



Purity and Freshness

Users of tobacco in any form are always assured of purity and freshness when they buy a product of the Imperial Tobacco Company. These qualities are achieved only by the practice of eternal vigilance.

That vigilance starts with the education of the grower, in methods of cutting and curing that ensure the utmost cleanliness and wholesomeness in the leaf as delivered. The grading is all done over screens, to remove sand. Leaves showing any blemish are immediately destroyed. After that the stock is submitted to a forced-draft heat treatment that mellows and conditions the tobacco.

During the three-year ageing process, the leaf lies packed in hogsheads, for, like wine, it mellows best in wood. These hogsheads are stored in bond by themselves in modern warehouses through which the outside air moves freely. The sweating induced by summer heat and humidity has the effect of dispelling harshness, and leaving the leaf sweeter and softer to the taste.

During the manufacturing process, as a protection against even the most remote possibility of contamination, the leaf is handled in rooms where the air is filtered of all impurities, humidified to prevent dust, and where walls are being constantly whitewashed.

Yet that is only the beginning. Every single shipment of a material that directly or indirectly enters into the manufacture of any Imperial product must first pass its prescribed laboratory test, to determine whether it fully measures up to the purity standard set for it. If not, it is instantly rejected. And in the case of cigarette paper, there are easily a dozen different tests, chemical and physical, that must be survived before any shipment is permitted to be used.

When the manufactured tobacco is ready for packaging, it is of course in prime condition. It is to ensure its reaching the consumer in equally good condition that so much care is taken, so much expense incurred, with the wrapping. Waxed paper, tin foil, cellophane, snugly-fitting packages and hermetically-sealed tins are only a few of the devices employed to conserve freshness.

Finally, such is the reputation enjoyed by Imperial products for purity and freshness, that the large and steady demand for them assures a quickness of turnover that precludes any possibility of their growing stale on the retailer's shelves.



IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

Eastern Locals

This column is reserved for news of local interest but advertisements of a nature may be inserted at 2 cents a word strictly payable in advance.

SUBSCRIPTIONS to The Charlottetown Guardian may be handed to their Rept. Arobie Hume, Phone 47, or left at H. J. Mabon's Drug Store, Montague. L-7

FOR SALE—Dwelling house with lot 100' x 50', wooded, barn and hen house. All in good repair. Small orchard. Bargain for quick sale. Apply Mrs. Isaac Acorn, Montague. L-5673-4-5-31.

THE DEATH OCCURRED in Jamaica Plain, Mass., Friday, of Mrs. John Sullivan, nee Nellie Scannell. She is a sister of Dr. D. D. Scannell, the well known Boston surgeon, who for a number of years past has been spending his summers at Georgetown with his wife and family.

Apply Minard's Enlargement to cuts.

IN MEMORIAM

FRANCIS CHOWAN

On Sunday March the 17th, amid the quiet calm of the day or eve, the spirit of Francis Chowan, fled the mortal body to be with God who gave it.

The deceased who during these last years, had not enjoyed very robust health, although he was able until the last week of his earthly life, to be around assisting with the chores. So that death came to him after a brief illness, and before many of us realized that the end was near.

Francis Chowan died where he was born, and where he had lived all his life, on the old homestead at Highfield. He was a familiar figure to most of those who drove along the road to Charlottetown. He was kindly in his disposition, ever ready as far as lay in his power to help to ease the burdens of others, and thus fulfill the law of Christ, and shall we not say the purpose of life. However, his kindly hand and sympathetic voice are missed the most, and our sympathy goes out to those who were most closely associated with him in this life. To the widow and family.

The funeral was largely attended by neighbors and friends was held on Tuesday, March 19th and was conducted by his pastor, the Rev. Thos. Palethorpe, who brought words of comfort to all from one of the Psalms of David.

The Rev. Mr. Pritchard, of Marshfield, assisted at the house and grave. The hymns sung were, 'The Lord's my Shepherd', 'Forever with the Lord', and 'Abide with Me'. Interment was made in the cemetery at Highfield.

He leaves to mourn besides his widow, two sons, Leo A. and Gordon A. both at home, three daughters, Mrs. Harold (Annie U.) Murray of Marshfield, P. E. I. Mrs. Daniel (Esther J.) Macdonald of Clyde River, P. E. I. and Mrs. Emmons G. (Mabel G.) Newson, of Brackley, P. E. I., besides a number of grandchildren.

