A REMINDER

That lad of yours, overseas. All that is humanly posible is being done to see to it that he is well fed, well clothed and efficiently equipped.

Organizations like the Y. M. C. A. are looking to his physical comfort, healthful recreation and clean fun.

If he is sick or wounded the Red Cross will provide for him with tender, loving care.

Yet there is one thing that will bring a smile to his face and a joy to his heart that none of these can give; that only you can give— Your Photograph.

The Cook Studio

120-7-16ttstf.

While at the Exhibition

Remember that photograph for your friend overseas or at home. Have it ready for Christmas. Suggestions waiting for you at

The Bayer Studio

A. E. LYON, Studio

Good Photography
Moderate Prices
Personal attention to Amateur Photography.
107 Queen Street
Phone 68—J.

FLOUR AND FEED

Just arrived Carload of choice fresh Oatmeal, "Pure Gold" Cornmeal (for table use) Rolled Oats best quality, in 20, 40 and 90 pound Bags, and by the pound. Island Ground Flour best quality, ground fresh every week.

Buckwheat Flour fresh every week. Graham Flour fresh every week. 100 Bags Schumacher Feed, Cracked Corn, Feed Wheat, Cornmeal, etc. etc. at lowest prices.

Carter & Co Ltd

[illegible] License [illegible]

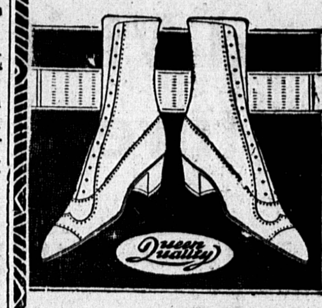
[illegible] License [illegible]

Allied Submarines Got Hun U-Boats

AT A FRENCH PORT, Sept. 18. — It is now discovered that Allied submarines have caused a loss of fully sixteen per cent of the U-boats destroyed.

Minard's Liniment used by Physicians

EARLY FALL STYLES



The new fall styles ar here—showing the latest heels and designs—the new shades are Field Mouse—New York Grey, Tobacco Brown—extra large showing in Dark Brown all styles.

—Prices—
$5 95 to $12.50

Alley & Co

We Are Modern Opticians

We keep in constant touch with the latest discoveries and inventions in optics, and immediately anything new is placed on the market which will increase our knowledge or facilities, we have it.

Our optical office is of the most approved style and is equipped with the very latest instruments and sight testing appliances.

Glasses fitted by us do not detract from the appearance. We make a special study of the cosmetic effect to be obtained, and we assure you that our glasses add a certain note of neatness and refinement that meets with favorable comment.

Children's eyes receive our special attention, and we pride ourselves on our ability to fit a child with child's glasses, not with cumbersome glasses that were intended for adults.

Shadow Retinoscopy test used. Succeeds where others fail.

H. J. Mabon

Optometrist and Prescription Druggist
Montague P. E. Island
New Bank of Commerce

The Eastern Guardian

..*IT PAYS to buy in this Province

..*MR. HAROLD P. GORDON is the Georgetown Guardian representative.

..*AT CARDIGAN.—There will be service in the Cardigan Presbyterian church tomorrow at 11 a. m. and 7 p. m. Lorne Valley at 3 p. m.. In the evening a memorial service will be held for the late Corpl. Gordon Matheson, killed in action August 8th.

HAPPENINGS OF THE WEEK

Continued from Page Four

feathers are again in favor as a trimming some lovely effects being shown in colors, taupe, perhaps leads, all shades of brown being especially good. Black is always a favorite and is shown this year with facings of bright colors. Purple is not as prominent as it has been, though some models of it are still being shown. What are called the Glaliuel shades are good but are used chiefly as trimmings. They range from a deep wine color to almost a cerise shade. The newest shade of blue is called "Liberty" and borders almost on a green. Hats made completely of feathers are in favor. They are all small and show some beautiful shades.

Mrs. F. F. Carell who spent the summer months very pleasantly in this city has returned to her home in Westmount, P. Q.

Mr. and Mrs. [illegible] as their guest [illegible] Dalton.

Lady Davies was At Home to a number of her friends on Wednesday when a delightful afternoon was spent at "Riverside."

Indoor entertaining is being resumed, now that the evenings are closing in so early. Several sewing and knitting parties have already been held as there is a great demand for socks for overseas.

The interesting news was received this week that Lieut. [illegible] son of [illegible] was decorated by the King at Buckingham Palace with the Military Cross for gallantry in action.

At the Golf Links this afternoon tea will be served by Mrs. [illegible] and Mrs. A. [illegible]

Among the visitors here this week receiving a very warm welcome is Miss Ethel Reid who is enjoying a well merited furlough from China where she has been doing Missionary work. Miss Reid's many friends [illegible] are delighted to have [illegible] with them again.

Miss [illegible] has returned to [illegible] after several weeks spent in the city where she has a [illegible] friends.

[illegible] friends will be pleased to hear that Mr. Paton, M. L. A., has received a letter from his son [illegible] Rowland Paton stating that he is progressing satisfactorily and expects to be removed to England.

[illegible] friends were at the [illegible] on Wednesday morning [illegible] good wishes and con[illegible] Mr. and Mrs. Henry

..*TWO CENTS PER WORD each insertion for advertising in this column. Cash must accompany order. Minimum charge twenty-five cents.

S. Jones whose marriage took place in St. Paul's Church that morning.

• • •

New furniture for the Y. W. C. A. Home is being selected by the furnishing committee who hope to have the Home ready in the near future.

• • •

Col. Ings who arrived home on Thursday evening from England is being warmly welcomed.

