

THE GUARDIAN

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Associate Editor, Frank Walker

"The Strongest Memory is Weaker Than
the Weakest Ink."

CHARLOTTETOWN, TUESDAY, JULY 6, 1948

Golden Years For Graduates

This year and next promise to be periods
of golden opportunities for graduates of Can-
ada's twenty-nine universities. According to the
Financial Post, in an article based on a survey by
the Federal Department of Labour, this year's
record crop of 18,000 graduates will find jobs
plentiful in most fields, with starting salaries
never higher.

Right now and unless there's a depression,
engineering is the field where the pickings are
best. Throughout last year and this, the Fed-
eral Bureau of Technical Personnel has consist-
ently had orders on hand for upwards of 1,000
technically trained persons but never any more
than 200 potential takers. Civil, mechanical and
electrical engineers are in greatest demand.
Chemistry, the largest single group during the
war, has dropped to fourth place.

In "tremendous demand" also this year and
for the next three or four years, are architects.
Government agencies and industrial corporations
will take 200 of the 574 graduates, leaving but
354 for architectural practice in the narrow
sense.

In forestry five times as many will graduate
1947-51 as during the past 25-year average.
Despite this huge increase, present acute short-
ages are likely to remain for some time. Cumula-
tive supply will not catch up with the present
indicated demand until 1949. Slightly over one-
half of present openings in sight are in govern-
ment service, provincial or federal.

Prospects in Agriculture are that govern-
ments, industry, farming and teaching will
absorb all available graduates until 1951. On the
supply side, universities estimate 3,129 will
graduate (at bachelor level) 1947-51. Of this
number (allowing 13 per cent for emigration and
diversion) 1,200 will be in demand for govern-
ment service, 600 in industry, at least 300 in the
teaching field and 600 on farms.

Physicians here and in the United States
probably have the most promising future in op-
portunities. The annual loss due to deaths and
retirements is about 300 a year. Annual gradu-
ations number slightly more than 600, giving a
net gain of 300 a year. However, because of in-
creases in population, prepaid medical care, na-
tional health plans, etc., supply is away behind
demand and likely to stay there for some time.
The Canadian Medical Association sees "no sur-
plus for years to come. . . . The same thing,
only more acutely, applies to nurses."

Outside of engineering, commerce is the
next most important group numerically. This is
due mainly to the influx of veterans wanting to
enter the business field. The demand, based on
this year's openings, is substantial and promises
to become greater.

Law graduates are in a different position.
Many, it is predicted, are going to find it diffi-
cult to get placed. Today all law schools in
Canada have doubled their pre-war classes and
there's no sign of a letup. The Canadian Bar
Association is considering making a Dominion-
wide survey of the situation. Until this is com-
pleted the demand picture will not be fully
known.

What of graduates in theology and in
the arts and classics? The Post article sayeth
not; but it concludes with this parting shot:
from the report of the Department of Labour survey:
"Those most readily employed are those with
definite skills, whether of a manual or intel-
lectual type."

Saskatchewan Post-Mortem

In an editorial headed "The CCF Faces Dil-
emma," the Saskatoon Star-Phoenix presents a
remarkable analysis of the voting in the recent
Saskatchewan election. Our Western contem-
porary points out that with the transfer of ap-
proximately 350 votes from the CCF to the Lib-
eral column in five rural ridings (Hanley, Ker-
robert-Kindersley, Shelbrook, Touchwood and
Watrous), the CCF majority in the Saskatchewan
Legislature would have been upset, and a trans-
fer of 1,100 votes in ten rural ridings would not
only have wiped out the Government but given
the Liberal party a working majority. Since
more than 470,000 ballots were cast, the 1,100
required to take the working majority away from
the Government and give it to the Liberals is
less than a quarter of 1 per cent.

The reason for the general rural retreat from
the CCF, even in a predominantly rural Province
like Saskatchewan, is not far to seek, argues the
Globe and Mail. The clue was provided by the
results of the Ontario Provincial Election held
last month. The CCF derives the bulk of its fi-
nancial support and recruits much of its working
organization from the ranks of the trades union
movement. It has been compelled, therefore, to
shape its policy and, to a large extent, seek its
direction from the high command of trades union
federations. Thus, it has become in effect a
Labor Party, rather than a Commonwealth Social-
ist Federation as its name would imply.

