The Crushed-Coffee Smile

Is naturally a broad and radiant one, because he who wears it has discovered a fine, rich coffee which has none of that bitter "after taste" so common to ground coffees. That is because the bitter chaff and dust have all been removed from Red Rose Coffee, which is *crushed*—not ground. It is hard to believe that there could be so much difference in coffees until you taste Red Rose Coffee.

The same price as it was three years ago.

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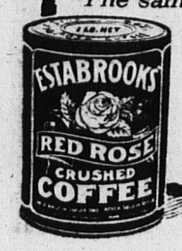

Red Rose Coffee

Little Miss MAIDEN CANADA

If the Whole World Knew——

the great food value of cocoa, there would be less poverty.

One half-pound tin of Cowan's Perfection Cocoa added to the usual proportion of milk per cup, equals two pounds of beef in food value.

The cocoa containing the most nourishment, derived from the best and most expensive cocoa beans, may be bought everywhere.

COWAN'S COCOA
"Perfection Brand"

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CANADIAN GOVERNMENT RAILWAYS PRINCE EDWARD ISLAND

TIME TABLE IN EFFECT MAY 21st, 1917.
ATLANTIC STANDARD TIME

Trains outward—Read down

Daily Ex.Sun	Daily Ex.Sun.	Daily Ex.Sun.			Daily Ex.Sun.	Daily Ex.Sun.	Daily Ex.Sun.	Daily Ex.Sun
P.M.	P.M.	A.M.			A.M.	P.M.	P.M.	A.M.
4.00	12.15	6.40 Dep.	Charlottetown	Arr.	11.55	11.10		10.20
5.20	1.48	7.40	Hunter River		10.46	10.10		8.50
6.05	2.50	8.13	Emerald Jct.		10.09	9.40	7.40	7.45
6.50	3.30	8.40	Kensington		9.37	9.10	6.50	
7.20	4.10	9.05 Arr.	Summerside	Dept.	9.10	8.45	6.10	
		P.M.						
8.50		12.20 Dep.	Summerside	Arr.	8.50	5.35		
9.48		2.10	Port Hill		7.54	3.56		
10.37		3.57	O'Leary		7.05	2.36		
11.18		5.07	Alberton		6.19	1.17		
11.55		6.05 Arr.	Tignish	Dept.	5.45	12.15		

Mon. Wed Tues. Thur. & Tues. & Sat.	Fri. & Sat.				Tues. & Sat.	
P.M.	P.M.	P.M.			P.M.	A.M.
7.50	9.45	9.45 Dep.	Emerald Jct.	Arr.	9.35	7.35
8.40	10.35	10.20 Arr.	Cape Traverse	Dep.	9.00	6.45

Daily Ex.Sun	Daily Ex.Sun.			Daily Ex.Sun.	Daily Ex.Sun.
P.M.	A.M.			A.M.	P.M.
3.20	7.00 Dep.	Charlottetown	Arr.	10.00	6.10
4.30	8.50	Mt. Stewart		8.50	4.30
4.57	9.27	Morell		8.22	3.35
5.17	9.57	St. Peters		8.00	3.00
6.20	11.30 Arr.	Souris	Dep.	7.00	1.35
P.M.				A.M.	
7.35	Arr.	Elmira	Dep.	5.40	

P.M.	A.M.			A.M.	P.M.
4.30	9.05 Dep.	Mt. Stewart	Arr.	8.50	4.10
5.19	10.15	Cardigan		7.52	2.54
5.40	10.55	Montague		7.28	2.25
6.15	11.35 Arr.	Georgetown	Dep.	6.50	1.40

Sat. Only	Daily Ex.Sat. & Sun.			Daily Ex.Sat. & Sun.	Sat. Only
P.M.	P.M.			A.M.	A.M.
3.10	3.10 Dep.	Charlottetown	Arr.	10.10	9.45
4.25	4.55	Vernon River		8.27	8.31
5.55	7.05 Arr.	Murray Harbor	Dep.	6.30	7.00

All trains unless otherwise marked, run daily, Sunday Excepted.

Fire Insurance A Necessity

Then insure in good strong stock companies, which never contest an honest claim such as is represented by

E. R. BROW

Charlottetown

A SCOTCHMAN'S ADDRESS TO KAISER BILL.

Exchange.

Cursed be yer ugly Prussian face;
Worst savage o' the human race;
Soon may some missile end your pace
Baith sure and sudden,
And soon may yer carcass find a place
On some French midden.

