BLACK OXEN

The years, like great black oxen, tread the world, and God, the herdsman, goads them on behind.—W. B. Yeats.

THE LOVES OF THE COUNTESS ZATIANNY

The vivid, pulsating story of the romantic affairs of the most beautiful and brilliant woman of New York's richest and most exclusive society set. Her rejuvenation after forty years of conquests in Europe—returning to America so young and beautiful she was a successful rival to the granddaughters of her former friends.

Never so strange, so fascinating a romance as this by Gertrude Atherton.

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PATHE NEWS

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A First National Picture

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The most exciting play ever written

Chills Thrills Laughs Romance Surprise

The Greatest of all Mystery Plays

By JOHN WILLARD Staged by IRA HARDS

The Sensation of New York, London and Chicago

Cancer Research

(By Dominion News Service)

LONDON, July 30.—A new light may be thrown on the mystery of cancer as a result of experiments which are being carried out at the Imperial Cancer Research Laboratories, London, at the Research Hospital, Cambridge, the Lister Institute of Preventive Medicine, London and elsewhere.

Eighteen years ago Professor Ross Harrison, in America, showed that the cells of the embry chick's heart could be induced to live and multiply and beat entirely outside the body. At the Rockfeller Institute pieces of heart tissue have been propogated for countless generations since 1912 and the descendents of the original cells still continue to live and multiply in little glass cells in laboratories.

Efforts are being made by Dr. Thomas Lumsden—a scientist working at the Lister Institute—to cultivate cancer tissue for the purpose of keeping special observation on the manner of its growth.

"I have already got it to grow slowly," Dr. Lumsden says "just as I have succeeded in growing other kinds of tissues, but I cannot say yet what will be learned from my experiments.

"Every avenue of possible discovery must be explored if a cure is to be found for cancer, and what I and others are now doing seems to me to open up a new and—it may be — particularly promising one. One cannot take a short cut to solving the problem of cancer, and any line of research must necessarily be followed slowly and with great caution.

Dr. Lumsden has cultivated tissues of chickens and rats with ease and rapidity. He said that to preserve tissue before it is cultivated in blood serum it is necessary to keep it cold. Animal's hearts have been made "beat after keeping them in "cold storage" for a week.

The fact that it has been found possible to grow tissue apart from one living body is likely to lead to discoveries of great importance to medical science.

An Armed Plant

(By Dominion News Service)

LONDON, July 30.—A curious plant will shortly flower in the tropical house in Kew Gardens. This is the Mimosa Pudeca, or sensitive plant which is a member of the pea family, and is a true mimosa.

It grows as a weed in most tropical countries, and it is purely on account of its interest as a sentitive and self-protective plant that it finds a place at Kew.

The plant is very attractive to cattle. But a bullock on going to take a mouthful finds that it has a remarkably unpleasant way to protecting itself. No sooner does spring up, which lacerate the al touch the leaves than they wither, droop, and appear to die, and on the hot breath of the animspring nu, which lacerate the tongue of any animal. So it is left severly alone although a tempting morsel.

For Sore Feet—Minard's Liniment.

THE CENTRAL GUARDIAN

SHOP from Holman's Catalog

FUNERAL YESTERDAY.— The funeral of the late Julia Paul, of the Indian Reservation, Rocky Point was held yesterday morning to South Shore Chapel, where a Requiem High Mass was celebrated by Rev. Maurice McDonald, who also conducted the service at the grave. Interment was in South Shore Cemetery.

ISLAND LADY BEREAVED—The sad news was received in the city yesterday of the sudden death of Mr. P. L. Cleveland at Medford Hillside, Mass., on July 25th. His wife and two children, Irene and Donald servive him. The interment took place Tuesday from his old home in Yarmouth, N. S. Mrs. Cleveland was formerly Miss Cora Waughan of this city.

PERSONALS

Miss Mary M. Waughan of Roxbury, Mass., is visiting her home in this city.

Mrs. Vincent Power and little son left last week on a visit to Boston and New York.

Mrs. Wm. Howse, formerly Miss Gertrude Waughan of Pasadena, Calif., is visiting her old home in this city.

