

The Quality Never Varies SEAL BRAND COFFEE

The same satisfying strength—the same delightful flavor is sealed in every can of Seal Brand Coffee

In 1/2 pound, 1 pound, and 2 pound tins—
in the bean, ground, or fine ground for percolators.
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Mother and the Girls don't mind being photographed—why not persuade Dad and the boys to make the family picture record complete?

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This is a Good Time to Have Baby's Photo Taken
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A careful selection of every line of Jewelry marks our stock.

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Barristers, Attorneys, Notary Public, Etc., Solicitors for Canada Bank Association Bank of Montreal, Canada, Permanent Mortgage Corporation.

THE EASTERN GUARDIAN

...IT PAYS to buy in this Province.

...Mr. George E. Knight, field secretary of the Christian Men's Federation presented the claims of his work before the Methodist congregations in Souris and Bridgetown, who responded most heartily to the needs of the Serbian refugees. Mr. Knight is a most acceptable baritone soloist and his visit was greatly appreciated.

...SOURIS.—The Ladies Aid of the Methodist Church on Tuesday evening held their annual strawberry festival in the public hall. A very large and representative gathering ensured success and thus it was declared by all. The musical program though small was nevertheless greatly appreciated. Solos were sung by Mr. Geo. E. Knight of St. John, N.B., Rev. H.A. and Mrs. Brown. Recitations by Master Lloyd Stewart and Reading by Mr. Wm. Cheverie. The ladies graciously presided at the candy tables, ice cream and strawberry tables, and Mr. C. C. Carleton auctioneered in his inimitable and pleasant style. The proceeds were far in excess of previous years.

THE TURNING POINT OF THE WAR.

Glad, indeed, are the people of England to have their opportunity of expressing in their own informal and warm-hearted manner their deep appreciation of the qualities and services of the great French Marshal. Fortunately it was for France, and fortunate for us and the common cause that the fateful August of 1914 found him at the head of the French armies. Not only was Marshal Joffre an eminent soldier and a man beloved by his valiant troops. He was also a man of steady character, who united in the French people, and he appealed in a signal manner to the hearts of his compatriots. No other soldier could have survived, as he did the serious defeats of the opening month of the war, and none other could have combined the patience with the audacity needed for changing the defeat into victory. We owe much to many of his subordinates for the victory of the Marne, and we have not been backward in acknowledging our debt to them, but it was Joffre who planned, Joffre who willed and Joffre who commanded. The conduct of that historic battle was in his hands, and for all time history will acclaim it as the turning point of the war.

We owe much more to the eminent Marshal than most people know. He was during 1914, 1915 and 1916 the one fixed point in the general situation. He was the most solid asset of the Allied cause. Under him was created that excellent feeling between the French and British armies which remained inviolate till the end. He was a man in whom every British general and private soldier placed confidence. The campaign of 1916, ended by the Kaiser's offer to negotiate for peace, was planned by him and in that year all the Allies—British, French, Russian and Italian—fought valiantly for a common purpose. He it was who first assembled at his headquarters at Chantilly in June, 1915, a series of conferences of the Allied commanders which gave the law to the Allied armies and established a proper system of co-operation on the main fronts. When he was replaced this system lapsed for a time, and we were greatly the poorer for the fact. But the Marshal's services were not at an end. He went to the United States, where, though he could not speak English, every man understood him and acclaimed him when he appeared. At his headquarters in Paris subsequently he became the link between the French and the American armies, and many other than American soldiers went to consult the wise and steady old chief at his headquarters at the Ecole de Guerre. He did much for France but more for the cause. With a calm and steady gaze he overlooked the whole field of war on the main fronts. He was never elated by victory or depressed by defeat. He knew how to direct operations in a scientific manner, and at the same time to arouse that personal enthusiasm without which an army loses its soul. He was the man for the most terrible moment that history records, and he was rewarded for his constancy in adversity by the sun of victory which shone upon our arms.

FLOUR

Made by one of our best P. E. I. Millers (Roller Process) from choice imported FIFE and MARQUIS WHEAT.
We receive a fresh stock every few days, (we supply the wheat).
Only 6 cents per pound (Sold in any quantity)

PORRIDGE, ROLLED OATS, TABLE CORNMEAL, OATMEAL, GRAHAM FLOUR, RYE FLOUR, BUCKWHEAT FLOUR, OAT FLOUR, BARLEY FLOUR.
All fresh and sweet, and sold in any quantity at lowest prices in the City. Phone in your order. Orders filled and sent promptly.

