

# To Keep Your Youthful Figure—

EVERY DAY

Eat a little Less-Heavy Food  
and  
Drink a little More Bovril

# BOVRIL

Builds Strength Without Fat



"ER... BUT YOU SEE OFFICER... MY YORK MILK IS HAVING A BRIDGE PARTY..."



Of course, Mr. Stiggins was confused. He meant to say his wife was giving a bridge party and that was why he simply had to be home on time with the York Milk Chocolate.

"Well," said the officer, "if you knew as much about driving a car as your wife does about pleasing her guests, you could do sixty-five all day and I'd never bother you. Better settle out of court—one box of Rowntree's York Milk or thirty days."

Put yourself on trial on any charge. Sentence yourself to a bar of Rowntree's York Milk every day for thirty days. You'll find it delicious, satiny smooth, and so distinctive in flavour that it sets a new standard of milk chocolate goodness. But be sure you get York Milk.

There is also York Nut Milk—with delicious whole fibres—for those who prefer nut milk chocolate.

**5c**

THE ROWNTREE CO. LIMITED, TORONTO

### MARKET GOSSIP

Furnished by Mowat & MacGillivray, Stock Brokers.

#### Imperial Oil

A pertinent thought that will naturally occur to any person who has been following the spectacular achievements revealed by the common stocks of our outstanding corporations is, "Can these records be duplicated?" Can such performance be repeated in the course of a similar cycle of time or has the saturation point for such expansion been reached in this country. If the apex of our growth has been attained and there remains no more hills to climb then these records of accomplishments possess only a historical value. Hardly anyone will entertain such a conclusion. Canada's future is exceptionally bright, so is the future of the companies which are bound to grow as this country expands. This is one of the reasons why long headed investors are buying Imperial Oil at present day levels. It is interesting at this juncture to recall how investors and employees have made enormous fortunes by buying Imperial Oil in days gone by and just sitting with it. Glancing back upon Imperial Oil's long dividend and split-up record, it is easy to understand why the shares habitually sell on a low yield basis. Disbursements in the aggregate have absorbed much less than the amount carried over to surplus with the result that equities are constantly growing, thus further enhancing the inherent stability of the stock. Its attractiveness rests primarily upon this equity quality.

#### Mines

Aconda	5
Amulet	149
Abana	114
Arno	15
Biggood	4
Jarry Hollinger	21
Chemical Research	600
Clericy	2
Central Manitoba	11 1/2
Stacacna	3 1/2
Dome	8.00
Falconbridge	435
Granada	11
Howey	85
Hollinger	565
Hudson Bay	1280
Int. Nickel	3850
Kirkland Lake	75 1/2
Keelcy	34 1/2
Mining Corp.	2.88
McDougall	17
Manitoba Basin	6 1/2
Big Missouri	58
Newbec	17
Nipissing	156
Noranda	4075
Nisko	10
Pend Oreille	305
Premier	120
Pioneer	12
Esce	39
Sheriff Gordon	250
Sudbury Basin	310
Lake Shore	22.35
McIntyre	18.00
Towagama	(asked) 100.0
Rose Metals	350
Teek Hughes	610
Ventures	187
Vipond	103
Wright Hargreaves	179

#### Oils

Associated	110
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Alberta Pac. Cons.	156
Ajax	95
Calmont	128
Dalhousie	141
Foothills	115
Home	850
Mayland	132
South West Pete	80
Walwell	7

Quotations Furnished by Mowat & MacGillivray, Stock Brokers

#### MacGillivray, Stock Brokers

Montreal Stock Exchange	
Abitibi	31
Bell Telephone	155 1/2
B. C. Power B.	16 1/2
Brazilian	38 1/2
Building Products	27 1/2
Canadian Car	26
Canadian Bronze	51
Canadian Industrial Alcohol	9
Canada Power & Paper	13 1/2
Cockshutt Flow	19 1/2
Cons. Smelters	233 1/2
Canada Brewing	8
Canada Cement	18
Dominion Bridge	73 1/2
Famous Players	50
Fraser	15 1/2
General Steel Wares	13 1/2
Hamilton Bridge	32
International Nickel	38 1/2
Massey Harris	33 1/2
Montreal Power	134
McColl Frontenac	24
National Breweries	28
National Steel Car	(asked) 70
Power Corp.	71
Quebec Power	64 1/2
Shawinigan	75 1/2
Simon & Sons	39 1/2
Steel of Canada	47
Winnipeg Elec.	43 1/2
British Empire Steel	4 1/2
C. F. R. New	52 1/2

