



Plenty of clean dish towels—what a comfort to have them! It is so easy to let them soak themselves clean in the rich Rinso suds every day—

HALF soiled dish towels are a nuisance—they leave cloudy streaks on your glassware and greasy smudges on your nice plates. It is so easy to let them soak themselves clean in the rich cleansing Rinso suds. Really it is no task at all. Rinso's big lasting suds gently loosen the dirt so that only the worst spots need any rubbing whatever. Give the towels a good rinsing after their Rinso bath—then just hang them up to dry. They will be ready for the next dishwashing—clean, sweet smelling, crisp and fresh. Try Rinso today.



Rinso—made by the makers of Lux.

LEVER BROTHERS LIMITED, TORONTO R316

Eastern Guardian

*LADIES NEW spring coats and suits, get yours now at Ives & Murdock Ltd. 31

*WHAT ABOUT THAT new Easter coat or suit, we will have a special demonstrator with us Thursday and Friday March 29 and 30. Ladies we invite your inspection. Ives & Murdock Ltd. 31

*GET OUR NEW wall paper catalogue, a post card will bring it. Ives & Murdock, Ltd. 10

*CURTAINS, SCRIMS, cretonnes, chintzes, floor oilcloth, etc., at Ives & Murdock, Ltd. 5

*MERCHANTS SUPPLIES LOW.—The supplies of Eastern merchants both in Souris and much. The first through freight during the month of March arrived in Souris on the 23rd, and she had but a small amount, so that trading has greatly diminished, which was very bad for the merchants.

Eastern Personal

*The many friends of Mr. Angus J. McPhee, of Big Pond, will be glad to learn that he is coming around nicely from his attack of pneumonia. At one time in his illness there were little hopes of his recovery, to the end that his two daughters in Boston were wired. The girls started for home, but on reaching St. John, learned that there was no chance of their getting through on account of the strike, and they forthwith returned to Boston.

W.G.Y. Program

WGY (Schenectady, N. Y.) General Electric Company Eastern Standard Time

12:00 m.—U. S. Naval Observatory signals. 12:30 p.m.—Noon stock market quotations. 12:45 p.m.—Weather forecast on 485 meters. 2:00 p.m.—Music and talk. What Women should Know About Law? Mrs. Edward P. Pressy. 6:00 p.m.—Produce and stock market quotations; news bulletins. 6:30 p.m.—Talk for children by Kolin Meyer. 7:40 p.m.—Health Talk "Extremes in Exercise" by Daniel Chase, New York State Supervisor of Physical Education. 7:45 p.m.—Musical program by artists from the Pittsfield Works of the General Electric Company. Regimental Band March "Siveley Dunbar's Orchestra. Piano solo "Valse Arabesque"...

GIRLS BECOME CHURCH USHERS congregation was made up almost entirely of women, young women Lenten service in St. Paul's, Episc. wear called upon to act as ushers copal Church of Richmond Va. Because of the fact that the take up the collection and read

Fashionable Shoes and Hosiery

Alley's Styles this season are better than ever. Fan Tongue Pumps are very much worn with high heels.

- Patent Leather fan tongue of Black Swede \$7.75
Black Satin, with fan tongue \$8.75
Patent Leather with Grey fan tongue \$10.75



HOSIERY

We have all of the new colours and combinations in Silk, and Silk and wool. Prices from \$1.50 to \$9.95



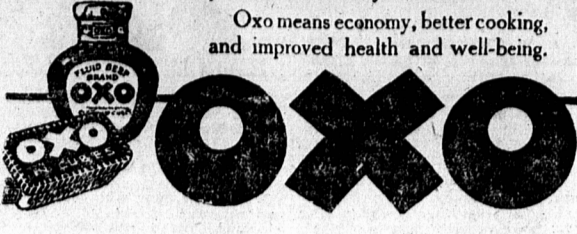
OXFORDS and STRAP PUMPS in BROWN or BLACK LEATHERS \$3.95 TO \$9.75



ALLEY & CO., LTD. Charlottetown Fashionable Footwear

The Great Economy

Oxo provides rich soups and gravies in a few minutes, and good nourishing dishes from what was left over from yesterday. Oxo provides the concentrated goodness of lean beef, which makes your food nourish you more. Oxo means economy, better cooking, and improved health and well-being.



