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Looking into the Eye

The most advanced science of Eyesight Testing known. This system measures and corrects any hidden or latent trouble. It is especially valuable in old chronic hard cases, and those who have not received satisfactory results elsewhere. We also use in our Test room the Ophthalmometer Retinoscope, Phorometer and other delicately adjusted apparatus for determining just in what degree if any, your eyes fall short of perfection. If in need of glasses come in and "SEE" Superior Eye Service.

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General, Municipal and Corporation Auditing and Systematizing.
CONSULTANTS ON Government and Civic Income Taxes. Manufacturing Costs and Efficiency
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CHRONIC DISEASES
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GREAT SOON TO WEST.
(From the Toronto Times.)

Reports from the various Soldier Settlement administration centres in the West indicate that possibly 5,000 applications made by returned men have been approved. At 160 acres each this means the taking up of 800,000 acres of land. But the movement is only beginning to get under way. If the scheme is not too badly "knocked" by mistaken critics it is reasonable to suppose that between 3,000,000 and 4,000,000 acres will, in this way, be taken up. Think of what it means to have this addition to permanent settlement in Alberta Saskatchewan and Manitoba. Twenty-five thousand such settlers getting an average loan of \$4,000 would mean \$100,000,000 put out in three provinces.

Speaking at Regina recently Major Ashton, of the Soldiers' Settlement Board, pointed out the possibilities of the scheme to Saskatchewan. Probably about 30,000 soldiers, he said, would return to that province, and the records show that 75 per cent. of them were either farmers or farm laborers. If three-fifths of them, or 18,000 took advantage of the Soldier Settlement scheme and had an average loan of \$4,000 it would mean the advancing of \$72,000,000 for farm development work in Saskatchewan alone. To date one-third more applications have been approved from Alberta than from Saskatchewan, so it is easy to see what the west has to gain through the successful working out of the Soldier Settlement scheme.

If the loan companies were to put out \$50,000,000 this year on farm loans in the Prairie Provinces what a wonderful thing it would be considered. With any appreciable measure of success, the Soldier Settlement Board will do better than that. Compared with anything that the western provinces have done in the way of assisting agriculture through loans, even now the Soldier Settlement scheme is a great success. During two years that the Saskatchewan Farm Loans Board has been in operation it has not loaned much more than \$2,000,000, and Manitoba has probably not loaned more than \$3,000,000. Still, both of these provinces are claiming a great deal of credit for what they have done, and rightly so. Their work in this respect goes to show that the possibilities before the Soldier Settlement Board as a means of promoting permanent settlement are wonderful.

STRAWBERRY SHORTCAKE

I like to see the juices in a scarlet flood and sweet,
I don't want my strawberry shortcake standing stiff and prim and neat
Cut precisely to a measure like a church's corner stone,
Let the men who want it that way claim my portion for their own.
I don't like the market shortcake that is sold for sordid pelf,
I want the sweet and luscious kind the missus makes herself!

The hotel chef is fancy, he may trim it up with cream
And may think it looks enticing, but there's nothing to the scheme.
He may have it gay with berries, but his art has gone to waste,
Though his work may look like shortcake it has lost the real taste,
So I leave that pretty mixture on the hotel kitchen shelf
And wait the juicy product that the missus makes herself.

I want the strawberry shortcake that has caught the breath of spring,
It may not be much to look at, but I tell you, it's the thing
Let me have the crimson berries crushed and swimming in the dish
And I've got a piece of shortcake for which all the gods wish,
I don't sigh for tony pastry, but I am a greedy elf
When confronted by a shortcake that the missus makes herself.

50,000 in stock, our STRAWBERRY BOXES are the best made both in quality and shape.

And comply with the regulations of the small fruits act.

ORDER NOW The STRAWBERRY crop will be large this year and boxes may be scarce later on. Our prices are right, we buy direct from the manufacturers.

Get our prices at SEED and FEED STORE.

