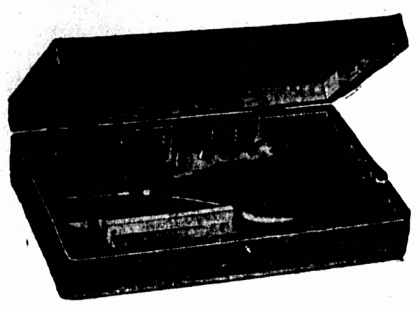
# SEE

**Burgess Vibro-Tool Demonstration**

BY FACTORY EXPERT

ON MONDAY, AUGUST 18, FROM 1:30 TO 5:30 P.M.

AT OUR STORE



AMAZINGLY EASY TO OPERATE

ENJOY A HOBBY FOR HEALTH

This sensational Hobby Craft Tool is manufactured in Niagara Falls by the Burgess Battery Company. Come in and try it for yourself. See how easy it tools leather, engraves jewelry, embosses metal, etches on copper and steel plate, carves wood and linoleum blocks.

We have a Vibro-Tool in our own Tool Department so that our Customers may Engrave their Names on the Tools they Buy.

**FENNELL & CHANDLER**



# Roofing Products!

2 CARLOADS JUST ARRIVED!

ASPHALT SHINGLES OF ALL TYPES

SIDINGS BOTH INSUL TYPE and ROLLED BRICK

ROLLED ROOFING, etc.

**CLARK BROS**

MONTAGUE - MT. STEWART - ST. PETERS


## CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising of a newsy nature may be inserted at five cents a word strictly payable in advance.

CRASWELL for Photographs.

JIMMIE'S TAXI. Phone 528.

DID YOU get your car book?

CONFEDERATION LIFE INSURANCE.

DISCOUNT SALE on Dresses, Suits and Coats still continues at Kennedy's Ladies Wear.

ROGERSON'S BEAUTY SHOP, Crapaud, will be closed during week ending August 23rd.

PHONE SAUNDERS 1806 for group and wedding pictures on location.

RECENT ARRIVALS — Seersucker Gowns, Flannelette Gowns, Slips and Pyjamas. Kennedy Ladies Wear.

BY AIR to Montreal and Boston in about three hours. Phone Maritime Central Airways 2061 or 540.

MONTAGUE.—Dine at the Bison Lunch. Leave your Films here for quality finishing. Complete Film stock.

CENTRAL PARISH — Services for Sunday, Aug. 17—Clyde River 11 a.m., S.S., 10 a.m. Clarchill 2-30 p.m. Canoe Cove 7.30 p.m. S.S. 6.30 p.m. Rev. T. W. Goodwill, Minister.

CHURCH NOTICE for Parish of Milton and Rustico for Sunday, August 17th. St. John's, Milton. Sunday School 10.00 A. M. Morning Prayer 11.00 A. M. St. Mark's, Rustico. Sunday School 7.00 P. M. Evening Prayer 7.30 P. M. Rev. Sidney J. Davies, Rector.

IMPORTANT NOTICE TO ADVERTISERS — Advertisers are advised that ordinary copy must reach the Guardian Office not later than 11 a. m. the day previous to date of insertion. Large ads, quarter page and over must reach the office at least 24 hours in advance.

ST. PAUL'S Anglican Church, Sunday, August 17th, 1947. Eleventh Sunday after Trinity. 8.30 a.m. Holy Communion. 11.00 a.m. Morning Prayer and Sermon, Preacher, Rev. W. W. Clarkson, Rector of St. Mark's Anglican Church, Halifax, N.S. Subject, "A Good Custom." There will be no Evening Service during the month of August, but members are invited to attend the Evening Service at St. Peter's Cathedral at 7.00 p.m. Everybody welcome.

## W. C. T. U. NOTES

"YE SHALL HAVE DOMINION FROM SEA TO SEA"
Psalm 72:8

Let us not think of ease or rest, or count any sacrifice too great in order that our beloved land may be free from drink's deadly "control" —Sara Rowell Wright.

Alcohol is an insidious poison in that it produces effects which seem to have only one antidote — alcohol again. —Sir Frederick Treeves.

Alcohol is a poison, so is strychnine, so is arsenic, so is opium; it ranks with these agents. Health is always in some way injured by it —benefited by it never. —Sir Andrew Clark, M. D.

THE PRESIDNET'S MESSAGE

Greetings! Two interesting items have recently come to my desk, advertisements appearing under the "goodwill" programme. One under heading "From the Distillers Laboratory" . . . "comes benefits for Canadian Farmers and YOU," The illustration by the well-known Canadian artists shows a field of grain, with a number of milk bottles distributed over the field. The article reads that "every bushel of grain, wheat, rye, corn and barley used in distilling is eventually returned to the farmer, and YOU, by being transformed into scores of new products of great importance to our national food economy. The products put more meat, milk and butter on your table; provide vital medicines, increase employment, make for more and greater prosperity, raise health standards and lowered cost of living. A number of by-products are also named to be used by the farmer and YOU.

The second "Goodwill" advertisement bears the name of a much-advertised liquor firm, and is a "quiz" for Canadians, beginning with the question "How much more will it cost Canadians to live tomorrow?" A series of "IFS" follow, the last two attracting my attention—"If we continue to walk in the middle of the road, the road of MODERATION in all things, in our thinking, in our actions, in our pleasures IF, as we continue to think of tomorrow and practice Moderation today" . . Where does moderation begin?