CLARK'S COOKED CORNED BEEF

Good cooks know how difficult it is to get good corned beef—and how long it takes to cook it right. Clark's Cooked Corned Beef is Corned Beef at its best without the trouble and fuel expense of cooking. Free from bone and gristle, it is one of the most economical of meat dishes. "Let the Clark Kitchens help you"

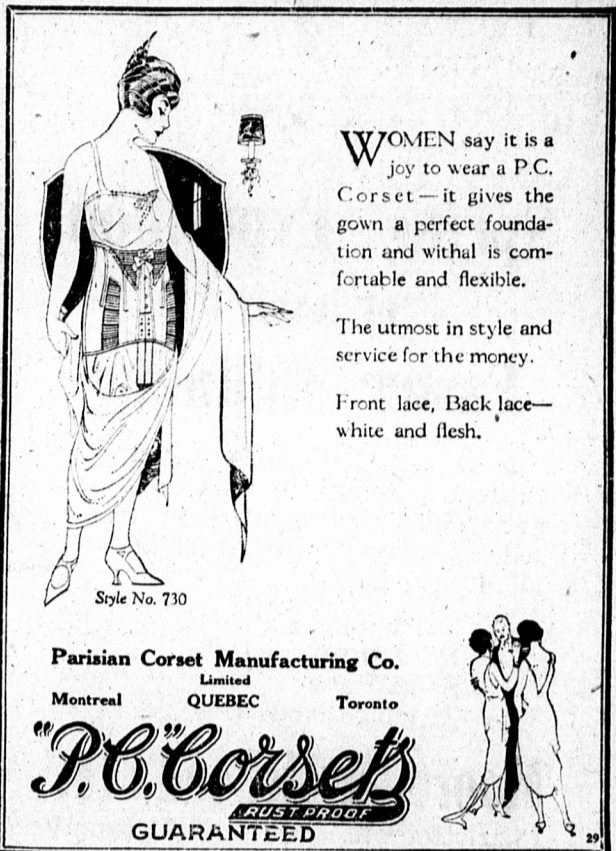


This Week Only FREE In Your City A 10-Day Tube Present Coupon



Chef says Century Salt

is the best salt for all cooking purposes Dominion Salt Co., Limited Sarnia, Ont. 119



WOMEN say it is a joy to wear a P.C. Corset—it gives the gown a perfect foundation and withal is comfortable and flexible. The utmost in style and service for the money. Front lace, Back lace—white and flesh.

Parisian Corset Manufacturing Co. Limited Montreal QUEBEC Toronto "P.C. Corsets" GUARANTEED



Note how teeth glisten everywhere today

Combat the Film Tonight

Watch how your teeth improve

Go get this free tube of Pepsodent and make this delightful test. Millions have already done that. The glistening teeth you see everywhere now show the results that come. Start now to fight that film on teeth. Do it to be dainty, to be safer. Do it because dentists the world over advise it. Do it for your sake and your family's sake. Learn what this method does.

ways to fight that film. One acts to curdle film, one to remove it, and without any harmful scouring. Able authorities proved these methods by many careful tests. Then a new-type tooth paste was created, based on modern research. These two film combatants were embodied in it for daily application. That tooth paste is called Pepsodent. Careful people of some 50 nations now employ it, largely by dental advice.

It multiplies the starch digestant in the saliva. That is there to digest starch deposits which may otherwise ferment and form acids. Thus Pepsodent gives manifold power to these two great tooth-protecting agents. These combined results are bringing, the world over, a new conception of clean teeth. Go prove it now. Go get this free tube and watch the change it brings. Note how clean the teeth feel after using. Mark the absence of the viscus film. See how teeth whiten as the film-coats disappear. The test will be delightful. What you see and feel will be a revelation. Cut out the coupon now.

Film—your great enemy Film is the great tooth wrecker—that vicious film you feel. It clings to teeth, enters crevices and stays. Food stains, etc., discolor it, then it forms dingy coats. Tartar is based on film. Those thin coats dim the luster of the teeth. Film also holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. That's why tooth troubles were almost universal. Germs breed by millions in film. They, with tartar, are the chief cause of pyorrhea, now so alarmingly common. Two new discoveries Dental science has in late years found two

Avoid Harmful Grit Pepsodent-curds the film and removes it without harmful scouring. Its polishing agent is far softer than enamel. Never use a film combatant which contains harsh grit.



Made in Canada Pepsodent REG. IN CANADA The New-Day Dentifrice A scientific tooth paste based on modern research, free from harmful grit. Now advised by leading dentists the world over.

10-Day Tube Free

This week only at your store

Insert your name and address, then present this coupon this week to any store named below. You will be presented with a 10-Day Tube of Pepsodent. If you live out of town, mail coupon to The Pepsodent Company, 191 George St., Toronto, Ont., and tube will be sent by mail.

Present coupon to

JOHNSON & JOHNSON 185 Kent Street

HUGHES DRUG CO., LTD. Corner Queen and Grafton Streets

E. A. FOSTER Sunnyside

SATURDAY, MARCH 31 12:00 m. U. S. Naval Observatory time signals. 12:30 p.m.—Noon stock market quotations.