THE SUMMERSIDE GUARDIAN
and PRINCE COUNTY CHRONICLE

WESTERN GUARDIAN

AGENT—Mrs. John Pond, 44 Water Street, East. Phone 289-1
SUMMERSIDE AND PRINCE COUNTY

News, Subscriptions, Advertising should be left with Mrs. Pond

The Guardian may be bought daily at any of the following stores in Summerside:—
Bell Bookstore, Water St. Gourlies Drugstore, Water St.
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—This column is reserved for news of local interest but advertising of a newsy nature may be inserted at 4 cents a word strictly payable in advance.

—ROBIN HOOD and Calgary Select Flour the popular brands at your dealers. L-1075-7-28-tf

—DOING NICELY—It is pleasing to report that Mrs. Harold Gillis of Ellerslie is making a good recovery from her recent operation in the Prince County Hospital.—S.

—RECEIVE CERTIFICATES AND PRIZES—At the close of the Sunday School session at Central Christian Church on Sunday certificates and prizes were presented to those scholars who had successfully written the examination paper in the temperance course provided by the W. C. T. U. The certificates were signed by Mrs. Knight, Dominion President. The prizes were donated by the local branch. Entrants were Gladys Turpel, Keith Callbeck, Ralph Schurman and Junior Turpel.—S.

—WEDDING BELLS—A pretty wedding was solemnized at the United Church Parsonage, Kensington, on Wednesday, March 24, when Miss Edith Gertrude Whitehead, daughter of Mr. and Mrs. John W. Whitehead, Clinton, became the bride of Mr. Lloyd George Bowness, son of Mr. and Mrs. Harry Bowness of Norboro. The couple were united in marriage by Rev. G. N. Somers and were unattended. The bride wore a gown of wine chiffon velvet with contrasting shade of hat and shoes. After the ceremony which was held at 5 o'clock p. m. the happy couple drove to the home of the bride where a dainty wedding supper awaited them. A happy party of gay serenaders soon made their appearance and after extending their best wishes to the bride and groom and partaking of refreshments, wended their way homeward. The best wishes of a host of friends go out to the newlyweds for future happiness.

J. L. DAVISON
FUNERAL DIRECTOR
AND EMBALMER
KENSINGTON
Day and Night Calls Promptly Attended.
PHONE 7-4.

—START interior remodelling, repairing, insulating and painting early. Experienced men will not be available in June. Buy paint and hardware at Brace's. L-827-3-29-2i.

—COD LIVER OIL for animals $1.50 gallon. Taylor Drug Co., Kensington.

—IMPROVING—It is pleasing to report that Mrs. Dystant, Summerside, who has been quite ill in the Prince County Hospital is making a good recovery.—S.

—PATIENTS IN THE PRINCE COUNTY HOSPITAL—New patients in the Prince County Hospital this week are, Mrs. Frank Bolger, Portage; Miss Faith Linch, Portage; Mr. Ave. L. Richard, Tignish; Mr. Preston Green, Malpeque.—S.

—WINNERS OF SIMMONS & MACFARLANE CUP—After a very close game of hockey at Bedeque rink last week between Upper and Lower Freetown for the right to hold the Simmons and MacFarlane Cup for one year, Upper Freetown were the victors winning by one goal, the score being 7-6. St. Eleanors held the cup last year. The trophy was to have been presented the night of the game, but it did not arrive from St. Eleanors in time and will be presented on the first public occasion.—S.

—BRIDAL SHOWER—On Wednesday evening, March 16th a very large number of friends and neighbors gathered at the home of Mr. and Mrs. John Whitehead, Clinton, to tender a shower in honor of their daughter, Miss Edith, previous to her approaching marriage. The drawingroom, where the gifts were to be displayed, was prettily decorated for the occasion with streamers of pink and white. While the Wedding March was being played by Mrs. Edison Heaney, the charming young bride-to-be was ushered into the room by Miss Elva Pickering. The daintily trimmed baskets were brought in by the Misses Marion MacLellan and Katherine Pickering piled high with gifts which were opened by the Misses Ruth Heaney and Ethel Douglas. The accompanying good wishes were read by Miss Helen Wigmore and Miss Irene Pickering placed the gifts on the table. The many lovely and useful gifts, silver, linens, furniture, kitchen utensils, etc., including a substantial sum of money, fully testified to the popularity of the bride. Miss Whitehead expressed her pleasure and thanks in a few well chosen words. A dainty lunch was served by the ladies and the remainder of the evening spent in social chat.

