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KNOWN TO ISLANDERS FOR MORE THAN FIFTY YEARS

HICKEY'S BLACK TWIST CHEWING

Manufactured By **Hickey & Nicholson**

Charlottetown



PUBLIC FORUM

This column is open for the discussion of questions of interest. The Charlotetown Guardian does not necessarily endorse the opinions of correspondents.

EASTER FASHIONS

Sir—Easter will be here in a few days. Educational Curricula or not and every woman regardless of age, physical disabilities, or financial status, will sigh wistfully at the mention of the "Easter Fashion Parade" in New York. Well, I hate to disillusion anyone, but to begin with that Easter Parade was considerably spoiled more often than not, by the same unpredictable weather conditions that we have on the Island. My first years in New York, I hopefully went in search of the much heralded parade, even though I myself was married in my old winter coat! True, I was rewarded by seeing beautifully dressed men in high hats and whatever men of fashion wear on Easter Sunday, emerge from the finest places of worship, but their wives were swathed in fur coats and both quickly sought the warmth of the limousines. But even on warm Easter, the only "fishable" parade was curious sight seers like myself. The New York woman of superb taste and unlimited means, whatever the weather, was usually sheathed in furs and hatless and got into her car as soon as possible. However, all the newest and prettiest spring styles are displayed in the show windows before Easter. This year I had the fun of looking at the latest concoctions in show windows of three great cities, New York, Chicago and Montreal. Any fashion magazine can tell you what I am going to say, but there is a certain feeling of security in hearing it first hand. Further, there were a few warm days in New York, just three weeks ago, and the clothes were actually worn on Fifth Avenue and Madison Avenue. Formerly, to disappoint you who sigh for New York's show window adventures but I can state definitely that in

It Pays To ADVERTISE

HORSE SENSE:

Many hundreds of Guardian readers will tell you they have come to realize that in the advertisements of the merchants there are messages which are vital to the household budget. They have also come to place the utmost confidence in an advertised article.

The modern business never neglects to render this service to its customers and patrons.

The Guardian provides its advertisers with the **NEW SUPER-SERVICE**

Containing up-to-the-minute IDEAS - CUTS - COPY - ARTWORK and all necessary illustrations

ENTIRELY FREE

For specimens and particulars **PHONE 132**

THE CHARLOTTETOWN GUARDIAN

Easter Beef

Thos. Mills Meat Market, 135 Hillsboro St., will be open all day on Good Friday from 7:00 a. m. to 6:00 p. m. and there will be shown on his racks one of the city's greatest aggregations of excellent Easter beef, affording all an opportunity to view and boost home production.

Mr. Mills, who has been procuring high class beef for his Easter trade for many seasons, declares that this showing surpasses anything he has seen in many years.

Among the large number of carcasses shown the writer were two especially good steers, one heaviest, it is said, in the city this season, one weighing 1280 lbs. and the other 1260 lbs. These were fed by Hyde Bros. of Clyde River.

A very fine Baby Beef is also drawing much attention from visitors to the showing. This one was fed by Jewell Bros. of Cornwall and tips the scales at 980 lbs.

The cattle are indeed a credit to the province, and to the raisers in particular, and go to show what can be done by island farmers in producing fat cattle.

Attractive Display Of Easter Beef

Mr. Henry Peters, proprietor and manager of the Queen Street Meat Market, has arranged for a very attractive display of stall-fed beef which he has secured for the Easter tables of his many customers.

The outstanding carcasses in the display are those of two heifers and one fancy baby beef. No better looking beef could be wished for than these and they are among the leading of the season.

Mr. Peters is to be congratulated not only for his splendid selection of beef, but also on the cleanliness and tidy appearance of his store throughout.

The Queen Street Meat Market will be open on Good Friday to all interested in high class meats, and you are invited to call and see for yourself. Canned and shelf groceries are also available at this progressive store, and all orders are promptly attended to with unusual courtesy.

Easter Beef Display

Burhoe's Grocery, Meat and Fish Market, will be open all day on Good Friday and the public is invited to call and see their special showing of Easter Beef, one of the finest displays in Charlottetown.

To assist in a full line of Easter groceries and shelf goods may be seen at very attractive prices.

Mr. Burhoe is offering free ear service to customers by going to the farms and to various parts of the city, during this week end.

You will do well to avail yourself of this opportunity to see the fine "B" and "C" to the advantage of this unusual offer.

Fine Showing Of Easter Beef

P. J. MacDonald, one of Charlottetown's most progressive and successful grocers, has made a provision for the demand that is being made for finer cuts of beef this Easter.

Mr. MacDonald's customers are welcome to call and see for themselves the prime carcasses of especially fine carnations or violet baby beef. A plentiful supply of the best in G.ese, Chickens and Ducks are also on display as well as a complete stock of all table goods from the floor.

