

THE GUARDIAN COVERS THE FIELD

The Guardian covers the City and Province within which it is published more fully and completely than any other newspaper printed in Canada.

With a daily circulation of its morning and rural edition now about 8,000 and growing from day to day, it has broken all records for a daily publication in a small community.

Charlottetown has a population of 12,000 and Prince Edward Island has 104,000. The Guardian's daily circulation is therefore as 1 to 14 of population in the city in which it is published, and 1 to 13 of the population of the Province.

Take one or two comparisons with other leading newspapers in other cities and St. John has a population of 40,000 and the Province of New Brunswick 200,000.

The principal ingredients of the soda are just old-fashioned soda, that our grandmothers took to settle the stomach.

Ingredient of Zutoo Soda. It is soda—just old-fashioned soda, that our grandmothers took to settle the stomach.

50,000 000 FOR ADVERTISING. "James B. Duke, the tobacco king of Long Beach, New Jersey, recently claimed in an interview that he had spent more money in advertising than any other living man."

NO WOMAN CAN BE STRONG AND HEALTHY UNLESS THE KIDNEYS ARE WELL

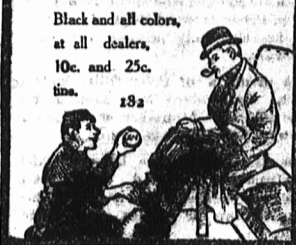
When the kidneys are ill, the whole body is ill, for the poisons which the kidneys ought to filter out of the blood are left in the system.

Doan's Kidney Pills

Doan's Kidney Pills are 50 cents per box or 3 boxes for \$1.25 at all dealers or mailed direct on receipt of price by The Doan Kidney Pill Co., Toronto, Ont.

Easy to Take Easy to Operate Hood's Pills

Don't be deceived by imitations. It means long life to your shoes to be sure of 2 in 1



P. E. ISLAND LOCAL MARKETS

MONAGUE MARKETS. Butter per lb. 10 to 12. Eggs per doz. 14 to 16. Chickens per lb. 10 to 12.

D & A BRACES. A simple and effective remedy for SORE THROATS AND COUGHS.

GUARDIAN BUSINESS LOCALS

MORNING DAILY OR RURAL DAILY PER WORD (six words to each line) one cent for one insertion, two cents for three insertions, four cents a week, nine cents for three weeks, twelve cents a month.

We expect to sell every yard of our special line of chiffon broadcloths in a week.

We bought 350 yards French chiffon broadcloths at a special price, thoroughly shrunken \$1.75 line while they last.

Holiday Shirts—I can show the shirts that will please you for outfitting. Negligees of every color and description at popular prices.

LATE ARRIVALS FROM LONDON AND PARIS. Just ten days from the old land. Lace Scarfs, 30 in. long and 18 in. wide, pretty designs, \$1.45 up to \$3.45.

GUARDIAN CLASSIFIED ADS.

Consecutive insertions only. Headings arranged alphabetically. MORNING DAILY OR RURAL DAILY PER WORD (six words to each line)—Half cent for one insertion, one cent for three insertions, two cents a week, four and a half cents for three weeks, six cents a month.

FOR SALE. GASOLINE LAUNCH—For sale cheap. No time for sport this year. 18 ft. water line, brass mounted engine all a good job.

PERSONS wishing to procure a good horse suitable for quaboo, fibbing, should apply to Box 988.

FOR SALE—On Upper Hillsboro. A double house with lawn. No conveniences. Apply to E. R. Jordan, 4-3214.

FOR SALE OR TO LET—A double tenement dwelling house at Mount Stewart. Apply on premises to Mrs. Henry M. Stens, 5-2111 pd.

FOR SALE—A first class carriage, canopy top with lamps. Very comfortable. W. L. Lobb, 4-3214.

FOR SALE OR TO LET—That well known hotel known as the Royal Hotel situated on Richmond Street near Market Square. Apply to Thomas Campbell, Ch. Ferry, P. E. I., 11-5214.

FEMALE HELP. WANTED—A housemaid who can wash on table. Wages \$10. Apply to Mrs. Edward Bayfield, 5-2314.

WANTED—Two neat girls to leave dressmaking. Apply to Joseph P. St. Pat's, 5-2313 pd.

