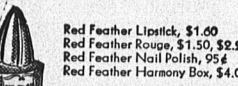


Elizabeth Arden



Elizabeth Arden's beautiful new red—your red badge of courage to wear proudly on your lips—your cheeks—your fingertips. The lipstick has a new, longer-lasting, satin-smooth base... the nail polish a formula that is easy to apply, quick to dry and highly chip-resistant.



Red Feather Lipstick, \$1.00  
Red Feather Rouge, \$1.50, \$2.25  
Red Feather Nail Polish, 95¢  
Red Feather Hand Cream, \$4.00

JAMIESON'S

UNWRAPPED LAUNDRY

Because customers hold boxes and hampers for suit-cases much laundry in old London is being delivered unwrapped.

Central Guardian locals, 50 per word; Western and Eastern local... 20 per word; Announcements and Coming Events 30 per word; Classified 30 per word; In Memorial Notices 70c per inch; Lists of Floral and Spiritual Offerings, Cards, etc. 50 per name; Letters of Condolence 70c per inch; Wedding engagements 40 words for \$1.00 and 10 cents for every additional 3 words. Notices of Thanks and Appreciation, 70c per inch or 40 per word. Lists of Subscriptions 40 cents per inch. Address and Presentation \$1.00. Other rates on application.

Advertising Rates—Payable in Advance

Minimum Charge for Any Advertisements 25 Cents

To Let

FOR RENT ADJOINING HOUSE—keeping rooms, 38 Water Street, L-1301-3-27-31-1-31.

TO LET—SMALL SHOP, GOOD location, Proud & Moreside, L-1337-3-31-4-2.

Saleswomen Wanted

WITH OR WITHOUT EXPERIENCE you can sell a large quantity of cosmetics, remedies, essences, spices, quality Family Household products already used in thousands of homes and always in demand. Ask for conditions, colorful illustrated folder and say whether you have selling experience or not. No obligation. Trial without risk, unsold products returnable. Family Company, 570 St. Clement, Montreal. N-2.

Professional Cards

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W. E. BENLEY, K. C.  
J. A. BENTLEY, K. C.  
Barristers and Attorneys-at-Law  
MONEY TO LOAN  
154 Prince Street

Morrelland Company

D. F. ARCHIBALD  
Chartered Accountants  
Eastern Trust Building  
Charlottetown

MacGUGAN & TRINOR

MARK R. MacGUGAN, K. C.  
C. ST. CLAIR TRINOR, K. C.  
Barristers, Solicitors  
MONEY TO LOAN  
Office: Over Provincial Bank  
Richmond Street, Charlottetown

H. F. McPHEE B.A., K.C.

NOTARY &c.  
BARRISTER SOLICITOR  
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MONEY TO LOAN  
Cameron Block, Charlottetown  
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PALMER & HASLAM

A. J. HASLAM B.A., LL.B.  
BARRISTER, ETC.  
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Charlottetown, P. E. I.  
MONEY TO LOAN  
Phone 85, P. O. Box 1

EYES EXAMINED

AND  
GLASSES FITTED  
J. S. TAYLOR  
OPTOMETRIST  
New Location  
Corner Kent and Queen St.  
Opposite Rex's Grocery  
Evenings By Appointment  
Phone Residence 1013.

NOTICE

Small Gasoline Engine left for repairs a year or so ago if not called for by April 15th will be sold to pay expenses.

PROUD AND MORESIDE

Small Gasoline Engine left for repairs a year or so ago if not called for by April 15th will be sold to pay expenses.

STOCK QUOTATIONS

NEW YORK STOCK EXCHANGE

Table of New York Stock Exchange quotes including Am C and F, Am Tel Tel, Anaconda, Baldwin Loco, Bendix Av, Beth Steel, Ches Ohio, Chrysler, Con Edison, Elec Auto Lite, Gen Elec, Gen Motors, Gt Nor Pfd, Kennecott, Mont Ward, N Y Central, Nor Am Co, Penn RR, Phil Pet Co, Sid Oil NJ, Texas Corp, United Air, U S Rubber, U S St Co, West Union, West Elec, Woolworth.

MONTREAL STOCK EXCHANGE

Table of Montreal Stock Exchange quotes including Bell Tel, Bldg Products, Can Car Found, Can Car Pfd, Can Pacific, Celanese, Cons Smelt, Dist Sess, Dom Bridge, Dom Steel B, Dom Textile, Lake Woods, Int Nickel, McColl Front, Mtl Power, Nat Brew, Noranda, Shawinigan, St Law Com, St Law Pfd, St of Can, St of Can Pfd.