Gay Paree
SUMMERSIDE

Introducing our new spring, styles in
LADIES SUITS, COATS and BLOUSES

Also a complete line of
DRESSES
new Stock, new Styles.

L-1188-3-25-3i

—BUY chrome finish modern kitchen hardware at Brace's. L-827-3-29-2i.

PERSONALS

—Friends will regret to learn that Mrs. George MacCallum is quite ill at her home in Summerside.—S.

—It is pleasing to report that Mr. Robert Carruthers of Tryon is making some improvement from his serious illness in the Prince County Hospital.—S.

—Mrs. George Callbeck entertained the Social Club of Trinity United Church at their regular meeting.—S.

—Miss Betty Robinson is a welcome visitor to Summerside, the guest of her sister, Mrs. Morley M. Bell and Mrs. Harrison Bell.—S.

—Councillor Theron Morrison was taken to the Prince County Hospital on Monday for an operation. Reports last night stated that he was as well as can be expected.—S.

SALAD BOWL SUGGESTIONS

1. Shredded crisp greens, tomato wedges, fluted cucumber, slices, lengths crisp celery.

II. Shredded greens, cooked peas, diced cooked carrots, inch-lengths cooked string beans, sweet pickle slices.

III. Shredded lettuce, sliced radishes, diced celery, tomato wedges, diced cooked new potato, sliced green onions.

IV. Shredded greens, shredded sweet green peppers, 2-inch lengths raw carrots, finely cut, finely shredded green cabbage.

V. Shredded greens with segments grapefruit, lengths crisp celery, crumbled Roquefort cheese.

French dressing is used to blend most salad bowl ingredients, and everything must be crisp and cold Serve from the salad bowl with fork and spoon.

Kensington

Mr. Arthur Mills was a visitor to Summerside Saturday.

Miss Shirley Hughes was a visitor to Summerside on Saturday.

Miss Joyce Howard was a visitor to Summerside on Saturday.

Mrs. Waldron Darrach went to Summerside on Saturday on business.

Mr. Harold McFarlane of Summerside arrived home on Saturday visiting his parents Mr. and Mrs. Emery McFarlane.

Mr. T. M. Howatt was in Charlottetown on Saturday on business.

Mr. Leigh Howatt arrived home from a business trip to the eastern section of the province on Saturday.

Mr. Allison Bernard who has been in Charlottetown for the past ten days arrived home for the weekend.

Mr. Wm. Lawson left for Moncton, N. B., on Saturday.

Miss Clara Mountain of Summerside enjoyed a pleasant weekend in Kensington the guest of Mr. and Mrs. James McKinnon.

Miss Blanche McIvor, teacher in Borden High School, spent a pleasant weekend in Kensington the guest of Miss Kathleen Ready.

Mr. Harold Palmer of O'Leary has taken a position for the summer with one of our prosperous farmers.

Despite the bad road conditions a large number of hockey fans attended the hockey game on Saturday evening in Kensington rink. —H

Commander Edwards Leaves For London

LE BOURGET, France, March 28—(CP Havas)—Commander C. P. Edwards, Canadian chief of air services, left here today for London on the regular British Airways Paris-London airliner. Commander Edwards has been visiting Paris after attending the Dublin trans-Atlantic air conference.

Check Report Car Plunged Into River

SACKVILLE, N. B., March 28—(CP)—Two boys reported tonight they saw a motor car crash through a fence and plunge into the Tantramar River a mile from here.

The car was proceeding towards Sackville from Amherst and the boys said they thought they had seen two men in it.

Sackville firemen went to the scene but were unable to see anything of the car owing to 20 feet of water at that point. They were awaiting low tide at about 1 A. M. The accident was said to have happened at 9 P. M.

Mexican Peso Reacts Sharply To U. S. Action

MEXICO CITY, March 28—(AP)—The Mexican peso reacted sharply today to the United States decision to stop purchases of Mexican silver while the nation awaited anxiously Washington's next move on President Cardenas' expropriation of the foreign oil industry.

In unofficial street trading the peso was quoted at 4.60 to 4.70 to the United States dollar, a drop of 50 to 60 points from Saturday's quotations.

The business was conducted by private banks, since foreign exchange dealings were suspended by the Central Bank of Mexico when the Government took over 17 British and United States petroleum companies March 18.

