There's a picture of you in your soldier's memory. But he is expecting a new one, as you are today, to take its place.
Make the appointment today.
THE COOK STUDIO

Pictures of Home Folks inspire our soldiers of democracy with a courage that wins.
Call and see our Pocket size folders for your soldiers Xmas box.

The Bayer Studio

A. E. LYON, Studio
Good Photography
Moderate Prices
Personal attention to Amateur Photography.
107 Queen Street
Phone 58—y.

Make Your Dollars Fight
Buy Victory Bonds
Only $6.98
Doctor's Special Boot for Men
Sizes 6 to 8 only
We bought the whole lot from the maker at a bargain. Now on sale at about the present holesale price. This boot is made with heavy double sole and leather lining.
See our Window
Alley & Co

Professional Cards
DR. CLIFT
CHRONIC DISEASES
CURATIVE TREATMENT by the month in advance, Victoria Hotel Charlottetown, P.E.I., Canada.
HOURS: 12 to 2 daily. NOW
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CUTICURA HEALS ITCHING ECZEMA
So Bad Could Not Sleep. Red With Water Blisters and Burning.

"I had eczema so bad I could not sleep. It first started on my arm, then I had it on my body so that I could hardly wear my clothes, and I had to stay in bed. My flesh was dark red with water blisters, and burning and itching.
"Everything I tried seemed to make me worse, and I had the trouble for nearly two years. I read about Cuticura Soap and Ointment, and I got them. They did me good right away, and now I am entirely healed." (Signed) Mrs. Peter McIntosh, French River, Ont., April 10, 1917.
How often such distressing, disfiguring skin troubles might be prevented by every-day use of Cuticura Soap and Ointment for all toilet purposes.
For Free Sample Each by Mail address post-card: "Cuticura, Dept. A, Boston, U. S. A." Sold everywhere.

Do You Know-

That we operate the only Lens Grinding Plant on P. E. Island?

That we employ a skilled Surface Grinder, and are daily grinding from the rough glass—the most complicated kinds of lenses?

These are facts, which mean a good deal to the Glass wearing public, doing away with the annoying delays caused by sending away for special lenses.

Send your glasses in by mail, you'll get them back promptly and in perfect condition.

Call in and look over our plant.

G. F. Hutcheson
Optometrist and Optician

In Stock
At Lowest Prices
BRAN
SHORTS
ROLLED OATS
CRACKED CORN
CORNMEAL
OATMEAL
Flour
Feed Wheat
Mixed Grain
Feed Oats
Baled Hay & Straw
—WE BUY—
Oats (White & Black Hay, Straw, Barley, Buckwheat etc and pay highest prices.
CARTER & CO. LTD

Our Expert Service

A thoroughly satisfactory pair of glasses involves a careful examination, accurate grinding of the lenses, selecting the mounting best adapted to the wearer's features and correctly adjusting the completed glass to his face.

Because we give experienced attention to all these points our glasses, in addition to giving distinct vision, fit securely and comfortably, and are becoming to the wearer.

We have our lenses ground by the most skilled experts in Montreal and thus we are sure of getting accurate results. We can duplicate any special lens at short notice, so if you break your lens send your glasses to us and we will return them promptly in perfect condition.

H. J. Mabon
Optometrist and Prescription Druggist
Montague P. E. Island
Next door Bank of Commerce

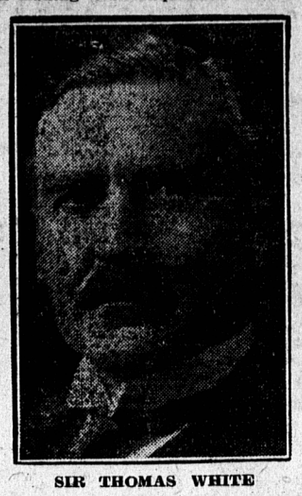
Sir Thomas White's Appeal to Canadians

Points Out Great Need of the Victory Loan to Carry On the War.

On the opening of Canada's great Victory Loan drive the Minister of Finance issued the following message:—

To the People of Canada:

The Victory Loan of 1918 is now being offered for public subscription. It is an undertaking of most vital consequence to the nation, and I cannot too earnestly emphasize the duty and responsibility resting upon all citizens of Canada to co-operate to the extent of their available resources in making it an unqualified success.



SIR THOMAS WHITE
Minister of Finance under whose direction the great Victory Loan drive for $500,000,000 is being made.

The money to be raised is urgently required to enable us to continue the prosecution of the war, now in its fifth and most crucial year, and for the maintenance of the prosperity of the Dominion in all departments of productive activity.

Apart from patriotic considerations which should alone suffice, it is the direct, immediate, personal interest of every individual Canadian citizen that the Loan should not fail of its objective. The bonds afford absolute security and yield a most attractive rate of interest. Undoubtedly, in the period succeeding the war, they will show a substantial appreciation in value.

All citizens are earnestly invited to subscribe. Remember, you are asked not to give but to lend your money to the state. Small subscriptions from those of slender means are as welcome as the large. In the last Victory Loan we received subscriptions of over four hundred million dollars from over eight hundred thousand subscribers. This year we expect five hundred million dollars from more than a million subscribers.

