



LOOK

THE BEST AVAILABLE COAL

We can supply promptly both Hard and Soft Coal at the lowest prices.

Your order for any quantity will receive our best attention.

A. Pickard & Co

Phone 240 Charlottetown

Costs a little more at the start but saves in the long run, because vastly superior in construction—exterior and interior—a piano that lasts. That's what people say of the

HEINTZMAN & CO. PIANO

(Made by the Old Firm of Heintzman & Co., Limited)

And the people speak knowingly and wisely.

MILLER BROS.

123 Kent Street Charlottetown

Garage

Automobiles, Marine and Stationary Engines repaired Ford repairs and Specialty Gasoline and Cylinder Oil kept in stock 15 years experience

Leslie Campbell Cape Traverse

Just Forget-- You ever had a Cough

Get rid of it the moment it arrives—don't let it stay with you it may prove dangerous. There is an easy, rapid and safe method of getting rid of it—just call or phone for a bottle of "Mac's Cough Mixture" take a few doses and you will be surprised how quickly the cough will leave you.

Only 35c the bottle.

The 2 Macs

The Dependable Druggist 149 Great George St.

LOOK

If you have been looking at boots and their prices lately you will get a pleasant surprise if you will

LOOK

IN OUR WINDOW

We are showing a woman's brown boot with neolin sole and English heel made on a stylish last with pointed toe. This boot should sell at from \$6.00 to \$7.00 but our price is

ONLY

\$4.95

GET WISE

MORRIS-SMITH-BEER

FOR VALUE

THE CENTRAL GUARDIAN

IT PAYS to buy in this Province. 2,000 BAGS of Portland Cement just received. Fennell & Chandler. 1857-10-25M21. NOTICE.—All coal offices in the city close on Saturday at noon all the year around. 1807-10-25M31. HAVE YOU SEEN OUR striped silk shirt at \$5.50? You need one. This is it. Patons Ltd. 1802-10-24-M31. FLANNEL SHIRTS in grey and khaki, with attached collars. \$2.25. Patons Ltd. 1802-10-24-M31. A BIG TEA AND BAZAAR, will be held in the Parish Hall Wednesday and Thursday Oct. 29th and 30th. Tickets 40 cents. FOR SALE.—A collection of pictures, parlor clock, large dining room mirror, large students or invalids chair, couch, spring and mattress, tables, by private sale at 18 Stewart Street. 1772-10-23M4f. FOX RANCHER WANTED to go to the United States, must have practical experience in raising foxes. Married man preferred. Write or phone full particulars to E. W. Manson, Summerside. 1819-10-25M31. PETROLEUM COKE to arrive next week—one car with another following. The heat fuel on the MARKET. Consumers wishing to try THIS ARTICLE for furnace purposes SHOULD phone their orders at once to 176. Aylward & Deegan. 1827-10-25M31. VICTORY LOAN SUBSCRIPTION.—Mr. George J. Rogers, President of the Rogers Hardware Co., Ltd., has placed an application for \$10,000 in the new Victory Bonds. The buying of these large blocks of Bonds by the leading business houses is sure indication of the splendid opportunity for investment these Bonds offer.

CITY HEADQUARTERS FOR VICTORY LOAN.—Through the courtesy of Mr. C. W. Rogers, the Pochontas Coal Co., have placed their office on Queen Street at the disposal of the Victory Loan Canvasers for the city. Persons wishing to make application will find this office open at all times. This is a very graceful act on the part of Mr. Rogers who is always ready to assist in any good investment. BIG VICTORY BOND SUBSCRIPTION.—Messrs A. Horne & Co., of this city on Saturday handed the Chairman, Mr. C. H. B. Longworth an application for \$25,000 as the Dunlop Fire & Rubber Goods Co.'s portion of their \$1,000,000 subscription to the Victory Loan. This is an excellent subscription and Messrs A. Horne & Company who are dealers for the Dunlop Company are to be congratulated on securing this amount for P. E. Island. MacPHERSON—BINGAY WEDDING.—In All Saints' cathedral Halifax, Thursday morning the marriage of Miss Evelyn Bingay, daughter of Mr. and Mrs. John Bingay, of this city, and Arthur L. MacPherson took place. Rev. Mr. Wright officiating. The bride's suit was of deep green broadcloth with cuffs and stole of seal. Her hat was a large black beaver model, rose trimmed. She was given in marriage by her father. The young couple were unattended and only immediate relatives were present, including three sisters of the bride, Mrs. W. R. Richards, Mrs. P. P. Fulton, of Montreal, and Mrs. G. C. Murphy of Kentville. Mr. and Mrs. MacPherson left by the eight o'clock train for Prince Edward Island on the wedding trip. Among the numerous and very handsome collection of wedding gifts were many pieces of silver and cut glass. The Pensions Board, on whose staff the bride was previous to her marriage, presented her with a cabinet of silver. Mr. and Mrs. MacPherson will reside in Borden, P. E. I.