During its term of office the Douglas Govern-
ment had provided itself with authority to
exercise price control, but never availed itself
of its power. The result of the election clearly
reveals the cause of this hesitancy. It would
have been political suicide for Mr. Douglas to have
supported wage boosts, bonuses and handouts to
urban workers under the guise of social bene-
fits, as the trades unions would have liked, and,
at the same time, hold the farmer's income in
check by exercising price-controls over the prin-
cipal items which enter into the family budget.

EDITORIAL NOTES

Golf is to the fore.
Nowadays we won't be free of the telephone
even in Ed's taxis.
There's a big picnic at Lot 65 this after-
noon and evening.

It is suggested in official circles at Ottawa
that the salary of the next Prime Minister be
raised to \$50,000 per annum.

If the threatened rail strike becomes a real-
ity the Liberals may well have to forego their
convention for a while, and instead convene a
special session of the House.

Coal bins and oil tanks do not seem very
important in July but on the forehandedness of
householders in laying in their fuel now depends
the adequacy of next winter's supply.

As both Jews and Arabs want sole posses-
sion of Palestine, peace is impracticable. This
is the natural outcome of the good intentioned
Balfour Declaration of 1917.

A British high commissioner was being flown
from Malaya to explain verbally why Commun-
ism had taken possession of that country when
he was killed in the crash in a London suburb.
Now the Government will have to guess his ex-
planation.

Co-operatives and Credit Unions are to the
fore this week with the meetings of their re-
spective leagues in Morell. These movements
owe much of their success to constantly pursu-
ing a policy of educating their membership
in the principles on which they are based.

Manitoba has adopted a new high school
curriculum which requires students to decide be-
fore grade ten which of five courses they will
take. The choices are, general, commercial,
home economics, agriculture and industrial. Only
the "general" course leads to university but it
is intended to use technical subjects as a med-
ium for general education.

Discovery of a second hot layer surrounding
the earth, having a temperature of 1,800 de-
grees Fahrenheit indicates again how closely we
are surrounded by the unknown. The deepest
wells to be sunk only begin to penetrate the
earth's crust and certainly the greatest height
reached by rocket is little compared with the
vastness of space.

A Toronto taxi driver had his license sus-
pended for refusing to take an injured man to
hospital. Whether similar action would be tak-
en here will probably never be known as our car
drivers seem to hold it a point of honour to ren-
der assistance in emergencies.

The British Museum has to re-bind all its
volumes every twenty years. Now they've found
the cause—it's the sulphuric acid ever prevalent
in town atmospheres due to the smoke from chim-
neys. As a result of their investigations they can
pre-treat leather so effectively that there
will be no rotting even in the worst industrial
atmospheres.

Henri Rene Albert Guy de Maupassant,
French author, died this date 1893. At first a
poet, he abandoned verse for short story, of
which he became a master. A disciple of Flaubert,
to whose Norman type he owes much, he
drew towards Zola. His original story, Boule de
Suif, an episode of the Prussian occupation of
Normandy, is his masterpiece. His cynicism, habit
of jesting, art, and imagination, find typical ex-
pression in the most malicious of tales, L'Herit-
age. "Never read over your old love letters."

It is to be hoped that it is not "Woe unto"
Rt. Hon. Mr. Ilsley because all men speak well
of him. In the House on the closing day, in his
absence representatives of all parties spoke his
praises. "The country is losing one of its great-
est public servants," said Mr. King, himself ap-
pearing in the Commons for the last time as
Liberal Leader and Prime Minister. Howard
Green (PC—Vancouver South) said Mr. Ilsley
served with "greatest courage and distinction. He
had done a grand job for Canada." Mr. M. J.
Coldwell, C.C.F. leader, said he doubted if any-
one stands higher in the esteem of the people of
Canada than does Mr. Ilsley. Solon Low, Social
Credit leader, paid tribute to both Mr. Ilsley
and Mr. King. Angus MacInnis (CCF—Vancouver
East) who sat directly across the floor from
Mr. Ilsley said he wished to express "my own
personal great feeling of loss." "He was one of
the greatest cabinet ministers we ever had," he
said.