This subtle form of advertising is being used extensively by the liquor interests in newspapers, magazines and in radio broadcasts. Brewers have furnished space for games, baseball bats, balls and suits for junior teams, distributed thimbles bearing the name of brewery, or suggestion to "drink our ale and stout" to Women's Institutes.

Government Control has proved a huge success from the standpoint of those who manufacture and sell liquor, who derive a profit from it, and those who wish to buy (as recent releases of statistics in the Press from Saskatchewan and Alberta show). But from the standpoint of those who seek to remedy the evils of alcoholism it is a tragic and gastly failure. As the ravages of disease cannot be cured by dissemination of germs neither can the evils of alcoholism be prevented by providing greater facilities by which people may obtain alcoholic beverages. Just so long as governments have vested interests in the Liquor Business, sales promotion, rather than control, will continue.

The Woman's Christian Temperance Union stands for prevention rather than cure. Let us then, rededicate ourselves to the eradication of this great evil, for the sake of our beloved country, and for the safety of the whole world. For — **in this atomic age we had better be sober.**

Alice L. Grevett.

LETTER FROM HEAVEN

Rev. Theodore Fricke, just back from visiting American Lutheran missions in New Guinea, reports an incident that shows how the so-called backward peoples are benefiting from literacy campaigns.

During the New Guinea campaign our Allied Corps learned that the native people there had been taught to read English so they could use their Bibles. Our airmen promptly flew over a battle area and dropped leaflets to warn the people that they were going to destroy that area with bombs. The natives fled to the hills.

After the bombs had been dropped, our infantry entered the area. They found the Japanese dead; but soon the natives began to come in from the hills. To the soldiers' amazement, the people welcomed them in English — They said: "Why did you learn and speak English? What use is it to you out here in the jungles?"

One native replied: "We read your letters from heaven. They saved our lives. We would be dead now if we had not been able to read."

The Bible is God's letter from heaven, but people will die if they are not able to read.

ROUND THE WORLD WITH ALCOHOL

**Who drink to excess, and at what age?**

Of 100 men admitted to the New York Hospital for alcoholic excess 81 were there for alcoholism alone without any nervous disorder. And of these 81, 63 were college graduates, seven were physicians, six were lawyers, and two were writers. Sixty-three of the 81 started drinking before they were 21.

—American Journal of Psychiatry.

You aren't very important in this world. If you lose your job, someone better will replace you. If you die—your wife will mourn briefly and then remarry. Your children will grow up and you will be but a memory. In the last analysis, you are the only one who benefits by your sobriety.


# ATTENTION HOUSEWIVES

The Ware-Ever Aluminum Co. has just made it possible for you to purchase their new method of cooking utensils that can only be purchased from trained reliable distributors. These cooking utensils are a lifetime investment, whose worth cannot be measured in dollars and cents.

Look at the advantages of using this method of cooking:

1. No Fats or Greases used.
2. No water.
3. Cooler kitchen to work in.
4. Cuts 30% of fuel bill.
5. Cuts down on shrinkages of meat.
6. Little or no peeling.
7. You retain all minerals and vitamins.
8. More time can be devoted to other interests.

Just drop us a line letting us know if you would be interested in us calling at your home and explaining this wonderful equipment, or perhaps you would like for us to put on a demonstration at our expense for you and your friends.

Write: RUSS HOTEL
Charlottetown, P. E. I.



# BIRTHSTONES OF THE MONTH FROM TAYLOR'S

AUGUST --- PERIDOT --- SARDONYX

**The Peridot, a beautiful soft green stone mined by the Egyptians since ancient times, is often called the Gem of the Sun. They believed that it would dispel the terrors of the night, but to exert its full powers the gem should be set in gold.**

**The Sardonyx, reddish brown in colour, is ideal for men with masculine taste.**

**Both of these beautiful stone rings, superbly styled by highly trained and talented craftsmen, admired for beauty and desired for value - - - each ideal as a birthday gift - - - special occasions - - - and for yourself.**

*G. H. Taylor*

*Jewellers for Four Generations*


## WARNING RE FUEL OIL SUPPLY

Investigation has revealed that by reason of the greatly increased demand for Fuel Oil and Stove Oil, an acute shortage of supply is imminent for the coming season. All persons who have recently installed or who are now contemplating installing Oil Burning Equipment are warned that unless they have an undoubted oil supply they have no assurance of fuel and should govern themselves accordingly.

(L. B. MacMILLAN)
Secretary,
THE BOARD OF COMMISSIONERS
OF PUBLIC UTILITIES.

# OUR GRATEFUL THANKS

**Are extended to the Provincial Government, the City Council of Charlottetown, the Breeders of Livestock, Horses, Sheep, Pigs and Poultry, the Horsemen of the Maritimes, the Press, C.F.C.Y., The Macdonald Tobacco Company for their British Consols Trophy, and to the People of Prince Edward Island, and the many Visitors from Nova Scotia, New Brunswick and other parts of Canada and the United States, for the most generous support given us at**

## Old Home Week and Provincial Exhibition

**Just Concluded**

**It has been a trying but pleasurable task for everyone connected with our organization, and the results have been so satisfactory, that we look forward with confidence to keeping this great Week of Entertainment and Exhibition Program on an even Bigger and Better scale next year.**

**H. J. KENNEDY, President** **G. H. BUNTAIN, Secretary**

(On Behalf of the Directors and Shareholders of the Charlottetown Driving Park and Provincial Exhibition Association)