

MILLINERY ECONOMY Worth While



You can freshen up your Old Straw Hats, or take new ones, if they are not the color you desire, and re-color with "DY-O-LA" STRAW HAT COLOR. Put up in Black, Blue, Navy Blue, Tan, Brown, Green, Cardinal, and Purple. Handy little bottle, with every bottle. Perfectly simple, simply perfect. TRY IT! ASK your Druggist or Dealer for **DY-O-LA Straw Hat Color**

Family Groups

The holiday reunion offers an opportunity for having that group made. We are equipped to produce the best in groups and individual portraits. We offer a variety of styles and sizes.

The Cook's Studio

Pictures of Home Folk

Carry warmth and comfort to the heart of the soldier. Make your appointment today at

The Bayer Studio

Shoe Styles for Spring



Brown boots shown in many different shades—and all the newest heels, low, medium and high. B. C. D. E. widths. \$6.90 to \$10.50 for the highest grades

Alley & Co

Parkman's Montague Where You Get Expert Eye Service

We have the best equipped optical parlor in Montague, fitted with the latest instruments, and are giving the public the best eye service obtainable.

Come in and look our plant over and you will agree with us that we can handle the most difficult cases, with best results. Save your eyes.

E.E. Parkman

Jeweler and optician MONTAGUE

IT IS THE "KNOWING HOW" THAT COUNTS

Many dissatisfied eye sufferers are finding Satisfaction Glasses at our store, who have tried elsewhere, proving our motto, "Knowing How" is what turns "Failure" into "Success" Try us for "Expert Service."

H. J. Mabon Optician and Prescription Druggist Montague, P. E. I.

The Eastern Guardian

...IT PAYS to buy in this Province.

*T. G. IVES is the Montague Guardian representative.

*SPECIAL MEETING L. O. L. No. 2649, Montague Monday evening, April 15th. Full attendance requested. Important business. 4511M2E11.

EASTERN PERSONALS

*Mr. and Mrs. J. W. Murdoch, Montague, are in the City, for a few days.—B.

*Mr. Arthur McLeod, representing W. R. Brock Co., Montreal, was in Montague, this week.—B.

*Miss Sadie McLeod, Bridgetown, is spending a few days in Montague, the guest of Mrs. T. G. Ives.—B.

*Miss Olive Ross, Union Road, left last week via Montague, for Calgary, where she will visit her relatives.—B.

*Mr. Kerr, representing Messrs Greene Swift Co., Montreal, was in Montague this week in the interests of his firm.—B.

*Mr. Ernest Parkman, Montague, left last week for Toronto, where he will take a month's course in the Toronto Optical College.—B.

*Mr. Frank Scott, St. John, N. B., with the Canadian Consolidated Rubber Co., was doing business for his firm in Montague this week.—B.

*Mr. H. W. Ives, Montague, and Mr. Gotell, Georgetown left for Sturgeon Bay, Wednesday, with their new goose boat, and they expect to bag a large quantity of the feathery species the next few days.—B.

ADDRESS AND PRESENTATION

A number of friends and neighbors of Mr. and Mrs. David McLure of Pleasant Valley met at their home Monday evening April 1st to bid them farewell previous to their departure to their new home in Kensington. A very enjoyable evening was spent in social plays, etc. A sumptuous repast was served after which they were presented with a nice Morris chair and the following address.

To Mr. and Mrs. David McLure, Dear Friends:—We your fellow citizens and friends having met here to-night on the eve of your departure to another part of the Province desire to convey to you and Mrs. McLure our deep regret for your departure from amongst us. We are sure that the warm feelings which have existed between you and your fellow citizens will not be forgotten no matter where you may reside, and we feel confident that the people of Kensington amongst whom you intend to make your home will find you and your faithful partner as honorable and respectable citizen as we have found you during your residence amongst us.

We are glad to know that by your thrift and industry you are able to retire and we hope you and Mrs. McLure may be spared many years of health and prosperity in your new home. In parting we wish you to accept this small gift as a remembrance of the kind friendship which has existed between us and which we so much appreciate.

Signed in behalf of your friends James McSwain, Hannibal Murray, W. F. Stevenson, Murdoch Buchanan.

FREE



Big Doll and Doll Carriage, Birthday Pendant and Ring.

GIRLS—Here is the greatest prize offer ever made in Canada. This Big Doll is simply exquisite. She is 18 inches tall and has beautiful curly hair and lovely clothes. She is fully jointed so that she can sit down or move around in almost any position. The Big Doll is made of the finest materials and is a real baby. It has genuine rubber lined steel wheels, a folding hood and a beautiful carriage. It is a real baby. It can be folded right up tight when it is not in use. The doll and carriage will just be the delight with the birthday girl. The doll is made of the finest materials and is a real baby. It has genuine rubber lined steel wheels, a folding hood and a beautiful carriage. It is a real baby. It can be folded right up tight when it is not in use. The doll and carriage will just be the delight with the birthday girl. The doll is made of the finest materials and is a real baby. It has genuine rubber lined steel wheels, a folding hood and a beautiful carriage. It is a real baby. It can be folded right up tight when it is not in use. The doll and carriage will just be the delight with the birthday girl.

