

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.

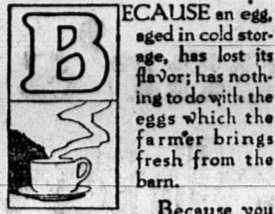
Send your glasses in by mail, you'll get them back promptly and in perfect condition.

Call in and look over our plant.

G. F. Hutcheson

Optometrist and Optician

Where Quality Does Count!



BECAUSE an egg, aged in cold storage, has lost its flavor; has nothing to do with the eggs which the farmer brings fresh from the barn.

SEAL BRAND COFFEE

"SEAL BRAND"—from the best plantations, cultivated by experts. Then, blended and roasted and ground by those who have made a lifetime study of the subject.

"Seal Brand" is a rich, full-bodied, delicious beverage—wholesome, invigorating, fragrant.

In 1/2 and 2 pound tins—in the bean, ground or fine ground for percolators.

"PERFECT COFFEE, PERFECTLY MADE" is our new book. Let us mail you a copy.

196 CHASE & SANBORN, MONTREAL

The Western Guardian

—IT PAYS to buy in the Province.

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

—Mr. James B. Hughes, representative of the Great West Life Assurance Co., returned to Charlottetown on Monday after a business trip to town.—H.

—COAL LADEN.—The Schooner Emelien Burke, Capt. Arsenault with coal from Sydney and the Bonus, Capt. Straight with coal from Pictou and the Maude Weston, Capt. Weston, with lumber from Restigouche, are now in port and discharging cargoes.—H

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

—Major T. H. E. Inman, left on Monday for Halifax after a short trip on military business in town.—H.

—Mr. J. H. Coughlin, Roseville, Lot 3, came to Summerside on Saturday to meet his daughter who was returning from a trip to New Glasgow, N. S.—H.

THE WHOLE BODY NEEDS PURE BLOOD

The bones, the muscles, and all the organs of the body depend for their strength and tone and healthy action on pure blood.

If the blood is very impure, the bones become diseased; the muscles become enfeebled, the step, loses its elasticity, and there is inability to perform the usual amount of labor. The skin loses its clearness, and pimples, blotches and other eruptions appear.

Hood's Sarsaparilla makes pure blood. It is positively unequalled in the treatment of scrofula and other humors, catarrh, rheumatism, dyspepsia, loss of appetite, that tired feeling. Be sure to get Hood's and get it today. All druggists.

MR. WELL-TO-DO CALLED TO ACCOUNT

Last year the public loaned to the Government \$416,000,000 to carry on the war. But only \$40,000,000 of this money came from the man of moderate wealth. Observe the following details:

Two hundred and thirty one millions in subscriptions of \$5,000 and under. Forty millions in subscriptions of between \$5,000 and \$25,000.

One hundred and forty-five millions in subscriptions of \$25,000 and over.

These figures point to one significant thing: The man of moderate wealth did not do all he could to finance the war during the past year. He will have to do better this year.

He should not let the poor, who came forward in thousands with the limit of their savings or the very wealthy, who subscribed proportionately, to do better than he can afford to do.

Make the 1918 Victory Loan a complete success.

BERTRAM PENPRAISE

A telegram has been received by Mr. W. Penpraise of Victoria, stating that his son Bertram had passed away on Saturday Oct. 19th in the General Hospital, Winnipeg, after a short illness of pneumonia. The deceased was only 25 years of age and was much respected by all. He held a position as stenographer in the C. N. R. Transfer Company, Winnipeg. In 1916 he enlisted in the 84th Battalion and served for about five months. Being medically unfit he got an honorable discharge and returned to his former position which he held until death claimed his own. He leaves to mourn his father and mother, one sister Florence, who was in Winnipeg at the time of his death.

Moore & McLeod Ltd.

119-121 Queen Street, Charlottetown

By Express Yesterday A Fresh lot of Well Made Flannelette Pajamas \$3.50

YESTERDAY MORNING EXPRESS BROUGHT TO US A FINE RANGE of extremely well made new FLANNELETTE PAJAMAS—shown in narrow stripe patterns—all in good tasteful colors—nice quiet designs that won't wake you up at night—all sizes and at the price extremely \$3.50 good value

A Good Suspender At 50c

FOR A LONG TIME IT HAS BEEN DIFFICULT to get a good well made suspender to sell at the old price of HALF A DOLLAR.

Today we have the very thing—good elastic web—cord ends, sliding adjustment at the back—much the same as a very famous make that sells now for 75c. Get some today at.....50c

Dependable Underwear FOR MEN

Either two piece suits or Union Suits—the "Mens' Store" offers you the best range of fall and winter underwear that you will find in Ch'town.

Come in to-day—have your size and have it at a price that you can afford to pay. There's Underwear here bought nearly two years ago—and selling away below what the same goods cost now at the Factories.

Two Piece Underwear \$1.00 to 3.50
Combination Underwear \$3.00 to 7.00

HOW TO BEAT THE H. C. OF L.



