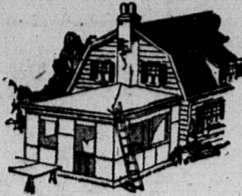


# Invest in Comfort This Spring Add a Sunporch to Your Home



A new sunporch, a spare bedroom, a pantry, extra closet space or an extra bathroom built the Beaver way, costs less than you imagine. Ask the nearest builder or carpenter for an estimate based on the use of Beaver Products. Invest in comfort!

**MADE IN CANADA FOR CANADIANS**  
**BEAVER BOARD** **BEAVER INSULATING BOARD**

**BEAVER BESTWALL—The Superior Plaster Wall Board**  
The Beaver Company, Limited, Thorold, Ontario D

**BESTWALL PLASTER BOARD AND BEAVER BOARD**  
Genuine Red Edge BEAVER INSUL BOARDS

Just Received—  
15 M feet Bestwall Plaster Board. 15 M feet Genuine Beaver Board.  
10 M feet Insul Board.

**L. M. POOLE & CO.**  
PAUL'S WHARVES

**BEAVER BOARD, INSULATING BOARDS AND BESTWALL PLASTER**  
For Sale By

**MacDONALD—ROWE**  
**WOODWORKING CO., LTD.**

PHONE 341

CHARLOTTETOWN

### LETTER OF SYMPATHY

Mrs. Wilfred Inman, North Tryon,  
Dear Sister:—

We, the members of the Tryon Baptist Women's Missionary Aid Society wish to convey to you our sincere sympathy in this your time of sorrow for the loss of a dear loving father. We feel that words are cold to a sore heart but they are the best we can give. Then, dear sister, we know you have one consoling thought, he is free from pain and sorrow and was ready and willing to go. Then he was so kindly thought of by all who knew him, always so quiet and unassuming, loved and respected by all. We know you will miss him sadly but the loving Sav-

our is able to heal up the wounded heart, this is another link to bind you to Him closer, look up dear sister and think of the glad reunion by and bye. It will not be so very long till we will all have to meet our Saviour and may we all meet the loved ones gone before.

Signed on behalf of the Tryon and Westmoreland Society.

**MRS. ANNIE GAMBLE,**  
Secretary

### CANADIAN PRODUCT URGED

The board of control today asked Parks Commissioner Chambers to report on the possibility of buying Canadian lawn mowers in preference to the Pennsylvania lawn mowers recommended by the commissioner.

## The Emancipation of the Housewife

Condensed from the Woman's Home Companion—Ernest Elms Calkins

When I was young and just beginning what has been my life job people used to ask me, "What do you do?" and when I replied "Advertising" they looked puzzled. I remember trying to explain to one young woman by saying "You have seen the advertisements in the newspapers and magazines have you not?" to which she replied, "Oh yes, but it never occurred to me that anybody did them. I thought they just happened."

Today that woman may be one of those who wonder whether advertising is really a good thing. Advertising is not an end in itself. It is a means to an end, just as a railroad is a means to an end. We do not have railroads for the sake of the railroads. We have them to get somewhere and to move goods and mails. We may dislike them; most of us do. They are dirty, noisy, disfiguring. But things would be so much worse without them that we put up with the annoyances.

In my grandmother's house, soft water was caught in a wooden cistern and brought to the kitchen sink by means of a dwarf iron pump painted green; well water was obtained from the pump on the porch, an endless chain operated by a crank. Hot water was obtained from a tank at the back of the soft coal stove and carried where needed. In order to be near the water supply the Saturday night baths were taken in the kitchen in one of the heavy wooden laundry tubs. Wealthier families had a tin contrivance with a high back looking something like a porch chair.

The only source of heat in the house was a hard coal base burner in the sitting room, with numerous hanging windows. In the summer the butter and milk were hung down the well.