Friends will regret to learn of the illness in the P. E. Island hospital of Mr. Joseph Bagnall, Hazelgrove.

Mrs John S. Atkins and little son Tedwell of Moncton are at Mount Stewart, visiting friends and relatives.

Mr. Thomas Davies of Ottawa has come to Charlottetown to look after the sale of effects of his late father, Sir Louis Davies.

Mrs. Gould formerly of Malpeque and now of Victoria, B. C., is visiting Charlottetown on vacation.

Mr. J.D. O'Connel is expected here this week to give his annual picnic to the orphans and children of Charlottetown on Saturday afternoon.

Mr. W. E. Barrett, Accountant of the staff of Bank of Commerce, Sydney, Nova Scotia, returned July 27th, having spent a pleasant two weeks holiday visiting his parents, relatives and friends of Wheatley River and Charlottetown and surrounding parts.

Hat First, Then Safety

(By Dominion News Service)

LONDON, July 30.—That even a double escape from death cannot prevent a woman's first thoughts being of her appearance is the lesson that has been learnt by the miller at Staverton, near Totnes in Devonshire.

While cycling down the steep hill leading to the narrow bridge over the River Dart at Staverton, a young woman lost control over her machine owing to the brakes failing to act. She collided with the low parapet of the bridge and was thrown into the river thirty feet below, where the water was ten feet deep.

The miller of Staverton and a friend, who witnessed the accident, immediately scrambled down a steep bank to find her clinging to a rock in the middle of the river. Directly she caught sight of them she anxiously inquired if they could see her hat anywhere.

Her rescuers replied that they were not worrying about her hat but about her. When she was hauled to safety she waited until her hat had also been recovered before going to a house near by to have her clothes dried.

DRUGS

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For Your Drug Wants

Phone orders receive prompt attention

MacKinnon Drug Co.

Phone 219 THE REXALL KODAK STORE P.O. Box 332

A GOLDEN OPPORTUNITY $25 suits for $15. Henderson & Cudmore.

3750-7-31-3i

CHURCH OF SCOTLAND—Rev. Ewen MacDougall will preach Sabbath, August 3rd, at Bangor, at 10; Birch Hill at 2.30; and DeSable at 7 p.m.

CHURCH OF SCOTLAND—Mr. E. C. Robertson will conduct Divine service, Saturday, August 2nd, at Coleman at 7.30 p.m., and Sabbath, 3rd at Coleman at 10.30 and Summerside at 7 p.m. Special collections.

ORWELL—There will be service in the Church at Orwell Head, on Sunday, Aug 3rd at 11 a. m., and in St. Andrews Church, Orwell at 7 p. m. Rev. Dr. McEwen former minister of the congregation will preach at the evening service.

REGISTRATION OF MAIL MATTER WITHIN CANADA.—Changes are being made in regard to indemnity for Registered articles posted in Canada for delivery at places within Canada, effective 1st August 1924 as follows. In future, indemnity in connection with registered articles will cover not only loss but also rifling and damage. For those desiring greater protection for registered articles than the minimum indemnity of $25.00 covered by the general fee of 10 cents protection is furnished as follows: Indemnity up to $50.00 for a fee of 20 cts. Indemnity up to $75.00 for a fee of 30 cents. Indemnity up to $100.00 for a fee of 40 cents.

Princess In Rags

(By Dominion News Service)

LONDON, July 30.—One of the hidden romances of London came to light recently when an old woman who claimed to be a Russian princess died in a squalid garret within a few yards of the luxury and fashion of Mayfair.

Her garret was over a second-hand shop and on the other side of the street lives a prince of royal blood.

All round are the magnificent town houses of millionaires, members of the peerage, and leaders of the world of wealth and fashion—Grosvenor — square is within a stone's throw—and tucked away in the midst of all the splendour is the garret in which this old woman lived for fifteen years.

She was found dead in her bed. "She had rags pinned on her, Mrs. Kerr" said the owner of the house.

The furniture was tied with string. She used to block the door with boxes. When I entered I found that a saucer of blacklead, which I mixed fifteen years ago, was in the place I had put it.

