

THE CENTRAL GUARDIAN

SUMMER DRESSES GALORE At sweeping discounts at Patons.

NEW VOILE DRESSES JUST in at Patons deeply discounted for clearance.

FESTIVAL WITH BAND in attendance at Rochford, Square on Monday, August 1st.

ADVERTISE THE BEAUTIES OF THE ISLAND—By sending your friends a souvenir of P. E. I. only 57c postpaid, Guardian Office.

PARIS GREEN.—10 tons Berge's Paris Green in one-pound tins just received at The Rogers' Hardware Co., Ltd.

PURE, WHOLESOME, SPARKLING SODAS in your favorite flavor at Johnson & Johnson's, The Quality Drugstore.

WE ARE PLANNING A SENSATIONAL program for each remaining day of our July sale, every item will be a sensational one. Watch our ad for today, Patons Ltd.

BIG PICNIC at Emerald Station on Wednesday, August 10th. Refreshments, excellent tea tables and amusements of all kinds.

JULY CLEARANCE SALE—For the last few days of our July Clearance sale will offer all our ladies white wear at 25 p. c. off PATONS LTD

NOTICE TO ADVERTISERS—Advertisers are reminded that all display advertisements must be in the Guardian Office before noon of the day previous to publication

FOR ONE WEEK July 20th, July 27th we will give 10 per cent discount on watches, jewelry silverware, E. W. Taylor, 142 Richmond St.

RESERVE MONDAY evening, Aug. 1st for the ice cream festival at New Acadia, step dancing by the children of New Acadia also by others. Beginning at eight o'clock.

PATONS WHITEWEAR SALE—All our ladies white wear is offered for clearance at 25 p. c. off for the last few days of our July Clearance sale. Patons.

THE GARDEN OF THE GULF ILLUSTRATED.—Souvenirs of the Province—best illustrated write-up of the province ever published. Price fifty seven cents postpaid. Guardian Office.

NOTICE TO ADVERTISERS—Advertisers are reminded that all display advertisements must be in the Guardian Office before noon of the day previous to publication and before 10 a. m. on Saturdays.

FARM FOR SALE.—Fifty acres Lot 65 at Rocky Point, along the South Shore Road, owned by Geo. A. Smith. See the land, and send in your offers to MacKinnon & McNeill, 90 Great George Street, Charlottetown.

MEETING OF THE RIFLE ASSOCIATION.—Everything points to a large meeting of the Rifle Association on the 3rd and 4th August. Have you made your entry yet? If not, do so at the office of W. K. Rogers, Co., Ltd.

CHURCH RE-OPENING.—After extensive repairs St. Andrew's Church, Montague will be re-opened on next Sunday, July 31st. The pastor will preside. Rev. Dr. Reid of Montreal will preach, the choir will render appropriate anthems assisted by Miss Lillian MacKenzie B. Msc. of Charlottetown who will render solos. A special Sunday School session will be held at 10 a. m. addressed by Dr. Reid. An offering in aid of the repair fund will be received. All are cordially invited.

Yarmouth, N. S., March 24, 1921 Mr. Joseph LeBlanc, Secretary of the Athletic Association, who were the Champions for 1920 of the South Shore League and Western Nova Scotia Base Ball, states that during the summer the boys used MINARD'S LINIMENT with very beneficial results, for sore muscles, bruises and sprains. It is considered by the players the best white liniment on the market. Every team should be supplied with this celebrated remedy. (Signed) JOSEPH L. LEBLANC, Sec'y. Y. A. A.

HOTEL VICTORIA Famed for its cuisine service. Elegantly furnished, 33 rooms with baths. Make it your home in Charlottetown.

Dr. E. C. Harris Eye Specialist Office, Royal Bank Building, Charlottetown. Office Hours 9-12.30, 2-5. Phone 68-Y.

ALL OUR WHITE BOOTS \$1.50 to \$6.00 for \$1.98. Goff Bros. Ltd.

LAST THREE DAYS OF Patons Big July clearance, sale all goods deeply discounted.

TRYON BAPTIST SERVICES.—Sunday 31st, Westmoreland, 11, Tryon 3, Albany 7. Welcome to all.

PURE SODAS.—Service that pleases particular people at Johnson and Johnson's Soda Fountain.

FOLLOW THE BAND to Rochford, Square on Monday night and enjoy the festival there.

