

THE CENTRAL GUARDIAN

PURE DRUGS

If ill health sets on your shoulders making you feel depressed and out of sorts—just remember that all your woes, trials and troubles decamp when you are in the pink of condition. Be trim, be right, keep trim and ship-shape.

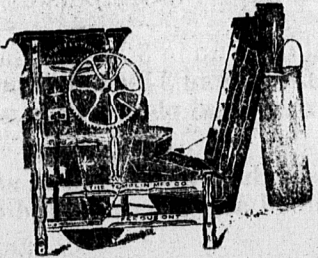
For the drugs you need come here... for the medicines your doctor orders, come here or better still "Phone us."

The 2 Macs 149 Great George St.

HAVE YOUR EASTER Photo's Made By BAYER Now 163 Great George St.

Take Your Order For Printing TO The Central Job Printery 176 KENT STREET CHARLOTTETOWN TELEPHONE 420-1.

Perfection Grain and Seed Separator



Your seed grain is not up to the standard this year. It will need special grading. Get a "PERFECTION." It will do the work and save you money.

A. Horne & Co.

Advertising, a Real Reserve

By Lord Leverhulme

The best reserve fund of any business is to be found in the good will of that business and the goodwill of a business is, for the most part, dependent upon its advertising. Goodwill connotes the appreciation the public have of the business, and the public gauge a business almost entirely upon what they read about it in the daily press. Many boards of directors, instead of extending their advertising, devote their surplus profits to "building up a strong reserve fund," which fund is generally invested in what again are called "gilt-edge" securities. These same directors are then kept busy for many years afterwards to write down out of further surplus profits the cost price of these "gilt-edge" securities to falling market values. Should the business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these "reserves," they find they cannot realize them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words, serious loss of "good will". Regular, systematic advertising creates a continuous and ever expanding goodwill. People look for the firms advertising as a feature of their morning paper and if, for any reason, it is absent they miss it—The goodwill receives a temporary set back.

The trouble with seasonal advertising is that it tends to compact the industry's business into too short a space of time, and this prevents a profitable handling of the sales. Yearly advertising, on the other hand, spreads out the sales and gives the advertiser a better chance to care for his orders. Also by pressing constantly against the market's outskirts it often succeeds in pressing them back, and this enlarges the advertiser's field. The reader judges the markets for the most part unconsciously, by following some particular firm or firm's advertising.

IT PAYS to buy in this province.

FUNERAL.—The funeral of the late Sadie Nicholson of Stanchill, will take place this afternoon at 3 p. m. from the family home.

THE FAIR PLAY CLUB of Rus. floo will hold a race on the course at Oyster Bed Bridge on Thursday 10th, if not fine on Saturday 19th March.

SERVICES.—On Sunday, March 13th, Rev. R. H. Stavert will conduct services in the following places, New Glasgow 10.45 a. m., Hartsville 3.15 p. m. and Brookfield 7 p. m.

GYM CLASSES.—The young men's gymnasium classes at the Y. M. C. A. have been resumed and the Tuesday and Thursday classes are attracting quite a number of the young men, it is the intention to build an apparatus room in the gymnasium right away.

VOLLEY BALL.—The Business Men's Volley Ball League of the Y. M. C. A. is now in full operation. There are three teams, captained by Mr. Roy Quigley, Mr. Harry Miller and Mr. Carl Milford. Mr. Quigley's team is leading so far, with Mr. Miller's team a close second.

IT'S A TRYING TIME FOR BABIES, this month and next. If you want yours to be healthy, don't neglect the daily ride in a Go-Cart or Carriage. If you haven't bought yours yet, don't put it off any longer, just come in and get it. Patons Ltd.

CHECKERS AND BOWLING.—It is the intention to start a checkers tournament next week at the Y. M. C. A. and all interested who wish to participate should leave their names with the "Y" Secretary. It is also the intention to start a bowling tournament for married ladies in the near future. Some of the ladies who have been taking part in the curling wish to keep in trim and are anxious to have these games.

FUNERAL YESTERDAY.—The funeral of the late Thos. Flynn, took place yesterday morning from his late residence, 19 Sydney St., to St. Dunstan's Cathedral where High Mass of Requiem was celebrated by Rev. J. Rooney. The five sons of the deceased and Mayor Riley, acted as pall-bearers, and the following were the mourners: T. B. Riley and two sons; Michael Power, Patrick McMahon, Michael Moran, D'OM Riddin; Ego Bradley, W. B. Robertson; Dr. J. P. Murray, Ernest Peake. The members of the B. I. S. of which the deceased was a member attended in a body. Service at the grave was conducted by Rev. W. Monaghan.

