

Seven Panama Hats One Third Off

These elegant Panamas were part of a big order received the other day to supplement our hat stock. Priced at \$7.75 to 12.00 at ONE THIRD OFF.

Phenomenal Price Reductions on all Lines of Gents' Fashionable Summer Furnishings "Money-Raising Sale"

MONDAY MORNING COMMENCES THIS GREAT two weeks "Money Raising Sale." There are hundreds of the swellest lines of gents' fashionable furnishings included in this sale--articles that only a few weeks hence were received from the manufacturer--in fact many articles were only stocked a few days ago.

We've got to have exactly \$250 within the next two weeks and are placing values that should prove magnets for drawing money.

This store is famed for its clean, bright, well-assorted stock--and its this very class of goods that are now bearing the heavy discount tag.

Come in and look around, if you don't think the values extraordinary don't buy--it's your own look-out--it's right up to you, the values are here for prompt purchasing.

Men's Belts

All the new and popular ideas in belts are now offered at big savings. There are dozens of the newest, novel effects included on sale at ONE THIRD OFF.

Fancy Hose

The cream of our hosiery stock is offered at unusual values. Silk and lisle hosiery. Regular 65c now... 38c Regular 52c now... 19c

Fancy Shirts at Extraordinary Price-reductions

Exclusiveness is the whole spirit of our shirt department, and this very class of goods is offered at most unusual savings. There's class to the shirts we sell--distinctly superior in style and workmanship--and you can get all these advantages at actually less than we can buy the shirts by the dozen from the manufacturers.

Boys' fancy negligee shirts, regular 65c to 80c now... 45c Men's fancy negligee shirts, odd sizes regular 85c to \$1.25 now... 50c High class fancy shirts \$1.50, 1.75, and 1.95 now... \$1.28 Extra quality fancy shirts, regular \$2.25, 2.75, 3.25 now... \$1.68

Working Shirts

A nice showing of good quality working shirts, all patterns and sizes. Regular 55c to 70c on sale now at... 37c Others at 50c to 1.10... 57c

Men's Fashionable Straw Sailors Down to Half Price

Every one of the swell sailors that are left in stock can now be secured at from one third to HALF PRICE.

There are many of the hats shown here that you admired so much during the season--perhaps you can secure just the one you were longing for at HALF PRICE.

Men's Two Piece Suits

Just a few odd sizes in men's two piece summer suits--not many of any particular line, but a good showing on an aggregate.

You'll likely be able to get an ideal suit from lines priced up to 14.50 for only 6.85

Men's Outing Pants and Flannel and Duck Trousers

You've seen all "the fellows" with those nobby white duck and flannel trousers--you've often thought that you'd like to have a pair in your wardrobe but you didn't just think that you could afford them. Here's your chance--reasonable prices are fairly handing them out to you--won't you take a pair?

Men's good quality outing pants, priced regularly at 2.50, 3.50, 4.75 and 6.00 now... \$2.11 Men's flannel trousers, well worth 2.50 now... \$1.60 A better line that was priced regularly at 4.50... \$2.90 A splendid showing of men's white duck trousers... \$1.00 Better quality, worth 2.25 now... \$1.75

Boys' Shirt Waists

A showing that should attract the attention of all shrewd mothers--an exceptional saving. Regular 80c to 90c for... 55c

Men's Duster Coats

A splendid line of short and long fancy duster coats, in black, grey and stripe effects, all at a clear saving of ONE THIRD OFF.

Linen Hats

Select your choice from this line of excellent linen hats. Regular 50c to 85c, now on sale at... 30c

Fancy Hosiery Sale

We are starting today to sell all our fancy hosiery at big discounts to clear.

We find that through an extra lot coming in from the "Old Country" that we are overstocked and hence the prices. You need a few pair of hose and here's your chance to purchase them cheaply.

Tan, Dark Green, Light Green Grey, etc embroidered of a good quality. Regular 40c now... 25c per pr. Smart patterns in Tan, Green, Grey, Helio, etc in stripes, and checks. Good values at 40c now... 25c

An extra fine lot of Silk Lisle in Solid colors including Grey, Green, Helio, Slate, etc. Regular 65c value now 45c per pr.

