

"It's a Davis cigar!"



10 CENTS

PERFECTION

Before the Perfection label can go on, twenty-one foremen and inspectors are held responsible for perfect stemming of perfect Sumatra wrappers, perfect maturing of perfect Havana fillers, perfect shape, perfect weight and size, perfect color, and perfect maturing in the wood.

Infinite Care is the price of Perfection.

S. DAVIS & SONS, Limited, MONTREAL.

Don't Bother with "Special Pastry Flour"

You can get the same flaky lightness in your Pie Crusts, Tarts and Cookies, with

BEAVER FLOUR

as you can with any pastry flour.

Beaver Flour is milled of the famous Ontario fall wheat, strengthened with western spring wheat.

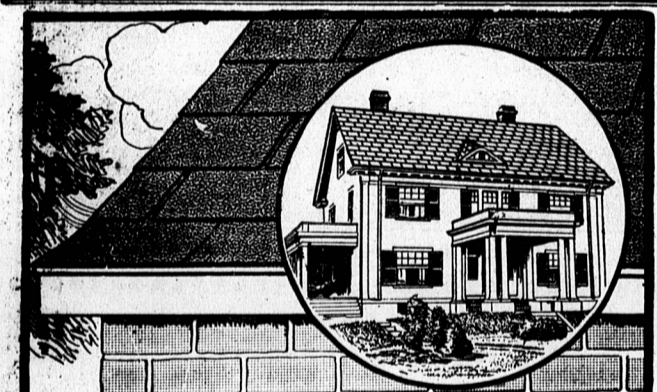
And more than that—Beaver Flour makes a loaf of bread that is a joy to eat—with fine, even texture and a delicious, "homey" nutlike flavor, unknown to those who still use the tough, tasteless, western spring wheat flour. Make the change today—order a barrel of Beaver Flour at your grocer's and have really delicious Bread and Pastry.

DEALERS—write us for prices on Feed, Coarse Grains and Cereals.

THE T. H. TAYLOR CO. LIMITED, CHATHAM, Ont.



Canada Food Board Flour Mills License No. 10.



Home in Halifax roofed with Brantford Asphalt Slates

A handsome roof that defies the weather

An added touch of beauty to any house is a roof of Brantford Asphalt Slates, which are in soft, harmonious shades of reddish brown and dark green. The colors are permanent and unfadeable, being the natural shades of the slate just as it is taken out of the quarries.

It will also prove a very economical roof, because Brantford Asphalt Slates do not split, get loose, absorb water or rot. They are strongly fire-resistant and are classified as non-combustible by the fire insurance companies, and allowed to be used in cities where the most rigid fire-prevention By-laws are in force.

Brantford Asphalt Slates are very moderate in cost. The regular size of the slates and their pliability make them easily and quickly laid, thus saving time and cost of labor. Being made of high grade felt saturated and coated with asphalt, and with a surface of crushed slate, they make a roof that defies the elements and is a permanent part of the building, just like the walls and the foundation.

Brantford Asphalt Slates

are being used more extensively every year for city, country and summer homes, churches, golf clubs, stores, garages, and wherever an artistic effect is desired on a pitch roof.

If you are going to do any building this year or have an old roof that needs replacing, it will be to your advantage to investigate Brantford Asphalt Slates.

Brantford Roofing Co. Limited

Head Office and Factory, Brantford, Canada
Branches at Toronto, Montreal, Halifax

For Sale by J. H. GILL
DEALER, CHARLOTTETOWN, P. E. I.

MONDAY
WIDOW NATIVE OF P. E. I.
The death occurred at Ely, Nevada, recently of Mr. William Campbell, aged 59 years, who for many years was identified with the mining interests of that state. He was a native of Marley Hill, Durham County, England and in May, 1911, was married to Miss Mary Campbell, of P. E. Island, who with four sisters and two brothers, survive him. Among those present at the funeral was Miss Ella Campbell, of P. E. Island.