THE TRYON BAPTIST PICNIC will be held in Alex Morrison's Field on Wednesday, August 3rd. Come and meet your friends. 41

SYDNEY SCREENED COAL.—The schooner "Howard" arrived from Sydney with coal for A. Pickard & Co.

EVERYTHING POINTS to a large meeting of the Rifle Association on the 3rd and 4th August. Have you made your entry yet? If not do so at the office of W. K. Rogers, Co., Ltd.

THE S. S. CANADIAN SAPPER sails from Montreal July 29th. She will be due in Charlottetown, Aug. 2nd and will carry general cargo for St. Johns, Nfld, Buntalan, Bell and Co Agents.

MILTON AND RUSTICO.—Service next Sunday at Milton, 11 a. m. and at Rustico 3 p. m. Sunday School at Milton 10.15 and at Rustico 2 o'clock. Mr. W. S. Louson will take Sunday School and service at Milton.

CRAPAUD AND SPRINGFIELD There will be morning prayer and the Holy Communion in St. John's Church, Crapaud on Sunday next at 11.00 a. m. and evening prayer and the Holy Communion in St. Elizabeths Church, Springfield, at 7 p. m. The Rev. G. D. Raymond, M. A., Rector of St. Paul's Church, Charlottetown, will conduct these services and preach. Everybody cordially invited.

Minard's Liniment for Colds, Etc.

PERSONALS

Miss Lydia McEachern, of Mermaid, is visiting in the city.

Mrs. J. L. Younker, of Montague, who is visiting friends in Mermaid, was a visitor to the city yesterday.

Prof. and Mrs. Henry Blanchard, city, are visiting Mrs. Blanchard's parents at Dwyer Road.

Miss Sadie Brennan has returned to her home at Larnley, after a pleasant visit with friends at Pleasant Grove.

Mr. Harry Vinnicombe, City, left on Wednesday morning on a short visit to friends in Maine River, Kent County, N. B.

Mr. and Mrs. Jas. Campbell, Elmira were in the city yesterday and left today on a trip to the mainland.

Miss Sadie Nelson, Mr. and Mrs. Jas. Nelson and Miss Margaret Nelson, Montague, and Mrs. Jas. Speirs and Mrs. John Gracey, Sydney Mines, motored to the city from Montague yesterday.

Dr. Kennedy of New York, who has been visiting the city, motored to Bradabane yesterday. He left today for the mainland on return home. Mrs. Kennedy who accompanied Dr. Kennedy on his visit here is remaining for another month.

..Cooking in general is much the better if Borden's St. Cream or Jersey milk "with the cream left in" is used. Pure, rich and convenient.

CUSTOMERS SATISFACTION IS THE FOUNDATION ON WHICH EVERY SUCCESSFUL ENTERPRISE MUST BE BUILT

The more efficiently and pleasantly a dealer serves his customers the larger his business success will be.

Serve a customer with what he wants, and give him the service for which he asks is our motto.

NOW WE SATISFY Through experience we have discovered that business is good in the degree to which we tie up our store with merchandise which pleases. This knowledge enables us to anticipate our many customers' needs and to stock just what is in most popular favor. To customers who have their mind set on a definite thing there is nothing "just as good."

YOUR APPRECIATION If you are a particular customer who appreciates the advantage of a drug store which offers the best in both merchandise and service, then you'll like us. THE STORE THAT SATISFIES Johnson & Johnson The Quality Drugstore Cor. Kent and Prince Streets

PRINCE EDWARD TODAY AT 3 P. M. TONIGHT AT 7 AND 8.45 Jesse L. Lasky presents George Melford's PRODUCTION "The Jucklins" with MONTE BLUE A Paramount Picture From the famous novel by Orle Read and the Play by Augustus Thomas. A glorious romance of old-time folk in the Caroline Mountains. Seething with primitive passions. Mellow with homely joy. A thrill with the fighting spirit of pioneer adventure. A tale that has charmed millions for almost a generation.

