

# BE IPANA BRIGHT!

Make Gums Healthier—Teeth Brighter  
with Ipana and Massage



Firm, healthy gums are important to sound teeth and sparkling smiles. So switch to Ipana—for Ipana is specially made not just to keep teeth clean, but to stimulate gum circulation. Try it. Brush your teeth with Ipana. Gently massage a little extra Ipana onto your gums. Your mouth tingles with new freshness... gums wake up... your smile gains new charm. Be bright about your teeth and gums—Ipana bright.

Change to Ipana and massage today

\* Firm, healthy gums are so important that 7 out of 10 Canadian dentists recommend gum massage. Product of Bristol-Myers—Made in Canada

## Ask for it by name... LANE'S BREAD --- please



DELICIOUS... WHOLESOME  
HEALTHFUL BREAD

A QUALITY PRODUCT OF

### LANE'S BAKERIES LIMITED

DON'T SAY BREAD—

SAY LANE'S BREAD, PLEASE

Charlottetown and District Representative  
ROY (Buck) WHITLOCK—PHONE 1781-L

Quickies By Ken Reynolds



"Let's see—I think I saw in the Guardian Want Ads a place where they fixed these clocks!"

## THE CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising of a new nature may be inserted at five cents a word strictly payable in advance

**JIMMIE'S TAXI** Phone 526

**PHONE SAUNDERS 1806** for group and wedding pictures on location.

**REGULAR SESSION** Alpha Rebekah Lodge tonight, 8 P. M. Installation.

**WOOL GRADING STATION,** Charlottetown, now open. Deliver your wool as promptly as possible and secure highest market values.

**TRANSFERRED** — Paul Loeb, elder son of Mr. and Mrs. O. W. Loeb, St. Peter's Road, has left for Charlottetown, P. E. I., having been transferred there as assistant manager of the Metropolitan Stores, from the local branch. —Sydney Post Record.

**CONCLUDED MISSION** — Rev. W. D. Murphy, C.S.S.R., and Rev. Paul Fisher, C.S.S.R., concluded a week's mission at St. Cuthbert's Church, St. Teresa's on Sunday. The same two missionaries are conducting a mission at All Saints Church, Cardigan this week.

**MAKE FINE RECORD** — White Dot 2nd, 163235 has completed a two year old Junior record of 7.271 lb. milk, 368 fat average test, 3.03 in 305 days. Scottie's Hilda 135199 mature cow has completed a 303 day test of 7474 lbs. of milk 418 lbs. fat average test 5.59. Both cows are owned and tested by Mr. Arthur R. Macdonald, Purple Valley Farm, Forest Hill, P. E. I.

**ROTARY** — Yesterday the new President of the Charlottetown Rotary Club D. M. McGuire presided at luncheon and reviewed the functions of Rotary. He suggested that additional activities might be undertaken by Rotarians as part of their club service. The following guests were present, Rotarians J. L. Jameson Martin, Montreal, M. L. Bradshaw, Summerside, R. C. Brehaut, Alexandria, Va., Rev. E. Melville Aitken, Hamilton, Ont. Another guest was Master Donnie Wood, Marshfield.

**NEW TRAFFIC REGULATION** — Chief of Police A. Birtwistle wishes to bring to the attention of all truck drivers, that a new traffic regulation recently introduced by the Police Committee "forbidding any truck exceeding one half ton to use the Victoria Park Drive-way", is now being enforced. Signs to this effect have been placed at both entrances to the driveway. Anyone violating this regulation will be dealt with accordingly. Chief Birtwistle stated. Those attending ball games at the new Memorial Sports Field with motor vehicles are asked to park their cars in the adjoining field to the east of the main field, and not in and around the playing field. Motor vehicles are not to be driven through the Victoria Park byroads.

**BOSWELL - SMALLWOOD** — A wedding of much interest was solemnized Wednesday, June 16th at Marshfield, of Waldon Carl Boswell, only son of Mr. and Mrs. Ledwell Boswell, and Lillian Smallwood, daughter of Mr. and Mrs. R. Smallwood of Mount Stewart. Rev. Norman Young officiated. The bride who was unattended, was accompanied by a beautiful reception took place at the home of the groom, where the newlyweds received the congratulations of their immediate relatives. The rooms were lavishly decorated with spring flowers, and a bounteous wedding supper-table with a handsomely decorated centre cake was spread, around which all partook. Many costly, beautiful and useful gifts were received. Amid a shower of confetti the happy young couple left for Hamilton, Ont., where they intend making their home.