NO BOAT FOR ST. JOHN ROUTE.
—There are no indications that the Eastern Steamship Lines will be in a position to place a boat or boats on the St. John route until after the war. President Calvin Austin has just completed an inspection of some of the company's property down east and he says that vessels are as scarce as ever. The Eastport terminus of the corporation, which was damaged \$75,000 by a mysterious fire last spring will be re-built and improved and improvements are being made by the city to the wharf at the company's leased terminus in St. John.

A SUCCESSFUL ISLANDER.—Mr. James C. MacLeod, has left on return to his home in Littleton, New Hampshire after a brief visit to his parents Mr. and Mrs. George D. MacLeod of Hunter River. Mr. MacLeod left the Province when a mere boy to seek his fortune in the neighboring states, and has, by thrift and marked business ability, met with more than ordinary success. He is to day owner and manager of a large departmental store in Littleton, N. H. and prominent in the politics, and every advance movement of his adopted home town. In speaking of war conditions he says that "we in this little Province do not seem to feel the effects of the stupendous struggle as they do across the Border, where the regulations regarding food restrictions are rigidly enforced and trade and business are visibly affected."

WHEAT FLOUR SUBSTITUTES
—There has been some talk about the price of wheat flour substitutes being high in proportion to flour, but it is expected that this condition will remedy itself as the new flours get into general circulation throughout the trade, says the Maritime Merchant. In the case of corn meal, the price has advanced for corn in Chicago on account of market conditions. Canadian millers were depending on American corn and advanced the price of corn meal accordingly on all new contracts. It is not expected that this market condition will continue, however as there has been plenty of corn in the United States since last harvest although difficulty of distribution arose through lack of sufficient transportation facilities and similar causes. With the 1918 crop in prospect, it is expected that there will be a still more plentiful supply for the coming season.

The community of Searletown was saddened and shocked on Saturday June 29, when it was learned that Mrs. Johnson Leard had passed peacefully to her eternal reward. The deceased lady had not been in robust health for some time but it was earnestly hoped that medical attendance and tender care would restore her to her former health and enable her to enjoy life for a longer period of time but the will of God was otherwise and she passed into the Great Beyond on the above date.

She leaves to mourn the loss of a kind and loving mother, Mrs. Henry Enman, Victoria, three sons namely Eric, Bedeque; Edward and Stewart at home; also five sisters, Mrs. Wallace Wetmore, Miss Carrie L. Enman, Mrs. Grace Wetmore and Mrs. Thomas Edwards, all of Boston, Mass.; and Mrs. William Ferguson, Hampton.

The funeral service was held at her home on Monday, July 1, and was conducted by Rev. Mr. Ayers, Bedeque. From there the remains were conveyed to Searletown Cemetery where the interment took place. The floral tributes were many and beautiful. (Other papers please copy.)

FACE A FRIGHT WITH PIMPLES


Also On Back. Kept Awake. Cuticura Healed at Cost of 75c.

"My face and back were all broken out with pimples, and my face was a fright to look at. The pimples feasted and were scattered, and were so itchy that I scratched until the skin was sore and red. They kept me awake at night."

"When I saw Cuticura Soap and Ointment advertised I thought I would try them. I was completely healed after using one box of Cuticura Ointment and one cake of Soap." (Signed) Miss Mary Heald, Cottam, Ont., August 19, 1917.

Keep your skin clear by using Cuticura Soap and Ointment for every-day toilet purposes. Nothing better.

For Free Sample Each by Mail address post-card: "Cuticura, Dept. A, Boston, U. S. A." Sold everywhere.



MAGIC BAKING POWDER

CONTAINS NO ALUM

MADE IN CANADA

E. W. GILLET CO. LTD.
TORONTO, CANADA
WINNIPEG MONTREAL

"NO CIVIC ELECTION IN SOURIS.—The civic election for Councilor which should have taken place last Wednesday fizzled owing to some real or fanciful technicalities. Attorney J. J. Johnston, K. C. was in Souris in this matter.—S.

