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Tear things loose,
Quickees seams
Will stand abuse.



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They're so easy to get into, through that stretchy neck. That drop seat, so easy to manipulate, is durable too. After countless stretchings it still slips snugly back into place. Its LATEST edge is anchored to the garment by a special no-needle process.

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10c per Fig

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THE FLAVOR OF THIS OLD FAVORITE. IT IS
ONE ISLAND PRODUCT WHICH NEITHER TIME
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W. C. T. U. NOTES

THE CALL OF THE BOY

We have heard about tariff and taxes; And problems of ruling and state; We know all about parties and platforms; And politics little and great. But amidst all the din and confusion. Our struggles for riches and joy. Have you heard the new note that is sounding? Have you heard the call of the boy?

Louder and louder we hear it. A cry from the homes that we view. A cry from the men in the making. Commanding attention from you. It tells of the training of leaders. And this is the call we enjoy; It tells of defeat at the outset. 'Tis a pretty grim call from the boy.

The scene of our story has shifted. It is night and a boy has left home; He meets the gang down at the corner. Where evils unspeakable roam. Then actions take place that are tragic. For wild, reckless pleasure decoys. And souls that were white have been darkened; 'Tis a pitiful call from our boys.

And we who are grown must remember. When tempted to watch them as they dance. That most boys who go wrong are not vicious. And all that they ask is a chance. Just a chance to make good in the battle. Amid all the strife and the noise. They are pleading for this — will you grant it? Will you answer the call of the boy? —Charles Keith.

THE GROWING 'MENACE OF BEER

So insidious have been activities of the beer interests in the United States, during the past six years, and so cleverly deceptive have been many of the commonplace declarations in the publicity promotion of this intoxicating commodity, that the people have not yet awakened to its far-reaching significance.

The actions of state and federal governments in declaring beer a non-intoxicating beverage did not in the slightest degree alter the nature and effect of that beverage. It did, however, greatly alter the public safeguard with respect to beer which, out of long experience, had gradually come into existence during the last century, because of the serious results of its nature and effect upon men, women, children, and society in general. It did alter the attitude of government toward the social evils that it fosters. It did alter the will of the people of protect themselves and their children from its influence, and it did alter the power of the government to deal with the manifold evils created by the lifting of restrictions and regulations that in pre-prohibition days were regarded as absolutely necessary for social protection.

We have made tremendous strides in beer consumption in the last six years. The per capita consumption of beer for the fiscal year ended June 30, 1937, was almost thirteen times as great as the per capita consumption of distilled liquor, and forty-seven times as great as the per capita consumption of wine. Make no mistake about it: Beer presents the most important factor in the whole American alcohol problem.—Ernest H. Cherrington.

"NO, THANK YOU!" SAY PRINCESSES

When the three sisters of King Zog of Albania were recently visiting in the United States, they were taken, of course, to see New York's places of interest. While going to get the grand view from the top of the Empire State Building, says the International News Service, the young visitors were invited by a prominent politician to drop into the bar in that building and have a drink with him. Somewhat to his surprise, Princesses Myzezh, Rubie and Maxide, declined the invitation, saying it was

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against their religion to drink. "What kind of religion says you cannot drink?" asked their would-be host.

"The Mohammedan," was the calm reply of the royal visitors. And now for Sonja Henle's pluck. We all love to see her in the movies and perhaps lots of us envy her. Here is one of her experiences: Recently a publicity agent of the Tobacco Trust went to her and said: "Miss Henle, we want you endorsement of our brand of cigarettes. You don't have to put in your mouth—but we will publish your picture and pay you \$2,500." And what did this clean, brave, young woman say? Here it is: "I don't smoke. I won't take your \$2,500. I am ashamed of women who smoke. It is a disgraceful, filthy, degenerate habit. Good-bye." And now you know why I stand up for Sonja—because she stood up for herself—and for purity and womanliness among her sex! Now we can all take our stand when the occasion presents itself. What we know is right, never fearing what others may say, "Be a Daniel."

Lovingly yours, Marlon A. Reese.

