THE STANDARD ARTICLE
SOLD EVERYWHERE
REFUSE SUBSTITUTES

RIFLE SHOOTING

At Kensington range yesterday afternoon, the first spoon shoot of the Civilian Rifle Club at the long ranges 800 and 900 yards, took place in unfavorable conditions. Members of the Fourth Regiment and York Rifle Clubs also shot at these ranges. Following are the scores made by the Civilian Club members:—

	Pts.
W. E. Louson	90
C. W. Patterson	89
W. K. Rogers	85
A. W. Seaman	82
G. R. Beer	81
E. G. Love	77
J. O'Brien	52
J. H. Judson	35

Messrs. Patterson, Rogers and Louson won the spoons.

ALFONSO CREATES A NEW DUCHESS

MUNICH, Aug. 1.—King Alfonso has just bestowed the title of Duchess de Talavera de La Reyna, upon Louise de Silva, until now maid of honor in attendance on his mother, Queen Marie Christine. She is a daughter of the Count de Conoha, master of ceremonies, in charge of the foreign diplomatic corps at Madrid. The ducal coronet has been conferred upon the maid of honor, in connection with the impending morganatic marriage to the Infant Ferdinand, which is to take place at Madrid, at the royal palace, in the presence of the two Queens, and of the monarch, on the return of the court to the capital in the early fall.

Prince Ferdinand is a son of the Infanta Pas, elder sister of the Infanta Eulalie and of the late Alfonso XII., and aunt therefore of the present King. She makes her home at the Palace of Nymphenburg, in the vicinity of Munich, where she is most happily married to Prince Louis Ferdinand of Bavaria. Their son, Prince Ferdinand, on his union to the present King's youngest sister, Marie Theresa, eight years ago, abandoned his Bavarian nationality, as well as his status as a Bavarian Prince, in the line of succession to the throne of Bavaria and after being naturalized as a Spaniard, by Act of the Cortes, was created an Infant or Prince of the reigning dynasty of Spain. His wife died in the fall of 1912, following childbirth, leaving him with four little ones, two boys and two girls, all of them Infants and Infantas of Spain, and in the line of succession to the throne. ... Since the death of their mother his children have been almost wholly in the care of their grandmother, Queen Marie Christine, and in this way they were brought into contact with her maid of honor. Louise de Silva. It is the affection which the small people developed for the latter, and the devotion which she displayed to them, which has caused both Queen Marie Christine, and Alfonso XIII., to give not only their sanction, but also their warm approval to the desire of Prince Ferdinand to make the maid of honor his wife, realizing that in her, the children of the Prince have found a second mother.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W.S Louson

THE SECRET OF A HAPPY DAY.

Just to trust and yet to ask
Guidance still;
Take the training of the task
As He will;
Just to take the loss or gain
As He sends it;
Just to take the joy or pain
As He lends it.
He who formed thee for His praise
Will not miss the gracious aim
So today and all thy days
Shall be moulded for the same.

Just to leave in His dear hand
Little things;
All we cannot understand,
All that stings;
Just to let Him take the care
Sorely pressing; m
Finding all we let Him bear
Change to blessing.
This is all! and yes the way
Marked by Him who loves thee best
Secret of a happy day,
Secret of his promised rest.

"If you are in a hurry or if it is not convenient to come to our store in person, your telephone will bring our store to your door. Our prompt work in attending to telephone orders are points of our service in which we are particularly proud. We can give you the same care, attention and expert service when you shop by phone as you receive when you make a personal visit. MacKinnon Drug Co., Cor. Great George and Kent Streets. MEtf

Doctor Speaks Out

to Tea and Coffee Drinkers

The Boston Advertiser of June 15, 1914, quotes Dr. D. H. Kress, of Chicago, in an address as saying that tea, coffee and cocoa cause more deaths than alcohol.

"These table beverages are sapping the life of our nation. They are making us a race of weak-kidneyed, weak-livered beings, unable to reproduce ourselves. The kidneys and liver do not perform their proper functions and the waste matter left in the system tends to bring on arteriosclerosis.

"Statistics show conclusively that as the consumption of coffee, tea and cocoa have increased the number of nervous diseases and insanity have increased proportionately."

