

NEW ISSUE

PROVINCE of PRINCE EDWARD ISLAND

4 1/2 %

Ten Year Sinking Fund Bonds (Non Callable)

Dated May 1st. Due May 1, 1943

Principal and interest payable in the lawful Money of Canada, at the holder's option in Montreal, Toronto and Charlottetown.

These bonds are a direct and primary obligation of the Province of Prince Edward Island and are a charge upon the revenues and assets of the Province. A Sinking Fund will be established sufficient to retire the entire issue at maturity.

PRICE 97.50 and accrued interest, to yield 4.82%

ROYAL SECURITIES CORPORATION Ltd.

RILEY BUILDING
CHARLOTTETOWN, P. E. I.

Stock Quotations

Montreal Stock Market

(Canadian Press)

Stocks	Close
Bathurst B	95 1/2
Bell Tel	125 1/2
Broklyn	25 1/2
Can Car	25 1/2
Can Ind Al	25 1/2
C P R	11 1/2
Dom Brd	25 1/2
Dom Steel and Coal B	1 1/2
Int Nickel	157 1/2
Mosley H Iron	11 1/2
McCull Front	11 1/2
Montreal Power	31
N B Power	107 1/2
Power Corp	107 1/2
Quebec Power	15
Shawinigan	115 1/2
Windsor P	34 1/2

Pivotal New York Stocks

(Canadian Press)

Stocks	Close
Allied Chemical	107 1/2
Am F Power	10 1/2
Am Smelting	27 1/2
Am Tel and Tel	105 1/2
Anaconda	20 1/2
Alcoa	20 1/2
Ambaca Dry	51
C P R	11 1/2
Case	29 1/2
Chesapeake and Ohio	35 1/2
Con Gas	40 1/2
Gen Electric	69 1/2
Delaware and Hud	62 1/2
Eastman	70 1/2
Gen Electric	135 1/2
Gen Foods	32 1/2
Gen Motors	23 1/2
Harvester	40 1/2
Int Nickel	157 1/2
Nat Biscuit	50 1/2
N Y Central	24 1/2
North American	21 1/2
Pub Ser N J	46
Radio	7
Stand Oil	37 1/2
Tex Gulf	25 1/2
Union Carbide	34 1/2
Union Pacific	80 1/2
United Corp	12 1/2
U S Rubber	9 1/2
Vanadium	17 1/2
Westinghouse	35 1/2
Woolworth	26 1/2
Beth Steel	25 1/2
U S Steel	47 1/2

EXCHANGE

(Canadian Press)

MONTEREAL, May 14—British and foreign exchange currencies in relation to the Canadian dollar as compiled by the Royal Bank of Canada, closed today as follows:

Argentina peso	23.42
Australia pound	2.0550
Austria schilling	0.1710
Belgium belge	0.1571
Brasil milreis	0.8571
Bulgaria lev	0.0007
China Hong Kong dollars	0.3116
Czechoslovakia crown	0.0416
Denmark krona	0.2025
Finland markka	0.0211
France franc	0.0227
Germany reichsmark	0.3141
Great Britain pound	0.5315
Greece drachma	0.0077
Holland florin	0.3387
Hungary pengo	0.2109
India rupee	0.3413
Italy lire	0.0025
Japan yen	0.2770
Jugoslavia dinar	0.0200
New Zealand pound	2.5191
Norway krona	0.2303
Poland zloti	0.1508
Roumania lei	0.0087
South Africa pound	4.5201
Sweden krona	0.2327
Switzerland franc	0.2394
United States dollar	14 per cent premium

N. Y. CURB

(Canadian Press)

Stocks	Close
Amer Cyan B	8 1/2
Amer Sup Power	1 1/2
Am Ind Al	1 1/2
Am Marconi	1 1/2
Am Tel and Tel	105 1/2
Am Wire	1 1/2
Can Car	25 1/2
Can Ind Al	25 1/2
C P R	11 1/2
Dom Brd	25 1/2
Dom Steel and Coal B	1 1/2
Int Nickel	157 1/2
Mosley H Iron	11 1/2
McCull Front	11 1/2
Montreal Power	31
N B Power	107 1/2
Power Corp	107 1/2
Quebec Power	15
Shawinigan	115 1/2
Windsor P	34 1/2

PRODUCE

MONTEREAL, May 14—(C.P.)—An advance of one and a half cents a pound cheese prices was recorded on the Montreal dairy and produce market last week. Recent improvement in the pound sterling as well as the British and American market at once on country boards and then on the city markets. Current Ontario cheese receipts showed a substantial increase at 4.25¢ boxes, as against 2.92¢ boxes for the previous week.

