

# Westclox



## The top o' the morning

EVERYONE wants to be up early these wonderful mornings to putter around in the garden, enjoying the crisp freshness of the air and the fragrance of the dew-laden soil. Let Westclox call you. Set Westclox for the time you want to rise. You will sleep soundly and restfully, because you know that right on the minute the cheerful ring of the Westclox will surely waken you. Put a Westclox at your bedside and say good-bye to restless slumber and tardy rising. Look for the trade mark Westclox on the dial and six cornered tag.

WESTERN CLOCK CO., Limited, PETERBOROUGH, ONT.

Big Ben \$4.50 Baby Ben \$1.50 America \$2.00 Sleep-Mate \$1.00 Jack o' Lantern \$1.00 Pocket Ben \$2.00 Glo-Ben \$3.00

# THE CENTRAL GUARDIAN

SHOP from Holman's Catalog

JUST ARRIVED—One car of lime and one car cement. Lowest prices.—J. W. Fyfe, Emerald. 31

FOR PRINTING OF EVERY description call on the Guardian Central Job Printers, Phone 133. 2880 5 ft

AUCTION SALE OF VALUABLE property, June 2nd, owned by W. T. Wellner, 108 Prince Street. See advertisement in this issue.

HAMPTON CONGREGATION.—Rev. M. J. MacPherson M. A. B. D. Minister, Preaching services for June 1st, Hampton at 11, Bonshaw at 3 and Tryon at 7.30. A cordial welcome for all.

CHURCH ANNOUNCEMENT.—Winsloe Methodist, worship next Sunday, June 1st, Highfield, 11 a. m.; Princeton Road 3 p. m.; Winsloe South, 7.30 p. m. The Quarterly Official Board meets in the South Church on Thursday, May 29th at 7.30 p. m.

TO DEDICATE HALL.—Special opening services for the new Protestant Hall in Borden will be held on June 1st when Rev. E. MacDougall will preach at 11 a. m. and Rev. Mr. Whitman at 7.30 p. m. On June 8th Rev. Edward Morris will preach at 11 a. m. and Rev. Mr. Fitzpatrick at 7.30 p. m. Special offerings for the Building Fund.

ADDITIONS TO LIBRARY.—A new book has been added to the Anson McKim Memorial Section on Advertising Topics in the Charlottetown Public Library. Its title is "Principles of Advertising" by Daniel Starch, Ph. D., of the Graduate School of Business Administration of Harvard University.

This book was prepared with three aims in mind: (1) To make a broad and comprehensive analysis of the fundamentals of advertising which would serve as a logical plan for the preparation of a book; (2) to develop, as far as practically feasible and possible at the present time, scientific methods in dealing with these problems; (3) to bring together as fully as possible all available material—practical business experience, scientific, experimental and statistical data—which bear upon the problems outlined. A collection of books dealing with advertising was presented to the Charlottetown Public Library by the Canadian Press Association in January 1922, and is known as the Anson McKim Memorial section. It perpetuates the memory of the late Mr. Anson McKim of Montreal who was the founder in Canada of the business of specialized service to advertisers, and did a great deal to promote public and private business through advertising. This collection of books is intended to be helpful to a wide constituency particularly to young men desirous of improving their knowledge of advertising methods and practice.

ADVERTISERS are kindly asked to have copy of their advertisements in this office at 10 a. m. Insure insertion on following day.

FLIES NEW FLAG.—It is pleasing to note that through the instrumentality of the Women's Institute, the "Union Jack" floated the breeze on Ringwood School grounds, Rocky Point on Victoria Day, May 24th. The members of the Institute greatly acknowledged material assistance for its erection, and heartily join one and all in rendering sincere thanks to the worthy donors.

SPARKS CIRCUS MAY COME HERE.—According to circulars coming in, the Sparks Circus is now on the road and may visit this Province during the coming summer. The Circus is a 20th century wonder show, carries water-proof tents and seating for 5000 people, a menagerie department, two herds of elephants, educated seals, horse, sensational aerial bar performance, trained birds, leopards, tigers, bears, dogs, monkeys, pigs and some of the best acrobatic stars in the world.

