

Pass the Load to Willing Shoulders

KEEPING faith with the dead as private executor under a will is a heavy responsibility. We will gladly relieve you of the task with the assurance of continuity and conservation of the beneficiaries' interests.

THE EASTERN TRUST COMPANY

Head Office: HALIFAX, N.S.
 St. John's, Nfld.
 Charlottetown, P.E.I.
 Montreal, Que.
 C. N. BISSETT, Manager
 Charlottetown Branch

STABILITY of GROWTH

is an outstanding characteristic of New System Laundry & Cleaners, Limited. The Company's operating results for the last five-year period have been as follows:

Year	Net Profit
1925	\$14,423.51
1926	14,323.33
1927	17,879.89
1928	17,826.54
1929	19,093.31

Average net earnings as shown above, after full allowance for depreciation, taxes and prior charges are equal to over 3.22 times dividend requirements on the Company's 7% Cumulative Convertible Preferred Stock. We recommend this Preferred Stock for sound investment. Price, \$97.50 per share, to yield 7.18%.

May we forward detailed information?

Eastern Securities Company LIMITED
 W. H. V. DUNBAR, Manager.

CHARLOTTETOWN MONTREAL HALIFAX
 ST. JOHN MONCTON SUMMERSIDE FREDERICTON

Stewart Jones & Co.
 Correspondents of
Greenshields & Co.
 Members of the Montreal Stock Exchange

88 Great George St., Charlottetown

MONTEAL STOCK EXCHANGE

Market reports furnished by Greenshields & Co., Montreal, to Stewart Jones & Co., 88 Great George Street, Charlottetown.

MARKET REVIEW

CONSTRUCTION IN CANADA SHOWS SOME INCREASE OVER LAST YEAR

April construction figures are encouraging inasmuch as they show an increase over last year of 12.7 percent at \$48,778,000 according to MacLean Building Reports, Limited, whose statistics in this connection are regarded as most comprehensive. Earlier in the year the figures were running under the 1936 totals, and the April increase was able to reduce the deficiency for the four month period to 1.4 percent. Engineering projects, with \$22,870,100 or 36 percent of the month's total, and business buildings, with \$25,907,900 or 37 percent, accounted for 87.5 percent of all construction started during the period. The current relatively low money rate in reflection of a splendid supply of available credit, are conducive to the undertaking of building and construction projects. If the increase is maintained on a basis comparable to the April showing it should assist materially in providing an impetus for general business improvement during the balance of the year.

POSITION OF THE OIL STOCKS CONTINUE TO ATTRACT ATTENTION

One of the few situations that are attracting an increasing degree of attention at this time of general business and commodity price readjustments is that surrounding the oil producers, refiners and distributors. The United States what looks like a headway has been made towards

the conservation of the supply of crude oil through regulation of current production. Restrictions of output means the piling up of underground reserves, which in the case of this industry is a necessary and vital condition. In the Wall Street market the shares of the better oil companies have been showing considerable activity and strength and of late have been gaining in the face of very irregular conditions in other sections of the market. To some extent this tone is being reflected in the stocks of the Canadian companies and while these have not established anything like broad advances they have been holding quite close to the best levels reached during the current year.

MOVEMENT IN THIS COUNTRY OF MANUFACTURED GOODS HOLDING UP WELL

While it is true that there has been a considerable shrinkage thus far in the current year in the movement of commodities and goods over the railways operating in Canada, the results continue to manifest itself in the direction of raw materials rather than manufactured goods. From the beginning of this year to April 19th (virtually 3-1-2 months) the movement of manufactured goods has been such as to compare favorably with the total of a year ago. This is revealed through analysis of the car loadings statistics as issued weekly by the Bureau of Statistics at Ottawa.

Thus far this year the total number of freight cars loaded by the railways has been 956,987 a decrease from 998,740 cars to the same date last year and from 984,800 cars two years ago. The loss this year from last year is 92,803 cars. Of this decline raw materials and other commodities contributed 85,607 cars, and manufactured goods only 7,196 cars. The decrease this year in total car loadings is about 8 percent; in com-

Central-Guardian

IMPERIAL PUPPY FOOD for healthy, normal development of young foxes. 3406-4-30-31.

UNION SETS and Shallops have arrived. Extra choice this year at Carter & Co., Ltd. 3454-5-1-31.