Let all subscribe to the extent of their means, be they great or small, and once more demonstrate to the world the strength, unity and determination of the Canadian people in this world struggle. Even if the war should end at an earlier date than has been anticipated, all the money asked for will be required for the purposes of demobilization, which will extend over many months, and for the continuation of credits for the purchase of Canadian products. The organization and publicity work in connection with the Loan has been completed after many weeks of effort. It now remains for the people of Canada to do their share. That they will do so to the fullest degree, I am entirely confident.

W. T. WHITE.

Ottawa, Oct. 28th, 1918.

CANADIAN ARMY AND THE VICTORY LOAN

War Costing Canada Over Million Dollars a Day — $400,000,000 Will Be This Year's Bill.

Nearly 600,000 have been enrolled in the Canadian Expeditionary Force.
About 425,000 have gone overseas.
Canada's 1918 war bill will be $400,000,000.
Canada's 1917 war bill was $320,000,000.
Canada's war expenditure is now $33,000,000 a month.
It exceeds $1,000,000 a day.
The $420,000,000 subscribed to the 1917 Victory Loan will not do much more than pay this year's war bill.
$500,000,000 are needed through the Victory Loan, even though peace should come to-morrow.

BANKS WILL LEND.

In order to help out small subscribers to the Victory Loan the banks will lend subscribers, on the probable certainty of repayment within a year, up to 90 per cent. of the amount of the investment in the Loan. The rate of interest charged by the banks is 5½ per cent. Repayment is to be made monthly and quarterly. These are much better terms than were granted last year.

There are over 425,000 Canadians overseas who will have to be kept for at least a year, even if peace were to come this month.
No one who looks at the casualty lists can do otherwise than subscribe every dollar possible to the Victory Loan.
The Canadians in France have set a high standard for those at home to reach in the Victory Loan campaign.
Canada must put every ounce of effort into the Victory Loan drive.
Oversubscribing to the Victory Loan would have a wonderful effect on the Canadian Corps in France. It would be the best thing that Canada could possibly do.

The C. P. R. steamer Princess Sophie went ashore south of Skagway with 350 on board. There were no survivors.

Agriculture Aided By Victory Loan

Wonderful Trade Expansion Due to Success of Canada's Loan Issues

Since the war started Canadian agriculture has grown in importance as a national industry. More than ever it is a source of strength to the country. The demand by Great Britain for food, not only for her soldiers but for her civilian population, has opened a market of tremendous possibilities. In 1915 our total agricultural exports amounted to $209,000,000. At the end of the fiscal year of 1917-18, the total had jumped to $740,000,000.

This wonderful addition to the National wealth was, to a large extent, due to the Victory Loan of 1917. It was so in this way: Great Britain found that, owing to her vast expenditures on her army and navy, and the necessity of giving monetary aid to some of her stricken Allies, she was no longer able to pay for her purchases of food with ready cash. Rather than see our products lose a sure market the Dominion Government decided to advance such sums out of the proceeds of the Loan issues to pay for a good part of the food that was sent to Great Britain. The farmers had been asked to "produce more food" and they had responded with a will; it was, of course, for the Government to see that the increased production was marketed.

In this way Canada's entire exportable surplus of wheat, cheese, bacon and other commodities was financed. This year there will be for export possibly 100,000,000 bushels of wheat valued at $225,000,000. If the proceeds of the Victory Loan meet the expectations of the Finance Minister a great part of this wheat will be financed by the Government. The export of cheese will be over $40,000,000, and of butter, eggs and condensed milk another $10,000,000. Bacon runs into millions. In the past twelve months the Government has advanced nearly $100,000,000 to finance exports of live stock products.

VICTORY LOAN AND CANADIAN INDUSTRIES

Last Year's Subscription of Great Benefit and Bigger Work Will Follow This Year.

The Imperial Munitions Board receives advances of nearly $25,000,000 a month from the Dominion Government.
It has received over $650,000,000 in advances from the Dominion Government and the Canadian banks.
It has placed $1,200,000,000 worth of war orders in Canada for the British and other Allied Governments.
An advance of $10,000,000 enabled it to give orders to Canadian shipyards for 44 wooden ships. To this program 46 steel ships were added. Total value over $60,000,000.
An advance of $1,000,000 enabled the Board to begin the manufacture of airplanes in Canada; 3,000 have been built to date of a value of $30,000,000.
Between 250,000 and 300,000 people are working in Canada on war orders obtained through the Board.
It has $500,000,000 of war orders in sight for 1919.
To carry out this program will require millions in advances which must come from the Victory Loan.

BE A SOLDIER AT HOME.

Canada's 1918 Victory Loan is asking for $500,000,000. These dollars are needed to win the war. You must do your share in providing them by buying as many Victory Bonds as ever you can. Invest every dollar you have in them. Borrow to buy more.

Your money will be absolutely safe. The security is the finest in the world. It is all Canada. In addition, you will be paid 5½ per cent. on your money—the money you will be lending to your country to protect your home, your safety, your freedom, your family and yourself. Did you ever hear of a safer investment plan—or one so supremely advantageously to the investor? Never, on your life. Never in your life.