This strong statement from a medical authority, cannot be lightly disregraded.

It is easy to prove in one's own case whether tea and coffee cause the frequent "spells" of nervousness, indigestion, biliousness, liver complaint, headache, heart disturbance and other ills.

Try quitting both tea and coffee 10 days, and use

POSTUM

—then note the difference.

Made from prime wheat, and a bit of molasses, Postum is a pure food-drink, entirely free from the pernicious drugs in tea and coffee, or any other harmful substance.

In thousands of homes Postum supplies a table beverage' pleasant to the taste, and to be used freely as a rebuilder' where tea and coffee tear down.

Postum comes in two forms:

Regular Postum, must be boiled, 15c and 25c pkgs.

Instant Postum, a soluble form, made in the cup instantly, 30c and 50c tins.

Grocers everywhere sell both kinds and the cost per cup is about the same.

"There's a Reason" for Postum

CANADIAN POSTUM CEREAL CO., LTD., WINDSOR, ONT.

RED ROSE TEA "is good tea"

Try a package

THE CENTRAL GUARDIAN

IT PAYS to buy in this Province.

HARTNEY.—There will be service in Hartney Hall on Friday of this week at 8 p. m.

POWNAL.—Rev. Dr. Heartz preached to a large congregation in Pownal on Sunday evening 2nd. His sermon was much appreciated.

GOVT'S, NEW R'LWY.—Official announcement has been made by Mr. F. P. Gutelius, general manager of the I. C. R. that, as from the 1st of August the New Brunswick and P. E. I. railway that runs from Sackville to Cape Tormentine has been taken over by the Canadian Government railways and is to be operated as part of that system.

MEETING OF P. R. A.—As announced elsewhere in this issue, a special meeting of the Council of the Provincial Rifle Association will be held this afternoon, at three o'clock, in the office of the Secretary, Major Bartlett. The meeting has been summoned, it is understood, to discuss the advisability of postponing indefinitely the annual fifle prize meeting of the P. R. A., which poning indefinitely the annual rifle month. This proposal arises on account of the war situation in Europe.

FOXES AT GOLF.—A Montreal exchange furnishes the following amusing fox story:—"A member of the Whitlock Golf Club had a rather unusual experience while playing a round the other evening. In playing his second shot at the second hole, his ball bounded along close to some shrubbery which lines the side of the fairway, when, much to his surprise, as he stood watching his ball, he saw a fox go chasing after it, pick it up, and start playing with it, just as a dog would do with a ball. The player, who was quite a way off, started to yell at the fox in order to scare it away, but the fox only looked up for a moment and then continued to play with the golf ball. Another player was looking for a lost ball in the long grass across the fairway from where the fox was, not more than 50 yards away, and when his attention was drawn to it, he ran towards the fox. The fox did not wait for further orders, but picked up the ball and cleared off into the woods as fast as it could go." Without doubting the veracity of the golfers it is reasonable to surmise the animal was a fox terrier.

PRINCE EDWARD.—The third series of "Lucille Love, the Girl of Mystery," the great serial picture story, which, is being shown at this popular playhouse and is gaining popularity with each succeeding week—it being necessary to run an extra show to accomodate the crowds who attended,—was shown last night and proved just as interesting and exciting as the first two. With each succeeding picture the serial promises to grow more interesting. The other pictures on the program were all of a high standard of excellence, consisting of "James Lee's Wife," from the poem by Robert Browning; "Duty and the Man," an interesting drama of heart interest, and "His Wedding Day" featuring that greatest of all comedians, Ford Sterling, who by his funny antics kept everyone in continuous laughter. A special feature which brought down the house, consisted of picture slides of some of England's famous warriors, past and present, Nelson and his flagship Victory; Wellington, Beresford, Kitchener, The Lords of the Admiralty, the Prince of Wales and one of the new Dreadnoughts. Two new pictures will be shown tonight—"Sophie Picks a Dead One," (two-part comedy) and "John Bonsall, or the United States Secret Service versus The South African Diamond Smugglers."