Butter declined nearly four cents a pound in the face of the seasonal advance in offerings. No 1 registered at 19.15¢ and less ended the week at 18.75¢ a pound. The price at the close of the previous week was 21.25¢ per 50 lb. bag throughout the week was 25 to 30 cents.

The egg market strengthened one half to one cent per dozen during the week, generally ending at 17 cents for extras, 15 cents for firsts and 13 cents for seconds, graded shipping rates in carlots or less. Arrivals in Montreal were light, with a 200,000 cases. The previous week there were 19,854 cases.

The potato market was firm during the week. No 1 registered at 18.00¢ and less ended the week at 17.50¢ a pound. The price at the close of the previous week was 17.00¢ per 50 lb. bag throughout the week was 15 to 20 cents.

MT'L. CURB

(Canadian Press)


Stocks	Close
Bathurst B	95 1/2
Bell Tel	125 1/2
Broklyn	25 1/2
Can Car	25 1/2
Can Ind Al	25 1/2
C P R	11 1/2
Dom Brd	25 1/2
Dom Steel and Coal B	1 1/2
Int Nickel	157 1/2
Mosley H Iron	11 1/2
McCull Front	11 1/2
Montreal Power	31
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Power Corp	107 1/2
Quebec Power	15
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Windsor P	34 1/2

When You Buy Molasses

... you will find it to your every advantage to insist on "BEMA" brand—for "BEMA" Molasses is the pure juice of the world-famous Barbados sugar cane—the best molasses made.

Use it on the table and in cooking—every time molasses is called for. Give plenty to the children.

YOUR GROCER SELLS IT



BEMA BRAND

Genuine BARBADOS Extra Fancy MOLASSES

CENTRAL GUARDIAN

This column is reserved for Queen's County news of local interest but advertising of a newsy nature may be inserted at 4 cents a word strictly payable in advance.

SAY DAD, LET'S GIVE Mother a new Fawcett Range and "Home Ideal" Oil Burner for "Mother's Day." It's a gift that will last and is guaranteed for five years. See Lives today. Phone 1117. 9482-5-13-21

MESSRS. LEWIS AND FARDY, who have operated the City Bus Service during the winter months, started today on the Souris to Charlottetown route, running the same as last year, leaving Souris at 8:10, arriving in Charlottetown at 10:30, leaving on return at 4:10. Headquarters at Souris, Lennox Hotel, and at Charlottetown, Milton's Old Spain, Kent St. 9487-11

HELLO, MARY—How do you like your "Home Ideal" Oil Burner? Oh, Jane, it is just wonderful—no more dirty coal on the floor. John says, no more kindling to cut or ashes to take out and all kinds of hot water for baby's bath. No it does not cost as much to operate as coal. You give 1117 a ring and they will send their burner expert to see you. Maybe you can put it in the old stove, if not, a new Frontenac or Langley Range does not cost much. 9482-5-13-21

Press Advertising Must Be Maintained

Says Bovril Chairman

Doubling the Value of Radio Advertising

Addressing the Annual Meeting of Bovril Limited in London recently, Lord Luke, Chairman of the Board, drew particular attention to the fact that, while due economy had been practised in every other department, they had not diminished their advertising. "We consider it of the utmost importance," he said, "to keep our advertising bright and persistent. At a time when purchasing power in many countries is much reduced, a policy of keeping the virtues of our product well in the public eye meets strongly with your Board's approval."

Bovril is sold and advertised all over the world. Those in charge of its sales policies therefore have exceptional opportunities for gauging the benefits to be derived from consistent advertising. Lord Luke and his associates are emphatically not of that school who look upon advertising as a regrettable but necessary expense, and who argue that when sales fall off advertising expenditure should be cut proportionately. On the contrary they maintain that it is the very time when one should maintain and, if possible, increase one's own advertising. In other words they believe in capitalizing on a competitor's weakness, and making a bold bid for that portion of his business that has been made vulnerable through his failure to defend it.

Lord Luke's comments on radio as an advertising medium are interesting in view of the policies that our own Canadian Radio Commission are now trying to make effective. "We have not utilized this service," says Lord Luke, "and it would take a great deal of persuasion to induce us to do so. The reader of a newspaper does not need to read the advertisements it carries unless he likes. He can keep himself occupied with whichever section of its news columns appeals to him. But the broadcast listener has no such choice. He must listen to whatever is thrown at him through the ether or switch of his set. If there is one thing that long experience in advertising has taught us, it is that one must be tactful in making one's approach. One buyer, or one potential buyer, annoyed might well count for more on the debit side than several of the merely interested type on the assets side."

