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President Lieut.-Col. W. Chester S. McLure
 Vice President J. K. Burnett, F.J.I.
 Secretary Lieut.-Col. D. A. MacKinnon, D.S.O.
 Editor and Managing Director J. B. Burnett, F.J.I.
 Associate Editor Frank Walker

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"The Strongest Memory is Weaker than the Weakest Ink."

THURSDAY, AUGUST 4, 1938

Strayed—Not Stolen

We note, in Tuesday's issue of the local Lib-
 eral, the following reassuring announce-
 ment:

"Dunsmuir, Alberta, July 28: Joe Grim has a
 "wound" in his garden. It is a creature with the head of a lion, the body of a
 fish with four legs, six horns and a wavy tail.
 It is a creature with all the characteristics
 of a lion, a fish, a horse, and a unicorn."
 This must be the latest Liberal Trade
 and Tariff Policy, which our contemporary
 has been "wounded" by Hon.
 D. S. McLean, who got into Alberta, of all
 places, to make a speech on his appearance, with
 the Liberal Party, after the formal obtain-
 ing of the license for Mr. Dunsmuir in his
 garden. It is a fact that fact is stranger
 than fiction.

Those Empire Pacts

It is now six years since the great Imperial
 Conference at Ottawa, which culminated in the
 signing of the Empire Trade Agreements mark-
 ing the greatest step in intra-Empire trade
 relations ever taken, before or since. Mr. Macken-
 zie King declared this move in the direction of
 what he called "economic Imperialism," and he
 and all his followers, with one exception, voted
 to defend it.

It wasn't long, however, before they changed
 their tune. No longer desiring Empire trade,
 they posed as ultra-Imperialists, claiming credit
 for having given free entry of goods under the
 previous Liberal regime, which subsequently the
 Bennett Government was alleged to have re-
 stricted with high tariffs. Occasionally, even
 today, we note misstatements of this kind re-
 peated in the Liberal press. They are the psycho-
 logical reaction to a still growing inferiority
 complex.

The fact is that under the Ottawa agree-
 ments, free imports into Canada increased from
 5.6 per cent of our total imports in 1930, to 37.7
 per cent in 1934. In other words, our free im-
 ports from Great Britain amounted to only one-
 twentieth of our total imports in 1930, when the
 Mackenzie King Government went out of office;
 whereas, after little more than a year's operation
 of the Empire agreements, these imports from
 the Motherland aggregated well in excess of
 one-third of our total imports. The figures as
 provided by the Dominion Bureau of Statistics
 are as follows:

Year	Free under Preferential	Percentage of total
1929	\$10,688,000	5.6
1931	18,238,000	12.2
1932	12,316,000	11.94
1933	22,915,000	25.4
1934	39,393,000	37.7

In view of these figures—and many others
 could be cited—it is useless to argue that Mr.
 King and his followers did not vote against
 freer trade when they voted against the Ottawa
 agreements. As Senator Meighen well said in
 1933: "Never in my acquaintance with the af-
 fairs of Canada has opposition to measures been
 so manifestly and wholly based upon party con-
 siderations than has the opposition to these
 bills." At another point he remarked that "if
 this treaty (with Great Britain) had been spon-
 sored by some one else, these murmurings of
 doubt would have become a hallelujah chorus."

Politics in New Brunswick

The upheaval in the ranks of the New Brun-
 swick government is becoming more widespread
 than ever. Liberal supporters of the present ad-
 ministration are even more denunciatory of the
 course of the Desautel government since the re-
 signation of the Hon. Mr. Speaker Bridges and
 the repudiation of the Premier's leadership by
 Dr. A. D. Dugas than are supporters of the Op-
 position.

As an example, the Moncton Times quotes the
 following from the Liberal Campbellton Graphic:
 "The mutiny which has broken out on the New
 Brunswick ship of state has not come as a com-
 plete surprise to those who have been close to
 the rank and file of legislative members. For
 some time there have been rumblings, and where
 there's smoke there is usually heat if not an
 actual blaze.

"That the movement is being led by Hon. H. F.
 G. Bridges, speaker of the House, is not to be
 wondered at by well informed electors. Mr.
 Bridges is unquestionably an outstanding young
 man, with a mind of his own, and his independ-
 ence has been demonstrated in many of his
 dealings in connection with political matters.
 Ranking high with the ablest of the younger men
 in the Liberal party in this province, and pos-
 sessed of a sincere desire to represent Resti-
 gouch worthily, his action at this time was un-
 avoidable. No man of integrity occupying a
 similar post could have meekly submitted to the
 situation which has recently developed, and it is
 gratifying to know that he had not only the
 courage to protest, but the fearlessness to speak
 out in clear and unequivocal terms. The
 nature of his action is being hailed far and near,
 and the stand he has taken will prove a salutary
 check to party politics in all sections of the
 province.

