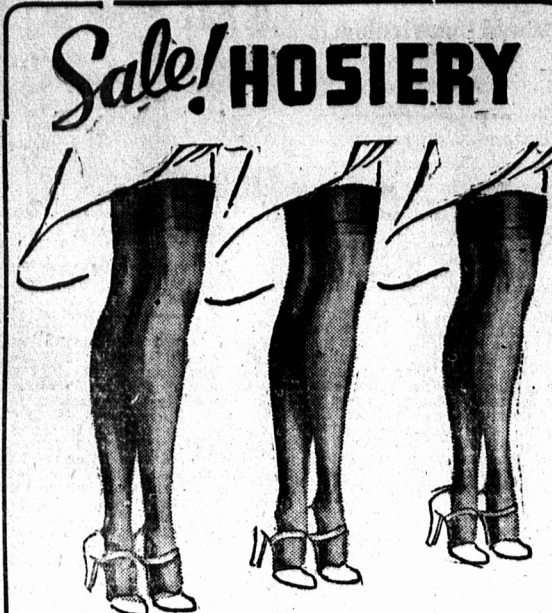


C. N. R. EXCURSION GIVES You Bargain Fares to Charlottetown Sat. March 5th.



300 pairs "subs" regular \$1.50 Week-end 75c pr.

300 pairs of substandard full fashion (crepe) chiffon hose. These stockings being not perfectly clear are called substandards, but will give good wear and are of \$1.50 quality with fancy lace tops. Shown in a good range of colors such as:—Burnt sugar, Coppertan, Sun-biege, Strolcher, Aloha-tan. Sizes 9 to 10 1/2. Special for the week-end 75c pair

Full fashioned silk and wool hose in brown only. Sizes 9 to 10 1/2. Regular \$1.00. Clearing 69c at pair

Penman's All Wool cashmere hose. Sizes 9 to 10 1/2, shown in a good range of colors. Regular \$1.00. Clearing at pair 79c

Men!

MEN'S PANTS SPECIAL — \$2.25. Worsteds and tweeds in this lot of pants. Values up to \$4. You jumped at these before at a higher price than this. Friday and Saturday only for \$2.25

MEN'S MACKINAW BREECHES — \$2.00. Heavy weight all wool breeches, lots of service, well cut, lots of warmth. Five pairs only. Sizes 34, 36, 38, 40. Friday and Saturday only for \$2.00

MEN'S STRING GLOVES \$2.00 quality \$1.00. Warm wool lined gloves to keep your hands comfortable on the coldest days. Friday and Saturday only for \$1.00

MEN'S SPATS — Good looking grey or fawn spats. Guaranteed snaps and rugged construction promise lots of service and comfortable fit. Friday and Saturday 89c only for \$1.00

MEN'S WORK SHIRTS — Heaviest weight doeskin cloth work shirts with zipper fronts. Lots of wear, roomy and comfortable. Bright colors. Friday and Sat. \$1.49

What a bargain! Girls' Winter Dresses

Girls' Dresses, we are selling the balance of our winter dresses in wool crepes, tweeds and spun rayons at greatly reduced prices in the following sizes 1 to 14x.

\$4.95 dresses for \$3.95 \$2.95 dresses for \$2.45 \$3.95 dresses for \$3.45 \$2.95 dresses for \$1.98 \$3.50 dresses for \$2.95 30 dresses at Half Price

Printed Taffetta 38 inches wide 98c

Dress Goods. Bright attractive printed taffeta in brown, navy and black, 38 inches wide, new and different, popular for both blouses and dresses ... 98c yard. Plain and dotted taffeta 88" wide ... 79c yard.

Zip front Jackets 25% Off

MEN! Here is good news for you! All the Zipper Front Jackets in the Men's Store are being sold at a big reduction. Fifteen different styles, heavy weights or light weights, plain colors or patterned, they are all included in this marvellous offering. Don't wait—take advantage of these low prices now. Think of it—the Jacket you want selling for twenty-five percent less than regular prices.

Leather Coats clear at One third off

MEN! Here is more good news for you! You can buy that Leather Coat you have wanted for so long at the Men's Store now for one-third less than regular prices. This great reduction applies to every man's Leather Coat in the store—Horsehide Coats, Cowhide Coats, with fur collars or leather collars, Mackinaw, plush or sheepskin lined.—Buy one now for next winter and years to come.

\$15.00 for \$10.00 \$20.00 for \$13.34 \$17.00 for \$11.34 \$25.00 for \$16.69

Another "Week-end WOW"!

\$22.50 and \$25.00 OVERCOATS \$15.00

Style is important and these coats have lots of it. Cut in the latest double breasted models; tailored from the newest tweeds, Barrymores, and fleeces; these quality overcoats offer maximum warmth with no excess weight. Years of wear are built into everyone from the weaving of the cloths to the sewing on of the buttons. Style—Warmth—Wear—Fit—at a Price.