For years and years ye've been prepairin'
For yer unholy murderin' erran';
But, Kaiser Bill, ye'll get yer fairin'
As sure as death,
And glory waits the faither's bairn
That stops yer breath.

Oh, if some Scotchman's God-sped bullet
Wad in yer black heart find its billet
I'd laud wi' joy that Scot and pellet
In two 'r three verses.
I'd like tae tan yer hide and sell it
Just like a horse's.

Incarnate fiend in human guise,
Ye surely got a big surprise
When ye saw ye couldna' kaiserize
The land o' France
Britannia's jolt between the eyes
Stop yer advance.

Twa years and mair afore yestreen
Yer plans were laid and a' forseen—
Tae mass brass bands on Glesea green
Or Kelvenside.
And yer band's first tune was tae hae been,
"Wacht on the Clyde."

This Prussian program came tae nil,
But as sure as yer name is Kaiser Bill
The Hielan' pipers surely will
Play in Berlin,
Or ye may hear them, by God's will,
In St. Helene.

SOME SAYINGS BY GERARD
(Philadelphia Ledger)

Few men who discuss the great war are listened to more respectfully than is James W. Gerard, American ex-ambassador to Germany. At Minneapolis, the other day, he made the following statements:

"It is a peculiar thing for any man connected with labor to have sympathy for Germany in this war. Labor is worse treated there than in any other place in the world.

"No German private ever becomes an officer; control of the army is absolutely in the hands of the Prussian ruling class.

"Germany is advancing industrially, but politically she is back in the middle ages.

"The time has come when every one in this country has to decide whether he is an American or a traitor.

"Germany wanted war with us, or else thought we had fallen so low that there was no blow in the face we would not receive.

"We were not only forced into the war, but we are prudently in it. 'I will stand no nonsense from America after the war,' the Kaiser told me. 'America had better look out.' That means you.

"No traitorous, disgruntled, bribed minority shall hamper this country in prosecution of this war.

"We are in this war to a finish. Until the Prussian autocracy is wiped out, nothing you value, your money, your life or your honor, will be of any use to you—not if that autocracy is allowed to live."

ABOUT TELEPHONE GIRLS.

At New York when Billy Sunday asked 1,000 telephone girls who came to hear him, what hymn they wanted the choir to sing they answered: "Sing 297." Hymn No. 297 is "Ring the Bells of Heaven."

Allotment Holder (to borrowing neighbor)—I hate to bother you, old man, but I wonder if you would mind lending me my garden tools for a few minutes.

DISSOLVE IT IN YOUR MOUTH

That's the way to take the Peps treatment. Nothing can equal it for asthma. Mr. Fred Hinz of Saskatchewan Landing, Sask., says: "I suffered with asthma for years, and although I tried many remedies, Peps is the only remedy that has brought me relief from this distressing ailment."

The victory of Peps over asthma is due to the fact that Peps is a breathe-able remedy, and is therefore capable of reaching all the minute air passages which ordinary remedies, that go to the stomach, cannot reach.

This treatment is also the best for coughs, colds, catarrh, bronchitis, laryngitis and all other affections of the throat and lungs. All dealers or Peps Co., Toronto. 50c box, 3 for $1.25.

PEPS

CANADA

"How Many of our Men are Liable to be Drafted ?"

The Canadian business man is asking this question often, now that the Military Service Act is the law of Canada. A simple means of answering it at once is being provided.

Medical Boards are in process of formation throughout the country for the free physical examination of all men who apply. The first class liable to call includes all single men and widowers without children between the ages of 20 and 34 inclusive, all men married after July 6, 1917, being classed as single for the purposes of the Act. In a very short time, the average employer may learn how many of his staff are liable for selection. Those adjudged physically unfit will be given a certificate which will secure them exemption from any Exemption Tribunal. Those found physically fit may still apply for exemption on any ground. The employer will be given a chance to decide if he should seek exemption for any employee whose physical condition renders him liable for selection.

This early medical examination, which quickly decides if a man is liable for selection or not, is a feature of the operation of the Military Service Act calculated to appeal strongly to the business community. It assists in definite planning for the future, enabling an employer of labor to learn at once what men will be left at their work and those who may be removed for military service. Haphazard withdrawals, the nightmare of business men of method and precision, are insured against by this timely arrangement.

Every employer of labor will find it to his advantage to note carefully the formation of Medical Boards in his locality and to be sure that his employees secure as early as possible this very important information as to their status under the Military Service Act.