What the old princess' Russian name was is not known to Mrs. Kerr. She was married to an old man named Pearson, and it was as Mrs. Sylvia Pearson, that she was known.

The old man who lived with her had not been out of the house for twelve years. After his wife's death, he was taken to a hospital, crying like a child. He claims to be a relative of a peer, and, according to Mrs. Kerr, he has received $15 a week from a member of the family.

The old princess is said to have lived at one time in a large house in Montague-square. She had the polished manners of an aristocrat, and spoke with a foreign accent.

Neighbours say that the old woman used to delight in feeding cats outside the shop over which she lived. She was a familiar figure in the immediate neighborhood, where she wandered about wearing a peculiar old-fashioned bonnet and a billowing cloak.

The Russian Crown Jewels

(By Dominion News Service)

LONDON, July 30.—The Russian Crown Jewels, which have been the subject of many rumours, are not only safe in State keeping but have been displayed before an English M. P.

He is Sir Martin Conway, the art authority and Conservative member for the English Universities, who returned to the House of Commons yesterday after several weeks in Russia, finding out how art is prospering under the new regime. He told a reporter that he had visited Moscow and Petrograd and had been given every facility to study art.

When authorized to see the Crown jewels officials brought them and put them on the table before him. "They are well guarded," he said, "and while I was examining them the room was full of people who were unmistakeably officials. Their purpose in keeping them. Well, the Russian' sense of national property seems to have increased in the proportion that their respect for private property has decreased, and I may say that the people there really think that this property belongs to them.

"Art has probably never been thought more of in Russia than today, and not only have they 250 museums, as against 52 before the war, but they are being taken great care of, and are extraordinarily well visited.

"The royal palaces and the big homes of well-known people in Russia are preserved as museums and are to-day just as they were left. There is, in fact, what you would call a craze for museums.

"On the walls, among other pictures, I saw pictures of our King and Queen in the private apartments of the late Czar in the Winter Palace.

"Everything is in the hands of experts, who are always re-arranging and improving the galleries. The Hermitage in Petrograd must now be the biggest museum in the world. There are, they say, 10 miles of galleries.

"As to Russia itself, there are everywhere traces of her former magnificences. There are scenes of municipal pawnshop at Nice and also there are big burnt-out stately ceremonial in Petrograd, houses. Russia today is like a frame without a picture.

MASKED FACE UNDER BED

(By Dominion News Service)

LONDON July 30.—Seeing a masked face peering at her from beneath her bed, a Nottingham woman pretended not to notice it and switched off the bedroom light.

She then brought her husband and the gardener, who captured the intruder.

Such was the story she told at Notts Quarter Session when John William Wright, 25, a miner, was charged with burglary and the theft of $30 worth of jewellery.

Wright refused to speak in court but his silence did not prove golden for it cost him two years' hard labour.

Blue Sky Eliminated From Advertising in U. S. By Newspapers

(United Press)

LONDON, July 30.—The system of merchandising cooperation instituted by American newspapers was described to the convention of the Associated Avertising Clubs of the World in session here by W. E. Donahu, local display advertising manager of the Chicago Tribune. The merchandising service department of the typical American newspaper which, he said, "had taken the blue sky out of advertising in the United States," was the product of years of labor and many hundreds of thousands of dollars.

The old theory of advertising, that is, advertising without distribution," he said, "was that it forced people to demand a certain product of the retailer until the (the retailer) was forced to demand it of his jobber in such numbers that the jobber eventually secured it from the manufacturer.

"There were two weak links in this chain. In the first place, the advertiser was frequently broke before the circle was complete and money began flowing back to him to compensate for his great advertising outlay. In the second place, by the time the product reached the retailer the consumer had forgotten his original request or had been well satisfied with a substitute.

"The American newspaper merchandising service departments have replaced these weak links with strong ones, making advertising in American newspapers an investment and not a speculaton. The great newspapers of America do not sell goods for any manufacturer, but they do furnish the manufacturer with advice and knowledge and with definite systematic plans for covering the market that the newspapers circulate in, and show how manufacturers may reduce the cost of distribution by the proper use of newspaper advertising and to show the extraordinary efficiency of newspapers as advertising mediums.