Treasury secretary Morgenthau's statement in Washington that the United States had decided to "re-examine certain of its financial and commercial relations with Mexico" was the subject of speculation.

The Government's need for immediate world markets for oil from the expropriated fields was emphasized, meanwhile, by a survey showing a 65 to 75 per cent cut in production.

The only refinery said to be working at capacity was Aguila's Federal District plant. Its 13,000-barrel daily output was being absorbed locally.

With the exception of one cargo no oil has been shipped out of Mexico in the last nine days, in contrast to the 100,000 barrels a day heretofore.

The newspaper Nacional said it learned "extra-officially" that silver producers had agreed to "collaborate" with the Government. The form of collaboration, however, was not disclosed.

LOWER SILVER PRICE

WASHINGTON, March 28—(AP)—The United States, having closed its own markets to Mexican silver following the Mexican Government's seizure of American Oil properties, took action today which will make it difficult for Mexico to sell the metal elsewhere in the world.

The American treasury, which virtually dictates world silver prices, lowered its bid for foreign metal for the first time in more than two years. It reduced its prices from 45 to 44 cents an ounce.

Well informed persons said this indication of lessening American support probably would weaken the world silver market so that Mexico could sell silver abroad only at sacrifice prices.

Treasury officials declined to say why they lowered the price, but a spokesman acknowledged it was "significant" that the change was the first since Jan. 20, 1936, and that this was the first time the United States had not stood firm when the London silver market showed signs of weakening The London price declined 1.7 cents today.

Low Ascribes Policy Of British To Astors

CARTOONIST ADDS BERNARD SHAW TO RANKS OF PRO-GERMANS

LONDON, March 28—David Low, Great Britain's irrepressible cartoonist, not only knows what British foreign policy is but has discovered where it comes from. He announced the result of his discovery in an Evening Standard cartoon, picturing a celebration at Cliveden the country estate of Viscount and Lady Astor) "to mark our leader's recent successes."

Lady Astor is shown in a military tunic with the Iron Cross, giving Chancellor Adolf Hitler a salute as a procession of old women marches past at the goose-step. A figure resembling the Marquess of Lothian heads the procession, while George Bernard Shaw, in a poke-bonnet, crawls on all fours ahead of the marchers.

Alongside the reviewing stand, J. L. Garvin, editor of Lord Astor's Sunday Observer, and Geoffrey Dawson, editor of Major John Jacob Astor's Times of London, lift their tankards and sing the Horst Wessel song. Viscount Halifax with a white feather in his hat squats under a tree, on the lawn while "Mein Kampf" is read aloud to him.

Behind Lady Astor, at the entrance to Cliveden, there is a huge banner with a portrait inscribed "To Nancy—Sweet Memories From Joe Ribbentrop."

Mr. Low in describing the scene says that after the parade "every one was lined up for photographs to be sent to Dr. Goebbels(Joseph Goebbels, German Propaganda Minister), so that if anything happens we can all be in on the ground floor."

Last November Mr. Low coined the phrase "the Silver Sisters" to describe the pro-German group here headed by the Marquess of Londonderry and the Astors. Now George Bernard Shaw is included, presumably because of his recent newspaper article rejoicing at the annexation of Austria.

Fertilizer! Fertilizer!

We are now booking orders for fertilizer and would welcome prompt action. We expect to handle C.I.L. fertilizers in car load quantities in addition to Island Goods, also chemicals if desired. Truckage to farmers at minimum charges.

J. B. MILLMAN,
Kensington

L-987-3-ts-8i

Hungerford Is Honored By Paris Institute

(Special To The Guardian)

MONTREAL, March 28—Word has been received from Paris, France, of the appointment of S. J. Hungerford, chairman and President of the Canadian National Railways and President of the Trans-Canada Air Lines, to an honorary membership in the Scientific Institute of studies of communications and transport.

The institute exists to collect information on transport problems and to publish the results of its researches for the benefit of individuals and organizations interested in these questions. It has separate departments devoted to the legal, historical, economical, and social aspects of transportation and to the special study of automobile, inland water, ocean and air transport. Mr. Hungerford has been made an honorary member in recognition of the "interest which he has always shown in the evolution of science and technics and in the application of scientific methods of research and study in the field of transport and communications, and especially on account of the great services which he has rendered to the general progress of railways."

Victoria

Miss Elsie Boswell entertained at bridge on Thursday.

