

This name & can - your guarantee of "Coffee Satisfaction"



Every loaf of delicious coffee should have the Seal Brand Coffee - Satisfyingly made. Write for a copy.

CHASE & SANBORN, MONTREAL

# The Central Guardian

IT PAYS to buy in this Province.

**4-PASSENGER LAWN SWINGS** at \$8.25. The Rogers Hardware Co. Limited. 8028-6-11M21.

**THE PUBLIC JUDGES YOU** by your advertising. Maybe they don't know it or care about it, but that's what influences their verdict.

**FENCING.**—Nine strands, 36 inch Dominion Fencing 51c per rod delivered at your station. The Rogers Hardware Co., Limited. 8028-6-11M21.

**BIRCH HILL SERVICE.**—Rev. Ewan McDougall will preach Wednesday, 12th, at Birch Hill at 8 p.m. The annual meeting and session will be held at Kinross at 1 p.m.

**STUDYING LOBSTERS.**—Mr. Andrew Halkett, Ottawa, naturalist of the Dominion Department of Fisheries, left yesterday afternoon for Souris, Mr. Halkett, came in from Tignish on Friday. He has been making a special study of lobsters for years, gathering all possible biological data to be embodied in a report to be submitted later to the Department. He is also keeping in touch with the Educational campaign now in progress having in view the preservation of the lobster industry. During his recent trip to Prince County he made observations at North Cape, Tade's Point and Alberton South both in boats and in the factories. His trip to Souris is on the same work. Two other naturalists are also at present on the Island in connection with the Educational Campaign for the betterment of the lobster fisheries, viz. Dr. A. P. Knight, of Queen's University, who is connected with the Biological Board of the Dominion Fisheries and Prof. Perry of Wolfville, N. S.

Today AT 3.15 **Prince Edward** Tonight 7 and 8.45

She Learns to Love her Husband

William Fox - William Farnum Presents - **William Farnum** - IN - **Playing Fair**

Showing the Preeminent Screen Star in a Virile and Fascinating Role

A Photo Drama Replete with Stirring Action Tells of a Red-Blinded American who Overcomes the Prejudice of the French Aristocracy

LAST-TIME-TODAY 3.15-7 and 8.45

THRILLS AND SENSATIONS A-PLENTY IN Desperate Odds 3rd. Chapter of The Bulls Eye

TOMORROW CHARLES RAY IN "The Hired Man"

**WHY HE OBJECTED**

A ship had fouled a floating mine in the dark, with disastrous results. Boats were promptly lowered, and crew and passengers proceeded quietly to their appointed stations. Meanwhile the captain on the bridge was sending up rockets and burning blue lights, in order to attract the attention of any vessel that might chance to be in the vicinity. Suddenly he caught sight of a tall thin man, a passenger standing at the top of the stair leaning to the right.

"What are you doing here?" said the captain angrily. "Your place is in the boats, and if you do not go immediately they will not wait for you."

The passenger gazed at the captain calmly.

"Have come," he said, to protest against the unseemly conduct on your part. We are now facing death. Is this the time to rebuke? Is this the occasion to ignite fireworks?"

**GERMAN AVIATION PROVES A FAILURE**

LONDON, May 20.—German aviation has proved a signal failure in the great offensive on the Western front, according to an officer correspondent of the Morning Post. Writing from the front he says:

"German aviation does not exist at present. There are two principal reasons, the first being the tremendous wastage caused by the incessant attacks of the British and French pilots on German machines, the second being the bombing of airdromes.

"The conclusion seems manifest that it is because they have not the necessary force available in any case the fact remains that German aviation has ceased to be a force to be seriously reckoned with. In the last four weeks the situation, which on several occasions, has necessarily been delicate, would have been very much more so, had the Germans been

Try **BEAVER FLOUR** Both Ways



Make up a batch of Bread and Rolls with it. Then bake a Pie and Cake.

Notice the fine, even texture—the absence of holes—the delicate, nutlike flavor, of the Bread. Then consider the lightness and flakiness of the Pastry. You'll never go back to the coarse, almost tasteless western wheat flours, after once enjoying the flavor of the good things made with Beaver Flour. Order a sack today.

DEALERS—write us for prices on Feed, Coarse Grains and Cereals. 209 THE T. H. TAYLOR CO. LIMITED, CHATHAM, Ont.

**PERSONALS**

Mr. James O'Donnell, city, went to Montague yesterday.

Mr. Benj. McEachern, Hopefield, was in town yesterday.

Mr. and Mrs. Ed. Pierce, Elmira, are registered at the Revere Hotel.

Mrs. W. Davidson, of Cobalt, Ont., is visiting her former home in Canoe Cove.

