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ARROW COLLARS
GUESTY PEABODY & CO., of Canada, Limited

TO RELIEVE CATARRHAL DEAFNESS AND HEAD NOISES

If you have Catarrhal Deafness or are tired of hearing or have had no success to your druggist and get ounce of Parment (double strength), and add to it 1/4 pint of hot water and a little granulated sugar. Take 1 table spoonful 3 or 4 times a day.
This will also bring quick relief from the distressing head noises. Clogged nostrils should open, breathing become easy and the mucus stop dropping into the throat. It is easy to prepare, costs little and is pleasant to take. A ny one who has Catarrhal deafness or head noise, should give this prescription a trial.

A REMINDER

That lad of yours, overseas. All that is humanly possible is being done to see to it that he is well fed, well clothed and efficiently equipped. Organizations like the Y. M. C. A. are looking to his physical comfort, mental recreation and clean fun. If he is sick or wounded the Red Cross will provide for him with tender, loving care.
Yet there is one thing that will bring a smile to his face and a joy to his heart that none of these can give; that only you can give—Your Photograph.

The Cook Studio
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WOMEN'S BROWN BOOTS
NEOLIN SOLES
Only \$6.95

On sale now a new line of high Brown calf skin Boots, made with Neolin Soles and rubber heels.

This is a real classy boot at a special price.

See our Window

Alley & Co

WANTED
White and Black Oats in any quantity. A few cars, of good Baled Hay Some good Straw in bales We buy Early Potatoes only.

'Beauty of Hebrin,' 'Early Rose' 'Early Surprise,' 'Money Maker,' 'Green Mountain' 'White Star' etc.
Highest prices paid

CARTER & CO. LTD

OF LOCAL INTEREST
DOUBLE BEREAVEMENT.

Died in Cambridge, Mass., on Sept. 24th, 1918, Sarah Jane Livingston, beloved wife of Arthur White, aged 31 years, and on Sept. 28th, 1918, Minnie Etta Livingston, beloved wife of Alvin E. Anderson, aged 25 years. Besides a sorrowing mother and father the following sisters and brothers are left to mourn. Mrs. J. A. McEachern, City; Mrs. A. W. Blackmore, Atlantic City, N. J.; Mrs. E. A. Wood, City; and Misses Belle and Margaret, at home; Archibald F. Cambridge, Mass., and John A. at home. It will be remembered that Mrs. Livingston's son, Gordon has been reported killed since Aug. 15th 1917. Pte. Livingston enlisted in original 105th Batt.

PERSONALS

Capt. W. C. Cook, of the 26th Battalion is expected home tonight after an extended period of active service in France.

His many friends are pleased to hear that Rev. J. M. Murchison pastor of the Malpeque Presbyterian Church, who has been so ill is now well on the way to complete recovery.

Mrs. L. M. Mallett, Charlottetown, is visiting in New London the guest of her brother, Mr. J. W. McKay.

Miss S. V. Mallett, Charlottetown was a passenger by the western train en route to Emerald to visit her friend, Miss Irene G. Murray, Grahams Road.

Minard's Liniment used by Physicians

Dr. W. L. McLellan
Dentist
125 Queen Street
over Morris & Smith
Charlottetown

Saturday Grocery Specials
At
Beer & Goff

No. 1 Laundry Soap, regular 8c bars. Special 4 for 25c. One lot to each customer

No. 2 Corn flakes, regular 15c pkgs. Special 2 for 25c

No. 3 Goblin Soap, regular 8c cakes. Special 5c per cake.

Rich Red Blood Will Ward Off Disease

Fall is a season when disease is apt to attack without warning, you should therefore, keep your blood in perfect condition, so that your system will have disease resisting power.

Our Blood Remedy will cleanse your blood of all impurities. Its use will also cure skin disease, and other afflictions due to bad blood. Take it now and you'll have increased vitality throughout the winter months.

Price 50c and \$1.00 per bottle

JOHNSON & JOHNSON
The Quality Drugstore.
Cor. Kent and Prince Sts.

MAY INVADE GERMANY.

Some of the Possibilities of Foch's Strategy.

WASHINGTON, Oct. 12.—The victory of the Anglo-American forces north of St. Quentin may be paving the way for early invasion of Germany itself. Striking hints of a wholly new enterprise, directed at the upper Rhine Valley, have come from unofficial quarters in France, and they follow repeated reports from Switzerland that the civil population of the Rhine valley towns were being removed by the German authorities. Some officers here regard these reports as highly significant. They give them particular weight, because it now appears certain that the enemy will be forced far back all along the front in northern France and Belgium within the next few days. While the constant hammering is kept up in the north to pin the German armies there it might be possible, it was said, to deliver a new stroke on the Alsace-Lorraine front that might swiftly develop into an invasion of Germany itself by way of the Rhine Valley.

The wholly unexpected extent of the German collapse between St. Quentin and Cambrai, however, may upset any plans for a drive to the Rhine. Marshal Foch may have planned. As the enemy stands today, with a great gap torn in the centre of the line that were already struggling to extricate themselves and get back to a shorter front, there is even the possibility of a crushing and immediate military victory for the Allies.

Should the French to the south or the British to the north also succeed in breaking through before the Germans can complete an extensive retirement, the capture or destruction of a whole enemy army group might be realized. In the opinion of observers here the situation to-day has almost limitless possibilities, and Marshal Foch is virtually certain to concentrate every ounce of power at his command in an effort to execute a final coup.

For this reason it does not appear likely that the Rhine drive plans, if there are such plans, will develop until the situation clears in the north. Should the German armies escape the triple trap between Verdun and the North Sea, however, and establish a line on the Meuse front, many officers are confident that the centre of attack will swing suddenly to a drive into Germany itself by the shortest route, the Rhine Valley.