WINS SCHOLARSHIP IN B. C.—The following is from a late issue of the Vancouver Province: "Paying received his bachelor's degree this year with honors in biology, Wesley Simpson, Arts '24, has been granted an \$800 scholarship to Toronto, where he will go next year to continue his work. Mr. Simpson will study for his master degree under the guidance of Dr. McLeod of Toronto, who worked with Dr. Banting and who shared the Nobel prize. Being keenly interested in his biological studies, Mr. Simpson has won considerable notice at the U. B. C. for his brilliant work in this line. He has been judged as 'one of the most promising men the college has turned out.' This brilliant young student is a son of Mr. and Mrs. Nell Simpson, formerly of Cavendish, and a grandson of Mr. and Mrs. Angus N. MacLeod, North Wilshire.

THE DRAMA.—The thrilling play "Shaan Aroon" was staged in Kelly's Cross Hall on Tuesday night, 20th to a fair sized, but more appreciative audience by local talent. Five of the cast members were from the footlights but each and every member of the group did himself and herself credit, and need have no doubts as to their ability to "try again." Those personating the several characters were: Shaun Aroon, Oswald Kelly; Lord Fermoy, and Lord, Bennet Trainor; Fergus Riordan (Agent), Frank J. Flood; Hendings a money lender, Frank Roach; Dan O'Grady (tenant), Joseph Kelly; Mrs. O'Grady, Mrs. M. Smith; Molly O'Grady, (daughter), Helena Monaghan; Maggie (maid), Hanna Duffy; Pat, Horace Trainor; Tom O'Grady, Arthur McQuaid; Policeman, John H. Nantais. This stirring Irish drama recalls the times in Ireland when some of the poor tenants were the victims of the scheming unscrupulous agents who did the business for the landlord, who lived in London, or who perhaps never saw his tenants. In this case Lord Fermoy, however, was among his tenants, in disguise as "bad Andy" in order to watch his agent, Fergus Riordan, of whom he had received hints of "heaving" the tenants, Shaun Aroon, a strolling, light-hearted "sprig of the old sod" was in Lord Fermoy's second house, and Mr. Bennet Trainor as Lord Fermoy (or bad Andy) was "bad Andy" till the very last moment when he threw off his disguise and gave his agent Riordan an awful surprise, but Mr. and Mrs. O'Grady a very pleasant one. Mr. Flood in spite of much suspicion and hatred from the victimized tenants, acted Fergus Riordan to perfection, lost his good name and also Molly O'Grady who is now, or soon will be Lady Fermoy, while Shaun publicly made a matrimonial bargain with Maggie before the curtain fell. Miss Monaghan and Miss Duffy won generous applause in their first appearance which they truly earned. Between the acts Dr. Green of Hunter River kept the audience in laughter with his inimitable readings, selections from Bengough and Drummond, Canadian authors, which prove that the doctor is not as "green" as his name but is a genuine Canadian. Mrs. Frank Murray and Miss George Trainor of Charlottetown won generous appreciation by their contributions. A novel number for a Kelly's Cross program was bagpipe selections by Mr. McKinnon of Charlottetown which delighted the audience, especially the kiddies who had never heard such music before. The musical part of the program and for the dance which followed was in charge of Messrs. F. L. Trainor and Ames Monaghan of Wilshire. The play was under the auspices of the Women's Institute, who extend thanks to all who contributed towards the success of the entertainment.—G.