Nearly everything we ate was brought to the house in a state of nature and manufactured in the kitchen. The steak was pounded on a wooden board with a mallet kept for the purpose. Oatmeal and beans were soaked overnight. Bread or pancake batter was mixed the evening before and set on the stove to rise. Hash and cabbage slaw were chopped in a huge wooden bowl with a chopping knife. Chickens and other birds must be plucked and cooked before the finer arts of cookery could be practiced. Washday was distinguished by a peculiar odor, the smell of soap mixed with the smell of cabbage, the hot fire required for boiling the clothes being utilized for a boiled dinner.

Clothes were washed with soap water and elbow grease. Some families made their own soap in huge kettles in the open. The heavy tubs had to be carried out into the porch to be emptied in the drain. Dishes were washed with a rag. There were no rubber scrapers or metal rings. The pots, kettles and spiders were iron, and cleaning them was a major operation, the finger nails being used to start the grease. On the shelf beneath the clock stood a long row of kerosene lamps, with red flannel in their bowls, to be filled, trimmed and the chimneys cleaned every day. The floors were washed with a mop and swept with a broom, and the furniture dusted with a cloth and a turkey wing. The regular chores included making the beds and emptying the slops, and the intervals of time left over were filled with mending, knitting, darning and baking.

The chores stretched out and filled a lifetime, every recess and interstice crammed with duties. The labor involved is beyond calculation. Possibly the foot pounds of energy exerted by the arms and backs of our grandmothers would have accomplished some fantastic feat, such as pulling the Island of Manhattan up by the roots and raising it to the height of the Woolworth Tower. No one knows the scientific measure of sheer hard work done by women between 1850 and 1900. The important thing is that none of these back-breaking labors is necessary today.

My mother kept house for 53 years, from the age of 15 until at the age of 73 she laid down her dishrag and decided to "quit strugglin'." She never quite caught up with the housekeeping conveniences which we consider so necessary, but toward the end she had some of them in her kitchen and always marveled at the easy job housekeeping had become. I remember her naive pleasure at a wire basket for draining dishes. But she belonged to the older generation and seldom felt comfortable as escaping so much hard work.

What have these reminiscences to do with advertising, you may ask. Well, who brought about this change? Did you do it? There must have been somebody interested—probably selfishly interested, in helping you keep house. There was. He is the advertiser—the manufacturer of whatever device or utensil or food or garment you buy in the conduct of your house. That your home is filled with labor-saving devices is not due alone to invention. There had to be a way of telling you about them. Advertising has been the quick and direct way of telling housewives about inventions and discoveries, and because the quick and direct way existed, many things were invented which would not otherwise have been made. The possibility of selling coffee percolators, nested measuring spoons, glass casseroles, automatic ovens, thermostats, electric washing machines, oil burning heaters, has stimulated the wits of the inventors. Advertising has been a constant urge to improve the home.

Without advertising we would have had fewer new things, distributed to fewer homes, and that slowly. Advertising, then, has rendered the housewife four great services. It has stimulated ingenuity, made work easier. It has told you about them. It has distributed them, brought them to your nearest shops persuaded the dealer always to have them for you when you want them. And it has made them cost less than they would cost if there were no advertising, no way of telling a lot of people about them and thus quickly making a large market for them.

To these should be added another, a spiritual service, a lesson in economics. Advertising has taught the housewife that her flesh and blood, her strength and energy, are precious things, to be saved and conserved if possible. Advertising has taught her to pay for things and save wear and tear on her muscles and nerves and count it a good bargain.

In the days when the sewing machine was first introduced it took a long time to teach women to make the jump from the needle to the machine. A sewing machine costs money, and a woman's finger's were supposed to cost nothing. Women have now learned that human labor, whether they hire it or perform it, is more costly than machines.

When it is said that advertising makes new things cheaper, that does not mean that a vacuum cleaner costs less than a broom. Women have been taught to spend money to save themselves for other more necessary higher things. This is the new economy, saving not money, but human labor, especially a woman's labor, in its surplus leisure, time, and strength.

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### Rollo Bay and Vicinity

Miss Mary M. Peters, nurse in training at the City Hospital spent a few days at her home in Rollo Bay East.

