

CHANGE OF NAME AND OWNERSHIP

WALTER G. SMITH, A. J. DENNE & L. A. MOORE announce that they have purchased all the capital stock of the advertising agency known as "J. Walter Thompson Company of Canada, Limited," they have changed the name of this company to **SMITH, DENNE & MOORE, Limited**. The change is chiefly one of ownership, as the personnel of the active management remains the same. Mr. Smith will, as formerly, have principal headquarters in New York, Mr. Denne at Toronto, and Mr. Moore at London.

The new owners take pleasure in announcing that the Company's clientele also remains the same, and this embraces many of the most noted British and Continental firms.

SMITH, DENNE & MOORE, Limited
General Advertising Agents,
LUMSDEN BUILDING,
TORONTO.

Camera Supplies at Geo. E. Cameron!
1861-9-7M31.

Bomb Placed On Steamer at New York Destroyed Cargo

NAPLES, Sept. 7.—Fire broke out aboard the steamer *Sophie Cooper*, while she was en route here from New York, and destroyed the larger part of her cargo of 21,551 bags of sugar. Her captain believes the blaze was started by a bomb placed by a German sympathizer in New York.

Voluntary System in New Zealand Has Not Failed

(Canadian Press Despatch.)
LONDON, Sept. 4.—The colonial secretary has received a communication from the Governor of New Zealand, contradicting an article in the London press and cables abroad, which implied that the voluntary system had failed in New Zealand, and that it was therefore necessary to introduce compulsion.

The New Zealand government points out that the voluntary system has not failed, but to be prepared for all eventualities, before parliament again meets next year the administration took the precaution of securing power to maintain the compulsory system to the imperial government. Use of the powers of the bill for compulsion has so far not been required.

How to avoid Operations

These Three Women Tell How They Escaped the Dreadful Ordeal of Surgical Operations.

Hospitals are great and necessary institutions, but they should be the last resort for women who suffer with ills peculiar to their sex. Many letters on file in the Pinkham Laboratory at Lynn, Mass., prove that a great number of women after they have been recommended to submit to an operation have been made well by Lydia E. Pinkham's Vegetable Compound. Here are three such letters. All sick women should read them.

Marinette, Wis.—"I went to the doctor and he told me I must have an operation for a female trouble, and I hated to have it done as I had been married only a short time. I would have terrible pains and my hands and feet were cold all the time. I took Lydia E. Pinkham's Vegetable Compound and was cured, and I feel better in every way. I give you permission to publish my name because I am so thankful that I feel well again."
—Mrs. FRED BEHNKE, Marinette, Wis.

Detroit, Mich.—"When I first took Lydia E. Pinkham's Vegetable Compound I was so run down with female troubles that I could not do anything, and our doctor said I would have to undergo an operation. I could hardly walk without help so when I read about the Vegetable Compound and what it had done for others I thought I would try it. I got a bottle of Lydia E. Pinkham's Vegetable Compound and a package of Lydia E. Pinkham's Sanative Wash and used them according to directions. They helped me and today I am able to do all my work and I am well."
—Mrs. THOS. DWYER, 989 Milwaukee Ave., East, Detroit, Mich.

Bellevue, Pa.—"I suffered more than tongue can tell with terrible bearing down pains and inflammation. I tried several doctors and they all told me the same story, that I never could get well without an operation and I just dreaded the thought of that. I also tried a good many other medicines that were recommended to me and none of them helped me until a friend advised me to give Lydia E. Pinkham's Vegetable Compound a trial. The first bottle helped, I kept taking it and now I don't know what it is to be sick any more and I am picking up in weight. I am 20 years old and weigh 145 pounds. It will be the greatest pleasure to me if I can have the opportunity to recommend it to any other suffering woman."
—Miss IRENE FEOLICHER, 1223 Manhattan St., North Side, Bellevue, Pa.

