

Essence of VINEGAR
 "ABSOLUTELY PURE"
 This essence is nearly double strength of ordinary Essence of Vinegar and is ideal for pickling purposes. We guarantee it to be absolutely pure.
The Macs DRUGGISTS
 149 Great George St.

Wholesome Coffee
 Coffee can be 100% wholesome. Seal Brand Coffee is 100% whole some and delicious.
SEAL BRAND COFFEE
 is the most perfect and satisfying coffee obtainable. Blended and roasted with infinite skill, its rich aroma and choice flavor sealed into the package.
 At good grocers, everywhere. In 7/8, 1 and 2-lb. tins. Send for our Free Booklet, "Perfect Coffee, Perfectly Made."
CHASE & SANBORN, MONTREAL



THE CENTRAL GUARDIAN
 IT PAYS to buy in this Province.
 "CONSULT HOLMAN'S CATALOGUE" 2945-4-22-11
 WHAT'S WHAT in hats at Patons fall opening. 2991-9-24-31
 MEET THE GIRLS with a smile and buy a tag next Wednesday. 2981-9-23-11
 FOR SALE.—House with modern improvements. Situated in desirable locality. Apply at this office. 2916-9-21-51 pd
 SWEET NUT MARGARINE.—Plenty of Sweet Nut Margarine at 42c. a lb. now obtainable from Corbin & Co., and P. L. Smallwood. 2998-9-23-11
 NOTICE.—The business hours of THE ROGERS HARDWARE CO., LTD., are from 8 a.m. to 6 p.m. The Saturday half holiday ceased September 18th. 2971-9-123-31
 A WORTHY WORK.—The Ladies Auxiliary of St. John's Episcopal Church, Crapaud, met at the home of Mr. Peter MacDonald on Wednesday evening Sept. 22nd, with a large attendance. The Auxiliary has adopted an Indian boy from the Mackay School, Le Pas, Saskatchewan, whom they are supporting. During the last few months the ladies have been preparing a bale of clothing for this boy which is now ready for shipment. This object is worthy of commendation and quite characteristic of the kindness of the ladies of Crapaud.
 A.P.E. ISLANDER AT ITS HEAD. Saskatchewan exchange comments in most complimentary terms on the opening of a new creamery at Melville recently. The building cost \$40,000 and is said to be the finest establishment of the kind in the prairie provinces. The factory is fully equipped and has a capacity of several thousand pounds of butter a day. Referring to the manager who by the way is a P. E. Islander, a native of Vernon River and for some time manager of the Lakeville creamery. "The Progress" says: "The Saskatchewan Co-operative Creameries Ltd. are fortunate in having their Melville plant in such splendidly efficient hands. Mr. MacDonald has seen the creamery business here grow from the first can down to the many thousands that have been handled since 1914. The institution that is 'The Melville Creamery' today is vastly different from the tiny cramped quarters of the original concern. It must indeed be gratifying to move into the modern, first-class spacious premises, after the difficult years, and 'The Progress,' confidently looks for a tremendous expansion in the business of the future."
 Minard's Liniment for Burns, etc. Lachute, Que. 76th 1918.
 Minard's Liniment Co. Limited. Gentlemen,—Ever since coming home from the Boer war I have been bothered with running fever sores on my legs. I tried many salves and liniments; also doctored continually for the blood, but got no permanent relief, till last winter when my mother got me to try MINARD'S LINIMENT. The effect of which was almost magical. After two bottles the sores completely disappeared and I have worked every working day since. Yours gratefully, JOHN WALSH.

