

Constipation can ruin your health— get permanent relief with Kellogg's Bran

When clean and clear, the intestine is converting wholesome food into vigorous health. But when clogged by constipation, it generates poisons from the obstructed food that can lead to many serious diseases.

Kellogg's Bran sweeps, cleans and purifies the intestine. It has a natural, healthy action. It works exactly as nature acts. If eaten regularly, it is guaranteed to relieve permanently the most chronic cases of constipation, or your grocer will return your money.

Results with Kellogg's Bran are sure, for Kellogg's is ALL bran. Nothing but ALL bran can be 100 per cent effective. That is why Kellogg's Bran, cooked and krumbled, is endorsed by doctors everywhere. Eat it and you need never take another habit-forming drug or pill.

Kellogg's Bran, cooked and krumbled, should be eaten regularly—at least two tablespoonfuls daily—in chronic cases, with every meal. You will enjoy eating it. Kellogg's Bran has a wonderful flavor, a delicious nut-like flavor. And this flavor is an exclusive Kellogg achievement.

There are many ways to enjoy Kellogg's Bran, cooked and krumbled. Eat it with milk or cream as a cereal. Sprinkle it over other cereals. Cook it with hot cereals. Look for the recipes on every package and try it in muffins, griddle cakes, bran bread, etc. Bring back your health with Kellogg's Bran. Start today! Every member of your family should eat it. The leading hotels and clubs serve Kellogg's Bran in individual packages. It is made in Toronto Canada. Sold by all grocers.

Eastern Guardian

SHOP from Holman's Catalog

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

IN MEMORIAM

URBAN WADE.

A shadow was cast over the home of Mr. and Mrs. Ernest Wade, Killdare, on Sunday, March 25th last, when the Angel of Death visited them and removed from their midst their baby boy Urban aged five years. He contracted measles about four weeks ago from which he never wholly recovered but his condition did not appear serious till the morning of his death. Urban or Bunnie as he was familiarly known was a bright lovable child liked and admired by every body, and in the home he was sunshine in deed, where the patter of his little feet were as music, his brown eyes wore like twinkling stars and his chatter and laughter were the sweetest in the world. But such a bright sun beam was not destined to cast its rays long here, before any shadow could cross his path, it pleased God to take him to his Heavenly Kingdom, where he intercedes and lights the way for the dear ones he left behind.—They are father, mother, three sisters and two brothers, namely:—Marie, teacher in Roxbury, Anna attending Prince of Wales College, Doris, Ray and Joseph at home.

Suffer little children to come unto me for such is the Kingdom of God.

WOMEN! DON'T BE FOOLED

Beware! Not all Package Dyes are "Diamond Dyes"

Diamond Dyes

Always ask for "Diamond Dyes" and if you don't see the name "Diamond Dyes" on the package, refuse it—hand it back! Each 15-cent package of "Diamond Dyes" contains directions so simple any woman can dye or tint skirts, dresses, waists, sweaters, stockings, kimonos, coats, draperies, coverings—everything new, even if she has never dyed before. Choose any color at drug store. Refuse substitutes!

Western Guardian

SHOP from Holman's Catalog

REMEMBER THE SALE on Tuesday, April 1st, of J. T. Mullin, Kensington, already advertised in the Guardian. 2332-4-1-11.

SUMMERSIDE AGENT.—Mr. Byron MacDonald of the MacDonald Drug Co., is now Guardian representative in Summerside and will be pleased to receive news, advertising, new and renewal subscriptions and Job Printing. Mr. MacDonald is the Morning Guardian at his store. His Telephone No. is 12-2.