COME TO THE ARENA RINK and select a real good Used Car for yourself. A. Horne & Co. 3513-5-1-31.

JUST ARRIVED for the gardens and lawns. Bone Meal, Sheep Manure Nit of Soda and Mixed Fertilizer. Carter & Co., Ltd. 3454-5-1-31.

FOR EARLY PLANTING try our early Garden Peas, Choice Sweet Peas. Special variety. Carter & Co., Ltd. 3454-5-1-31.

IMPERIAL PUPPY FOOD, given early and regularly to fox pups, secures gratifying results. For sale by leading distributors or direct from factory. Imperial Biscuit Co., Ltd., Charlottetown, P. E. I. 3406-4-30-31.

Articles and raw materials about 9 cents and in manufactured goods 5 than 7 percent as compared with 1936.

BRAZILIAN EXCHANGE PRACTICALLY ON LEVEL OF YEAR AGO (STABILIZED)

The advance of the milreis to a level (New York) that is quoted between 11.90 and 11.95 cents, according to various banks, brings Brazilian exchange practically to a level of one year ago, where, when on a stabilized basis, it was quoted around 11.95. The underwriting of the San Paulo loan of \$20,000,000 and a real improvement in the coffee situation apart from this has helped exchange, and incidentally the recovery of Brazilian Trade, which was one of the best actors (as well as among the most active in recent trading.

Reports from Brazil indicate that coffee plantations are being abandoned even more rapidly than was expected, on the ground of not being able to produce coffee economically under present greatly reduced prices. This is tending to correct the over-production problem, which is held more serious than low prices for the time being.

STEWART JONES AND CO.

MONTEAL

Alcibi	32 1/2
Alberta Pacific Grain	19 1/2
Abbeville	2 1/2
Brazilian	46
B. A. Oil	37 1/2
C. Power	40
Building Products	26 1/2
Canada Car	24
Canada Cement	18 1/4
Canada Paper and Paper	15 1/4
Canada Brewing	10
Dominion Bridge	60
Foreign Power Securities	35
Fraser Company	14 1/4
General Steel Ware	10 1/4
Home Oil	6.60
Industrial Alcohol	25 1/4
International Nickel	31
International Petroleum	21 1/4
Maassy Hairs	33 1/4
Montreal Power	128
McCull Frontenac	22
National Breweries	30 1/4
National Steel Car	82
Canada Bronze	49
Canada Mailing	18 1/4
Dominion Tar	20
Famous Players	55 1/4
Noranda	27
Power Corporation	85
Prie Bros	81
Quebec Power	65
Shawinigan	78 1/4
Smelters	218
Steel of Canada	40
Steel of Canada Pld	59 1/4
Simons	35
Winnipeg Electric	42 1/4

NEW YORK

American Can	138 1/2
American Radiator	33
Alleghany	28 1/4
Anacosta	60
Bendix Aviation	40
Consolidated Gas	129
Dominion Stores	28 1/4
Electric Power & Light	79
International Hydro Elec.	46 1/4
International Harvester	103
Kennecott Copper	44
Montgomery Ward	43
Niagara Hudson Power	22
Paramount Players	68
Poor & Co. E.	38
Peritek & Ford	45 1/4
Radio	51 1/4
Standard Oil of New Jersey	74 1/4
Starling Securities A	16
Studebaker	38
Yellow Truck	27 1/4
C. P. R.	100
General Motors	45 1/4
U. S. Steel	175 1/4

BANKS

Bank of Nova Scotia	329
Bank of Montreal	324
Bank of Commerce	288
Royal Bank	307

Canadians In California

RICHARD E. DELANEY, M.D. IN THE OAKLAND MAPLE LEAF

A remarkable woman for her 88 summers is Mrs. Lydia Brown of San Diego, a native of the Island. Her son, Steve Brown, is engaged in the transportation business and is a popular citizen here. Another son of Mrs. Brown is superintendent of the Spreckels' Estate. Mrs. Lydia Brown is the daughter of a once famous Baptist minister, the late Rev. Richard Aikland.

A daughter of Mr. James Willis of Kingston, P. E. I., is comfortably situated in San Diego. She is Mrs. William McKinley. Her husband is a mechanic and helps to operate a gold dredger at Dawson, Alaska. Mrs. McKinley has lived in Dawson, in Seattle and in Oakland. She is now visiting her sister, Mrs. Emmannetta Barton of San Diego. They have several brothers who live in the Puget Sound country.