"Within the last five or six years," he continued, "through the merchandising cooperation of American newspapers, more national advertising now runs in newspapers than in magazines and more to recognize that they art to reduce the cost of distribution through advertising that their national campaigns must run in newspapers rather than magazines, because the local jobbers and local retailers stand between them and the residents of each locality."

"Sweeps" Ticket Worth $90,000

(By Dominion News Service)

LIVERPOOL, July 30.—Mrs Evan Pritchard, of Bedford road, Bootle, has just received a notification that she has just won a big sum in the Calcutta Derby Sweepstake.

The wife of a ship's officer serving with the Furness-Withy Line, Mrs. Pritchard was busy with her housework when interviewed.

"The prospect of wealth does not worry me," she said, "but a lot of other people seem to be worrying themselves about it.

"I kenw I was a winner when Hurstwood ran third in the Derby. My husband bought me the ticket when he was on his ship abroad.

"I was told my winnings would be $15,000. Then rumour raised it to 40,000 and $90,000, How much it really is I shall know when the cheque comes.

"I have had a cable from the secretary of the Wireless Service Association in Calcutta, asking me to forward my ticket, and I have done so.

Many Women Use Glycerine Mixture

Women appreciate the quick action of simple glycerine, buckthorn bark, etc., as mixed in Adlerika. Most medicines act only on lower bowel but Adlerika acts on BOTH upper and lower bowel, and removes all gasses and poisons. Excellent for obstinate constipation and to guard against appendicitis. Helps any case gas on stomach in TEN minutes. Hughes Drug Co., Ltd., Charlottetown, P. E. I.

Just aglow with health—kids who eat Kellogg's. And how they love 'em!

1st With milk or cream, Kellogg's is a nourishing, health-building, easily digested food.

2nd The crispy, crunchy goodness is a treat to every appetite—old and young.

3rd No cooking. No sticky dishes to wash. Kellogg's saves a heap of work. Readytouse.

Kellogg's CORN FLAKES

Oven-fresh always

Apples, Big As Melons, Grown By Italian Burbank

(United Press)

ROME, July 30.—Italy now claims a super-Burbank in Alberto Pirovano, who, according to reports from his laboratory, has wrought wonders in making cherries as large as plums, plums as large as apples and apples as large as melons.

So successful has the work of this naturalist and botanist been that banks and electrical companies have joined to give him all the assistance, both moral and material, in carrying on further experiments. These institutions have just built this new scientist a huge, fully-equipped laboratory near Pallanza on Lake Stresa.

Arnaldo Mussolini, brother of the premier, is one of the prime promoters. The Banca Commerciale Italiana, the biggest Italian financial institution, and numerous big electrical companies like the Edison company, Milan, are supporting the schemes.

Priovano, besides using the Burbank method of mating and crossing certain types of plants to produce a new fruit or better fruit, also uses an electric current. He applies electrical energy to the plant itself. By regulating the current, he claims, he can hasten or retard its growth, and thus cause the current to act upon it to bring the right result.

"It has been found that the pollen of plants is very sensitive to electric action," he said. "If the current is applied according to certain rules, the plant's growth is either retarded or increased. Should a robust plant be required, then the pollen is dealt with so as to insure a retarded growth, thus causing a stronger organism. The retarded blossoming of the plant makes for a better and bigger fruit. If the strength of the plant goes into the blossom, then the size and quality of the fruit is the sufferer."

The method also is to be carried on the realm of flowers, where it is claimed a method has been found of changing the color and shape of the petals.

Skin Hats

(By Dominion News Service)

LONDON, July 29—Not content with possessing a regular "menageric" of shoes—including those made from the skins of lizards, snakes, sharks, crocodiles, and alligators—the fashionable woman is having hats composed of similar skins.

This style of millinery is most used for sports wear, and the skins are dyed various vivid colors. One such hat is composed of sections of red and green crocodile skin and another, of grey snakeskin, has a wool-worked crown.

