



You Save One third!

Untrimmed Coats And all other

Spring and Summer Coats reduced one third

Delightfully feminine coats are these... many of them untrimmed like the illustration above, others in dressy and sport models in Boucles, Tweeds, Polos, Tricotine and Fleece, as well as some in Camel's Hair.

All of these smart new coats clearing today at a

Reduction of One Third

Table with 2 columns: Original Price, Reduced Price. Rows include 8.95 Coats for 5.97, 12.95 Coats for 8.64, 17.95 Coats for 11.97, 19.50 Coats for 13.00, 22.50 Coats for 15.00, 25.00 Coats for 16.67.

Positively final reduction

There will be no further reduction on these attractive garments... there's good choosing today... but the assortment is limited... GET YOURS NOW.

MOORE & McLEOD limited

BONSHAW WOMEN'S INSTITUTE

The regular monthly meeting of the Bonshaw Women's Institute was held at the home of Mrs. Geddie MacLeod on Wednesday evening, June 28th with a good attendance of members and visitors present.

of the Annual Convention at Charlottetown was given by the delegates. It was decided to send the \$10.00 to help furnish a room in the Nurses' Home as soon as possible.

Next meeting to be held in the school. Roll call "Miscellaneous." At the close of meeting a social hour was spent with music and singing. A reading was given by Mildred Crosby, after which lunch was served by hostess, assisted by members.

MAYFIELD WOMEN'S INSTITUTE

The Mayfield W. I. met at the home of Mrs. Warfield Orr on June 26th. The vice-president Mrs. James Houston in charge of the meeting, which opened in usual form. Minutes of previous meeting were

Notice to Cranberry Growers

Meetings in the interest of Cranberry Growers will be held as follows:

- Elmira Hall July 25th
Goose River Hall July 26th
Mount Stewart July 27th
Mount Carmel July 28th

Meetings will start at 8 o'clock sharp. Mr. C. C. Eidt of Kentville Experimental Station, Mr. A. L. McDonald, Manager of the Cranberry Grading Plant at Mount Stewart and others will address these meetings.

DEPARTMENT OF AGRICULTURE

Central Guardian

This column is reserved for news of local interest but advertising of a new nature may be inserted at 5 cents a word strictly payable in advance.

CONFEDERATION LIFE INSURANCE

HAD DELIGHTFUL VISIT Mr. and Mrs. Aylsworth of San Francisco, California have returned home after a very pleasant visit to the Island the guests of her sister, Mrs. John MacLeod, Long Creek, and brother, Mr. Malcolm McNeill, St. Catharines. Accompanying them home from West Newton, Mass., were Mr. and Mrs. D. J. McNeill and son, Mr. Aylsworth who were greatly pleased with P. E. I. and enjoyed every minute of his visit. They are planning to return next summer for a longer time here.

Cardigan And Vicinity

Miss Margaret McDonald, New York, is spending her summer holidays with her mother in Cardigan, who recently opened an Ice Cream Parlor.

Miss Helena Cullen who has been in Montreal for the past couple of years, arrived home Saturday to spend the summer with her parents, Mr. and Mrs. Joseph Cullen, 48 Road.

On Tuesday evening a very enjoyable Chicken Supper with dance after was held in Lorne Valley Hall.

Miss Frances McQuire, Boston Mass., is spending the summer months visiting relatives on the Island and at present visiting with her uncle, Mr. John T. Corcoran, 48 Road.

Miss Blanche Marquie, 48 Road, returned home having spent a very pleasant week with relatives in Pisquid.

In the early hours of Wednesday morning, Mr. Phillip McInnis, Lorne Valley, was suddenly awakened by shouts and screams from his children, to find the roof of his home a mass of flames. The parents first thought was for the safety of their children and as quickly as possible they had them out of the house. The flames suddenly leaped to the ceiling, making it impossible for them to save anything. The people of this vicinity extend their deepest sympathy to Mr. and Mrs. Phillip McInnis in their great loss.

Miss Lillian Carter, 48 Road, is spending her vacation with her relatives, Mr. and Mrs. James Wight, Sturgeon.

The regular monthly meeting of the Baldwin's Road Institute was held at the home of Mrs. Joseph Cullen on Tuesday evening with six members and three visitors in attendance. The meeting opened with a gramophone selection after which the minutes of the previous meeting were read, approved and signed. Roll call was answered by Sing, Say, or Pay most of the members took advantage of the last.

