

WISE MOTHERS
NOURISH THEIR BABIES
ON
LIFE-GIVING
LACTATED
FOOD
DURING THE
HOT WEATHER.
IT SAVES BABIES
FROM ALL DEADLY
SUMMER COMPLAINTS.
ALL DRUGGISTS.

**"THE INVESTIGATION OF THE
NORTH AMERICAN LIFE"**

What a Charlottetown Gentleman has to Say of the Company.

The following facts adduced from the evidence given in the Montreal Daily "Star" will be asserting to our policy holders and a pointer to the intending insurer.

1st.—The Company do not speculate with its funds and not one dollar has been lost in this way.

2nd.—The Company do not hold any unauthorised securities, its investments being of the highest character.

3rd.—There are no overpaid officials in connection with the Company. The salaries during the early years of the Company's history were shown to be exceedingly moderate.

4th.—There are no excessive dividends paid to shareholders and they have not received a dollar in the way of bonuses or by other irregular means, the policy holder receiving almost every dollar of profit earned.

5th.—The dealings of the Company with its various policy holders were shown to be just and equitable giving to every one a full value for the premium paid.

6th.—That the Manager Leopold Goldman and Attorney Gilgour are men of ability and thoroughly conversant with Life Insurance. Mr. Goldman's broad grasp of the business enabling him to give many pointers to the Commissioners particularly in regard to the claim of investing in a Life Company could safely and profitably deal in, and also as to methods of reducing expenses.

The expert testimony given by Mr. Gilman and other Canadian Life Managers will doubtless prove of great value to the Commissioners in preparing their report to the Government and materially assist in revising and perfecting the Canadian Insurance Act.

AN ACKNOWLEDGMENT.

Messrs. Ross & Matthews,
Provincial Managers, North
American Life,
Charlottetown.

GENTLEMEN—
Having taken out a policy for \$2000.00 with the North American Life twenty years ago on the so-called "Life Plan," with an annual premium of \$25.00, I beg to acknowledge the following options which your Company now give me at the expiration of the investment period: 1st.—Cash \$134.00 2nd.—A paid up

**SISTER RESCUES
A LION TAMER**

London, Eng., June 7.—At the Versailles fair last month, Robert, a lion tamer, was about to be torn to pieces by two of his animals when he was pitifully saved by his sister, a girl of 20. The former was between a lion and a lioness when the latter attacked him and mangled his left arm. The lioness was beaten and stunned by assistants, but the lion rushed at the tamer and he had neck. Miss Lassie Robert, seeing her brother in danger, entered the cage and actually pulled the lion away from the

THOUSANDS CANADIANS.

Use Ozone (the coupon kind) because they know it is superior to any other remedy for the throat, because they get nearly twice as much for their money, so they would were they to buy any other make, because it is the only way in which they can procure one full sized box, package of Celery King free of cost.

To effect a permanent cure of your troubles we recommend that Celery King be taken with Solution of Ozone and remember the Celery King is supplied at our expense. No other firm can make you this generous offer. We alone have the right to give Celery King with Ozone so be sure and ask your druggist for Ozone (the coupon kind).

THE PUBLIC HEALTH CO., BARRINGTON, ONT.

MINOR'S LINIMENT CURES DANDRUFF.

A notable bargain in spring coats, including various styles, best German makes, a few of them still remain at a discount of one third.

Moore & McLeod 9d.

**A SALE TO WAKE UP THE TOWN!
BIG ANNIVERSARY WHITE WEAR SALE!**

Commencing Saturday, June 9th, we will hold our Grand Anniversary Sale of the best white-wear made in the world, manufactured under the most perfect hygienic and sanitary conditions, and the workmanship of which equals if not surpasses that of the best home seamstress, at a much less price than you could have the garments made at home.

Added to the made up garments, we will show at special sale prices, unlimited quantities of table and bed linens, laces, embroideries, stamped goods, curtains, in fact everything in white goods, including men's and boys' white shirts, ties and fancy vests, of which we have a splendid selection.

Our reputation for reliable white-wear is well established, and for this occasion we have spared no pains to surpass even our own previous records, not only in the quantity and quality of the goods offered but in the special low prices, which an exceptionally large and fortunate purchase enables us to give. Here is certainly an unequalled opportunity to procure your white goods wants at prices which will astonish you.

