

# PILES!

Famous Healing Ointment Free—"Sootha-Salva"  
Prescription of Famous Physician

Here is an opportunity for sufferers from piles to try, without cost, the wonderful soothing, healing and disinfectant ointment Sootha Salva. Sootha Salva is the prescription of the physician who discovered Fruit-a-tives, the famous fruit medicine. It is incomparable in the treatment of the most serious skin diseases—sores or itching piles, eczema, blotches, pimples, ulcers, boils, etc. It is so good that ordinarily we sell it under a guarantee that if the purchaser is not satisfied the druggist will return his or her money. Certain druggists have been supplied with a limited number of full size boxes of Sootha Salva to give to purchasers of 50c. boxes of Fruit-a-tives. Do not be disappointed. Get your tin to-day and see if you do not think Sootha Salva the most wonderful ointment you've ever known. The regular price of Sootha Salva is 50c. per box. Made by Fruit-a-tives, Limited, Ottawa, Ont.

## New International and Interprovincial Long Distance Rates

In order to conform with the practice now uniform almost everywhere on this Continent, telephone calls to points outside of Prince Edward Island will be classified on and after December 1st, 1927, according to the following method:

### STATION-TO-STATION SERVICE

Station to Station service should be used when you are willing to talk to ANYONE at the distant telephone—that is, when you do not need to get a particular person on the line. This is the cheapest form of service.

### REDUCED EVENING AND NIGHT SERVICE

The rates for Station-to-Station calls are subject to substantial reductions if the calls are placed during the evening or night. The EVENING RATE which is effective from 7.00 to 8.30 p. m., is about 75 per cent of the day rate. The NIGHT RATE, which is effective from 8.30 p. m. to 4.30 a. m., is about 50 per cent of the day rate.

### PERSON-TO-PERSON SERVICE

When you make a call specifying that conversation is desired with a particular person in a given exchange, Person-to-Person service is used. As this service requires greater operating labor and circuit time than Station-to-Station service, the rate is about 25 per cent higher than the Station-to-Station rate.

### APPOINTMENT AND MESSENGER SERVICE

Appointment service and Messenger service are special kinds of person-to-person service. An APPOINTMENT CALL rate, which is about 50 per cent higher than the station-to-station rate, is quoted when you make a call and specify that you will speak to a particular person at a specified future time. The MESSENGER CALL rate is charged when you place a long distance call for a person who cannot be reached by telephone and must be sent for by messenger. This rate is about 50 per cent, higher than the Station-to-Station rate, and to it is added the cost of the messenger.

### THE REPORT CHARGE

When you place a call for a particular person, and for any reason he cannot be reached the same day, or will not talk, or if you make a call and you are not ready to talk when the called person is ready within an hour, a REPORT CHARGE is made. The report charge is about one-fourth the station-to-station rate. It is intended to cover part of the expense of handling the uncompleted call. The Standard System, as above, will not apply to calls between points within this Province. These will remain as at present.

## P. E. I. Telephone System

## The Gift Store

is ready for the Christmas rush.

Our stock is now complete.

Never before have we had such a splendid assortment in all lines.

We invite your inspection. May we have the pleasure of an early call?

**W. W. Wellner**  
LIMITED.

Jewelers Since 1868

## Pay it Today

Just as soon as you have received a bill of your account it is DUE. Maybe you have one on your file that you have been intending to pay, first time you are down town.

Come in and attend to it to-day—we've installed a new office and we want to keep it busy. Certainly, it's a busy store—but we've never been known to refuse to take money on account.

**MOORE & McLEOD**  
LIMITED

## Western Guardian

—ON AND AFTER Dec. 5th, I will be buying dressed poultry, my store in Tryon. Ernest Howatt. 841-12-5-31

—WESTERN OFFICE.—The Western Office of the Guardian is located in the McNeill Building, Water St., Summerside, where subscriptions and advertising will be received. The Guardian may be purchased daily at the Western Office in the McNeill Building or at the McDonald News Store.

