

30 per cent off Men's Fur Coats

Here's a series of savings that every man in P. E. I. will do well to study. These have been cold days—there will be colder ones. Get ready.

- 1 Men's Raccoon Coat, \$150.00 for \$105.00
1 Men's Raccoon Coat, \$225.00 for \$157.00
Men's Black Dog Coats \$40.00 for \$28.00
Men's Sitka Beaver Coats \$45.00 for \$32.50
Grey Coats \$30.00 for \$21.00
Silver Wallaby Coats \$75.00 for \$52.50
Wombat Coats \$75.00 for \$52.50

30 per cent off Men's Suits

About 150 Suits offered in this sale at a discount of THIRTY PER CENT.

- All good wearable, well fitting garments, made by good tailors.
\$15.00 Suits sell for \$10.50
\$25.00 Suits sell for \$17.50
\$30.00 Suits sell for \$21.00
\$35.00 Suits sell for \$24.50
\$40.00 Suits sell for \$28.00

30 per cent off Boys Suits

During this big thirty-hour sale in celebration of our THIRTIETH ANNIVERSARY. We have not forgotten the boys. Suits for boys at thirty per cent. off.

- \$10.00 Suits sell for \$7.00
\$12.00 Suits sell for \$8.40
\$13.50 Suits sell for \$9.45
\$15.00 Suits sell for \$10.50
\$17.00 Suits sell for \$12.90

THIRTY PER CENT. OFF ALL WOOL AUTO RUGS

Thirty per cent off Sheep Lined Coats

- Get one of these sturdy, warm, durable, outdoor garments. At the Anniversary Sale you buy at just about your own price.
\$7.50 Sheep lined Coats at \$5.25
\$10.00 Sheep lined Coats at \$7.00
\$11.00 Sheep lined Coats at \$7.70
\$13.50 Sheep lined Coats at \$9.45

Thirtieth Anniversary Sale Opens Thursday Morning Thirty hours of Impressive bargains

This week this business celebrates its THIRTIETH birthday. Thirty years ago we opened our doors to the public, and since then we've been doing our best to supply you with honestly reliable goods, as moderately priced as we could. We hope that in that thirty years we have met your requirements to some degree at any rate.

THIS WEEK WE CELEBRATE OUR THIRTIETH BIRTHDAY WITH A THIRTY-HOUR SALE, commencing Thursday morning and continuing through to Saturday night. We are going to do our best to make this sale one that will be interesting to you. THIRTY PER CENT DISCOUNTS IN MANY LINES—Special Cash Discounts in all Lines.

Wholesale prices in all departments

Half Price Sale of Women's Hats

- Ladies' Velvet Untrimmed Hats in all shapes and colors, \$3.95 to \$11.98
Ladies' Untrimmed Hats \$5.00 for \$2.50
Ladies' Untrimmed Hats, \$7.50 for \$3.75
Ladies' Untrimmed Hats \$11.00 for \$5.50
Ladies' Trimmed Hats, \$7.50 for \$3.75
Ladies' Trimmed Hats, \$8.75 for \$4.38
Ladies' Trimmed Hats, \$9.50 for \$4.75
Ladies' Trimmed Hats \$12.00 for \$6.00
Children's Beaver Hats \$3.75 for \$1.88
All Flowers at half price.

All Ornaments half price. All Wings half price.

Anniversary Sale of Women's Fur Coats

- French Seal Coat, sable collar and cuff, \$195.00 for \$137.00
Raccoon Coat \$325.00 for \$247.00
Persian Lamb Coat, sable collar and cuffs \$325.00 for \$268.00
Persian Lamb Coat, plain, \$425.00 for \$325.00
Hudson Seal Coat, sable collar and cuffs, \$475.00 for \$345.00
Hudson Seal Coat, plain \$395.00 for \$285.00
Musk Rat Coat, \$225 for \$168.00
Cold Taffeta Silk Evening Dresses for young girls, selling at half price, \$28.00 for \$14.00