"Mr. Bridges' criticism of the premier for his
 lack of foresight cannot in any case be called un-
 fair. The matter of just representation is an
 important one, for on this alone the real at-
 titude of any government is likely to be judged.

Outside of Saint John there is a fairly general
 feeling that that city would like to dictate to the
 province at large—as a matter of fact there is a
 vast accumulation of evidence to support this
 view. That it has been deeply resented is a mat-
 ter of history; that open defiance should result
 was inevitable; and now that one man has had
 the courage to stand upon the housetop and shout
 it—throwing his party position to the winds in
 the cause of right—the powers that be should
 have the wisdom to pause and search their po-
 litical souls."

Coal-Steel Inquiry Urged

What seems like a reasonable request is being
 made by employees of the Acadia Coal Company
 (a subsidiary of the Nova Scotia Steel and Coal
 Company) for the appointment of a Provincial
 Royal Commission to investigate and report upon
 the whole plan of reorganization of the
 coal-steel industry of the Province. This request
 is being made following a judgment handed
 down by the Supreme Court of Nova Scotia,
 dealing with the application of the receivers and
 liquidators of the Nova Scotia Steel and Coal
 Company. The proposed reorganization, it is
 claimed, involves a merger of the interests of
 the latter company and the Dominion Steel and
 Coal Corporation which would amount to a
 monopoly and be detrimental to the interests of
 both workers and consumers. On this question
 the Supreme Court declined to commit itself,
 the members stating that the data before them
 was insufficient to warrant them either to ap-
 prove or disapprove of the reorganization plan.

The Halifax Herald indorses the right of the
 miners to have their case thoroughly exam-
 ined. Their claim specifically is that they have
 been called upon to make undue sacrifices in
 the form of wage reductions, and that not
 only should their wages be restored to the origi-
 nal level, but that there should be retroactive
 restoration to them of much of what they lost
 in wage cuts.

Editorial Notes

The Queen was born this date, 1900.

The anniversary of the beginning of the Great
 War in 1914.

If the provision of defence is entirely a matter
 for the Federal Government, and for that reason
 they intend surveying Anticosti and the
 Magdalenes, why should they not assume the
 whole cost of the proposed new air depot here?

Latest advice from Washington indicate there
 has been an average of 100 lynchings per annum
 during the past fifty years in that highly civil-
 ized country to the south of us.

H.R.H. the Duke of Windsor showed charac-
 teristic diplomacy by going with the Duchess
 on a fortnight's cruise in the Mediterranean while
 the King and Queen visited France. The Duke
 and Duchess have returned to their Chateau at
 Cap d'Antibes.

If all gambling were to bear fruit 500 years
 hence, there would not be the same temptation
 of speculate, although the winner would be much
 more in pocket or at least his heirs and successors
 would be. Mr. J. D. Storer of Baton Rouge
 and Mr. R. E. Collins of Zeigler, Ill., have up a
 bet that will pay the winner \$2,084,495,605.22.
 But it won't do either of them any good. The
 payoff will be in 2432. Storer bet \$2.50 Louisi-
 ana's \$5,000,000 capital building, completed in
 1932, would stand 500 years. Collins bet \$2.50
 it wouldn't. They signed legal papers and bank-
 ed the money under contract that year. At a
 recent meeting here, Collins and Storer reaf-
 firmed the bet, and learned the stake had grown
 to \$6.85 from the 4 per cent interest rate that
 will boost it above two billions in 500 years.