MORE MILK BARS

"Milk bars," already quite numerous in London, are beginning to appear in Paris. In Australia, they are reported to be increasing in number. In the United States it is quite possible to get milk and milk drinks at almost any drug store. Nevertheless, milk consumption would be greatly increased if there were an increase in the number of places where it is a "specialty." In the United States milk consumption reached a high under prohibition and has been declining under repeal. The farmers who formerly depended upon their milk checks are in distress. We need "milk bars" on every Main street—plenty of them.

THE FAD PASSES

"Thank goodness, one can refuse a drink nowadays without outraging the party," remarked the smooth young blonde who lives next door. "A year or so ago, you had to take a cocktail when it was offered or be accused of 'grabbing the fun, but no more. No one cares whether you refuse or not these days. You just don't drink, that's all."

What's more, there is an increasing company of refusers. Many young people are beginning to feel that they were silly to fall in line with a custom which runs counter to common sense and which was mostly promoted by people who made money from it. It was just a fad but it got a lot of fine young people down while it lasted. Yes, there's a change and it came in time for us to salvage some of the decline in drinking which was the result of prohibition.

MAKING TOMORROW

The child of today makes the citizen of tomorrow. The citizen of today makes the nation of tomorrow. The nation of today makes the world of tomorrow. What are you doing to train the child of today?



Can't Sleep
It must be the nerves—tired, exhausted, irritable nerves. You need Dr. Chase's Nerve Food to restore nerve force to the system. It is the time-proven dependable restorative. **Dr. Chase's NERVE FOOD**

Cardigan Head And Vicinity

Mr. Daniel Morrison, City, motorist to Cardigan on Friday.

Mr. Lee Allan, Cardigan, motorist to the city on Friday.

Mr. Russel McAulay, Cardigan Head, was a visitor to Cardigan on Wednesday.

Senator J. A. McDonald, Cardigan, was a visitor to the City on Thursday.

Mr. Earl McDonald, merchant Lorne Valley, was a visitor to the City Thursday.

Mr. and Mrs. John Mustard, Cardigan Head, motored to Georgetown on Tuesday.

Mr. Maurice Block, Charlottetown, was a business visitor to Cardigan, during the past week.

Mr. Jack McAulay, P. E. I. telephone employee, Charlottetown, spent the week-end at his home in Cardigan Head.

Mrs. D. J. Carmichael, Elliotvale, was a visitor to Cardigan, during the past week.

Mrs. Bella Mustard, Church Road, spent the past two weeks at her old home in Cardigan Head.

Mrs. John Power, Avondale, was a visitor to Cardigan Head on Wednesday the guest of his sister, Mrs. Sadie Curran.

Mr. Joseph Cullen, Miss Mary Cullen, and Mr. Edward Cullen were visitors to Montague on Friday evening.

Mrs. Allan Shaw, Cardigan, is a patient in the Kings County Hospital. Her many friends wish her a speedy recovery.

Mr. and Mrs. Joseph McKinnon, Avondale, were visitors at 48 Road, enroute to St. Peter's.

The many friends of Mr. Peter McIntyre, Lorne Valley, who is a patient in the King's County Hospital, are pleased to know that he is improving.

Mr. and Mrs. John Mustard (Jr.) Cardigan Head, were visitors to Stanley Bridge Friday the guests of Premier and Mrs. Thane A. Campbell.

Mr. Joseph Murphy, accompanied by his two sisters, Catherine and Mary were visitors to Baldwin's Road on Sunday.

Reverend Father Gavin Monaghan, St. Dunstan's University, Charlottetown, was a visitor to St. Teresa's and Cardigan last week.

Miss Mary Carter, 48 Road, motored to the city on Wednesday accompanied by Miss Julia Curran and Mr. Jack Curran, who left by plane for Moncton, N. B.

Mr. Joseph McAulay (Sr.) P. E. I. telephone employee, Charlottetown, spent the holiday at his home in Cardigan Head.

Mrs. Bridget Curtis, Cardigan Head, was a visitor to Baldwin's Road on Monday the guest of Mr. and Mrs. Bernard McQuaid.

Mr. William Goodwin, Hunter River, spent Labor Day at his home in Baldwin's Road.

Mr. Alexander McLeod, City, was a business visitor to 48 Road on Wednesday.

