

## The Millinery Opening Thursday Afternoon March 27th.

You are invited to visit this great showing of the new hats, new dresses, new coats, new accessories of all kinds.

In every department there will be special displays of seasonable merchandise.

THURSDAY AFTERNOON and following days.

Moore & McLeod Ltd

## FERTILIZERS

White Acid Phosphate (125 lb. bags).  
Muriate of Potash (200 lb. bags).  
Sulphate of Ammonia (200 lb. bags).  
Champion Nitrate of Soda (100 lb. bags).

Ground Limestone (167 lb. bags).  
3-8-7 Mixed Fertilizer (125 lb. bags).  
4-8-7 Mixed Fertilizer (125 lb. bags).  
4-8-12 Mixed Fertilizer (125 lb. bags.)  
delivered at any Station on the Prince Edward Island Railway, from which orders aggregating one or more full carloads are booked.

To ensure delivery BOOK your orders as EARLY as possible either at

OUR OFFICE

Montague

or

with our local agent in your district.

Poole & Thompson, Ltd.

Montague

## Gyproc Plaster Board

Just received direct from Factory—

One full carload GYPROC PLASTER BOARD  
3-8 and 3-16 thick 4 x 7—4 x 8—4 x 9—4 x 10.

Prices Right.

L. M. Poole & Co.

We don't know what he  
is going to talk about!

—and don't believe he does!!

—but you can be sure whatever he does say will be very interesting and will be sold in his beautiful manner.

Enna Jettick Melodies

will bring to you

WILL ROGERS

on SUNDAY, MARCH 30th.

over the N. B. C. entire blue net-work and supplementary stations including the Pacific Coast net-work at 8 o'clock Eastern Standard Time

ENNA JETTICK  
SHOES FOR WOMEN

AAAAA  
to BEB

Sizes  
1 to 12



BASQUE



YVES

\$7.00 to \$8.00

ALLEY & Co., Ltd.

Fashionable Footwear, Charlottetown, P. E. I.

## Western Guardian

—LADIES FOOTWEAR in popular styles and colors now showing at SINCLAIR'S. 2675-21

—ROBIN HOOD FLOUR better than ever. All grocers. \$181-3-5-1-month.

—NEW SPRING STYLES in men's hats and caps showing at SINCLAIR'S. 2675-21

—100 BUSHELS choice Island Barley for sale at Brace's. 2692-3-28-21.

—HORSES FOR SALE—Just arrived at Hedley Muttart's, Carleton, a car of choice western horses. J. W. Whitehead, owner. 2657-41

—LATEST MODELS IN MEN'S and young men's suits now ready at SINCLAIR'S. 2675-21

—1½ AND 2 H. P. stationary gasoline engines, electric motors and power meat grinders sold right at Brace's. 2664-3-27-21.

—TRAPPY MODELS in young men's spring overcoats at SINCLAIR'S. 2675-21

—BRAN, MIDDINGS, cornmeal, cracked corn, oilcake and flour, wholesale and retail at Brace's. 2664-3-27-21.

—SUCCESSFUL RANCHERS feed Harris' boneless horsemeat and beef tripe every month in the year. Sold at Brace's. 2692-3-28-21.

—DON'T FAIL TO MISS our new Spring Opening of Ladies' Apparel on Friday and Saturday, March 28th and 29th. E. T. Holman, Limited. 2679-3-27-21.

—MILLINERY OPENING and new spring showing of ladies ready to wear dresses, coats, suits and other wearables. Friday and Saturday March 28th and 29th. You are invited to call. SINCLAIR & STEWART LIMITED. 2675-21

—ADVANCE SPRING SHOWING and display of new millinery styles ladies ready to wear and fancy dry goods. Friday and Saturday, March 28th and 29th. Your attendance is cordially invited. SINCLAIR & STEWART LIMITED. 2675-21

—UNITED CHURCH OF CANADA—Kensington, March 30. Rev. J. R. Saint, D. D., minister. 9:45 a. m., Sunday School; 11 a. m. and 7 p. m., Rev. W. T. Ross Flemington, M. A., of Mt. Allison; 3 p. m., Summerfield. Rev. W. T. R. Flemington, M. A.

