

PRINCE EDWARD NOW SHOWING
MATINEE 3 NIGHT 7 & 8.45



HE CHASED AMBULANCES AND BLONDES:—
But his weakness for blondes led to his downfall!
A million laughs and thrills in Lee Tracy's grand portrayal of an ambulance-chaser!

Lee TRACY
MADGE EVANS

THE NUISANCE
ALSO MORE COMEDY "NOTHING EVER HAPPENS"

TOM KEENE CAPITOL NOW PLAYING
MATINEE 3 NIGHT 7 & 8.45
One chance in a hundred against that mob of cut-throats!



SCARLET RIVER
A blue-streak love story with Dorothy Wilson, Christian Chase, Rosco Attes and Comedy "50 Million Dollars"

CHILDREN'S PICTURE CONTEST
Contest Not Conducted by the Prince Edward.

Due to the many queries regarding the Children's Picture Contest the Prince Edward Theatre wishes to make it clear that the theatre is not conducting this contest although the DeLuxe Studio has entered into an arrangement with the DeLuxe Studio of Toronto whereby they are given the privilege of showing the pictures of the contestants on the screen and awarding the prizes when the contest is brought to a close.

The DeLuxe Studio's manager, Mr. D. Miller who has left town for a few days stated prior to his departure that he expected to be in a position to award the prizes within a week or two. He could not give the definite date however as the judging which is done at their Toronto office has to await the completion of all the pictures sent in.

Mr. Miller said he would notify personally all contestants prior to the awarding of prizes at the theatre, the exact date and hour of the event.

Rogers Announce New Radio Plans

Office and Factory Staff Increased as Rogers Swing Into Fall Production

With the approach of Fall, the Rogers-Majestic Corporation announce a new and complete line-up of radios for the 1933-34 season. Just now the Rogers plant on Boulevard Drive is a hive humming with activity. Men are being added in increasing numbers to both office and factory personnel as part of the ambitious production plan scheduled for the coming season. With prospects bright for an increased demand for radios due to new users coming into the market and others who will be ready for replacement of old radios by the new Rogers, the executives of the Rogers Company are evincing a healthy optimism.

The new range of Rogers models will consist of 5-tube personal midget models; 3 consoles (5-6 and 7-tube models); 9-tube all-wave models and a special 5-tube end table model. In addition, plans are under way for a new line of deluxe receivers. Outstanding among the new developments are the Multiple Tubes. These are expected to create a sensation this year. Each multiple tube does the work of two former type tubes, so that a 5-tube Rogers type year will equal the 7-tube model of previous years.

Extensive newspaper advertising is contemplated by the Rogers Company on its Fall line of receivers. Rogers-Majestic sold more radios last year than any other manufacturer due mostly to aggressive advertising in the newspaper columns and it is felt that the same volume of publicity will have equal results this year.

The first public showing of the new Rogers Radios will be held at the Canadian National Exhibition. A complete line-up of models will be on display, special manufacturing processes will be exhibited and the Rogers-owned radio station, CFRB, will conduct actual broadcasts from the Exhibition Booth for public entertainment.

Newspaper Advertising Is Really "It"

EAST WINDSOR, August 21.—Newspapers today constitute probably the most effective means of presenting to the public the merits of a manufacturer's product, Wallace R. Campbell, president of the Ford Motor Company of Canada, Limited, declared today in announcing plans for a new Ford advertising campaign.

The campaign, which will begin immediately, is scheduled to run almost wholly in newspapers, more than 80 per cent of the total appropriation being devoted to that end, Mr. Campbell said.

In a message to Ford dealers throughout Canada announcing the new campaign, Mr. Campbell added: "Three months ago I said—'We are convinced that at the moment there is definite evidence that improved conditions are in the making.' We have all seen those improved conditions develop and we hope for further steady gains. All indications point to better-than-usual sales for the balance of this year."

"The Ford has shown a gratifying increase in sales—but that is only a start. Thousands and thousands more motorists will buy it when they know the true facts about its quality, comfort, performance and economy."