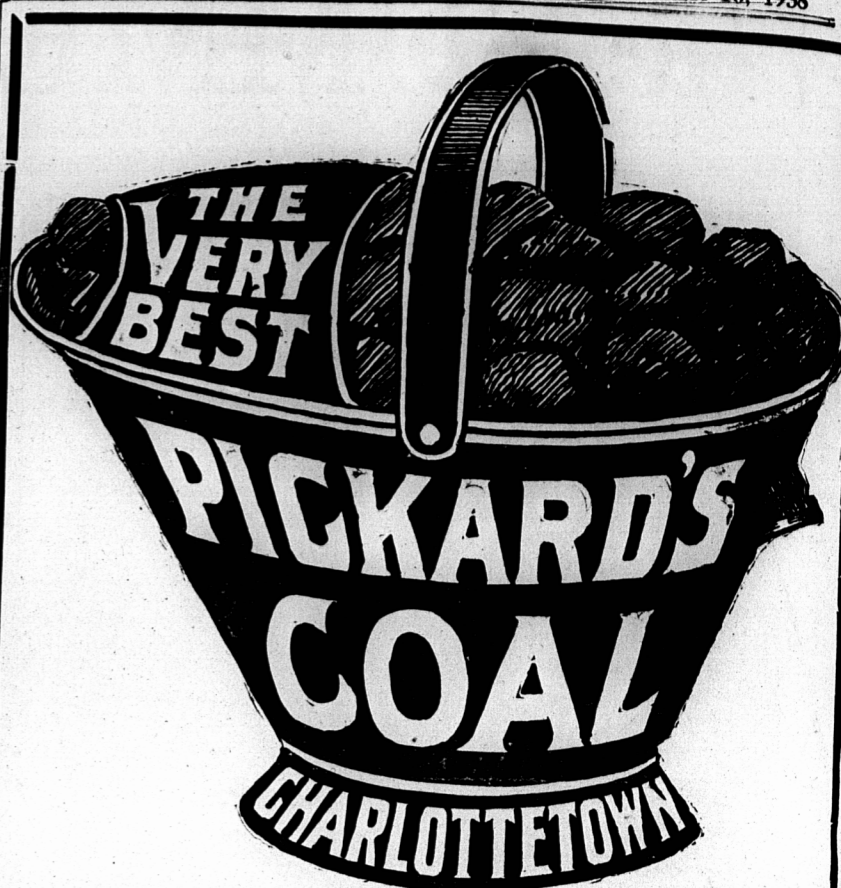
A number of tourists and visitors are daily leaving for their homes in a distant place having spent a pleasant summer visiting friends and relatives on our fair island and all trust they will be able to return again.

Mr. Edward Cairns, Baldwin's Road, left Thursday morning by car on a short visit to New York City.

A number of people from this vicinity motored to Georgetown on Wednesday to attend the King's County Exhibition and reported an excellent display of exhibits.

Mr. Fred Egan, City, was a business visitor to Cardigan on Wednesday.

The many friends of Mrs. Joseph Cullen are pleased to see her back at her home 48 Road, having spent the past three weeks in King's County Hospital, where she underwent a serious operation.



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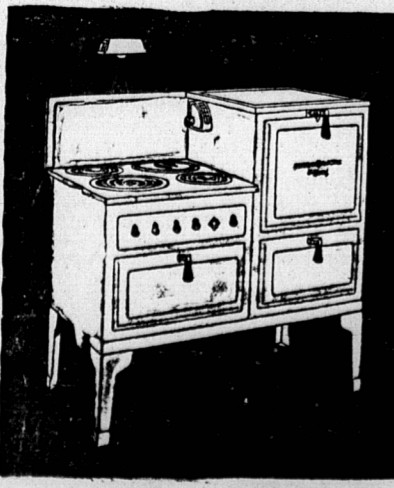
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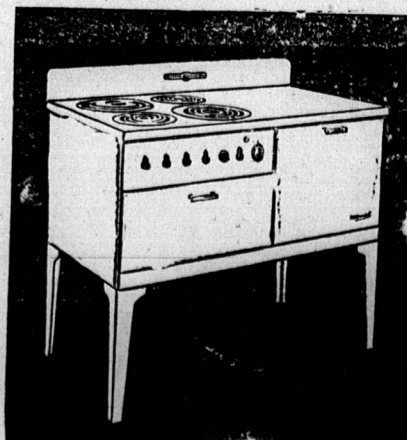
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