. 1985-8-2M31.

EVERYONE SHOULD OWN A UNION JACK.—The Union Jack outfit costs in New York today \$5.00. The Guardian had a supply on hand before the rise in price and is selling them at \$2.25. Everyone should possess one, and the wise ones will do so before the present supply is exhausted. 1985-8-2M31.

RETAIL MARKET.—There was a fair attendance at the market yesterday. Prices were as follows: Butter 27, eggs 36, chickens 50 cts, and upwards, raspberries 20 cts per qt., blueberries 15 cts, cherries 16c. There was a big stock of early vegetables, peas, string beans, cauliflowers, onions, etc. etc.

FUNERAL.—The funeral of Mr. William Rackham, of Wheatley River, was held at his late residence on Sunday afternoon, July 29th. The services at the house and grave were conducted by the pastor, Rev. L. J. Leard. A very large number of people gathered to pay their respects to the memory of a kind and good neighbor and friend. Mr. Rackham was a man of strict honesty, kindly disposition and exemplary character in every way. He is survived by his wife, four sons and two daughters, besides a large circle of relatives and friends. The sympathy of the community goes out to the bereaved family.

CLIFTON CHURCH.—Owing to the fact that the Rev. G. W. Irvine was unable to resume his duties on Sabbath last, Rev. John Sterling occupied the pulpit of Clifton Church in the evening. He preached acceptably to a large congregation. For Mr. Sterling many tender associations cluster round the church, for here his sainted father preached faithfully for eighteen years, and himself attended Church and Sunday School. The ladies in Rev. Mr. Irvine's congregation, Clifton, have a young Ladies' Bible Study Class. Very interesting meetings are held every Tuesday evening.

IT PAYS to buy in this province. THE YORK-CORNWALL WOMEN'S INSTITUTE meets Monday, Aug 6th at the home of the Misses MacKinley, Franklin Point.

MOTOR CAR to hire. Paddy McQuail, Stand at Colin A. McDonald's, Kent Street. Phone 616. House phone 411-J. 1918-7-28Mfr.

SABBATH SERVICES.—Rev. J. S. MacKay will (D. V.) conduct services next Sab. the 5th, Bonshaw at 11, Hampton at 3, and Tryon at 7.

THE LADIES OF ST. BONAVENTURE'S CHURCH, Tracadie, intend holding a high tea and ice cream festival in the Hall on the Church grounds Wednesday evening August 15th. 2034-8-4M11.

INDIANS RETURN.—A large number of Indians from Morell and Rocky Point came in on the western train yesterday. They were returning from Lennox Island, where the big "Potlach" was held on Ste. Anne's Day.

TO ATTEND GRAND LODGE.—Messrs. J. F. McKinnon and D. J. Morrison, city, left yesterday for North Sydney, to attend the meeting of the Grand Lodge, I.O.O.F., which meets there on Wednesday and Thursday of next week.

ANOTHER OFFICER GASSED.—A cable received in this city yesterday conveyed the news that Lieutenant Weston Peake had been slightly gassed. Lieut. Peake is a very popular officer, and it is to be hoped that he will soon recover from the uncanny experience.

MOTORED FROM BOSTON.—Mr. John Knight, formerly of Souris, and now of Boston, is visiting the Island. He arrived in the city yesterday, having motored with Mrs. Knight and John Knight, Jr., all the way from Boston nearly 700 miles, except the boat passage. After lunching here they left in their auto in the afternoon for Souris. Mr. Knight is a grandson of the late Mr. John Knight, one of the most prominent and wealthy of King's County in his day. The party will remain on the Island for a month, renewing old acquaintances and visiting Mr. Knight's parents. They will take in many of the points of interest in the province.

WEDDING BELLS.—At the Presbyterian Manse, Charlottetown, by the Rev. D. McKenzie, on Wednesday evening, July 11th, a very quiet wedding took place, when Mr. Duncan A. Robertson of North River was united in marriage to Miss Maria Roberts of East Royalty. The bride was becomingly dressed in suit of sand color, and with hat to match, and was attended by her sister, Miss Sarah Roberts, while Mr. Cleveland Robertson, brother of the bride, acted as groomsmen. After the ceremony the bridal party drove to the home of the bride's parents, Mr. and Mrs. W. H. Roberts, where a host of relatives and friends of the bride and groom were present to welcome them. The presents were costly and numerous, showing the popularity of the happy couple. The guests departed about midnight, wishing the bride and groom a long and prosperous journey through life. Mr. and Mrs. Robertson will reside at North River, where Mr. Robertson is known as one of the most up-to-date farmers.

ACADIA UNIVERSITY WOLFVILLE Nova Scotia. Departments: Arts and Sciences, Applied Science, Theology. Degrees: B.A., B.Sc., B.Th., M.A., and certificates in Engineering admitting to third year in best technical schools. First year in Medicine, Law, and Theology given as electives in Arts course.

