

## Why Don't You Wear a Colored Shirt

These hot, "restless" days of summer—  
you'll want something that will look cool—  
and dressy at the same time  
We've the very thing you want—long bosom,  
short bosom—stiff bosom—Soft bosom—  
loud colors and quiet

**\$50c. \$1.15 \$1.25.**

**Moore & McLeod.**

## The Vital Question

**O**F Life Insurance is before every man  
who is at the head of a family or has  
others dependent upon him. A con-  
sideration of the policies issued by  
**The North American Life**

Will convince you of their unvarying  
liberality their moderate cost, their  
satisfactory returns and their ab-  
solute safety. Write for information.

**J. K. Ross, Provincial Manager,**  
Charlottetown, P. E. Island. — Phone 183.