CARTER & CO. Ltd

DEALERS

We Handle Cattle Sheep and Farm Produce on Consignment And Solicit your business, Assuring you of my best efforts for your interests.

H. J. BROWNRIGG
St. John's Newfoundland

References—Royal Bank of Canada.
J. STANLEY WEDLOCK,
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949-5-27 tfs 3 m os.

WHITE LIGHTS OF PEACE.
(From an English Paper.)

An endless chain of blazing lights from John O'Groats to Land's End will flash their welcome message of "Peace; good-will on earth" on the day officially fixed for the celebration of peace. The lofty crags of the Gramplan range will pass the news. Scaffell Pike will catch it up and send it south in a fire of glory till the Devonshire peaks answer, and, finally, out to sea mariners off the Cornish Coast will know the measure of Britain's triumph. In a house where Wordsworth lived and in a room which Coleridge used as a study, Canon H. D. Rawnsley, hon. secretary of the Central Committee of Peace Celebration, Beacon and Bonfire, told me how Great Britain will be lit up with flares on Peacemight. "And the red glare on Skiddaw roused the burghers of Carlisle," he quoted from Macaulay's "Armada." "Just as our beacons," said Canon Rawnsley, "in time of peril told in red the approach of danger, so every height on Peacemight will burn the white light of safety. I have received from local peace celebration committees over 500 applications from every part of the United Kingdom for Dove flares, rockets, handlights, which have been put at the disposal of the public by the Admiralty and the War Office." Not only in Great Britain but throughout the British Empire flares will be lit, the Overseas Club co-operating and organizing a chain of fire round the British Empire and in British communities in foreign land. From the shores of far-flung Alaska to the southernmost peak of New Zealand the signals will herald the dawn of a new world.

BEST MEDIUM OF ALL

Great Clothier Proved Value of Newspaper Advertising by \$5,000,000 Expenditure

A young man started a small men's clothing store in a Middle Western city. He had a capital of \$12,000, and borrowed \$9,000 more. He also had ideas and nerve. Before he opened his door he had invested \$5,000 in newspaper advertising.

Today, 32 years later, he is reputed to do the largest retail men's clothing business of the world, and his store has a nation-wide reputation as a leader. In these thirty-two years he has spent \$5,000,000 in newspaper advertising.

Speaking of the part newspaper advertising played in his success, the other day, this man said:

"It may seem strange, but the people believe what they read in the newspapers. That's what makes advertising in the newspapers so valuable. I have always made it a point to state

THE OLD VILLAGE INN.
(London Daily Telegraph.)

Let every village have its hall and welcome, and its institute and reading room. But there are not true substitutes for the village inn; they are rather its supplements. There may be fellowship in the atmosphere of the village hall, but it is not quite the good-fellowship of the inn. No stranger crosses the portals. No wagoner pulls up outside. No dog slips in at the open door and fawns to share your crust. The inn is a human thing which has grown up with the elms across the road. Somewhere hidden away in its recesses is a store of cordials on which you may draw. There are no cordials in a village hall. Reform the inn by all means where it needs reformation, but where "The Rose and Crown" and "The Ship" and "The Cricketers' Arms."

A decent entertainment give
And by their comforts comfortably live.
Let us wish them and the honest folk who keep them a prosperous future in these reconstruction days.

OTHERS DID WELL, TOO

"The French, ever since Foch's victory, are almost in danger of becoming swell-headed," said Immigration Commissioner Caminetti of New York. "And no wonder. The French surely showed great courage and genius in this war and praise and compliments have been showered upon them from all sides. Not long ago in a French restaurant I ordered a steak. The waiter took the order and just as he was about to go I cried as an afterthought, 'Well done, waiter.' The young man, flushed with pleasure, drew himself up and saluted smartly."