Acadia Ladies' Seminary WOLFVILLE Nova Scotia. The Aim.—To prepare Girls and Young Women for complete living. The Courses.—Twelve, including College, Matriculation, General, Music, Art, Expression, Household Science, Business.

ACADIA COLLEGIATE AND BUSINESS ACADEMY WOLFVILLE Nova Scotia. A Residential School for Boys and Young Men. Eighty-ninth Year. Courses.—Collegiate, Manual Training, Business, Special Courses.

St. Andrew's College Toronto. A CANADIAN SCHOOL FOR BOYS. UPPER AND LOWER SCHOOLS. Careful Oversight. Thorough Instruction. Large Playing Fields & Excellent Situation. Calendar sent on application. Autumn Term Commences Sept. 12, 1917. Rev. D. BRUCE MACDONALD, M.A., LL.D. Headmaster.

Loyola College Montreal Canada. An English College under the direction of the Jesuit Fathers. Classical Course leading to the degree of B. A. Beautiful new fireproof buildings, splendid equipment, spacious playing fields. Fees from \$60.00 a year for Day Scholars, and \$350.00 a year for Boarders. WRITE FOR CATALOGUE.

Headmaster, C. S. Fosbery, M. A. SUCCESSSES 1917. 1st and 2nd Places Entrance R. M. C., Kingston. Nine Passes Entrance R. M. C. Entrance Royal Canadian Navy. Four Matriculations McGill. Physical Training, Manual Training, Swimming, Hinks, Tennis Courts, Riding, Drawing, Music. Preparatory, Junior and Senior Departments. Term Commences Sept. 12 at 9 a. m.

ST. MARGARET'S COLLEGE TORONTO A RESIDENTIAL AND DAY SCHOOL FOR GIRLS CANADA. FULL ACADEMIC COURSE, PREPARATORY TO HONOUR MATRICULATION. MUSIC—ART—HOUSEHOLD SCIENCE—PHYSICAL EDUCATION—GAMES—SWIMMING. MRS. GEORGE DICKSON, President. MISS J. E. MACDONALD, Principal. Calendar sent on application.

Halifax Ladies' College AND Conservatory of Music. Re-open 13th Sept. 1917. For Information and Calendar, apply to REV. ROBERT LAING, Halifax, N. S.

A Reminder Our Chocolates Are Always Fresh The MacKinnon Drug Co. 2031-8-4 M 3i

People of Fastidious Taste Favor our Soda Fountain. This is true because superior beverages, and better service are featured. Our efforts to please are backed by the use of finest materials, and the practice of care, skill and cleanliness.

LADIES \$4.00 Tan Boots for \$2.67 3.00 Tan Shoes 2.00 2.50 Tan Pumps 1.50 We have decided to clear out OVER 100 PAIRS Ladies' Tan & Chocolate Boots, Shoes & Pumps ONE THIRD OFF MARKED PRICES These goods are all good value at the Regular Price, and we would ask you to call and LOOK AT THEM Morris-Smith-Beer Johnson & Johnson The Quality Druggists Cor. Kent and Prince Sts.

Ask your dealer for Hickey's Twist and insist on getting the genuine for It's the Cleanest and best Chewing Tobacco. HICKEY'S is a large, clean, fragrant juicy plug that gives real satisfaction to chewers after they have tired of other kinds. TRY HICKEY'S TWIST—the change will do you good. Hickey & Nicholson Tobacco Co. Ltd Charlottetown

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PROMPT DELIVERY OF GOOD COAL. The Prudent Man. Will place his order for Winter Coal NOW and thus derive the benefit of the present market prices. The delays and vexations due to strikes and weather conditions will also be avoided. ORDER NOW FROM A. Pickard & Co. Phone 240, Charlottetown. 1269-6-27Mfr

Peerless Ground Oyster Shells. 600 Bags Just Received. The best quality, washed and sun dried. It will pay to give your laying hens Crushed Oyster Shells, in fact they must have it for egg shell formation. 400 Bags Mica Crystal Grit. Coarse for grown Stock, fine ground for Young Chickens. Grit aids digestion. Poultry have no teeth. The food is digested in the crop. Grit does the work of teeth. Lowest prices, Wholesale and Retail. Carter & Co, Ltd. The above for sale at Store & Warehouse.

When You are Ready to Re-model or Build that House—Let Trainor Attend to the Plumbing. Phone 393 J Shop 80 Grafton St.

LOWER CANADA COLLEGE Montreal. An English College under the direction of the Jesuit Fathers. Classical Course leading to the degree of B. A. Beautiful new fireproof buildings, splendid equipment, spacious playing fields. Fees from \$60.00 a year for Day Scholars, and \$350.00 a year for Boarders. WRITE FOR CATALOGUE.

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