The house shortage in Ottawa is likely to
affect Mr. Mackenzie King's successor in the
Liberal leadership. It was surmised at first that
Laurier House would be available, but at the
closing of the House, the Prime Minister dis-
cussed members' minds on that point. He said
he hoped his successor would not be "embarrassed"
as he had been, by the failure of the state
to provide a residence to go with high office.
And he hinted that the income of that office
was too low. He had been fortunate in having
Laurier House willed to him by Lady Laurier,
and equally fortunate in having it furnished suit-
ably through the "generosity" of friends. He
would be "extremely sorry" if his successor were
obliged, as he had been, "in addition to paying
taxes on his income, his salaries and the like,
to have to pay taxes on the house in which he
is living and which is regarded by most people as
an official residence and be obliged to provide the
lighting and the heating as well as the necessary
services, and to have in addition to look after
maintenance and repairs."

Noted By The Way

The reason we have failed in
Palestine is precisely because
we have clung to a British conception
of impartial justice, and the ven-
om directed against us by both
sides is proof of this. We have fail-
ed with an ignominious crash be-
tween the stools. — The Times,
London.

The one important metal which
has not advanced in price during
the upheaval in mining costs of
the past year or so is nickel. In-
deed, the price is only 12 per cent
higher than it was 22 years ago.
It was raised in 1946 to 35 cents
and then reduced to 33.76 cents in
the U. S. on the halving of that
country's import duty. In compar-
ison, we see a doubling of copper
since the war, and in three years
we find lead up more than four
times and zinc up more than three
times from war answer levels.
It has been stated that any fur-
ther rise in mining costs would
bring a rise in nickel. — Northern
Miner.

We have often heard people say-
ing that the pioneers never receiv-
ed any assistance when they came
to this country. Probably this is
true. They came here and had to
make it stick. They had no way of
getting out. But there are other
things to consider. The pioneers
were not paying for paved roads.
They were not paying for an ex-
pensive school system. They were
not paying to keep an army of in-
spectors busy. They were not buy-
ing things on the installment plan.
They did not have to invest hun-
dreds of dollars in harvesting ma-
chinery, nor did they have to keep
it in repair. They did not have to
pay for the interest on government
debts. All honor to the pioneers,
but let us remember that they had
not bumped into the load of taxa-
tion which the farmer of today has
to carry. —Guelph Mercury.

One notices frequently that of tech-
nical statements, clear of techni-
cal verbiage and set down in most
simple words, are most effective. A
typical case is contained in re-
marks made by an unidentified
writer in an American magazine,
Iron and Steel Engineering. Said
he: "A dollar won't do as much
as it used to because we don't do
as much for the dollar as we used
to." A survey of the building trade
shows that productivity is actually
down about 40 percent under pre-
war figures, while hourly rates are
up 70 per cent. Combine these two
factors, says the writer, and we
find costs 100 percent higher.
"There is an irrefutable axiom that
we cannot buy more than we pro-
duce—it is a pity that everyone
cannot believe it." —Fort William
Times-Journal.

Very few people like bats — that
is those little mammals which fly
about after dark. There are, of
course, some strange folks, natura-
lists, who do not mind handling
them or having them swoop about.
But the average man, as well as
woman, hastily retreats when one
gets indoors, grabs a broom and
tries to commit murder. It is high-
ly interesting, however, to know
that there are nine or 10 species
of "fitter-nets" found in the Do-
minion and further, that one of
them, the "Silver haired," is a crea-
ture of striking beauty. Further,
those who know and "love" them
stress that they play a very impor-
tant role in making the world a
better place in which to live in
that they devour immense quanti-
ties of insects, including mosqui-
toes, which most prefer the little
fleshy to the much bigger flying
mouse. They are not, authorities
assure, "bad luck," nor do they get
in women's hair, nor are they un-
derly infested with parasites. —
Owen Sound Sun Times.