DODD'S KIDNEY PILLS

FOR ALL KIDNEY DISEASES
RHEUMATISM
BRIGHT'S DISEASE
DIABETES
BACKACHE
MIGRAINE
NEURALGIA
HEADACHE
URIC ACID
GRAVEL
SANDS
STONES
WATERBURY'S
23 THE PROPRIETOR

But you Americans, monsieur, he said, you Americans also covered yourselves with glory at Chateau Thierry and Bois de Belleau."

Helped Her

Mother—Did the dentist hurt you much, dear?
Elsie—Yes, manna, but he was very nice every time he did it. He always said "Ouch!" before I could.

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	\$30.00
Straw	9.00
Wool (unwashed)	45
Wool, washed	65
Potatoes	80

MURRAY HARBOR MARKETS

Butter lb.	40
Eggs	41
Oats	85
Potatoes	70

MONTAGUE MARKETS

Butter	38
Eggs	38
Oats (bus.)	80
Wool unwashed	50
Wool	65

KENSINGTON MARKETS

Butter	40
Eggs	40
Oats	80
Wool unwashed	50
Wool washed	75

SOURIS MARKET

W. Oats bus	80
B. Oats bus	85
Eggs doz	38
Butter lb.	45
Wool	50-59

SUMMERSIDE MARKETS

Butter (dairy) per lb	42
Butter (creamy) per lb	55
Eggs, per doz	38

MAGIC BAKING POWDER
Contains no alum

Made in Canada

Potatoes per bus 80 to 85
Fowl per lb. 22c to 25c
Pork, organs in 21
Oats, black per bus 90
White oats 85
Hides per lb. 18c
Wheat \$2.00
Wool washed 65
Wool unwashed 50
Calf skins 45

BEAVER FLOUR
Requires Less Shortening

And it makes lighter, flakier Pie Crusts, Tarts, Doughnuts and Cookies than you ever got with Western Spring Wheat Flours.

"Beaver" Flour is milled of blended wheat. It contains Ontario Fall Wheat (famous for pastry making) blended with Western Spring Wheat to add strength.

You save shortening—and you get a flour that is always the same in quality and strength—when you use "Beaver" Flour, the only kind of flour that is equally good for Bread and Pastry.

DEALERS—write us for prices on Feed, Coarse Grains and Cereals

THE T. H. TAYLOR CO. LIMITED, CHATHAM, ONT.

CANADA FOOD BOARD FLOUR MILL LICENSE NO. 10.

FRED H. TRAINOR
Phone 393 J. 80 Grafton St.

ALL SUPPLIES WE BUY WITH CARE—AND YOU'LL FIND OUR PRICES FAIR

THE fairness of the prices we charge for our plumbing accessories please mightily the folks who are in need of such convenience. The fact we only charge an honest price for our supplies and only render a bill for the actual service we render is building for us a business that pleases us.

-BRISCOES-

More of the Famous Half Million Dollar Motor Cars Just Arrived

The finest car on the market for the price. We will be pleased to demonstrate these high class cars. Inspection invited. "Satisfaction guaranteed."

Kennedy, Webster & McKinnon, Ltd.
17 Great George Street Charlottetown

BRINGING UP FATHER

I HAD A RECORD MADE OF ME WIFE TALKIN' TO ME - SHE DOESN'T KNOW IT - WOULD YOU LIKE TO HEAR IT?

ME HEARD YOUR WIFE TALK BUT IF YOU INSIST -

YOU IN SECT - WHAT DID I TELL YOU ABOUT SMOKING IN THE PARLOR - SHUT UP - TAKE YOUR FEET OFF THE SOFA - HOW MANY TIMES MUST I TELL -

ISN'T IT NATURAL -

IT'S SO REAL - IT'S TERRIBLE!

DON'T TALK BACK TO ME - NO! YOU CAN'T GO -

WONDERFUL ISN'T IT?

YES - BUT WHAT'S THE IDEA OF HAVIN' TO LISTEN TO IT?

CLUNK!

IT'S SUCH A PLEASURE TO SHUT IT OFF IN THE MIDDLE OF A SENTENCE!