

SUMMERSIDE and WESTERN GUARDIAN

KICKED BY HORSE—Mr. A. P. Jamieson, of Summerside, was kicked by a horse on Friday afternoon and will it is expected be laid up for a few days, fortunately no bones were broken.

SLIGHT ACCIDENT—Mrs. John C. McNeill, Elmsdale, receiver painful injuries last week, when she accidentally fell into a cellar, a distance of seven feet. Fortunately no bones were broken.

FUNERAL NOTICE—The funeral of William H. MacKie will take place from his late residence Hanover Street, Summerside, on Tuesday the 26th instant service beginning at 2 p. m.

ILLNESS REGRETTED—Miss Beatrice Porlier, of Mont Carmel, while returning on the late train Friday evening took ill, and had to be removed to Prince Co. Hospital for treatment.

LIGHTNING STRUCK BARN—Lightning struck a barn at Richmond early the other morning, during the progress of the storm. The barn, which belonged to Mrs. Ann McLellan, was set on fire by the lightning and was burned to the ground in less than one hour. The farm implements in the barn were destroyed.

FINED FOR SPEEDING—A man from the rural districts confessed before Magistrate Wyatt the other day to a violation of the Motor Vehicle Act, by speeding on the streets of Summerside. He was fined \$20.00 and costs and paid the fine.

FARM PURCHASED—Mr. Michael O'Brien, formerly of Centre Line Road, has purchased the farm on the western road, near Elmsdale from Mr. Harry Platts. The farm which cost \$5,000 will be occupied by its new owner in the near future. Mr. Fraser Wells has purchased the James McArthur farm near Alberton from Mr. Ewan Campbell. Mr. Wells has taken possession and has started in to improve the property.

TO BE MARRIED IN SASK—A host of friends throughout the province, and more especially in Summerside, will be interested in the announcement of the approaching marriage of Miss Regina Maud Murphy and Joseph L. Mellin, of Spears, Sask. The marriage to take place next Wednesday at Halifax, S. S. Miss Murphy was for many years a highly valued member of the Summerside High School teaching staff.

NEW BY-LAW DIFFICULTIES—On Friday the new town motor traffic by-laws went into effect in Summerside and the policemen are busily engaged in seeing that no cars are parked on the left side of the street, nor are they left with the lights burning and the motor silenced down at night. Taken with the manifold duties of the police at ordinary times, it looks as if this summer would be rather a strenuous time for the bluecoats. Yesterday the car of one of Summerside's prominent publishers was on the wrong side of the street, as well as several others belonging to some of the business men, which were parked on the wrong side of Water street.

Mrs. Matheson, of Montreal, is visiting her parents, Dr. and Mrs. Keir, Alberton.

Mrs. Ewen McKenzie, of Rustico, spent the week end with her daughter, Mrs. Eljah Bishop, Summerside.

Mr. J. H. Taylor, representing Johnston and Ward, investment, securities, Moncton, N. B., was in Summerside last week on business.

Mrs. D. M. Johnston, of New London, underwent a successful operation at the Prince County hospital on Thursday last.

Mr. Peter Kelly of the The Three Ghosts Co., was in Summerside Thursday morning, making arrangements for his company to play in Summerside early in August.

Mr. Joseph Doucette and bride formerly of Rustico, now of Rumbold Falls, are spending their honeymoon visiting Mrs. Doucette's parents, Mr. and Mrs. Allan Gault, Summerside.

Miss Marguerite Cullen, of Wolfville (N. S.), Miss Mary Hill, of Chipman (N. B.), and Miss Rita Cochrane, of Sunny Brae (N. B.), are visiting Summerside, the guests of Miss Cassie Smallman, Summer Street.

Rev. Ewen MacDonald, of Gravenhurst, Ont., and his wife and family are in Summerside on a holiday. Mrs. MacDonald is better known on P. E. Island as Miss Montgomery, whose Anne of Green Gables stories made her famous in the literary sense.

Messrs Alfred and James Strong of Clinton, Mass., have been visiting the island recently after an absence of 31 and 27 years respectively. They spent a few days at Rustico the guest of their cousin Edison Rollings. They also visited Summerside.

Miss Jessie Bonnell, of Brookline, Mass., daughter of Mr. Bonnell, Supervisor of the Provincial Hospital at Falconwood, was a passenger to the island on the ferry on Saturday and will spend the summer in the province, recuperating from a recent serious illness. She was accompanied by Mrs. Daniel A. Bonnell of Pawtucket, Rhode Island, and Daniel A. Bonnell, Jr. and was met at Borden by Mr. and Mrs. D. J. Bonnell, of Summerside.

Nursery in the Mouth

The other despite its name—tetraodon rubropictus—is the smallest salmon in existence. The adult measures barely one inch and, as it would take probably 20 of these tiny fish to equal a sovereign in weight, they are priced at 10s a pair, the fish may be said to be worth five times its weight in gold.