The illness of Mr. Jerome Pineau, St. Charles, is learned with regret. His many friends hope for his speedy recovery.

Miss Catherine MacRae has returned to her home in Rollo Bay after spending the past week in Little Pond the guest of her cousin Miss Annie Steele.

Mr. Kenneth Doucette, St. Charles, arrived home Monday from Vermont where he spent the winter months.

Mrs. Thomas MacGough, Bear River North, has entered the City Hospital for treatment.

We are glad to report that Mr. Peter Burke, Rollo Bay East, is out again after his recent serious illness.

Mr. William A. White, Rollo Bay Centre, was in St. Peters recently where he purchased a valuable mare from Mr. C. E. Pratt.

Miss Marguerite MacGough, Harmony, was a recent visitor to Bear River.

The death occurred at Poplar Point Monday, 5th of Elizabeth Campbell, daughter of Mr. and Mrs. John William Campbell. Funeral takes place Wednesday from her late residence to St. George's Church. To the bereaved we extend sincere sympathy.

Mr. Stephen MacAuley, Souris River, was at Poplar Point Wednesday, where he attended the funeral of Miss Elizabeth Campbell.

Among the recent social events was a dance at the residence of Mr. and Mrs. Reginald D. Coffin. Fortunate enjoyable music (violin and mandolin) was furnished by Mr. Adolphus Burke, Bear River, and Miss Betty MacCormac, Rollo Bay. A dainty luncheon was served by the hostess assisted by several

# Why tens of thousands of motor car buyers will consider only those cars with body by Fisher

Four basic advantages enable Fisher so remarkably to increase body value while holding down price, as to make Fisher Body, for tens of thousands of motor car buyers, the determining factor in motor car selection. This preference is the result of the greater Fisher Body value which—in cars outside the Fisher Body group—is obtainable only in cars costing several hundred dollars more.

**1 First of these fundamental Fisher advantages, is the enormous resources of the Fisher Body Corporation.**

Some idea of the extent of Fisher resources may be realized when one considers that Fisher operates the world's largest manufacturing plant for automobile body hardware and fittings (Ternstedt); one of the largest plate glass manufacturing plants in the world; and harvests timber from its own 200,000 acres of forest lands and converts that timber into lumber in its own mills.

**2 Another reason for the unprecedented value of Body by Fisher is Fisher's huge pro-**

duction, with all that means in reduced costs of fabrication and assembly and huge saving by reason of great purchasing power.

As everyone knows, quantity production is one of the chief factors in manufacturing economy. Fisher employs more than 60,000 persons, who build annually in 43 great factories, upwards of 1,250,000 automobile bodies. Some idea of Fisher Body purchasing power will be gained when one notes that in the twelve months of 1928 Fisher required for the manufacture of Fisher bodies, more than 600,000,000 pounds of steel, 285,000,000 board feet of lumber, 26,000,000 square feet of plate glass and about 20,000,000 yards of upholstery cloth.

**3 A third basic reason for Fisher Body value is Fisher's certainty of market.**

That market consists of the companies manufacturing General Motors cars—Fisher Body Corporation being a division of General Motors. Fisher,

therefore, does not bid for contracts—it always knows well in advance what its manufacturing program is going to be, and to co-ordinate its operations so as to achieve still further economies while maintaining highest quality.

**4 A fourth basic reason for Fisher Body value, is the proximity of Fisher Body manufacturing plants to the chassis plants of its customers.**

This eliminates much costly handling and holds down transportation expense, and thus permits Fisher to put still greater value into its bodies.

This explains why Fisher is able to build value so superior as to make Body by Fisher the determining factor today in thousands of motor car sales. Compare Fisher Body cars, listed below, with other cars in their respective price fields and you see that in Fisher Body cars alone does your money purchase all the body value you have a right to expect in a motor car.



