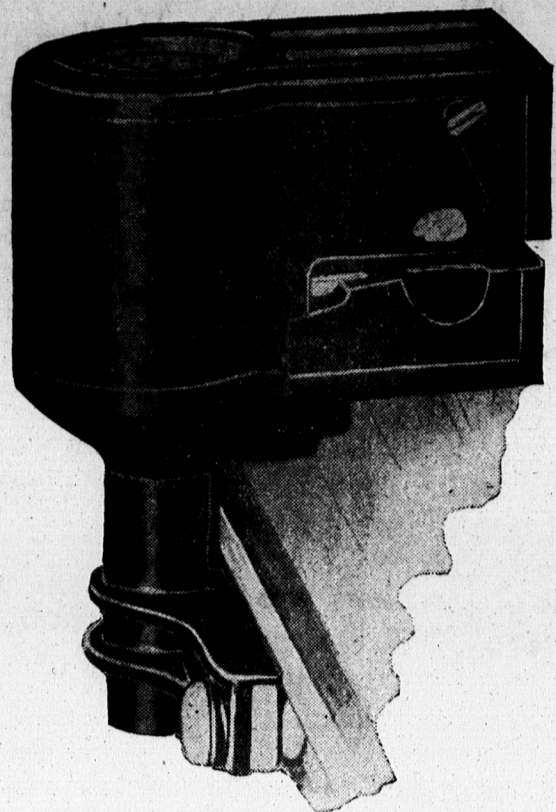


**MOORE & McLEOD LTD**  
119-121 Queen St.,  
Charlottetown



**Another help toward better service to you**

ALWAYS THIS STORE IS ON THE ALERT TO IMPROVE ITS SERVICE TO YOU. The latest addition to a long list of "betterments" is the installation of

**THE MEASUREGRAPH**

In the Silks and Dress Goods as well as the Wash Goods section you will find this little black enamelled iron stand with two spaces on top. One of these spaces looks like a clock face and the other like a multiplication table.

This device is called a "MEASUREGRAPH" and its purpose is to assist us in giving purchasers of yard goods, the exact measurement and charging them the correct price ON EVERY PURCHASE.

With the aid of the "Measuregraph," our people can measure any number of yards or any fraction, exactly to the eighth of an inch. They can tell you the exact cost of, say 11 3-8 yards of silk at \$2.56 a yard in an instant, and with absolute accuracy.

This means that you can be waited on more quickly than heretofore—a vital consideration in these busy times.

**We couldn't improve the Merchandise so we Improved the Selling Method**

**Get Some of This All Wool Cheviot Serge \$4.50 for \$3.00**

Did you see these in our Northern window? They're really interesting. Its just another case where this store is able to save you a lot of money on an extremely desirable article.

The Cheviot is all wool, good weight, 54 to 57 inches wide, it is shown in Black, Navy Blue, Myrtle, Seal, Burgundy, Paddy Green and Castor.

The regular price of this line is \$4.50. We are offering you choice of any color in the lot at \$3.00 per yard.

Mail orders will be filled in order as received, so long as any stock remains.

