

Bread is the "Staff of Life." Bread made from Purity Flour is the real "Staff of Life."

PURITY FLOUR

More Bread and Better Bread.

50 Per Cent

Guaranteed Dividend 1915

Glenaladale Silver Black Fox Co., Ltd.

ONE OF THOSE THAT STOOD THE TEST

Guaranteed that 50 per cent was to be paid in 1914, but paid 100 per cent, 50 per cent in cash and 50 per cent in stock.

GUARANTEES 50 PER CENT AT THE LEAST FOR 1915 OR WHATEVER MORE IT MIGHT BE

Anyone wanting to invest in this great Black Fox Industry will make no mistake to invest in this Company for they are sure of 50 per cent, whatever more the first year.

Snare are \$25. Write for prospectus and other information to M. C. MACKINNON, Secretary-Treasurer Glenaladale, : : Prince Edward Island

The Western Guardian

IT PAYS to buy in this Province. W. K. McGOUGAN, Globe Fox Exchange, is Guardian Agent in Summerside.

THE MORNING DA... Guardian can be obtained at Lafert's Tonsorial Parlors, Summerside.

WESTERN PERSONALS

Miss Edith Stanley Charlottetown is visiting in Victoria the guest of Miss Elsie Boswell.

Mr. William Mills, Clermont who has volunteered for service with the Island Contingent was in Summerside on Saturday.

A large number of local horsemen from Summerside and vicinity crossed to Pt. du Chene on Saturday last to attend the races held there that day.

The many friends of Miss Rena Dickie, daughter of Mr. C. R. Dickie, St. Nicholas are pleased to hear that the operation she underwent on Thursday last in the Prince County Hospital for appendicitis has been successful and she is now rapidly regaining her health.

The new Town Hall, Kensington is now complete and ready for occupation. The building was erected and finished throughout by Mr. George Easter, Contractor in his usual efficient manner and is a credit to the town.

REORGANIZATION OF CANADIAN DIVISIONS

OTTAWA, July 26.—From news received here, as well as cable advices, it is understood that a reorganization of the two Canadian Divisions now in England and France is likely. It is believed in fact that this is now in progress coincident with the visit of General Sam Hughes to the Old Country.

The rumour that Brigadier-General Turner would command the First Division and Brigadier-General Curry the Second is also given credence in military circles here. It is known that General Hughes felt that General Turner deserved recognition for his splendid work at St. Julien and in the general conduct of the fighting. It is also considered that Canadian officers have now demonstrated their ability to command in the present war and that the War Office will be entirely ready to admit that such is the case. No definite news has been received here as to the reported reorganization of the Canadian forces, which, it is understood, will be arranged by General Hughes with the Imperial authorities.

That Col. A. D. McRae, of Toronto, will be given charge of the Canadian Army Service Corps, however, is another report which is also believed probable. It is known that General Hughes entertained a very high opinion of the merits of this officer. The report that General Sam Steele would leave the command of the Second Contingent to take charge of an English military district is all the more probable as General Steele is understood to have taken the leadership of the second division with the knowledge that it might be only of temporary duration after the troops arrived in England and completed their training there.

ONE CENT per word each insertion for advertising in this column. Cash must accompany order. Minimum charge, twenty-five cents.

READ'S BIG HARD COAL cargo has arrived. Consumers should send in their orders while the vessel is discharging and save expenses. Chestnut, egg and peanut sizes. Joseph Read & Co., Summerside. 2228-7-23m61

CONVENTION 3RD DISTRICT.—As will be seen by advertisement on another page the Convention for the election of candidates for the Third District of Prince County in the interest of the Liberal-Conservative Party will be held in Summerside on Saturday, the 31st of July instant, at the hour of 10.30 in the forenoon. Each Poll has a right to be represented by four delegates. 2228-7-27m4f

SUMMERSIDE SHIPPING

Schr. "Valiant", Capt. Poirier, arrived to-day with coal from Pictou.

Schr. "Minnie", Capt. Trenholm arrived to-day from Pictou.

Schr. "Liliana Lenwood", Capt. Trenholm, arrived to-day with coal from Pictou.