"To help you get your full share of this business we have started another aggressive advertising campaign."

An Aged VisVitor Expresses Appreciation

The following article was written by Mr. Walter Davidson, of Worcester, Mass., who first came to the Island fifty-two years ago. Since that time he has been an almost yearly visitor, and during the past decade has spent his holidays at Mrs. Alexander Seaman's, Brackley Beach.

Would Oust Women To Give Men Jobs

LONDON, Aug. 24.—A world-wide campaign to drive women back to the fireside is seen by the political correspondent of the Sunday Chronicle. Members of Parliament are said to be urging an investigation into the numbers of women workers occupying jobs formerly held by men, feeling that Britain should follow the example of Germany.

It is claimed that about a million women are in jobs formerly filled by men, and that to place men in these posts would substantially alleviate unemployment.

Many feel that Hitler's loan to young couples, providing the wife gave up her job, did not have as effective results as Hitler hoped, but was only successful with thousands of young couples who planned to marry anyway, and in cases where the girl intended to give up her job anyway. The girls realized that the Government plan gave them a chance to furnish by instalments with Government aid. But if they kept their jobs, they could similarly set up homes on the instalment plan and still have their jobs.


Leaders of women's organizations in England said they did not fear a public campaign against giving women work, since they dreaded a silent trend to oust the women and put in the men.

Master—"You look sweet enough to eat."
Sophie—"I do eat. Where shall we go?"—Annapolis Log.

For STIFFNESS
Minard's "KING OF PAIN" LINIMENT

Stewart & Lowther
J. D. STEWART, K. C.
N. W. LOWTHER
BARRISTERS, SOLICITORS, ETC.
84 Great George Street
MONEY TO LOAN

Try this for Supper tonight!



Borden's ST. CHARLES MILK
UNSWEETENED EVAPORATED

CREAM RICE PUDDING
4 tablespoons 2 1/2 cups St. Charles Milk
1/2 cup sugar 1 1/4 cups water
3/4 teaspoon salt Nutmeg

Wash rice thoroughly, then add with sugar and salt to the milk diluted with water. Pour into a buttered baking dish and add a sprinkling of nutmeg. Set the dish in a pan of hot water and bake three hours in a slow oven (300°F.), stirring several times the first hour to prevent rice from settling to bottom. This is just one of the many practical recipes from our new cook book "The Good Provider." This book tells you how you can make nearly 200 delicious dishes with St. Charles Milk. Send your name and address and the book will be mailed to you FREE.

The Borden Co. Limited
Toronto, Ont.
Send for free copy of "The Good Provider."

Professional Cards

Stewart & Lowther
J. D. STEWART, K. C.
N. W. LOWTHER
BARRISTERS, SOLICITORS, ETC.
84 Great George Street
MONEY TO LOAN

McLeod & Bentley
J. A. BENTLEY
W. E. BENTLEY, K. C.
Barrister and Attorney-at-Law
MONEY TO LOAN
Office: 180 Richmond Street

Prohibition Commission
Chas. H. Black, Chairman,
Charlottetown.
Van. E. McDonald, West St. Peters
John Simpson, Hamilton.
Send all information regarding
Prohibition to PROHIBITION ACT

MY STORY OF PRINCE EDWARD ISLAND AS A HEALTH RESORT

As a young man I went, on the recommendation of a cousin to the Island that has been my destination many times when feeling the necessity of a change of climate and recuperation.

My health at that time was in such a state that only a strenuous effort would restore me to a condition which would cause me to rejoice that there is such a place for a man tired in mind and body.

Fifty-one years have been added to my life since my first visit; how well do I remember the odor of the fir balsam, the bracing atmosphere, the beauty of the landscape, all of which soon started me on the road to recovery in less than a week. It made a new man of me, and whereas I could eat nothing without suffering with indigestion now my appetite was equal to anything brought before me. Think you not that I am justified in praising the wonders of the Island as a health resort?