Wholesale Prices in all departments

30 per cent off Women's Coats

- Ladies and Misses' Coats, \$15.00 for \$10.50
Ladies' Fox Collared Coat, \$28.00 for \$19.60
Ladies' Fox Collared Coat \$42.00 for \$29.40
Ladies' Fur Collared Tailored Coat, \$58.00 for \$40.60
Children's and Girls' Cloth Coats, \$12.00 for \$8.40
Children's and Girls' Cloth Coats, \$6.75 for \$4.72
Children's and Girls' Cloth Coats, \$4.75 for \$3.32

30 per cent off New Dresses

- Ladies' Tricotine and Serge Dresses, \$11.95 for \$8.38
Ladies' Tricotine and Serge Dresses, \$14.75 for \$10.32
Ladies' Tricotine and Serge Dresses, \$23.00 for \$16.10
Ladies' Tricotine and Serge Dresses, \$27.00 for \$18.90

30 per cent off Muffs and Stoles

- Nat. Wolf Stole \$8.50 for \$5.95
Nat. Wolf Stole, \$14.50 for \$10.15
Na. Wolf Stole \$27.00 for \$18.90
Nat. Wolf Muff \$10.00 for \$7.00
Nat. Wolf Muff, \$15.00 for \$10.50

Wholesale prices off all lines not advertised

30 per cent off all Silks for 30th Anniversary Sale

We need not waste words to tell you of the superiority of this silk department of ours. You have shopped round town yourself and know its breadth and excellence. During the 30 hours of this 30th anniversary sale all silks, satins, crepe de chine, georgettes and canton crepes will be sold at a reduction of 30 per cent.

- Price \$2.25 for \$1.58
\$2.50 for \$1.75
\$2.75 for \$1.93
\$3.00 for \$2.10
\$3.50 for \$2.45
\$4.50 for \$3.15
\$6.00 for \$4.20

30 per cent off all Coating Cloths

- \$3.00 Velours for \$2.80
\$4.00 Velours for \$2.80
\$4.00 Burberrys for \$2.80
\$2.25 Blanket Cloths for \$1.58
\$3.00 Silvertones for \$2.10

30 per cent off all Dress and Suiting Tweeds

These tweeds are all wool; 56 inches wide, a few dark colors, but mostly light ones.

- \$2.25 All Wool Tweed for \$1.58
\$2.50 All Wool Tweed for \$1.75
\$3.25 All Wool Tweed for \$2.28

30 per cent off these Assorted Wash Goods for the 30 Anniversary Sale

All kimono flannelettes, all wrapperette, all English Tweed Shirting Flannels, all Clydella Flannels, will be offered during this sale at

THIRTY PER CENT. OFF

Wholesale prices all over Store

MOORE & McLEOD LTD.

Wholesale prices in all departments

THE WESTERN GUARDIAN

SHOP from Holman's Catalog.

OFFICERS INSTALLED. A large joint meeting of King Hiram and Mount Lebanon Lodges A. F. & A. M. was held on Wed. evening when the officers of both lodges were installed by P. G. M. A. S. McKay assisted by P. M. J. S. Ramsay.

GRAND CELEBRATION The twenty sixth anniversary of the devotion to the priest hood of Rev. T. C. Gauthier Palmer Road was fittingly celebrated on Tuesday when a number of the clerical friends of the reverend gentleman called upon him offering their congratulations and good wishes. A few pleasant hours were spent and the pity after dinner speeches were given in a happy vein. Among those present were Rev. T. Campbell, Alberton, Rev. P. P. Arsenault, Mr. Carmel Rev. J. A. McDonald, Grand River, Rev. A. J. McDonald and Rev. S. McDonald, Tignish and Rev. N. Monaghan Misconche, and Rev. J. A. McDonald Lot 7.

HOCKEY The first game of the Side Hockey League was to be played last night and the following schedule of games has been drawn up. Jan 2nd. Pioneers vs Red Sox. Jan. 16th. Red Sox vs Vets. Jan. 23rd Vets vs Pioneers Feb. 20th. Pioneers vs Red Sox Feb. 27th. Red Sox vs Vets. March 6th. Vets. vs Pioneers. On Jan. 5th the second game of the N. B. and P. E. I. Hockey League will be played at S. Side between Charlottetown and S. Side. On Jan. 9th. S. Side plays at Dorchester and on Jan. 10th at Sackville.