Issued by The Military Service Council.

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SUBMARINE MINING

Quest of Gold is Carried on in Shallows of Bering Sea

Few people know that men are so greedy for gold that their quest for the precious metal leads them to carry on mining operations under the sea. Submarines or diving apparatus are not used. The miners are assisted by Winter, the same stern season which deprives gold seekers in Alaska from extracting ore from the earth during a greater part of the year.

When Bering Sea, off Nome, takes on a coat of ice in Winter, the miners get busy for operations under the sea "Hot points" are rigged for drilling through the ice down into the mud of the shallow sea, and then the mud is hauled to the surface, where gold is taken from it—often in very paying quantities.

Bering Sea, especially in this vicinity, is very shallow. Rarely does the depth go below 30 feet. Often it is but 20. New gold deposits seem to be formed by the action of the water during the open season when there is no ice. For this reason the Winter mining fields never become barren.

A miner recently returned from the North told the writer that men make big wages at the occupation of "fishing for gold" in Bering Sea every year. The sea bottom around Nome is said to be so rich with free ore that mud and sand gathered up along the beach yields paying quantities of the metal.—Illustrated World.

Fancy Dress Fighters

Dandies were much in evidence in the Peninsular War, and the officer of the famous Light Division has recorded how some of the officers were "rigged out in all the colors of the rainbow."

The Duke of Wellington, however, never troubled what his officers wore, so long as the brought their men intact into the firing line with sixty rounds of ammunition apiece; and one of the chaplains, know as "The Fighting Parson," always wore a red hussar jacket, whilst during the battle of Vittoria, General Picton wore, instead of the usual cocked hat, a round and very old hat, and carried a "huge white umbrella, lined with green."

In the war against the American rebels in 1777, Sergeant McGregor, of the old 42nd Foot, seems to have been allowed to dress himself as though he were going to a ball instead of a battle. For unlike Captain Cawley, who donned the oldest clothes, he could find to fight in at Waterloo, the dandy sergeant spent a considerable time over his toilet and finally appeared in "a new jacket with silver lace, large silver buckles in his shoes, and watch of some value."

When the 10th Hussars were brought hurriedly from India to reinforce our army fighting in the Crimea, it was found necessary for them to be all dressed in plain clothes and marched across the Arabian desert to Alexandria. But it is doubtful if any regiment has ever been dressed more strangely than the old Portsea Volunteers, who in 1797, wore gold and scarlet cords, golden rosettes, feathers, cockades, white waistcoats, "gold wings" (to quote the official description), and "frilled-skirts largely figured."

THE OTHER UNCLE

A traveller, who by his twang evidently came from America, entered a railway carriage at Glasgow the other day, and endeavored to begin conversation in the following way:

"I guess the air of this country is dead agen long innings."

The remark was received in silence by the other passengers present, but the Yankee continued:

"Now, the air of our country is something like a climate—kinder makes you live, want to or not. Why my uncle Jabez is ninety-four next fall, but you wouldn't think so to see him jump on and off his bicycle going down South to see his old folks. And my Aunt Mima, seventy-six and junior golf champion of Grand Falls. By the time she gets a few more years over her head she will be able to beat some of the older ones, I can tell you I assure you of this, that none of my relatives—they have all been brought up in Montana—have handed in their checks before they passed the century."

A quiet looking man who sat in a corner said:

"I remember reading an account of one of your relatives dying comparatively young and somewhat suddenly."

The American was ready.

"My Uncle Zekiel claimed damages against the Montana Eagle for publishing a fake account of his death. Perhaps that's what you are running your head up against," he said.

"No," said the quiet man; "the account I read was a true one, and had reference to your Uncle Ananias in the Acts of the Apostles."

You may want to change your automobile, or your piano, or even your home—but you will never want to change the COFFEE, when once you taste the delectable flavour of Chase & Sanborn's "SEAL BRAND" COFFEE.

In ½, 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk.

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JUST ISSUED

1917-1918

"Investors' Reference"

A BOOKLET EXPLAINING THE PROCEDURE IN THE MAKING OF PURCHASES AND SALES OF SECURITIES AND GIVING THE LATEST AVAILABLE INFORMATION ABOUT THE MORE PROMINENT CORPORATIONS WHOSE SECURITIES ARE LISTED ON THE EXCHANGES OF CANADA.

We shall be glad to send a copy on request.

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