Schr. "McClure", Capt. McLellan, finished discharging hard coal for R. T. Holman Limited, and intends to sail for Chatham to-morrow where she will take on a cargo of Laths for New York

The Tern Schr. "George D. Edmunds", Capt. Coleman arrives to-day from Pictou with 800 tons of Hard Coal for R. T. Holman Limited.

Schr. "Emilian Burke", Capt. Jimmie, arrived to-day from Pugwash with a fresh supply of brick for the Summerside High School where extensive alterations are being made.

FEATHER BOAS RETURN

Among the comparatively new furbelows of the coming season will be feather bows, which are coming into their own again. The ostrich boa, of course, the aristocracy of these elegant trifles, but marabout and even less respected feathers will play their part among neck fripperies. The wide marabout stole, daintily finished, with rosettes of ostrich feather and ribbon will be popular for evening wear, being light and warm as well as becoming. Ninon scarves edged with marabout are also charming for summer evenings and give just the necessary warmth that night necessitates. Short, dainty neckerchiefs of ostrich feather finished with long silk tassels and boas to the waist will be worn, and give an invaluable look of finish. Later on, tulle, chiffon and silk flowers will be employed to make the ruffles.

Of hats there seems little to say. There is so little of them that description is difficult. What there is of them is extremely chic and smart, but they are simply discreet coverings for our trimly dressed heads. They are all probably of some kind of felt, black, many of them simply dotted round with large, flat flowers. Some are practically guileless of any trimming at all. The new coiffure is austere attractive giving almost the effect of a closely cropped head with a mystic air, unknown to phrenology somewhere at the back of the head. Puffings or stray locks or confusion of any sort, however, artistic is absolutely taboo, and savors either of slackness or bad style. The head must be thoroughly neat and trim and well groomed.

FORCING THE DARDANELLES.

(By E. Ashmead Bartlett in the July Metropolitan.)

I have just returned from one of these periodical advances up the Dardanelles to engage and locate the enemy's batteries or to cover a destroyer on a reconnaissance. I am allowed by the captain to go into the control station on the foretop. I make out over the Dardanelles the weather shows signs of clearing, but shooting very difficult. A destroyer rapidly overhauling us to lead us in. She is to make a dash up to the mine field and we are to cover her with our fire. Five cables astern is another battleship, the Prince of Wales.

We are now well up the Straits and wondering when the enemy will begin. The destroyer is about two hundred yards ahead when someone shouts out, "They're off; just as it was a race. You hear the whistle of a shell and a jet of water rises up just astern of the mine field. The moment there is a deafening roar, which makes you spring a yard in the air, and you hear one of our six inch shells roaring its way through space downwards. We watch for the explosion, and knowing the position of the battery on the chart, we are to signal the proximity of the shot down a speaking tube. Then we hear the screech of more shells and more great splashes of water rise up ahead, astern and at the side of the destroyer. You can watch her small bridge crowded with officers, for they are taking up some submarine officers to examine the mine field. Our guns now blaze away freely at the Asiatic and European shores and the noise is deafening. There is a medley of sounds caused by the guns being fired, shells screaming overhead, some hitting the water with a flop, others bursting in the air, the eternal Gregorian Chant of "Foretop to Y Battery," "Foretop to Y Battery," from the three sailors mingled with horrible oaths up and down the tubes as those below curse us for not speaking

Insure Health and Happiness

Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25 cents.

Watches Repaired

We repair all kinds of Watches, Clocks, Jewelry &c. Our charges are moderate. Our work is the very best.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO. Toledo, O.

NATIONAL BANK OF COMMERCE, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.

MATINEE TUESDAY PRINCE EDWARD EVENING 7 and 8.45

"WHEN THE THRONE ROCKED" THIRD EPISODE OF

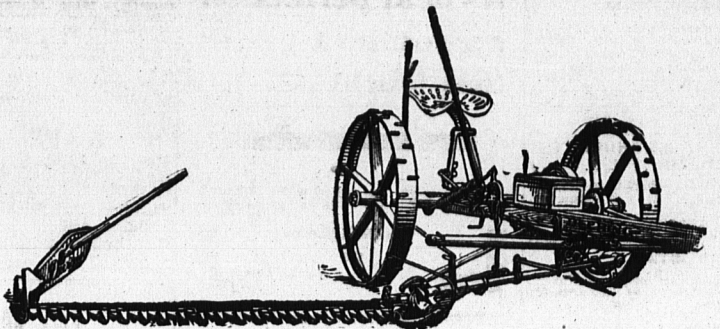
"The Broken Coin" In Two Parts

With Grace Cunard and Francis Ford, Plotting in secret for the possession of the Throne, the Conspirators are so well Guarded that they fear no eaves dropper, but fearless Kitty Gray, through her Clever Strategy overhears their plans.