Misner's Liniment for Dandruff

CONCERT. There was a large attendance at the Presbyterian Sunday School Room on Thursday, evening on the occasion of the usual Xmas tree and entertainment. The program was interesting consisting of songs recitations dialogues after which the distribution of candy boxes was made. Much to the delight of the young people, Mr. Robert Gordon was Chairman, the children made a special collection for the Protestant Orphanage.

CONCERT ENJOYED. A very enjoyable Methodist Sunday School concert and Xmas tree was held in Epworth hall on Thurs. evening, Dec. 28. The hall was nicely decorated for the occasion and a large number of children and their parents attended to enjoy the evening entertainment. The superintendent wishes to thank all those who helped in making the entertainment a success especially Capt. Goodwin of the Salvation Army who gave a very pleasing and instructive lantern slide talk on The Other Wise Men. After the program which was satisfactorily performed by the scholars Santa Claus appears with jingle bells and began distributing candy and apples to the scholars.

TERRIFIC STORM. The heaviest snow storm that Summerside has seen for fifteen years is the report by many citizens. Business was paralyzed, and all trains cancelled Thursday, and all trains arriving until Saturday night, when the foreign mail arrived at 10.45 P.M. The majority of the employees of the different stores were unable to proceed to their homes for dinner.

Western Personals. Mr Richard Hogan of Charlottetown spent the Holidays in Summerside. Mr. Kenneth Turner, of Sackville, N. B. is visiting friends in Summerside. Mr Wendall Monkley, Summerside arrived home Saturday night from St. John, N. B. where he was on a business trip. Miss Gertrude Rice, of Bathurst, N. B. is visiting in Summerside, the guest of Miss Dorothy McArthur. Mr. John N. McDonald, of Sackville, N. B. is spending a few days in Summerside last week. Miss Dorothy McArthur, who is attending Macdonald College is spending her Holidays in Summerside. Miss Gerda Holman, who is attending school in Boston is spending the Holidays in Summerside with her parents, Mr and Mrs H. T. Holman. Mr Hazen Phillips, of Mount Allison University is spending the holidays with his parents, Mr. and Mrs Willard Phillips, Summerside. Mr. Frank Johnston and wife, of Moncton, N. B. arrived in Summerside Monday night to spend the New Year holidays visiting friends in Summerside. Mr. Frank Richard, and wife of Moncton, N. B. who have been visiting friends in the western section of the island left by Car ferry Monday, Morning on return to their home.

and had to eat lunch at the different restaurants. A gang of men, horses and ploughs busy, under the supervision of Commissioner Desroche, were engaged until Monday, working all day Sunday clearing away the sidewalks. The snow fall being reported to be about two feet, yet the worst feature was the cyclone gale which whirling the snow into huge drifts, blocking up all the traffic.

NEW SALT DISCOVERY

NEW GLASGOW, Jan. 2 — Operations on the Malaga properties have discovered, at a depth of 200 feet, a six foot face of almost pure white salt, which analysis has proven to be 99.1 percent pure. The engineers state there is an almost inexhaustible supply of this product and that it is apparently improving in depth. This discovery opens a valuable new industry in the territory.

QUEBEC'S GOLD RUSH

QUEBEC, Jan. 2 — A gold rush has set in, in the northern part of the province of Quebec, in the district of Abitibi. This adjoins the gold and silver districts of Northern Ontario, and there has always been a question as to whether or not there might not be valuable deposits in this new Quebec, as well as in New Ontario. Within the past two weeks many claims have been staked out by prospectors.