THE PEOPLE'S.—The second instalment of "Our Mutual Girl" was shown at the People's Theatre last evening, and proved to be even better than the first reel, shown last week. Together with her aunt, the heroine attends the Yale-Princeton Football Game, meets the only woman senator in the States, Mrs. Helen Robinson, of Colorado, and visits the millinery shop of Joseph's, Fifth Avenue, where she is shown all the latest in head-gear to adorn the heads of lovely women. The plot takes form in this number, the country lover tracing the Count to the home of Margaret's aunt; he does not win his case this first time but one is convinced that he is made of the right stuff. "Love and War," a Pathe two-reel feature, was full of thrills and excitement, and ended to the entire satisfaction of all. The comedy portion of the program was supplied by the "Clothes Line Quarrel," in which the Thanhouser Kid and Kidlet succeed in their efforts to evoke a laugh. A splendid Domino two-reel feature, "The Witch of Salem," concluded one of the best programs shown for some time at this popular theatre. The same show will be repeated to-night, including "Our Mutual Girl" and an additional two new reels, and doubtless another bumper house will greet the most popular young lady on the motion picture screen, Miss Norma Phillips—"Our Mutual Girl." The manager of The People's has arranged with F. B. McCurdy & Co., to get all war news, arriving after the evening papers are issued, which is thrown on the screen, and posted in the lobby of the Theatre each evening, and is another instance of the interest Mr. Hogg takes in the patrons of his theatre.

S. S. HALIFAX.—The s. s. Halifax of the Plant Line is due here this afternoon about two o'clock.

ENTRIES CLOSE.—This is the last day for nominations for the stake races of the Charlottetown Driving Park race meeting next month. 3934.

MONCTON V. CHARLOTTETOWN.—This ball match, postponed on account of rain yesterday, will be played this afternoon on the Abegweit grounds at 4 o'clock. 3933.

BASEBALL.—Rain prevented the match yesterday but the Moncton boys remained over in order to test the Charlottetown players' mettle. The game takes place this afternoon at the C. A. A. A. grounds at 4 o'clock. 3993.

BASEBALL.—The baseball match which was to be played in Charlottetown yesterday afternoon between the Moncton and Charlottetown teams was postponed, on account of the rain, to this afternoon, when play will commence at four o'clock.

EXECUTIVE COUNCILLORS.—Yesterday morning, in the Premier's offices, Provincial building—the Legislative Assembly and Executive Council chambers being in the hands of the renovators—Messrs. Louis L. Jenkins and John H. Myers, M. P. P., who have been appointed to fill the vacancies in the Legislative Council of the local government, took the formal oath of office. The oaths were administered by His Honor Lieut.-Governor Rogers.

INTERESTING NEWS.—Mrs. W. P. Doull received a telegram yesterday morning from Rock Island, Texas, announcing the birth of a son, William Leslie, to Mr. and Mrs. Albert M. Taylor. Mrs. Taylor was formerly a Miss Thompson, daughter of the late Joshua Thompson, and step daughter of Mr. Walter Doull, Charlottetown. Mr. Taylor is a son of the late Thomas Taylor of Freetown, P. E. I.

VISIT FROM AN AGRICULTURIST.—Mr. F. W. L. Sladen, agriculturist for the Experimental Stations, is at present on a visit of inspection to the Island. Mr. Sladen visited and inspected the apiaries at Charlottetown Station, and also those of several private beekeepers. He was pleased with all he saw and thinks the prospects for the present year excellent. Here, in his opinion, is an ideal place for successful beekeeping, there being plenty of white clover, and a mild damp atmosphere. Clover honey is the standard for temperate climates, and with the exception of the heather honey of Scotland, commands the highest price in the market. Mr. Sladen leaves for Montreal this morning.

INTERESTING VISITORS.—Mr. James Richardson of the Dominion Express Co., accompanied by his daughter, Miss Richardson, are spending a few days in Charlottetown, guests at The Russ. Miss Richardson is a teacher in Worcester, near Cape Town, South Africa, whither she purposes returning early in September—if the exigencies of war will permit. Mrs. Richardson accompanied her husband and daughter on their tour through the Maritime Provinces and is at present in Digby N. S. awaiting their return from P. E. Island. Mr and Mrs. Richardson and their daughter had the distinction—and exceedingly unpleasant experience—of being residents of Kimberley during the four months siege of that city, and have many interesting things to say of the strenuous life and the privations of those trying days.