A very interesting report was read by the president, Mrs. Peter Carter who was a delegate to the Convention. It was decided to hold a special meeting in the school on Friday to discuss cleaning of school. Meeting was then brought to a close with a solo by Mrs. Patrick McQuaid, after which a delicious lunch was served by the hostess, assisted by her daughter. Next meeting to be held in the school.

Many of the boys from this vicinity belonging to Light Horse have gone to Charlottetown to train.

Mr. and Mrs. Joseph Curran, New York, are spending the holidays with their parents, Mr. and Mrs. Peter Curran, Stanhope, they will also spend some time with their sister and other relatives in this vicinity.

Miss Zita Kenny, New York, is spending the summer months with her mother.

Miss Proctor, Hunter River, is spending a very pleasant vacation at the home of Mr. and Mrs. Joseph Cullen, 48 Road.

WESTMORELAND W. I.

The members of the Westmoreland Institute was held at the home of Miss Grace Moore, July 4th. The President presided and opened the meeting by singing the Institute Ode followed by reading the Creed in unison. Roll call was responded to by thirteen members. There were four visitors present. Minutes of last meeting read and approved. Sick committee reported the hostess was no sick last month and the same committee was appointed for next month. Lunch committee Mrs. Roy Gussman, Neavie MacVitie, Mrs. Heber MacVitie, Program Grace Moore, Mrs. Heber MacVitie, Mrs. Fred Fall, Mrs. Fred Wilson. It was moved and seconded that all Institute bills be paid. Next meeting to be held at the home of Mrs. Fred Wilson. Roll call to be answered by something I know about the King and Queen. Meeting adjourned and the remainder of the evening spent in contests and readings.

Miss Ella Wyand invited us to meet at her home for next meeting. Report from play was received, also report from Provincial convention and orphanage. Motion carried to assist teacher with picnic and to provide ice cream and supper. Plans were made for district convention, where we are to be assisted by St. Ignatius Institute. Miss Jennie Smith entertained us with an amusing monologue, also a musical concert which was won by Miss Marguerite Houston, collection 52 cents. After a delectable lunch served by those in charge assisted by the hostess, a pleasant evening was brought to a close by singing the National Anthem.

SUMMERSIDE GOLF NEWS

There was a large turn out at the Summerside Golf Course over the week-end. Several visitors from Charlottetown were down trying out the course for the opening of the Island tournament next week. The 3rd stage of the Point week-end with the following results: W. M. Bruce 10 points; Lt. Brian Abbott 8 1/2 points; W. F. Noonan, 8 1-2 points; Charles Peters 6 points; P. D. Crosby 6 points; Norman MacLeod 6 points; Henry Noonan 4 points; Billy Arnet 3 points; E. F. Foley 2 points; S. G. Meniam 1 point. The ball sweepstake was run off Henry Noonan making a low gross of 88. Prestor Noonan making the low net of 76. The third round of the Club Championship Matches were played: Norman MacLeod, Jr., defeated...

Missionary Rally

Ten auxiliaries participated in the successful Missionary Rally held in the New Glasgow United Church under the convener'ship of Mrs. J. A. Nicholson, York, on Thursday, July 12th.

Mrs. E. R. Woodside of Cornwall presided. The afternoon session opened with a worship period conducted by Mrs. Wm. Clark and Mrs. R. I. Bryenton of Brackley and based on St. Luke 4:18—"The Spirit of the Lord is upon me." Miss Ella Semple extended a hearty welcome to all on behalf of the New Glasgow and Mayfield auxiliaries. Mrs. John Ferguson fittingly replied. Splendid reports were read from the Presbyterial officers unable to be present. Those present challenged all to a more consecrated service. Mrs. Ferguson, Supply Secretary, urged all to work in season and out of season in this department, as it was impossible to portray the stark destitution of the people of the outports.

Mrs. E. R. Woodside spoke on the work of the Mission Bands and appealed for more and better work among the children in accordance with the command "Feed my lambs."

Four little boys from Mayfield sang a delightful chorus, "Happy little birds, hear them sing." Mrs. Nell Darroch, a delegate to the recent Conference Branch held in Sackville, gave a very good report of the meetings held and the messages received.

Questions on the work were answered by Mrs. A. J. Nicholson, who conducted the Question Box.

Mrs. H. O. T. Burkwall, returned missionary, spoke on work among the Chinese in Canada and the splendid results this work bore in the Christian Church back in China. Mrs. Burkwall said that many of the small Christian Churches in China were built and supported by men who had found Christ in the new land.