#### Banks

Commerce	360B
Montreal	306 1/2
National	171 1/2
Nova Scotia	325B
Royal	307

#### Montreal Curb

British American Oil	36
Imperial Oil	24
Stand. Paving & Materials	10
United Oil	(bid) 75

#### New York Stock Exchange

American Can	139 1/2
Alcoa	270
Air Reduction	10 1/2
Atlantic Refining	40 1/2
Amer. & Foreign Power	91 1/2
Amer. Smelting & Refining	74 1/2
Amer. Tel. & Tel.	237 1/2
Briggs Mig.	14 1/2
Bethlehem Steel	99 1/2
Anacosta Copper	74 1/2
Columbia Carbon	160 1/2
Corn Products	93 1/2
Columbia Gas	93
Columbia Gramophone	23 1/2
Continental Can	65 1/2
Congoleum	16 1/2
New York Central	100
C. P. R.	202 1/2
Elec. Bond & Share	103 1/2
Eastman Kodak	218 1/2
Elec. Power & Light	73
Fox Film	33 1/2
Consolidated Gas	120 1/2
General Electric	76 1/2
General Motors	42
Goodyear	85
Hudson Motors	55 1/2
Int. Harvester	93 1/2
Int. Tel. & Tel.	67
Stand. Oil of New Jersey	62 1/2
Int. Tel. & Tel.	38 1/2
Kennecott Copper	59
Montgomery Ward	45 1/2
Mack Truck	83
Nash	46
Stand. Oil of New York	32 1/2
Overland	9 1/2
Public Service of New Jersey	96 1/2
Radio	48 1/2
Gold Dust	43 1/2
Catapult Tractor	68 1/2
Atlantic Gulf & W. I.	70
U. S. Ind. Alcohol	120 1/2
Remington Rand	38 1/2
Radio Keith Orpheum	31
U. S. Rubber	27 1/2
Sinclair Oil	24 1/2
Stand. Gas & Oil	118 1/2
Spicer	31 1/2
Studebaker	41 1/2
Shell Union	22
Texas Corp.	53 1/2
Westinghouse	189 1/2
U. S. Steel	179 1/2
Yellow Cab	19 1/2
Woolworth	65 1/2
Amer. Byers	89 1/2

# "I place Palmolive first among soaps"

## because its vegetable oils protect and soothe as well as cleanse"

says

### Mme. ELIN DAHLSTRAND

foremost beauty specialist of Stockholm



The pure vegetable oils in Palmolive Soap are nature's most effective safeguard for lovely skin.

"Time can do nothing to a skin that is safeguarded by Palmolive Soap and my special products. But remember that it must be Palmolive Soap, if you want to obtain these results. It cannot be done with ANY kind of soap."

J. W. JOHNSTON  
HAMBURGTON 10  
STOCKHOLM



In the treatments given by her assistants, Madame Dahlstrand finds that Palmolive is most beneficial.

HOWEVER successful I am with my beauty treatments, all my efforts would be in vain if my clients did not continue the treatments in their own homes," says Mme. Dahlstrand. "My principle for home treatments is first of all to keep the skin clean, the most vital condition for beauty, and Palmolive Soap is my valuable assistant in the service of beauty."

In all Sweden there is no more important beauty shop than that of Mme. Dahlstrand, of Stockholm, who gives this interview on beauty. Her salon is housed in a magnificent marble palace, and her beauty theory was learned in Paris, center of the cosmetic arts.

"This fine facial soap," she goes on to say, "keeps the surface of the skin well protected. It is bland and neutral. Use it with warm water, for careful cleansing; then rinse with cold water or ice to prevent relaxation of the skin."

The great specialists all over the world, 19,800 of them, agree on the efficacy of Palmolive Soap. They may differ on dozens, hundreds of other theories. But on this one facial treatment they all agree.