Big Ben Tower Gets A Facial

LONDON, May 14—(C.P.)—"Big Ben," the great clock tower of the Houses of Parliament, is now being encased in steel splints. The stone-work of the tower is to be thoroughly restored and to receive the same treatment which more than 100 men have been giving to the exterior of the whole Palace of Westminster during the last four years or more. "Big Ben's" cleaning and restoration will cost £75,000, and will take several months.

R.B. Bennett To Be Honored By U. N. B.

FREDERICTON, May 14—Hon. R. B. Bennett will be honored with a degree of doctor of laws by the University of New Brunswick at the 1933 convocation here on May 19, according to present arrangements, it was learned today.

The university has extended an invitation to Canada's Prime Minister, a native son of New Brunswick, to attend the annual convocation exercises on his return from the celebration at Saint John on May 18 of the 150th anniversary of the landing of the Loyalists.

HAMILTON, Ont., May 14—Hon. R. B. Bennett, prime minister of Canada, and other outstanding Canadians will receive honorary degrees at McMaster University convocation on Monday. The degree of doctor of laws will be conferred on Prime Minister Bennett. On Sunday the baccalaureate ser-

LINDBERGH CASE CROPS UP AGAIN

Truths for Business Women!

SAVE—that you may not WANT when the business world no longer wants YOU.

Many a woman gives the best years of her life to a business career. Then, one day, owing to the death of her employer or a change in management, she finds herself out of a position and discovers that, despite her experience and efficiency, SHE CANNOT COMPETE WITH YOUTH.

There's one certain way to prevent the distress that follows the unhappy realization of this truth. That is to buy out your present salary) a Confederation Life Pension Bond, to pay you at least \$50 a month, commencing at age 50, 55 or 60. Remember, also that, if you become totally disabled, due to accident or disease, it can be so arranged that your premiums will be waived and you will receive a monthly cheque to replace, in part, your earned income.

You will be quite interested in the particulars we shall send you if you fill out and mail the coupon below. May we suggest that you do it NOW.

Confederation Life Association,
Toronto, Canada.

Without obligation, send me full information of your plan to provide \$50 a Month to Every Business Woman.

Name (Mrs. or Miss)

Address

Occupation

Advertising Rates—Payable in Advance

Central Guardian locals, 4c. per word; Western and Eastern locals, 2c. per word; Announcements and Coming Events, 70c. per inch; Lists of Floral and Spiritual Offerings, Cards, etc., 4c. per name; Letters of Condolence, 70c. per inch; Notices of Thanks and Appreciation, 70c. per inch or 4c. per word. Other rates on application.

Minimum Charge for any advertisement twenty-five cents.

Wanted

WANTED—BUSINESS MAN wants room and board with private family. State price. P. O. Box 455. 9427-5-13-21

WANTED—SMALL BUNGALOW or cottage. Must be bargain for cash. Write Box R, Guardian. 9470-5-13-21

To Let

TO LET—PASTURE LOT NEAR city. 61 Pownall St. 9478-5-13-31

TO LET—BUNGALOW FOR rent, 332 Euston St., now ready for occupation. 9471-5-13-31

FOR RENTAL STORAGE AND CAR space. Central. Fred H. Trainor, 80 Grafton Street. 9399-5-11-31.

For Sale

FOR SALE—SEED OATS AND timothy seed. George Hughes Brackley Point. 9475-5-13-21

CARBOARD SUITABLE FOR lining outhouses, etc., 1c per sheet. Guardian Office. tf.

FOR SALE—12 ACRES OF LAND 2 1/2 miles from Charlottetown. Apply 29 Valley Street. 9330-5-9-61

Work Wanted

EXPERIENCED WOMAN WANTS work as housekeeper. Reference if required. Apply 286 Grafton St. 9498-5-15-21

Female Help Wanted

WANTED—JULY AND AUGUST, experienced first-class cook. References required. Also two capable up-stairs girls. Apply Guardian. 9443-5-13-31.

TOO MUCH

CHICAGO, May 12—A tip to in-somnia victims: If a man has the ailment he can't help it, but he has no right to make his wife walk the floor with him to keep him company.

A judicial opinion to this effect was given by Judge Joseph Sabath. The court therefore gave a divorce to Mrs. Irene Walden of River Forest, who testified that her husband, Kenneth, made her walk the floor with him from the time of their marriage in 1925 until 1930, when he allegedly deserted her.