Montreal Curb

Table of Montreal Curb quotes including B A Oil, Bathurst A, Fraser VTC, Ford A, Imp Oil.

Banks

Table of Bank quotes including Canada Commerce, Royal Bank, Nova Scotia, Montreal.

MINING

Table of Mining stock quotes including Aldermac, Ang Cdn, Arnfield, Astoria, Aunor, Bagamag, Bobjo, Bidgood, Bralorne, Brit Dom, Brouhan, Brown Oil, Cdn Mal, Chester, Cent Pat, Cochenour, Con Smelt, Davies, Dome Oil, East Mal, Elkorado, Falcon, Franco, Gillies, Gods Lake, Gunnar, Hallnor, Hollinger, Home Oil, Hud Bay, Int Nickel, Kerr Add, Kirk Lake, Lake Shore, Leitch, Little LL, Macassa, MacLeod, Madson, Malartic, Min Corp, Naybob, Negus, Noranda, Nordon, Normetal, Okalta, Ont Nickel, Powell, Pamour, Paymaster, Perron, Pioneer, Madson, Premier, Preston, Queenston, Reno Gold, Roche, San Ant, Senator, Sherritt, Slave Lake, Sleep Rock, Sullivan, Sylvanite, Teck Hugh, Upp Can, Verminata, Write Amu, Witte Haru, Ymir.

UNWRAPPED LAUNDRY

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To Let

FOR SALE—BRIGHT 7 ROOM house, deep lot, central, near Collegiate and Depot. Immediate sale. For particulars write "L" Guardian, L-1357-3-31-11.

FOR SALE—DESOTO 6 MOTOR

suitable for threshing or sawing wood. Proud & Moreside, L-1339-3-31-4-2.

Female Help Wanted

WANTED—CAPABLE MIDDLE-aged woman for house work. Good wages. 151 Cumberland Street, L-1341-3-30-31.

Wanted

WANTED—NUMBER YOUNG plus 20 lbs and over; also well behaved. Phone Lemuel Craswell, Hunter River, L-1344-3-30-21.

Wanted

WANTED—BARBER APPRENTICE. No former experience necessary. Write for information Moter Barber College Halifax, N-133.

FOR SALE

150 acres land at Middleton, one mile from Kinkora. 90 acres good clear land, remainder wooded. Large house and barn.

Apply to: FRANK CURTIS, Kinkora.

TENDERS

Tenders will be received at the office of the undersigned for the supplying of thirty (30) pairs of thigh rubber boots. Tenders to close at 12 o'clock noon April 10th, 1942. The lowest or any tender not necessarily accepted.

J. A. FULLERTON, City Clerk.

LABOR FOREMAN KILLED

TRENTON, N. S., March 30—(CP)—Hugh Murray, labor foreman at the Eastern Car Company plant here, was killed today when a railway car laden with steel plates toppled over on him while he was inspecting it.

The plant closed for the day because of the fatality.

Grain

WINNIPEG, March 30—(CP)—Heavy export trade in both wheat and flour transacted late last week was reported on Winnipeg grain exchange today.

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I.B.M. Co. Establishes Department of Logistics