STOP RHEUMATISM With Red Peppers

When you are suffering with rheumatism so you can hardly get around just try Red Pepper Rub and you will have the quickest relief known. Nothing has such concentrated, penetrating heat as red peppers, instant relief. Just as soon as you apply Red Pepper Rub you feel the tingling heat. In three minutes it warms the sore spot through and through. Frees the blood circulation, breaks up the congestion—and the old rheumatism torture is gone. Rowles Red Pepper Rub, made from red peppers, costs little at any drug store. Get a jar at once. Use it for lumbago, neuritis, backache, stiff neck, sore muscles, colds in chest. Almost instant relief awaits you. Be sure to get the genuine, with the name Rowles on each package.

NATURAL TREAD SHOES FOR WOMEN

Once worn, always worn. There is solid comfort in every pair. One sale brings many more, satisfied customers are our best advertisement.

We carry Black Kid and Brown Calf Oxfords, in all sizes and widths B. C. D. E. E. E. No other shoe offers you service like this, and please remember widths are as important as sizes, in obtaining a proper fit.

No fit to sale in our instructions and we set up to them.

ALLEY & CO. LIMITED FASHIONABLE FOOTWEAR

## ROYAL YEAST CAKES

Make Wonderful Home Made Bread

Standard Quality for over 50 Years

IN MEMORIAM MR. VICTOR E. COFFIN

Many will regret the passing away of Victor E. Coffin, whose untimely death took place on the 15th inst, after a few days illness. Illness which baffled medical skill. It might well be said of the late Mr. Coffin that he was a man of integrity, and lived up to the conscientious performance of his duty, with all he came in contact with. He was the only son of the late Elias and Mrs. Coffin of Savage Harbor. He will be missed by many but it is in the home circle that his loss is irreparable. The immediate ones who are left to mourn are his wife and two children besides his mother and two sisters.

MRS. SARAH BECK

Death of Mrs. Sarah Beck, beloved wife of Nestor Beck of Alliston occurred April 30th in the 42nd year of her age. After a protracted illness of more than seven years, during which all that medical skill and loving hands could do was unavailing and she passed peacefully away to the land where there will be no sad experiences, pain or separation.

Mrs. Beck was one of the kindest of women, friendly and most hospitable in her home, to which she was much devoted. She was a member of the church of Christ at Montague and was of high standing in the community in which she lived.

She leaves to mourn their sad loss in her untimely death, besides a very devoted husband three sons, Preston and Vincent at Montague and Russell at Alliston. Also her mother Mrs. Neil McSwain of Peter's Road who, during these long years of suffering and separation hopefully looked forward to her ultimate recovery and restoration to her loved ones again.

The surviving brothers and sisters are—John, Neil, and Art of Peter's Road; Malcolm and Chester at home (Greek River). Mrs. John McDonald and Mrs. Ed. Munn, Creek River; also Mrs. Ches. McDonald of Alliston.

Funeral services were conducted from the home of her sister Mrs. John McDonald, Sunday, May 4th, by her pastor C. E. Armstrong. Interment took place at Murray River Cemetery.

We sorrow not as those who have no hope. She sleeps in Jesus, and enjoys that rest with the People of God.

HE FOLLOWED SUIT.

"The landlady threw my best coat and trousers out into the street."

"What did you do?" "I followed suit."

MORE USEFUL.

"Have you a copy of 'Who's Who and What's Wat,' by Jerome?" "No, sir, but we got 'Who's He and Wat's He got,' by Bradstreet."

Is Charged with Intent to Murder

(Canadian Press.) BANGOR, Me., May 23.—In the superior court on Wednesday Herbert Beatty, of Fredericton, N. B., was charged with felonious assault upon Margaret Shorey, with intent to kill and murder. He pleaded not guilty.

## Experimental Station Notes

The spring of 1924 has been cold and backward due to large quantities of ice in the Gulf and the Straits. The rainfall has actually been less than for a number of seasons, only a few light showers have occurred since the snow went away.

At the Experimental Station the land ridged last autumn dried out early. The ground worked very easily, and wheat, oats and barley were sown on May 7th. This was one day earlier than in 1920 and would be a record except that in 1918 a small plot of wheat was sown on the east lawn on April 24th. There has been good growth, notwithstanding the absence of rain. One field of barley was up on May 18th, and the wheat and the oats were showing green on the 20th. Lettuce, peas and onions were sown on May 7th; the lettuce was up May 16th, and the onions on the 22nd. Sweet peas sown on the 29th of April were above ground on the 15th of May.

