

THE EASTERN GUARDIAN

300,000 Canadian Motorists Can Benefit By Goodyear's 2 New Anti-Skid 30 x 3 1/2 Tires.

In Canada alone 300,000 Motorists use 30 x 3 1/2 tires, and a great number of them are farmers. Their ideals of tire qualities vary. Road conditions and weather conditions vary. But every one of them wants long mileage. So every Goodyear Tire is built for full mileage.

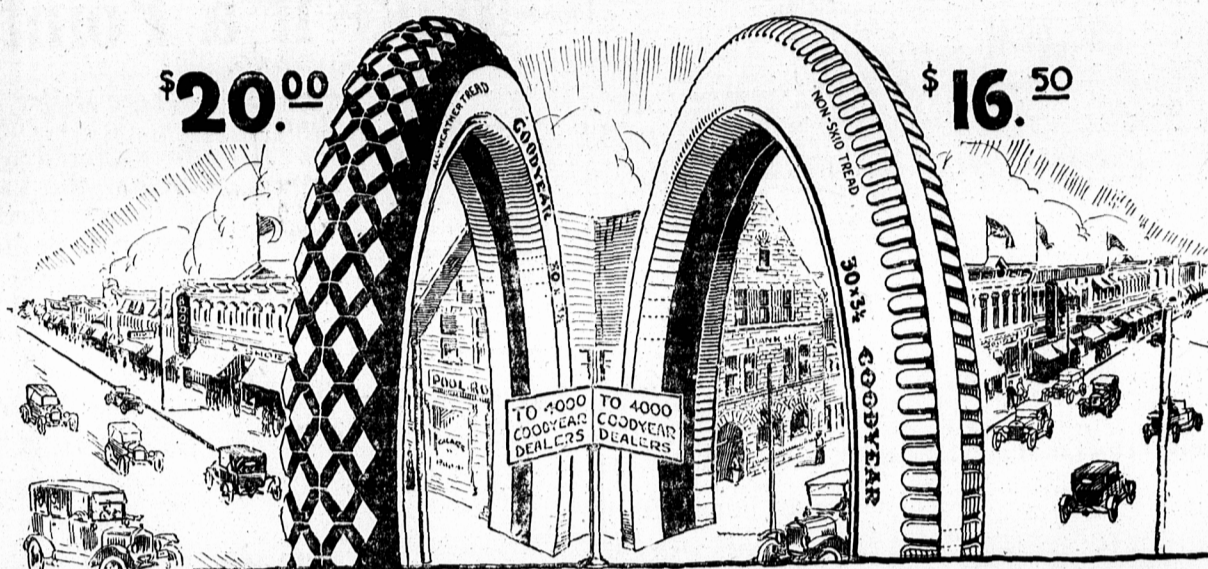
Goodyear All-Weather Tread Clincher (30 x 3 1/2 and 31 x 4) is now made rougher and tougher, bigger and handsomer. It is a new tire in Canada, with new economy qualities—tested and proved on thousands of cars in other countries.

For years the road-grip and mileage of the Goodyear All-Weather Tread 30 x 3 1/2 Tire have made it the most widely used tire in Canada—and in the world. It has appealed particularly to the man who must drive on country roads.

But many motorists do not require the extraordinary gripping power of the All-Weather Tread. They prefer a saving in cost. For them, over 4,000 Goodyear dealers will recommend the new "Goodyear Non-Skid" 30 x 3 1/2. A tire of full Goodyear quality for mileage, with a tough, rough tread of parallel bars. Several hundred thousand new cars the world over have introduced motorists to this new tire of heaping value.

But Goodyear learned how to make it better. And in the Goodyear institution every known betterment must be used. So the

The Goodyear Tire & Rubber Co., of Canada, Limited



GOOD YEAR MADE IN CANADA

Personal notices and social events including: Miss A. Gallant, Georgetown, visited friends in Montague; Miss Mary Doyle, Georgetown, is visiting in Charlottetown; Miss Louise Solomon, Georgetown, visited Montague; Mr. McKenzie, Cardigan, visited, Georgetown; Miss Emma McCormack, Georgetown, is visiting in Montague; Mr. Vincent Doucette of the Royal Bank Cardigan, visited friends at Georgetown; Mr. and Mrs. Greenlees have returned to their home in Georgetown; Miss Kathleen Smith, Georgetown, is visiting at Charlottetown; Miss Mary Shaw, Mrs. Floyd Shaw and Mrs. Woods, Roseneath visited friends at Georgetown; Mrs. Faye Gordon, Roseneath is visiting Mrs. L. H. Douglas, Georgetown; Mr. Ralph Raymond of the National Drug Co., spent the week end at Georgetown; Miss Katie Ann McLean has arrived at her old home at Hermantown from Boston on a visit to her step-mother, Mrs. James H. McLean; Mrs. J. McDonald, nee Anita McPhee of Boston has arrived on the island on an extended visit to Mrs. McDonald's family, Mr. James N. McPhee, Rockbarra; Capt. and Mrs. McDonald of Boston and New York have arrived on the island on an extended visit to Mrs. McDonald's family, Mr. James N. McPhee, Rockbarra.