Two brothers, William, of West Royalty, P. E. I. and the Rev. Daniel, of Bolstown, N. B. and two sisters, Mrs. Elizabeth Middleton, of Queensal, B. C. and Mrs. Martha Snell, of Pasadena, California.

The pall bearers were Lemuel Frazee, Joseph Currie, Stephen Holroyd, Gordon Satteson, James Hurry, and William Stewart. The funeral arrangements were sympathetically carried out by McLean's Undertaking Parlors.

Professional Cards

McLEOD & BENTLEY

W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorneys-at-Law
MONEY TO LOAN
Office: 180 Richmond Street.

Prohibition Commission

Chas. H. Black, Chairman.
Charlottetown
Ira. B. McDonald, West St. Peters.
John Simpson, Hamilton.
Send all information regarding infractions of PROHIBITION ACT to the above or to Inspector J. Fripps, R. C. M. P., Charlottetown.

NORMAN W. LOWTHER

Barrister & Attorney At Law
86 Great George Street
Charlottetown, P. E. I.
MONEY TO LOAN

Alex. W. Matheson

BARRISTER, SOLICITOR, ETC.
Money to Loan. Collections
Office: 140 Richmond Street.

Largest Banks

CARDIGAN NORTH SCHOOL

Honor Roll for February and March:—

Grade K-1 Kathleen Wilson.

Grade IX-1 Milton MacDonald.

Grade VII-1 Richard Green, 2 John D. Campbell.

Grade VI-1 Blanche Burke and Cecelia Green, 2 Agnes MacLean, 3 Louis MacDonald.

Grade V-1 James Wilson.

Grade IV-1 Anna MacAulay, 2 Ilene Hayter, 3 Michael Campbell.

Grade I-1 Enid MacDonald, 2 Mary Jambell, 3 Myrtle Hayter and Hildagard Wilson.

Perfect Attendance:—Blanche Burke.

Rosemary Wilson, Teacher.

distributed throughout the world upon requests from Bankers, consular agents and those engaged in all types of foreign commerce.

The Midland Bank Ltd., of London is the largest bank in the English-speaking world. Its total deposits of \$2,071,618,727 exceed the \$1,500,752,000 of the Federal Reserve Bank of New York, the largest American Bank. Next in size are 7 other billion dollar banks; namely, Barclay's Bank Ltd., and Lloyds Bank, Ltd., London; Chase National Bank, New York; Westminister Bank Ltd., and National Provincial Bank Ltd., London; National City Bank, and Guaranty Trust Company of New York. The California Bank of Los Angeles, California, publishes these interesting facts in the ninth annual edition of its brochure entitled "The Deposit Liabilities of One Hundred and Fifty of the Largest American, British, Colonial and Dominion Banks." The booklet is

BRINGING UP FATHER



ROUND TRIP BARGAIN FARES
—To—
\$ 9.00 QUEBEC.
\$10.60 THREE RIVERS
\$10.00 MONTREAL.
\$12.25 OTTAWA.
\$15.00 TORONTO.
From all stations on Prince Edward Island
Children of Five and Under Twelve years of age HALF FARE
Fri. Apr. 12, 1935
RETURN Tues. Apr. 16, 1935
LIMIT: Except Toronto Wed. Apr. 17, 1935.
Tickets Good In DAY COACHES ONLY
No Baggage Checked
For Further Information Consult any Ticket Agent.
Canadian National Railways

Spring Specials at THE MEN'S SHOP SOURIS
MEN'S DRESS SHOES \$1.98 to \$4.25
OVERALL PANTS \$1.00 to \$1.25
NEW SPRING HATS \$1.50 to \$2.95
SHORT RUBBER BOOTS \$2.45, \$2.95, \$3.65
OVERALLS \$1.00, \$1.50, \$1.90
SOX \$15c to \$50c
Full stock of --- RUBBER FOOTWEAR CAPS SHIRTS, TIES, SWEATERS Everything a Man wears.
TIP TOP SUITS and TOP COATS to your individual measurements.
Estate: **W. B. LEARD SOURIS**

Professional Cards
McLEOD & BENTLEY
W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorneys-at-Law
MONEY TO LOAN
Office: 180 Richmond Street.
Prohibition Commission
Chas. H. Black, Chairman.
Charlottetown
Ira. B. McDonald, West St. Peters.
John Simpson, Hamilton.
Send all information regarding infractions of PROHIBITION ACT to the above or to Inspector J. Fripps, R. C. M. P., Charlottetown.
NORMAN W. LOWTHER
Barrister & Attorney At Law
86 Great George Street
Charlottetown, P. E. I.
MONEY TO LOAN
Alex. W. Matheson
BARRISTER, SOLICITOR, ETC.
Money to Loan. Collections
Office: 140 Richmond Street.