**PERSONALS**  
Miss Marion Flood, Montreal, is spending her holidays at her home in South Melville.  
Rev. Melville Aitken, Mrs. Aitken and family have arrived from Hamilton, Ont., to spend their vacation in Charlottetown and Summerside.

**CARD OF THANKS**  
John A. Nicholson, Orwell Cove, wishes to thank the Doctor, Nurses and staff for their kindness to him during his stay in the Kings County Hospital where he had the misfortune of losing his right arm.

**MEMORIAL SERVICE**  
The Annual Memorial Service will be held at the Soldiers' Monument, Geddies Memorial Church, on Sunday, July 11th, at 2:30 P.M.  
Rev. D. A. Campbell will deliver the address.

**COOK'S** for Photographs.

**CONFEDERATION LIFE INSURANCE.**

**PHONE SAUNDERS 1806** for group and wedding pictures on location.

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**ENROLL THURSDAY,** July 8th at 10.30 A. M. for Red Cross Swimming Lessons at Brighton, Kensington or Keppock Beaches.

**INTERESTED VISITORS**— Mrs. Arthur Feltmate enjoyed last week by visiting with friends at Midgell, Morrell, and Marie, P. E. I. She accompanied her brother-in-law, Melvin Feltmate, Mrs. Feltmate and their son and daughter, Alden and Emma, of New Glasgow, who had motored over to visit with Mrs. Melvin Feltmate's home folks. They went via Cariboo-Wood Islands. —New Glasgow News.

**GROOMS SHOWERED** — On Friday evening July 2 friends and neighbors gathered at the home of Mr. and Mrs. Edward Hackett, Kinross, the event being a double shower for their two sons, Stirling and Blair who both have been married recently. Lively music was furnished by Mr. Arthur and Martin MacPherson and Mr. John MacPhee. A delicious lunch was served by the ladies which brought a very pleasant evening to a close.

**WAS CELEBRANT** — Rev. Andrew MacDonald, C.S.S.R., newly ordained Redeemerist, was celebrant of the 10.30 Mass at the Church of the Most Holy Redeemer on Sunday. Father MacDonald gave his blessing to the congregation following the Mass; on the preceding Sunday at his home parish of Sturgeon, he celebrated his first solemn High Mass. Rev. Howard Wright was deacon and Very Rev. Edward Baldwin, C.S.S.R., was sub-deacon. The sermon was preached by Rev. Paul Fisher, C.S.S.R. Father MacDonald is a son of Mr. and Mrs. Edwin MacDonald, Pannure Island.

**ENJOYED VISIT** — On Sunday Mr. and Mrs. George White, Georgetown P. E. I., were in town and were guests of their friend, Mrs. Sarah Fougere, a former resident of Georgetown, who for the past two years has resided in Trenton with her brother-in-law and sister, Mr. and Mrs. Jeffrey Gerrard Sr. It was truly a wonderful day for Mrs. Fougere, who was delighted to get all the news of her neighbors and friends at her Island home, where she had resided all her life until coming to the Steel Town. Mr. White is employed on the steamer plying from Georgetown to Montague, P. E. I., and the boat was in dry dock at Picot undergoing repairs. —New Glasgow News.

**ANNUAL MEETING** — The annual meeting of North Tryon School District No. 143 was held on Tuesday evening, June 29th, at the usual hour. There were only nine ratepayers present. The Supplement for the next year was raised to \$350.00 for a qualified teacher. The Secretary, J. Wellington Thomas retired after 23 years continuous service. During this term of office he has failed in collecting the small amount of \$7.00 (seven dollars) and one wonders if this record can be beat by secretaries holding office for the same number of years? Sterling Lord was re-elected trustee for another term. After the usual business the meeting adjourned.