With our Carnegie Library endowment we
 are more or less interested in the wedding of
 the great philanthropist's granddaughter, Miss
 Louise Miller to Mr. J. F. Gordon Thomson,
 K.C., of Edinburgh which took place in Dornoch
 College. The Presbyterian service was rendered
 by the ex-moderator of the Church of Scot-
 land, the Right Rev. Dugald MacFarlane, as-
 sisted by the present moderator, Very Rev. Dr.
 James Black, Dr. William Pierson Merrill of
 New York, and the Rev. John Lavask, minister
 of Dornoch. One thousand invited guests were
 entertained at Skibo Castle, the Carnegie estate.
 The caterers were paid \$15 for each guest—a
 sum, which, with the cost of the special train
 that brought a hundred American friends all way
 up to this northernmost corner of the mainland
 of Scotland, accounted for most of the \$25,000
 spent by Mr. and Mrs. Miller on the wedding.
 Four chefs and fifty waiters went up from Lon-
 don to prepare and serve the repast. It includ-
 ed chicken, lobster cooked with vodka, Scotch
 salmon, canteloupes and peaches ordered from
 the South of France, all washed down with 800
 bottles of champagne. Alas, no prohibition in
 Scotland!

It is really wonderful how generous politi-
 cians can be with the taxpayers' money. New
 York is an outstanding example of a politically
 run city, but, on a smaller scale, the same methods
 prevail here in Canada. Recently Borough Pres-
 ident George U. Harvey of Queens, N.Y., em-
 ployed his predecessor, Mr. John A. Lynch for
 two days as a stenographer to qualify for a pen-
 sion of \$3,200 and gave the following illuminat-
 ing explanation of his action: "I'll help any
 white man who comes to me for assistance. If
 Jimmy Walker had come to me for his pension
 I'd have helped him get it. A pension is a sacred
 thing, and it shouldn't be denied to a man be-
 cause of somebody's whim. That's the way I
 feel, and I expect to get my pension when the
 time comes." Under the law a pension applic-
 ant must be in city employ within a given time
 before making his application. Mr. Lynch lost the
 Borough Presidency in 1933, and consequently
 was ineligible. He had been involved in the Se-
 bury investigation where he was taxed with sell-
 ing a half-interest in The Staten Islander, a
 newspaper, to the Tompkins Bus Company one
 week before the company got a city bus fran-
 chise. A short time later the newspaper went
 bankrupt.

NOTES BY THE WAY

Hamburg University offers, each
 year a prize of 10,000 marks to the
 British composer whose work
 is deemed of "greatest present
 importance to Germany." Dr. R.
 Vaughan Williams was awarded
 the prize this year, and went
 over to Hamburg to get it. But
 he returned without his 10,000
 marks. Hamburg University was
 quite willing to give him the
 money, but the Hitler regime
 would not permit it to be
 spent in Germany.—Vancouver
 Province.

Last week it was hot in most
 of the U.S. In Phoenix, Ariz., it
 was 108° from Arizona State
 prison, lying in a well-wooded
 mountain country near Florence,
 Warden John Eager wired Gov-
 ernor Rawleigh Clement Stanford:
 "It is a situation I can no longer
 tolerate. The governor has just
 sent the National Guard to build
 a stockade near the prison.
 Reason: Because of a shortage
 of cells, 600 trustees have been
 kept outside the prison walls,
 15 had escaped in six weeks, five
 more had just escaped. Said War-
 den Eager: "You can't call these
 escapees exactly 'the guards'
 who are chasing convicts."—
 Time.

The visit to France of George
 and Duchess of Windsor is a
 ceremony is no modern imitation
 of the visit of the Cloth of Gold.
 And for that we are glad.
 Today is the common people of
 republican France who welcomes
 the English King. It is the com-
 mon people of the British Em-
 pire who the King represents. It is
 a friendship between the two great
 democracies of Europe—per-
 haps the most important friend-
 ship in the world.—King George
 and President Lebrun are symbols
 of personal power but of popular
 government. Their meeting should
 mean great and lasting things.
 Temporarily, its political results
 may be very large.—New York
 World-Telegram.

A movement is under way
 in Japan to induce state employ-
 ees to eat "Rising Sun" lunches as
 part of the general campaign for
 war savings and sacrifice, and the
 lunch consists of a ball of rice,
 about the size of one's fist, moulded
 about a pickled plum at the
 centre. It derives its name from
 the Japanese flag, with the red sun
 on a white background. Such a lunch
 is very cheap, being priced at ten
 sen (about 2¢), and is made of
 Japanese products. It is, there-
 fore, supposed to stimulate
 thrift and to eliminate all de-
 mands for the foreign imports
 which are constantly becoming
 scarcer with the progress of the
 war and the increasingly string-
 ent control of transaction in
 foreign exchange.—London Ob-
 server.