The continued rise in good clothing materials worried us for a while. Very many of our customers, particularly young men, and married men with families, have a right to any saving that we with our experience and buying resources can effect. That's why we are featuring the

Bachelor Suit \$17.50 to 25.

AT "The Suit with the Guarantee" The Bachelor is a high grade, smartly styled suit that will help our customers beat the high cost of living in so far as their clothes are concerned. Won't you drop in and see our new range.

At the Men's Store

WOMEN'S BROWN BOOTS NEOLIN SOLES Only \$6.95

On sale now a new line of high Brown calf skin Boots, made with Neolin Soles and rubber heels.

This is a real classy boot at a special price.

See our Window

Alley & Co

WANTED

White and Black Oats in any quantity. A few cars of good

Baled Hay Some good Straw in bales We buy Early Potatoes only.

'Beauty of Hebron,' 'Early Rose,' 'Early Surprise,' 'Money Maker,' 'Green Mountain' 'White Star' etc.

Highest prices paid

CARTER & CO. LTD

OPEN NOSTRILS! END A COLD OR CATARRH

How To Get Relief When Head and Nose are Stuffed Up.

Count Ely: Your cold in head or catarrh disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffling, hawking, mucous discharge, dryness or headache; no struggling for breath at night.

Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed up and miserable. Relief is sure.

Eat less Bread



Excellent Wherever Extra Warmth Is Needed

Perfection Oil Heaters are ideal for the sick room or any other place in the house where extra heat is needed. They furnish smokeless, odorless warmth the instant they are lighted.

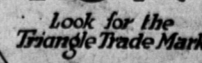
They do away with the dirty ash pan, coal hod litter—can be readily carried from room to room—are easily cleaned, filled and lighted—and give 10 hours of inexpensive warmth from each gallon of Royalite Coal Oil.

Perfection Oil Heaters are handsome, well finished and durable. They return their cost many times over before wearing out. At hardware and general stores everywhere.

IMPERIAL OIL LIMITED BRANCHES IN ALL CITIES

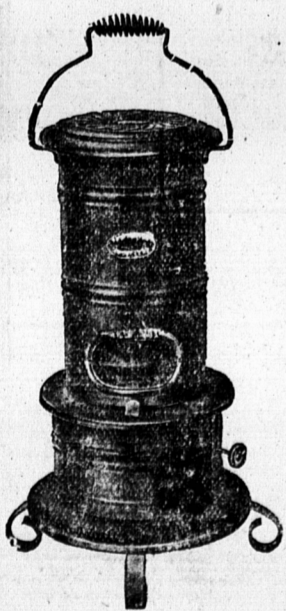
PERFECTION OIL HEATERS

SAVE THE DOMINION'S COAL



Look for the Triangle Trade Mark

FOR SALE BY DEALERS EVERYWHERE



TO HEAT THE COOL CORNERS OF YOUR HOUSE

AND CONVERT YOUR ROOMS INTO RADIANT WARMTH AND CHEER

THE McCLARY'S OIL HEATER WILL ACCOMPLISH THIS FOR YOU. PRICE - \$6.00

You will find this Heater handy to have—READY FOR INSTANT USE IN DAMP, CHILLY, BETWEEN SEASON DAYS AND COLD WINTER MORNINGS. At the touch of a match it begins to warm up the chilly room. The McClary's Heater has Sheet Steel Body is odorless and smokeless and radiates an intense heat in a very short time—compare our price.

Hot Blast Oil Heater, Blue Enamel Top, Two Wick. A Powerful Heater - - \$3 25

Hot Blast Oil Stoves, Very Useful and Handy - - \$1.50

Save Coal by Purchasing an Oil Heater

The Rogers Hardware Co. LIMITED.

WHOLESALE AND RETAIL

Friends Canned Boston Brown Bread

Convenient and Appetizing

Just what you need with your baked beans.

Can contains 1 lb 2 oz. Price 30 cts

Beer & Goff GROCERS

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

We will be pleased to have you call.

W.N. Tanton

Jeweler

Professional Cards

DR. CLIFT

CHRONIC DISEASES CURATIVE TREATMENT by the month in advance, Victoria Hotel, Charlottetown, P. E. I., Canada. HOURS, 12 to 3 daily. NOW 691-8-2850mospd.

J. D. STEWART, K. C. Barrister, Solicitor and Notary Public

100a Newson Block, Charlottetown Branch Office, Corner of Money to Loan on Real Estate

S. S. HESSIAN

Barrister, Solicitor, Notary Public, etc. MONEY TO LOAN. Monague, P. E. I.

MORSON & DUFFY

Barristers and Attorneys Solicitors for Royal Bank of Canada MONEY TO LOAN.

McLEAN & McKINNON Barristers Attorneys-at-Law Office Royal Bank Building Charlottetown, P.E.I.

Miss D. Rudge Hairdressing and Manicure Parlours

Also hair goods for sale. 171 Great George Street, Phone 124-L. 496-4-124mospd