General Meeting

The first General Meeting of the Island Motor Supply Company Limited will be held in the office of the Canada Fox Exchange at Charlottetown on Monday the tenth day of August, A. D. 1914, at 8 p. m. for the election of directors and general business.

Dated this 22nd day of July 1914.

W. G. HOGG,
Secy-Treas.

670-7-243M14i

HALLAM'S WEEKLY MARKET REPORT

HIDES, SKINS, WOOL, JUNK.

BEEFHIDES, are firm and coming to market in fair supply, and are being absorbed at current prices. As the leather market is slow and draggy, tanners are showing a slight indifferences to offerings, unless they show a very high percentage of short haired stock. City Butcher Hides flat 14c per lb. County Hides, flat, cured, 15 to 16c. per lb. Part cured 14½ to 14¾c.

CALFSKINS hold their own, with slight accumulations in the hands of the dealers. City skins green, flat, 16c. Country, cured, 17 to 19c part cured, 17c, according to condition and take-aff. Deacons or Bob Calf 80c to $1.20. lb

HORSEHIDES are better quality with heavier deliveries. City take off $4.50 to $4.75. Country take off No. 1. $4.25 to $4.75. No. 2 $2.50 to $4.00.

SHEEPSKINS are in easier demand owing to the easy wool market. City Lambskins, Pelts or Shearlings, 50 to 75c. Country Lambskins or Shearlings, 30 to 65c.

WOOL is being taken at unchanged prices, although the market is slow and draggy, owing to the mills being well stocked for present needs. Washed combing fleece (coarse), 27 to 28c. Washed clothing fleece (fine) 29 to 30c. Washed rejections, (burry, chaffy, etc.) 23 to 24c. Unwashed fleece combing (coarse) 18 to 20c. Unwashed fleece clothing (fine), 20½ to 22c.

TALLOW. Prices are easier, and stocks are accumulating. City rendered solid in barrels, 6¼ to 6¾ c. Country stock, solid in barrels, No. 1. 6 to 6¼c. No. 2. 5½ to 6c. Cake No. 1. 6¾ to 7c. No. 2. 5¼ to 6¼c.

HORSE HAIR. Farmer or pedlar stock is coming to market in normal supply and is being absorbed at unchanged prices. Farmer pedlar stock 36 to 40c.

OLD RUBBERS, JUNK, ETC. The rubber market is easier and demand slow. The other lines are being absorbed at unchanged quotations. Rubber Boots and Shoes according to trim 5½ to 6c. Auto tires 4 to 5c. Bicycle tires 2 to 4c. Lead, heavy 3½ to 4c. Tea Lead 2¾ to 3¼c. Brass, heavy 9 to 10c. Light 6 to 7c. Copper, heavy 11 to 12. Light 10 to 10¾. Zinc 2¾ to 4.

THE FUR MARKET.

The majority of the raw furs are in the hands of European dealers who report a very slow market and prices materially lower than one year ago. Local manufacturers have made up their sample lines and are buying goods on a hand to mouth basis waiting for orders from the jobbers. Things are unusually quiet in the fur trade for this season of the year.

::Stock is selling fast in the Matchless Fox Co. Several thousand dollars came from Victoria, B. C., also a large block from New Brunswick. A postal card will bring you prospectus.

::This is the only Rexall store in Charlottetown, and there are nearly 6000 located throughout Canada, United States and Dependencies. Rexall Remedies comprise nearly 400 time-tried tested family preparations,—non-secret remedies, each article marked plainly on the wrapper, with formula used in the making. Every Rexall Remedy is guaranteed to give satisfaction or the money will be promptly refunded, bear this guarantee in mind when you buy from us. MacKinnon Drug Co., Cor., Great George and Kent Streets. Mtf.

::Don't miss the big dividends in the fox business. The St. Lawrence Silver Black Fox Company offers you one of the best propositions seen on the market. Write Wm. Moran, Charlottetown, P. E. Island for particulars. W 3363-7-10Mtf.

::Here is a new and excellent skin preparation — Harmony Almond Bloom Cream—the Cream that makes the skin soft, smooth and satiny fine. A jar 50c. MacKinnon Drug Co., Cor. Great George and Kent Streets.