\$22.50 and \$25.00 OVERCOATS \$15.00

MOORE & McLEOD LTD. ON THE ISLAND IT'S FOR FASHION AUTHENTICITY

The Week At S. D. U.

The negative side, comprising F. A. Brennan, L. Rossiter and Burns White, was victorious in a debate held by St. Augustine's Literary and Debating Society Feb. 24. The resolution debated was, "that the Study Hall is better suited for study than private, or semi-private, rooms." On the affirmative side were S. Pechan, L. Burke and A. Campbell. Joe Francis and A. Griffith gave impromptu talks.

The members of the four university teams were the guests of the Alumni Association and the Knights of Columbus at a bridge and dance held in the Knights of Columbus Hall Feb. 28. An orchestra directed by Alex MacLean supplied the music. Chaperones were Mrs. W. D. Gillis, Mrs. Dr. G. L. Smith and Mrs. E. J. H. Morrissey. The entertainment was greatly appreciated by the students.

In the closest game of the year, a combined team of the Junior Royals and Abbles defeated the College Senior team 2-1 at the College rink March 1. The game was not part of any schedule. The Saints scored their lone goal in the first period, and held the visitors scoreless until the last when the winning points were made.

A series of short speeches filled the meeting March 2 of the St. John's Literary and Debating Society. Speakers on subjects were: Edmund Roche, "The Value of Debate;" Noel Regan, "Cellophane;" G. McKenna, "Martin Luther;" F. P. MacDonell, "History of Dalvey;" Leo Polier, "Operation Procedure;" J. McInnis, "Souris-by-the-Sea;" J. MacLeod, "Father Damien;" Peter Franko, "Sage Brifton Island;" Suzanne McDonald, "Forgery;" and Gordon Trainor, "Our Capital." Hubert O'Hanley was elected Grade XII Representative to take the place of Frank MacDonnell.

The meeting of the St. Thomas' Literary and Debating Society was postponed until tonight.

Island Interests In Boston

Mr. Edward Peters, Souris, visiting friends in Boston and vicinity will return to his home shortly.

Mr. and Mrs. Louis Doyle, Watertown, Mass., (formerly of Bloomfield) are reported to be getting over a double cribful. Congratulations.

Attention: Mr. H. G. Bryan, Prof. Fred and Freda, in several natives here threaten to invade your pleasant abode this coming summer.

Mr. John A. McKenzie, Montague, (formerly of Mitchell River) is visiting his sister, Mrs. Thompson, at Hyde Park, Mass. Mr. McKenzie will return home this week.

Life: Overheard on subway train: "Oh I like him swell and I love the Island in summer, Oh yes! He's from Summerside; but he's just too darn careful."

Dr. J. B. Brown, dentist, Belmont, Mass., still likes to take in those down east parties, that occur every once in awhile. Dr. Brown, formerly of Charlottetown, has established quite a business here.

Friends in Boston regret to learn of the death of Emery Crane, Peakes Road, Shadows of the great war here reflected here, all sympathy is extended to surviving relatives.

Mr. Fred Woods of McPherson and Woods, Roxbury, Mass., returned home after a quick trip to his old home at Peakes Station. Mr. Woods made the trip to see his mother, (Mrs. John Woods) who was seriously ill. We regret to learn of Mrs. Woods' death.

Mr. Alex Carter, Watertown, Mass. (formerly of P. E. I.) and brother of P. Carter, 48 Road, is reported considering taking out his citizenship papers. (The writer cannot understand how anyone born in North America, can expect to become a better North American by swearing away one half for the other.)

Mr. James (Mike) Clear, Watertown, Mass., (formerly of Montague) reports an amusing incident which happened to him while out riding the other day. Mr. Clear, like many others likes a little speed once in awhile, so seeing a clear stretch ahead, and feeling the thrill of the open road, he opened up a bit—stepped on it—gave it the gas—as you like only to be herded toward the curb a few seconds later by a state patrolman. Mr. Clear opened his window and in his usual ready way said: "What the matter officer? Was I driving too fast?" To which he replied: "No, but you were flying too low."

He'll readers: here we are again. Thanks to the Editor, and we hope you like this column. Here's something may interest you: According to U.S. Federal Government statistics, there are over 750,000 Canadian born and descendants in Massachusetts. Thus (according to the population) one out of every five persons in this state is Canadian either by birth or descent. There are over 45,500 Canadian born in the city of Boston alone. Would you like to know how many Islanders are here? We may tell you later. Watch out now. —Mac.

MINARD'S LINIMENT for RHEUMATISM

Don't Miss the Lent Services! RENT A RADIO! For as Little as \$1. per week (Depending on the Price of the Set) You can hear these Lent broadcasts in your own home. If later you might like to buy the radio, the rent paid can be applied against the purchase price as payments at \$1.00 per week or 15 cents per day — it is truly a sensational bargain in entertainment. Just Phone 706 or Call at HOLMAN'S Charlottetown Summerside

W. C. T. U. Notes

TOUCH OF THE MASTER HAND

'Twas battered, scarred and the auctioneer thought scarcely worth his while To waste his time on the old violin But held it up with a smile. "What am I hidden, good people," he cried. "Who will start the bidding for me? A dollar, a dollar! now two only two. Two dollars and who'll make it three? Three dollars once, three dollars twice; three? three? but no! From the room far back, a gray-haired man Came forward and picked up the bow. "Then wiping the dust from the old violin And tightening up the strings, He played a melody pure and As sweet as an angel sing.

