

for these crisp spring mornings there's nothing better than crisp Kellogg's Corn Flakes and milk or cream. Serve with canned peaches, or honey. Good? Just try and match it for flavor

Kellogg's
CORN FLAKES

* Always oven-fresh in the inner sealed waxite wrapper



W

A Crystal Palace For Your Store

The finest fixture you have ever seen for presenting perishables at their best. Shows meats, greens, fruits and other food so enticingly sales increase—while the scientific refrigeration cuts down loss to zero.

A counter, display, refrigerator combined. Maritime made of one piece porcelain, trimmed with rustless Monel Metal. Base of mar-proof verde antique rubber, marble finish.

Your profits pay for it. Send for catalogues.

Wallace

MARITIME MADE

WALLACE MANUFACTURING COMPANY LTD

SUSSEX, N.B.

Central Guardian

BALANCE of Ladies' Bathing Suits clearing at 1-3 off. Prowse Bros., Ltd. 5957-8-7-31.

ALL CHILDREN'S Summer Dresses clearing at 1-3 off. Prowse Bros., Ltd. 5957-8-7-31.

BACK OF Ladies' Summer Dresses specially reduced to 1/2 price. Prowse Bros., Ltd. 5957-8-7-31.

BALANCE OF Ladies' Spring Coats clearing at 1/2 off. Prowse Bros., Ltd. 5957-8-7-31.

CHILDREN'S Bloomer Dresses ages 2 to 6 years. Special price 48c. Prowse Bros., Ltd. 5957-8-7-31.

LADIES' Full Fashioned Hosiery in all the newest shades. Service weight. Price \$1.25. Prowse Bros., Ltd. 5957-8-7-31.

CHILDREN'S Summer Dresses worth up to \$1.25, now selling at 79c. Prowse Bros., Ltd. 5957-8-7-31.

LADIES' COOLIE COATS. Special price 79c. Prowse Bros., Ltd. 5957-8-7-31.

BEACH POINT AND ABNEY.—There will be service in the Beach Point community hall Sunday, August 10th at 3 P. M. and at Abney Mission Hall at 7 conducted by Louis Harris.

THE NEW SERIAL—The Wife-Ship Woman. In this story Hugh Pendexter, the author has covered one of the most thrilling periods in the conquest of the American Continent. He has done it with his usual careful attention to facts and his usual powerful dramatic heights. This serial starts next week.

DR. SCHOLL'S FOOT EXPERT will be at our store August 8th, in the afternoon and all day and evening, Saturday, August 9th. If your feet are bothering you, or pains in the limbs, get tired too easily, consult him free. There are wonderful appliances now to help you, light and comfortable. Alley & Co., Ltd. 5734-8-2-5-7-8-9-51

MEETING OF BOARD OF TRADE.—An executive meeting of the Board of Trade was held yesterday afternoon in the Board of Trade rooms, when it was decided to hold the annual meeting on August 28th at Charlottetown. The executive will meet at 10 a. m. in the Board of Trade rooms and then at 1:30 Standard Time the annual meeting will be held at the Experimental Farm where supper will be served.

FROM FLORIDA.—Mr. and Mrs. E. B. Jarrett of Miami Springs, Florida are paying their first visit to the Garden of the Gulf. Mr. Jarrett is a farmer and is very much interested in the Island farming methods particularly the growing of seed potatoes. Through the courtesy of the Island Tourist Bureau and the Potato Growers Association he is being shown the farms of the largest growers of seed potatoes.

—WEDDING BELLS.—The Manse at Kensington was the scene of a pretty wedding when on July 31st, Rev. Dr. Saint, united in the bonds of Holy Matrimony, Miss Lillian Walker, daughter of Mr. and Mrs. John H. Walker, of Kensington, to Mr. Everett A. Wedlock, son of Mr. and Mrs. A. E. Wedlock of Hunter River. The bride who was unattended, was becomingly attired in French gown with tweed coat and hat to match. Immediately following the ceremony the happy young couple motored to Borden to make an extended trip through Nova Scotia and New Brunswick. Upon their return they will make their home at Hunter River. The best wishes of a large circle of friends will follow Mr. and Mrs. Wedlock as they enter upon their new relationship.



EVERYTHING IN HARDWARE
for the householder who likes to do his own repairs, or who is handy with tools and likes to make things for his home. Tools that will give lasting service and satisfaction, that will hold up under use and misuse, that will hold an edge and cut true.

The Rogers Hardware Co., Limited

VALUE FAR ABOVE THE PRICE

Proved worth makes the new Ford the most popular car in Canada. It leads in sales because it leads in value

THERE IS JUST ONE REASON why the Ford is outselling every other automobile in Canada by a large and increasing margin. That reason is *value*. Read over the list of features given below and you will see that the new Ford brings you everything you want or need in a motor car at an unusually low price.

It has beautiful lines and colors. It will do 55 to 65 miles an hour. You know how quickly it accelerates in traffic. Its power is evident on every hill. It is unusually safe because of the fully enclosed four-wheel brakes and the shatterless glass windshield. It has four Houdaille double-acting hydraulic shock absorbers for comfort. And it is an exceptionally economical car because of the low cost of operation and up-keep, low yearly depreciation and long life.