Bottles Wanted

Pints and Quarts.
Phone 1107

9104-4-27-15

Money Is a Good Companion

To be friendly, come in and order a Tailored to Measure Suit at \$18.75 up.

Choice of 175 samples at \$29.50 for one week.

Many of them selling at \$49.50 to \$45.00 in the City.

Order a good suit at \$29.50 and earn a premium.

S. F. TARBUSH
Who earned the Title as The "Star" Salesman for Hy Craft Tailors.
9402-5-11-41.

SUNNY SIDE TAXI

24 HOUR SERVICE
Phone 737.

DAVID (Tud) MacLEOD

9236-5-5-fmw-1mth.

S' side Citizens Discuss Question Of Street Work

Town Improvement Campaign Finds Strong Support From Leading Citizens.

A meeting of the citizens of the town of Summerside met the Council on Friday evening to discuss the question of building streets.

Mayor Manson explained at the outset that the meeting was called to get the approval of the citizens on the street question.

Mayor Manson said, "We cannot and will not pay out direct relief; but the labouring class must live. The town is now running on borrowed money and if we are to build streets we must raise the taxes, now we want your opinion."

The meeting was largely attended with a representation from all classes of citizens.

Mr. J. A. Bruce was the first to express an opinion. He said, he had been a citizen of the town for 59 years and had always been a booster for Summerside. He was in favor of anything that the town could stand, but thought that the town had been going a little too fast. There were many things which are absolutely necessary. Repairs to town wharf, extension of water and sewerage system and many other things which would provide work. Many people are not in such a good position as they were to pay taxes.

Peter G. Clark said he was in accord with the Council to furnish relief unemployment, instead of giving the dole. It was good business to put down permanent streets but we should see we get good value for our money.

Mr. Albert Oakes asked, how much the taxes would have to be raised and he was told about a dollar and a half per thousand. Mr. Oakes was in favor of such a step if it provided work.

Mr. H. T. Holman was very much in favor of this progressive movement. No better time than now to extend the improvements of the town. Other towns gave the dole and in the end have nothing to show for it. He considered it was marvelous how well the town had got along before with such a small rate of taxation. No doubt it was on account of having its own public utilities. If it only means an increase of a dollar and a half that is nothing to the value we would receive.

Archie Sharp said, he was glad to see that the town was to raise its taxes. If they had been raised to \$15 per \$1,000 eight or ten years ago we would not be here tonight to consider ways and means. If the citizens looked at the thing in the right light, they would see that it is better to pay out a little more on taxes and be able to give employment. He would rather see a street laid this summer than a soup kitchen next winter.

W. B. McNeill was also in favor of building streets.

A motion was taken on the matter and it was found that the majority were in favor of the question before the meeting.

Councillor Bell, brought up the matter of contract or day labor. If the street was let out by contract, the contractor would no doubt only employ a certain number of men. If the Town laid the street they would give everyone a chance and give married men the preference.

As the work would be more in the nature of relief it is a question which would be the better way. We must either raise the taxes or increase the rate or values; or tax other sources not yet taxed. This latter method would not burden the larger tax payers unnecessarily.

Mayor Manson thought that by giving the work out to a contractor we would save four to five thousand dollars, and the money saved could be used to employ the men who were not employed by the contractor.

Capt. Moore asked whether the water system was to be extended and what it would cost.

Mayor Manson replied that if Green's brook was the site chosen it would mean the expenditure of several thousand dollars, but if a nearer place was chosen it would cost very little. That was in the hands of the water and sewerage commission.

Mayor Manson assured the meeting that no outside labour would be employed.

John E. Campbell was in accord with giving the workmen employment, but in the matter of laying the streets the town should first find out just what it can ask the tax payer living on those streets to pay.

Arthur Brennan asked what percentage of the cost of building a street would the labouring man get, he was told about 40-50 per cent. The remainder would go for materials all of which could be purchased locally, except the cement.

FLOWERING BULBS

We have now for sale some of the popular SPRING and SUMMER FLOWERING BULBS.

GLADIOLAS

A splendid assortment of Choice Named Varieties in Mixture 35 cents per dozen. Also separate colors named very fine 50 cents per dozen.

Dahlia Bulbs

Double and Single choice named varieties from 10 cents to 25 cents each.

PAEONIES—Some very fine colors 2 and 3 year old plants 25 cents and 35 cents each.

IRIS—Large roots. Bloom this year, 6 each. Perennial Phlox 20 cents per plant. Any of the above mailed postage paid.

Carter & Co.