"The Hand From Behind The Door" Third Mystifying Chapter of "Velvet Fingers" HERE'S A GOOD LAUGH IN "Don't Blame The Stork" A Two Part Joy Comedy

PRIZE-WINNING ESSAY ON WHY OUR FISH SHOULD BE CONSUMED Sixteen-year-old girl tells advantages to Canada of developing prolific fishery resources. OTTAWA, July 28.—Little Miss Iva Haisman, aged 16 years, Outremont, Quebec, was naturally a proud girl when she stood before the movie camera in front of the Ritz-Carlton in Montreal on June 22. Surrounded by a group of people distinguished in the fishery world she was presented with two cheques by Mr. W. A. Found, Assistant Deputy Minister of Fisheries, for having contributed the best essay in Canada on "Why Canadians Should Eat More Fish." And all the time the movie camera was clicking before her. Following is the essay which brought all this good fortune to Miss Haisman: "Canada is a rising young nation, and is even now taking her place in the world because of her industry and progress. It is safe to prophesy that with proper development of her resources, Canada will become one of the foremost countries of this age. "Chief among Canada's resources is the fishing industry. More variety, more perfection in each variety, more abundance of fish can be found in no other waters, or under no more favorable circumstances. To develop this industry, and in so doing to develop Canada, is the duty of every Canadian, and so, it behooves Canadians to eat more fish. "Four great advantages would result from the development of the fishing industry. It would effect a great economy, for we would be using a product, instead of wasting one. Canada's fisheries were not made rich for nothing; it is natural, and most necessary, that we should derive the greatest possible benefit from them. "Then, the increased consumption of fish would make unnecessary many foods which we now import. This would be turning our money back into Canadian channels instead of sending it to some other country already strong or financially. It would improve trade conditions, for Canada, as a small country, should export more than she imports. "To the average Canadian perhaps the most important reason for eating more fish would be the saving in money. Fish is cheaper than meat, though the quality and food value are not less. The money saved by using more fish would line Canadian pocketbooks very comfortably. Now, it is an obvious fact that a well-lined pocketbook makes a happier, more contented citizen; a happier, more contented citizen is a more generous one, one who will have higher ideals for his country. Thus, the direct benefit to the citizen, and the indirect benefit to the nation, would be great, well-worth of consideration. With a little imagination, today's Canadian may see tomorrow's Canadian the citizen of an ideal country, all through the economic use of our fisheries. "The fishing industry gives work to a great part of the Canadian middle class. Greater use of fish would necessitate enlargement of the canning and curing business, thus giving partial relief to the great number of unemployed. At the same time, it would be well to support a business carried on in our own country, instead of a business carried on in a foreign country, with foreign capital. "Incidentally, eating more fish would mean eating less meat. Canada's live stock production, since the war, has been greatly reduced. Unless some opportunity for recuperation is given, the only result will be higher cost, and greater scarcity of cattle. "Jules Verne, in his "Twenty Thousand Leagues Under the Sea," gives an attractive and quite possible picture of complete utilization of fish and fish products. In his story, all the food, even to sugar and beverages, was taken from the ocean. It was as wholesome and as tasteful as any other. While Canadian waters do not possess all the fish mentioned by this author, they do possess ample for our use. There seems no reason why the dreams of Jules Verne should not become reality. "The seas store the resources to fill a large part of our wants, and systematic application of energy to make use of them would prove profitable to Canadians in many ways. "The Canadian Government protects consumers by careful inspection of all canneries' products. The standard to be passed is very high, and ensures purity. "When Canadians realize the wealth and importance of the fishing industry, the advantages to themselves of its growth, and the importance to Canada, being good citizens, they will use more of the products of the sea."

Hammocks 25 per cent off the balance of our nice line of HAMMOCKS ONLY 25 left. Prices range from \$3.15 up and 25 per cent. off. Here is a chance to get a good strong, well made HAMMOCK at a very low price. Carter & Co. Ltd

PRINCE EDWARD Two Nights Wednesday, Thursday August 3rd and 4th Matinee Thursday PHILIP KLEIN PRESENTS MAX MARCIN'S PRODUCTION OF 3 LIVE GHOSTS BY FREDERIC S. ISHAM NEW YORK'S RIB-TICKLING SUCCESS WITH A BRILLIANT ENGLISH CAST, INCLUDING Ruby Hallier Alida Middlecoat Eleanor Marsters Agnes Atherton Fred Bean Henry Vincent Ben Lyon George Duthie Joseph L. Levy A POSITIVE CURE FOR TIRED BUSINESS MEN SEATS NOW ON SALE AT THE THEATRE MAIL ORDERS ACCOMPANIED BY MONEY ORDER, CASH, OR CERTIFIED CHEQUE PROMPTLY ATTENDED TO PRICES, ORCHESTRA RESERVED First four rows \$1.00 Next two rows 1.50 Next seven rows 2.00 Last seven rows 1.50 BALCONY RESERVED First two rows \$1.50 Next three rows 1.00 Unreserved 75c