GENERAL MOTORS OF CANADA, LIMITED

CADILLAC • LA SALLE • McLAUGHLIN-BUTCK • OAKLAND • OLDSMOBILE • PONTIAC • CHEVROLET

## CLOSING OUT SALE

Having decided to go completely out of business, on  
**Wednesday May 15th.**

my complete line of stock goes on sale, continuing until not one article remains.

- Maple Leaf Flour ..... \$4.25 Bag
- Superior Hard Wheat ..... \$4.00 Bag
- Superior 98 lb. bag ..... \$3.50
- Cornmeal ..... \$2.70 Bag
- Cracked Corn ..... \$2.70 Bag
- Granulated Sugar, 10 lbs. ..... 65c
- Yellow Sugar, 10 lbs. ..... 65c
- Raisins, per package ..... 60c
- Bulk Tea, good ..... 45c lb.
- King Cole or Red Rose ..... 65c
- Melasses ..... 54c Gallon
- Kerosene Oil ..... 28c Gallon
- Gasoline ..... 32c Gallon
- Lard, 1 lb. package ..... 21c
- Baking Powder ..... 36c
- 10 Bars P. G. Soap ..... 42c
- Twist per lb ..... 50c

### BOOTS

- Men's Banker ..... \$4.10
- Men's Westoe, fine ..... \$3.55
- Men's Working Boots, cost.
- Ladies new Shoes, Pumps, Hosi, also Misses and Children all going at cost.

### RUBBERS

- Men's Stormer ..... \$1.10
- Men's Low Rubbers ..... 80c
- Women's Rubbers ..... 65c
- Men's Shirts, Caps, Pants, Overalls, all at cost.

### WIRE, JUST ARRIVED

- No. 9 Spring ..... \$4.50 per 100 lbs.
- No. 12 Spring ..... \$4.75 per 100 lbs.
- 2 pt. Barb Wire ..... \$4.15 per 100 lbs.
- 4 pt. Barb, 80 lb. rolls ..... \$3.50
- Dalvanized Staples ..... 6c lb.

### DISHES

- Clover Leaf Cups and Saucers ..... \$1.50 Dozen
- Blue and Gold ..... \$1.50 Dozen
- Jugs, Vegetable Dishes, Cost.

### PAINTS

- All at Cost.
- Pure Linseed Oil ..... \$1.10 Gallon
- Pure White Lead, per 25 lb. tin ..... \$3.75

### HARNESS

Collars, Bridles, Island Traces, Pads and Breeching, going at exact cost.  
Not very often you have an opportunity to buy on above prices. Stock is new and I want to make a clean up of every article. Sale prices are for Cash only. If Charged, regular prices.

**LLOYD COX, Morell**

young ladies. "A good time" was the opinion of all.

Messrs George Keefe of The Baird Medicine Co., and Ralph Dingwell of De Blois Bros. Ltd., recently motored from Charlottetown to Souris. Mr. Keefe left on the S. S. Lovat, Friday for the Magdalen Islands.

The Souris Shipping Club loaded a car of live hogs Wednesday, May 8th. Mr. P. A. MacIsaac, Souris Linerod secretary of the Club was in charge of the car as far as Borden.

Mr. and Mrs. Andrew F. Peters, Rollo Bay East were visitors to Bear River North on Sunday last.

Rev. A. L. Sinnott, P. P. of Rollo Bay, who returned recently from an extended visit to Rome, was agreeably surprised on his first Sunday home when the trustees of the church, Messrs Peter Conway, New Zealand, Joseph Deagle, Bear River, and Alexander White, Souris West, on behalf of the parishioners presented Fr. Sinnott with an address and well filled purse. Fr. Sinnott replied fittingly and thanked the people for their great kindness to him. We hope to have the pleasure of hearing Fr. Sinnott lecture on his trip in the future.

A successful raffle and dance was held in Bear River South school Monday, May 6th, under the auspices of the Women's Institute. Music (violin and mandolin) was furnished by Messrs Russell and Adolphus Burke, Peter Chaisson, Bear River and Eusebius E. Doucette, St. Charles. There were two articles raffled. The gent's prizes, a shaving set, was won by Mr. Kenneth Doucette, St. Charles, the ladies prize, a manicule set, was won by Mrs. Wallie MacVarish, Bear River. Luncheon was served by the ladies of the Institute. A tidy sum was realized which will be used for school improvements.