Successful Launch.—The schooner Barbara McDonald, built by Messrs J. A. McDonald and Co., at Cardville, was successfully launched on Saturday. There were many spectators present. The ceremony of christening the ship was gracefully performed by Mrs. J. A. McDonald, the name she gave being that of her daughter. The vessel left the ways in splendid style and amid rousing cheers from the assembled crowd. After she was moved to the wharf, Mr. J. A. McDonald, the genial head of the firm was "hounded" by a number of admiring friends. The rigging and finishing up will be proceeded with at once and its expected departure to Borden will be ready to take part in the fall shipping.

How to Increase Canada's Trade.—Patriotic Duty of Every Canadian to Boost Export of Country's Surplus Produce. For half a century following Confederation Canada had an almost continuous surplus of agricultural products in trade. During that period her exports for consumption exceeded her imports of surplus Canadian produce, with the exception of the years 1880 and from 1895 to 1899. The making of munitions and the demand for her surplus grain and other crops by European countries during the war again converted her adverse balance of trade into a favorable one. In 1916 there was a substantial balance on the side of exports, which was increased in 1917, and was still large for the fiscal year ended March 31, 1918. The balance for the year ended last March was still favorable, but by a considerably less amount, revealing the effect of the gradual return to more normal conditions. One of the problems confronting Canada during the period of reconstruction is to maintain this favorable balance of trade. Every subscriber to the new and final Victory Loan will be assisting his country to hold her place among the prosperous nations of the world. Part of the Loan is being devoted to the provision of credits to European countries who have not the ready cash but who are badly in need of her surplus wheat and other produce.

Minard's liniment cures garget in cows. DAVIS AND FRASER'S FRESH PORK SAUSAGES ON SALE NOW BY ALL LEADING GROCERS. GOVERNMENT INSPECTED, STAMPED ON EACH WRAPPER. ONE OF THE CHOICEST MEAT-FOODS ON THE MARKET AND ALSO THE CHEAPEST BECAUSE NO WASTE WHATSOEVER IN USING. 1872-10-6M1f.

Order a Bottle of P. E. I. Honey. Fresh from the Hives in perfect seal bottles. Quart size \$1.15 Pint size .75 5 pound tin pails 1.50 Smaller bottles 1.25

Then you have the bottles when they are empty, for your own preserving. Ask for Newson's Honey at BEER & GOFF GROCERS.

Dr. E. C. Harris Eye Specialist. Office Royal Bank Building, Charlottetown. Office Hours 9.30-12.30. Phone 68-Y.

An Easy to Take Emulsion, Pure, Fresh & Palatable. If you are prejudiced against Cod Liver Oil preparations because you have encountered some that were nauseating we ask you to try OUR EMULSION OF COD LIVER OIL AND HYPOPHOSPHITES OF LIME AND SODA. It is made from pure, fresh, Norwegian Cod Liver Oil—combined with Hypophosphites, etc. It is a most palatable preparation—and is an excellent remedy for all bronchial affections, chronic coughs, etc., etc. TRY IT. Oil the Wheels of Industry—BUY VICTORY BONDS. Johnson & Johnson. Quality Drugstore. Corner Kent and Prince Streets.

LET US SAVE YOU MONEY IN VALUES. Our side line of Fancy Shirts is of the finest quality. Our Wearing Shirts are just what the working man is looking for. Our Knitted Wool Underwear is equal to any made. Our Fleeced Underwear, just the thing for Fall weather. Overalls, the kind that will stand the wear and tear. Railwaymen's Gloves, just what you want. Also an assortment of Ladies' and Gents' Rubber Footwear. CANADIAN FARM PRODUCTS. 160 Great George St. :: Phone 700

Beer & Weeks

You've heard the rest— Now hear the best

Just you hear the Brunswick play ALL records

NEW MODELS JUST RECEIVED

SOLE AGENTS

Beer & Weeks

SOLE AGENTS

FOOTBALL SEASON IS HERE

Explanation of the Terms for the Public Need.—First Aid to the Injured, Tired and Troubled.

BY TOM A. HAWKE.



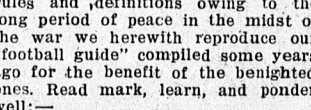
The football season is here in all its glory—yea and its glory—loveliness. Abegweits and "Saints" have again exchanged greetings and before the season is over may exchange a few beatings.

The Saints and Mount Allison have also met in the warm grasp of friendship, falling on each other's necks after the fashion of Damon and Pythias—but fortunately not dislocating any bones in doing so.