People of Eldon, Belfast, P. E. I., will be glad to learn that Mrs. William McLeod of Beaumont, Calif., is hale and well. Her maiden name was Margaret Ross, and she has been 43 years in the Golden State. She has two sons who hold prominent positions in Los Angeles. She has been a widow 30 years. Her husband was a native of Cherry Valley, P. E. Island.

A son of Ambros Silliphant of Hunter River, P. E. I., is a physician with a splendid practice in San Francisco. This is Dr. William M. Silliphant, a graduate of Stanford University Medical College. I met his aunt and uncle, Mr. and Mrs. Binns, of 3426 So. Flower St., Los Angeles, recently. The latter are among the elite of this city. They are 10 years in California. They have two sons and one daughter. Their son Frank holds a position in the treasury department in the City Hall of Los Angeles. Their daughter is married in Boston.

At progressive citizen of Oakland is Joseph MacLean, who hails from Dundas, P. E. Island. He is a wholesale plumber. Mrs. MacLean was Amy Bruce, native of Kingsborough, P. E. I. She lived in Boston a few years. They are 22 years in California. Mr. MacLean lived 12 years in Vancouver. B. C. Mrs. MacLean is surely a great home maker.

I met in Los Angeles the widow of the late John Graham, who was a native of Judique, Cape Breton. Mrs. Sadie Graham was born in Pictou, N. S., but came to Butte, Montana, when she was a little girl. Her mother, Mrs. James Creighan, enjoys good health at the age of 90 years and lives at Butte Montana. The Grammas lived at Leadville Colo. 35 years. The maiden name of Mrs. James Creighan was Agnes Baxter, native of Antigonish, N. S. A sister of Mrs. Graham is Mrs. H. P. Hanlin of Pittsburg, Mont. Another sister is Mrs. Malcolm McLeod of Butte, Mont., whose husband is a native of P. E. I.

I had the pleasure some time ago of meeting Mrs. Matilda Hughes, who hails from Morell, P. E. Island. She was Matilda Hooper, and is one of a large family, mostly all living in California. Her husband, Philip Hughes, was also a native of Morell, and passed away in Hollister, Calif., 11 years ago. He was a builder and contractor. After an absence of fifty years from the Island, Mrs. Hughes accompanied by her daughter, Mrs. May Niedt, spent a two months' vacation on a trip to the old home. They stopped at Banff and Lake Louise, on their return. Mrs. Hughes is a sister of Mrs.

THE BAPTIST CHURCH — On Sunday morning, Rev. A. C. Vincent will speak on "The More Blessed Way." The subject of the evening sermon will be "Midnight in the Jail at Philippi." Among the anthems will be "Oley Speaks," "More Love to Thee" Matthews "Fairest Lord Jesus," and "Turner's" "Praise the Lord." In the last mentioned Mrs. Roper and Mr. Quigley will take the solos. Mrs. Arthur Roper, soprano, will sing at the morning service. There is evidently a steady growth in attendance and interest at the Sunday School, which meets at 2:30 each Sunday afternoon.

Mr. Alexander MacDonald, Lawrence, Mass., leaves the city today for Belfast and other parts of the district.

Meet the Spry with Minard's.

The Bad Habit Develops Surreptitiously

Until years later a dire situation makes it apparent and the necessity for correction imperative.

Years ago when telephones were fewer, calls for information concerning fires were not difficult to handle, but as time went on, and today when nearly everybody has a telephone, the habit has actually become a menace to human life and property.

Our staff is adequate to handle the heaviest rush periods of normal business; but when this is doubled and trebled—as it is in the case of a big fire—all lines are engaged and the operators find it impossible to efficiently handle the business.