KELVIN NOTES.—Mr. Jarvis Dalziel is a frequent visitor to Kelvin.—Mr. Wyman Clark of Wilnot spent the week end in Kelvin.—Her many friends regret to hear of the serious illness of Mrs. Catherine Stavert.—Mr. Darinus Hogg paid a flying visit to Kelvin Tuesday night.—The pupils of our school are being instructed in a capable manner by Miss Kathleen Bagnall. Rumour has it that she is also teaching night school.—Mr. Harold Leard has returned home recently from attending the Agricultural Meetings at Charlottetown. He is especially interested in seed potato growing.—Mr. Frank Glover has installed a radio set. His many friends and neighbors look forward to many pleasant evenings.—Mr. Joseph S. Reeves, roadmaster, is contemplating putting the public highway in good repair in the early spring.—A number of the farmers are busily engaged in shipping potatoes through the local buyer, Mr. James A. Stewart.—Mr. John R. Stavert, our enthusiastic horseman has been busily engaged of late, breaking in one of his young beauties.—Messrs. R. P. and Edward MacMurdo drove to Lot 16 last week to attend the funeral of their cousin, Mr. Alexander MacLean. They report the roads in very poor condition.—Much excitement has been afforded the people of Kelvin by the disappearance from the ranch of Mr. Mabon Stavert of a valuable silver black fox. Although having engaged several fox hounds up to latest reports it has not been captured.—A very enjoyable evening was spent at the home of Mr. John R. Glover on Wednesday evening when a number of the young people of Wilnot and Kelvin gathered for a good time. The evening was spent in playing games, after which lunch was served in Mrs. Glover's usual pleasing manner. A special feature of the evening was step-dancing by the host, Mr. Frank Glover, also violin music by Mr. Frank Burrows.—Much speculative curiosity has been aroused among the residents of Kelvin by the manipulation of tools on a pile of lumber in the yard of one of our prosperous farmers. Some were entertaining the thought that it was the early erection of a large building but eventually it turned out to be a staunch mud digger yet to be removed.—Richmond Bay.—A "Domino Club" has recently been organized in Kelvin West by some of our influential men. Great interest is being taken by the various members who meet from house to house several times a week.—S.

DAILY TALK

(Continued From Page One)

for the better. It costs a lot of money to change a corporate name and then it costs a lot more to educate the public to the fact that the change has been made. There are a great many names today in use which are valuable assets to the concern or individual owning them, but which originally were serious liabilities. By spending enough money, it is possible to make an asset out of almost any name, but, of course, we don't want to spend any more money than we have to spend to do any particular job.

If a man's name is Mr. Sheep and he goes into the clothing business, he is under more or less of a handicap, because such a name as "Sheep Clothing Company" might create confusion. Even if it did not create confusion, it would, undoubtedly, cause considerable laughter. And such a name for a lawyer as "Mr. Abel Schlester" is certainly a misfortune. For years there was a concern of attorneys, in lower New York, known as "Messrs. Ketchum and Cheatem." I don't think this unfortunate conjunction of names was of any value to these people, in fact I think it probably was an actual injury. So every business man who is starting by the adoption of a name should look to it that he selects a name which will be appropriate and which won't promote mirth at his expense and will not be misleading.

Coin names are snares and pitfalls. It is so easy to coin a name, but it is so difficult to coin a really good one. Most coined names are bad. Yet every now and then a coined name appears which is distinctly good. Take such a name as "Flexstone," the name of an asbestos roofing. The two syllables of this name suggest just what the material is—a flexible stone, for as you may not know, asbestos is a sort of a stone. In addition, the name is easy to remember, has a strong consonant quality and there is no possibility of anybody mistaking its pronunciation. Ryson always seemed to me another good name. So are Yuban and Kodak. Putting such a name as "Eagle," or "Century," or "American," or "Standard," or "Eureka," in front of the name of your business, so that you are the "Eagle Laundry," or "Century Laundry," or "Standard Laundry," does not seem to me to add anything. If I was going into the laundry business I would call it "The Lockwood Laundry Company" and let it go at that. Or if I wanted a title that did not carry my own name, I would say that the word "Reliable" was a better adjective than any of the others I have enumerated. As a general rule, however, a man's own name is the best name to attach to his business. (Copyright 1924)



SPRING MILLINERY OPENING and Showing of Ladies Suits, Coats, Dresses etc, Thursday Afternoon April 3rd.

FROM 2 TILL 5 O'CLOCK AND FOLLOWING DAYS

All that is new, smart and most desirable in style. Fabrics on which experts have set their seal of approval and prices so low as to make comparisons very welcome to us. You will find a visit to opening distinctly to your own interest.

Beautiful new hats in silk, hair cloth and fancy straw braids in all the colors that are most wanted for this Spring season. With smart trimmings of flowers, ribbons and fancy ornaments. There are small and medium shapes to suit your taste and they are all medium priced.

PROWSE BROS LTD.

2330-4-1-31.

PERSONALS

—Mr. A. E. MacLean, M. P., accompanied by Mrs. MacLean, arrived home to attend the funeral of Mrs. Alex. MacLean. They left to return to Ottawa on Saturday.

IN MEMORIAM

MRS. EDWARD J. HARPER.

"In the midst of life we are in death" How truly those words were exemplified when on Wednesday, March 19th it became known that Mrs. Edward J. Harper, nee Mary E. Proffitt, freed from the trials of this life was called by her heavenly Father to receive the rewards of a noble and well-spent life. Not only will she be missed in the home circle but a host of friends will deeply mourn the passing of one whom to know was to love and her loving deeds and kind smile will ever remain fresh in their hearts a tribute to her memory. The last Rites of the Holy

Sulphur Soothes Ugly, Itching Skin

The First Application Makes Skin Cool and Comfortable

If you are suffering from eczema or some other torturing, embarrassing skin trouble Mentho-Sulphur, declares a noted skin specialist. "This sulphur preparation, because of its germ destroying properties, seldom fails to quickly subdue itching, even of fiery eczema. The first application makes the skin cool and comfortable. Rash and blotches are healed right up. Rowles Mentho-Sulphur is applied like any pleasant cold cream and is perfectly harmless. You can obtain a small jar from any good druggist.