Recommended by those who know

Could there possibly be a more authentic recommendation than this approval of 19,800 professional experts? Palmolive owes its natural green color to palm and olive oils... to no other fats whatever. The fresh odor of these oils makes unnecessary the addition of heavy perfumes. It is a pure, vegetable oil soap, safe for the most sensitive skin.

Take Mme. Dahlstrand's advice and begin this very day to use Palmolive.



19,813 of the world's beauty experts advise one soap—and only one—Palmolive!

Retail Price 10c

## Mowat & MacGillivray

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CHARLOTTETOWN: PRINCE ST. STRONG, Manager. Phone: 1194-1195

## For March Funds

We recommend and offer:—

	Price	Yield %
Dominion of Canada (Guar. C. N. E.)		
5's due Feb. 1, 1954	101.00	4.92
Province of Saskatchewan		
5's due Dec. 2, 1959	100.50	4.97
Province of Nova Scotia		
5's due March 1, 1950	100.75	4.95
City of Saint John		
4's due May 1, 1937	93.50	5.15
Beauharnois Power Corp.		
6's (With Warrants and Bonus)		
due Oct. 1, 1959	100.00	6.00
New Brunswick Power Co.		
5's due Dec. 1, 1937	95.00	5.80
British American Oil		
3's due March 1, 1945	Market	4.90

### Eastern Securities Company LIMITED

W. H. V. DUNBAR, Manager.

CHARLOTTETOWN: ST. JOHN MONCTON  
MONTREAL: SUMMERSIDE  
HALIFAX: FREDERICTON

## BACKACHE

Can Be Stopped often in a few hours.

If you are losing pep, health and strength from Getting Up Nights, Backache, Bladder Weakness, Burning, Leg or Groin Pains, or Rheumatic Aches why not try the Cystex 48 Hour Test? Get Cystex (pronounced Siss-tex) today at any drug store, for only 60c. Money back if you don't soon find pains gone, sleep fine, feel younger, stronger and full of pep.

Price \$27

To invest or obtain information about the attractive exchange feature ask the security representative at the Associated System company serving you.

Associated Gas and Electric Securities Company, Inc.

Office of MARITIME ELECTRIC CO., LTD. Charlottetown, P. E. I.

## Good-bye To BACKACHE

Quick relief from Backache comes when you apply Nerviline. Lots of rubbing can't do any harm—it will do lots of good for Nerviline doesn't blister or burn. Every drop of Nerviline penetrates to the sore, aching muscles. Being five times stronger than ordinary liniments it quickly drives out the pain; it is composed of several of the most noted pain-destroying substances known to medical science, and can be relied upon for Sore Back, Strained Muscles, Stiff or Swollen Joints, Lumbago, Sciatica, Toothache, or other muscular or joint pain.

Remember—when you rub in Nerviline you rub out the pain.

## NERVILINE STOPS THE PAIN

## LIGHTHOUSES FOR AIR ROUTES

BIRMINGHAM, Mar. 3—(British United Press)—Mobile and powerful all-British aerial lighthouses, employing all the latest scientific developments, are now standing in the workshops at Birmingham waiting to be shipped "somewhere East of Suez."

They have been constructed to the order of the Air Ministry by Messrs. Chance Bros. for the Cairo-Karachi

## ACHING FEET

Stop aching when bathed in a solution of Minard's and warm water.

Leaves smooth and rested feeling.

## MINARD'S "KING OF PAIN" LINIMENT

## TOAST

Jimmie Jingle Says: The toast it makes—you'll say, "Oh, my! It's just as good as cake or pie."

—Stewart's Bread

## COAL

FROM THE BEST MINES

In carload lots comes the high grade coal that you can buy here to meet your home-heating needs. Sold in any quality.

## A. Pickard & Co.

PHONE 240

## EFFICIENT OPTICAL SERVICE

EYES EXAMINED, GLASSES SUPPLIED AND FITTED.

CAREFUL ATTENTION GIVEN TO REPAIR WORK.

## J. W. JOHNSTON

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## STEWART'S CREAM BREAD

EAT MORE STEWARTS