

To those who are really particular about the Coffee they drink, there is one brand that always pleases particularly well because it is particularly good—Chase & Sanborn's "SEAL BRAND" COFFEE.

In 1/2, 1 and 2 pound tins. Whole—Ground—Pulverized—also fine ground for Percolators. Never sold in bulk.

CHASE & SANBORN, MONTREAL.

## NOT ASPIRIN WITHOUT THE "BAYER CROSS"

Any Tablet Offered as Aspirin and Not Stamped with the "Bayer Cross" is Not Aspirin at All!

"Bayer" Now Made in Canada—No German Interest—All Rights Purchased from U. S. Government



There is not a penny of German money invested in "Bayer Tablets of Aspirin" nor will a German citizen profit by its sale or ever be allowed to acquire interest.

The original, world-famous "Bayer Tablets of Aspirin" is now made in Canada and can be had at your druggist's in handy packages.

Unless you see the "Bayer Cross" on package and on tablets you are not getting Aspirin at all.

During the war, acid imitations were sold as Aspirin in pill boxes and various other containers. But there is no substitute for genuine "Bayer Tablets of Aspirin" which have been proved safe by millions for Pain, Headache, Toothache, Earache, Rheumatism, Lumbago, Colds, Grippe, Joint Pains, Neuritis.

Proper and safe directions are in every "Bayer Package."

Don't accept Aspirin in a pill box. Buy a "Bayer Package!"

Boxes of 12 tablets—Bottles of 24—Bottles of 100—Also Capsules.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monosaccharide of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

## AULD BROS LIMITED

Wholesale Grocers  
Charlottetown, P. E. I.

Look over our Grocery List, then call us up.

### 'THE HOUSE OF SERVICE'

IN TIMES OF PEACE PREPARE FOR WAR—IN SUMMER PLACE YOUR COAL IN STORE!

**COAL**

BUY COAL NOW

**LYON'S COAL QUARTETTE**

THERE are several reasons why you should buy your winter coal during the summer months. The most important one is that you will thereby effect a considerable saving of money—and then there may be a notable shortage of coal just when you are in need of it. Who can tell?

**C. LYONS & CO.**  
Phone 111 Queens Wharf

**Belyea and McNiece**  
COST ACCOUNTANTS AND AUDITORS  
General, Municipal and Corporation Auditing and Systematizing.

CONSULTANTS ON Government and Civic Income Taxes. Manufacturing Costs and Efficiency  
Office and Phone Connection St. John, Moncton, Amherst.

A careful selection of every line of Jewelry marks our stock.

We will be pleased to have you call.

**W. N. Tanton**  
JEWELER

## THE WESTERN GUARDIAN

—IT PAYS to buy in this Province.

—THE GUARDIAN is on sale at Lafferty's, Summerside.

—MISSION, LOT 7.—Rev. S. J. Cox, S. J. and Rev. George Bradley, S. J. will open a mission in St. Marks, Lot 7, August 17th to 24th.

—CEDAR SHINGLES, posts, lime and cement now on hand at best prices. J. W. Fyfe, Emerald.

### Returned Soldiers of Alberta and vicinity are requested to attend a meeting in the Oddfellows Hall, Friday evening, August 15th to make arrangements for opening a branch of the G. W. V. A. 1428-9M61.

### TYNE VALLEY.—Miss Mamie Stewart, returned missionary from China, will speak in the Tyne Valley church Sunday 6.30 p. m. (old time). A week of special services will be held in this church commencing August 18th. Rev. John N. Murchison, of Malpeque will address the meetings, which will begin at 7.30 p. m. (old time.)

### LEFT FOR WEST.—Miss Ruth Mathieson, daughter of Donald and Mrs. Mathieson, Summerside, who has been principal of Bedeque school for the last two years, left this week for Sanford, Manitoba, where she has been engaged as teacher. Miss Mathieson, who is one of the scholarship girls will be greatly missed by her many friends, and the island has lost one of its very best teachers.

### KENSINGTON HIGH SCHOOL.—The formal opening of Kensington High School took place Tuesday, August 12, under most promising auspices and the Trustee Board and several rate payers were present, and participated in the event. The school this year has a complete new staff of teachers, viz: Principal, W. M. Silliphant, Vice-Prin. Miss Elizabeth Sullivan, 1st Ass't, Miss Pearl Moase, 2nd Ass't, Miss Stella Driscoll. The school officials addressed the pupils, forecasting a most prosperous year, and exhorting the pupils and parents to use their utmost efforts to make this the banner year of the school.

Minard's Liniment used by Physicians

### WESTERN PERSONALS

—Messrs. William Roberts, Middleton, and Russell A. Hearn, Albany, were visitors to Summerside this week.—H.

—Mr. C. L. Jackson, Murray, C. B., was in Summerside this week, engaging men for lumbering in Cape Breton.—H.

—Mr. P. B. A'Hearn, of Fred Magee Ltd., Summerside, has returned after spending his holidays at his home in Port Elgin, N. B.—H.