PRATT'S JULY SALE THE EVENT OF THE SUMMER

TUESDAY JULY 5TH WEDNESDAY 6TH THURSDAY 7TH STUDY BELOW SPECIALS CAREFULLY

Men's Wear: Men's Suits, Corsets, Ladies Stockings, Ladies Special, An Assortment of Ladies and Children's Middies, House Dresses, Children's Dresses, Boys Wash Suits and also some web goods at 1/2 price. Ladies Blouses: Voiles, Georgette and Silk from 20 per cent to half price reduction. Dishes: A large stock of old English pre-war quality wheat butter dishes and sugar bowls at 20 per cent discount. Grey Cottons: for 10c, 11c, 12c and 16c per yard. Correspondingly low price on white cottons. Just Arrived in Stock: an extra heavy Khaki Overall Suit same as sold last season for \$8.00 per suit. Heavier than Peabody's and already low priced at \$2.50 per garment for \$1.90. SEE THIS if you want a bargain! Other Overalls as low as \$1.40 American stifle denim. FOR 3 DAYS ONLY BOYS SUITS ALREADY GOOD VALUE LESS 25 PER CENT. Grocery Specials: King Cole Tea 46c, Indo Ceylon Tea, extra special at 35c, Pratt's Special Tea, Regular 50c for 43c, Extra quality Molasses for 75c per gal., Best Granulated Sugar 10c per lb., Canned Pumpkins, best quality 12c per can, Excellent for pie making, Canned Pineapple, price 40c for 29c, Canned Pilchard's, better than salmon for 19c per can. Millinery: Balance of this year's stock at 1/2 price. A large assortment of up to date shapes from 25c to \$1.50. FOR 3 DAYS ONLY

Discount Sale

We will commence a Cash Discount Sale from July 11th continuing two weeks. This will be a rare opportunity to secure good goods at lowest prices. Doors open from 7 o'clock a. m. to 9.30 p. m.

South Kings Supply Co. Murray River

You Can Keep Cool. In the hottest weather if you have one of our Electric Fans installed in your home—store—office, or wherever you happen to be working. MARITIME ELECTRIC COMPANY LIMITED

Building Boys with Books

It can't be done! Only rational exercise combined with simple, nourishing foods will build sturdy, robust youngsters.

Shredded Wheat

is the best food for growing boys and girls because it is 100 per cent whole wheat and contains every element needed for building a perfect human body. A breakfast of Shredded Wheat with milk puts Johnny in fine fettle for study or play. It is ready-cooked, no kitchen worry or work.

TRISCUIT is the shredded wheat cracker, a crisp whole-wheat toast, eaten with butter or soft cheese.



To Those Who Bake

EXPERIENCE has taught good cooks that there is no flour quite as good as Beaver Flour.

BEAVER FLOUR

is the ideal flour for all baking purposes. It is a blended flour, combining the richness and delicate qualities of the world-famous Ontario Winter Wheat with the strength and body of Western Hard Wheat.

Beaver Flour imparts to bakings the qualities which make your bread, pies, cakes and pastries real food treats.

Try it! Sold by your grocer.

THE T. H. TAYLOR CO. LIMITED, Chatham Ontario



Canadian Pacific Rockies to the Pacific Coast

Superb trains with open-top observation cars through the Alps of Canada—convenient schedules—finest dining car service—and direct connections at Vancouver by rail and steamship for all Pacific Coast points, and by steamship for Victoria, B.C., Alaska, Hawaii, the Orient, and Australasia.

This Trip Is the Best of Vacations

For 500 miles you pass through gorgeous Alpine scenery. Stop off privileges at Banff, Lake Louise, Field (for Emerald Lake and Yoho Valley), Glacier, Sicamous, Vancouver, and Victoria, B.C. on the Coast.

But even if you have no time to spare, this trip through the Canadian Pacific Rockies is a real vacation.

For Full Particulars write,

N. R. DESBRISAY, District Passenger Agent

ST. JOHN, N. B.



RESERVE TUESDAY, July 5

for big tea party and athletic sports at Georgetown in aid new church

DIED IN HOSPITAL—The death took place at the Prince County Hospital, Saturday afternoon, of Mrs. John Mulholland of St. Eleanors at the age of 70 years.

TEMPORARY OFFICES.—The curing room of the St. Margaret's Cheese Factory, situated near the church grounds, has been turned into offices and apartments for the priest. The priest resides, however, at the parochial house, St. Charles. He takes his meals day time at Mr. John J. McDonald's, St. Margaret's.