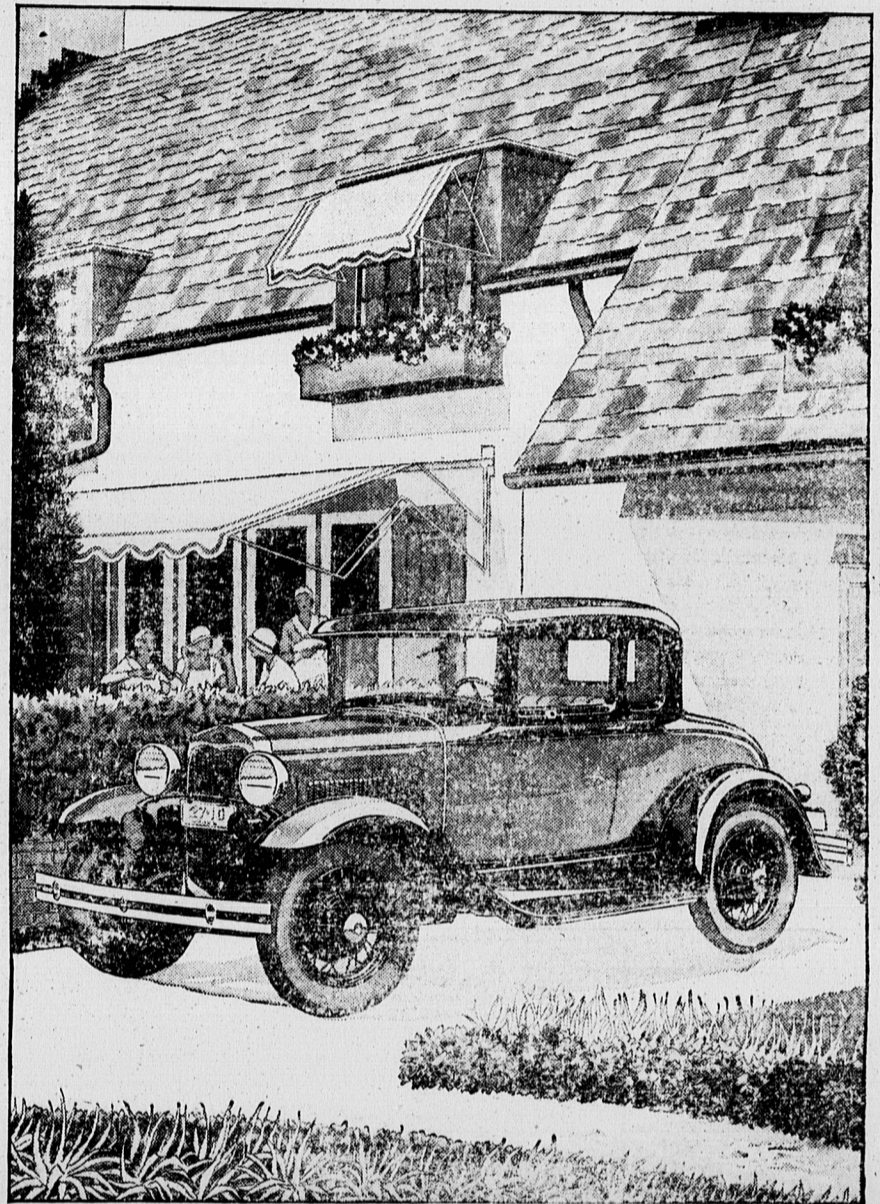
Many of the new Fords have already been driven 50,000, 75,000 and 100,000 miles. In tests and contests in Canada, in the United States and abroad, it has won many medals for reliability and general all-round good performance. It is used exclusively by a large number of industrial companies and government bureaus which keep exact cost figures.

Telephone or visit the nearest Ford dealer and have him give you a demonstration ride in the new Ford. Pick your own roads. Plan to give the car a severe test. Check up on speed, power, acceleration, ease of control, safety, comfort—on every feature of good performance.

Then you will know why the Ford is the most popular Canadian car. It leads in sales because it leads in *value*.



"THE CANADIAN CAR"



THE NEW FORD COUPE

A Ford Car for Every Need

There is a Ford car for every need and purpose at an unusually low price. Appointments and upholstery are in keeping with its mechanical excellence. You may choose from a variety of beautiful body colors.

Roadster	\$520	Sport Coupe	\$630
Phaeton	530	De Luxe Coupe	655
Tudor Sedan	595	Three-window Fordor Sedan	720
Coupe	595	Convertible Cabriolet	750
Town Sedan	\$795		

All prices f. o. b. East Windsor, Ontario. Bumpers, spare tire and taxes extra. Easy time payments can be arranged through your Ford dealer

FORD MOTOR COMPANY OF CANADA, LIMITED

SAFETY at ANY speed

With the new Firestone Heavy Duty Gum-Dipped Balloon Tires you have a wide margin of safety at ANY speed. Built in advance of today's car requirements, they withstand rougher usage than any car on any road at any speed, can give them.