A half moon fish, from 2000 miles up the Amazon, has already been purchased for 20 pounds. By gaslight it casts a phosphorescent glow resembling a moonlight. Mouthbreeders, from Africa, were also included in the collection, the female of which carries her newly-hatched young in her mouth until permitting them to leave, their strange nursery at night to search for infusorian food.

Your Best Investment

Life Insurance offers the best form for saving money. It is an investment for small sums, and affords "protection" for many times the annual deposit or premium. It is the only method of combining savings and protection.

It is also the sure way of leaving an estate. Fifty per cent. of all estates at death consist of life insurance—many persons are unable to leave anything else to their families.

For these reasons the people of Canada are buying twice as much life insurance in these days of retrenchment as they did even two years ago.

Life Insurance is your best investment.

Life Insurance Service

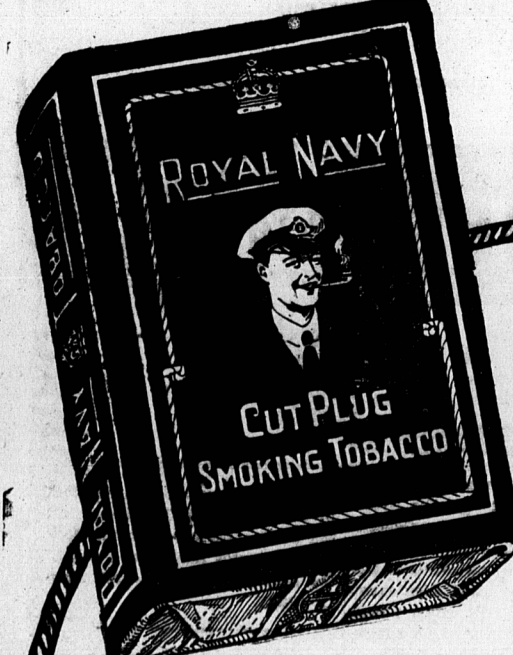
"CONSERVE THE HOME AND STABILIZE THE NATION"

BRITISH CATTLE MARKET

The Dominion Live Stock Branch weekly Cable from London, states that there is a moderate demand for Canadian cattle in England. The condition and quality of the arrivals during the past week was good. Prices have dropped about 1 d., per pound compared with the previous week.

Quotations, July 19th, are as follows:—London, Canadian and American Ox sides dressed, 12 d., per lb., Birkenhead, 12 1/2 d., per pound, sinking the offal. Glasgow, Lightweight cattle, 14 1/2 d., per pound, sink the offal. Heavyweight cattle, 13d., sinking the offal. The high freight rates are tending to cause the shipment of cattle which are rather too heavy for the English trade. Sailings from Montreal for week ended July 16th, were as follows:—S. S. Canadian Trapper, 181 head. S. S. Canadian Traper 181 head.

If you have a good laying flock of hens, why not write to us and tell us how to care for the birds?



a Cut Plug Tobacco of Wonderful Value & Quality

ROYAL NAVY

CUT PLUG SMOKING TOBACCO

1/11 lb. packet 15 cents, 1/2 lb. tin 80 cents

McCONNELL & FERGUSON LTD. DOING BUSINESS IN VANCOUVER

The growth of east and west trade in Canada has synchronized largely with the growth of the volume and quality of advertising by eastern manufacturers in the western centres. That national trade, to be really valuable as a factor in building the nation, should be reciprocal as between east and west is an axiom in Canada. McConnell & Ferguson Limited, a national organization for the development of markets by advertising, are putting this principle into practice by extending the scope of their organization to the Pacific Coast. After a six weeks survey of western conditions, Mr. J. E. McConnell, president of the company, recently opened a branch of his company in Vancouver. Hitherto Winnipeg has been the farthest western point of any of the national agencies, but Mr. McConnell came to the conclusion that a branch of their organization in Vancouver could assist very materially in extending the markets of eastern manufacturers and, at the same time, aid in developing eastern markets for B. C. products, such as fish, canned goods, fruit, lumber, etc., which British Columbia is in a position to produce in enormous quantities. The east needs the trade of British Columbia, the richest per capita of all the provinces, and British Columbia needs the markets of the east. Mr. W. H. Carswell, a man of ripe experience both in Eastern and Western Canada, has been placed in the charge of the Vancouver office. Mr. Carswell was for many years associated with newspapers in Toronto and Montreal, and has been in the advertising business in Vancouver for thirteen years. McConnell & Ferguson now have offices in London, Toronto, Montreal, Winnipeg and Vancouver.

RHEUMATISM FOR OVER 16 YEARS

No Return Of The Trouble Since Taking "Fruit-a-tives" 108 Cannon St., Montreal. "I was a great sufferer from Rheumatism for over 16 years. I consulted specialists; took medicine; used lotions; but nothing did me good. Then I began to use "Fruit-a-tives", and in 15 days the pain was easier and the Rheumatism much better. Gradually, "Fruit-a-tives" overcame my Rheumatism; and now, for five years, I have had no return of the trouble. I cordially recommend this fruit medicine to all sufferers." P. H. McHUGEL. 50c a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

Miss Hilda Gillis, of Richmond, is a patient at the Prince County Hospital, Summerside, and underwent a successful operation on Saturday.