A "set" consisting of a hat, stick and bag in a lizard skin coats $150 and is exceedingly smart.

SAILORS AS ENGLISH DUDES

(By Dominion News Service)

LONDON, July 30.—Today it is almost impossible to buy either walking sticks or monocles in Torquay. They have all been bought up by sailors from the American squadron at present in Torquay.

The sailors derive and provide considerable amusement by wearing their monocles and carrying their sticks on the promenade in exaggerated English fashion.

Treasure Trove

(By Dominion News Service)

YORK, (Eng.) July. 30.—Mr. Bartholemew, who recently purchased George House, Scotton, near Knaresborough, was making alterations when he hit upon treasure trove in the shape of a pot of silver pennies.

There were 300 of them, dating from the thirteenth and fourteenth centuries, most of them coined in the reigns of Edward I., and probably the two Edwards following, and a few of Alexander III, of Scotland.

According to custom the Corner, the King's officer, and twelve jurymen had to determine, after hearing the witnesses, "who are the finders and who are suspicious thereof."

Josiah Coe, was helping Mr. Bartholemew with his alterations, and had taken up the stone flags of the kitchen. When he was levelling the floor his spade caught something which turned out to be an earthenware pot, and which was broken. It was embedded in the soil, and coins were found inside.

The pot was found in soft sand five inches beneath the surface and the coins were cemented together with the sand and damp which had got in. The money had apparently been hidden away at some time.

At one time all such finds were the property of the finder, but now the King.

There was a long series of enactments on the subject, going back to Alfred the Great. Under the present rules, finders who surrender their discoveries have such of the articles as are not required for national institutions returned, together with the antiquarian value of such as might be retained, less 20 per cent.

Mr. Henry Crowther, curator of the Leeds city Museum, has identified one of the coins as a silver penny of Alexander III, of Scotland, (1249-1285) and several having been struck in the reigns of the first three Edwards of England.

Visitor: "What small girls you employ in your dairy!"

Foreman: "Yes; those are our condensed milk-maids."

Cat And Canary Thrills London

"The Cat and the Canary" coming to the Prince Edward Theatre Wednesday and Thursday, August 6th and 7th has played some distant spots long before it reaches nearby ones. One in the Former division is London where the Shaftsbury Theatre housed the visitors, King George and Queen Mary of England, Queen Maud of Norway and the Duke of York formed one party.

That is in passing. What is more important is the old calculation that human nature is the same the world over. John Willard is writing a thriller for this country wrote one for every country. At least this is the reaction on English critics:

The Daily Express spoke of it as "American ingenuity developed to the highest pitch of efficiency." The Times said "It was received with fearful joy." The Standard warned that "you are shaken and shocked and pinched" and added that "playgoers who like "The Bat" will like "The Cat and the Canary" just as well or better." The Chronicle critic wrote: "I held onto the arms of my chair and very nearly shrieked out a warning." While the Evening News said: "the audience grasped its knees and its seat arms and clasped and unclasped and reclasped its fingers in an agony of suspense."

Perhaps the "wisest crack" in the history of this play's reviews was written by a Chicago critic who wrote:

"Not only strong women but weak men screamed."

Seat sale opens at the Theatre Monday morning August 4th at 9.30 a. m.

Broken Down Beauty Sentenced

(By Dominion News Service)

BERLIN, July 30.—Once a famous beauty and the heroine of a German society scandal which was published throughout the world, a broken-down and ailing woman has been sentenced in the Berlin Courts to one year and nine months, imprisonment for being concerned with others in the running of a gambling den and for fraud.

As Countess von Eckardstein she accompanied the Governor of the Cameroons, Jeske von Puttkamer, to the Cameroons in the early years of the century as his "cousin," which gave origin to a song, "Won't you be my little cousin?" that was sung all over Germany.

Later, by payment of $12,500 she acquired the right to the name of Frau von Germar.

Von Schutte, the Police President at Wiesbaden, at his death left her $60,000 over which there was a long legal dispute. This inheritance, however, was dissipated at Monte Carlo and other places.

Minard's Liniment—Heals Cuts.