The grass and clover has wintered well, and, though very much in need of rain, has made fair growth. Most of the field work at the Experimental Station has been completed; the mangels were sown on the 22nd, a few early potatoes have been planted in the garden, and the first fine weather will see the verified seed potatoes planted in the large amount of new investigations work has been undertaken at the Station this spring. In addition to the regular duplicate plots of cereals, 64 varieties of cereals, many of them new sorts, are being planted in the rows.

Each sort is planted in triplicate. For the Industrial Research Council of Canada, investigational work has been undertaken in connection with methods of testing varieties of cereals, storage crops, etc. In connection with this work, 1728 rod rows of three varieties of oats were planted at different rates. A record was kept of the number of grains of each variety per pound, so that data can be compared both from the standpoint of weight per bushel and number of seeds per bushel of the different varieties.

Mr. Frank B. Tinney, assistant to the Superintendent, is in charge of this work. He has just returned from a post graduate course at MacDonald School in agronomy. The Experimental Station was also fortunate in securing Mr. Cecil A. Lamb, a graduate of the University of British Columbia, who has been taking post graduate work along the same lines, during the past winter, at MacDonald College.

Very good progress has recently been made in draining on the Blake property. The property recently purchased from Mrs. Henrietta Coffin was being drained, and the work is expected to be completed by the end of the summer.

The trees and shrubs, including roses, wintered without loss. A large importation of roses was made from England, so that the rose garden this year should be very beautiful. The spring bulbs, which were wintered well, and make an exceptional showing at the present time. The narcissi and daffodils present wonderful varieties in combination with pure white. Their early tulips will shortly be at their best; many rich colors and new shades may be seen among these.

The Ayrshire herd at the Experimental Station has had more than its share of splendid heifer calves this season, and these, with yearlings, two-year olds, and mature cows, are one of the greatest attractions at the Farm.

Leading physicist of the world and authority on radio activity and atomic structure, who will attend the meeting of the British Association for the Advancement of Science to be held in Toronto in August. He has succeeded in breaking up an atom.

Western Canada Has Low T. B. Death Rate

(Canadian Press) NEW YORK, May 26.—British Columbia's city-dwelling wage earners showed a considerably lower tuberculosis death rate than the general urban industrial population of the Dominion of Canada, according to figures just compiled by the Metropolitan Life Insurance Company based upon the 1922 mortality experience of its 15,000,000 industrial policyholders in Canada and the United States.

City wage-earners showed a tuberculosis death rate in Canada of 111.5 per 100,000 while policyholders and in the United States of 90.5 per 100,000. The rate for British Columbia, however, was only 42.6 per 100,000, the lowest rate recorded for any Canadian province except Manitoba and Saskatchewan.

The statistical bulletin of the insurance company states that the Western Provinces of Canada have, far and away, the lowest death rates among their industrial population, both for tuberculosis and for all causes. The Eastern Provinces have high general death rates and also high tuberculosis mortality.

PHONE 149. UNDERTAKER N.D. MACLEAN EMBALMER 180 KENT ST.

Thousands of Dollars

Are being saved by the fox farmers of Prince Edward Island, who are making a scientific study of the feeding problem and have discovered the solution of healthy, vigorous puppies, is in feeding IMPERIAL COD LIVER OIL FOX BISCUIT at this season of the year. As soon as the puppies are weaned, they require SOLID food containing cooked cereals, ground meats and vitamins available only in Cod-Liver-Oil. The experience of our most successful ranchers, is the best proof we can offer as to the indispensable need of Imperial Fox Biscuit in every up to date fox ranch. There will be no rickets or digestive troubles where Imperials are regularly fed.

