

"THE PLAINSMEN"

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TUESDAYS-THURSDAYS & SATURDAYS

At 5.45 P.M. IS BEING ADVANCED TO 6.15 - 6.30 P. M.

Commencing JANUARY 18th

Other important time changes effective Monday January 17th.

UNCLE MEL FROM 6.15 P.M. TO 6.45 P.M. STORY TELLER FROM 6.45 A.M. TO 4.30 P.M. HOME FORUM FROM 11.45 A.M. TO 12.00 A.M.

The Island Radio Broadcasting Co. Ltd. 89 BRACE BUILDING, CHARLOTTETOWN, P.E.I.

W. C. T. U. NOTES

FOR GOD AND HOME AND EVERY LAND WOMEN OF THE RIBBON WHITE

Oh, Women of the ribbon white, Stand firm for God with all your might; Though foes may press, and clouds be dark; Soar high above as does the lark, And sing as on you go. True women of the ribbon white, Watch then to keep the home fires bright; A sacred trust to you is given, Reaching from the earth to Heaven; Look upward as you go. Brave women of the ribbon white, Have courage strong in fight for right; For God and home and every land, Then let us take each other's hand; And onward, upward go. (Mrs.) C. R. Hudson.

LETITIA YOUMAN'S

On Whose Birthday Canada Celebrates its DAY OF PRAYER. In 1874, at a rally of Sunday School workers at Chataqua, N.Y., it was decided to call a meeting in the autumn for the purpose of organizing a society for the whole United States after the pattern of the Woman's Christian Temperance Union inaugurated the previous year at Fredonia, N.Y., by the crusading women who had marched two and two into the saloons and hotel bar rooms of Fredonia with such great effect. This organization meeting took place November 18-20, 1874, in Cleveland, Ohio.

Mrs. Letitia Youmans, of Picton, Ont., was present at both these meetings and came home full of zeal and enthusiasm. The following month, December, 1874, she organized a Union in her home town, where there were nine liquor licenses for a population of less than two thousand. In October of the following year, Mrs. Youmans formed the first Toronto Union. In 1877 the first Ontario W.C.T.U. was organized, with Mrs. Youmans as President, an office she held for five years. During this time she travelled extensively through Ontario, Quebec and the Maritime Provinces, organizing societies and doing very much by her earnest and eloquent addresses to convince the public mind of the unrighteousness of the Liquor Traffic.

At the end of five years she laid down the Presidency to become Official Organizer for the W.C.T.U. compiled by the late Mrs. S. G. E. McKee. This treasure house of the history of our Organization and its work in Ontario should be in the hands of all temperance workers and may be obtained from Mrs. John Wright, 83 Ontario Street, Brantford, for a very nominal price.

FURNISH FACTS!

The facts are all on the side of temperance, and it is important that we be ready at all times to hold our own, courageously, firmly, yet courteously. Let us be collectors of provable facts to back up clear-cut, scientific temperance information and statistical records.

The temperance superintendent in a small village Sunday School asked teachers and scholars to help out for him anything they read of value to the cause of temperance—and the boys and girls started enthusiastically to collect facts about temperance. Many people became alert when they sighted an item which discussed the temperance question.

The Allied Youth Movement in the United States has used accumulated facts rather than the guiding of opinions to help young people to say "no" to alcohol. The best part of that approach is that the decision is made youth's own.

This is where our W.C.T.U. plan for Scientific Temperance Instruction in day schools to encourage the junior scholars to make work books, is so valuable. One principal of a public school in a village told his entrance class that the W.C.T.U. were offering prizes for such books and started them to work. Soon every class in the school except the primary were asking for the privilege of doing likewise and the Union had to double the number of prizes they had planned to give.

"It contradicts logic and experience to contend that the liquor industry can be prosperous without cost to civilization. Society simply cannot be persuaded that a bad habit is a good one."

LIQUOR THROUGH THE AGES Essay Submitted in Teachers' Section of Ontario Essay Contest by J. E. M. Chrysler, Dalrymple, Ontario.

"O thou invisible spirit of wine, if thou hast no name to be known by, let us call thee devil." Shakespeare's Clarion Call rings true through all the ages. Truly wine is a devil, swiftly, relentlessly carrying men to their doom. Six hundred years ago an Arabian named "The Evil Spirit," because people who drank it acted like demons. And wine, a destroying demon, has flowed freely through the centuries.

Lord Brougham called it, "The Mother of Want." Chaucer said of it, "A lecherous thing is wine." Character and shame depart when wine comes in. And Solomon cried out, "Oh, thou generator of drink and women's toil! They sacrifice their health, their manhood, their very souls, and why? Simply to appease the demon 'Drink'."