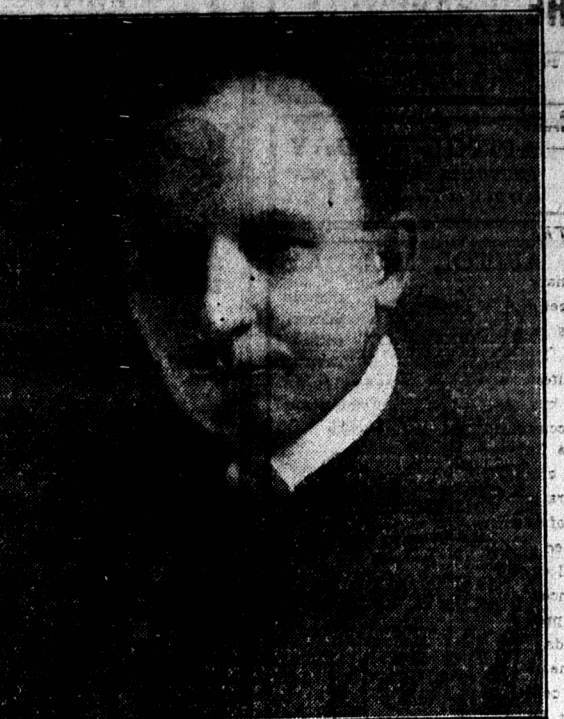
Once or twice it has occurred that a member of the Fire Dept., the owner of the property or some other person directly concerned with the fire finds that he cannot obtain service. Our only recourse is to request subscribers to refrain from asking Central for fire information.

This appeal is made directly to you.

We feel convinced that you will see the importance of the step being taken for the safe-guarding of life and property.

The Island Telephone Co. Ltd.

Heads Advertising Agency Consolidation



J. J. GIBBONS
 who as President of J. J. Gibbons Limited, and Chairman of Crawford-Harris Limited, will direct the operations of a merger, maintaining advertising service offices in ten of the chief centres of distribution in Canada.

An item of unusual interest and importance to manufacturers, banks, investment houses and other national advertisers doing business in all parts of Canada, is contained in the announcement of the consolidation of Crawford Harris Advertising Service, the largest and most successful of the purely Western Canadian advertising agencies, with J. J. Gibbons Limited, one of the oldest and most progressive agencies in the Dominion.

The merger of these two firms places the new consolidation in an extremely favourable position to give localized service to all advertisers who have Canadian markets that they are anxious to hold and cultivate.

The Crawford Harris Advertising Service was organized twelve years ago by David Crawford and Frank Harris of Vancouver—two men who had an unbounded faith in the future of Western Canada that has since been more than justified. The business they established has steadily grown in volume, coincident with its field of operations, till to-day it maintains fully staffed offices under trained advertising executives, in six

of the most important Western cities. By uniting with the larger and older Gibbons advertising agency, it means that each organization will be able to offer business houses a complete Trans-Canada advertising and merchandising service, with local contact and an intimate knowledge of local market conditions in Halifax, Montreal, Toronto, Hamilton, Winnipeg, Regina, Calgary, Edmonton, Vancouver and Victoria — ten of the most strategically located centres of Canadian distribution — as well as the facilities of offices in New York and London, England.

All the personnel of the Crawford-Harris Advertising Service is retained under the name Crawford-Harris Limited, with J. J. Gibbons as Chairman of the Board, and with other officers and directors chosen from the personnel of Crawford Harris Advertising Service. This new concern, besides functioning completely as an advertising agency in its own territory will act as western agents for J. J. Gibbons Limited, which latter Company in turn will act as eastern agents for Crawford-Harris Limited.

"Progressive companies in Canada," says Mr. Gibbons, "are taking advantage of the present situation to expand their business. They are stepping out for new business and making extensions all along the line. The companies which fail to follow this policy are simply going to drop back in the race of commerce."

To the Early House Cleaner

Bring your House Cleaning requirements here and we will fill the order—with a fresh stock of Alabastine, Muresco, Whiting, Plaster Paris Sizing, Step Ladders, Galv. Falls, Sponges, Brushes, etc. etc.

Bethune Hardware Co. Ltd.
 123 Queen Street Phone 757.
 "THE FRIENDLY HARDWARE STORE"

Prince Edward Island's "Golden Future"

A Booster Feature

To Stimulate Business and Business Conditions in Prince Edward Island, published by

The Charlottetown Guardian

We are Soliciting the Cooperation of the Business Firms and Leading Men of Charlottetown, Summerside and the Province.

Mr. Frank Walker, Assistant Editor of the Guardian is editing this Special Feature Edition, which is now in the course of publication, and Mr. J. M. Kirkland is in charge of Publicity.

Boost for a Greater Province