Dept. K., 34 Toronto, Canada

A. E. LYON, Studio

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

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

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

*FURTHER PARTICULARS.—The Montague Dramatic Company of Hillside and Rebecca Lodges, Montague, had a profitable and pleasant trip to Georgetown last week, where they played their comic drama "Our Wives" to a full house. "The Professor" was presented with a beautiful Bouquet and address, on behalf of the citizens of Georgetown, who were glad of the opportunity, to express their appreciation of the ability of their "Gifted and Talented Son". They all returned home safely, although some of the party made record time for part of the way, (which could scarcely be equalled by an Auto) losing some of their headlights.—B.

IN MEMORIAM

MRS. MARK MCGILLIVRAY

On April 9th, 1918 there passed away from the excruciating pains of this life Elizabeth Lavins, aged 63, beloved wife of Mr. Mark McGillivray, of Cardigan parish. For about a year she had been suffering from what the doctors pronounced "cancer of the stomach" and in spite of their learned skill and the tender affectionate care of her husband and daughters, she gradually succumbed to the dread disease. Mrs. McGillivray was a bright, well-educated and refined lady. As a school teacher she won laurels which few others can claim. Invariably did she win the love and affection of the pupils and invariably the school she controlled was the better for her being the mistress of it.

Her married life was also well passed—a faithful wife, as "true as gold" and a mother tender and affectionate. She guided her children in the way they should go, as long as they were under the maternal control. At her bedside during her sickness her pastor was frequently found and administered the last sacrament a few days before her death. The funeral took place on Wednesday, April 11, to All Saints' Church, Cardigan, when the pastor, Rev. Dr. Bernard Gillis, offered up the Holy Sacrifice of the Mass, and performed the services at the grave, when all that remained earthly of a good wife and a tender hearted mother was consigned to the dust, to await the judgment call. She leaves to mourn their loss a fond husband, and the following daughters: Mrs. Mary Mahan, Georgetown, N.S.; Mrs. Andrew Bernard, Chelsea, Mass.; Mrs. Henry Arsenault, Egmont Bay; Miss Charlotte, Chelsea, Mass.; and Miss Isabelle, at home. May her soul rest in peace.

THE MARKETS

CHARLOTTETOWN MARKETS

(Friday)

Potatoes bus	40-50
White Oats bus	1.00
Black Oats	1.00
Hay ton	15-20
Straw Cwt.	50-60
Butter per lb.	35-40
Eggs per doz.	20 to 22
Pow lb.	23 to 26
Chicken lb.	23 to 26
Pork lb.	21 1/2
Beef lb.	25-35
Lamb lb.	22

SOURIS MARKETS.

(Friday by Telephone.)

W. Oats bus	95-100
B. Oats bus	95-100
Potatoes bus	50
Turnip bus	25
Butter lb.	40
Eggs doz	24
Pork lb.	20 1/2
Hay	20

MURRAY HARBOR MARKETS.

(Friday by Telephone.)

W. Oats bus	1.00
B. Oats bus	1.00
Potatoes bus	not quoted
Butter lb.	38
Pork lb.	31
Eggs	36
Pressed Hay	\$18 to \$20
Hides lb.	\$25

KENSINGTON MARKETS

(Friday by Telephone)

W. Oats bus	1.00
B. Oats bus	1.06
Potatoes	50
Butter lb.	38
Eggs doz	35
Pork lb.	20 1/2
Hay ton	\$20

SUMMERSIDE MARKETS

(Friday by Telephone)

Butter (dairy)	35
Butter (Creamery)	39-40
Calfskins	22
Eggs per doz.	35
Hay (pressed)	18-00
Hay loose (new)	17-00
Hides per lb.	12
Oats (blk) new	95-100
Oats (white) new	95-100
Wheat	2.50-3.01
Lamb pelts	1.00-1.25
Pow	18-20
Pork (organs in)	18 1/2-20 1/2
Potatoes	50-60

BRITISH DESTROYER SUNK IN COLLISION

LONDON, April 11.—A British torpedo boat destroyer sank last Thursday as the result of a collision and all hands on board are believed to have drowned, according to an Admiralty statement issued tonight. The statement says: "One of His Majesty's torpedo boat destroyers sank on the fourth instant as the result of a collision in the foggy weather, all hands are missing, and it is presumed they are drowned."