PERSONALS

Mr. Eldon Campbell, Borden, was in the city yesterday.

Mr. W. L. Poole, Montague, was in the city yesterday.

Mr. J. T. Moore, Bridgetown, was in the city yesterday.

Miss Jean Stewart and Miss Jean B. Large, city, leave this morning for Springfield, Mass.

Mr. C. B. Chappell, architect, city, left yesterday for Sydney on business.

John B. McDonald and Howard McNeill of Long Creek, are leaving tomorrow morning for Saltham, Sask.

Mr. P. S. McIntyre, Kensington, and Mr. J. J. McIntyre, Travellers Rest, were in the city yesterday returning from the funeral of their sister, the late Mrs. (Hon.) David MacDonald, which took place Tuesday morning.

Messrs J. LeRoy Holman, J. E. Campbell, C. McArthur, W. J. Lidstone, L. R. Allen, R. H. McDonald and A. E. McLean, M. L. A., Summerside were in the city yesterday.

HOTEL VICTORIA

Famed for its cuisine and service. Elegantly furnished 51 rooms with baths. Make it your home in Charlottetown.

Dr. E. C. Harris Eye Specialist

Office, Royal Bank Building, Charlottetown. Office Hours 9.30-12.30, 2-5 Phone 68-Y.

INTENTIONS GOOD BUT "DOING IT" IS BETTER

Did you get that HOT WATER BOTTLLE yet? If not call in and get our prices, etc. We can save you money. Would so many people be recommending this store if it were not above the average?

Johnson & Johnson THE QUALITY DRUG STORE 69, Kent and Prince Sts.

HOCKEY! HOCKEY! Arena to-night, S. D. U. vs. L. of the Cross.

BUYING LIVE HOGS.—I will buy live hogs at Vernon River Station Thursday, March 10th. Alex McMillan.

THE METHODIST BROTHERHOOD BANQUET in the Hearts Memorial Hall this evening commences at 6.30 o'clock.

PEOPLE WISHING to save money should pay their electric light bill today and receive the discount.

GIVE YOUR HEIR THE AIR IN ONE of our Go-Carts with light running and noiseless gears. Wheels fitted with rubber tires soft and "springy" springs. Patons Ltd.

BASKET BALL.—A city League in basket ball is to be organized soon at the Y. M. C. A. There will probably be three clubs represented. The "Y" boys are already out to get in shape for the League.

PROPERTY SALE.—The property of Mrs. William McCallum, Upper Hillsborough Street, sold at auction on Tuesday, the purchaser being Mr. Nell McLeod, Great George Street. The price paid was \$1,475. Mr. Benj. Carter was the auctioneer.

THESE GO-CARTS AND BABY CARRIAGES are highest grade manufactured. All made of fine steel, handsomely finished, fitted with the newest running gear. Colors white, pearl grey, brown and natural, rubber tires and rubber hub caps. Reclining back and adjustable dashes at any price you wish to pay. Patons Ltd.

"ALL THE COMFORTS OF HOME."—This splendid comedy drama which made such a favorable impression on Monday night, was repeated last night before another very large audience, who thoroughly enjoyed it. The players all took their parts in the same admirable manner and the specialties also made a complete hit. Everyone concerned is to be congratulated.

PROMINENT Y. M. C. A. MAN COMING.—Mr. J. R. Harris, of Toronto, National Education Secretary of the Y. M. C. A., is expected to arrive in Charlottetown tonight, while here he will meet the educational committee of the Y. M. C. A. and any ex-service men who wish to learn more of the free courses offered by the Y. M. C. A. He will remain until Saturday.

Record Price for Hens

White Wyandotte Pullets Bred \$2,000 Each

SIMCOE, Ont., March 9.—John S. Martin, of Port Dover, Ont., has sold to Thomas E. Quisenberry, of Kansas City, president of the American Poultry Show, five white Wyandottes which won prizes at a poultry show in Kansas City about two months ago—a first cock for \$1,000 and, first, second, third and fourth prize pullets for \$2,000.

This is said to establish a new record price for Canada in any breed of hens, and a new record for the continent of America in white Wyandottes.

Mazola Demonstration March 7th to 12th

Mrs. A. G. Harding the well known expert in Domestic Science and food economies will give free demonstration on Mazola Oil the new salad and cooking oil.

MAZOLA is having a phenomenal success throughout Canada. For shortening, pie-cakes and puddings the results are delightful at almost half the cost of butter. Also for deep frying it can be used over and over again. Do not fail to see a demonstration at P. L. SMALLWOOD

Ouch! Another Rheumatic Twinge

Get busy and relieve those pains with that handy bottle of Sloan's Liniment

WHAT Sloan's does, it does thoroughly—penetrates without rubbing to the afflicted part and promptly relieves most kinds of external pains and aches. You'll find it handy for sciatica, lumbago, neuralgia, over-exerted muscles, stiff joints, backache, pains, bruises, strains, sprains, bad weather after-effects.