THE CANADIAN WHITE RIBBON TIDINGS' ITS AIMS AND WORK

Note: A competition of Superintendents in a five-minute talk on the aims and work of their respective W. C. T. U. Conventions. The information for the above paper was furnished by Miss Edith R. Tonge, Business Manager. Of course, you all know since that was written that Mrs. McAlister went home to her reward and that Miss Jacqueline M. Norton is now Editor. The "Tidings" was started January 1st, 1904, with Mrs. Gordon Wright as Editor-in-Chief. This was a Provincial paper, with space taken by the "Dominion Union" and published semi-monthly. The President said "The new paper is to be the exponent of our principles and exploiter of our work and methods."

SHOWING FORTH THE TRUTH

The manufacture is entirely in private hands, with private profits, and our Government is the Selling Agent for brewers and distillers. Is it not time we considered a bit? The brewers of beer, the makers of wine, and the distillers of whiskey, are all interested in the selling of their products. Profit interests dictate that both brewers and distillers increase their sales, so they must advertise and recruit new drinkers. Note the advertising industry advertisements each week since 1929. In all papers that will accept them under the heading "Education in True Temperance." This continuous and clever advertising must be countered by equally persistent and energetic presentation of the truth. The financial returns to the brewers and the money turned into the Treasury to be added to the Budget blinds the public to the consequences of alcoholic beverages. Roger Bacon says: "For every dollar of whiskey revenue received we have lost twenty dollars in the reduction of legitimate trade and the cost of damage to society."

NEEDFUL MORALE

In the past, nations went down by men drinking—now, out nation has both men and women drinking. Never has there been greater need for the Woman's Christian Temperance Union than today and we will fall far short of our high and noble calling if we do not measure up to our present-day opportunities and make the paths safer for those who follow after. Morale is the secret of success whether in warfare or life; it leads always to victory, and with morale goes cooperation, upon which depends the accomplishment of most human effort. (Is. 51:6—"They helped every one his neighbor and every one said to his brother 'Be of good courage.'") Another component in the ideal standard of service is sacrifice. Another year of loving service, with hearts full of thankfulness for the Master's care and guidance. A new year with its untrodden paths opens before us, the secrets of its hidden future is within the knowledge of our loving Heavenly Father, who has promised that His grace is sufficient for every one who has hope and courage we look forward, knowing there is no limit to God's power through yielded human instruments.

VICIOUS MADNESS

We make no apologies for returning again and again to the subject of drunken driving. It is the deadly menace of the streets and highways today. And something will have to be done about it if the lives of all who use the streets and highways are to be safe and secure. The drinking or drunken driver should be dealt with as severely as the law allows. And if the law is not strong enough to deal adequately with the menace, then let the law be strengthened to stop such vicious madness. —Halifax Herald.

ATTEMPT TO USE

HALIFAX, March 4.—(CP) As wacky as you can get against the rocks at Herring Cove, down the coast a few miles from here, their white foam licks at a peculiar structure built out from the shore. Here, in March, 1935, O.H. Parsons, Halifax engineer, demonstrated a machine for harnessing ocean swells to produce useful electric power. Parsons was backed in his researches by the late Dexter Cooper, engineer in command of the now defunct Quoddy power project on the Bay of Fundy. Cooper was staunchly "pro" in his praise of Parsons. Since that time Parsons looked far and wide for such an instrument or an engineer who could build one. Failure after failure did not discourage him, but finally, at Cooper's advice, he returned to Halifax to build one himself. Cooper's sudden death several weeks ago, only a few months before they had planned to make a new model which would be demonstrated in the spring, robbed him of a friend and ally, but Parsons says he will have his new invention completed this year.

TOBACCO

Professor Richet, 1913 winner of the Nobel Prize for physiological research, says:—"Tobacco is pernicious. Tobacco is noxious. It contains dangerous gases—oxide of carbon, hydrocyanic acid, and nicotine fumes. And yet I live in the midst of these poisons. Instead of treating the pure, free air, I injure my appetite, my memory, my sleep, and the action of my heart by breathing noxious vapors. To excuse myself, I cannot even claim, like many smokers, that tobacco is harmless, since I am well aware that it is harmful, exceedingly harmful."

WHEN YOU PASS THE TIME OF DAY WITH A FRIEND OR A GOOD NEIGHBOR Good feeling and goodwill prevail as the tobacco passes around. No other brand makes a more friendly impression than the Island's Favorite. 10c a Fig. HICKEYS BLACK TWIST CHEWING HICKEY & NICHOLSON