Then do your share. Sacrifice something — anything — everything —to buy Victory Bonds. Be a soldier at home. Act at once, BUY!

IN FLANDERS' FIELDS.

In Flanders' fields, the poppies grow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing fly,
Scarce heard amid the guns below.

We are the dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved; and now we lie
In Flanders' fields.

Take up our quarrel with the foe.
To you, from failing hands we throw
The torch. Be yours to lift it high.
If ye break faith with us who die,
We shall not sleep, though poppies blow
In Flanders' fields.
—Buy Victory Bonds.

Your Thousand Dollar Victory Bond Will;

Buy 200 gas masks, or
200 pairs of soldiers' boots, or
450 bushels of wheat, or
500 steel helmets, or
1,000 pairs of soldiers' socks, or
2,000 lbs. of high explosives, or
4,200 lbs. of cheese, or
28,000 rifles cartridge, or
56,000 revolver cartridges.

Everything Canada has depends on the success of the Victory Loan. The $500,000,000 wanted must be subscribed. The responsibility rests upon all to see that the money is raised.

KENSINGTON MARKETS

Potatoes bus	60
Butteer lb	39
Eggs doz.	47
Oats bus.	75

MURRAY HARBOR MARKETS
(Friday by Telephone)

Butter lb	40
Eggs doz.	47
Potatoes	65
Oats	75
Potatoes	21

SUMMERSIDE MARKETS

Butter (dairy) per lb	38 to 42
Butter (cremery) per lb.	48
Eggs per doz.	47
Potatoes per bus	60 to 65
Wheat per bus	1.50 to 2.00
Oats, (blk) per bus (new)	85
Calf skins	30
Lamb pelts	1.00 to 1.50
Hay pressed	15.00
Hay loose	12.00
Wool Washed	85
Wool Unwashed	65
Fowl per lb	23 to 25
Chicken per lb	28

The Story of Carnation MILK
"from CONTENTED COWS"

HAVE YOU read the story?

Have you tried Carnation Milk?

Do you know why Carnation Milk has replaced ordinary milk in so many homes?

You must be interested. If you are particular—or anxious, as many are—about the milk you use, the story of Carnation Milk is of vital importance to you.

CARNATION MILK comes to you sealed—air-tight, safe from contamination, sweet, fresh, rich, pure.

It is not perishable until you break the seal, even then it will keep fresh for several days in a cool dry place.

It is "*whole*" milk.

That means that it contains all the cream, all the milk solids of fresh, new milk "from contented cows." Every can of milk is tested for its richness in butter fat.

Carnation Milk is evaporated to the consistency of cream, but *only* water is taken away from it. Nothing is added. No sweetening or preservatives. It keeps its freshness because it is sealed tight while still fresh—and because it is sterilized.

So, when you add an equal quantity of pure water to Carnation Milk you "bring back" the original milk. Not an artificially sweetened milk with a few uses only, but a fresh, rich milk that may be used as you use ordinary milk

HOW convenient it is to have milk in this form! You keep it on the pantry shelves—always ready—yet always fresh.

Carnation Milk undiluted is cream for coffee, tea, cereals, fruit.

Diluted, it is a rich—and safe—milk for the children to drink.

It is so rich that it improves most dishes which call for milk. In creaming vegetables, soup, gravies—there is no need of adding butter when you use Carnation Milk.

If your recipe calls for skimmed milk—add more water to Carnation Milk.

And you have none of the waste of perishable milk that must be used within a few hours.

This is only a PART of the Story

THE milk question is so important that we want every one to know about Carnation Milk and our methods of maintaining its uniform richness and purity. Let us tell you how we make it safe for you. Let us tell you how to prepare delicious dishes with Carnation Milk. We will send you free of charge "The story of Carnation Milk" (including 100 recipes). Please mention this paper.

Your Grocer—The Carnation Milkman

Try Carnation Milk. Your grocer has it. Order a few cans (tall size). Compare it with ordinary milk. Learn the satisfaction of serving milk that is uniformly sweet, pure and safe to drink.

Carnation Milk Products Co. Limited
Aylmer, Ont., Seattle and Chicago
CONDENSERIES at Aylmer and Springfield, Ont.
Canada Food Board Licenses 14-96 and 14-97.

Men Defend Yourselves!
Against our Severe Rigorous Winter

Our Overcoats will help you. They are "Sanford Made" the finest materials and workmanship from $15.00 to $30.00.

Also our Suits, extra heavy, all wool Oxford tweeds, double and single breasted at $18.00.

We also expect in a few days a shipment of heavy Astrachan and fur-lined coats which we will offer at prices ranging from $25.00 to $35.00.

We have sixty cases of Rubber goods consisting of Lumberman's Rubbers, Overshoes, Rubber Boots and have them all marked at net spot cash prices

SPECIAL

Atlantic Woolen Underwear $2.50 per suit or $1.25 per separate garment. Stanfields and other lines at lowest prices.

C. E. Pratt & Son
St Peter's Bay, P. E. I.