Special Opening Fair Week Attraction At The Strand
 A REMARKABLE CAST.
 Seldom has a screen cast been recruited with more names known to the theatre-goers than has that of "Anne of Green Gables." Mary Miles Minter's first picture on the Reelart program, which will be shown at the Strand Theatre next Monday and Tuesday, Sept. 27-28. There is Frederick Burton, creator of Bob Hicks in "The College Widow"; star of Augustus Thomas "The Member from Ozark"; featured with May Boley in "He Fell in Love With His Wife"; and Mr. Stubbins in "Mrs. Wiggs of the Cabbage Patch." He is Matthew Cuthbert in this picture and his sister, Marilla Cuthbert, is played by Marcia Harris, who is especially well-known in the musical-comedy field.
 A man who has played foreign parts in many dramatic successes in New York and on the road, J. T. "Charlie," is the blacksmith in "Anne of Green Gables." For four years he had a prominent part in "The Wolf," and also has supported Wilton Lackaye in "The Law and the Man," John Barrymore in "Toddles," and Mrs. Fiske in "The New Marriage."
 A youth who has attracted favorable comment from cities in New York and on the road, Paul Kelly, was in the New York cast of "Penrod," and also for a short time in "Seventeen." Lella Romer, Mrs. Pie of the picture, was with Julian Eltinge in "Cousin Lucy" two seasons, with Mrs. Fiske in "Salvation Nell," and in vaudeville.
 Beatrice Allen, the innocent Jewish girl in Bertha Kalich's "The Riddle Woman," is the baby vamp of the Anne story. Mrs. Caroline Lee was prominent in the cast of "The Little Teacher" and "The Lottery Man"; Albert Hackett has played children's parts many years as has Russel Hewitt, and Jack B. Hollis also was in "The College Widow" and other shows.
 MILLINERY.—The latest from New York—at Patons Big Show-ing. 2991-9-24-31.
 GRACEFULLY DRAPED HATS for your selection at Patons today and tomorrow. 2991-9-24-31.
 SOUVENIR OF PRINCE EDWARD ISLAND.—Beautiful illustrated descriptive souvenir ready to mail. Only 50c. by mail 57c. "Charlottetown Guardian." 1352-7-6-11

Patons Millinery Opening a Huge Success
 Even the weather was in favor of millinery openings yesterday and the bright sunshine did much to enhance the beauty of the showing in Patons, big bright emporium, which was crowded all afternoon with interested shoppers.
 No one could help enjoying it all so many bright soft shades, lovely shapes and rich millinery effects, backed by an entire showing of seasonable Autumn goods and wearables in all the departments. It was pleasant pastime to watch old and young "trying on" amid laughter and talk, each bent on securing the hat that best suited their style, and amid happy rivalry hundreds of hats were marked "sold."
 Gracefully draped, close fitting models of duvety or brimmed creations with duvety or velvet crowns, embroidered with tinsel, silver, etc., an embroidered motif or graceful feather, all came in for a just meed of praise. The dressier hats were exceptionally dainty.
 Miss Dorion and Miss Murphy were indefatigable in their assistance to puzzled purchasers and their work was enthusiastically praised.
 Although millinery was the centre of attraction one could not but be interested in the ready to wear dresses, suits and winter coats conveniently shown, and here also many satisfied customers made their purchases as special prices on these lines were great inducements.
 So that no one will be disappointed in Patons showing will be continued today and tomorrow and Saturday evening.

PARIS LONDON **VIVAUDOU** MONTREAL NEW YORK



MAVIS
 A beautiful day at the country club links—a motor back to the city—this is an enjoyable day! But how the dust flies as you whip along the road! It covers your face and hands.
 Truly it is happy that Mavis cream is ready to save you. A film of face powder and a touch of rouge and once more your face will assume its natural charm.
 Send for Mavis, 844 St. Paul St. W., Montreal, for a generous sample of Mavis perfume.



Irresistible!

CHEER UP!
 If you are dissatisfied and never used Hickey's Twist Tobacco, give it one trial and then you will not only feel satisfied but you will be delighted with its lovely flavor, it is so different from other tobacco that it is simply in a class by itself and the quantity is always the same.
HICKEY & NICHOLSON TOBACCO CO. LTD.