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## ALBERTA MAN WINS \$1,000.00

### Grand Prize in Kellogg's \$7,000.00 Contest

The judges in the popular "Who are We" Contest have awarded the Grand Prize for all Canada to Mr. James Gray, Box 285, Raymond, Alberta. Winners in the First Period in the Eastern Region were published during the week of May 24. Other winners were:—  
Second Period: 1st, Mrs. Berton Hubbard, Cassis P.O., Northumberland Co. N.B.; 2nd, Normand Naud, St. Alban Co. Portneuf, P.Q.; 3rd, Camille Noel, St. Euphemie, Co. Montmagny, P. Q.— Consolation prizes, Mrs. S. A. Coughlan, Woodstock, N.B.; Lucien Duppreault, Three Rivers; Mrs. Max Brad, Montreal; Mrs. Freda Hughes, Westmount; Mrs. J. Miles, Montreal; Mrs. Vernon B. Adams, Deep Brook, N.S.; Mrs. Harry A. Allen, Cowansville, P.Q.; F. C. Higgs, Montreal; Mrs. Amos Russell, Lower Derby, N.B.; Miss Frieda Brooks, Bridgetown, N.S.; Roger Gignac, St. Dominique, P.Q.; A. H. C. Smith, Quebec; Mme. C. R. Senechal, Victoriaville, P.Q.; Mrs. A. E. Dickson, Digby, N.S.; Violet C. Thorne, East Angus, P.Q.; Roland Brisebois, Chicoulini; Mme. Paul Lavallee, Co. Portneuf, P.Q.; Claire Cormier, St. Iles, P.Q.; W. G. Otto, Dartmouth; Mrs. Mervyn Montgomery, South Durham, P.Q.; Mrs. Ralph Dook, Halifax, Co.; Sydney Jones, Shippegan, N. B.; Mrs. Christina Chittick, Fairville, N.B.; L. P. Monette, Montreal; J. C. Gauvin, Sherbrooke; Maurice Bouffard, Co. Megantic, P.Q.; Mrs. M. A. Kavanagh, Co. Antigonish, N.S.; Mrs. Willard Roite, Sunny Corner, N.B.; Mrs. Raymond Burns, Hants Co. N.S.; Jeannine Brault, Three Rivers; Francois Leteune, Charlesbourg, P.Q.; Mrs. Gerald Naas, Dartmouth.  
Third Period: 1st, Mrs. Stanley Samson, L'Ardoise, C.B. N.S.; 2nd, W. H. Sibley, 31 Erskine Street, Dartmouth, N.S.; 3rd, Ludger Derrozier, Riviere Bleue, Co. Temiscouata, P.Q. Consolation prizes, Mrs. Arthur Souther, Bebe, Quebec; Dr. Richard Tom, R.C.N. Hospital, Halifax; Madeleine Belleau, St. Malo, Quebec; Alcide Dumoulin, St. Brigitte, Quebec; Miss Anabel Walker, New Castle, N.B.; Clement Godin, Berthierville, Quebec; Mrs. F. W. Clarke, Amherst, N.S.; Gaston Giguere, Petit-Seminare de Quebec, Quebec; Mrs. James Carter, Montreal North 12; Mrs. Mary Dornade, Halifax; Priscilla B. Cole, Shannon, N.B.; Miss E. McDonough, Riverview, Quebec; Mrs. E. McPherson, Trenton, N. B.; Miss Joan Carroll, Gloucester, N.S.; Mrs. Joseph Davidson, N. W. Walsh, Montreal 28; Marie Vit, Montserrat, P.Q.; Mary Warner, Sydney, C.B. N.S.; Mrs. Gerald MacDermott, Miss Ruth Perks, Halifax; Miss Davidson, Bass River, N.S.; Mrs. Tourle Thompson, Bear River, N.S.; Mrs. M. Cleve, Ville St. Laurent, P.Q.; Mr. Chester Braden, Grafton, N.S.; Mrs. Marie Belcher, Queens Co. N.B.; Mrs. E. M. McPherson, Trenton, N.S.; Madeleine Marchand, Riverview, P.Q.; Mr. William R. Giffin, Aulac, N.B.; Mrs. Anthony Johnston, Charenton, N.B.; Mrs. George Hesse, Yarmouth; Mrs. F. Paxton, Dartmouth; Mrs. May Simpson, Montreal 6.

