

Easter Sunday April 5th.

How About Your New Spring Outfit?

A splendid showing of Men's SUITS, COATS, SHIRTS, SOX, all new, carefully selected merchandise is here for your inspection.



Our stock of New Soft Felt Hats is RIGHT UP TO THE MARK. Good colors in all the newest styles in Blake, Beresford and Christy makes.

Ties for Spring are different. Our showing of Plain Shades and New Stripes is sure to please you.

Caps in either 8-piece or one piece tops. A splendid selection.

GLOVES for Spring include Washable Deerskin and Washable Goat-skin. Very dressy, also very correct.

LET US HELP YOU SELECT YOUR EASTER REQUIREMENTS

HARRY A. MacDOUGALL

145 Great George Street
THE STORE OF BETTER MEN'S WEAR

4205-3-26-thursat12.

So Little Left

for herself and children



MANY a "good man" owns only \$2,000 of Life Insurance—believing that, should he die, his widow will have at least that amount of money.

Experience shows, however, that a large portion of the two thousand dollars goes to the doctor, the hospital and the undertaker. Bills must be paid—and the Life Insurance money is often the only means of payment. The widow and the fatherless . . . in their time of greatest need . . . get only what is left.

Fortunately, your family need never face such a future. With the aid of small, systematic savings, you can afford sufficient Life Insurance to safeguard adequately your wife and children.

Consult a Life Insurance Representative today and he will suggest a plan of protection exactly suited to your needs.



Life Insurance Service

One of a series of messages sponsored by Canadian and British Life Insurance Companies operating in Canada.

Western Guardian Eastern Guardian

—THE OFFICE of Dr. F. E. Sinclair, Summerside, will be closed from March 28th to April 7th.

—ROBIN HOOD FLOUR sold and guaranteed by leading dealers everywhere.

—BUILDING MATERIAL of all kinds, order now at Brace's. 4326-3-27-21.

—A SUPPER WILL BE HELD in aid of the Granite Hockey Club in King George Hall, Kensington, Saturday, March 28th, beginning at 4:30. 4375-3-28-11.

—LOBSTER FISHING SUPPLIES, phone or mail orders; shipped the day order is received, at Brace's. 4326-3-27-21.

—FERTILIZER—I am now open to take orders for fertilizer. I can meet any price quoted, both on mixed and chemicals. Parties asking time must make arrangements at time order is placed. James MacNeill. 4145-3-24-12a31.

NEW ACADIA

Mr. and Mrs. J. H. Gallant, spent Sunday in New Acadia, visiting friends.

The Community hall at St. Charles was filled to capacity on Monday night when the Little Pond Dramatic Club staged their three act comedy "An Irish Millonaire." The plot centers around the efforts of Mrs. Casey to convert her husband, to her modern ideas. In this she is assisted by a son and daughter and several faithful friends, beats them at their own game. Two crooks looking for diamonds, and a detective looking for them, lend mystery to the plot. The comedy is supplied by the antics of Monsieur Armand De Louvier a designer and modiste a charming love affair in which a young man finds that love is greater than rubies, brings happiness to all. The play was exceptionally well acted and judging by the hearty applause the audience was well pleased. Between the acts instrumental music was furnished by James H. Gallant, popular left hand violinist and Michael McIntyre at the organ, also two vocal solos by Mr. McIntyre and step-dancing by Jas T. Gallant was greatly enjoyed. The tidy sum of one hundred and twenty-five dollars was realized from door proceeds and sale of baskets.

Following is the Cast of Characters:

- Michael, son of Patrick Casey, Alex D. McDonald.
- Eileen, the maid, Miss Annie Steel.
- Pat Casey, retired contractor, John A. Steele.
- Mary Ann, his wife, Miss Laura McDonald.
- Kathleen Caseys Daughter, Miss Cella McDonald.
- Maggie Casey's Daughter, Miss Helen McDonald.
- Madam Barski, a Bolshevik, Mrs. Henry McDonald.
- George Drake a friend of the family, John J. McDonald.
- Hump Steele the janitor, Neil McCormack.
- John Doherty of the Treasury Dept. Henry McDonald.
- Armand DeLouvier, Alfred McDonald.