HALL RENOVATIONS.—The upstairs apartments of the Prowse building, Sunside formerly occupied by Mr. J. A. S. Bayer have been taken over by Mr. E. M. Dickson, and are being remodelled and added to his Dancing Hall. Work has been going on now for some time, and it is expected the new hall will open Monday evening. The hall as it has been re-modelled is 86 ft. by 35 ft., fitted out with comfortable dressing rooms, toilet room, large roomy kitchen containing electric range, walls done in tapestry, lights giving a soft sun-set effect from hand-painted globes, new and polished hard-wood flooring. It is probably the largest and most moderately equipped hall of its kind east of Montreal. Mr. Dickson is also putting in a new stairway for the convenience of his patrons, and has had all the apartments thoroughly renovated. The carpenter work has been done throughout by Messrs. Lowe Bros., the plumbing by Mr. Trainor, and the decorating work by Mr. McBride. The new name of the dancing hall will be "Casino."
 Minard's Liniment for Dandruff

PERSONALS
 Mr. Major Howatt, O'Leary was in the city yesterday.
 Mr. Samuel Gurney, of Vancouver, has arrived home on a visit to his old home in Cove Head.
 Mr. Ernest Weeks, arrived home on Wednesday night from a trip to Western Canada.
 Mr. H. A. R. McCoubrey, Sydney, is visiting his former home in New Glasgow.
 Mr. John Nicholson, station agent, Summerside, was in the city yesterday.
 Mr. Walter Henderson, barber city has returned from a trip to Regina and other points west.
 Miss Pauline Butler and Mrs. E. J. Feeley of Springfield, Mass are registered at the Victoria.
 Mrs. John R. Christie who has been visiting here leaves this morning for Boston.
 Mr. Frank Riggs, barber is expected home tonight from his trip to the Canadian West.
 Dr. and Mrs. A. M. Bell and the Misses, MacDonald motored to the city yesterday.
 Miss MacDonald of the Victoria Millinery Parlors was in the city yesterday attending the Millinery Opening.
 Mr. Stephen Boylan, the well-known barber, went to Tracadie yesterday on a well-earned vacation.
 Mr. Angus J. McKinnon, of Dawson, Y.T., came to the city Tuesday from his old home at Goose River, Lot 42, on business.
 Mr. Jno Alfred McDonald, P. L. S. Hermannville, was a passenger on Murray River Tuesday afternoon in the Murray Harbour train.
 Mrs. Davis E. Baker has returned home after spending a very pleasant week in Stanley Bridge the guest of her mother, Mrs. C. H. Biggar.
 Mrs. Edward Melsaac and son James and Mr. John O'Connor and the Misses Emma and Florence O'Connor, of Hope River motored to the city yesterday.

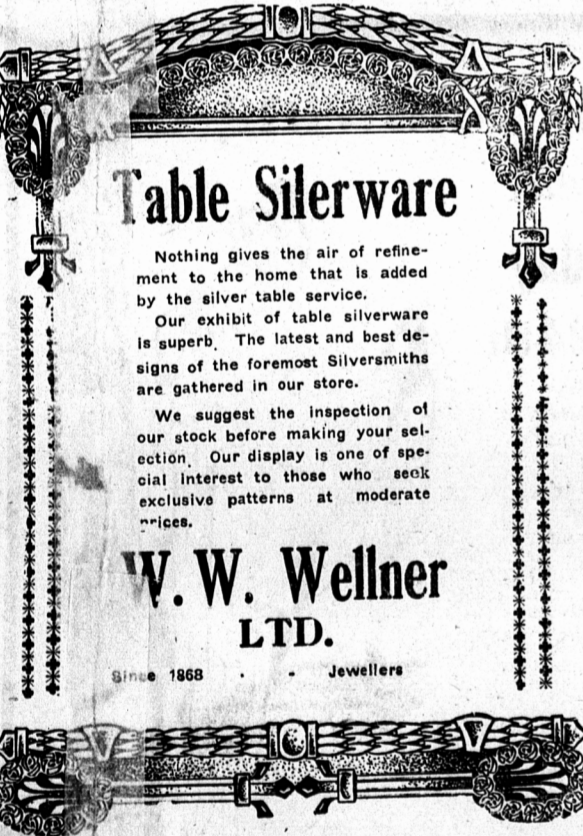
Pleases the Men
 Every man appreciates the difference when his linen and woollens have been washed with Sunlight Soap. They are snowy-clean and fresh like new. He likes his wife to have the freedom from toil and the leisure that a Sunlight wash-day brings. He knows that an absolutely pure soap—Sunlight—must be more economical than common soaps.
 Insist on getting the Soap you ask for—SUNLIGHT SOAP.
 Why not please him with Sunlight?
 Lever Brothers Limited, Toronto