Mr. H. W. Clay, acting sheep and swine promoter recently sent out timely letters to the farmers advising them of the advantages of patronizing their local shipping club, and also to ship their wool to the Co-operative wool grading station at

Charlottetown. We think this is a step in the right direction as many farmers do not realize that they are losing money by selling wool to travelling buyers. June 20th has been selected as "Wool day."

The monthly meeting of the Rollo Bay West Women's Institute was held in the school Tuesday, May 8th, with a good attendance present. Delegates to town were appointed. Also substitutes. The next meeting will be held in the school.

### TELEPHONES ON TRAINS ARE NOT MONOPOLIZED

TORONTO, May 11.—To Canada and the Canadian National Railway goes the credit for the scientific wonder of the day—the radio telephone. But the benefit will be of world-wide significance, for no effort has been made by Canada's national railway to restrict the use of this facility to that line. Within four months the Toronto-Montreal train will be equipped with this latest facility.

"It is quite feasible and all we would need would be a radio terminal some place along the shore," Mr. Burkholder stated.

"There is nothing whatever to stop the Canadian Pacific or any other railway from providing this facility for their passengers," stated J. C. Burkholder of the Canadian National Railways engineering staff, under whose supervision the idea was developed. "The Canadian National Railways is not a private company, but part of the government and it is their privilege and duty to serve the public in every way possible. We were the first to take up radio and now we are the first in the world to perfect the radio telephone."

trial proposed the development of this facility, but when they received an estimate of the cost they did not think it would be a paying proposition. However, we are very good customers of the Northern Electric and I am sure they will license us to use the radio-telephone in conjunction with their lines."

### YOUTHFUL LABOR ORATOR DISLIKES SCHOOL STRAP

GLASGOW, Scotland, May 11 — Twelve-year-old Annie Selkirk addressed a Communist meeting near here last evening, when she declared "As revolutionary Young Comrades we want a working-class history in the schools. We want the teachers to stop beating us with a strap. We

## Insidious Eye Strain

We use this adjective advisedly. Sufferers from Eye Strain may have perfect vision and therefore do not suspect the presence of any evil defect. The motive power of the entire human organism is Nerve Energy. Normal eyes, it is computed utilize about 30% of this Nerve Energy, but when Eye Strain is present, a much larger proportion is required. Hence defective eyes through their consumption of an excessive amount of Nerve Energy may seriously affect the functioning of other organs of the body and produce ill health.

**HAVE YOUR EYES EXAMINED**  
**G. F. Hutcheson**  
OPTOMETRIST

want to have a say in the running of the schools as they should run."



## BOYS GIRLS Summer Footwear

All With Patent Soles They Wear Better

- Brown Sandals, 5 to 7 1/2 ..... 8 to 10 1/2
- 11 to 2 ..... 11 to 2
- Brown Oxfords, 8 to 10 1/2 ..... 8 to 10 1/2
- 11 to 2 ..... 11 to 2
- 2 1/2 to 5 1/2 ..... 2 1/2 to 5 1/2
- Brown Boots, 5 to 7 1/2 ..... 8 to 10 1/2
- 11 to 2 ..... 11 to 2
- 2 1/2 to 5 1/2 ..... 2 1/2 to 5 1/2
- Patent Leather Sandals, 4 to 7 1/2 ..... 8 to 10 1/2
- 11 to 2 ..... 11 to 2
- 2 1/2 to 5 1/2 ..... 2 1/2 to 5 1/2
- Patent Leather Oxfords, 5 to 7 1/2 ..... 8 to 10 1/2
- 8 to 10 1/2 ..... 11 to 2
- 11 to 2 ..... 11 to 2

We carry lower priced goods also, but recommend ALLEY & CO. FURNISHING CHARLOTTETOWN