A teacher should not have to live
the life of a goldfish, with self-ap-
pointed supervision hinting broad-
ly to him that it is a bad example
to young people to be seen going to
so many dances or wearing his va-
cation sports shirt flapping outside
his trousers. At the same time it
is the responsibility of a teacher
to observe the ordinary laws of de-
cency and good taste in off-duty
hours. If he makes a drunken in-
sultuous speech, or takes up
soapbox preaching in favor of vic-
toriously overthrowing the Govern-
ment, or becomes known as the
village "wolf," he can't expect to
hold the respect of trustees, par-
ents or children. Doctors, lawyers,
clergymen, teachers, pharmacists
and others cannot entirely lose
their professional identities when
they are off duty, and in varying
degrees everyone is vulnerable to
public opinion. Teachers, inevitably,
are among the most vulnerable. —
From Saint John Telegraph-Jour-
nal.

One reason why Italy was more
of a handicap than a help to the
Allies in the First World War and
to Germany in the Second World
War, is that she is lacking in nat-
ural resources, especially coal. Ger-
many had to ship millions of tons
of coal during the last conflict.
Italy is exporting coal to Italy
in large quantities now; yet Italy
is in a worse economic plight than
any other country in Europe. A re-
port from Rome says the Govern-
ment is having a very difficult
time, although the Communists
have been taken off its back. The
population is too large for the re-
sources available, and there are 2,-
000,000 people unemployed. That
would be equivalent to over 800,000
still because of lack of raw mate-
rials. Italy is short of ships, and
some of her best pre-war custom-
ers are shut off behind Russia's
Iron Curtain. To a lesser extent,
this is one of the problems of Bri-
tain today. What Italy would like
to do is to encourage emigration
as much as possible so as to cut
her surplus population. But few
countries want immigrants these
days. — Stratford Beacon-Herald.

PUBLIC FORUM

This column is open to
the discussion by correspon-
dents of questions of interest
The Charlottetown Guardian
does not necessarily endorse
the opinion of correspond-
ents.

LIFE IN THE COUNTRY

Sir, — Once more we are spend-
ing the summer months in the
country, months that so soon pass
that we call our own. I type
these lines with a wife and happy
children by my side. Long sum-
mer evenings with cool breezes,
the laughter of little children at
play, happy as the day is long,
make us so often forget the busy
city when we sit and watch the little
waves come in to lick the shore at
our feet and fall back into the
mouth of the sea, we feel our lot
in life is sweet and wonder what
we ever did be so happy in this
little home for even a few months
this summer. Again when we
stroll along the green shady roads
and follow the cow trails and
watch the passage of the golden
light seems to fade above the rim
of the horizon to say good night
or to look once more over the
green fields where cattle seem so
contented as they graze. Now the
children like the rest of us have
taken our sun tan when we are
at the shore; little feet and legs
are buried in the fine dry sands.
And at home there is no danger
of disturbance to a glorious sleep.
We rise early in the morning re-
freshed and ready for the day.
Here in the yard I find a family
of birds waiting for hours for
their hand out; perched on the
fence they wait until some food
is put out and they carry it away.
In all this happiness we are
glad that there is a way or a law
that all the children in the cities
could have a few months in the
country every summer where play
grounds are acres and acres long,
where the air is clean and fresh.

This little place near my old
home where I played as a boy is
not the only place. There are
hundreds of places all through the
country at this season where
children could bank in nature's
garden of dreams. In this little
place I call my home is our pal-
ace for a few months each sum-
mer, and there is only one sad
day especially for the little feet
and that is the September day
when we turn and go back to the
city to dream again of another
summer where we will be back home
in our life. It's only a poor man's
house but to me it's a palace call-
ed home, home in the country
where happiness reigns supreme.
I am, Sir, etc.
W.A. O'BRIEN.

Morell, P.E.I.
July 5th., 1948.