Very classy lot in stripes and embroidered in a large variety of colors. Finest Silk Lisle. Regular 65c now 45c per pair.

All outing Shirts in the Store at from 25 p.c to 35 p.c off.

Straw and Canvas hats at 15 off. Newest Shapes.

Open Evenings D. A. Bruce Victoria Row

FOR SALE Dominion Blend Tea Store and Lot

I am instructed to sell the following property belonging to the late Benjamin Webster of Augustine Cove. One building lot and store, situated in Victoria, Lot 24. For further particulars apply to JOB INMAN, Executor, 8-11-1/2 Augustine Cove, Lot 28.

XCELL 20 p.c Discounts on Men's Tan Oxfords

Dry Batteries Just received at lowest prices. All guaranteed.

Cameron & Co LONDON HOUSE

(Registered) A Peace Producer A Kick Eliminator A Business Increaser A Marvel To Taste Ask your grocer for Dominion Blend Tea Take to S. substitute

20 p.c Discounts on Men's Tan Oxfords

Here's an unusual buying opportunity--a chance for you to secure a good pair of shoes at four-fifths their real price. These men's oxfords are just the thing for warm weather, they're cool, neat and comfortable, well made, perfect fitting and have good wearing qualities. Come in to lay. Every shoe in this line goes at 20 p.c. reduction. Prices regularly at \$3.50 to \$5.00. \$3.50 to \$5.00 Morris & Smith 127 Queen Street.

THE PRINCE COUNTY GUARDIAN

Offices in Summerside, Miss Amy G. Burrows, Agent, Summer Street, and J. P. Lafferty, Water Street, News Correspondent; and in Alberton, Herbert Clark, Agent.

The latest news, first of all. --Arthur Clarke, Alberton, spent yesterday in Summerside.

Miss Annie Wells, Alberton, returned last evening from Boston.

Patrick Ryan, Summerside, returned last evening from a three month's visit to the Western States.

Mr Kimberland, the well known sheep buyer, accompanied by Mrs Kimberland, arrived in Summerside last evening.

F. W. and Mrs. Hill, of Winterhill, N. S., are visiting in Summerside the guests of the Misses Schurman, Myrtle Street.

James and Mrs Burns, (nee Miss Addie Fraser) of Cranbrook, B. C., arrived last evening on a short visit to Mrs Burns' former home in Bedeque.

Miss Agnes Ramsay, Summerside, returned last evening from Boston. On the re-opening of the schools Miss Ramsay will resume her former position on the teaching staff.

P. A. Gallant, Summerside, joined the Band of Finney's colored Comedians on a tour of the Province and left for the western part of the Island with them on Thursday last.

W. D. McDonald, who formerly conducted a drug store at O'Leary, who is now located at Milk River, Alta, arrived last evening on a short visit to his home in this province.

Joseph Perry, Summerside, Mark Paoli, Alberton, M. McKenna, Newton, and J. E. and Mrs. Gallant, Tignish, leave this morning to attend the C. M. B. A. convention at Ottawa.

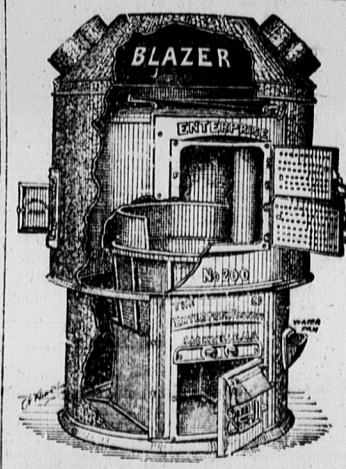
Mrs. Fred Gates of Anacosta, Wash., arrived last evening on a visit to her former home in Summerside. During her stay in Summerside she is the guest of Mrs Douglas Gordon.

The Casapedia arrived in Summerside at daylight, yesterday morning and left again for Charlottetown and Picton about noon after discharging a very large cargo. There were about ninety passengers on board.

Divine service tomorrow in St Mary's Church, Summerside, as follows: Holy Communion at 8 a. m., Evening Prayer at 7 p. m., St John's Church, St Eleanor's, Holy Communion at 11 a. m., Holy Baptism at 3 p. m.