Mrs. Tilley and members of the Cavendish Auxiliary led the evening worship period based on St. John 10:16—"and other sheep I have, which are not of this fold." Mr. Olaf Stevenson sang, "There were ninety and nine."

Mrs. Margaret Howatt read the minutes of the afternoon session. After the offering Miss Irene Wyand sang, "O Zion, haste." Mrs. H. O. T. Burkwall painted a vivid picture of the Chinese Christian Church. She said that the Chinese Church is truly a Bible Reading Church, whose faith, courage, and spirit is truly amazing under the cloud of war. There is no hymn of hatred in the Christian Church in China. It is praying for China's enemies and it needs the older churches to stand by their lives and uphold them in their lives of crisis and danger. Mr. Warfield Orr led in earnest prayer.

Mrs. Richard Dickleson feelingly rendered, "It was alone my Savior died." Mrs. Howatt brought in the following resolutions from the Resolutions Committee, which were adopted.

Resolved that we as mothers and members of the W. M. S. will not use for any social functions in our homes any beverage alcohol. Whereas the first years of a child's life are the most impressionable, therefore resolved, that we as members of the W. M. S. shoulder our responsibility to young children as has been urged today. Further resolved that we as members of the W. M. S. be more sincere and earnest in the fulfilling of all the ideals of our Women's Missionary Society.

Mrs. Patterson brought in the report of the Finance Committee which was adopted. After singing the hymn, "Where Cross The Crowded Ways of Life." Rev. J. A. Nicholson pronounced the benediction.

The New Glasgow and Mayfield Auxiliary served a delicious and bountiful supper to the visiting auxiliaries.

Returned From Western Canada

Mr. C. S. McKay, Park Corner returned on Monday evening, July 10th from Western Canada where he spent a very pleasant holiday visiting his two brothers and many other Island friends. His brothers, Colin L. and Hedley W. are located in Donalds, Alberta. It was sort of a re-union for the three brothers as they had not been together for 36 years. At a picnic in his honor, held at the home of Mr. and Mrs. H. W. McKay, forty guests (principally Islanders) were present, coming from Red Willow, Meeting Creek, Perinosh, Science Mound and Donalds. Mr. McKay spent several days in Calgary meeting many P. E. Islanders there. He also visited Banff with its lovely summer resorts in the heart of the lordly Rockies with their snow clad peaks, going as far as Turner Valley, the rich oil fields of Turner Valley, also spent a short time with friends in Red Deer and Lacombe. He was also fortunate in being in Edmonton on the day of their last visit where 200,000 people thronged the streets of that beautiful city. While there he had the pleasure of meeting Premier Abernethy and Mr. E. H. Mulley, Minister of Agriculture for the province. During the months of May and June the rain fall in Alberta has been the greatest in ten or possibly fifteen years and farmers are very optimistic over the prospect of a bumper crop this season providing hail or rust does not injure it before ripening. The natural resources of Alberta in their variety and scope make it the richest province in the Dominion and in this month of July no country can show a greater luxuriance of vegetation, where the fields of wheat are interspersed with bluffs

Your Local Agent Answer No. 8

The Maritime Life HEAD OFFICE: HALIFAX, CAN. T. W. BENTLEY, C. L. U., Branch Manager, Charlottetown.



For that summer whirl of activities...

SEE OUR NEWEST COIFFURE STYLES

THESE ARE OUT-DOOR DAYS—but don't neglect your beauty because you think it unimportant while tennis, golfing, and swimming. If anything it is more important because you're in the public eye... exposed to the "sun's" scorching rays.

PHONE 1604

SPECIAL RATES ON ALL PERMANENTS DURING CONFEDERATION WEEK

Empress Beauty Parlor

29 KING SQUARE

CHARLOTTETOWN

of trees and the wild rose and brightly colored flowers cover the landscape. Alberta has an almost inexhaustible soil and wealth of verdure. Mountains and prairie and park lands, winding rivers and countless lakes filled with game birds of every description. Coal in abundance and natural gas that could furnish heat and gas for millions of people. This large province comprises a total area of 255,565 square miles with every variation of climate and resources. Today possibly as never before, farmers are turning to mixed farming—raising live beef cattle, hogs and poultry, the dairy industry forms an important part in aiding the finances on the average farm. In taking a holiday trip of this kind one is impressed with the scenic beauties of nature, always Minard's relieves aches.

OUT OUR WAY

By J. R. Williams



OUR BOARDING HOUSE With Major Hoop