—Miss Pauline Brehaut, of Lashburn, Sask., is spending her vacation with her parents Mr. and Mrs. Hedley Brehaut.—L.

—Mr. Haywood Morrison who recently returned to his home in Summerside from overseas, left on Tuesday morning for Truro, having accepted a position in the Royal Bank of Canada there.—L.

—Messrs. Mayor Howatt, P. N. Pate, O'Leary, Robert Howatt, Cawley, Traverser, A. A. McCaull, Ellerslie, and A. A. Ramsay, Conway were in town on Wednesday.—H.

—Mrs. (Dr.) Alexander and two daughters, of Gardiner, Me., arrived here on Tuesday evening. They will spend their vacation at Mrs. Alexander's former home at Cape Egmont.—H.

—Mr. and Mrs. Norman McLellan, formerly of Victoria West, have returned from Vancouver, B. C., where they have resided for the last eight years. It is their intention to remain permanently on the island.—H.

THE OLDE FRYDE

### "What Wonderful Tone"

Tonal excellence is the one great piano essential. No matter how attractive an instrument may look, it cannot be considered desirable unless its tone is of true artistic quality.

The tone of the

**Heintzman & Co. Art Piano**

is beyond criticism. Words are inadequate to describe its beauty—a beauty beyond comparison. And this wonderful tone is as permanent as it is beautiful.

For 65 years it has been the "World's Best Piano"

**Miller Bros**

### Fox Breeders In Annual Session

(Continued from page One)

In concluding the doctor warmly thanked the members for the privilege of being called up to address them. He said he had travelled far and wide and never met anywhere else the full-hearted hospitality he had received here which was typical of the Island.

A number of questions were then asked the doctor which he answered to the best of his ability.

On motion of Mr. C. McLure, seconded by Mr. F. L. Rogers a hearty vote of thanks was tendered to Dr. Allan for his address.

Mr. F. L. Rogers, Alberton, followed with an excellent address dealing with the business management of a fox company. He said among other things:—

The business management of a fox breeding company in some, but in not all respects, is identical with the management of other businesses. The same principles apply if success be sought, and these are: first, thorough knowledge of the business; second, a vision which looks to the future in formulating plans rather than living and acting solely for the expediency of the day; third, the strictest adherence to absolute integrity in all business relations, the firm foundation upon which reputation is built; fourth, a proper conception of the part of the manager of the relations which should exist between him and the owners of the business, and fifth, toward the customer, just such policy as is followed by the best merchants, viz: absolute frankness and doing a little better for him than the contract specifies, making his success your interest and gaining a friend with every customer.

The manager of a fox business must in the first place, keep accurate and clearly understood records of the breeding stock, one copy of which should be in a fire-proof safe, for as the years go by, and the herd increases, his memory will be unequal to the task of retaining the history of the animals, which is essential to good breeding. He must acquire an intimate knowledge of values, and must study color tendencies in his various lines. To depend upon the care-taker in these matters will not do, although if he is as observant as he should be, that functionary's assistance in deciding many technical problems should be of great value to the manager.

The manager of a fox company must be cognizant of the value of statistics: comparison of food cost, year against year, taken in conjunction with improvement or otherwise in the herd's condition; and he must be prepared with good reasons when advocating proposed expenditures before his board of directors.

He must insist on a proper division of the accounting, if his head office be at a distance, and his own reports must be such as to impose no unnecessary detail on the other end. Expenditures classified under the following heads, viz: fox food, fodder, office expenses, travel expense, ranch expense, and such other headings as are necessary, should be entirely separate from those which are really investments in the business, and therefore properly chargeable to capital, etc.

In conclusion Mr. Rogers said: if there are those among us today who have been discouraged; those who have been surmounted all the difficulties that have been met with in their business; those whose faith has wavered; let me say that the confidence I had in silver fox breeding as a commercial proposition when I took it up never wavered even during the dark days when the war clouds hung heavily over our land, and that now my faith has been fully justified by the improved conditions in our industry today. The real basis of our business consists in the value of the pelts which we produce, and it is with unalloyed pleasure that I am able to say that today in London fox pelts are bringing fully 30 per cent above the high values recorded during the last auction. While in New York last Saturday I was informed by a prominent fur broker of the fact above quoted, and I was also told that from every neutral country of Europe as well as from those which were Allied with us in the Great War has come an unprecedented demand, almost regardless of price, for every variety of valuable fur. Shall we take full advantage of these conditions by placing our business today upon a proper foundation by adopting principles and methods in keeping with the dignity of a great industry or shall we still go along without improving the methods which too many breeders followed in the days when doubt and uncertainty characterized our attitude toward this fine industry?

Mr. Sheldon Sharp of Bideford claimed that improper feeding had caused considerable mortality among the foxes but probably no greater than among any other young animals.

From the way some talked one would think there was some terrible pestilence among the foxes. What we need to do is to boost the industry and let the world know what is being done. In Western Canada it was currently reported that the fox business in P. E. I. was down and out and that the ranches were being torn down. Reports such as these were harming the industry and publicity was needed to dissipate such ideas.