We cordially invite you one and all to visit our store—which will present a charming appearance in its draping of dazzling whiteness—and investigate and profit by the stunning values offered during this sale. Below is a partial list of the good thing offered:—

LADIES' NIGHT DRESSES

Lot 1.—Made of fair quality cotton, clusters of tucks in yoke and trimmed neck and sleeves with lace, worth 65c— sale price 49c

Lot 2.—Includes two styles, one with circular fancy stitched yoke, neck and sleeves trimmed with tucked ruffle, and another with pretty tucked yoke, trimmed around neck, down front and on cuffs with lace edging, worth 80c— sale price 65c

Lot 3.—Made of cambric, with tucked yoke, trimmed around deep collar, down front and on sleeves with lonsdale frilling. Another style has the square yoke and sleeves both trimmed with clusters of tucks and feather stitching, worth 90c— sale price 70c

Lot 4.—Contains 3 styles of night dresses made of good quality cambric. One in Empire style with tucked yoke having 4 inserts of lace, collar and cuffs trimmed with hemstitched ruffles.

Another style has collar and cuffs trimmed with embroidery, while clusters of tucks alternate with Hamburg insertion on the yoke.

A third style at this price has a V shaped neck also trimmed with embroidery, worth \$1.15— sale price 89c

Lot 5.—Contains 6 styles, one with yoke having hemstitched tucks and frills of embroidery, one with yoke opening in V shape and trimmed with Hamburg insertion and fine tucks. Another is made of fine Lonsdale, the low neck being trimmed with Hamburg beadings run with pretty colored baby ribbon. Still another is of good cambric plainly and neatly made, while a very attractive style has the deep collar and cuffs trimmed with Torchon lace and insertion, each worth \$1.30 sale price \$1.00

Lot 6.—Has three styles one of which has the circular yoke made of hemstitched tucking while a lace edged Lonsdale frill trims neck and sleeves. Another has the square yoke made of insertion and clusters of tucks with frills of embroidery on neck and sleeves, while the third style has the yoke prettily made of hemstitched tucking and trimmed around cuffs, also on collar and down front with emb. ruffles, worth \$1.45— sale price \$1.20

Lot 7.—Has various styles of make and trimming, one pretty line has the yoke composed of alternate rows of tucks and insertion,

while a deep frill of embroidery to match trims neck, yoke, and sleeves.

Another line has the low round neck trimmed with fine Torchon lace and insertion, run with baby ribbon. A still prettier design has the yoke made of all-over emb., trimmed with pretty muslin emb., and finished with feather stitched braid, worth \$1.70— sale price \$1.35

Lot 8.—Has but one design, made up in fine cambric in Empire style, yoke composed of Hamburg and Torchon insertion. Nice full sleeves, worth \$1.90— sale price \$1.50

Lot 9.—Has several styles, one of the daintiest of which has the neck cut in V shape, and trimmed with a ruffle of pretty embroidery, the full sleeves are similarly trimmed.

An extremely pretty line has the yoke fancifully made of insertion and tucking, while the same materials trim the full sleeves.

An extremely dainty night dress is made of fine madapolam shirred to form yoke, worth regularly \$2.10— sale price \$1.75

Lot 10.—Has some very pretty styles, among which is a fine nainsook, trimmed with organdie frills tucked and lace trimmed, the circular yoke being composed of fancy stitched Hamburg and Val. insertion finished off with a pretty feather hemstitched braid.

Another pretty nightgown is of fine Cambric, the yoke composed of rows of wide Val. insertion, while the sleeves are prettily trimmed with tucked organdie frills edged with wide Val. lace, colored baby ribbon is also used to add to the attractiveness of these dainty garments— sale price \$2.00

Lot 11.—Contains only one make. It is a "dream" of fine soft Madapolam trimmed with exquisitely fine Val. lace and Organdie ruffles the circular yoke being composed of beautiful Val. insertion trimmed with beadings, worth \$2.72— sale price \$2.40

LADIES' VARSITY COMBINATIONS
Consisting of corset cover and skirt in one, new, neat and pretty. sale price \$2.50

LADIES' CHAMISE
A very desirable line is of fine Lonsdale, tucked and trimmed with fine valenciennes lace and insertion.

Another very pretty line is trimmed with Hamburg insertion and edging. Baby ribbon and pretty finishing braid still further add to the charm of these very dainty garments, worth \$1.45— sale price \$1.25

Another lot made of fine cotton, trimmed daintily with Hamburg edging and insertion, worth \$1.25— sale price 98c

UNDERSKIRTS.

Lot 1.—Contains only one style, and is made of fine cotton with lawn flounce, only a few dozen of these, worth \$1.15, sale price 69c

Lot 2.—Consists of fine cotton skirts, with 11 in lawn flounce, having 5 tucks and edged with deep Torchon lace, good value at \$1.15, sale price 90c

Lot 3.—Contains a very nice line trimmed with full deep flounce with 3 rows of deep Torchon insertion, tucks and Torchon lace edging.