FROM SONNET LXXIII

That time of year thou mayest in
me behold
When yellow leaves, or none, or few
Do hang from boughs which shake
Against the cold.
Bare ruin'd choirs where late the
sweet birds sang.
In me thou see'st the twilight of
such day
And after sunset fadeth in the
west;
Which, by and by black night doth
take away,
Death's second self, that seals up
all in rest.

Old Charlottetown

(And P. E. I.)
SELKIRK'S PROBLEMS
"August 10th, (1803). We had an-
other difficulty about provision."
The oatmeal promised has not ar-
rived. The last harvest on the Is-
land has been so poor that it is
stated that no supply can be had
at a price, and as all the trading
people here are notorious for tak-
ing advantages, Mr. Charles
Stewart and others advised send-
ing a schooner to Quebec or Hall-
fax for a supply. After harvest it
is expected there will be abundance,
but the scarcity was so much ap-
prehended this spring that the
Council laid an embargo on ex-
portation and closed the ports to
American vessels, none of which
came. This difficulty vanished on
making a calculation of the quan-
tity needed, which had been over-
rated. A schooner from Pictou was
in the harbour's mouth with ninety
barrels of flour bought on specula-
tion. This was purchased at ten
dollars a barrel and would secure
us till the arrival of the Bess from
New York.

Two Kinds of Advertising

There are two kinds of adver-
tising, the product advertising
which introduces a commodity or
a service and institutional adver-
tising, which interprets a company
and tells its point of view.
Many Canadian firms are doing
good public relations work through
their advertising, and are making
institutional advertising a part of
their advertising budget.
Public relations advertising
means telling about the satisfac-
tory industrial relations within the
firm, the unusual provisions for

Crown, and then they would have
a claim of preference by their oc-
cupancy. These are now sour at
finding themselves likely to be
turned out and would gladly dis-
turb the newcomers. Some peo-
ple, also, on the neighboring lots,
who have been in the habit of
making hay on the marshes on
Lot 87, are said to be ill-disposed."
—Lord Selkirk's Diary.

For Foot Ailments

CONSULT
H. J. A. BROWN, D. P.
Orthopedic
Chiropractor
148 Great George Street
CHARLOTTETOWN, P.E.I.

The Advertising Business

(Royal Bank Letter)

People don't make a baker's path
to the mouse-trap maker's door
unless they know he has made a
better mouse trap and has a stock
for sale at a price they can pay.

That is what the advertising busi-
ness is all about. Mousetraps and
pig iron, automobiles and break-
fast foods are useless if people re-
main in ignorance of their exist-
ence and unaware of how they
may be used. Advertising serves the
man who produces by enabling him
to dispose of his goods; and the
man who consumes by telling him
what is available to add to his
satisfactions in life.

The question is sometimes asked
—and not only by persons with
queer economic ideas—"why adver-
tise?" The answer can be given
by drawing three circles; a big
one, a smaller one inside it, and
a smaller still inside that. The little
circle indicates the number of prospects
to be met personally by the
sales force, the next larger shows
the wider group that can be re-
ached by a well-built mailing list,
while the outer circle shows the
extent to which prospects can be
convinced by advertising in its
various forms of publication and
display.

One of the first positive rules
is that advertising is an investment,
not a speculation. Gambles in adver-
tising, followed by disappoint-
ment and retrenchment are waste-
ful. They upset the economic equil-
ibrium they give business that air
of starts and stops so well sum-
med up in the terse telegram of
the conductor of the often-de-
railed train: "O.K. again, on again,
soon again; Finnegan!"

Another rule is that advertising
is fruitless if the advertiser does
not offer something which will
genuinely serve some human want.
The third rule is not to expect
overwhelming returns in the way
of sales from the first ad or two.
Advertising does not work that
way. It deposits in the mental
storehouse of the prospect impres-
sions after impression until he has
a well-defined picture of the product
and the service it will perform for
him.

And, last but not least in this
small list of principles, the busi-
ness executives is headed for dis-
appointment if he satisfies his ego
merely by matching the competi-
tor's advertising appropriation
dollar for dollar, or purchases by top-
ping it. Not the size of the ad-
vertisement, but the quality of ad-
vertising is important. Every cam-
paign should be tailored to the
needs and to show off the advan-
tages of the particular business
concern. A follow-my-leader cam-
paign is an evidence of lack of or-
iginality and initiative.