How do I know? How do you know? Look about you! Our hearts sicken at the ravages of drink on every hand. What lies ahead for even the moderate

Styling as different as it is beautiful, for this bigger-looking, better-looking, low-priced Chevrolet.

MODERN MODE STYLING

PERFECTED HYDRAULIC BRAKES

GENUINE KNEE-ACTION

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Smooth—powerful—positive... the safe, self-energizing brakes for modern travel... giving maximum motor protection.

(WITH SHOCK-PROOF STEERING) So safe—so comfortable—so different... "the world's finest ride". On Master De Luxe Models.

(WITH SAFETY GLASS ALL AROUND) Larger interiors—lighter, brighter colors and Unisted construction, making each body a fortress of safety.

Giving the most efficient combination of power, economy and dependability.

Giving protection against drafts, smoke, windshield clouding and assuring each passenger individually controlled ventilation.

A simple, efficient, single diaphragm spring replaces the conventional multiple-coil springs—for easier, tiptoe-pressure operation. Minimizes wear; never requires lubrication.

You'll be ahead with a CHEVROLET!

Buy it Now, and Put Yourself Ahead in Style and Savings... in Winter-driving Safety and Dependability

COME to our showrooms—take a look at the new Chevrolet—and you'll agree it's the smartest, most attractive of all the lowest-priced cars for 1938.

Get behind the wheel—feel the power and dash of that 85-horsepower Valve-in-Head Engine—and you'll thrill to a new performance "high".

But don't stop with that. Check the advantages of buying your new Chevrolet right now, as thousands are doing. For example... you can face bad weather conditions confidently with this great new car—no starting troubles, no repair expense... You'll get the priceless safety of perfected Hydraulic Brakes, new tire treads for sure grip on slippery roads, the protection of the All-Steel Turret Top Body by Fisher with Safety glass in every window... And not to be overlooked is the fact that by buying now you save depreciation and costly upkeep on your present car.

Chevrolet puts you ahead in everything... ahead in style, ahead in comfort, ahead in safety... and ahead in the little it costs you to buy your Chevrolet now!

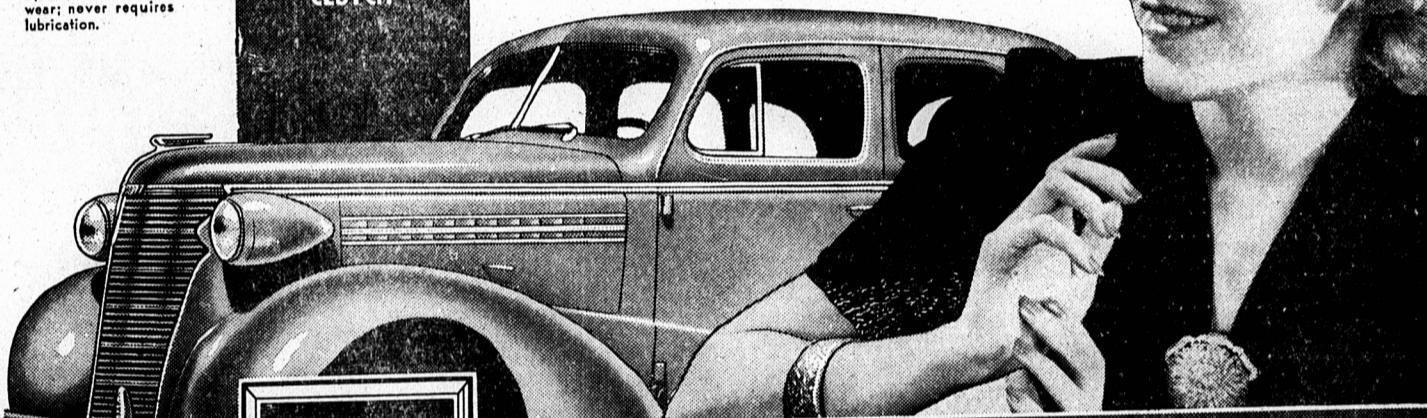
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(2-Door Master Business Coupe)

MASTER DELUXE MODELS FROM \$892

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Illustrated—Master Special 5-Door Sedan with trunk. Priced at \$991 at factory, Oshawa, Ont., Government tax, license and freight extra.