Some poet has said that "the Saints are dust," but if that poet had been alive and attended the A.A.A. grounds on Thursday afternoon he might have substituted the word mud for dust and merely mentioned that the Saints had caused their opponents to bite the dust.

No football worth talking about has been seen around Charlottetown for nearly five years. Football has literally been crying "Revive us again," and the revival is here, even though so far the revivalists have failed to "convert" anything no matter how they may have "tried."

As some worthy followers of the game may be somewhat rusty on the rules and definitions owing to the long period of peace in the midst of the war we herewith reproduce our "football guide" compiled some years ago for the benefit of the benighted ones. Read mark, learn, and ponder well!



Accident: An indispensable feature of football. A condition of affairs in which presence of mind is good, but absence of body is a blamed sight better.

Advice: A commodity which everyone possessing feels like giving away to the referee.

Almost: The time the ball doesn't go over the bar. Quite different from when the ball spreads over the grand stand.

Argument: Assault and battery on the senses; disturbing the peace. Has no business in the game.

Ball: An oval-shaped combination of rubber, pigskin, and air, which gets many kicks which it doesn't deserve, even though it is the whole cause of the trouble.

Block: A name for a square piece of deal; not always exactly a square deal in football, however.

Blue: The feeling experienced by the team which almost won.

Bystander: One who knows more about the game than the referee or anyone playing it.

Cannibal: A man who wants to eat the referee. Also said to be a heathen who never works but lives on other people.

Collared: See nabbed.

Critic: A grand stand warrior.

Crow: What friends of the victors are inclined to do and what some others have to eat.

Down: When it is all up with the players.

Drop: A kick which goes high and a drink which goes down.

Etiquette: This word is here by mistake. Has no place in the game.

Enthusiasm: An irresponsible person who really ought to know better.

Football: What we are talking about. Declared by one authority to be a clever subterfuge for carrying on prize fights under the guise of something better.

Free Kick: What you are liable to get if you don't behave.

Goal: What both sides strive for. Two upright sticks surrounded by air, mud, and the touchline.

Grab: A motion of the arms forward liable to rend the anatomy asunder.

Half-back: A young man who properly pushes his way into society and becomes famous from his custom of "holding a ball" at frequent intervals.

Heel Out: When a stitch in time won't save a "darn."

Heel Ball: Trouble ahead.

Idiot: The other fellow.

Joint: A low "quarter," by many considered out of place.

Kick: To raise—a football or a rum-pus.

Lobster: The fellow whose opinion of matters is altogether at variance with yours.

Maul: Another name for misery.

Mark: To heel and catch, so different from to catch an eel. In Germany, 23 cents, in the U. S. it used to be 24 cents.

Miss: When the ball is not on speaking terms with the goalposts. A conspicuous figure on the grand stand. A Miss is as good as her smile.

Nabbed: See collared.

Place: Another form of kick, which brings joy or a lemon. On a rainy day at a football game there is no place like home.

Policeman: Part of the show, never-present help in time of trouble.

Prune: A plum that has seen his days. Has absolutely nothing to do with the game, but like a poor plump fellow helps to fill up.

Quarter-back: The half was told.

Right Tackle: A position in American football. In Canadian football tackle right or not at all.

Robber: The referee—always.

Referee: A conspicuous figure on the field, whose lot is far from being a happy one and who should not expect any reward in this world. Always claims that his ruling is infallible, it's the other fellow who is wrong.

Scrim, or Scrum: Something beyond description.

Tackle: To meet trouble more than halfway. A low-down trick.

Try: What both sides are anxious to accomplish, and do the most scrupulous about. If at first you make a try, try to try again.

Trim: To do unto the other fellow as they would do unto you if it could.

Timer: Man who decides when the racket should cease.

Touchdown: Often mistaken for, but like a good man who doesn't count for anything.

Union: The great something which there is strength. The may be said of onions.

Wind: An indispensable requirement in football or politics.

Wrinkle: What you've sure after reading all this.

X-Player: A has-was.

Youth: The time for proper living. You can't start too early.

Zig-zag: The popular route to goal line.

BELGIAN KING WRITES 'WI ABOARD KING ALBERT TRAIN EN ROUTE TO CLONATI, Ohio, Oct. 22.—King today sent the following message to President Wilson: "It was with keen regret I learned because of your illness would be impossible for you Mrs. Wilson to receive the and myself during our visit to Clonati. We fervently hope you soon be restored to health and The Queen joins me in sending Mrs. Wilson sincerest and assurance of faithful friendship."

You'll like Grape-Nut made from wheat and barley, carefully blended and baked. A delicious nourishing cereal food.