CHAUTAQUA NEXT YEAR.—At the Chautauqua session Friday evening it was announced by Mayor Wright, chairman of the local committee, that 75 of the citizens of Charlottetown had become guarantors for a Chautauqua week for 1919. This announcement was received with hearty applause by the big audience.

—ENJOYABLE OUTING.—The members of Eclectic Rebekah Lodge, and Regal Lodge, No. 124, I. O. O. F. of Kensington recently held an enjoyable outing at Mills' Point, the well known and popular picnic grounds. Almost the entire party were conveyed by autos from Kensington. The day being fair a large number were in attendance. During the evening the picnickers indulged in the usual games and sports, the running by the ladies deserving special mention. After this all partook of a most delicious and appetizing luncheon. The singing of popular songs and the National Anthem, brought to a close an event, to which all will look forward to as an annual occurrence.

—REAL PATRIOTISM.—Three little girls of St. Eleanor's, the Misses Jean Small and Sadie and Frieda Brown, fired with a desire to raise money to help the soldiers, went out in the fields and gardens in their neighborhood, picked flowers and sold them each day, increasing their little store till the sum of \$5.00 was raised. This sum they very proudly handed over to the President of the Red Cross Society, who greatly appreciated their noble efforts. Also little Miss Hope Prichard and Miss Marjorie Linkletter, of Summerside, anxious to do their bit, raised 62 cents by holding a bazaar in aid of the Red Cross. Surely, as the Pioneer says, this is true patriotism.

—SPINNING FROLIC.—On July 10th the ladies of Abram's Village and Maximville Village, belonging to the Egmont Bay Red Cross Branch, met in their school house to spin and knit the wool which had been purchased and furnished by the members of that section. The good number present was a testimony of the zeal possessed when called upon such an important duty, as to come to the aid of the boys fighting in Flanders. The afternoon passed merrily and after each had partaken the contents of their basket, the task was resumed and continued till 9 o'clock, when the jolly group dispersed, carrying with them as a reward for their good work, the remembrance of a pleasant afternoon and the hope that the same would soon be repeated.

TUESDAY
—FAMILY REUNION.—One of the most enjoyable events of the season took place recently in the form of a family re-union of the Lowthers when about one hundred and twenty five of the "Lowther" clan gathered at the beautiful shore farm of Mr. David Lowther, North Carleton, to renew old acquaintances and friendships. The day was all that could be desired and the "company" even more so for the Lowthers are celebrated for their kindness, hospitality and unflinching good-humor. In 1919 it will be one hundred years since the Lowthers first landed in Canada, a family then of five, now a race well into the hundreds for many are living in the West, in the States, etc., besides those who were gathered there at North Carleton and in almost every case, all have been successful in everything they undertook. Those who have gone away have made a "name" for themselves in the different places they have settled and with those on the Island are noted for their integrity and uprightness. In all cases the word of a "Lowther" is as good as his bond. It is from descendants of families like this and hundreds of others like it that makes the name of the Canadian soldier famous the world over.—C.

FUR MARKET REACHES NEW HIGH LEVELS.—During the past two decades the prices of furs have risen steadily. Substitutes were found for many of the more costly furs, which, if available at all, were purchased only by people to whom price was merely a secondary consideration. Since the war commenced, however, the substitutes, have risen greatly and trade opinion indicates that the high prices will continue to increase. Factors in a further rise in prices, it is contended, will be the import embargo placed on furs from many countries and the further depletion of the ranks of American and Canadian trappers by the war's demands for man powers. At the recent quarterly sale of raw furs in New York fashion kept a few furs down to former prices, but many others went up by leaps and bounds. Thus, northern wolf pelts advanced 140 per cent. for the season, while south-west wolf pelts showed a total rise of 90 per cent. These instances were, in large measure, due to their being substituted for foxes, the catch of which was short. Muskrat showed a rise of 120 per cent. and beaver 105 per cent. for the season. With the exception of northern racoon, which only advanced 15 per cent. the prices advanced from 30 to 140 per cent. for the season. These increases are for raw furs only. When the increased cost of dressing, dyeing etc., is added, the consumer will have to pay handsomely for the finished product and many may be led to conclude that, after all, furs are only luxuries anyway — Exchange.