Mrs. Elisha Wright has returned to her home in Victoria after spending the winter months in Kensington.

Miss Annie MacEachern, student nurse at the P. E. Island Hospital, is visiting her brother, Mr. Peter MacEachern and Mrs. MacEachern.

The ladies of the pretty village by the sea are busily engaged in hooking—and what beautiful creations they do produce! One lady worthy of mention is Mrs. Grace Stordy, who is ninety-four years of age and does not mind spending an afternoon at hooking.

Mr. Ralph Taylor, Kensington, recently visited Victoria.

Mrs. Walter M. Lea has left on an extended trip to Detroit.

During the winter season, efficient service and excellent ice were furnished the skaters and hockey players of Victoria, by the rink management, Messrs. Arthur Sherran and Ed Norton.

Mrs. Clarence Brown has returned to Victoria after visiting at her former home in Sydney, N.S.

Mr. Waugh spent a very enjoyable visit with old friends in Wallace, N.S.

Our school is progressing favorably under the management of the Misses Ena MacLeod and Marion Raynor.

On Tuesday evening the Victoria Unions (Island intermediate champions), members of the league executive and others, were served a delicious banquet in the hall by the members of the Women's Institute. Remarks were made by F. M. Pidgeon, F. C. Inman, J. Miller, Capt. Dan MacLeod, A. Sobey and E. Norton. Congratulations and best wishes are extended to the boys.

The Victoria Y. P. U. have been holding successful meetings during the winter. Friday evening they were the guests of the Hampton Y. P. U. and spent a very enjoyable evening.

Our last meeting of the Women's Institute was held at the home of Mrs. H. R. Profitt.

Mr. J. A. MacLeod, a member of the staff of the Bank of Nova Scotia, Victoria, spent the past week at his home in Dundas. En route to Dundas, he spent a short time in Charlottetown. Relieving him was Mr. James Burden of Charlottetown.

Set to the tune of "Dashing Through the Snow," the C.G.I.T. girls held an enjoyable sleighing party on the evening of March 17. At the conclusion of the merry ride, Miss Eva MacLeod served a delicious luncheon.

Rowell Confers With Alberta Government

EDMONTON, March 28—(CP)—Hon. N. W. Rowell, chairman of the Royal Commission on Dominion-Provincial relations, conferred for an hour today with Premier William Aberhart of Alberta and the provincial cabinet on the possibility of the province submitting a brief during the commission's Edmonton sittings, which opened today.

Mr. Rowell declined to comment on the outcome of the meeting but indicated the question of the government presenting a brief had not been determined. The matter will be brought before the provincial legislature Tuesday when debate is resumed on a motion by D. M. Duggan, Conservative leader, that the government should present its views to the commission on several specific issues of concern to Alberta.

TO PLOW TRANSATLANTIC CABLES INTO BED OF SEA

(C.P. By Guardian's Special Wire)

NEW YORK, March 28—A new attempt will begin this week to end damage to transatlantic cables by ploughing them into the bed of the ocean, out of reach of the heavy drags on the bottom of fish trawling nets.

The Western Union Telegraph Company will send its cable ship Lord Kelvin to sea within a few days with a specially designed plough to cut a furrow in the bed of the ocean and feed the cable into the furrow, which will close over it.

REQUESTS FOR AID REJECTED

Federal Assistance Limited To Drought Areas.

OTTAWA, March 28—(CP)—The Dominion rejected requests from Quebec, Nova Scotia, Prince Edward Island and Ontario for assistance in distributing seed this spring, it was disclosed in the House of Commons today by Agriculture Minister Gardiner.

Unlike Saskatchewan and Alberta which had been ravaged in part by drought, the Dominion decided, neither the municipalities nor the Provincial Governments in the four provinces were incapable of handling seed requirements.

The Dominion, Mr. Gardiner stated, took the view that when municipalities were unable to provide seed and where the provinces were unable to carry the financial load, only then did it become a national responsibility. The Dominion did not enter the picture in provinces financially able to distribute seed either with or without the co-operation of municipalities.

The Minister made his statement while the House was considering second reading of the Government bill guaranteeing $14,500,000 for Saskatchewan and $1,900,000 for Alberta seed distribution loans.

G. T. Purdy (Lib. Colchester-Hants) prompted the Minister's statement when he endorsed a request made earlier by A. E. McLean (Lib. Prince) that Prince Edward Island farmers be given seed this year.

