

DO YOUR CHRISTMAS SHOPPING TODAY AT THE CHRISTMAS STORE

REMEMBER HOW YOU SAID LAST YEAR—"I'LL NEVER LEAVE MY buying so late again" Remember how the things you wanted were picked up by someone else. Remember how you were crowded in the line at the last minute--and how in desperation you just "took anything" Do it better this year. This store was never so well equipped with wise and sensible gifts --There's a staff of 36 people here to see that you are looked after swiftly and efficiently. All we ask is that you should come as early as you can--as early before Christmas--and as early each day. Easier for us--MUCH EASIER FOR YOU.

SOME GOOD GIFT SUGGESTIONS



For Mother or Sister

- Suit Cases..... \$1.60, 1.75, 2.00 to 25.00
- Club Bags..... 4.50 to 25.00
- Trunks..... 7.00 to 25.00
- Steamer Rugs..... 5.00, 12.50 and 18.00
- Plain Linen Handkerchiefs..... 15c, 25c, 35c
- Initialed Handkerchiefs..... 35c and 50c
- Emb. Lawn Handkerchiefs..... 10c, 15c, 20c, 25c
- Emb. Linen Handkerchiefs..... 40c to 2.80
- Kid Gloves..... 2.50, 2.75, 3.00
- Cape Gloves..... 2.25, 3.00
- Wool Gloves..... 75c, 1.00, 1.25, 1.50
- Hand Bags..... 1.65, 2.50 up to 8.50
- Silk Scarfs..... 3.80, 3.50, 5.00, 6.50
- Organdie Collars..... 75c, 1.00, 1.50 to 3.00
- Muslin, Silk or Crepe Collars..... 1.25, 2.00, 2.25, 3.50
- Boudoir Caps..... 75c to 2.50 each
- Silk Gloves..... 75c, 1.00, 1.25, 1.50
- Umbrellas..... 2.00 to 6.50 each
- Silk Stockings..... 1.50, 1.75, 2.00 and 3.50
- Cashmere Stockings..... 1.00, 1.25, 1.50, 1.75, 2.00, 2.75

For Father or Husband

- Smoking Jacket..... \$7.50 to 12.75
- Bath Robe..... 12.00 to 16.50
- Mackinaw Coats..... 8.75, 10.50, 15.00
- Winter Overcoats..... 18.00 to 36.50
- Men's Suits..... 11.00 to 40.00
- Sheep Lined Coats..... 15.50 and 19.50
- Waterproofs..... 4.95 to 25.00
- Lined Mocha Gloves..... 2.00, 2.25, 2.50 to 3.00
- Fur Lined Gloves..... 5.00 and 6.00
- Lined Mocha Mitts..... 2.00
- Fur Lined Mitts..... 4.00 and 5.00
- Cashmere Socks..... 60c, 75c, 1.00
- Silk Mufflers..... 1.00, 1.25, 1.50 to 4.00
- Four in Hand Tie..... 35c, 50c, 75c, 1.00, to 2.00
- Umbrella..... 1.75, 2.00, to 7.50
- Warm Winter Caps 85c, 1.00, 1.25, 1.50, 2.00 to 3.00
- Initial Linen Handkerchiefs..... 50c
- Coat Sweaters..... 1.25, 1.65, 2.25, up to 9.00 each
- Fur Collars..... 7.50, 9.00, 14.00, 18.00
- Fur Caps..... 6.50, 7.50 to 21.00
- Stetson Hats..... 6.00
- Christy Hats..... 6.00
- Indian Blanket Lined Coats..... 7.25

For Brother

- Boys' Suits..... \$5.75 to 18.90
- Boys' Overcoats..... 4.25 to 24.00
- Boys' Mackinaws..... 8.75
- Boys' Reefers..... 8.00 to 18.00
- Boys' Rubber Coats..... 4.25 to 6.00
- Cashmere Jerseys..... 90c, 1.25, 1.75, 2.00
- Coat Sweaters..... 1.25 to 3.00
- Little Boys' Wool Knit Suits, Pants, Coat and Caps, 5 colors..... 3.00 to 4.25
- Fancy Shirts..... 1.25, 1.50, 1.75, 2.00 to 5.75
- Warm Caps..... 85c, 1.00, 1.25
- Fancy Warm Vests..... 3.65 to 7.00
- Silk Knit Scarfs..... 1.25, 1.50 to 4.50
- Silk Four in Hands..... 50c, 75c, 1.00, 1.25, 2.00
- Silk Handkerchiefs, Plain and Initialed..... 35c, 50c, 85c
- Linen Handkerchiefs Plain and Initialed..... 50c
- Lawn Handkerchiefs..... 25c
- Excelsior Handkerchiefs..... 25c
- Khaki Cambric Handkerchiefs..... 25c
- Khaki Silk Handkerchiefs..... 60c and 85c
- Pajamas..... 3.50 and 4.50

Take Our Advice--Buy Half a Dozen Handkerchiefs for a Gift

Handkerchiefs are really the universal gift. They are useful, they are sensible, they are desirable and are always appreciated. We have a special handkerchief section to take care of those who will solve their Christmas gift problem quickly by buying handkerchiefs for most of their relatives and friends.