For 39 years Sloan's Liniment has helped thousands the world over. You aren't likely to be an exception. It certainly does produce results. All druggists—35c, 75c, \$1.40. Made in Canada.



Reprisals in Ireland Still Continue

BELFAST, March 9.—Bands of men shot George Clancy, mayor of Limerick, and George O'Callaghan, a former mayor of the city, in cold blood while they were lying in their beds.

Mrs. Clancy, while endeavoring to protect her husband, was shot in one of her arms.

Limerick is intensely excited over the shootings, which are interpreted by Sinn Fein representatives as reprisals for the assassination of Brigadier General Cumming, who was killed at Clambanin, on Saturday.

How Deaths Were Committed

DUBLIN, March 9.—George Clancy, mayor of Limerick, was shot and killed at his home in that city early this morning and his wife was seriously wounded. At about the same time, Michael O'Callaghan former mayor of the city was also killed at his residence.

Meagre reports here state that Mayor Clancy and his wife were shot at about one thirty o'clock, but owing to curfew restrictions, members of the household say they were afraid to venture on the streets to secure aid, they declare that friends whom they communicated by telephone could not get to the house for the same reason.

About two hours later a doctor arrived from a hospital and found Mayor Clancy dead and Mrs. Clancy in a critical condition. Former Mayor O'Callaghan, was dying when doctors summoned by the police arrived at the home.

Protests Executions

Washington, March 9.—Frank P. Walsh, counsel for the "Provisional Irish Republic in the United States, announced Saturday night that he had submitted to President Harding a formal protest against the shooting on February 23 last of six men by British military forces in Ireland.

Mr. Walsh said he based his protest on the ground that the men were prisoners of war and that shooting was a violation of the laws of the land warfare as declared by The Hague convention of 1907.

The United States is asked by Walsh to address a remonstrance to Great Britain on the subject. Similar appeals have been filed with embassies of all foreign governments represented in Washington.

Rise Of Farmers' Party

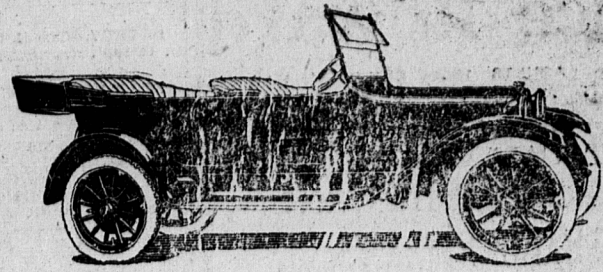
Mr. Jos. Demers, M. P., Attributes It To Conscription

MONTREAL, March 9.—A brief appreciation of the rise of the Farmers' party in the political field in Canada was given by Mr. Joseph Demers, Federal member for St. Johns and Iberville, at the Reform Club here.

The Farmers' party, he said, had two sources; there were the Tory elements of rural Ontario, who were infuriated at the Government breach of faith in regard to the conscription of their sons. They turned against the Government, but would not join the Liberal party, because it was largely French and Catholic. They had voted in favor of conscription, but with the understanding that conscription was to be for others, and not for themselves. So they formed a new party, and naturally this was a farmers' group. In the West

ECZEMA

you are not making when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box, Dr. Chase's Ointment free if you mention this paper and send 2c stamp for postage, etc. to all dealers or Edmondson, Bates & Co., Limited, Toronto.



Of Interest to You Mr. Buyer

It's what YOU GET for what you pay that COUNTS.

It's simply a question whether you want to buy PRICE ALONE or get all the QUALITY you can for the PRICE YOU PAY.

If you're carried away by a SCREAMING HEADLINE that tells you that you are going to get SOMETHING for NOTHING it usually pans out you get NOTHING for SOMETHING.

It's a good idea these days to follow the store that has always walked the "straight and narrow path" in business and avoided the "HURRAH AND BALEY HO" of the store that wants to do YOU GOOD?

IN SHORT if you have any thought of buying a TOURING CAR NEW OR USED we have VALUES to offer which will pay YOU to INVESTIGATE—Inspection invited.

Performance of cars as to service up-keep and parts cheerfully given.

Sales and satisfaction assured.

KENNEDY & WEBSTER LIMITED

174 Great George Street, Charlottetown

Fore Sore Throat, Colds in the Chest, Etc



—By Herbert Johnson

Saved!—a Testimonial