CARTER & CO. Ltd
Phone 208 Flour & Feed

If you want the entire nutriment of wheat and barley in most delicious form, eat Grape-Nuts
"There's a Reason"

...TWO CENTS PER WORD each insertion for advertising to this column. Cash must accompany order minimum charge twenty-five cents.

...FARM FOR SALE.—Mrs. George Murdock, Murray River, offers her beautiful farm for sale, also crop, stock and implements. For further particulars apply to J. W. Murdock, Montague, P. E. I. 7367-7-30M61.

...INTERESTS OF BIBLE SOCIETY.—Mr. J. E. Seaman, Secretary of the P. E. Island Auxiliary Bible Society will speak in the Souris Presbyterian Church on Sunday morning, August 3rd, and at Bay Fortune in the afternoon, in the interests of the society.

...BRIDGETOWN.—A sing-song is a new departure of the Methodist Church in Bridgetown one half house being given at the opening of the evening service, led by the pastor, Mr. M. S. Acorn, Miss G. Muttart, Mrs. H. A. Brown assisted the choir last Sunday.

PLUG HAT AND FROCK COAT

(London Daily News.)
This is dreadful news. Here is an appalling calamity. What may be said or done when men find themselves threatened with a new top hat to be called the Victory Derby? One obvious answer is, "Do not wear it." But men are weak, fashion is strong, and it has long been known that fashions are not manufactured by convenience; no, nor by reason, nor by any sense of comfort. Yet we had imagined that war had destroyed finally the miserable top hat. It may be true that the youthful exquisite uses this misshapen covering for his head when he wears dress clothes. Young exquisites will do anything. It may be that Eton boys still wear top hats. If they failed to do so the walls of chapel might fall down. But we—a minority of us—are men, and war has blown the cobwebs from our brains. Does business go any better for a black coat or a top hat? Did diplomacy find the way to peace in a frock coat? Can any brain or body work better for being oppressed with heavy black shininess and forced into an unnatural elegance? Away with these false notions. We fought for freedom. On our heads be it!

Our idea of a wise girl is one who can't sing and knows it.

To give a slight stiffness to fine lace rinse in milk and iron white damp.

STOCK QUOTATIONS

HALIFAX, July 31.—(Quotations furnished by F. B. McCurdy and Co. the Montreal Stock Exchange.)

	Yesterday	Today
Atch.	99 1/2	98 1/2
A. F.	117 1/2	117
Alt.	90 1/2	89 1/2
Cent.	79 1/2	79
Cruc.	138 1/2	138 1/2
C. P. R.	161 1/2	161
M. N. P.	190	190
Stu.	112 1/2	110 1/2
S. P.	106 1/2	106 1/2
U. P. S.	132 1/2	132 1/2
P. R. S.	91	91
X.	111 1/2	111 1/2
A. R.	85 1/2	84 1/2
M. P. R.	119	118 1/2
C.	7.	—
Utah.	94.	—
R. G.	—	90 1/2

The Markets

CHARLOTTETOWN MARKETS

Butter (creamy) (lb)	55 to 58
Butter, dairy	42 to 54
Butter, tub	42 to 45
Eggs, (doz.)	38
Oats, bush. (buyers price)	80
Hay, ton	330.00
straw,	9.00
Wool (unwashed)	45
Wool, washed,	65
Potatoes	80

MURRAY HARBOR MARKETS

Butter lb.	40
Eggs	40.
Oats	1.00
Wool	55
Wool washed	70.

MONTAGUE MARKETS

Butter	40.
Eggs	40.
Oats (bus)	85.
Wool unwashed	55.
Wool	70.

KENSINGTON MARKETS

Butter	40.
Eggs	43.
Oats	85.
Wool unwashed	50.
Wool washed	68

SOURIS MARKETS

W. Oats bus.	90.
B. Oats bus	90
Eggs doz.	39.
Butter lb.	38.
Wool	50-60

SUMMERSIDE MARKETS

Butter (dairy) per lb	42
Butter (creamy) per lb	55
Eggs, per doz	38
Potatoes per bus	80 to 85
Fowl per lb.	22c to 25c
ork, organs in	21
Oats, black per bus	90
White oats	85
Hides per lb.	18c
Wheat	\$2.00
Wool washed	65
Wool unwashed	50

BENSON'S Corn Starch



Desserts—Rolls Sauces

BENSON'S is pure prepared corn starch, delicate and nourishing, unexcelled for all cooking purposes.