That Prime Minister Chamber-
 lain still cherishes hopes that a
 broad political settlement may be
 reached between his own country
 and Germany is indicated by his
 statement to the House of Com-
 mons yesterday when replying to
 a question by Mr. Chamberlain
 had received from Chancellor
 Hitler's confidential envoy, Captain
 Weidemann, renewed assurances
 by the German Government "of
 their desire to achieve a peaceful
 settlement of outstanding ques-
 tions." It will be remembered
 that Britain and Germany seemed
 to be on the verge of some gen-
 eral settlement when German
 forces suddenly moved into and
 annexed Austria. That marked
 the end of the negotiations. And
 now that the "arrest" of the
 indications that Berlin planned a
 similar seizure of Czechoslovakia,
 something that Great Britain
 could not possibly approve.—
 Windsor Star.

Beginning as an organization of
 industrial workers and townsmen,
 the Farmers' Union has come in
 contact with the farmer and the
 agricultural worker; and, when
 the consequences of this separation
 were felt, it has been a violent and
 knowledge of agricultural matters
 could not at once be made good.
 Labour is continually aware of its
 weakness in the rural areas, and
 now that it is assuming control of
 agricultural voters, it is under
 a certain amount of constraint lest
 its advocacy of better prices for
 the products of the farm should
 appear as higher cost of living
 for the townsman. This, again, is
 not a new political dilemma; but
 in so far as it exists for Labour,
 it is largely of the party's own
 making and a deposit from its
 policy in former times.—The
 Times, London.

Certain disturbing facts are not
 seriously challenged. Whereas in
 1914 44 per cent of the trading
 tonnage of the world sailed under
 the British flag, today the propor-
 tion is 28 per cent. With an in-
 crease in average tonnage, the
 actual number of vessels that
 are built in Great Britain has
 diminished more than these
 figures suggest. In the Pacific
 our liners are in danger of
 being driven completely from
 the subsidized shipping waters
 of other countries. A very large
 volume of the Far East trade, in
 which British ships had almost a
 monopoly, has recently been
 captured by Japan. If these
 changes had been brought
 about in competition on equal
 terms, British shipowners would
 be open to the reproach of lack
 of enterprise. They have in fact
 been struggling for years under
 conditions in which their own
 dividends and reserves have been
 matched against the apparently
 bottomless purses of powerful
 governments.—Daily Telegraph
 and Morning Post, London.

A decade ago, when an interna-
 tional outlook was cultivated in Eu-
 rope, India's eagerness to become a
 member seemed to some a pitiful
 anachronism, now when a revival
 of nationalist spirit in some coun-
 tries of Europe threatens to drench
 the world once more in blood, her
 eagerness to join the League of
 Nations is seen to be a growing
 faith of China, is seen to
 contain other dangers. Of these
 Pandit Nehru seems to be not
 fully aware. Their nature is sug-
 gested by his own concluding re-
 mark that a free India would not
 rest content with a pacific role
 but "take an active part in mak-
 ing the world a better place." The
 implications of India's growing
 nationhood, whereby ethnological,
 linguistic, religious and economic
 problems of great and perhaps
 unprecedented complexity are
 raised, need even more concentra-
 ted thought than they have yet
 received. But here again, as in
 thought about the future con-
 stitutional relationship between

That Body of Yours
 By James W. Barton, M.D.

YOU CAN LIVE MANY YEARS WITH HEART DISEASE

"At a clinic which the eminent
 heart specialist, the late Sir
 James Mackenzie, was conducting
 in Edinburgh, the amphitheatre
 was filled to overflowing with
 students and outside physicians,
 many of whom were expecting a
 spectacular and learned discus-
 sion. The first patient was a mid-
 die-aged woman who had suffered
 since childhood from a heart
 condition caused by rheumatism.
 Her heart had "compensated,"
 that is, done its work properly all
 the years until just three months
 before her death. Suddenly the
 heart broke down and she had to
 spend much time in bed.

After hearing the report of the
 case and the findings, Dr. Mac-
 kenzie instead of giving a lecture
 to the students and physicians,
 stepped over to the patient and
 asked her if she had recently made
 any change in her place of resi-
 dence. The woman stated that she
 had, for many years, lived in a
 basement apartment, but that
 three months previously she had
 moved into another apart-
 ment which necessitated her walk-
 ing up three flights of stairs sev-
 eral times a day. Dr. Mackenzie
 shrugged his shoulders and sat
 down.