Mr. Purdy opposed Federal Government guarantees in general but thought the plan followed might be the best way of meeting the situation.

The Dominion, Mr. Gardiner said, never had assisted in seed distribution unless some national disaster like drought made it necessary. And then it was done only when the municipalities and provinces were unable to carry the load.

The bill was given second reading approved in committee stage and given third reading during the day-long discussion.

Surprise Party

The Young People's Society of Kingston held a meeting on Friday evening, March 11th, at the home of Mr. and Mrs. Wilbur Willis. After the worship period the meeting took the form of a surprise party in honor of the host and hostess who came among them as a bride and groom a few months previously.

An address of good wishes and friendship was read by Miss Florence Green and the presentation of a very acceptable gift was made by Miss Lena Paul.

Following is the address:

Kingston, P. E. I.,
March 11, 1938

Mr. and Mrs. Wilbur Willis,
Kingston, P. E. I.

Dear Mr. and Mrs. Willis:—We, the members of Kingston Young People's Society, wish to convey to you our heartiest felicitations on the interesting event which has recently taken place in your lives. We know this is a supreme hour for both of you and we want you to feel that we rejoice with you in your happiness and pray that life's richest blessings may be showered upon you.

To you, Mrs. Willis, as we pause to reflect the part you have played in our society in the past, we realize that any words we may say are inadequate to express our sentiments. You have ever given faithfully and efficiently of your time and talents in all that pertained to the welfare of our work, and having proved yourself capable and willing to lead our meetings you have ever been an incentive and inspiration to us all.

To you, Wilbur, we can also say that we have fully appreciated your genial assistance in our undertakings, and now that you are settled in your new home in our midst, we hope that you and Mrs. Willis will continue to be present at our meetings and be the vital helpers you have always been.

In conclusion, we would ask you to accept this small token of our esteem nor for the worth it signifies, but as a mere symbol of the best wishes which we shower upon you for health, happiness, and prosperity throughout the ensuing years.

Signed on behalf of Kingston Young People's Society.
Willard Proud, President.
Florence Younker, Secretary.

VIOLET AND ROSE

Violet blue with heather rose is a favored color combination.

A Cough Won't Go Away Of Itself

Many people get a nasty cough and do not pay any attention to it, saying, "Oh, it will wear away in a short time," but even should it, serious injury may have been done to the bronchial tubes by the prolonged, harsh, racking coughing.

Too much stress cannot be laid on the fact that on the first sign of a cold or cough it should be gotten rid of immediately, as failure to do so may prove a serious matter to the general health.

Dr. Wood's Norway Pine Syrup has been on the market for the past forty-eight years, and we can recommend it as being one of the best remedies for colds and coughs you can possibly procure.

Miss Agnes S. Fraser, R.R. 4, New Glasgow, N.S., writes:—"I had a terrible cough. I used to cough a lot at night. I could not get rid of it. A friend told me about Dr. Wood's Norway Pine Syrup. It relieved my cough right away."

Put up by The T. Milburn Co., Ltd.

Silver Wings Defeat Bedeque To Win Trophy

On a wet sheet of ice the Kensington Silver Wings on Saturday evening, showing a complete reversal of form, overcame a two-goal lead from their last encounter to defeat Bedeque 13 to 4 and win the round 17 to 10 in their home-and-home series, to capture the "Lea and Wright" trophy for the third time in succession, thus giving them the trophy for keeps.

Opening fast, the game was about eight minutes old when Howatt on a pass from Ready whittled the Bedeque lead of two goals down to one by beating Bell cleanly for the first score of the game. Three minutes later Tuplin on a spectacular rush evened the count when he forced Bell to make the first move, scoring easily. Currie at twelve minutes put his team once more out in front, beating Champion with a hard drive from outside the defence, and R. Bradshaw on a pass from Currie at sixteen twenty-nine, made the red light glow to once more give the Bedeque team their two-goal lead which they held until one fifteen in the second stanza, when Waite on a solo had Bell at his mercy to register. Bernard on a pass from Tuplin at four-thirty, once more tied it up, and at 6.30 Bernard on a pass from Waite put the Wings out in front with a fluke goal, a high shot that Bell, instead of letting go by, stopped above the net with his hand and dropped on top of the net to roll inwards and drop in over the pay-off line. This goal seemed to disorganize the Bedeque team and the Wings quickly took advantage of this, turned on their gang plays to register four more with Ready, Cooke, Waite and Hughes being the sharpshooters, to give the Wings a five goal margin on the round which was never threatened.