Quite a number from the locality

CORNS

LIFT RIGHT OUT!
NO PAIN!

You get sure relief and stop all the pain instantly if you use Putnam's Corn Extractor. This marvel liquid takes the sting out of a corn in a moment or two. The corn shrivels up, drops off, and doesn't even leave a scar. All pain and distress come to an end when you use Putnam's.

Price 35c at all druggists.



PARADISE CAFE

WATER STREET, SUMMERSIDE

First Class Eating Place for Ladies and Gentlemen. Quick, Courteous Service. Dine or Lunch Here When in Town.

MEAL TICKETS	
10 meals for	\$3.50
21 meals for	\$7.50
Breakfast 8:00 A. M. to 10:00 A. M.	
Dinner 11:30 A. M. to 2:00 P. M.	
Supper 5:30 P. M. to 7:00 P. M.	

and Sunday Lunches at all Hours.
Ice Cream, all Flavors, also Ice Cold Drinks.
Lobsters and Oysters and Fruit in Season.

PARADISE CAFE SUMMERSIDE

411-3-18-4-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

..SPECIAL TRAIN LEAVING MONTAGUE FOR Charlottetown Monday morning, March 30th, at 9 o'clock, returning the same night. 4200-3-25-41

..ARRIVING Wednesday, April 1st, car of Horses. Call and inspect them at Clay's Stables, Montague. Several matched pairs. All broken, double and single, in good condition. MacGregor & MacLean. 4325-3-27-51.

Advertising Takes On New Significance Says J. A. Bohannon

That the advertiser receives more for his dollar today than in any time during the past decade, is the opinion of J. A. Bohannon, president of the Peerless Motor Car Corporation.

His contention is based on the tremendous increase in "reader-interest" in the advertisements of newspapers, trade publication, general magazines and periodicals, Bohannon says.

"It is indeed unfortunate that this "consumer market" cannot accurately be measured so that it could be tabulated along with agate lineage, circulation, etc. There can be no doubt, however, that prospective buyers are more keenly alert to the studying of advertisements today than ever before. The offering of any specific commodity which can be shown to contribute to the comfort, health, enjoyment and well-being of the masses, at a comparative reduction, whether it be increased cost or added value, is read with the same zest as front page copy.

"With commodity prices showing an almost daily decline—eggs reaching 35 cents per dozen, sugar at 5 cents per pound, milk costs selling at half their former price and motor cars, better engineered and better built than ever before, showing substantial reductions, advertising today takes on a far reaching significance, presenting as it does many new and greater opportunities to the American commonwealth."

The public reaps the profit from these things. Consider for a moment the purchasing power of the dollar. See how it has expanded during the past twelve months. In the buying of foodstuffs, groceries and meat the 1929 dollar is now worth \$1.0 to \$1.18. The retail dollar of 1929 valued at \$1.28 in the purchasing of children's wearing apparel and \$1.25 in the buying of women's wearing apparel. The valuation of the furniture dollar of 1929 increased to \$1.25. Although there are definite figures available in support of the value of the automobile dollar of today, statistics showed it in 1930 to be worth \$1.26. In line with other declines it seems reasonable to assume the amount to be greater this spring than last.

"Because of the above stated commodity declination, the public must be told and shown. Advertising has become more than ever of the utmost importance. These extra dividends are interesting to the buyer and advertiser alike."

attended the lecture in Rollo Bay East Hall on Monday night delivered by Rev. Dr. Callaghan of St. Charles.

Mr. W. H. Townshend and sons of Rollo Bay unloaded a car of Bliss Triumph potatoes, at St. Charles Wednesday which were shipped from Nebraska, Penn. Mr. Townshend expects to plant a large acreage of this type of potato.