—HOLMAN'S SPRING OPENING is one of the largest events of the year. You are cordially invited to call and see our New Spring showings on Friday and Saturday, March 28th and 29th. E. T. Holman Limited. 2679-3-27-21.

—NORTH BEDEQUE AND FREETOWN United Church. Services N. Bedeque, 11; Wilmet, 3; Freetown, 7. It is hoped to have on hand the Session Memorial to the late Mr. Humphrey. Collection Plates for N. Bedeque Church, and Communion Table for Freetown. Mr. Nicholson expects to be absent on holiday for the following three Sundays in April, returning for April 27th.

—THIRD INOCULATION—The Red Cross nurse will be at the Red Cross Rooms in the Town Hall, Summerside, on Saturday at 10 a. m. when the third treatment of tetoid will be administered to patients who have not yet received it. Parents of pre-school children who have not received their third inoculation can bring them to the office that morning. 5.

—ANNUAL MEETING—The annual meeting of the Prince County Branch of the Tourist Association was held on Wednesday evening at the Clifton Hotel, Summerside. Mr. Justice Arsenault, President of the Tourist Association, presided. The meeting was preceded by an informal dinner. After the usual business had been dealt with Mr. Arsenault addressed the meeting and reviewed the activities of the Association for the past year. He was very optimistic as to the future of the tourist traffic on the island and looked for greater activity in that direction this summer. Arrangements were made for the annual drive for funds and a committee selected to canvass the town and surrounding districts. A vote of thanks was extended to Mr. Justice Arsenault for his address. 5.

HAVE YOUR EYES EXAMINED AND GLASSES FITTED BY  
E. E. PARKMAN  
Registered Optometrist  
Montague, P. E. I.

EYESIGHT EXAMINATION  
Fitting and supplying Glasses etc.

H. J. MABON  
OPTOMETRIST  
Office Connected With  
Drugstore  
Montague, P. E. I.

# THREE IMPORTANT FACTORS ENTER INTO THE COST OF YOUR AUTOMOBILE

1. How much it costs to make the car
2. How much extra you pay the dealer
3. How much it costs for operation and up-keep

THE PURCHASE of an automobile involves a considerable amount of money and it should be carefully considered from all angles before a final decision is made.

The value of the car to you depends on the value built into it at the factory, how much extra you pay the dealer for distribution, selling, financing and accessories and what it will cost to operate and maintain the car after purchase. Each of these factors, as it relates to the Ford car, is frankly explained below.

### Economy in production

THE FORD CAR is made economically because of the efficiency of Ford production methods. The money saved through this efficiency is put back into the car in improved quality of material and in greater care and accuracy in manufacturing. The constant effort is to eliminate waste and find ways to make each part better and better without increasing cost—frequently at lowered cost.

Because of Ford economy in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions. Yet it brings you many unusual features of construction and performance.

At least \$75 extra value is represented alone by the Triplex shatter-proof glass windshield, the Rustless Steel, the four Houdaille double-acting hydraulic shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and

roller bearings and the extensive use of fine steel forgings instead of castings or stampings are other features that reflect the high quality built into every part of the car. Throughout, it is a value far above the price you pay.

### Low dealer charges

THE SAME PRINCIPLES of efficiency and economy that characterize the manufacture of the Ford car are applied also to distribution. Obviously it would do the public little good to save in production if these savings were sacrificed later in excessive costs of selling, financing and accessories.

The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company of Canada, Limited, his discount or commission being the lowest of any automobile dealer. He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales.

### NOTE THESE LOW PRICES

Roadster	\$540
Phaeton	\$550
Tudor Sedan	\$620
Coupe	\$620
Sport Coupe	\$655
Three-window Fordor Sedan	\$775
Cabriolet	\$790
Town Sedan	\$835

(All prices f. o. b. East Windsor, Ontario. Bumpers, spare tire and tools extra.)  
Easy time payments can be arranged through your Ford dealer

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least \$50 to \$75 to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing. The money you pay for a Ford goes into value in the car. It is not wasted in high dealer charges.