Mr. W. A. Heustis, city, accompanied by his son, Master Allison Heustis, went to Tignish yesterday.

Post Office Inspector Whear, left yesterday on an inspection trip between Tormentine and Sackville.

Mr. W. McQuarrie, merchant, of Westville, N. S., who has been spending a week in Charlottetown, left yesterday on return.

Mr. Frank Mills and son Charles, of Covehead, the guest of John Marshfield, sent Sunday at West Maye.

Miss Loretta Whelan, teacher, Covehead Road, spent the week end at Western Covehead, the guest of her friend Miss Ada Maye.

Messrs. J. A. McEachern and C. F. McDonald of Sydney, who have been here purchasing horses left yesterday on return to Cape Breton.

Mr. Harry Cox, Morell, and Mr. Russell Clarke, Mount Stewart, motor- ed to the city yesterday morning and returned in the afternoon.

Rev. Mr. Templeton, of the Magdalen Islands, arrived in the city on Saturday night from his trip to Quebec, and left yesterday on return to the Magdalens.

Mr. Charles Cuning, engineer of the S. S. Northumberland, left yesterday for Halifax to join his ship after spending a brief holiday at his home in Charlottetown.

Master Donald McLaughlan of Calgary son of Major (Dr.) D. McLaughlan formerly of Charlottetown and now overseas, arrived in the city on Saturday night from Montreal where he had been visiting his brother, Dr. Robert McLaughlan and Mrs. McLaughlan. Donald will spend part of the summer with his uncle, Mr. Angus McLaughlan of West River.

The many friends of Mrs. Robert D. Simmons of Tryon, will learn with regret that she is ill in Miami, Arizona, having undergone two operations for tuberculosis in the last two weeks. Mrs. Simmons went to Arizona last October hoping in a mild southern climate to regain at least a measure of health and strength and for a time seemed to benefited. Her sister, Mrs. E. E. Hiller of Winnipeg has been with her during her recent illness.

**CORSETS FOR MEN LATEST WAR NEED**

Help to Soldiers on March, Says the Observers.

(Boston Adviser.)

Know the latest war essential. Bet you don't. It's the "they're" corsets. Knew you'd never guess it, but it's a fact just the same, according to Dr. Alice S. Cutler, corset expert extraordinary of Boston, who is lecturing in New York.

Of course we all know the big part women are playing in the war making munitions and taking men's jobs and everything. The women must work, and to work her best must wear corsets. So says Dr. Cutler. Across in England at the start of the war they had the farment of bone and steel and silk on the non-essential list. But they soon took it off when they found the women all worked better therefor.

"There is no use in discarding the corset in the belief that it is a handicap; that a woman can't work with it," states Dr. Cutler. "We are a corset-wearing nation and women need them."

In England they are even considering a narrow corset for men. Observers claim that it will help greatly in lessening fatigue while marching.

Welfare workers in this country are preparing to go into big the factories to instruct and advise women on the best kind of corsets to wear.

**AULD BROS LTD.**

In Stock, Immediate Delivery

**FLOUR**

Robin Hood, barrels and bags, old grade. Queen City, barrels and bags, old grade. Forest King, barrels and bags, old grade. Beaver, barrels and bags, war grade. Queen City, barrels and bags, war grade. Ogilvies Gov. Standard, barrels and bags, war grade. Victory, barrels and bags, war grade.

**CEREALS**

Roller Oats, barrels and bags. Fine Oatmeal, barrels and bags. Wheat Farina, barrels and bags.

**FIELDS**

Oilmeal, "Old Process." Cotton Seedmeal. "Royal Purple" Calf Meal. "Blatchfords" Calf Meal. Cornmeal and Cracked Corn. Middlings, Feed Flour. Write us for prices. Wholesale only.

**AULD BROS LTD.**

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**REV. DR. CHAPPELL IN TORONTO**—Rev. Dr. Benj. Chappell, D.D., is in Toronto. In the list of matriculants into the sophomore year of the University of Toronto is the name of Miss Jean, his youngest daughter. The doctor and his daughter, Florence, return to Japan in August next.

**VICTORY BONDS**—As will be seen by an advertisement in today's paper, the price of Victory Bonds has been advanced to 99%, and accrued interest by the Special committee for Canada. No doubt the large demand for these bonds has been the cause of the advance. The former price was 98%.

**HIGH SHERIFFS**—The High Sheriffs for this Province have been appointed for the current year, ending June 1919, as follows: Queens County, Anthony J. Dougan, Charlottetown. Prince County, Frederick J. E. Wright, Summerside, King's County, Alexander A. MacDonald, Georgetown.