And you will find handkerchiefs for the men close by. Handkerchiefs put up half a dozen to a box, prices \$2.25 to 2.65

Furs for Christmas The Gift Ideal

The comfort and beauty of furs are a continued satisfaction to the wearer if the furs are reliable in quality. Every piece of fur we sell is of excellent dependable quality and will give satisfactory service.

Christmas Muffs, Scarfs and Sets in the most notable collection of furs we have ever shown are here in--

Mink, Mink, Marmot, Wolf, Black Wolf, Fox and Lynx in Natural and Black, Sable Dyed Opposum Muskrat, Natural American Opposum Manchurian Wolf, Raccoon, Hudson Seal.

- N. w Muffs..... \$6.00 to 115.
- New Neckpieces..... 5.25 to 54.00
- New Coats..... 55.00 to 285.00

Phone 49 for Mantles, Millinery, Wall Paper, Corsets Office
Phone 50 for Men's Clothing or Dry Goods--Linens

MOORE & MCLEOD LIMITED.

119-121 Queen Street Charlottetown
SHOP HERE BY MAIL

Mail Orders Filled Promptly Efficient and

The Western Guardian

—IT PAYS to buy in this Province

—THE GUARDIAN is on sale at Lafferty's, Summerside, Mtt.

—A FUR SET for a lady makes an ideal gift. See the new lot just opened. Sinclair & Stewart, Limited. 2900-12-11ME21

—ELEGANT WAISTS for holiday gifts now on display in ladies ready to wear department. Sinclair & Stewart Limited. 2900-12-11ME21

—BOOTS.—Ladies' dark mahogany boots, molin sole and rubber heel. A suitable Xmas gift. Price \$6.50 a pair. Sinclair & Stewart Limited. 2900-12-11ME21 m.

—TWO CENTS PER WORD each insertion for advertising in this column. Cash must accompany order. Minimum charges twenty-five cents.

—KID GLOVES for Xmas giving are quite in order. Make your selection early. Sinclair & Stewart Limited.

—FUR COATS and overcoats, big values now showing for Xmas trade. Sinclair & Stewart Limited.

—CHURCH OF SCOTLAND.—Rev. James MacDougall will preach on Sabbath the 15th, at Summerside at 11 and 7 p. m. and on Thursday the 19th at Cape Traverse at 6.30 p. m.

—CHOICE GROCERIES for the festive season. May we fill your order today? Sinclair & Stewart Limited. 2900-12-11ME21.

—REST ROOM.—Visitors to the Seed Fair are invited to make themselves at home in our Rest Room on Fair Day. Sinclair & Stewart Limited.

—MR. G. McDONALD, Kensington, disposed of unprime black fox skins to G. R. McQuarrie, Summerside Ranch manager for A. and E. Pierce and Co. for the satisfactory net price of \$350. 2914-12-12m21.

—MUSKRAT SKINS.—Prices on muskrat skins are high at present. Send yours in at once by mail or express and receive highest prices and quick returns. A. E. MacLean, Summerside. 2970-11-6ME21.

—SINCLAIR & STEWART LIMITED are showing a choice assortment of neck furs and muffs for Xmas season. See them. 2900-12-11ME21

—MR. E. T. GAFFNEY, Summerside sold to G. R. McQuarrie, Summerside Ranch manager for A. and E. Pierce and Co. one silver and two black fox skins at the following satisfactory net cash prices \$300, \$350, and \$425. 2914-12-12m21.

—IT IS UNDERSTOOD that the British American Silver Black Fox Company Ltd., Summerside had the misfortune to lose one of their foxes more than a month ago and consequently the pelt was unassigned. This pelt was sold to G. R. McQuarrie Summerside ranch manager for A. and E. Pierce & Co., and a handsome net price of \$575 was realized. 2914-12-12m21.

WESTERN PERSONALS

—Mr. I. Edison Williams of Tyne Valley has gone to Western Canada to spend the winter months.

—Mrs. Jabez Williams of Tyne Valley has received word of her brother's illness, the Rev. Edmund Ramsay of New Brunswick who is at present in a St. John Hospital undergoing an operation. Mr. Ramsay's many friends of Tyne Valley wish him a speedy recovery.

—A man in the City well-known lost a dog, black and tan and full grown. A "Lost" Ad. he tried which the dog must have "spied" For next day he came home all alone.

Fire Insurance A Necessity

Then insure in good strong stock companies, which never contest an honest claim such as is represented by

E. R. BROW

Charlottetown