—POTATOES WANTED.—We want ten car loads of Canada A. table stock, bagged in our new bags, also a few cars white oats. Phone warehouse, Kennedy Bros. Kensington. 776-12-21-1

—Messrs. George Bishop & Sons have been awarded the contract for the erection of a steel tower for the fire siren on Dominion Square, Summerside, and have started the work. The tower will be 40 feet high, mounted on a concrete base.

## Eastern Guardian

—EASTERN AGENT.—Mr. J. W. Murdoch is Guardian agent in Montague and will be pleased to receive news items, advertising, new and renewal subscriptions.

—BUYING LIVE and dressed Poultry and Chickens also dressed Geese and Ducks commencing Wednesday, December 7th at highest market prices. H. H. Cox, Montpelier, E. I. 847-12-5-11

## Livestock Report

MONTREAL, Dec. 5.—Dominion live stock branch. Cattle receipts 1650. Cattle prices were higher. Steers in mixed lots of fairly good average quality sold for \$9.00 to \$9.40, with an odd one picked out at \$10.00. A couple of loads of choice steers weighing 1150 and 1180 brought \$11.25. Good cows sold for \$7.00 and medium cows up to \$6.25. There was a fair sprinkling of common to medium heifers and these sold from \$6.50 to \$7.75. Buyers were offering \$2.75 to \$3.00 for canners and \$3.75 to \$4.25 for hologna bulls. Common butcher bulls sold for \$5.00 and \$5.50. There were very few bulls offered. Quotations: Butcher steers good \$9.00 to \$9.00, medium \$8.25 to \$9.00, common \$7.00 to \$8.25, butcher heifers medium \$7.00 to \$7.75, common \$6.00 to \$6.75. Butcher cows, good \$6.50 to \$7.00, medium \$4.25 to \$6.25, canners \$2.75 to \$3.00, cutters \$3.25 to \$3.50. Butcher bulls common \$3.75 to \$5.50.

Calf receipts 1,294. There were no top quality veals and \$13.00 was paid for two or three small lots of fairly good calves. Common veals brought \$10.50 to \$12.00, and good veals were quoted \$13.50 or better. Grass calves sold from \$5.00 to \$6.00 with the bulk at \$5.25.

Quotations: Good veal \$12.00 to \$13.00, medium \$11.00 and \$12.00, common \$6.00 to \$8.00, grass \$5.00 to \$5.50. Sheep receipts 2,758. Good quality ewes and wethers brought \$11.50 and common lambs were sold in mixed lots with the bucks included at \$10.50. Some cull lambs were sold for \$10.00. Sheep \$3.00 to \$6.00 with a few good light ones at \$6.00 and \$6.50. Quotations: Ewes \$3.00 to \$6.50, lambs good \$11.50, common \$10.00 to \$10.50. Bucks \$10.00 to \$10.50.

Hog receipts 2,850. The bulk of the hogs were sold to local butchers at \$8.90 flat. Packers took the balance at \$8.75 on a graded basis. \$8.50 was paid for hogs weighing less than 100 pounds and sows were in keen demand at \$7.50 to \$8.00. Bulk of sales \$7.50.

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## Gorman May Not Go To Olympics

SAINT JOHN, N. B., Nov. 30.—Charles I. Gorman, world's amateur skating champion, has announced that he will not represent Canada at the Olympic games opening at St. Moritz in February unless he can be on the scene in plenty of time to become acclimated and train properly.

Gorman said lack of proper time to train for the Olympic races in 1924 was the cause of his defeat, and he does not intend to have history repeat itself in that regard.

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## Silver Fox Buyer

Mr. Rubin is buying silver fox pelts IN

Summerside

on Tuesday, Dec. 6th and days following AT THE OFFICE OF JOHN A LEA

## Bringing Up Father



# This, then, is an advertisement about The very best Overcoats that money can buy



IN Coats, as in all else, you get what you pay for. If you are buying a car or a coat, there are all sorts of makes and all grades of price. We have Overcoats in the Ford Class—mighty good ones for the money. We have Overcoats in the intermediate classes, best value of the class—and we have Overcoats in the ROLLS-ROYCE class—the kind we're telling you of in this advertisement.