**MORE HOPEFUL NEWS**—Mr. William Scott received a cablegram yesterday from the Manager of the Bank of Montreal in London stating that his son Lieut. Scott reported missing on the 30th May last, had been seen by the "air patrol" flying homeward, and that he was a prisoner.

**Forty Miles of Jam**

So enormous has the business of jam making become in Dundee, Scotland, since the great firms there organized to supply preserves to the British army and navy that, according to a report sent by E. R. Bottle, U.S. vice consul there, to the department of commerce, the tins in which they put up one week's supply alone "would, if stood end to end, form a column fully 40 miles high. It is no unusual thing for this firm to deal with 100,000,000 oranges, and all kinds of fruit are dealt with on a similar scale."

The Dundee manufacturers are about to give up the use of earthenware glass jars and tins, for a stout cardboard container is now being made and experiments with it have proved highly successful.

**Gray Hair** use **Hair Health**

A preparation for restoring natural color to gray or faded hair, for removing dandruff and as a hair-restoring lotion. Generous sized bottles at all dealers ready to use.

Philo Hay Specialty Co., Newark, N.J.

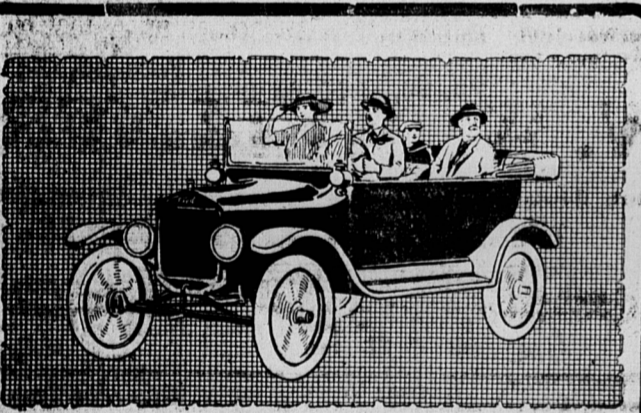
**Fire Insurance**

**A Necessity**

Then insure in good strong stock companies, which never contest an honest claim such as is represented by

**E. R. BROW**

Charlottetown



**Complete Service to Ford Owners Everywhere**

COURTEOUS attention to your needs wherever you may travel is something you appreciate, and being a FORD owner you get it. You are always "among friends."

There are more than 700 Ford Dealer Service Stations throughout Canada. These are always within easy reach of Ford owners—for gasoline, oil, tires, repairs, accessories, expert advice or motor adjustments.

The cost of Ford Service is as remarkably low as the cost of the car itself. Nineteen of the most called for parts cost only \$5.40. Just compare this with the cost of spare parts for other cars and you will realize the advantage of owning a Ford.

**FORD Runabouts—\$570.00**  
**THE UNIVERSAL Touring—\$595.00**  
**CAR Ford Ton Trucks \$750.00**

F. O. B. Ford, Ont.

**GRANT & KENNEDY**  
 Dealers, Charlottetown, P. E. I.

**Get Your Soap NOW**

Soaps of all kinds and particularly the finer goods are advancing in price. We have everything in the way of toilet, bath and laundry soaps. Better buy now while the price is low and the stock so large.

**The 2 Macs**

## For Strong Personal Selling Message--Use Multigraph Letters

Inject some "ginger" into your advertising—strike straight from the shoulder. Have every envelope leaving your office or store bear a message—and have that message printed the MULTIGRAPH WAY.

A Multigraph Letter has a man-to-man appeal—there is a warmth—a magnetism—a personal, convincing ring to it that cannot be had in any other form of advertising.

There is no waste ammunition when you see Multigraph Letters because every letter goes straight to the mark and you know a letter addressed personally to your prospect will be read when everything else fails.

Multigraph Letters is the cheapest form of advertising when you consider results—and results count.

If you are a tradesman or professional man wishing to get the ear of prospective customers there is no more effective means than Multigraph Letters. Multigraph Letters will be found the most effective for

- SALES LETTERS
- CIRCULARS
- LETTERS TO CUSTOMERS
- DIRECTORS REPORTS
- LODGE REPORTS
- ENVELOPE STUFFERS
- PRINTED FORMS
- COLLECTION LETTERS.
- MEETING NOTICES
- PERSONAL APPEALS

Every letter is a perfect facsimile of typewriting—printed from moveable type—through a ribbon—your choice of a half dozen different colors. Any quantity from 100 to 100,000 printed with the last letter as legible as the first—at a very nominal cost.

Send a trial order or see samples without delay.

**Guardian Publishing Co.**  
 Charlottetown