Gertrude Coghlan One of Broadway's Famous Stars -IN- "Her Ladyship" In Three Acts A Play made famous by The Eminent Actor CHARLES COGHLAN

THE ANIMATED WEEKLY The Way He Won The Widow JOKER COMEDY

Coming Soon ARTHUR HUSKINS -and- DEWITT CAIRNS The Canadian Dud -In- Popular and Patriotic Songs



Deering New Ideal Giant Mowers

The Deering New Ideal Mower has a reputation the world over for superior quality in its construction, and for its work in the field. Deering mowers are famous for their light running, as they are well fitted with Ball and roller bearings at all points of wear thus reducing any chance of friction.

The tongue of a Deering mower can be removed without interfering in the least with the lifting lever parts, by simply removing three bolts, which enables a farmer to store his Deering mower in a very small space.

The seat and gears are correctly placed so that the machine has good balance, and operates without side draft, or putting neck weight on the horses.

The Deering New Ideal Mowers are made in sizes of 3 1/2, 4, 4 1/2, 5, 6, 7 ft. and sold with a positive guarantee of perfect satisfaction. For further information or catalogues apply to your nearest Deering local agent, and also on the following machines etc.

Binders, Reapers, Mowers, Rakes, Hay Tedders, Hay-loaders, (Steel or Wood) Hamilton Plows (all styles) Disc Harrows, Low down Manure Spreaders, Feed Grinders, Titan Oil Engines, I. H. C. Engines, Repairs (all kinds). Thrashers, Wood-Cutters, Fertilizer Drills, Single Drills, Steel Axle Wagons, Democrat Wagons, Fa'm Wagons, Dump Car's. Hay Presses, Motor Bailing Presses, Land Rollers, Knife Grinders, Scufflers.

International Harvester Co. of Canada, Ltd.

St. John, N. B.

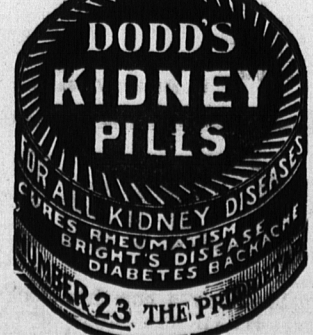
2052-6-23-EwsMuttft.

TURKS WILL MASSACRE CHRISTIANS WHEN DARDANELLES FORCED

(Special to the Guardian.) ROME, July 26.—The Apostolic Delegate at Constantinople has succeeded in conveying confidential information to the Vatican that the forcing of the Dardanelles is inevitable and that the Turks are determined to massacre Christians when the Allies occupy Constantinople, which will probably be razed to the ground. The Pope has appealed to Emperor William and Emperor Francis Joseph, whom he will hold responsible unless the threatened massacres are averted.

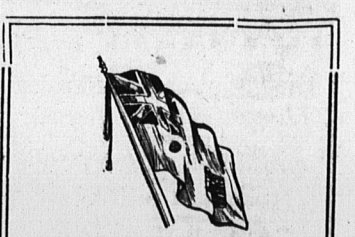
distinctly and we curse back at them for a like reason. The Prince of Wales, astern of us, has also come into action, and fires some rapid salvos, which cause a terrible disturbance to somebody's progress. We have now almost reached the point where our instructions have told us to stop and let the destroyer go on alone, whilst we afford her what protection we can. She goes on for some little distance with shells dropping all around her, but she is in luck and is not hit. Then, having apparently accomplished her mission, she turns and dashes past us down the Straits. This brings the enemy's guns directly on us and the shells scream overhead. You imagine that each is coming direct into the foretop but they all miss and either burst short or in the water beyond. Then we slowly, majestically, turn under a desultory fire and follow her down to the entrance. The enemy's aim is very bad, some of their shells passing right over the Straits and hitting the opposite shore. The Prince of Wales comes up astern and follows us around, and after a few more shots the "cease fire" is sounded. It has not been a small affair and we have not been hit, but just as interesting as a big battle to those who have never seen a battleship in action before.

hand, and after gazing at herself for some time she looked inquisitively into her parent's face. "Papa, did God make me?" she asked. "Yes, my dear," was the reply. "Papa, did God make you?" she thoughtfully queried. "Yes, of course, my darling." "Well, don't you think He's doing better work now?" was the clincher.