All news in Summerside and vicinity should be given to J. P. Lafferty, Guardian correspondent, Water Street, who will also answer all the enquiries of and attend to the wants of renewal and contract advertisers. Miss Amy G. Burrows, Agent, Summer Street, accepts only cash with order, in return for a liberal discount, for transient advertising in The Morning Daily and The Rural Daily, as well as cash with order for new and renewal subscriptions. All amounts for advertising and subscriptions in Alberton and vicinity should be paid to H. Clark, Agent. 4-4drif.

Every indication from Canada, as well as the United States points to higher prices for flour. We have a stock on hand of all the leading Brands, which we are now selling at less than the millers' prices. Send us your orders. R. T. HOLMAN S' Side. 8-6smwd33



Are You Interested In The Question

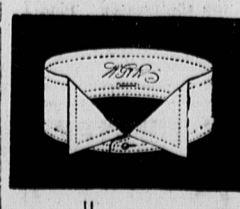
How to secure the heat required in this climate for practically seven or eight months of the year--and how to get it in the most satisfactory way, with the least trouble and expense?

If so, we can help you solve it by supplying a furnace that will fill the bill--the

Enterprise Blazer - With patent fire-pot This we have produced after a great deal of study and experience in entering to the furnace trade, and feel that we have in it a heating apparatus which embraces all the best features known in the science of heating by hot air.

The BLAZER will burn Hard Coal, Soft Coal or Wood--is made in four sizes--and of such height as will adapt it for use in low cellars. If your stove man does not handle this excellent furnace, it will pay you to write us for a circular describing it.

The Enterprise Foundry Co, Sackville, N. B. Sole Manufacturers dttsrturyr



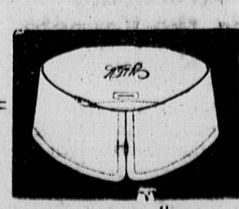
We Sell the W. G. & R. Collars

When you buy collars, isn't it well to be certain that they will fit perfectly, that they will be stylish, and best of all, that they will stand the wear and tear of the laundry.

To get all those good qualities you must buy collars that are cut right and made right. W. G. & R. Collars Have a Reputation They are Canada's best collars. Made in all styles and in two brands

Castle Brand 20 cents each, 3 for 50 cents Elk Brand 15 cents each 2 for 25 cents

MacLellan Bros The Men's Store.



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DIED.

DAMARELL--In this city on August 5th, 1910, Frederick Damarell in the 66th year of his age. Funeral on Sunday at 3 p. m. from his late residence 51 1/2 per Prince Street to the People's Cemetery.

SMALL--In this city, Aug. 5th, 1910, Robert B. Small, aged 58 years. Funeral from his late residence, 223 Fitzroy Street today (Saturday) at 4 p. m. Interment at People's Cemetery.

CHEAP RATES TO DOMINION EXHIBITION.

Transportation Companies Vying With One Another in Excursion Figures.

All roads will lead to St. John, N. B., during the Dominion Exhibition, September 5th to 15th. The I. C. Railway will make very attractive concessions from all points on their line, not only previous to and some days after the big show, but on special excursion days they will reduce fares to as low as one-half first-class one-way ticket for the round trip. This will apply to the Prince Edward Island Railway also. The C.P.R. Company will not be outdone by the other transportation companies, and the Exhibition Association has issued a neat table of excursions and rates which can be had for the asking. The Dominion Atlantic Railway Company, with its north traction and steamship lines, will have one fare rates so will the various smaller lines throughout the Maritime Provinces, both steamship and railroad, whilst the Eastern Steamship Company and D. A. R. boats running to the city of Boston and intermediate coast-wise points will approximate half rates. 8-6dr11.

CHARLOTTETOWN MARKETS.

Corrected for every Wednesday and Saturday Issue.

Table with market prices for Beef, Butter, Eggs, etc.

MONTAGUE MARKETS.

Corrected for every Wednesday and Saturday Issue.

Table with market prices for Herring, Flour, Oats, etc.