Minard's Liniment For Sprains

Commercial Hotel Kensington, P.E.I. Open after March 1st Under New Management Rates \$2.50 Per Day Good Sample Rooms in Connection, Reasonable Livery Rates 1771-3-28-11.

Church were administered to her by her pastor, Rev. G. J. McLellan. The high esteem in which she was held was evinced by the large course which followed her remains, on March 22nd, to S.S. Simon and Jude's Church, Tignish, where all that was mortal of an affectionate wife and a kind and dutiful mother were tenderly consigned to its last

resting place, there to await a glorious resurrection. She leaves to mourn besides a sorrowing husband, three daughters, Mrs. Austin O'Meara, Alberton Mrs. John R. Gavin, Tignish; Mrs. Charles Gavin, Sea Cow Pond and five sons, Romey of Sea Cow Pond; Louis of Tignish; Raymond of Worcester, Mass; Howard and

William at home. Also one sister Mrs. John P. Harper and two brothers, Edward and James and a host of friends who will ever cherish fond memories of her whom they now know no more. The pall bearers were: James Handrahan, Cletus Gavin, James McGrath, Edw. McGrath, Amable Bernard, Chas. Carter. R. T. P.

Internal cleanliness protects against disease

It is but a step from those immediate results of constipation—headache, heaviness, loss of appetite—to serious disease. Such minor ailments are a warning that poisons from food waste are flooding your body. Keep clean internally.



Your Bath Goes Only Skin Deep

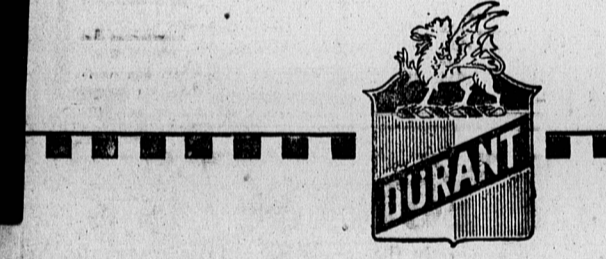
In constipation, say intestinal specialists, lies the primary cause of more than three-quarters of all illness including the gravest diseases of life. Laxatives Aggravate Constipation Laxatives and cathartics do not overcome constipation, says a noted authority, but by their continued use tend only to aggravate the condition and often lead to permanent injury. Why Physicians Favor Lubrication Medical science, through knowledge

of the intestinal tract gained by X-ray observation, has found at last in lubrication a means of overcoming constipation. The gentle lubricant, Nujol, penetrates and softens the hard food waste and thus hastens its passage out of the body. Thus Nujol brings internal cleanliness. Not a Medicine Nujol is used in leading hospitals and is prescribed by physicians throughout the world. Nujol is not a medicine or laxative and cannot gripe. Like pure water it is harmless. Get rid of constipation and avoid disease by adopting the habit of internal cleanliness. Take Nujol as regularly as you brush your teeth or wash your face. For sale by all druggists.

Nujol For Internal Cleanliness

Christie's Soda Wafers "Purest of all Pure Foods" The biscuit you will favor for its crispness and its flavor

Damaged Tin Plate for Sale The undersigned will receive tenders for a quantity of Tin Plate which arrived from Great Britain in damaged condition, and is now stored in the Factory of the Charlottetown Can Co. It consists of 13,670 lbs. more or less, and may be inspected at any time on application to Mr. C. S. Buell, Foreman of the Factory. All tenders must be in not later than 10th April 1924, at noon, and should be addressed to the undersigned and marked "Tender for Tin Plate." The highest or any tender not necessarily accepted. HYNDMAN & CO., LIMITED, LLOYDS AGENTS 61 Queen Street Charlottetown



Satisfied!— ASK any Durant owner what he thinks of his car and he will invariably tell you that it is the certainty as well as the economy of its performance that pleases him the most. Once you have come to know this car through actual operation you will agree that its widespread popularity is richly deserved. The Durant dealer will gladly arrange a demonstration for you at any time.

Durant Division DURANT MOTORS OF CANADA, LIMITED LEASIDE (TORONTO) ONTARIO

Durant "Just a Real Good Car"

Slightly respected by all who knew him. He was a contractor and build-