The Kellogg Company congratulates the winners and thanking the thousands who made this contest such an outstanding success.

Mr. and Mrs. Hector MacKenzie and Miss Gordon of Borden and Miss Hattie Ross of Summerside left on Monday to attend the Shepard-Atkinson wedding which takes place in Amherst on July 6.

Mr. and Mrs. Charles Crossman and Mrs. John Wedlock of O'Leary motored to Kinkora on Sunday. They were accompanied on the return home by Miss Sophie Bearisto of Cambridge, Mass. (formerly of Wellington) who intends spending some time visiting with Mrs. Wedlock. Miss Bearisto hasn't been to the Island for twenty-five years so finds many changes during that time.

## Girl Guide News



News from 1st Company, Borden  
The Field Secretary had a very enjoyable visit to the 1st Coy. of Borden. Since the last visit a few weeks ago this company had made enormous progress and was a credit to the organization, by showing what can be accomplished in a very short time. Two more Guides passed their tenderfoot test, Mary Sexton and Jean Ellis, and the following were enrolled, Nancy Jay, Mar-



## "Kid's Hangout"

You can't keep youngsters out of the kitchen... so why not give them a corner all their own! A private snack-bar, located just inside the back door, featuring jumbo jars of their favourite after-school treats. Of course, this is going to invite traffic. But your good Gold Seal Congoleum rug can take any amount of coming and going! With its wear layer of heat-toughened paint and baked enamel equal in thickness to 8 coats of the best floor paint applied by hand... Gold Seal Congoleum is lastingly pretty, and it cleans up bright as new with the swish of a damp cloth. Just remember! For all-round economy that only real Gold Seal Congoleum Rugs can give... look for this seal. It carries the famous money-back guarantee of satisfaction! You'll be surprised how much quality you can buy for so little money.

CONGOLEUM CANADA LIMITED, MONTREAL

Your dealer may be temporarily out of Congoleum because supplies are still very short. Please try him again, as he receives limited shipments from time to time.



and was dismissed by the Field Secretary.  
(Not for Borden: All out for those 2nd class tests and proficiency badges now and lots of luck. Field Secretary.)

**GLEN VALLEY W. I.**  
The regular monthly meeting of the Glen Valley Women's Institute was held June 10th at the home of Mrs. John Nicholson.  
There were five members present. Roll call was answered with exchange of flower slips. Sick com. gave their reports; new sick committee Mrs. Ella Abbott and Mrs. Sterling MacLean. Program, Mrs. Eldon Hickox and Mrs. Whitfield Abbott. Owing to so few members being present no new instructions given for planting and the necessary care of plants. (We expect a really good one from you girls.)  
Camp fire was a real success, all Borden must have heard us sing "Clementine". On the next visit the Guide hymn and evensong should be as well known as Clementine so get in lots of practice girls.  
The meeting closed with "Taps"

business was undertaken. A letter of thanks was read from a member who received a gift.  
One member joined. Collection amounted to 25 cents. Mrs. Eldon Hickox invited members to her home for next meeting. Roll call to be answered with an "Original Verse." Meeting closed with the National Anthem. Lunch served by hostess.

**BRANDON WANTS CUSTOMS**  
BRANDON, Man. — (OP) — The chamber of commerce here is trying to get Brandon Airport designated as a customs port and entry. Winnipeg now is the only point of entry for aircraft in Manitoba.

**OLGA'S BEAUTY PARLOR**  
150 Queen Street  
—SPECIALS—  
Reg. \$5.00 Perms ..... \$3.50  
Reg. \$7.00 Perms ..... \$5.00  
Reg. \$10.00 Perms ..... \$7.00  
No appointment necessary for Out-of-Town Customers  
PHONE 2401

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COAL  
GAS  
OIL  
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**GENERAL STOVE AND FURNACE CO.**  
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# HOLMAN'S BIRTHDAY SALE STARTS 9 A.M. THURS. - FRI. - SAT., JULY 8, 9 and 10th