If you would like special advice write to Lydia E. Pinkham Med. Co. (confidential), Lynn, Mass. Your letter will be opened, read, and answered by a woman and held in strict confidence.

EXPRESS MOTOR OIL
"Carbonless"
Ask Your Dealers
McCull Bros. & Co., Montreal
W. H. FRENCH,
Maritime Traveler

9781-5-16-Mtutt.

The Central Guardian

IT PAYS to buy in this Province.

COVEHEAD, PRESBYTERIAN.—Rev. Mr. Wilson will conduct services in the Presbyterian Church, at Cove Head on Sabbath next.

THE U. C. C. REOPENED.—The Union Commercial College re-opened this week with the largest opening attendance in the history of the school. Principal Moran informs us that applications are being received every day. Those who intend entering should do so at an early date.

BRITISH MAIL.—The S. S. "Metagama" sails from Montreal on Friday, the 8th instant calling at Halifax. All newspapers and parcels post will be forwarded from Charlottetown on Friday and Saturday morning to connect with this steamer leaving Halifax on the 11th. All letter mail will be despatched via New York.

WEDDING BELLS.—The marriage of Miss Margaret Nelson Brower, daughter of Mr. and Mrs. John L. Brower, of Toronto to Captain Cyrus J. McMillan B. A., M. A., Ph. D., Captain of No. 6 McGill Overseas Battery took place in the First Presbyterian Church, Montreal, on August 15th. The pastor of the church, Rev. Malcolm A. Campbell officiated. Captain McMillan is at present in Charlottetown, and many friends are extending hearty felicitations.

WEDDING BELLS.—A pretty wedding was solemnized in the Methodist Church, Margate, on Wednesday evening, the 6th inst., when Miss Alberta Mackay Dinns, daughter of Mr. and Mrs. William R. Dinns, became the bride of Mr. William Bertram Warren of Burlington. The bride who was becomingly dressed, in cream serge with Georgette crepe and carried a bouquet of white asters and maiden hair fern, was attended by her sister, Miss May, while the groom was supported by his brother, Sergeant J. G. Warren. The officiating clergyman was Rev. Mr. Sellar. Miss Dinns, of Charlottetown, daughter of Mr. J. R. Dinns, Charlottetown, played the wedding march. After the ceremony, which was attended by a large number of mutual friends, the happy couple drove to the bride's home, where dinner was served, at which a number of relatives and invited guests were present. The popularity of the bride was abundantly demonstrated by the large number of valuable and useful, elegant presents showered upon her during the days preceding her marriage. Mr. and Mrs. Warren drove to their new home in Burlington, accompanied by the best wishes of a host of friends, in which the Guardian joins.

PERSONALS

Miss Olga Crosby, Cape Traverse, was a visitor to the City yesterday.

Mr. M. C. McKinnon will preach on Sabbath 10th, at Glasgow Rd., at 10:30, Highfield at 2:30 and the Peoples' Church at 7 p. m.

Hon. George Forbes, M. L. A., Vernon and Mr. A. C. Saunders, M. L. A., Summerside, were among the visitors in the City yesterday.

Mr. James Dinns, City, was taken to the P. E. Island Hospital last night to be operated on for appendicitis. His many friends hope for his speedy recovery.

Mr. Patrick Nelligan, St. Louis and Mr. Sylvère Poirer, Wellington Station, have returned to St. Dunstan's College to pursue their studies there.

Mrs. McArthur, and young son, Jackie, who have been spending the summer months in this city, left yesterday on return to their home in Calgary, Dr. and Mrs. Fullerton and Miss Jean Fullerton, accompanied them as far as Moncton.

Miss Mary MacEachern, Cardigan, left this week for Winnipeg, where she will visit her sister, Mrs. L. Williams. She was accompanied as far as Montreal by her uncle, Mr. J. D. Malcolm, of Cardigan, who will visit some of the principal American cities before his return.

IN MEMORIAM

MISS L. BETTS.