ARCHANGEL FRONT LIVELY.

Bolsheviki Deliver Strong Attack on Allies.

LONDON, Oct. 12.—The War Office issued the following official communication from the Archangel front in North Russia:

"On Oct. 6 the enemy made a strong counter-attack both by river and by land on the Allied positions at Seletskaya, 170 miles from Archangel, on the River Dvina. The attack was beaten off and the enemy was driven up the river, leaving behind two machine guns and fifty men killed.

"In the Slenkusk region, which lies between Archangel, the Vologda railway and the Dvina, the enemy is still retiring, followed by a mixed force of Americans and Russians. In that region the enemy has been trying to deceive the Allied forces by wearing white sleeve bands, which are the mark of the White Guards.

"On the Murmansk front the Allied troops operating from Kandalaska, on the White Sea, 100 miles south of Murmansk, have driven invading patrols back across the Finnish frontier and have cleared Northern Karelia of the enemy."

End of War Lords.

AUBURN, N.Y., Oct. 12.—"The hour of triumph is drawing near; the day of the War Lords is almost over," declared U. S. Secretary Lansing in a speech at the State Armories.

The audience was composed of hundreds of college presidents and professors representing the greatest religious and education institutions of the United States and Canada, who enthusiastically received Secretary Lansing's message to prepare for spiritual supremacy over material considerations in the peace that is to come.

Serbs Nearing Nish.

LONDON, Oct. 12.—French troops operating in Serbia are pushing towards the Montenegrin territory, according to the Central News Agency. The Serbian army has reached a line between 15 and 18 miles south of Nish.

Serbian troops pursuing the defeated Ninth Austrian Division on Monday entered Leskovatz, south of Nish, and Vlasotince, according to an official Serbian statement issued yesterday.

The Serbians took several hundred prisoners and captured a large quantity of material.

Belgians Are Revolting.

Amsterdam, Oct. 12.—A revolt has broken out in Bruges, Belgium, the populace having risen against the attempt of the Germans to deport the civilians, according to Les Nouvelles. German troops used their guns and killed or wounded numerous Belgians.

Throughout Flanders, the newspaper says, the roads are encumbered with cattle, horses and pigs, which are being transported to Germany.

No Free Sneezing.

NEW YORK, Oct. 12.—The Public Health Council has adopted a rule making it a misdemeanor for any person to cough or sneeze in a public place anywhere in the state without covering the mouth or nose. Violators will be rigidly prosecuted. Punishment will be \$500 fine or one year in prison, or both.

A man isn't necessarily a figure-head just because he has a good head for figuring.

Keep Minard's Liniment in the house.

OLD-TIME REMEDY MAKES PURE BLOOD

Hood's Sarsaparilla has been and still is the people's medicine because of its reliable character and its wonderful success in purifying, enriching and revitalizing the blood and relieving the common diseases and ailments—scrofula, catarrh, rheumatism, dyspepsia, loss of appetite that tired feeling, general debility.

Hood's Sarsaparilla purifies and enriches the blood, and in so doing renders the human system the greatest service possible. This medicine has been tested for years. It is perfectly pure, clean and absolutely safe, as well as of peculiar and unequalled medicine merit.

Get Hood's, and get it now from any drug store.

KILLED IN ACTION

A telegram has been received that Private Horace Gardiner, Infantry, is officially reported killed in action, Sept. 27th, 1918. Pte. Gardiner enlisted in the 105th Batt. He was transferred to the 26th Batt. and then to the 78th Batt. and was only nineteen years old when he made the supreme sacrifice.

Minards Liniment Lumbermans Friend



Raw-Furs Wanted

Ship or bring me your Furs and receive highest prices in spot cash.

Special attention given shipments received by mail or Express and returns made same day as received.

Office as before in the store of W. A. Stewart.

JOURNAL BLOCK SUMMERSIDE
A. E. MacLEAN

Moore & McLeod Ltd.
119-121 Queen Street, Charlottetown



Some Striking Values in Coats of Moderate Price, Garments of Style at a Worth While Saving

AS WELL AS THE BEST LINE OF HIGH GRADE COATS—THIS GREAT READY to wear department offers you the best range of moderate price coats to be had. You are invited to come to the store to-day and see how much in style—how much in comfort—how much in satisfactory wear—a very reasonable price can buy.

One of the best values this season is a navy blue frieze cloth coat, belted all around, set in sleeves, patch pockets; large muffler collar, convertible and trimmed with buttons, length about 46 inches, sizes 18 to 40 inches. Price **\$17.50**

A very heavy weight cloth coat of brown and green mixed tweed, large convertible collar which may be worn buttoned high or turned low as desired, buttoned trimmed, fancy two piece belt all around, pockets and fancy cuffs. This is also made in black, sizes 34, 42. Price..... **\$22.50**

One of the best coats for value is in a heather mixture zibeline cloth, also grey, fancy three-piece belt, convertible collar, large bone buttons, length 48 in., sizes 38, 42. Price..... **\$24.00**

Another coat equal in value is made in brown whiteny, has large convertible collar, set in sleeves, belted all around, sleeves and body lined, with colored buttons to match, length 46 inches, sizes 34, 36, 38. **\$21.50** Price

An exceptionally good value is made in black ocean wave cloth, large convertible collar inlaid with black velvet, large patch pockets, half belted at back, plush buttons, length 42, sizes 16, 18. Price **\$16.00**

Heavy black cheviot coat pleated back and front, all around belt, velvet collar, sizes 36, 38, Misses 16, 18..... **\$8.00**

Heavy black check zibeline coat, side belt effect, pockets, plush buttons, plush collar half satin lined. Worth \$20.00 for..... **\$10.00**

For Strong Personal Selling Messages--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
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- 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