WANTED—In a family of two, a girl for general housework. Apply to Mrs. G. Arthur Reaney, 5-2314.

WANTED—A girl for general housework. Apply at this office at once. 5-2314.

LADIES WANTED—A BRIGHT ENGLISH WOMAN—Woman's work. Furnished position. Old established business house of solid financial standing.

HORSE SHOERS. HORSE SHOEING, all kinds, while you wait, at J. A. Henderson's, Easton St.

Keep cool if you want to be comfortable in the warm weather, wear "Aertex Cellular." Those who have worn it once will wear no other.

Real French chiffon broadcloth 350 yards secured at big saving. The \$1.75 kind will go on sale this a.m. at \$1.45.

WE HAVE JUST RECEIVED—two car-loads of flour in the following brands—"Phoenix", "Crescent", "Queen City" and "Five Roses".

Rapid Business Penmanship, taught by a rapid business writer, and a thoroughly COMPETENT and EXPERIENCED teacher at the Charlottetown Business College.

SWIFT'S ANIMAL FERTILIZERS—Produce the Best Crops. Why? They are made from rendering house materials.

JUST ARRIVED—One carload Ontario Bran, Shorts and Chopped Feed which we are selling at lowest prices.

CHARLOTTETOWN'S FINEST STORE.—It will be the pride of Charlottetown. Repairs now approaching completion will make this store more central and more convenient to shoppers.

TO LET—At Cornwall, a blacksmith's forge and house. Apply to Harold Dockendorf, York P.O., 5-2101 pd.

TO LET—Two or more furnished rooms in central location, modern conveniences. Apply to Post office Box 1276, 5-2101 w.

HOUSE AND LOT FOR SALE—For sale a House and Lot with barn, coach house and outbuildings in a thriving village and near the railway station.

TO LET—The brick house on Dundas Street, Charlottetown, now occupied by Capt. Tucker. W. A. R. 5-2101 w.

On sale this week 350 yards French Chiffon Broadcloths the \$1.75 kind. Our price while they last \$1.45.

Hat or Cap.—Do you want a new hat or cap for the 24th? Drop in this evening and have a look.

350 yards of French chiffon broadcloths opened Saturday; the kind that are sold for \$1.75 our price while they last \$1.45.

SWIFT'S ANIMAL FERTILIZERS—The ANIMAL MATERIALS from which they are made are by their very nature the MOST POWERFUL CROP PRODUCERS KNOWN.

French chiffon broadcloths the \$1.75 kind on sale this morning at \$1.45. We secured 350 yards at a big saving.

THE STORES OF THE SWIFT'S ANIMAL FERTILIZERS in the IMMENSE SWIFT'S SLAUGHTERING ESTABLISHMENT, where over 6,000,000 animals are slaughtered annually.

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There's no "Shoddy" in Hewson Tweeds

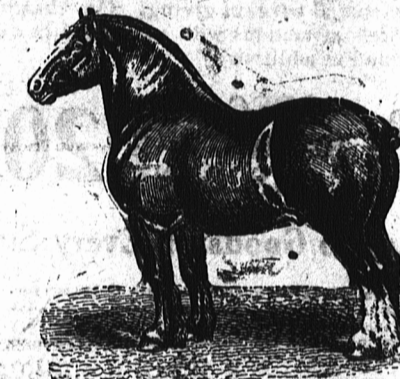
As mentioned in the first of these talks, in Hewson Tweeds only choice, pure, raw wool is used.

When one realizes that 90% of the so-called woolen goods contain cotton and shoddy, it is well to know what brands are pure wool.

But Hewson Tweeds were long and well-pure, soft, rich, clean wool to the last—each thread having from 7 to 14 times the strength of a thread of shoddy.

Hewson Woolen Mills, Ltd., The Big New Mill, PURE WOOL TWEEDS, AMHERST, N.S.

THE PURE BRED CLYDE STALLION



MacQUEEN (2218)

Will make the season of 1937 at O'Connors' stables, Grafton Street, Charlottetown.

HIGH-GRADE ENGLISH FERTILIZERS. Superphosphate, Nitrate of Soda, Muriate of Potash, Sulphate of Potash, Bone Meal, containing highest percentage of soluble and available plant food in the best and economical forms known to agricultural science.