MONTAGUE MARKETS.

(Friday by Telephone)

W. Oats bus	1.00
Butter lb.	38-40
Eggs doz	36
Pork	21 1/2
Hay ton	\$20-\$21

CHURCH SERVICES

FIRST METHODIST
11 a. m., sermon, F. H. Littlejohns, 2.30 p. m., Sunday School and Bible Classes 7 p. m., sermon, subject "The Devil's Estimate of Service. All seats free. Preacher, Rev. R. G. Fulton.

GRACE CHURCH
11 a. m., sermon Rev. R. G. Fulton, 2.30 p. m., Sunday School with orchestra 7 p. m. Sermon, subject "The New Heart." Preacher Rev. F. H. Littlejohns. Students and visitors welcome; all seats free.

BAPTIST CHURCH
11 a. m., sermon, Preacher Evangelist J. Ritchie Bell. Subject "The Qualifications of the Soul Winner." 7 p. m., sermon, subject "Attempting the Impossible. Bright music at both services. Preacher, Rev. C. R. Freeman.

CENTRAL CHRISTIAN CHURCH
11 a. m., sermon 2.30 p. m., Sunday School and Bible Classes, 7 p. m., sermon. Preacher, Rev. O. B. Emery.

ST. JAMES
11 a. m., sermon "The Unshakable Church," 2.30 p. m., Sunday School and Bible Classes, 7 p. m., sermon, "An Important Decision." Strangers welcome and seats provided. Preacher, Rev. Dr. Fullerton.

ZION CHURCH
11 a. m., sermon, 2.30 p. m., Sunday School and Bible Classes, 7 p. m., sermon. Visitors welcome. Preacher, Rev. J. D. MacKenzie.

PEOPLE'S CHURCH
Service at 7 p. m., Rev. D. MacLean.

ST. PAUL'S
8.30 a. m., Holy Communion 11 a. m., Morning Prayer, 2.30 p. m., Sunday School and Bible Classes, 7 p. m., Evening Prayer. Rev. T. W. Murphy, Rector. All seats free.

ST. PETER'S CATHEDRAL
2nd Sunday after Easter. Holy Communion 8 a. m., Matins and Liturgy 11 a. m., Sunday School and Bible Classes 2.30 p. m., Evensong 7 p. m., Canon Simpson

SALVATION ARMY
Saturday 8 p. m., Sunday 11 a. m., afternoon 3, evening 7.30. Everybody invited to all meetings

For Ton Trucking Purposes



Ford ONE-TON TRUCK

"Made in Canada"

PRICE \$750

F. O. B. TORONTO, ONT.

Supplied as shown only

Grant & Kennedy, Dealers, Charlottetown, P. E. I.

I. Ives & Son, Dealers, Montague, P. E. I.

"THE WORLD HAS ENDED Millions Now Living May Never Die"

WHAT WORLD? WHY NOT NEED TO DIE?

BIBLE LECTURE BY PASTOR W. W. BLACK

Representing International Bible Students' Association

At People's Theatre, Charlottetown, Sunday 14th 2.30 p. m.

The Argument Will be From Reason and Scripture

Nothing Sensational

Sensationalism in Bible Study, always out of place, is surely specially so now

ALL SEATS FREE ALL WELCOME NO COLLECTION

For a Strong Personal Selling Message--Use Multigraph Letters

Inject some "ginger" into your advertising—strike straight from the shoulder. Have every envelope leaving your office or store bear a message—and have that message printed the MULTIGRAPH WAY.

A Multigraph Letter has a man-to-man appeal—there is a warmth—a magnetism—a personal, convincing ring to it that cannot be had in any other form of advertising.

There is no waste ammunition when you see Multigraph Letters because every letter goes straight to the mark and you know a letter addressed personally to your prospect will be read when everything else fails.

Multigraph Letters is the cheapest form of advertising when you consider results—and results count.

If you are a tradesman or professional man wishing to get the ear of prospective customers there is no more effective means than Multigraph Letters. Multigraph Letters will be found the most effective for

- SALES LETTERS
- ENVELOPE STUFFERS
- CIRCULARS
- PRINTED FORMS
- LETTERS TO CUSTOMERS
- COLLECTION LETTERS.
- DIRECTORS REPORTS
- MEETING NOTICES
- LODGE REPORTS
- PERSONAL APPEALS

Every letter is a perfect facsimile of typewriting—printed from moveable type—through a ribbon—your choice of a half dozen different colors. Any quantity from 100 to 100,000 printed with the last letter as legible as the first—at a very nominal cost. Send a trial order or see samples without delay.

Guardian Publishing Co.

Charlottetown

CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of *Dr. J. C. Watson*