It was with a great shock to the residents of Glenwood when they heard that the spirit of Miss L. Betts, the daughter of Mr. and Mrs. C. Betts had taken its flight to the other world, during Thursday evening. The reality of her passing could hardly be realized as she was about on Monday, Tuesday and even on Wednesday. On Thursday however a doctor was sent for who on his arrival gave little hope for her recovery. Somewhere about 8 p. m. she closed her eyes to this world. Much sympathy goes out to the dear parents left behind who with their family feel the blow very much. The deceased was in her 27th year and was looked upon as a most exemplary young lady in all her doings. She was a faithful member of the Methodist Church at Milburn. On Saturday afternoon the funeral took place, the services being led by the Rev. R. M. Brodie assisted by the Rev. R. Murry. Although it seemed that even the heavens were joining in mourning over the loss of the deceased as the rain came down as it has not done so far this season, over a hundred carriages took part in the walk from the house at Glenwood to the Methodist Church at Milburn where the service took place. After the service which was one of the most impressive ever held in the church, the remains of the deceased were laid to rest in the little cemetery which surrounds the church. On Sunday a special memorial service was held which was led by the Rev. R. Brodie who took for his topic: "Can we send messages to those gone on before?" Most of the large congregation made a visit to the little plot where the deceased was laid and on which were two beautiful wreaths from Misses May and Violet Westlock. Thus another of God's pure souls is gone home.—W.

BANANA CROP IS DESTROYED.

(Canadian Press Despatch.)
KINGSTON, Ja., Sept. 4.—Information collected from all parts of the island respecting the damage done by the hurricane of August 15, indicates that for all practical purposes this year's banana crop has been completely destroyed. The crop of 1917 reduced by fifty per cent and, barring further blows the full output from all plantations will not be in effect before 1918. The serious nature of the situation which has been brought about will be recognized when it is stated that bananas represent fully sixty per cent of the island exports.

REHABILITATION OF LAND IN FRANCE, BELGIUM, AND SERBIA

(Canadian Press Despatch.)
LONDON, September 6.—Dr. J. W. Robertson, of Ottawa, has crossed to France as Canadian delegate to the agricultural relief of the Allies fund. He will visit the ravaged areas.

The Duke of Portland has a scheme for the whole Empire in making a joint effort to lend assistance for the rehabilitation of these lands in Belgium, France, and Serbia at the conclusion of hostilities by the provision of seed, implements, and money.

BRITISH AND FRENCH CAPTURE 41,000 PRISONERS ALONG SOMME

PARIS, Sept. 6.—Since the beginning of the Allied offensive on July 1st the French and English have captured twenty-nine villages, which the Germans had organized to the highest defensive degree. They have taken about forty-one thousand (41,000) prisoners, one hundred and fifty cannons and several hundred machine guns.

Today | **PRINCE EDWARD** | Today

The Universal Film Company Presents
Grace Cunard and Francis Ford
---IN---
"The House of Mystery"
FIFTH EPISODE OF THE BIG CIRCUS SERIAL
"The Adventures of Peg O'The Ring"

CHARLIE CHAPLIN
In the Second of the New Mutual Million Dollar Comedies
"The Fireman"
In Two Acts


J. Warren Kerrigan
---IN---
The Melody Of Love
Three Part Drama
William Barwood and Violet Mersereau
---IN---
The Go-Between
Society Drama

Cleo Madison In Eleanor's Great Catch
Drama

Monday & Tuesday
The Supreme Favorite of the Screen
MARY PICKFORD
In A Typical and Powerful Protrayal
"RAGS"
Wed. Thur. GEO. BABAN
---IN---
"The Alien"
In Eight Acts

MATINEE DAILY
At 3 p. m.
Adults 10c
Children 5c

NIGHT 2 SHOWS
7 and 8.45
Orchestra 15c
Balcony 10c



Several Hundred Austrians Slain by New Russian Shell

(Canadian Press Despatch.)
PETROGRAD, Sept. 7.—(Mail and Empire.) The recent attack at Svinjuchl, 20 miles southeast of Vladimir Volynski, was heralded by a dramatic incident. During the artillery preparation in this part, the Teutons were treated liberally to the new Russian gas shell. The Austrian fire was suddenly silenced. The Russians rushing forward, found the trenches tenanted only by dead, grimly grotesque figures, lying or leaning, evidently killed instantly by the fumes of the gas. The number of Austrians who thus perished is several hundred. On Thursday morning there was a five hour artillery preparation.