The third period opened with the Wings still forcing and at fifty three seconds Hughes on a nice solo beat Bell easily. At the five minute mark R. Bradshaw on a pass from Currie had Champion beaten all the way on a hard drive from the left lane, and one minute later Bell, from a mixup scored their fourth and final goal. At eight twenty-four Waite and Bernard combined to beat Bell, with Waite being the marksman. For the next seven minutes play seesawed from end to end with both teams tiring fast, when Tuplin received a penalty and was quickly followed by Webster. The latter at first refused to take his penalty, and play was held up for about ten minutes, the Bedeque team leaving the ice, but after the referees debated the question the game was resumed. A few seconds later Bernard on a pass from Waite made the red light flicker, and four minutes later Bernard and Waite duplicated their feat to end the scoring.

The lineups:

Silver Wings—Goal, B. Champion; defence, G. Webster, B. Tuplin; forwards, M. Waite, A. Bernard, E. Hughes, G. Cooke, L. Howatt, J. Ready. Coach, Wm. Cousins.

Bedeque—Goal, F. Bell; defence, G. Bell, N. Wright; forwards, F. MacDonald, R. Bradshaw, R. McInnis, A. MacDonald, A. Currie.

The summary:

First Period
1—Silver Wings, Howatt (Ready) — [illegible]
2—Silver Wings, Tuplin — [illegible]
3—Bedeque, Currie — [illegible]
4—Bedeque, R. Bradshaw (Currie) — [illegible]
Penalties: Hughes, Currie, Cooke.

Second Period
5—Silver Wings, Waite — [illegible]
6—Silver Wings, Bernard (Tuplin) — 4.30
7—Silver Wings, Bernard (Waite) — [illegible]
8—Silver Wings, Ready (Howatt, Cooke) — [illegible]
9—Silver Wings, Cooke (Howatt, Webster) — [illegible]
10—Silver Wings, Waite (Bernard) — [illegible]
11—Silver Wings, Hughes (Bernard, Waite) — [illegible]
Penalties: Tuplin.

Third Period
12—Silver Wings, Hughes — [illegible]
13—Bedeque, R. Bradshaw (Currie) — [illegible]
14—Bedeque, Bell — [illegible]
15—Silver Wings, Waite (Bernard) — [illegible]
16—Silver Wings, Bernard (Waite) — [illegible]
17—Silver Wings, Bernard (Waite) — [illegible]
Penalties: Tuplin (2), Webster.

Stops by Bell, 17; by Champion, 37.

Referees: I. Bradshaw and I. Jay.

NOTES

With four goals and three assists Allison was the outstanding man on the ice.

His teammate Pat was a close second, two goals and one assist for three points, and back-checking like a fiend throughout, which time and again robbed the Bedeque boys of sure goals.

Third place goes to "Biff" who garnered three goals and four assists for seven points.

Champion is given a place also, for he sure turned aside a lot of rubber, 37 stops to his opponent's 17.

George received a nasty blow on the throat in the third when the puck shot high by Currie clipped him. However, he did not leave the ice and was none the worse off, playing a good game throughout.

The players still have the idea, but no one knows why, that they can still buck the refs.

Mr. C. C. Baker, M.L.A., at the end of the game, taking Mr. Wright's place who was unable to attend on account of the bad travelling conditions, after a short, capable speech and congratulating the teams on their play presented the cup to Capt. Cooke of the Silver Wings, regretting that said trophy was no longer up for competition. H

"I cannot tell a lie," said the ADVERTISEMENT

A precept every good advertisement knows is: "I cannot tell a lie—and get away with it." Even if it wanted to stretch the truth, just a teeny bit that wouldn't be smart business. For, in that way, more people would discover the exaggeration, more people would be off that product or that store for life.

Advertisements, then, are essentially truthful. If not from moral scruples, then on a hard-boiled basis of good business practice.

Yes, you can trust the advertisements in this paper. Make it a daily habit to read them, along with the other news. They will save your time. Save your steps. Save the pressure on the family budget that must see you through until next pay-day.

In the columns of this newspaper, the show-windows of the town's stores march before your eyes in review You relax in your chair, enjoy a preview of all the nice things on sale down-town. You enter the stores with your mind more than half made up.