RED CROSS BENEFIT.—The ladies of Georgetown are doing their best to establish a junior and senior Red Cross for the benefit of the Childs Welfare. The following ladies have canvassed and made a splendid collection: Mrs. A. G. McGregor, Miss Ethel Renyon, Mrs. Quinn, Miss Mary McDonald, Mrs. E. B. McLaren, Mrs. Maurice Donovan.—A

GEORGETOWN CITIZEN DEAD.—The death occurred at the Infirmary, Charlottetown, on Wednesday, June 29th of Susan Cochran, formerly of Georgetown. She ceased to have been in ill health for some months and was removed to Charlottetown about two months ago, where hopes were entertained for her recovery, but Divine Providence decreed otherwise and no human effort could alter the decree. Her funeral took place on Saturday.—A

EDUCATIONAL MEETING.—A splendid educational meeting was held at Georgetown on Thursday evening, June 30th, following the half-yearly school examination in the afternoon. Mr. E. B. McLaren, chairman of the School Trustees, presided. The chief address was delivered by Rev. Dr. McLellan, Rector of St. Dunstan's University. Other speakers were Inspector Lloyd Shaw, Rev. J. A. Greenlees and Rev. D. P. Croken.—A

PERSONALS

Mrs. McEachern of Newport visited Georgetown last week. A

Mr. McGowan, Roseneath motored to Georgetown last week. A

Rev. Mr. McGowan visited Mrs. A. G. McGregor at Georgetown last week. A

Mr. William White of the ferry is visiting his home at Georgetown. A

Miss Kathleen Smith, Georgetown, is visiting at Charlottetown. A

Miss Mary Shaw, Mrs. Floyd Shaw and Mrs. Woods, Roseneath visited friends at Georgetown. A

Mrs. Faye Gordon, Roseneath is visiting Mrs. L. H. Douglas, Georgetown. A

Mr. Ralph Raymond of the National Drug Co., spent the week end at Georgetown.—A

Miss Katie Ann McLean has arrived at her old home at Hermantown from Boston on a visit to her step-mother, Mrs. James H. McLean. A

Mrs. J. McDonald, nee Anita McPhee of Boston has arrived on the island on an extended visit to Mrs. McDonald's family, Mr. James N. McPhee, Rockbarra. A

Capt. and Mrs. McDonald of Boston and New York have arrived on the island on an extended visit to Mrs. McDonald's family, Mr. James N. McPhee, Rockbarra. A

Smoke T&B Recommended by judges of tobacco



BRIDGETOWN HALL moving pictures Tuesday, July fifth

ST. MARGARETS CONCERT.—A most enjoyable and highly successful concert—social Parish Hall Friday evening. The exact amount realized is not known (at time of writing), but judging from the big crowd present, the large number of pies and the splendid prices brought, a good guess would be \$300.

Rev. Father McDonald, Boston, is visiting friends at Georgetown.—A

Mr. Lannigan Sturgeon, visited friends at Georgetown.—A

Miss Florence Yorston, is visiting her home in Georgetown.—A

Miss Isabel Morrissey, Georgetown, visited Montague.—A

Miss May Fitzgerald, Georgetown, visited Montague.—A

Mr. James Hessian is visiting his home in Georgetown.—A

Rev. Father Campbell, Boston, is visiting in Georgetown.—A

Mr. Charles Hibbett, Georgetown, is visiting in Montague.—A

Mr. Willard Yorston, returned to his home in Georgetown.—A

Mrs. A. D. McDonald, Georgetown, visited Mrs. Louis McDonald, Montague.—A

Mr. and Mrs. Glen Jenkins, Georgetown, visited friends in Summerside.—A

Miss Kathleen Fairchild, Georgetown, is visiting in Montague.—A

Miss Freda Morrissey, Georgetown, is visiting in Charlottetown. A

Miss Dorenda McLean, Charlottetown, is spending a vacation at her home in Georgetown.—A

Mrs. Capt. McDonald and daughter, Vidian, Halifax, are visiting Mrs. McDonald's brother, Mr. Thomas Henry, Georgetown.—A

Build Yourself Up So As To Feel Better

Eat and sleep better as well as look better, by taking Hood's Sarsaparilla. It is an all-year-round medicine, good in all seasons. It purifies, enriches and revitalizes the blood, creates an appetite, aids digestion, assists assimilation of the food you eat, and wonderfully builds up the whole system. In many cases it succeeds where other medicines fail to do any good. If you need a mild, effective cathartic, get Hood's Pills.

Society for over 75 years has relied upon Gouraud's Oriental Cream to keep the skin and complexion in perfect condition through the stress of the season's activities. Send 15c for Trial Size. FRED. T. HOPKINS & SON Montreal

Gouraud's Oriental Cream

H. J. MABON Optometrist

Eyes Examined Glasses Fitted Montague, P. E. I.

Graduate in Optometry Toronto College Exclusive Test Room Connected with Drug Store