By two o'clock in the afternoon three lines of Teuton trenches had been captured along a front of twenty miles. Three thousand prisoners, many of them Germans have arrived at Lutsk.

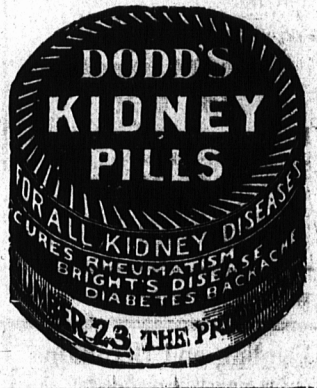
Recruit Men For British Navy

(Canadian Press Despatch.)
TORONTO, September 7.—At a dinner held at the Royal Canadian Yacht Club tonight Hon. J. D. Hazen, Minister of Marine and Fisheries, made the announcement that the Canadian Government had made an offer to the British Admiralty to recruit men for the British navy in the Dominion. Canada is to maintain them at the same rate of pay as the men of the overseas force receive. The excess over the rate paid to the men of the British navy is to be credited to them. This offer, he said, has been accepted.

able gain at the right of the Somme position. Coming back to a well earned rest, they heard the Canadians were somewhere near, and the French officers sought them out, bringing with them a letter they had captured from an officer of the 125th Prussian Battalion. He evidently never had a chance of posting it, and avoiding the German censorship. It described the terrific attack which resulted in the Canadians recapturing the last great crater on Hill Sixty, early in August. He says:

"Half of our regiment was wiped out by the frightful artillery fire. We thought we could never remain. Then all heavier guns concentrated on other making shift trenches, and we were getting ready to retreat, when suddenly the Canadians sprang out of the very ground at our feet. They were full of devilment, possessed with a mad spirit and knew no fear; they bombed the few of our men who stood their ground, then bayoneted many others as they fled through the barrage of British artillery. So utterly demoralized were some of our men who came through that hell that they refused to march when we were ordered to a new position, which we

knew would be the Somme. The bringing of the letter by French comrades was a delicate compliment that was appreciated by a certain Montreal regiment which held the position just before Langemark and which also happened to make the particular attack described in the prisoner's unfinished missive.



DODD'S KIDNEY PILLS
CURES ALL KIDNEY DISEASE
RHEUMATISM
BRIGHT'S DISEASE
DIABETES
HACKS
THE PAIN

Circulation Prestidigitators

The sole object of the "A. B. C."—Audit Bureau of Circulations—is to protect honest advertisers and honest publishers, by doing away with circulation errors and the mis-statements of CIRCULATION PRESTIDIGITATORS.

Those publishers of newspapers, magazines, farm journals and trade publications all over America who form the great bulk of the membership of the "A. B. C.", believe that the man who buys advertising space is entitled to AN HONEST AND UNBIASED CIRCULATION COUNT—a count as dependable as a CERTIFIED CHECK.

These publishers, together with advertisers and advertising agencies, are spending their money to support the "A. B. C.", to pay for the services of TRAINED AUDITORS, and they ask the support and patronage of EVERY MAN WHO BUYS ADVERTISING SPACE AND WANTS TO BUY IT WISELY.

When you place your advertising with a publisher who is a member of the "A. B. C." you are protecting YOUR OWN INTERESTS and helping to place the entire business of advertising on a cleaner, sounder, and MORE EFFICIENT BASIS.

Guardian Publishing Co.
Member Audit Bureau of Circulations