NEW YORK, March 30—The establishment of a Department of Logistics within International Business Machines Company Limited today by Major Frederick W. Nichol, Vice President and General Manager, as its Directing Head was announced today by Thomas J. Watson, President. Major Nichol will direct this new activity in addition to carrying on his regular duties. The new Department of Logistics will coordinate all IBM War activities and will enlist every IBM employee within it. One of the important functions of the department is to cooperate with all agencies of the Government and other companies manufacturing munitions and other war materials. Mr. Watson's announcement is as follows: "Owing to the large amount of munitions work which IBM is doing, the larger amount projected and the important part which our regular business machines are playing in the War program, the decision was made to establish a Department of Logistics in the company. "The purpose of this department is to back up the United Nations in every way, and with all our resources. "Its functions will enable us to keep in step with the requirements of the armed forces of the United Nations. "The formation of this new department is in line with our announcement of January 21 that IBM's principal engineers, scientists and inventors at IBM's research and engineering laboratories are now concentrating their efforts on the development of munitions, guns and implements of war. "Mr. Watson stated further: "Logistics, in the technical sense, is the science of maintaining an Army in the field. In the days when War was merely a duel of professional armies, that definition was satisfactory. However, in the first World War it was made clearly evident that War was in fact a struggle between entire nations, or groups of nations utilizing not only purely military strength, but entire industrial, financial and even spiritual resources. Hence, the definition of Logistics was broadened so as to include the maintenance of the nonmilitary populations of the nations at war. "Now that War has rendered our Nation's existence one huge complex problem in Logistics. "Total War embraces our whole country and all of its territories and possessions in a single Combat Zone, but the end is not yet. Recent events demonstrate that any military, naval or air action anywhere in the world has an immediate and personal effect upon each and every person in the United States. "Our role as a nation is to supply not only munitions of war for the armed forces but also to contribute toward the subsistence of the civilian populations of the United Nations. "Today, Logistics, in the broadest sense, is the science of maintaining the very existence of the United Nations during the War—to the end that Victory may be won, Civilization saved, and Peace reign again in the world. "It is not enough merely to produce munitions, or foodstuffs, or clothing, or medical and surgical supplies. All of these innumerable articles must be moved expeditiously from the places of manufacture or origin to the places where needed, in the quantities needed, to arrive at the time needed. This is a staggeringly big problem under the best of conditions. However, with time now the most precious commodity the world has known in all its history and with the increased requirements for every possible transportation facility, there is no margin for error, either of under-estimation or over-estimation. Nothing can be left to luck, optimism or guess work. What is needed is an engineering approach to this great problem, and that is what the Department of Logistics is being organized to provide. "Major Nichol is eminently fitted for this important work by reason of broad executive experience in industry, combined with military knowledge. As Vice President and General Manager he is in a position to coordinate all the activities of the company toward accomplishing the purposes of the new Logistics Department. He has intimate knowledge of foreign industrial methods and resources, having studied them at first hand in practically every country of the world. "In addition to being Vice President and General Manager of International Business Machines Corporation, Major Nichol is Director and a member of the company's Executive and Finance Committee. He is also a Director of numerous other corporations, institutions, banking, civic, and international bodies.

Markets at a Glance

Toronto—Gold and western oil shares weaker; base metals and industrial up slightly. Montreal—Utilities and papers unchanged; other industrials and golds lower. New York—Stocks closed unchanged. Winnipeg—Wheat unchanged. New York—Cotton higher. Keep Minard's in the home.

Finance

NEW YORK, March 30—(AP)—It was a case of self-rationing in the stock market today and while many leaders managed to show a modest recovery trend, others held to Saturday's levels or slipped a shade. Canadian stocks were mostly fractionally higher. Ford of Canada "A" Imperial Oil and Canadian Pacific each gained 1-8, International Nickel 1-4 and pre-

Bring Up Father

WELL—THERE IS DINNY MCDONVY. I MIGHT HAVE THOUGHT HE'D BE IN THIS WAR.

YEP—I JOINED UP A YEAR AGO—I'M JUST HERE AT THIS LISTENING POST TEMPORARILY—THIS IS A WAR—BUT I DETECTS THE LEAST SOUND.

KN YOU HEAR ANYTHING? LET ME LISTEN TO IT.

FY GOLLY—SOUNDS LIKE THOUSAND AIR PLANES!

NO WONDER—TIS MAGGIE'S BROTHER—

Large advertisement for LOGISTICS featuring the text: Strategy is the planning of warfare. Tactics is the execution of those plans. Logistics, the third branch of military science, is the supplying of everything necessary to strategy and tactics—in the right amount, at the right place, at the right time. Now, in total war, we must apply the science of Logistics to all of our activities as a nation—civilian as well as military. WE-ALL are part of the Victory Program. Our supply lines are literally life lines of the United Nations. Manpower and munition-power are the controlling factors. Today, Logistics dictates strategy—determines tactics. The governments of the United Nations have appropriated billions of dollars but they cannot appropriate one single second of time. Time favors those who appreciate it as the priceless commodity it now is. In war, when we save time we save lives—and we make our individual contribution to Victory. DEPARTMENT OF LOGISTICS INTERNATIONAL BUSINESS MACHINES COMPANY LIMITED