How primitive everything was in those days! The greensward between the wheel-tracks added beauty to the roads in farming districts. The influx of summer tourists has brought a great change; dust now abounds. However I have continued to visit the Island periodically (about twenty times) and as the conditions there have changed, my health has kept pace and whereas the Island is to me more beautiful than ever, it is the same health-giving resort.

My dark hair of 1882 is much whiter as the visits are more frequent while the gain in health is ever present with me.

At the approach of my eighty-second year, physical condition again found me in a state of health that caused me again to wander in mind to the Garden of the Gulf.

I queried, can I do it? I must! Preparations were started for the journey, a tedious one, not alone however as I was wanted to do.

A young person of my household acted as my attendant; youth added greatly to our mutual enjoyment; as on my first visit, a week brought back the joy of living; it made the future look brighter.

A pleasing incident which seemed almost prophetic closed the last church service we attended. A young lady from the congregation sang "Beautiful Isle of Somewhere."

To a person having left the oppressive heat of Massachusetts for a sojourn in Prince Edward Island, the joy of a return with improved health adds greatly to our future happiness.

Contentedly settled in our New England home we are now enjoying our vacation retrospectively.

WALTER DAVIDSON.

Oyster Usurps Spinach Claim "Good For You"

(Canadian Press)

NEW YORK, Aug. 23.—The oyster—a tidy tid-bit since ancient Rome—is usurping claims which made spinach famous, if arguments put forward by the oyster growers of the United States are to be interpreted correctly.

Namely, oysters are "Good for you."

Scientific and expert information on the food value of the bivalve was imparted to delegates to the oyster growers and dealers association of North American convention by Howard H. Beach, president of the association; Dr. Werner Bergman, of Yale University; and Dr. Dorothy V. Whipple, children's hospital, University of Pennsylvania.

"Science will eventually put the oyster in its proper place as a most valuable food," Dr. Bergman said, "because, being one of the very few animals which is eaten in raw life form, unaffected by heat and air, it may be expected to have its full potency of vitamins and hormones."

Dr. Whipple found that vitamins "A" and "B" are not alone present in raw oysters, but that they lose potency only slightly in the cooking process. Vitamin "A" is the vitamin supporting vitality, and vitamin "B" is the one preventing nervous derangements and tending to promote growth and appetite.

Investigators for the association also claim the presence of vitamin "C" the antipellagrous vitamin.

Customer—"I don't quite know what I want, but it must be something suitable for a birthday present."

"Well sir, we say that this store can supply anything from a pin to an elephant."

"Well, perhaps you could show me something between the two?"

CENTRAL GUARDIAN

This column is reserved for Queen's County news of local interest but advertising of a nature may be inserted at 4 cents a word strictly payable in advance.

BAPTIST SERVICES—Services of Tryon Baptist Church, Sunday, August 27th: 11 a.m. Albany, 3 p.m. Tryon, 7.30 p.m. Westmoreland. Preacher, Rev. F. S. Crossman.

POLICE COURT—At the Police Court yesterday morning a man charged with unlawful possession of intoxicating liquor was fined \$200 and costs or three months.

SUNDAY SERVICES—New Glasgow, Church of Christ are as follows: Bible School 10 a.m. Worship 11 a.m. Evening service in the Fredericton Church 7.30 p.m. Wm. G. Quigley, Minister.

THE PRESBYTERIAN CHURCH IN CANADA—Services Aug. 27th: Bradbane at 11 a.m. North Tryon at 7.30. Parents please take notice that the hour of Sunday School is 2.30. Dr. M. E. Genge, Pastor.

YORK PASTORAL CHARGE—Services on Sunday, Aug. 27 will be: Central Church 11 a.m. York 3 p.m. Brackley 7.30 p.m. At the morning service in Central Church Rev. D. G. Cook, D.D. of India will speak.

HOME FROM ALBERTA—Rev. Joseph Fay and Rev. Leo Sullivan of Alberta are enjoying a visit to their old home. At present they are the guests of the former's mother, Mrs. Theresa Fay of Newport.