Yankees Open Tour With Win
(A. P. By Guardian's Special Wire)
BIRMINGHAM, Ala., April 4.—New York Yankees opened their barnstorming swing northward today by defeating Birmingham Barons of the Southern Association 9-1 for their eighth straight triumph. Score: New York (A) 001 022 031 9 11 1 Birmingham (SA) 010 000 000 1 6 3 Broaca, Van Atta and Dickey; Murray, White and Demings.
GREENWOOD, Miss., April 4.—New York Giants celebrated their visit to Hughie Critz' home town today by defeating Cleveland Indians 5-4 behind the five-hit pitching of Hal Schumacher and Al Smith. Score: Cleveland (A) 000 102 001 4 5 1 New York (N) 020 003 008 5 6 2 Hildebrand, Harder and Myatt; Schumacher, Smith and Mancuso, Richards.
At St. Augustine, Fla.: Cincinnati (N) 000 001 000 0 1 6 2 Detroit (A) 100 000 000 1 2 7 2 Frey, Hermann and Lombardi, Campbell, Rowe, Auker and Hayworth.
At Houston, Tex.: Chicago (A) 000 011 110 4 6 3 Pittsburgh (N) 104 010 008 6 9 3 Jones, Vance and Sewell, Shea; Brtkofer, Blanton and Padden, Grace.
At Atlanta, Ga.: Boston (A) 021 501 010 10 13 1 Atlanta (SA) 013 010 000 5 11 2

Professional Cards
McLEOD & BENTLEY
W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorneys-at-Law
MONEY TO LOAN
Office: 180 Richmond Street.
Prohibition Commission
Chas. H. Black, Chairman.
Charlottetown
Ira. B. McDonald, West St. Peters.
John Simpson, Hamilton.
Send all information regarding infractions of PROHIBITION ACT to the above or to Inspector J. Fripps, R. C. M. P., Charlottetown.
NORMAN W. LOWTHER
Barrister & Attorney At Law
86 Great George Street
Charlottetown, P. E. I.
MONEY TO LOAN
Alex. W. Matheson
BARRISTER, SOLICITOR, ETC.
Money to Loan. Collections
Office: 140 Richmond Street.

Professional Cards
McLEOD & BENTLEY
W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorneys-at-Law
MONEY TO LOAN
Office: 180 Richmond Street.
Prohibition Commission
Chas. H. Black, Chairman.
Charlottetown
Ira. B. McDonald, West St. Peters.
John Simpson, Hamilton.
Send all information regarding infractions of PROHIBITION ACT to the above or to Inspector J. Fripps, R. C. M. P., Charlottetown.
NORMAN W. LOWTHER
Barrister & Attorney At Law
86 Great George Street
Charlottetown, P. E. I.
MONEY TO LOAN
Alex. W. Matheson
BARRISTER, SOLICITOR, ETC.
Money to Loan. Collections
Office: 140 Richmond Street.

Professional Cards
McLEOD & BENTLEY
W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorneys-at-Law
MONEY TO LOAN
Office: 180 Richmond Street.
Prohibition Commission
Chas. H. Black, Chairman.
Charlottetown
Ira. B. McDonald, West St. Peters.
John Simpson, Hamilton.
Send all information regarding infractions of PROHIBITION ACT to the above or to Inspector J. Fripps, R. C. M. P., Charlottetown.
NORMAN W. LOWTHER
Barrister & Attorney At Law
86 Great George Street
Charlottetown, P. E. I.
MONEY TO LOAN
Alex. W. Matheson
BARRISTER, SOLICITOR, ETC.
Money to Loan. Collections
Office: 140 Richmond Street.

—BY GEORGE MCMANUS