Mr. M. Snow of the Grain Growers Commission, Winnipeg and a director of the Canada West Black Fox Co., said that he came all the way to P. E. Island to see the home of the fox industry and to see if the reports such as the last speaker referred to were true. In the West he said the fox business was looked upon as more or less of a joke and in Montreal he was told it was a foolish affair. A meeting such as the present however, disabused him of any idea that this was no business. He believed it to be a good business; and that it was just coming into its own. The speaker emphasized the need of proper publicity for the industry proving that it was not a freak business but a sound and successful one. He was glad he came, and hoped that the business would continue to grow, and that there would not be what is termed "a boom".

Mr. Charles Beyreiss of Warsaw, Wisconsin, was another visitor who came all the way here to find out the truth in regard to the fox situation. He also heard that the ranches were being dismantled and the business was gone to pieces. He found a different state of affairs upon arriving. He also emphasized the urgent necessity of wider publicity.

Mr. C. P. Ellis of Winnipeg formerly of East Bideford gave a rousing address. He explained that he was the first man to bring a standard or class A fox west of the Great Lakes. He pointed out the fact that there is not another animal without a standard price but the black fox. He said there had never been anything wrong with the fox business but with some of the people who got into it. He strongly urged the need of house-cleaning in this line and of putting a standard price on a standard fox. Honest dealing should be the watchword.

Brief addresses followed from Mr. J. C. McKendrick, President of the Fox Caretakers Association, Mr. J. B. Bombough, Mr. W. Arbing and Mr. J. W. Jones.

## Moore & McLeod Ltd.

119-121 Queen Street Charlottetown

## A space-making clearance of women's coats

EVERY DAY COMES SOMETHING NEW—demanding room in the women's ready to wear section. There's no dodging the need for space—so—to make sure of it—we're going to empty some coat fixtures with these economy offers on coats.

Donegal Tweed Coats \$15.00 to \$24.00  
Covert Cloth Coats \$20.00 to \$32.00

These nice, well made Donegal Tweed coats— all new this season, various sizes just twelve left to choose from. Worth to \$24.00 special at...\$15.

Trim lady like fawn covert cloth coats, all new this season, just a few left, worth to \$32.00 will be placed on sale Thursday at.....\$20.

\$33.00 Donegal Coats for.....\$22.  
\$36.00 Covert Coats for.....\$24.

### Special Offer in Coats of Navy or Black Serge

Here are some always popular materials, well made up into trim, stylish coats—just a few of each price, but all really good smart wearable garments, and all new this season.

\$19.00 Coats for.....\$15.00  
\$27.00 Coats for.....\$20.00

\$25.00 Coats for.....\$18.00  
\$32.00 Coats for.....\$22.00



## Ladies' Straw Hats \$1.00

worth to \$6. for \$1.00

An extra hat to finish out the season will cost you mighty little money—and will freshen up your wardrobe in great shape. There's a table full of these, all shapes and styles, worth to \$6.00 each, choose for.....\$1.00

Another great lot, worth to \$6.00 for.....\$2.00

### Getting Full Value for Your Money is Real Thrift

Thrift does not imply deprivation, although some people have an idea that they must practice self-sacrifice in order to save. The woman who knows what thrift means seeks first the worth of her money and, if she finds it, savings are the logical result.

There is no form of thrift to compare with full value for the money you spend. And there is no form of waste to compare with the haphazard spending of money, which takes no heed of value.

People who do all their shopping at this Store automatically save in the course of a year, a sum which permits purchasing additional things, which otherwise could not be bought if the same purchasing power were used in shopping elsewhere. The reason for this lies in the fact that our patrons get full value. They pay the lowest prices in the city, and consequently save money. In other words, they practice thrift in the best form.

## CONGOLEUM

Gold Seal FLOOR-COVERINGS

A most durable and economical floor-material for the bathroom, kitchen, laundry, etc., because it is absolutely water-proof. A wonder for wear.

Requires no cement or tacks to hold it down. Two yards wide.

A big variety of the latest patterns now in stock. Compare it with other printed floor-coverings and note how economical it is.

The Gold Seal guarantees that Congoleum will give you satisfaction. It's pasted on the goods.

### CONGOLEUM RUGS

Congoleum Rugs	2 x 3 yds.	\$ 9.00
"	3 x 3 "	13.00
"	3x3 1-2 yds.	15.00
"	3 x 4 "	17.75

Messrs J. C. McKendrick, F. L. Rogers, Chester McLure, W. K. Rogers, Dr. Leo Frank and J.W. Callbeck were appointed a committee to petition the Government to retain the services of Dr. Allan here as pathologist.

Notes of thanks were extended before closing to Messrs E. R. Brown, Chester McLure, F. L. Rogers and Dr. Allan, for their splendid addresses.

This brought to a close one of the best meetings ever held in connection with the fox business.

## PILES

Do not suffer another day with itching, bleeding Piles. No surgical operation required.

Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a post: all dealers, or Edmanston, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 1¢ stamp to pay postage.