It improves the texture of bread, biscuits and rolls if one-third of the flour is substituted with Benson's Corn Starch. It makes pie crusts light and flakey.

There is a recipe for the most delicious Blanc Mange on the package, together with a dozen other uses. Benson's is the best Corn Starch for making sauces and gravies smooth and creamy.

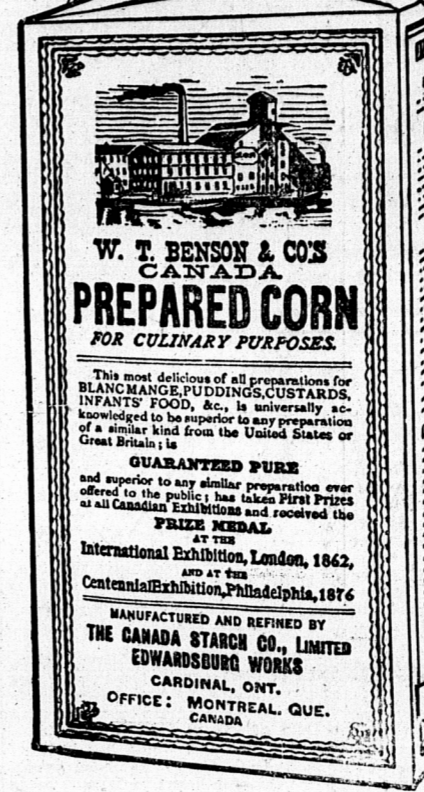
LEMON PIE

(Enough for one medium sized pie)
1/2 cup sugar, 6 tablespoons Benson's Corn Starch, 1/2 cups boiling water, juice and rind of two lemons, 2 egg yolks, 2 egg whites, 3 tablespoons powdered sugar.
Mix corn starch, sugar, lemon juice, grated rind and beaten egg yolks. Add boiling water slowly, stirring constantly. Cook until thick and boiling. Cool, fill with a baked pie shell and cover with a meringue made of the stiffly beaten egg whites, and powdered sugar. Brown meringue in a slow oven.

Pie Crust

2 cups flour, 1 teaspoonful baking powder, 1 teaspoonful salt, 1/2 cup shortening, 1/2 cup iced water.

Write for booklet of recipes



A New and More Powerful Engine for your Boat

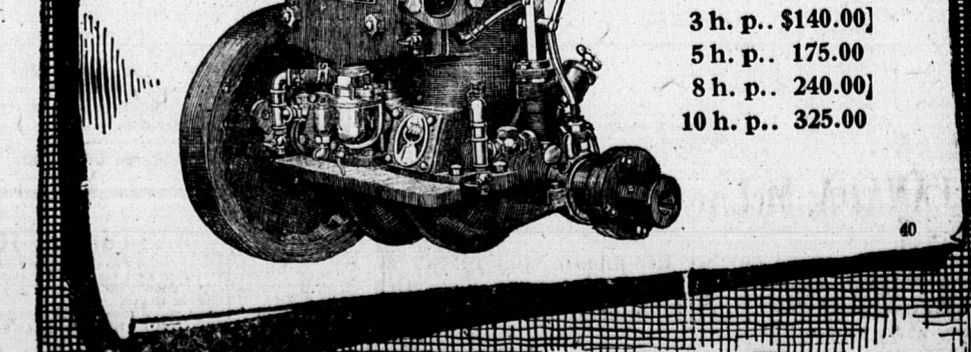
This engine has been developed for you—for the fisherman who wants an economical, but more powerful, engine for his boat.

The Fairbanks-Morse 10 Horse Power Type "M" Engine

has been designed exclusively for use where the 3, 5, and 8 H. P. Type "M" Engines have given satisfaction but a more powerful engine is required.

The 10 H. P. Type "M" is as simple and sturdy as the smaller models, has the same reliable make-and-break ignition and plunger pump for water circulation and operates on either gasoline or kerosene.

If you want a powerful, money-saving engine for your boat, select one of the Type "M" models. Our experts will help you to select the one best suited to your needs.



- 3 h. p. \$140.00]
- 5 h. p. 175.00
- 8 h. p. 240.00]
- 10 h. p. 325.00

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