**THE WESTERN GUARDIAN**

—IT PAYS to buy in this Province.  
—SHOP FROM HOLMAN'S catalogue. 3045-5-22-01.  
—WRITE FOR HOLMAN'S prices on highest quality Gold Medal Smelt Webs.  
—SMELT WEBS.—Best Sea Island Smelt Webs; guaranteed quality at lowest prices. Holman's Summerside. 3706-10-23-31.  
—AIRTIGHT HEATERS of the highest quality from \$4.50 upwards at Holman's, Summerside. 3706-10-23-31.  
—GLASS WASHBOARD.—Regular 90c; for Bargain Week 59c each. Sinclair & Stewart Limited. 3732 10 25 21.  
—FOR SALE.—A British Soldier Filby 2 1-2 years old. Dam Queen Brazilian 2 22. Thos. M. Linkletter Summerside. 3748-10-26-21.  
—GRANULATED SUGAR, 17 cts per lb for bargain week. Oct. 23rd to 30th, at Holman's Summerside. 3655-10-23-31.  
—HOLMAN'S ARE OFFERING the biggest values in Canada in Game Traps. See page 147 Holman's Fall Catalog. 3706-10-23-31.  
—BOOTS — MEN'S GOOD-year welted boots, black and mahogany color, on round or pointed toe Regular \$8.50. On sale for Bargain Week per pair \$5.95. Sinclair & Stewart, Limited. 3732 10 25 21.  
—SHOES — WOMEN'S Patent leather Oxford shoes. Regular \$5.50. Clearing on Bargain Week at per pair \$2.95. Sinclair & Stewart, Limited. 3732 10 25 21.  
—HATS — WOMEN'S READY-to-wear hats; assorted good styles Worth \$5.50 to \$6.00. For Bargain Week your choice each \$2.75. Sinclair & Stewart, Limited. 3732 10 25 21.  
—GIRLS WOOL SWEATER coats with belt; assorted colors in ages 6 to 14 years; regular \$3.50; for Bargain Week, your choice \$2.59. Sinclair & Stewart, Limited. 3732 10 25 21.  
—HYACINTHS, Daffodils, Tulips. Why buy bulbs of unknown quality when you can get the best at the same price. George Williams. Phone 60-4, Summerside. Oct. 18-19.  
—HALLOWEEN ENTERTAINMENT AT KENSINGTON.—An entertainment and picnic in aid of the Mt. Herbert Orphanage will be held in King George Hall, Kensington Nov. 1st. Ladies with pies admitted free. 3742-10-26-11.  
—WOMEN'S BOOTS — Women's dark mahogany high cut boots, leather sole, with medium heel. Regular \$7.50 value; on sale Oct. 23rd to 30th per pair \$5.65. Sinclair & Stewart, Limited. 3732 10 25 21.  
—LOWER SUGAR. To show that Summerside is strictly up to date the stores have reduced the price of sugar to seventeen cents per lb. which is a decline of eight cents from the former price. This is what it would cost to import it from the refinery today.  
—TRANSFERRED FROM MONCTON. Mr. Leith Smith of Moncton, arrived in Summerside and will take over the management of the office of the Anglo American Telegraph Co. here. Previous to his departure from Moncton the staff waited on him and presented him with a splendid address accompanied by a suitable gift. Mr. Smith who is a Summerside boy, is the son of Mr. W. W. Smith.  
—UNIONVALE SCHOOL.—The standing of Unionvale School for September is as follows: GRADE VI. Ina Garde and Ella Dignan, equal. Ruth Horne, Aidan McPhee; GRADE IV. Emoil Stetson, Helen MacGregor, Carean McPhee; GRADE III. Arthur Bryan, Thelma Mitchell, William Bryan; GRADE II. Florence McPhee, Hughie MacGregor, Major MacGregor; GRADE I. Isabelle Ramsay. Perfect Attendance for the month: Hughie MacGregor. P. A. Arsenault, Teacher.  
—INDIAN ARRESTED. Quite a little bit of excitement was caused this morning when, on the arrival of the Western Train, Police officer Oakes after a short chase caught and arrested James Francis a young blood of Lennox Island, charged with beating another young man of that place. At the time of his arrest, he had a ticket for Halifax. This young chap was also fined a few days ago for beating John Sark, and was one of the party brought before Mr. A. Campbell J. P. for stealing money from the Parochial House Lennox Island.

**CURRENT COMMENT**

Continued from Page 4...  
did with the National Policy, or worse still, just what Premier Bell did with his "reduced taxation" policy.  
Who next amongst the food profiteers is billed for a scorching. Sugar fiends are getting their medicine, making wry faces and kicking hard against the dose. But prices of other things are tumbling, and people are going to be bit. In natural course many operating in the regular avenues of trade are going to suffer, and for these the sympathy, and as far as possible the support, of the consuming public should and we believe will be manifested. But for those who have deliberately cornered the food of the people for the greedy and selfish purpose of extracting improper gains, there is no room for either compassion or commiseration. Will the butter operator be the next to take the unpleasant dose. The summer has been one of unusually large production. A portion of last year's stock was actually carried over in cold storage to the present season, and then unsaleable except for baking purposes. The high prices of fats and of molasses gave the butter speculator visions of a sustained market which by cornering goods he could exploit to advantage. But fats are on the roadway of decline; molasses has already dropped 50 cents per gallon and with every prospect of a still larger drop, one dealer estimating 90 cents or less as the retail price in the not distant future. These things most naturally cause a decrease in the consumption of butter, and with the largest stocks in cold storage in the world's history the outlook for the profiteer is certainly not rosy. Already a slump of 9 cents is recorded at St. Hyacinth, a leading creamery centre, with somewhat smaller reductions in other places, and buyers holding off in many cases anticipating lower prices.  
Meats too are showing a decided inclination downward, not rapidly but swift enough, in sympathy with other foodstuffs. The staple character of these articles may prevent too quick a descent, but the margin of profit is not usually large and it will not require a big drop in prices to strike the speculator sharply. In the smaller articles of consumption which constitute the side dishes and delicacies which even the poorest of us have ambitions to enjoy, there is also a strong disposition to meet us half way. Spices, and particularly our pungent pepper, are very much cheaper. While these declines have not yet reached our markets, and may not for some little time to come, it is a comfort to know that they are on the road and will in due time reach us. One Montreal merchant claims that he has already reduced his prices on rice, sago, tapioca and other products of the Orient from a half to a quarter of previous prices. The 1920 crop of Mediterranean products, such as raisins, currants, figs, dates nuts, oranges and lemons, practically the first in any quantity since the opening of the war, are billed for this continent, but will not reach here for some time. It is promised that these too will be at lower prices, but because of the higher cost of labor, freights and packages not drastically lower. Altogether while we will have to sell our own products of farm and industry for less than in the strenuous years of war, we will have the comforting assurance that we are not alone in the valley of slumping prices and that in the return to a slice of the old plum pudding flavored with old time and exquisite Valencias, and in the things we buy at a lower cost, proof is given that there is no ill without its compensation. Molasses has already dropped to \$1.50 in Charlottetown and sugar will likely be down before this comment reaches the public.