I am quoting from Disease and
 The Man by Dr. Roger Lippman.
 I believe the simple story of a
 heart clinic should be a striking
 object lesson to physicians in that
 the biggest factor in estimating a
 heart condition is as to the actual
 amount of work it can do. In my
 student days it was the detection
 of the murmur, the exact period
 of the heart cycle at which the
 murmur occurred, and the valve
 or valves affected that was of
 chief interest to us. Even as late
 as the beginning of the Great
 War these were considered the im-
 portant factors. However, the
 work of Dr. Mackenzie showed
 that the power, the muscular power,
 of the heart was the most im-
 portant factor in estimating the
 true condition of the heart, with
 the result that thousands of men
 with heart murmurs were able to
 carry on in active service.

The lesson to those with heart
 ailments is to remember the above
 story of the patient who had no
 trouble with a diseased heart from
 the time she was a girl till she
 reached middle-age, until she had
 to climb three flights of stairs
 several times a day. Just as long
 as she lived on the basement floor,
 she did not ask the heart to do too
 much, her heart was able to do all
 that was required of it.

PUBLIC FORUM

This column is open for the
 discussion by correspondents of
 public questions. The editor of the
 Charlottetown Guardian does not
 necessarily endorse the opinions of
 correspondents.

PRUSSIC ACID AND CREAM

Sir—The principle of legislation
 has been to benefit the masses,
 with the "arrest" of the "great
 number." The startling inno-
 vation to this comes, per grace
 of the Campbell thirty. In absolute
 reverse, it legislates that for the
 profit of the very few the en-
 tire mass must suffer.

It is established in fact that the
 purposes and powers of legislation
 are to protect the public and the
 systems of danger to ensure public
 benefit and public safety, but not to
 "prohibit" anything which, even in
 a small part, is of use or service
 to the public. A violent and
 dangerous poison, but is used in the
 arts, in agriculture as an insecti-
 cide in industry as an amalgamate,
 and so beyond the power of rulers
 to prohibit. But they can make
 the strictest regulations to prevent its
 use to personal and public injury.

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Canadian Army Pay Rates

(Windsor Daily Star)
 The Canadian Corps reunion has
 caused a lot of interest in the
 soldiers who fought for Canada
 about a quarter of a century ago.
 The veterans will gather in Tor-
 onto at the end of July. Among
 other questions that have been
 asked is: How much were the Cana-
 dian soldiers paid?
 The soldiers were paid two
 amounts. One was known as the
 actual rate of pay and the other
 was called the field allowance. For
 instance, a private soldier got \$1
 per day straight pay plus 10 cents
 per day field allowance, or \$1.10 a
 day.

Here are the rates with pay given
 first, field allowance next, and to-
 tal daily sum following:
 Privates: \$1 plus 10 cents, or
 \$1.10 per day.
 Lance-corporals: \$1.05 plus 10
 cents, or \$1.15 per day.
 Corporals: \$1.10 plus 10 cents, or
 \$1.20 per day.
 Sergeants: \$1.35 plus 15 cents, or
 \$1.50 per day.
 Company quartermaster - serge-
 ants: \$1.50 plus 20 cents, or \$1.70
 per day. This same rate applied
 also to pay sergeants and orderly
 room clerks.
 Company sergeant-major: \$1.60
 plus 20 cents, or \$1.80 per day. This
 rate also applied to color sergeants
 and staff sergeants.
 Battalion quartermaster - serge-
 ants: \$1.80 plus 20 cents, or \$2
 per day.
 Warrant officers, such as battal-
 ion sergeant-major: \$2 plus 30
 cents, or \$2.30 per day.
 Going from the non-commissioned
 ranks to the commissioned of-
 ficers, the rates were:
 Lieutenants: \$2 plus 60 cents, or
 \$2.60 per day.
 Captains: \$3 plus 75 cents, or
 \$3.75 per day. This rate also ap-
 plied to commissioned paymasters
 and quartermasters, who were usu-
 ally honorary captains.
 Majors: \$4 plus \$1 or \$5 per day.
 Lieutenant-colonels: \$5 plus \$1.25
 or 62.5 per day.
 Colonels: \$6 plus \$1.50, or \$7.50
 per day.

In addition to the above rates
 the adjutant was paid 50 cents per
 day as a supplement to the pay of
 his rank. As many adjutants were
 captains, it meant their daily pay
 was \$4.25 instead of the ordinary
 captain's pay of \$3.75.
 Also, officers in command of units
 of 500 or more privates received an
 additional \$1 per day. As most com-
 manding officers of battalions were
 lieutenant-colonels, that made their
 pay \$7.25 per day. In the case of
 the colonel, he was paid \$5.75 per
 week for commanding a battalion of
 500 to 1,000 men in battle, or at the
 front.