POCKET FLASH LIGHTS
 These attractive articles have proved wonderful, useful, convenient and always on the job. You will find this safe and ready light very useful during Exhibition Week. We carry them in all styles, and sizes.
 Special prices now prevailing.
The Rogers Hardware Co. Limited
 QUEEN STREET. GRAFTON STREET





Table Silverware
 Nothing gives the air of refinement to the home that is added by the silver table service.
 Our exhibit of table silverware is superb. The latest and best designs of the foremost silversmiths are gathered in our store.
 We suggest the inspection of our stock before making your selection. Our display is one of special interest to those who seek exclusive patterns at moderate prices.
W. W. Wellner LTD.
 Since 1868 Jewellers



Fall Photography Is Fascinating
 During the Autumn months Nature is sometimes melancholy—sometimes gay. If you would like to picture her in these fickle moods—invest in a
KODAK OR CAMERA
 and take some jaunts through the fields and woods. You'll be impressed with the scenes and will find the recreation instructive, too.
 If you are not familiar with Cameras, come in and let us demonstrate the various sizes and styles.
 We will gladly furnish you with information and instructions.
 We also handle a complete line of
PHOTOGRAPHIC SUPPLIES
 and do
DEVELOPING AND PRINTING AT REASONABLE PRICES
 "Come in and have a Camera talk."
Johnson & Johnson
 THE QUALITY DRUGSTORE
 COR. KENT & PRINCE STS.

Dr. E. C. Harris Eye Specialist
 Office, Royal Bank Building, Charlottetown.
 Office Hours: 9.30—12.30, 2—5 Phone 68-Y.

TRUE TO TYPE!



"A Lion has only one whelp at a time --but it's a LION"
 LIKE the king of beasts, the Sherlock-Manning Piano is absolutely true to type. One grade, and one only, is their firm policy.
 One quality, and that the highest, is their standard of practice.
 In the Sherlock-Manning piano, customers are sure of the best at all times.
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 123 Kent St. Charlottetown
 2961-9-23-31

Get on the right track
 STYLE WEAR
 A FIT FOR EVERY FOOT
 The style and wear of our shoes will put your feet on the right track. Without increasing your yearly expenditure for shoes you can wear better and longer shoes if you allow us to fit you. We have the latitudes and will assure you they are worthy of your
HOLMAN'S SHOE STORE
 B. R. HOLMAN
 QUEEN STREET



Good Work Shoes
 That is what you want when you are engaged in out door work or that which requires much tramping on your feet for long hours, exposure to weather, etc.
 We can conscientiously recommend any of our working boots, solidly made, they will give you long service.
 Men's Split Blue..... \$4.00
 Men's Tan Grain Blue..... 4.25
 Men's Split Blue. (McCreedys)..... 4.75
 Men's Split Blue. Clump Sole..... 5.75
 Men's Kip Blue Clump Sole..... 6.75
 Men's Kip Blue, High Cut..... 7.75
 Men's Black Grain, High Cut (Greb)..... 8.00
 Men's Tan Grain, High Cut (Greb)..... 8.50
Morris & Smith
 THE BIG SHOE STORE.

CASTORIA
 For Infants and Children
 In Use For Over 30 Years
 Always bears the Signature of *Dr. J. C. Williams*