Mr. Richard Creed, Potato Inspector, was busily engaged Wednesday inspecting seed tubers which are being made ready for shipment in New Acadia and St. Charles.

Mr. Alphonus McPhee, Section Foreman, had upwards of sixty men assisting him to clear the track, of snow, which accumulated during the recent storm.

Mr. and Mrs. William Williams of Portland Maine are spending some time at the home of Mr. and Mrs. Joseph J. Gallant, New Acadia. Mrs. Williams who was formerly Miss Gertrude Peters is a daughter of Mrs. Jos. J. Gallant and Mr. Williams was formerly of St. Georges P. E. I. and is now of the U. S. A. army.



—and if you like a mild, mellow pipe tobacco, with a big, rich flavour—you will like Rosebud, too.

ROSEBUD—a Maritime smoke for Maritime men.

I know what I like!

ROSEBUD

Cut Smoking Tobacco



SAVE THE POKER HANDS

CLEARANCE SALE!

As we have received final notice from A. Horne & Co., to vacate the premises now occupied by us we are offering our entire stock of monuments and headstones at greatly reduced prices.

The stock consists of the finest Scotch, Swedish and Native Granites; also, Castle Grey and Light Vermont Marbles in the very latest designs.

Our thirty years' experience insures you perfect workmanship.

Our prices, which include lettering, concrete foundation and setting, will never be duplicated, either by ourselves or by any other firm.

Those who come first will get their choice of over 150 beautiful monuments.

DISCOUNT SALE NOW ON

CHANDLER & BELL

160 KENT STREET
CHARLOTTETOWN

PHONE 741-J
P. E. ISLAND

4176-3-21-law-41.

PLANT PATENTS START NEW LEGAL TANGLES WASHINGTON, March 26.—(U. P.)—The extension of patent laws to plants has created a difficult situation which probably will result in litigation over such intangible characteristics as odors and hardiness. Already about 35 applications for patents have been received by the

patent office and the department of agriculture has begun the task of deciding whether or not the plants are new. There are some thousands of varieties in some species and the job admittedly is a difficult one.

There is the hypothetical case of a flower having a new odor. Obviously it would be impossible to keep all flowers available for smelling tests.

The law does not apply to seed plants such as the grains but includes most of the fruits.

Dear Old Lady: "Captain, would you please help me find my stateroom?"

Captain: "Have you forgotten what number it is, madam?" D. O. L.: "Yes, but I'll know it if I see it again; there was a light-house just outside the window."

for COLDS

Head Colds; Hoag Minors; and Influenza; Croup; Sore Throat; Hoarseness; and all other ailments of the throat. Real relief . . . quickly!

MINARD'S
"KING OF PAIN"
LINIMENT

C. M. Lampson & Co. LIMITED.
84 Queen Street
London, E. C. 4 England
Public Auction Sales OF
RAW FURS
Shipping bags will be furnished without charge by applying to E. T. Holman, Ltd., Summerside, P. E. I.
Represented by
Alfred Fraser, Inc.
212 Fifth Avenue
New York, N. Y.

EYESIGHT EXAMINATION
Fitting and supplying Glasses

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

FERTILIZERS

SERVICE QUALITY

Use your own judgment about using Chemicals or Mixed Fertilizers. There are many practical farmers and other expert authorities strongly supporting each. We will sell you what you want and want you want it.

When buying for boat arrival insist that your dealer place your order with an organization which will deliver quality and high class mechanical condition. We supply both. All our Fertilizers, except nitrate of ammonia, are ground, screened and bagged in Charlottetown just before being shipped to you. If your dealer cannot supply you write us direct.

Remember, it will cost you only about \$1.00 more per acre to obtain your Chemicals for your potato crop from our supply now in Charlottetown than from our supply to arrive by boat. Figure it out for yourself.

Our prices are the lowest. Our quality excellent. Our mechanical condition the best.

Better to buy from us now than wish you had.

The Island Fertilizer Co. Ltd.

Charlottetown, P. E. I.

"Island Goods for Island Growers"

4382-3-28-11