IF YOU Stay Over Night in Boston Stop at Hotel Nottingham

Overlooking beautiful Copley Square. Check trunks to Back Bay Station, walk bring you to the hotel. Give checks to clerk on registering and your luggage will be delivered FREE. European plan; near business, shopping and amusement districts; first class in every respect. FRANCIS HOWE, PROP.



Wear This Patriotic Badge

and help the Island Patriotic Fund. Price 10c each. Proceeds to be given to The Island Patriotic Fund.

Charlottetown Guardian 1279-6-8-MET.

97 Piece Dinner Set \$8.

This is without doubt one of the best bargains in dinner sets you've ever before or perhaps again will be offered, it's a really splendid opportunity to secure a high-grade dinner set at an extremely low price.

You can select the dinner set you want from eight different styles at \$8 a set upwards.

Can't Be Bought Wholesale at Our Retail Prices

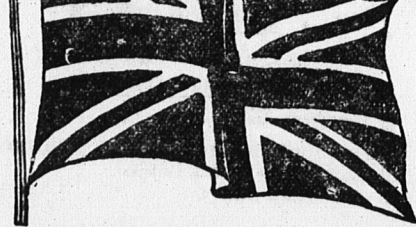
We bought these dishes before the sharp increase in crockeryware prices, they are marked close to original cost and couldn't be bought wholesale now at anywhere near our retail prices. If you want a genuine bargain you want one of these dinner sets. Don't delay selecting or you may be disappointed—call today.

Black & Co. 125 Grafton Street

WE PRESENT YOU

the patriotic opportunity of securing a

\$4 FLAG OUTFIT



Stout, fast-colored, full-sized (3 x 5) Union Jacks, brass-ferris jointed pole, ball and balliard, and rustless window socket, on a base which so nearly eliminates cost; or, if you already have a pole, etc., the flag alone may be secured. Get a \$4.00 outfit on terms which just about cover the cost of assembling and distributing.

\$1.10—For the Flag Alone; \$1.43 or, for the \$4 Outfit—

PATRIOTIC CANADA

THIS FLAG COUPON

(Accompanied by the amount mentioned in the announcement as covering the cost of the distribution) Will, When Presented, at the Office of the CHARLOTTETOWN GUARDIAN

Entitle the reader of this paper presenting same to [blank] or her choice of

The Full-Size Flag, Alone; or The Complete \$4 Flag and Outfit

MAIL ORDERS.—If complete outfit is wanted send the \$1.43 and 7c. additional for postage in 20 miles or less in other parts of Province; for greater distances ask your postmaster amount to include for 3 lbs.; if flag alone is desired, send the \$1.10 and 5c. additional postage in first zone (or 7c. any Canadian point).

A FLAG FOR EVERY HOME



Boy's Suits at a Saving in Price

You can get a strong, boy-proof suit of clothes here now at about the same price as you formerly paid for common clothes. The selection can be made from a wide range of different styles and patterns, in materials that will stand all the wear and tear the boy can give them—and then some.

We bought more boys suits this summer than ever before—we bought heavy because the prices were right. The cash looked good to the manufacturer, the clothes looked good to us.

If you want a high-class, strong, well-made suit for your boy, this is your opportunity to get it at a low price.

See these suits, examine the tailoring and materials and note the moderate prices.

Reuben Tuplin & Co. Kensington P. E. I.

Silver Black Foxes

Class "A" Standard Bred Silver Black Foxes for sale Guaranteed pedigree accompanies each fox sold. We also have a few extra good male foxes for sale.

We will be glad to show interested parties our foxes Write us.

The Huntley Silver Fox Co., Ltd Summerside, Prince Edward Island, Canada

1944-7-10M1mo.