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THE SYMBOL OF SAVINGS

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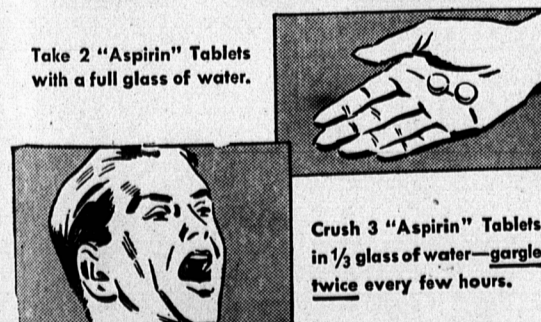
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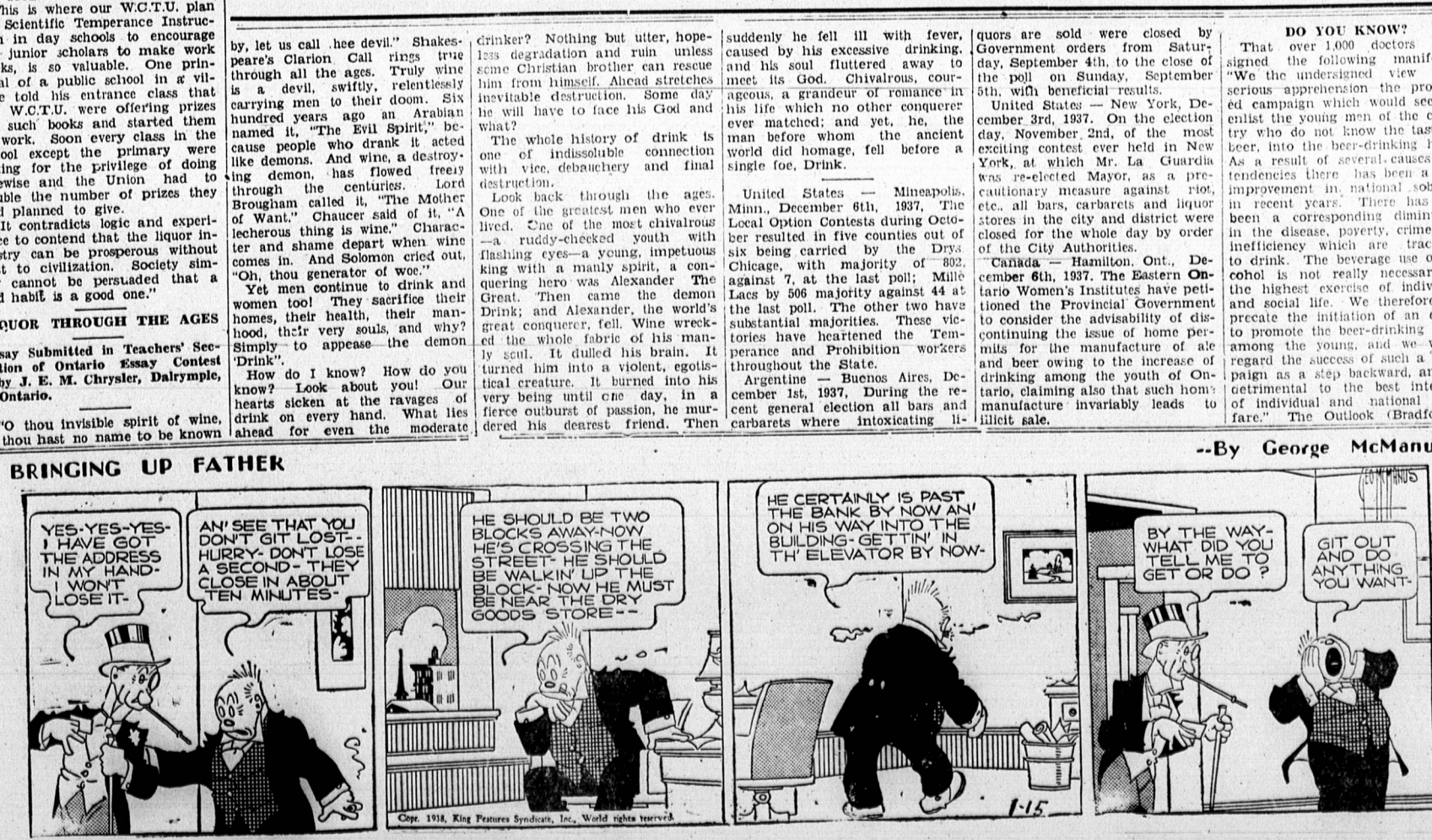
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Take 2 "Aspirin" Tablets with a full glass of water. Crush 3 "Aspirin" Tablets in 1/2 glass of water—gargle twice every few hours. The speed with which "Aspirin" tablets act in relieving the distressing symptoms of colds and accompanying sore throat is utterly amazing... and the treatment is simple and pleasant. This is all you do. Crush and dissolve three "Aspirin" tablets in one-third glass of water. Then gargle with this mixture twice, holding your head well back. This medicinal gargle will act almost like a local anesthetic

DEMAND AND GET-ASPIRIN

BRINGING UP FATHER



--By George McManus