PLEASE TAKE ONE!

A fruiterer opened a shop in a busy street and in order to make the people better acquainted with his name had a number of handbills printed. These he put into a little basket hung just outside the door, and on which were the words, "Please take one." One day, however, when the wind was in a mischievous mood, it blew this ticket down from the basket and it fell on the top of a box of oranges standing at the door. The passers-by could scarcely believe their eyes when they saw the oranges ticketed with the words, "Please take one." Thinking it was a plan for gaining public favor, first one and then another stepped up to the box and helped themselves to the oranges. The fruiterer only found out what was wrong when a little boy came in and asked if he might take two—one for himself and one for his brother at home.



Mines and Mining Stocks

In order to make our investment and brokerage service complete we have arranged to receive continuous quotations on all active and inactive mining shares, and we are prepared at all times to execute orders to buy, sell, and quote the closest possible bid and asked market for such stocks. If you wish to buy, sell, or ascertain the value of your present holdings, pick up the telephone and call Main 4961 Mining Share Division.

Bryant, Isard & Co. 84-90 St. Francis Xavier St. Uptown Branch Office—153 Peel St. Montreal. Bond Division—Phone Main 4961 Toronto—C.P.R. Building Private Wires—Unexcelled Service

Dominion Garage R. D. Winrow

Satisfaction Guaranteed. Water St. Rear of Dominion Hotel Summerside, P. E. I.

Feed Oats

2 CARLOADS arriving, 4,000 bushels good, heavy sound WHITE OATS. Book your orders with us now. Special prices in lots of 50 to 100 bushels.

Flour

"ROBIN HOOD" in bags all sizes. "QUEEN CITY" in bags all sizes.

Feed

CRACKED CORN, CORN MEAL, OIL CAKE, SHORTS, BRAN, SCHUMACKER FEED, CRUSHED OATS, ROLLED OATS, OATMEAL.

Poultry Supplies

of all kinds at lowest prices. WHOLESALE and RETAIL. Carter & Co. Ltd

Friday Morning

Opens an Interesting

Sale

Women's Muslin Under-Wear

This is a most attractive stock reducing event—we have too many garments of this line in stock—in order to effect a smart clearance, we are offering some reductions that are really notable. Will you look them over?

Smart Gowns 79c \$2.00 Quality Gowns at \$1.50

Ladies gowns made of strong white cotton, kimona sleeves, finished round neck and sleeves with torchon lace, slip over style. Special 79c. Another pretty gown in slip-over style made of white cotton. It is a becoming empire effect lace edged kimona sleeves, neatly finished round neck and sleeves; regular \$2.00 for \$1.50.

\$3.65 Gowns \$2.75 \$5.25 Gown \$3.90

Another gown of fine pink crepe stitched with pale blue. This is a pretty style; regular \$3.65 for \$2.75. Still another gown of fine pink mull has deep yolk, front and back, of wearable white satin daintily trimmed with ribbon; regular \$5.25 for \$3.90.

Drawers 59c. Drawers 79c.

Ladies drawers made of strong white cotton with tucked frill; sizes 23, 25, 27. Special 59c. Other prices, \$1.25 for 95c; \$1.50 for \$1.15; \$1.75 for \$1.30; \$2.25 for \$1.69. Another line of ladies drawers trimmed with embroidery, made of fine white cotton, sizes 23, 25, 27. Price 79c.

Chemises 79c \$1.95 Chemise \$1.50

Ladies chemise made of strong white cotton embroidery trimmed, special, 79c. Ladies chemises in pink, white, navy, black silk \$3.75; \$4.25; \$5.25. Ladies bloomers in pink, white, navy, black silk \$3.75; \$4.25; \$5.25.

Corset Covers 49c 90c Corset Covers 69c

Ladies white cotton corset cover, neatly trimmed with torchon lace shown in sizes, 30; 44. Special 49c. A corset cover with peplum at waist, yolk back and front, of fine embroidery. This style comes all sizes; regular 90c for 69c.

\$2.25 Corset Covers \$1.69 \$1.00 Corset Covers 75c

A very fine muslin corset cover shows dainty yoke back and front, composed of fine sheer embroidery, camisole style caught with a satin washable ribbon; all sizes, regular \$2.25 for \$1.69. Another corset cover of fine white cotton tastefully trimmed with embroidery; all sizes, regular \$1.00 for 75c.

A Special Underskirt \$1.00 White undershirts made of strong cotton has tucked flounces edged with embroidery, big special, \$1.00.

\$1.75 Value Underskirt \$1.00 Here is another skirt of much finer cotton, trimmed with lace and embroidery; lengths 34, 36, 38; regular \$1.75 for \$1.35. Other prices \$2.75 for \$2.00; \$3.50 for \$2.60; \$4.25 for \$3.15; \$4.50 for \$3.35.

Moore & McLeod Limited