BLUE C hinchillas for men and young men; self and velvet collars, plain or half belted, plush, silk or satin lined.

**\$40, \$45, \$50, \$55.**

WONDERFUL English tweeds, "Race View" and fancy twist fawns, greys and vari-colored tweeds, silk or satin lined, plain or half belted.

**\$40, \$45, \$50, \$55.**

## Kashas and Montagnacs \$50 to 100

THESE all in very popular dark blues, perfectly cut, wonderfully tailored, with that in every garment—that touch of distinction that only the artist in design can supply.

**\$50, 75, 100**

WHEN you come in, may we show you the new "20TH CENTURY" coats with the "CONOMY" Muffler, made from the same cloth as the coat?

AND just in passing a reminder that we have the best low priced coats in the city. Ask to see the lines at—

**\$15, 18, 20 to \$30**

**Moore & McLeod Ltd.**

## What is MONTAGNAC?

This beautiful, fleecy fabric is one of the finest examples of the cloth weaver's art, and is just as practical as it is handsome for several specific reasons.

Montagnac is made from pure Cashmere wool imported from Thibet. Cloth woven from this very strong long fine silky wool is extremely pliable, durable and pleasant to the touch, resisting water and snow much more than most fabrics. Few fabrics can claim such a perfect combination of beauty and utility.

Present conditions in China make Cashmere wool extremely difficult to obtain and unless such conditions improve Montagnac will become very scarce and expensive.

We have a few genuine Lowndes 20th Century hand tailored Montagnac overcoats on display here now. May we show them to you?

**Montagnac Coats \$75, 100**

## The High Price Of Scandal Monging

Scandal mongers have reason to think deeply about the high price of tongue. When it is costly to libel, or calumnify, or spread scandalous gossip in general, one has reason to lament the high price of tongue.

You may have heard of the woman who recently settled a suit for damages out of court. She is an object lesson for others with too great a propensity for gossip. This woman observed a woman dining alone in a public restaurant. She formed the conclusion that the woman was not on good terms with her husband. Then she decided further that the husband had deserted his wife. She remembered that the wife had been friendly before marriage with a prominent man in town. Hastily putting together her warped and twisted suspicions, this woman spread a scandalous story about all three principals. The story was purely imaginative with-out the veriest grounds of fact. It resulted in financial loss to a prominent business man, and to a near estrangement of husband and wife.

Finally the originator of the story was ferreted out, and suits for damages were instituted. All of the calumny which she had heaped on the others was reflected on her. She became scorned and despised by everyone. Her former friends were eager to testify to her libelling.

The case never came to trial. She was unwilling to bear the

shame of appearing in court and hearing her maliciousness exposed. She paid richly for her tongue wagging, left town and buried herself half way across the continent. Even there her story has become known and she is shunned. Scandal monging does not make a pariah of everyone, but many find it costly. It is not commonly known that the person who retails scandal that is true is as capable as one who fabricates it. Whenever talk to

one talks of the loss or damage of another, one is liable. Where one talks with the intent to injure another either socially or commercially, one's guilt is unquestionable regardless of the facts. The laws in the different states vary, but invariably the libelled person is protected. The high cost of tongue will deter those who know no other deterrent, but it is clear to anyone of good taste that when one can as one who fabricates it. Whenever talk to

to none's gain.

Boots and shoes to be kept in good condition ought often to be cleaned, whether they are worn or not, care also being taken that they are not left in a damp place or put too near the fire to dry. Cleaning take care to brush and not scrape the dirt away.

Keep Minard's Liniment near at hand.

## SILVER FOXES

Bring your Silver Fox Pelts and other Furs to us. We will buy your entire output at highest prices. Mr. D. F. Meehan will be at our office Tuesday, November 29th and days following.

All grades required.

**G. R. McQuarrie,**  
Summerside

—By George McManus