RADIATOR FLUSHING and re-painting a specialty at Mallott's Battery Service. 2051-7-28-Fri-T.

PERSONALS

Mr. Kenneth S. Stewart is the guest of his father, Mr. D. B. Stewart, Dundas Esplanade, until Monday.

Mrs. Aubrey Bell and young son Roy La Tour Hotel, Saint John, who have been visiting in Montagu for the past three weeks left yesterday on return home.

Mrs. Christine MacDonald, R.N., passed through the city this week en route for White Plains, N.Y., where she will resume her duties after spending her holidays with her parents, Mr. and Mrs. J. N. MacDonald, Kilmuir.

Miss Hazel Harding and the Misses Ruth and Phyllis Stryker are leaving this morning to motor to their home in New Jersey after having spent a month on P.E.I. They will be accompanied by the former's parents, Mr. and Mrs. J. A. Harding who will be absent about three weeks visiting New Jersey, Pennsylvania, New York, and Boston.

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ORANGE PEKOE BLEND "SALADA" TEA
"Fresh from the Gardens"



BON AMI Powder
For all the Polishing and Cleaning of
Nets, Mats, Carpets, Upholstery, etc.
Netting, etc.



Made in Canada

Use this on the sink and see what a difference it makes...

If your sink has never been cleaned with Bon Ami—try it! Then look at the result. All the dirt and impurities will be gone and in addition the sink will really glisten. That's because Bon Ami polishes at the same time that it cleans.

Unlike coarse cleansers, Bon Ami doesn't scratch and dull the surfaces it is used on. It cleans quickly, easily and thoroughly all such things as bathtubs, pots and pans, windows, painted woodwork.


Try Bon Ami. You'll like the fine way it cleans and polishes so many things.

BON AMI
the best cleanser for sinks and bathtubs.



"Hasn't Scratched Yet"

C-I-L PAINT
"Look for this sign when buying paint"



● C-I-L Paint Products last longer—retain their colour and gloss better—are easier to apply—because they are the result of unceasing research and development in the laboratories of Canada's great industrial chemical organization.

● C-I-L chemists, unhampered by time-worn theories, set out to make better paint. Their developments were, to the paint industry, revolutionary. They created paint products which have set completely new standards of durability and satisfaction.

● We stock a complete line of C-I-L Paint Products—a paint for every purpose.

Stop Skin Itch Kill the Germs

Don't let millions of invisible germs or fungus growths make your skin Itch, Burn, Crack, Peel, cause Eczema, Pimples, Ringworm, Hand-Itch, Athlete's Foot, or Crotch-Itch. Thousands of sufferers have proved that you can stop the itch and quickly heal your skin with Dr. Nixon's Nixoderm. This remarkable prescription, based on the discovery of a famous English Skin Specialist, works with amazing speed because made specially for external skin irritations. Guaranteed to quickly clear and heal your skin or money back on return of empty package. Ask your Drug Store for Guaranteed Dr. Nixon's Nixoderm.

AUCTION-SALE

Of all household furniture at the residence of Mrs. Boufield 155 Upper Prince Street on Tuesday, August 29th, commencing at 10.30 a.m. Living room, dining-room and bedroom furniture, bedding, linen, dishes, garden tools, Chesterfield, settee, fern stand and ferns, small tables, fruit jars, ice box, etc. Open for inspection Monday afternoon.

Terms Cash.

J. A. MACDONALD,
Auctioneer.

C. I. L. Dealers

CARVELL BROS. LTD. CHARLOTTETOWN
H. Fred Anderson, Morell
Rog. F. Brooks, Murray Harbor
Cook & Son, Murray River
H. F. Cahoon, Beach Point
E. S. Johnston, Fortune Bridge
H. S. MacLeod, Vernon River
Quigley & Son, St. Peter's
MacKenzie & Co., Kensington
W. F. Callaghan & Co., St. Louis
Harold R. Moase, New Annan
D. J. Riley, Belle River
Miss D. Smith, North Rustico