Another line has the deep flounce elaborately tucked and hemstitched, worth \$1.50, sale price \$1.20

Lot 4.—Has a beautiful line of fine cambric skirts with deep flounce and dust ruffle, they are prettily trimmed with tucking and embroidery.

Still nicer line has wide insertings of valenciennes in the deep flounce which is edged with wide valenciennes lace—worth \$2.10, sale price \$1.60

Lot 5.—Among this lot is a beautiful line of skirts with a 24 inch gathered flounce elaborately trimmed with 6 rows of valenciennes insertion and edged with wide valenciennes lace, a lawn dust ruffle completes a very pretty skirt.

Another is the deep flounce made of tucked lawn with fine Torchon insertion and edged with lace to match. This also has a dust ruffle, worth \$2.10, sale price \$1.80

Lot 6.—Has skirts of fine nainsook with dust ruffle, the deep flounce being hemstitched and tucked, with a wide trimming of shadow embroidery.

Another line has the deep flounce of lawn prettily trimmed with Torchon insertion and hemstitching, worth regularly \$2.50, sale price \$1.95

Lot 7.—We have this line in length 42 only. The deep flounce is made of tucked lawn with an insert of eyelet insertion and edged with eyelet embroidery 9 in. wide. Less elaborate but daintily pretty (which is another line, the deep

flounce of lawn, having graduated tucks hemstitched and edged with an exquisite design in Hamburg embroidery.

LADIES' DRAWERS

Lot 1.—A line of good cotton drawers with lawn frills edged with Torchon lace.

Another of fine cambric, hemstitched tucked frill, worth 35c— sale price 28c

Lot 2.—Consists of a line with deep tucked frill edged with embroidery, worth 45c, sale price 35c

Lot 3.—There are three designs in this lot, one with tucked lawn frills and embroidery edging. Another with 7 in. frill of lawn with Torchon insertion and lace to match. Still another is of Cambric, the deep frills trimmed with wide embroidery, worth 55c, sale price 40c

Lot 4.—A line of these drawers is made with a cluster of tucks and trimmed with Torchon lace. Another has insertion and lace trimming, and still another has tucks and embroidery frill, worth 60c— sale price 49c

Lot 5.—A line with deep tucked lawn frill, trimmed with embroidery, and another with Hamburg insertion in the deep frill, plain hem, worth 75c, sale price 60c

Lot 6.—These garments are made with two clusters of tucks in the deep frill which is edged with fine muslin embroidery, worth 85c— sale price 68c

Lot 7.—One line with three rows of fine valenciennes insertion in the deep frill which is edged with lace to match.

Another with wide heavy lace on edge. And still another line is trimmed with tucks and embroidery, worth \$1.15, special price 80c

Lot 8.—Has a line of drawers with deep frill elaborately trimmed with hemstitched tucks and lace, and another with a row of insertion and a frill of wide valenciennes lace on the shaped edge, these are exquisite garments and well worth \$1.60, sale price \$1.15

Lot 9.—Are the new Varsity drawers made on an exaggerated umbrella pattern and daintily trimmed with a fine muslin embroidery showing the fleur-de-lis pattern, worth \$1.35, sale price \$1.00

Lot 10.—Contains two styles, one trimmed uniquely with cotton applique and ribbon run beadings—the other having the other part of fronts elaborately trimmed with valenciennes lace and insertion with baby ribbon worth \$1.25, sale price \$1.00

CORSET COVERS

Many ladies prefer to trim their own corset covers, using for this purpose scraps of lace and embroidery they may have at home, for these we have a plain corset cover which is made of good cotton and worth 16c sale price 10c

Lot 2.—Fair quality cotton, lace trimmed, worth 25c— sale price 20c

Lot 3.—Good quality cotton embroidery trimmed and another trimmed with hem stitched frills, worth 30c— sale price 24c

Lot 4.—A line of good quality cotton with vertical tucks and trimmed with embroidery.