Firestone Heavy Duty Balloons are made of Gum-Dipped cord construction—the strongest and safest method known. They have a deeper safety tread, extra side-wall thickness and two extra plies of Gum-Dipped cords just beneath the tread to absorb road shocks. They are the strongest, safest, toughest tires that Firestone has ever built.

Make your car safer for travel. Equip it with a set of new Firestone Heavy Duty Balloons. See your nearest Firestone Dealer today.

FIRESTONE TIRE AND RUBBER COMPANY OF CANADA, LIMITED
Hamilton • Ontario

The NEW Firestone BALLOON

The Rogers Hardware Co., Limited

LADIES' Silk Knit Pyjamas and Nightgowns. Special price \$1.79. Prowse Bros., Ltd. 5957-8-7-31.

HUNTER RIVER CIRCUIT.—The services in the Hunter River United Church for Sunday, August 10th, are as follows:—11 A. M. Wiltshire, 3 P. M. Hampshire, 7.30 P. M. Hunter River, 7.30 P. M. Wiltshire. Please note the additional service at Wiltshire to be conducted by Mr. MacLean. A. E. Chapman, B. A., Pastor.

YORK PASTORAL CHARGE, United Church of Canada. Services next Sunday as follows:—York Church School at 10 A. M. Service at 11 A. M. Brackley Church School at 10.30 A. M. Service at 3 P. M. Marshfield—Dunstaffnage Church School at 10 A. M. Service at 7.30 P. M. Preacher for evening service Rev. Thomas Constable, of Dundas.

I Minus Ends Itch of ECZEMA
"I Minus" is a new medicine for Eczema, Itch, and other skin diseases. It is a powerful antipruritic and has been used for many years with the most successful results. It is a safe and reliable remedy for all cases of Eczema, Itch, and other skin diseases. It is a powerful antipruritic and has been used for many years with the most successful results. It is a safe and reliable remedy for all cases of Eczema, Itch, and other skin diseases.

MT. STEWART United Church of Canada. Services Sunday, August 10th. Mt. Stewart, 11 A. M.; Lot 40, 3 P. M. Rev. J. M. McLeod will be the preacher.

ACKNOWLEDGEMENT.—The Trustees of the Protestant Orphanage acknowledge with thanks receipt of \$10.00 from the family of the late Neil McCannell, Lorne Valley and \$16.75 from Kenmare L. O. L. No. 1463 per P. M. McCaull

TRANSFERRED.—Mr. J. E. Power, Operator, Emerald Junction, has been recently transferred as clerk and operator to Kensington Station. Mr. Power's many friends wish him continued success in his new appointment.

SERVICES FOR Orwell, Vernon, for Sunday, August 10th are as follows:—Cherry Valley 11 A. M. Vernon River, 2.30 P. M. St. Andrews, 7.30 P. M. Rev. John Sterling, B. A., will be the preacher for the day. Miss Sterling will be soloist at the morning and evening services.

NEW FALL DRESSES AT JOHN'SONS.—Just received shipment of

New Fall Styles in Satin Dresses. Sizes 13 to 44. All shades. Balance of Summer Dresses to clear at half price. Johnson's, 144 Great George Street.

POLICE COURT.—Yesterday morning at the Police Court one drunk and incapable was fined \$10.00 and costs or 20 days. A man charged with being drunk while driving a motor vehicle was given 10 days, a charge of vagrancy was withdrawn.

ISLAND LADY DEAD.—The death occurred in Malden, Mass., on August 5th, of Mrs. Rose Matters, widow of William Matters, aged 83 years, at the home of her daughter, Mrs. Charlotte E. McKinnon, 56 Clayton street. She was born in Saint John, but lived for the greater part of her life in Kelly's Cross, P. E. I. She is survived by two sons, Sidney and Frederick Matters, of Kelly's Cross, and four daughters, Mrs. McKinnon, Mrs. Jessie Chisholm of Taunton, Mrs. Margaret Martin, of Wakefield, and Mrs. Emily A. Jones, of Everett. She also leaves 20 grandchildren and 15 great-grandchildren, and a sister, Mrs. Mary Monegham, of Kelly's Cross.

Mr. and Mrs. George Hinton of Portland, Maine, have arrived in the city and are the welcome guests of Mr. and Mrs. Alex S. MacLeod, 49

Villa St. Mr. and Mrs. Hinton will spend part of the time in Woodlands and Murray River.

BINDER TWINE

Two Carloads Just Received

direct from the FACTORY of the BRANTFORD CORDAGE CO., LTD., of BRANTFORD, ONTARIO, the largest manufacturers of BINDER TWINE in the BRITISH EMPIRE. Large and small Balls, and every ball guaranteed to give the best of satisfaction.

Wholesale & Retail at Factory Prices
Buy the BRANTFORD TWINE. For sale at our SEED STORE, CHARLOTTETOWN and by Merchants all over P. E. Island.

CARTER & CO., LIMITED.