Think of the Customer

It does not do, in these days to
concentrate upon techniques to the
exclusion of thought about the cus-
tomer. It is the customer who pur-
sues the goods to use. He pays the wages
and expenses from the first stroke
made in harvesting a natural re-
source to the final stroke of the
pen by which the advertiser con-
tracts for the finished product.

How is advertising useful to the
consumer? Well, it keeps him in-
formed. Whether the advertise-
ment be one of the mammoth bill-
boards, a catalogue, a full page
newspaper spread, or one of the
tiny items in the miles of classified
ads, it should be designed and
written to tell people about some-
thing they may want to buy, not
about something the advertiser
wants to sell.

Most of us are specialists, pro-
ducing nothing which we ourselves
use in our capacity as specialists
we may not need anyone to help
us, but in our sphere as consumers
we need to be told what is available
for our use how good it is, and
how we can obtain it. Advertising
works for the consumer as well as for
the advertiser; it also works for the
community. It helps stabilize in-
dustry and employment; it em-
phasizes quality, which is cer-
tainly a community service; and
it is a factor in competition, which
helps keep prices within bounds.

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GENTLEMEN
THIS STORE SPECIALIZES IN FITTING CLOTHING AS BEST
BECOMES YOU—FOR THIS IS A PERSONAL CLOTHING
SERVICE.
J. P. MACPHERSON & SON
Ch'town (CUSTOM BUILT CLOTHES) Queen St.

safe-guardian health and welfare
of workers the special qualifica-
tions of the firm for giving the ser-
vice it offers, the experience of its
workers, the carefulness to meet
or surpass standards, the use made
of raw materials with consequent
spreading of spending over large
sectors of the economy, and the
history of the company showing its
dependability, stability, and its es-
sential place in the welfare of
many people.
This kind of advertising provides
answers to those who maliciously
or ignorantly attempt to tear down
the private enterprise system.
These people hammer away at
human aspects of life, and they are
not answered by statistics or records
of production. There are human
features in the present economic
setup which can be used through
the institutional advertising to
explain, demonstrate and sell
the system as well as its prod-
ucts.
One unanswerable presentation
of this nature is to show the
contrast between living conditions
in private enterprise countries and
in those countries which are ham-
strung by dictatorial government
management. The thinking person
gathers this lesson in his daily
contact with advertising, but it
needs pointing up for those less
observant. As L. S. Lyon says in a
scholarly article in The Encyclo-
paedia of the Social Sciences: "Con-
sumer advertising is the first
tremendous effort of a society becom-
ing prosperous to teach itself the use
of the relatively great wealth of
new resources, new techniques and a
reorganized production method."
The Western world is learning
to produce goods at an ever faster
rate and in always widening variety.
Advertising brings this production
into everyday life, spreads it
around among people, and thus
contributes to the rising standard
of living. Instead of taking a gener-
ation or a century to become
known, new aids to comfortable
living are made known in a day.
By doing this, advertising brings
forward the demand that encour-
ages manufacture, provides job,
and spreads purchasing power.
(To Be Continued)

PROFESSIONAL CARDS

Gaudet & Hazard
Barristers, Solicitors, Notaries, Etc.
Canadian Bank of Commerce Bldg.
MONEY TO LOAN
GILBERT A. GAUDET, B.A., LL.B.
Canadian Bank of Commerce Bldg.
Charlottetown, P.E.I.
M. Alban Farmer
B.A., LL.B.
MONEY TO LOAN
BARRISTER, SOLICITOR, ETC.
FREDERIC A. LARGO, K.C.
BARRISTER, SOLICITOR,
NOTARY
Royal Bank of Canada Chambers
Charlottetown, P.E.I.
Successor to
George J. Tweedy, K.C.
Public Stenographer
Mimeographing cards and circulars,
copying programs, correspondence,
typing and bookkeeping.
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