Another line same quality is trimmed with Torchon insertion and lace to match while a third line is trimmed with lace and beadings, worth 40c— sale price 29c

Lot 5.—Has three different styles in same quality, one with V shaped neck trimmed with Torchon lace and insertion another with lace and beadings and the third with hemstitched frills, worth 48c— sale price 36c

Lot 6.—Good material trimmed with fine embroidery and feather stitching, worth 50c— sale price 39c

Lot 7.—Elaborate corset covers of embroidery with shoulder straps of insertion. Another line has 6 rows of Val. insertion down front and prettily trimmed with Val. lace. Another line is daintily trimmed with embroidery, worth 58c— sale price 45c

Lot 8.—There are three styles at this price, every one beautiful, trimmed with Torchon lace and insertion, and embroidery and Hamburg insertion, worth 65c— sale price 50c

Lot 9.—There are but two styles one made of fine cambric with three rows of Torchon insertion across front and trimmed with lace to match, the other being made of embroidery with beadings and insertion straps over shoulders, elegant garments at 75c— sale price 59c

Lot 10.—There are three styles in this lot all perfect fitting, French cut, trimmed with Torchon and Val. lace, insertion and beadings, usually sold at \$1.10— sale price 73c

Lot 11.—Contains four styles, one exquisitely dainty line has full fronts of all over embroidery, insertion straps, and ribbon run beadings. Another of all over muslin embroidery has straps and

low neck trimmed with Val. lace. Another style has Hamburg insertion in fanciful outline on full front tucks and embroidery trimming.

Still another style has 4 rows of Val. insertion down front and trimmed with lace to match, worth \$1.25— sale price 90c

BLACK LAWN CORSET COVERS
at 49c, 70c and \$1.10.

Children's Night Gowns
for ages from 6 years to 15 years, at prices ranging from 59c to \$1.20.

CHILDREN'S UNDERSKIRTS
For ages from 4 to 14 years at from 28c to \$1.10.

CHILDREN'S DRAWERS
For ages 8 to 14 years, at from 15c to 49c.

CHILDREN'S PINAFORES
For ages 6 to 12 years, at from 28c to \$1.00.

A special line of white self striped pique at 25c each.

CHILDREN'S WHITE DRESSES
for ages 1 to 3 years, at from 59c to \$1.95.

GIRLS' COLORED DRESSES
For ages 4 to 14 years, at from \$1.15 to \$3.00.

Children's White Sunshades
Nicely trimmed all over and with serviceable handle, sale price 49c.

Ladies' White Sunshades
A limited number at half price.

White Summer Corsets
A line of white linen batiste corsets, perfect fitting and good summer weight, during sale only 48c

White Lace Curtains
We have lately added to our store fixtures an up-to-date curtain rack for the display of curtains, we invite the ladies to see it and during the sale we will give special inducements for curtain buying.

Prices will start as low as 24c. A small lot of pretty frilled curtains at 1/2 off.

Ladies' and Misses' White Waists

We have had an extraordinary trade in white shirt waists this spring, which proves that the ladies appreciate our efforts to procure for them that rare combination in a shirt waist good material, good fit and good workmanship added to which is all the dainty concepts of the season in the way of decoration, such as embroidered fronts and cuffs, rows of fine insertion, hemstitch tucking, &c. Prices start at 39c and range all the way up to \$4.50.

White and Colored Muslins

One lot at 1-2 price. Regular lines at 15 per cent off.

Pillow Cotton
40 in. wide, sale price 12c. yd. Circular pillow cotton 40 to 44 in. wide up to 22c. yd.

Sheeting
Unbleached sheeting 2 yds. wide starts at 17c. yd. all lines especially reduced for this sale— 2 specials in White Cotton at 5 and 10c.

Towelling and Towels

Roller towelling at from 4 1/2c. yd. to 15c. Linen glass towelling from 3c. yd. up.

Special reductions on all our splendid range of towels during our big sale.

Table Linens

We have an extremely nice range of table linens, napkins, tray cloths &c., which will all be greatly reduced during our big anniversary sale.

Handkerchiefs

Thousands of them of all grades and sizes, and at every price from the cheap but dainty little handkerchief for the school children up to the finest hemstitched linen, all at special sale prices.

Ladies' Fancy Neckwear

We handle immense quantities of these, in all up-to-date styles. Big bargains during sale.

Anything not mentioned in the above list in the white goods line is subject to special discounts during this great June sale, which so many have been looking forward to, as an unequalled opportunity to procure garments which are first-class in every respect, full lengths and widths, plain or elaborately trimmed as you prefer them, but all of the best workmanship and at prices which are sure to prove popular. Big sales and small profits is our motto, and we are bound to make this the event which will be remembered long, as a sale EXTRAORDINARY of beautiful whitewear. Saturday morning the sale begins. Come one, Come all.

Any of the above garments will be sent by mail on receipt of price and description of article wanted, such as size trimming, etc.

M. TRAINOR & CO'Y, = Headquarters for High-Class Whitewear.