• • •

Mrs. Bullman is being welcomed here on a visit from Boston.

• • •

Their many friends were glad to see Mr. and Mrs. Charles McLean of Spokane, Wash., who were the guests of Mr. and Mrs. C. H. B. Longworth Hillhurst, this week.

• • •

Everybody is talking about Exhibition, working and planning for it, and next week will no doubt be a busy one in this city. The Daughters of the Empire with their usual foresight have prepared a beautiful booth in which they will have a variety table of useful and ornamental articles, also a table of Victory violets. The Ladies Aid of the P. E. I. Hospital will dispense tea as usual and everyone is working together for the success of the fair.

During Exhibition Week

WE WILL OFFER

30 Sample Carriages Now Set Up in Showroom at Specially Reduced Prices

as we are in need of the room. BUY NOW AND SAVE MONEY as there will be a *big advance in prices for 1919.*

ALSO IN STOCK A LARGE ASSORTMENT OF HARNESS, which we are still selling at the old prices although there has already been a *big advance on same.*

We invite you to call at our Showrooms while attending the Fair and make yourself at home. Everybody welcome.

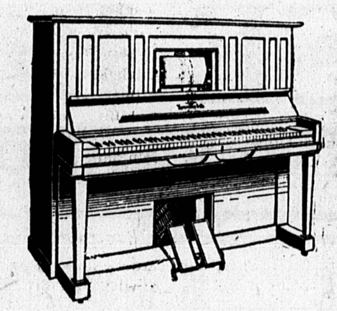
A. HORNE & CO

Walked Three Miles to Church to Save Gasoline.

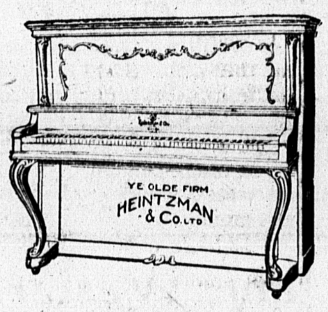
(Special to The Guardian)

MONTREAL, Que. Sept. 17.—His Excellency the Governor General who came to Montreal for the Red Cross race meeting at Blue Bonnets on Saturday and left last night for Toronto, attended St. Bartholomew's church at Bordeaux yesterday. He complied with the government request regarding the conservation of gasoline by walking the three miles from "Elmwood", the summer residence of Lord Atholstane whose guest he was. He returned to Montreal yesterday.

Pianos, Organs, Sewing Machines, Victrolas



Owing to shortness of help, we find it impossible to show our goods this year at the Exhibition Building as usual, but will show the instruments we have selected for Exhibition purposes, at our Showrooms, 123 Kent Street.



Pianos

Heintzman, Sherlock-Manning, Karn, and Ennris

One of these special pianos has a solid mahogany case, in the new Art Finish. This case will never check and will not be affected by dampness. Any person who likes real worth without show should see this instrument.

Thomas and Karn Organs

We are showing some extra nice five and six octave organs in Mahogany and Walnut cases.

Victrolas and Pathephones

Whatever music you wish to hear, vocal or instrumental, the Victrola will supply it. Just the music you enjoy most is always available here. The Pathe plays all records and you need not change the needle.

When in town be sure and call, we want you to see our stock.

All goods marked in plain figures.

Sewing Machines

New Williams, New Raymond and White in Cabinet and Drop Head styles at very close prices.

REMEMBER—the guarantee of a sewing machine does not cover needles and shuttles, and this is why it is better judgment to buy a standard make of machine than a stencil.

MILLER BROS 123 Kent St.

Parkman's Drug Store

(Formerly Ellis Pharmacy)

A Store is Known by the Goods it Sells

We carry a complete line of patent medicines, drugs [illegible] smokers supplies and chocolates, etc.

IN OUR DRUG DEPT.

[illegible]	SMOKERS SUPPLIES
TOILET ARTICLES	Cigars
	Cigarettes
Talcum Powder	Tobacco Cut
Face Powder	Tobacco Plug
Sachet Powder	Tobacco Figs
Perfumes of all kinds	Pipes, Pouches, etc.
Tooth Powder	SOAPS
CONFECTIONERY	Roger and Gallet
	Resinol
	Cuticura
[illegible] Chocolates	Woodbury's
[illegible] Chocolates	Nyals
[illegible] Chocolates	Armours
	And all baby's soaps

OUR STATIONERY DEPT.

We carry all kinds of Stationery vz,
Envelopes and paper in boxes
Envelopes and paper in bulk.
SCHOOL SUPPLIES
CAMERAS EASTMAN AT A DISCOUNT
FILMS EASTMAN
Church books of all kinds. Reading books of all kinds.
Magazines of all kinds. Weekly and monthly.
McCalls Patterns Waterman's Fountain Pens
WALL PAPER AT A DISCOUNT
Gramaphones, Records etc.
Checks and money orders cashed at any time.
Come in and look us over.

Parkman's Drug Store

"THE QUALITY STORE"
MONTAGUE, P. E. I.

1168-9-21M1t.

The Best Eye Service

Having recently returned from Toronto where I attended a post graduate course in Optometery and was awarded my diploma, I am now in a position to give my patrons the very best eye service obtainable.

My parlor is fitted with the very best and latest instruments and is on a par with the best optical parlors in Toronto and Montreal.

We guarantee you perfect satisfaction and are at all times pleased to give you advice regarding the care of the eyes.

We are also expert repairers of Eye Glasses, Spectacles, etc. and will attend to same while you wait.

E.E. Parkman

Graduate Optomentist,
Montague. P.E.I.