### Low up-keep costs

IT IS IMPORTANT to remember that the cost of your automobile is not the first cost only, but the total cost after months and years of service. Here again there is a decided saving when you buy a Ford.

The cost of operation and up-keep is lower because of simplicity of design, the high quality of material, and the reduction of friction and wear through unusual accuracy in manufacturing and assembling. The reliability and longer life of the car contribute to its low depreciation per year of use.

The intelligent, painstaking service rendered by Ford dealers is under close factory supervision and is a considerable factor in the low up-keep cost of the Ford. All labor is billed at a flat rate and replacement parts are always available at low prices through 700 Ford dealers in every section of Canada.

In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost of the car.

## FORD MOTOR COMPANY OF CANADA, LIMITED



"THE CANADIAN CAR"

—Mr. Lea, of Messrs. R. T. Holman's hardware department, returned to Summerside on Wednesday from a visit to Moncton, where he went to attend the intermediate hockey game between the Victoria Unions and the Moncton C. C. J. A. 6.

### PERSONALS

—Friends will regret to hear of the continued indisposition of Mr. W. Buchanan of Summerside. 5.

—Many friends throughout the Province will be delighted to hear that Rev. G. T. Spriggs, who has been a patient in the Prince County Hospital for some weeks, returned to his home in Kensington on Wednesday very much improved. 5.

BELL & MATHIESON  
Barristers & Solicitors  
Collections  
MONEY TO LOAN  
MONTAGUE

—ST. ANDREW'S Presbyterian Church, Montague. Services on Sunday, March 30th, at 11 a. m. and 7 p. m. Rev. C. E. Armstrong, preacher. A cordial invitation is extended to all.

—Mrs. Charles Pritchard, who has been undergoing treatment in the Prince County Hospital since early in December, has regained her usual good health and returned to her home in Linkletter Road on Wednesday. Mrs. Pritchard speaks very highly of the treatment accorded to her by the staff of the hospital during her lengthy stay in that institution. 5.

### Eastern Guardian

—ROBIN HOOD FLOUR is guaranteed to please you better. \$181-3-5-1-month.

—PRESBYTERIAN SERVICES for Sabbath, March 30th. Cardigan at 11 a. m. and 7 p. m.; Lorne Valley at 3 p. m. Rev. W. E. Davis, B. A., minister.

—UNITED CHURCH OF CANADA—Georgetown and Sturgeon. Services Sunday, March 30th. Georgetown, 11 a. m. and 7 p. m.; Sturgeon, 2:30 p. m. Rev. J. W. Williams of Montague, will conduct the Sturgeon service. Rev. C. U. MacNevin, pastor.

### NEW GLASGOW NOTES

The ladies of New Glasgow have a "Hooking Fever", which is very contagious.

The many friends of Mrs. (Dr.) A. E. Stevenson, Mrs. A. Parkman and Mr. Stewart Parkman, are very sorry to learn that they are confined to their homes owing to illness, and hope to see them around again soon.

Mrs. Nelson E. McDonald entertained the Ladies Aid and Mission-

ary Society at her home on Tuesday March 26th, with a good attendance. The afternoon was pleasantly spent on various topics and at the close, refreshments were served.

Mr. and Mrs. Harold Dickieison have returned from a very pleasant visit with their friends in Malpeque. During a recent trial in Hertford, England, recently, Judge Crawford told a railway man's widow who had spent \$185.00 on her husband's funeral that it was "monstrous" to spend one-tenth of her capital in this way.

Troop Sergeant Major Stratford, of Wolverhampton, England, an Indian veteran and the only survivor of the Battle of Remnugger, in 1848, received a message of congratulation from King George on his one-hundredth birthday recently.

ZAM-BUK  
Soothes Injuries & Prevents  
BLOOD-POISON

when  
Appetites  
crave  
REAL  
FOOD

Steaming Hot  
Golden Brown  
Ben's Beans  
With the Old-  
Time Crock-  
Baked Flavor.

Ben's  
Beans