"MOVE" TO MOVE

Whenever the human mind and enterprise conquer a new fact, the lexicon follows closely in the rear to give that fact a name. In the case of the motor, as known to mechanical engineering, the word already existed, it was merely applied to the new fact. "Motor" is a derivative of the Latin verb "moveo", to move. Its application to an engine operated by electricity, or by gasoline, to make a car or a train, or a boat move is logical. Back of this application, however, is the use of the word motor to designate the person, the power, or the thing, that makes objects to move, whether it is a man, a current of water, a jet of steam in short the prime mover that makes machinery "go."

C. P. R. A LEADER

MONTREAL, Jan. 2 — Passenger steamers in the Canadian service head the list among the large steamships built during the year, according to Lloyds Register of Shipping report, just issued. Thirty two ships exceeding ten million tons are listed. Of these the Canadian Pacific "Empress of Canada" 21,517 tons, in service between Vancouver and the Orient was the largest Canadian steamship.

Dalhousie Tigers Defeat N. Glasgow

NEW GLASGOW, Jan. 2—On fast ice and before an enthusiastic audience of fans, the Dalhousie Tigers, in their first game here this season, defeated the newly organized New Glasgow amateur team six to three. It was great hockey; fast, exciting and clean; not a player on either side getting a rest in the penalty box, nor did any deserve it. The game was hotly contested from start to finish and was featured by some magnificent work on both sides, but the seasoned Dalhousie team proved too strong and played too steady a game for the local boys. MacIsaac in goal, easily lived up to his previous reputation, and his work in the first and particularly in the last period, was as fine an exhibition of goal tending as could be desired. Bates proved the all round star for the visitors and played a steady, consistent game, working like a Trojan. Dunn was also good on defense, and Dunlop made some nice runs. The Dal team look better than last year. Haslam and Morrison were also there with the goods, and Hickey relieved a short period in the third.

THE TRUNKFISH

Encased in a tiny box of armor which covers its entire body—only eyes, mouth, fins and tail protruding, the trunkfish of the tropical seas is a slowly moving creature. So heavy and thick is this armor that one has to give a fairly heavy blow with a hammer to crack it. The armor is made of many six sided horny plates, and is a beautiful thing in itself, as well as a useful cover for its wearer. One species of trunkfish has two long horns reaching out over the eyes. It is often called a cowfish, because of these horns its head so much resembles that of a cow.

PIGEON RACING

Pigeon flying is the great sport of Belgium. The high value set up on well trained racing pigeons among Belgian amateurs was made evident some years ago in a case in the law courts, where the plaintiff, whose house had been taken from him for public

THE MARKETS

SUMMERSIDE MARKET. Dairy butter 22-36 Eggs per doz 40 Fowl 16-21 Hides 20 Wool, washed 16 Wool, unwashed 16 Hides 7-10 Hay 12 Oats, per bushel 45 Pork 11-15 Potatoes 40 MURRAY HARBOR Butter 30 Eggs 42 Pork 13 1/2 Cattle 40 CHARLOTTETOWN MARKETS Eggs 60 Butter 30 Oats 45 Potatoes 50 Pork 13 1/2 Hay 65-70 MONTAGUE MARKET Butter 28-30 Eggs 50 Oats 45 Potatoes 30

C. P. R. EARNINGS GROW

MONTREAL, Jan. 2—Showing an increase of 17.44 percent over the same period last year, gross traffic earnings of the Canadian Pacific Railway for the past week were the best results that the road has shown thus far this year. Total traffic earnings for the week were \$4,747,000 as compared with \$4,042,000 last year. For the first three weeks of Nov., traffic earnings show a betterment of 12.59 percent.

THE MARKETS

Butter 30 Eggs 42 Pork 13 1/2 Cattle 40

HE WHO DOES EVIL THAT GOOD MAY COME, PAYS A TOLL TO THE DEVIL TO LET HIM INTO HEAVEN.—HARE.

BRITISH CONSOLS CIGARETTES MILD, SWEET, OLD VIRGINIA For pipe smokers who prefer straight Virginia there is nothing finer than BRITISH CONSOLS TOBACCO 10 for 18¢ 20 for 35¢ The Tobacco with a heart

Blue Bird Tea BRINGS HAPPINESS