As P. J. says himself "It's an Easter Dinner you want, we have everything you need, whether it swims, flies or grows."

Saunders, Newsum Company's Grand Showing Of Easter Beef

Saunders, Newsum & Company, the oldest wholesale and retail meat and fish firm in this province, are again this year upholding their wide reputation for fine Easter Beef. Included in their splendid assortment are two Baby Beves, just eleven months old, a heifer and a steer which dressed as well as the finest of the season in this class. These two were produced on the farm of Mr. Kennison MacKinnon, Clyde River. Two purebred Hereford steers, fed by Mr. Sanderson, North River are also on display and should be seen to be appreciated.

Another carcass worthy of special mention is a Shorthorn Heifer which dressed seven hundred pounds and is fine display in itself. In fact the entire position is a credit not only to Saunders, Newsum & Company but also to those who raised and fed such excellent beef animals.

Worthy of note too, are other delicacies on view; milk fed Chickens, Hams and Bacon and the famous corned pork sausage.

All of Saunders, Newsum & Company's meats are marketed under sanitary conditions, in keeping with the standards expected by the public of one of Charlottetown's best known and highly regarded business establishments.

Quartet Escape Burning Schooner

(C.P. By Guardian's Special Wire)

SAINT JOHN, N. B., April 13.—Captain Robie Hatfield, 29, skipper of the 55-foot schooner Laura S., out of Parrsboro, N. S., said tonight the schooner was practically a total loss as a result of fire which broke out today.

While Hatfield was draining water from the vessel gas tank he was knocked unconscious when the fuel exploded in the main cabin. He awoke with a lantern. Seaman Roy Winters, 20, of Port Greville, N. S., heroically entered the flame-enveloped engine room and rescued the Captain outside, where he revived.

Others aboard were Mrs. Hatfield, 22, and a son, Edgus. The accident occurred in the Bay of Fundy five miles off Cape Spencer soon after the Laura S. left Saint John for Parrsboro after discharging scrap iron here.

Tables Report On Acadia Co. Probe

(C. P. by Guardian's Special Wire)

HALIFAX, April 13.—Royal Commission interim report presented to Nova Scotia's Legislature today showed \$1,703,410 owing to Acadia Co. Company by the Nova Scotia Steel and Coal Company.

The Commission, appointed by the Provincial Government to investigate the financial position and affairs of the Acadia Company, reported, "new developments of the areas are necessary if the companies, the Acadia Coal Company, are to remain as peopled localities."

It also drew attention to the proposed merger between Dominion Steel and Coal Corporation and Nova Scotia Steel and Coal Company, of which the Acadia Company is a subsidiary.

WAKE UP YOUR LIVER BILE

And You'll Jump Out of Bed in the Morning Rarin' to Go

The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Harmful poisons go into the body, and you feel sour, sunk and the world looks blue.

A mere bowel movement doesn't always get out the cause. You need something that works on the liver as well. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely. You feel "up and up". Harmonic and gentle, they make the bile flow freely. They do the work of a solvent but have no cathartic or purgative effect. Ask for Carter's Little Liver Pills by name! Sincerely reduce anything else, else.

The Central Guardian Liberal Member

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

CONFEDERATION LIFE INSURANCE

L-6789-7-13-312

TEACHERS—Buy your Easter footwear at Purdie-Ferguson's overstocked shoe sale. L-102.

CAR DAMAGED—A car was considerably damaged when it was side swiped by another car on Kent Street yesterday. One car was pulling out from the curb when the accident occurred.

HAMPTON UNITED CHARGE

Rev. D. J. Morrison, Minister, Services on Sunday, April 17th, as follows, Easter Communion at Victoria 11 a. m.; Hampton 3 p. m., Bonshaw 7 p. m. L-99.

ESTIMATES PASSED—The Legislature passed the Estimates last evening after Mr. H. H. Acorn, the last speaker in the Budget debate, had concluded. The House went into committee shortly after 9 p. m., and passed the last items at 11:30. It then adjourned until 11 a. m. today.

APPLICATIONS RECEIVED—Twelve applications for membership were received and read at a meeting of the Benevolent Irish Society Tuesday night. Letters of acknowledgment for donations received from the Society were read. The Society's Orphanage, Mount Herbert Orphanage, Children's Aid Society and Charlottetown Hospital social service.

SERVICE AT ST. DUNSTON'S BASILICA—His Excellency Bishop O'Sullivan officiated at the opening of the tenebrae service at St. Dunstan's Basilica last night. The St. Dunstan's University Choir and the Male Choir of the Basilica assisted at the service. Rev. Father John McGinn, C. S. P. special Lenten speaker delivered the sermon.

NEW EASTER FOOTWEAR in fabrics and kid leathers, all colors included in Purdie-Ferguson's great shoe sale. L-102.