Going into the higher commands
 there were these pay rates:
 Brigade staff captain: \$4 plus \$3,
 or \$7 per day.
 Brigade major: \$6 plus \$3, or \$9
 per day.
 Brigadier-General: \$9 plus 3 or
 \$12 per day.
 Major-General, commanding a
 division: \$20 plus \$4, or \$24 per
 day.

In addition to the actual pay,
 privates and non-commissioned of-
 ficers were "all found" in that they
 were supplied with uniforms,
 food, shelter, equipment and all
 supplies.
 Commissioned officers were sup-
 plied rations similar to those given
 other ranks, but commissioned of-
 ficers had their own mess, in which
 they contributed financially in
 order to supply extra foods.
 Some battalions ran expensive
 messes, while others did not. The
 fact that Henry VIII has just
 changed his wife was partly the
 reason why he changed his mind
 about William Tindale's translation
 of the Greek Bible which he had
 previously rejected. So declared
 Archbishop Head when presiding at
 a united Protestant thanksgiving
 demonstration concluding the com-
 memoration of the 400th anni-
 versary of the placing of the Eng-
 lish version of the Bible in the
 churches.

Speaking on "The Bible Before
 1538" the Archbishop said that 10
 years after he translated the Greek
 testaments Tindale was burned at
 the stake as a heretic. Two years
 later Henry VIII, who had previous-
 ly rejected Tindale's version,
 changed his mind, partly because
 he had also changed his wife and
 had become the husband of Anne
 Boleyn. Instead of Catherine of
 Aragon and partly because of his
 desire to oppose Rome.

CHANGED BIBLE WITH HIS WIFE

MELBOURNE, Aug. 2—(CP)—
 The fact that Henry VIII has just
 changed his wife was partly the
 reason why he changed his mind
 about William Tindale's translation
 of the Greek Bible which he had
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 memoration of the 400th anni-
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 lish version of the Bible in the
 churches.

HAIR CAUSES CROP DAMAGE

REGINA, Aug. 3—(CP)—Hair
 swept a section of crop lands south
 of Regina yesterday. About 36 sec-
 tions of crop lands were hit by the
 storm and damage runs from 10 to
 100 per cent.

PETTITON KING

(By The Canadian Press)
 LIVERPOOL, England—A pet-
 tion to the King from ratepayers' or-
 ganizations here protesting high
 rates and assessments contained
 27,000 signatures and weighed more
 than 15 pounds.

FOR THE LADIES

We carry a complete stock of
 Max Factor's Society
 Beauty Aids including the
 Foundation Cream, Cream,
 Cleansing Cream, Skin and
 Tissue Cream.
 Face Powder in five shades
 Rouge in five shades
 Lip Sticks in seven shades
 Brilliantines and Eye Brow
 Pencils, etc.
 We also carry complete lines
 of Evening in Paris—Ashes of
 Roses—Derny's Three Sec-
 rets—Three Flowers—Gemey
 and Yardley's.

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A delicately perfumed pre-
 paration which restores and
 beautifies the hair.
 It will restore grey hair to
 its original color.
 Mac's Hair Restorer pro-
 motes a new and superior
 growth where the hair is fall-
 ing and is remarkably useful
 in preventing dandruff and
 destroying parasitic hair kill-
 ers. Just follow the directions
 carefully and you will be
 amazed at the results.
 Write or phone today.
 PRICE 60 CENTS.
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 Mail Orders Receive Prompt
 Attention.

"The purest form in which tobacco can be smoked."

SWEET CAPORAL CIGARETTES

For Vitality always use
BRAHMIN ORANGE PEKOE TEA

Mr. Merchant
 We understand that you
 are selling up-to-date mer-
 chandise, manufactured
 by modern methods, and
 supplying the demands of
 the present day public.

But how does your advertising compare in this respect?
 Your customers are looking for your announce-
 ment every day in The Charlottetown Guardian.
 Old-Time Advertising was an
APPEAL TO BUY

MODERN ADVERTISING IS AN ESSENTIAL
 MEANS OF KEEPING YOUR CUSTOMERS
 INFORMED REGARDING NEW FASHIONS,
 NEW MODELS, NEW MATERIALS, NEW
 PRICES, ETC., and the modern buyer looks for
 this service.