Information to Foxmen

Owners of Cross or Patched foxes, pups, year old or two year old, whether breeders or not. Island, Ontario, Newfoundland Western or Alaska will learn of something to their advantage by sending full particulars and price to "L.U." Box 116, Charlottetown, P. E. I.
3426-7-11M1Mo.

TENDERS FOR CATERING

Tenders will be received by the undersigned up to and on Tuesday next, the 4th day of August, from persons willing to cater in a hall or place to be provided by the Committee to provide meals for people during the Jubilee Celebration week.

C. R. SMALLWOOD,
Sec'y of Committee.
3743-7-29M6i.

FOXES

10 Pair Pure Silver Blacks,
40 Pair Patches,
All Imported Stock.
Best Quality--Lowest Prices.
Prince Edward Island Stock. Options on Class A, B, and C bought and sold.
Correspondence Solicited.

Massachusetts Fox Exchange

161 Queen St., 'Phone 515
Charlottetown, P. E. I.

Permanent Silver Foxes, Ltd

Offers You

One of the Very Best Fox Stocks On The Market Today

Assures You a

SQUARE DEAL

And Promises You

ALL THE NET PROFITS IT MAKES

Is not that all any reasonable man can expect?

Shares $25.00

See Our Prospectus

Alexander Ross, M. D., Ex-President of Prince Edward Island Fox Breeders Association, President Col. C. S. Emery, Vermont, Vice-President. Benjamin Rogers, Charlottetown, Prince Edward Island, Broker, Secretary-Treasurer. Charles Lyons, Charlottetown, Prince Edward Island, Ex-Mayor of Charlottetown, Merchant. William Kearney of Murray River, Merchant. Donald McMillan, Charlottetown, Prince Edward Island, Gentleman. Hammond Kelly, Southport, Stock Breeder & Farmer. T. E. Earl Robins, Charlottetown, D. D. S. Murdock J. McLeod, Murray River, Merchant. Thomas L. Cook, Murray River, Trader, Isaac E. Burden, Pownal, Gentleman. William Landrigan, Murray River, Farmer. Arthur C. Wood, Alexandra Farmer and Trader. Daniel C. McKinley, North River, Farmer and Stock Breeder. J. Jarvis Stewart, Merchant, Charlottetown, Accountant. Edward C. Blanchard, Insurance Broker, Newport, Vt.

UNEQUALLED RANCHING FACILITIES

THE Cherry Island Silver Fox Company LIMITED

(About to be Incorporated)

Authorized Capital	$350,000.00
Present Issue	190,000.00
Shares, each	10.00

DIRECTORS

Wm. J. Rankin, Alberton, P. E. Island, President and Managing Director.
Robert B. Rankin, Alberton, P. E. Island, Vice-President.
Charles A. Woodman, Alberton, P.E.Island,
Joshua Henderson, Freeland, P. E. Island,
Arthur Holland, St. Eleanor's, P. E. Island,
} Advisory Committee

SECRETARY-TREASURER
R. H. Rogers, Alberton, P. E. Island.

BANKERS

The Bank of Nova Scotia.

ASSETS

10 pairs pure bred Prince Edward Island Silver Foxes, all eligible for registration in Class "A" of the Prince Edward Island Silver Fox Breeders' Association; of which 6 pairs are PROVEN BREEDERS from 1 to 3 years old, and 4 pairs are of the litters of 1914.
CHERRY ISLAND, otherwise known as Savage Island or Oulton's Island, situated in the harbor of Alberton, P. E. Island THE ORIGINAL HOME OF THE FOX BREEDING INDUSTRY, affording perfect immunity from all infection, intrusion and annoyance, and ranching conditions ideal in every respect.
The Vendors of the above live stock and real estate will take about $75,000.00 in shares, and the balance of the present issue, namely about

$115,000.00 In Shares of $10.00 Each

fully paid and non-assessable

Is Offered to the Public at Par

TERMS—25 p. c. with Application; Balance in 30 days.

Forward applications to any of the Directors, or to the Secretary-Treasurer, R. H. Rogers, P. O. Box 73, Alberton, P. E. Island.

WRITE FOR PROSPECTUS

3671-7-25M2wks

EXPERIENCED DIRECTORATE