WILL TAKE FLYING TESTS—Mr. Lomer B. Gaudet, Charlottetown has taken ten hours flying instruction from flying instructor L. Fletcher and will fly solo until the arrival of Mr. Stuart Graham, inspector of civil aviation who will give license tests. Other candidates for license would include Dr. E. S. Giddings, Robert Holman, Thomas Edgett and Earl Baker, it was said.

FIRE AT MURRAY RIVER—A forty-five minute blaze in a downtown house owned by Mr. Freeman Reynolds, caused several hundred dollars damage. The kitchen, where above were considerably damaged by fire while a large part of the remainder of the building was damaged by water. When the alarm formed and after a valiant fight extinguished the flames. A defective fuse near the kitchen stove was believed to be the cause of the fire. Loss was covered by insurance. It was announced.

WEDDING BELLS—A pretty wedding was solemnized at the home of Mr. and Mrs. J. Nelson Carey, of Hopedale, P. E. I., at the hour of six o'clock on the evening of March 30th, when their daughter, Elizabeth Ann, (Annie) became the bride of Mr. George Hester Nisbet, son of Mr. and Mrs. Daniel G. Nisbet, of New Glasgow, P. E. I. The bride who was becomingly attired in thistle crepe was given in marriage by her father. The ceremony was performed by Rev. W. A. MacQuarrie, B.D., of Hunter River, in the presence of a few immediate relatives and friends. The wedding march was played by Miss Bertha Nisbet, sister of the groom. After the ceremony a bountiful wedding

PARENT-TEACHER ASSN.—The second meeting of the Prince Street Parent-Teacher Association was held on April 12, at 7:30 p.m. The

"I cannot tell a lie," said the ADVERTISEMENT

A precept every good advertisement knows is: "I cannot tell a lie—and get away with it." Even if it wanted to stretch the truth, just a teeny bit that wouldn't be smart business. For, in that way, more people would discover the exaggeration, more people would be off that product or that store for life.

Advertisements, then, are essentially truthful. If not from moral scruples, then on a hard-boiled basis of good business practice.

Yes, you can trust the advertisements in this paper. Make it a daily habit to read them, along with the other news. They will save your time. Save your steps. Save the pressure on the family budget that must see you through until next pay-day.

In the columns of this newspaper, the show-windows of the town's stores march before your eyes in review. You relax in your chair, enjoy a preview of all the nice things on sale down-town. You enter the stores with your mind more than half made up

THE Y.M.C.A.

—AND—

THE COMMUNITY

15 different Groups and Societies apart from the constituent units of the Association were served during 1937.

Leadership of physical classes in schools—staff and Camp grounds for Community boys—Use of Programme Equipment—Providing of Committee Rooms—Committee Service.

The Y. M. C. A. policy is to co-operate with all constructive agencies in the community.

SUPPORT YOUR Y. M. C. A. Annual Financial Campaign

APRIL 19th — 22nd.

L95

supper was served. During the evening the happy couple were serenaded by a large number of the young people of Hunter River and surrounding communities. Mr. and Mrs. Nisbet will reside in Hopedale. Their many friends wish them a long and happy wedded life.

FIRST BOAT TO ARRIVE—The first craft to enter Charlottetown Harbor this season was the 36-foot motor boat owned by Darrech Brothers, Canoe Cove, which arrived in port yesterday afternoon. The boys report considerable loose drift ice in Northumberland Strait. The waters of the Strait east of St. Peter's Island were filled with ice as far as the eye could see, they said. Their craft, which will be used for lobster fishing later in the season, had on board a small cargo and they expect to carry a larger load when they leave for the Canoe Cove to Charlottetown by motor truck is still impossible because of mud on dirt roads.

POLICE COURT—At the Police Court yesterday a man convicted of a breach of the Prohibition Act was fined \$300 and costs or four months in jail. A charge of speeding was disposed of by a recommendation that his license be cancelled. A case against the same man involving a charge of obstructing a peace officer was adjourned for one week. Prohibition charges against a man and a woman, committed by the above mentioned man when his car containing a drunk was sent to jail for 10 days

N. D. MacLean

UNDERTAKER EMBALMER

Charlottetown and North Wiltshire

Phone 149

while two vagrants were remanded for one week. A man convicted cruelly to a horse was fined \$5 and costs or 10 days in jail.

The straight silhouette is preferred in suits for spring and much color is being used.

Opalescent sequins are the newest form of bright trimming for formal gowns.

BIRTHS

MORRISSEY—At Glenoe, April 6, 1938, to Mr. and Mrs. J. A. Morrissey, a son.

MORRISSEY—At Vernon River April 6, 1938, to Mr. and Mrs. J. A. Morrissey, a son, Joseph Ronald Vernon.

MULLIGAN—At Newton, April 13, 1938, to Mr. and Mrs. Louis Mulligan (nee Patricia Murphy) a son.