**Hood's Sarsaparilla Makes Food Taste Good**  
Creates an appetite, aids digestion, purifies the blood, and thus relieves scrofula, catarrh, the pains and aches of rheumatism and gives strength to the whole system. Nearly 50 years' phenomenal sales tell the story of the great merit and success of Hood's Sarsaparilla. It is just the medicine you need now. Hood's Pills help—also cathartics.



**Remarkable Values**  
IN  
**Women's Suits and Coats**

Women's Suits made in the latest styles for fall and winter wear in tricotine serges and gabardine, plain or fur trimmed in navy, brown or black. Prices range from \$35.00 to \$105.00. Another special line of Suits in tweeds and serges \$14.90 to \$25.00.

Women's Coats in exceedingly good values, all the latest shades and newest materials, plain or fur trimmed, sizes up to 44.

Price \$18.00, \$22.98, 38.98 up to \$125.00.  
Children's winter coats from 6 to 14 yrs. price \$11.50 to \$18.98.

**TRICOTINE and Serge Dresses**

A splendid assortment of serge and tricotine dresses, embroidered in silks, yarns and braid in the many popular shades, plain or pleated skirts. Prices range from \$17.98 to \$45 00.

**Children's Dresses** **Millinery for Everyneed**

In serges check and velvet in high waisted effects, fancy pipings of braid in sizes 4 to 14. Price \$2.75 to \$11.98.  
Children's serge skirts pleated, 6 to 14 years, navy, price \$4.75.  
Correct Millinery gives to your new apparel the finishing touch it deserves and to the old alively touch of renewed youth. Our millinery modes at present include models for the street, sport, etc. Make your selection early.

**PROWSE BROS LTD.**

3744-10-2-31.



**Why do Railroad Men Prefer**



**REGISTERED UNDERWEAR**  
**BECAUSE** it has the weight and warmth that railroad men must have in raw, cold weather.  
Because it has the comfortable, sloping shoulders and curved arm-pits that allow free movement of arms.  
The entire garments are spun, knitted and fashioned to give the utmost comfort and wear.  
Guard your health and be warm this winter by wearing **Eureka Underwear**. All up-to-date stores carry **Eureka Underwear**. Look for the **Eureka Trademark** on every garment—it's a guarantee of quality and satisfaction.

Nova Scotia Underwear Co. Limited, Windsor, N. S.

**WESTERN PERSONALS**  
—Mrs. Allen Hanin, of Charlottetown was a visitor to Summerside this week.  
—Miss Jessie McNeill returned to Boston, Mass., after visiting her home in Sherbrooke.  
—Miss Pauline Noonan of N. D. Acadney, Charlottetown, is visiting her home in Summerside.  
—Messrs. Lorne McLellan of Sydney and Elmer McLellan of Cape Tormentine are visiting their mother, Mrs. Dr. A. A. McLellan, Summerside.  
—Mr. John MacMillan of Rumford, Maine, returned after visiting relatives in Summerside and other parts of the Island.  
—Messrs Lloyd Perry and Stanislaus Gallant, two Summerside young men left on Saturday morning to spend the winter at Halifax.—H.  
—The Misses Gertrude Rice and Dorothy McArthur and Mr. Hazen Phillips, Summerside, who are attending Mount A. College, are spending Thanksgiving at their home in Summerside.  
—Mr. M. L. Frank McKenzie, Summerside, left on Wednesday on a business trip through the principal towns of N. B.—H.