Order at once from your nearest Agent or direct from Factory. Imperial Biscuit Co., Ltd. Box 446 Charlottetown, P. E. I.

## FIRM BELIEVER IN THE FRUIT TREATMENT



Thousands of people owe the splendid Fruit-treatment—"Fruit-a-tives"—a lasting debt of gratitude, which they gladly pay by testifying to its merits.

Mrs. Laura Alford of 23 Florence St., Ottawa, says: "For years, I was a martyr to Constipation and Dyspepsia. I have tried cathartics, salts and so-called vegetable laxatives but all were unpleasant and gave no permanent relief. Finally, I decided to try 'Fruit-a-tives'. I have been using 'Fruit-a-tives' now for seven years; never have Constipation or Stomach Trouble; and have been in the best of health ever since. My husband and children use 'Fruit-a-tives' regularly. 'Fruit-a-tives' contain intensified fruit juices combined with tonic. 25c. and 50c. a box—at dealers or Fruit-a-tives Limited, Ottawa.



SIR ERNEST RUTHERFORD

Leading physicist of the world and authority on radio activity and atomic structure, who will attend the meeting of the British Association for the Advancement of Science to be held in Toronto in August. He has succeeded in breaking up an atom.

LOVELY CRETANNES from New York—All our spring imports—latest designs and colorings—One third off.

CHOOSE any of our Curtains or Coverings—all new—at one third off. Some wonderful bargains in odd curtains at half price.

LOVELY CHINTZ and Tapestry coverings in every design and coloring—All prices. Clearing at one third off.

LINEN AND TURKISH TOWELS at every price—lovely goods. Clearing out at 25 per cent off.

FINE HUCKABACK TOWELS—pure linen—in full size and guest size—clearing at 25 per cent off. Also pure linen guest toweling by the yard—all prices.

ART SATENE in pretty colorings—splendid for covering quilts. A big selection—clearing at one third off.

PLAIN CASEMENT CLOTHS and corded repps in rose, green, brown, navy, mulberry, etc. Lovely for overdrapes, 50 inches wide. Clearing at one third off.

A FEW DOZEN QUILTS—clearing at one third off. Come quickly.

## Beer & Weeks Offer

YOUR CHOICE of any Wilton, Brussels or Tapestry Carpet Square at one third off. Now is your chance—Out they go!

CONGOLEUM RUGS—A few still on hand at 25 per cent off.

CURTAINS—Wonderful opportunities in Curtainings and Curtains—every kind—all purchased for the springs trade. Yours at one third off—some at Half Price.

LINENS—The loveliest table cloths, damasks by the yard and napkins, clearing at 25 per cent off. Must be sold.

YOU'LL MISS IT if you neglect buying your requirements of household linen, bedspreads, towels, curtains, draperies, fancy linens, etc., during our big going out of business sale. Every dollar worth we have is discounted for quick selling.

PAINTING! Then be sure to get our price on house-lots of paint, putty, white lead, interior finish, wood dyes, enamels. Every dollar worth of our paint must be sold in the next 30 days.

JOHNSONS PASTE FLOOR WAX is the best. 1 lb. tins, regular \$3.00 for 75c.

"KIRSCH" FLAT RODS in all styles and sizes—clearing at 25 per cent off.

RUBBER MATS for inside—Coco brush mats for outside—a few left clearing at 25 per cent off.

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A FEW DOZEN QUILTS—clearing at one third off. Come quickly.

AMERICAN CROCHET and English honeycomb quilts. Also light weight ripple and dimity spreads for summer wear. Clearing at 25 per cent off.

A FEW PAIRS of pure wool Scotch Blankets still to be sold at cost.

WILTON SQUARES, Brussels Squares, Tapestry Squares—Choose at one third off. All sizes.

STAMPED LINENS and working silks—very best to be had. One third off. Embroidered hand made models of stamped linens Half Price.

SWEATER YARN in all colors—La Duchesse quality—large balls. 6 for \$1.25.

Beer & Weeks