One of the most beautiful as well as one of the most interesting events of the season was that which occurred at the home of Mr. and Mrs. William J. MacLure, at Murray Harbor North on the evening of Tuesday, July 23rd, when their only daughter, Jane Boyde, became the bride of Cadet Wendell Graham, of the Royal Flying Corps, now stationed at Deseronto, Ontario, but formerly of Gaspereaux, this Province.

The bride, who looked most charming in a beautiful gown of white Paillette silk with overtrimming of embroidered net and wearing a conventional veil of silk net trimmed with upholding pure white lily bells, entered the room in which the ceremony was to be solemnized on the arm of her father and took her place beside the groom—who wore the uniform of his rank—under an appropriately arranged canopy formed by the grouping together of the Union Jack and the Canadian Ensigns with the colors of the aviation section of the British army. Lohengrin's Bridal March, to the strains of which the happy party took their places, was beautifully rendered by Miss Grace W. MacDonald and the ceremony was performed by the Rev. Archibald Sutherland of the local Presbyterian congregation, in whose church the bride has been for several years the accomplished and popular organist.

The marriage was witnessed by a large number of the immediate relatives and friends of the contracting parties, while numerous and expensive presents, including several substantial cheques, testified to the popularity of both bride and groom as well as to the heartiness of the good wishes of the community and other friends with which the newly made husband and wife are beginning life together.

After a sumptuous supper served in the most dainty manner, the evening was spent pleasantly and according to the dictates of each guests personal desire. Home made candy, fruit, ice cream and cigars being served at intervals, the company, reaffirming their good wishes, dispersed to their respective homes before the beginning of the new day.

The groom having completed in a most satisfactory manner the preliminary part of the aviation course, will, at the conclusion of his thirty days leave, return to Ontario, from which province he expects to soon be sent overseas.

—ISLAND SOLDIER'S PROMOTION.—Lieut. Lewis Lowther formerly of Kensington who has been in England since the battle of Passchendaele where his regiment, the 85th Highlanders was almost wiped out crossed over to France again on the 17th June. Lieut. Lowther, who was only nineteen when he enlisted has had a very successful "career" in the army. He has gone from Private to Corporal, from Corporal to Sergeant, from Sergeant to Company Sergeant Major and then to Lieutenant. One must needs think that this is well merited recognition he being an Islander in a Nova Scotia regiment.—C.

SAVE FOOD

In a time needing food economy many people are not getting all the nourishment they might from their food. It is not how much you eat, but much you assimilate, that does you good.

The addition of a small teaspoonful of Bovril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food, for you need less.



DUNLOP

DUNLOP TIRES

SEAL OF QUALITY

BICYCLE

Main Essential: Dunlop Tires!

People who cannot afford an automobile—but who rebel at servitude to street-car riding with its cold-catching and germ-spreading tendencies—find the bicycle an economical way of getting to business and getting out into the great open.

If you are going to buy a bicycle, you will want to ride it under the best conditions. Your first rule, then, is to insist on Dunlop Tires—"Traction" or "Special," made by Doughty Process—the first and only method of insuring uniformity in bicycle tires.

Dunlop Tire & Rubber Goods Co., Limited
Head Office and Factories: TORONTO
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24 YEARS' LEADERSHIP

Farmers Attention

Now is the time to use

Royal Purple Calfmeal

The greatest milk substitute ever known.

For sale at all General Stores throughout the Island.

AULD BROS LTD., Charlottetown
Sole Wholesale Distributors

When in need of a purgative, do not resort to violent cathartics, but take the gentle, natural laxative—

Beecham's Pills

Largest Sale of any Medicine in the World. Sold everywhere. In boxes, 25c.