Toronto Exchange

TORONTO, March 30—(CP)—The selling was a little more pressing than the buying in the gold share department of the Toronto exchange today and the group took an index loss of 52. Minor index gains were recorded for the base metals and the utilities and the western oils were down .03 to a new low for the year. Sales were 142,000. Lake Shore and Dome were among the weak issues, the former weakening 25 cents to 7.25 and the latter 1-2 to 12 1-2. Among the cheaper issues prices were down 3 to 5 cents for Aunor, Chesterville, East Malartic, Macassa, MacLeod-Cockshutt, Negus, Pioneer, San Antonio and Sylvanite while Preston was down 7 cents to 1.91, Wright-Hargreaves 7 cents to 1.95 and Bralorne 20 cents to 7.30. Ontario Nickel was the heavy trader of the day, turning over 41,500 shares and closing unchanged at 7 1-2. The industrials moved sluggishly and price adjustments were narrow in the main. A few issues, including Goodyear, The common and Western Canada Flour pfd gained 1 to 2 points. Fractional gains were boarded by Bell Telephone, Algoma Steel, Building Products, Canada Malt, Distillers-Seagrams, Ford A, International Oil, International Paper and Westons. The preferred issues of Massey-Harris were moderately weak. British-Dominion weakened a cent to 26 and Okalta was down 3 cents for broken lots to 22. Brown Oil weakened 1-2 to 4 and Home Oil was down a cent to 2.35.

Montreal Exchange

Selected industrials and leaders in other group games came in for promotion today on the stock exchange and curb market but others tumbled, notably in the textile section. Dominion Coal preferred picked up a fractional gain on the stock exchange and a bit ahead among industrials were Cockshutt Pulp, Dominion Glass and Howard Smith preferred. Steel of Canada moved back. Shawinigan was firmer in utilities and Montreal Power in reverse. In metals Hudson Bay Mining did better and Consolidated Smelters was a loser. Among Textiles Dominion slipped 3 1-2 and Wabasso was down a point in other transfers Distillers-Seagram ceded a major fraction. Total sales: 12,000 shares; Industrials 4,900; Mines, 7,100.

Currencies

NEW YORK, March 30—(CP)—The Canadian dollar eased 1-8 of a cent in today's foreign exchange dealings to close at a discount of 13 1-8 per cent. (Ottawa Foreign Exchange Control Board rate 9.09—9.91 per cent discount.) The pound sterling finished unchanged at \$4.03 3-4 in relation to the United States dollar.

Livestock

MONTREAL, March 30—(CP)—Cattle receipts totaling 472 and calf receipts of 670 on Montreal livestock markets were reported today by the Dominion Department of Agriculture. Hogs received numbered 535 and sheep 22. Prices on all but hogs were about steady. Hogs were a shade easier. There was another very light offering of cattle for today's market. Prices quoted are more or less nominal. Good steers made \$10 to \$10.50, medium \$9 to \$10, and common \$8.50 to \$9.50. Heifers ranged from \$7 to \$9.50. The odd fed calves or baby beefs sold up to \$11.75. Good cows were \$7.75 to \$8, medium \$6.50 to \$7.50, and common from \$6 to \$6.50. Canners and cutters were \$4.50 to \$6. Bulls ranged from \$6 to \$8.50. The calf prices were about steady with last Monday quality considered. A few good veals made \$12. There were no top Med um veals were mostly \$10 to \$11 and the bulk of the commoner kinds in mixed lots between \$8.50 and \$9 with very thin light kinds down to \$8. Drinkers were \$6 to \$6. Grassers were \$9 to \$6. One good spring lamb weighing 45 pounds was sold at \$9 and two weighing together 75 pounds at \$1 each. Culls and bucks of last year's crop were sold at \$9 and \$10 per hundredweight. Sheep were \$10 to \$7. Hogs were easier early sales were made at \$15.25 to \$15.35 for B-1 dressed. Grade A drew \$1 per hog premium with discounts on off grades. Sows were \$8.50 to \$9.50 live weight.

FOODLESS FLYING

A condor can exist without food more than 40 days.

COAL

We are now receiving a regular supply of the following Coals:

- OLD SYDNEY SCREENED ALBION ROUND ALBION NUT BAYVIEW SCREENED DOMINION COKE BRAS D'OR LUMP INVERNESS SCREENED

Prompt and careful deliveries for C. O. D. orders etc.

W. D. Gillis & Co.

Phone 176.

By George McManus