What The Halifax Press Says Of Three Live Ghosts WHAT THE HALIFAX PRESS SAYS OF THREE LIVE GHOSTS THE "THREE LIVE GHOSTS" WHICH OPENED AT MAJESTIC LAST NIGHT IS A GOOD SHOW "Three Live Ghosts" which opened at the Majestic Theatre last night, might more than sustained its reputation as "the funniest show in years". It is the portrayal of Cockney character and Cockney humor, that is as true in that, immortal phrase of English life, as the Cockney is as genuine in himself. But in its essentials it is not limited to those imitable people but it presents, as an after war play, certain elements of that tragic period which will live as long as this generation endures and memory knows us no more, for running through all the comedy, the unconscious comedy of the Cockney, is the theme of comradeship, the gold which was shown through all the dross of the dark days from 1914 to 1918, and is shining yet. It was a gold that all possessed irrespective of social caste. For that reason "Three Live Ghosts" should strongly appeal to a Halifax audience, made up, as they inevitably are, of so many who bore the brunt of the war. The plot of the play gives a number of situations which are enliven-

ing to a high degree. Especially can that be said of the climax of the second Act, where the stolen jewels so surreptitiously disappear as to even baffle the Scotland Yard sleuths. As a characterization of a Cockney woman, Mrs. Gibbons, is a type which has no classification but its own. Ruby Hallier performs one of the cleverest impersonations seen on the Halifax stage for a long time. She dominates a company which in itself is excellent, but which with her takes leading rank among the first class comedies presented here for many years. At the Prince Edward Wednesday and Thursday, August 3rd, and 4th. Seats now on sale SQUIRRELS AS TREE PLANTERS Items are going the rounds of the press to the effect that tame squirrels may be taught to hide acorns and nuts in holes in the ground and thus start a grove of trees. Such items make foolish laugh and the judicious forester, conservation and reforestation in any country is a man's job, not one for tame squirrels. It is true that trees are not a difficult crop to raise in this country, still a plantation requires the exercise of forethought and judgment. The public does not have to stick to the tame squirrel theory of planting trees. The different provinces and the Dominion government have given a great deal of attention to this matter and have issued bulletins on the subject. The Forestry Branch of the Department of the Interior has issued Bulletin No. 69 "The Farmer's Woodlot" which is also sent free to applicants.

Babe Ruth's home runs don't travel faster over the fence than I travel for a package of POST TOASTIES — says Bobby Superior Corn Flakes

Are You Alive? Of course you are eating and breathing—but you may not be alive. If you do not reach top-notch in the day's work you may bestarving the body by eating foods that have no real food value. Eat Shredded Wheat with green vegetables and fresh or stewed fruits. You will find yourself very much alive. Shredded Wheat is 100 per cent whole wheat, is ready-cooked and ready-to-eat. Delicious for any meal with berries or other fruits. Two biscuits make a nourishing meal. MADE IN CANADA

Imperial Fox Biscuit manufactured at Charlottetown, P. E. I. It contains the whole wheat and PURE COD LIVER OIL. Everything that goes into these Biscuits has been Government inspected and is Guaranteed PURE and WHOLESOME. Imperial Cod Oil Biscuits are fed in the majority of our P. E. I. schools and are giving SATISFACTORY RESULTS. Let us ship you a trial order direct from factory. IMPERIAL BISCUIT CO., LTD. Box 446 Charlottetown 101 Longworth Avenue

EASTERN STEAMSHIP LINES, INC. INTERNATIONAL LINE PASSENGER AND FREIGHT SERVICE BETWEEN ST. JOHN AND HONOLULU Steamship GOVERNOR DINGLEY will leave St. John every Wednesday at 8 a. m. and every Saturday at 6 p. m. (Atlantic time) for Boston. Wednesday trips are via Eastport and Lubec, due Boston about 11 a. m. Thursday, The Saturday trips are to Boston direct due Sundays 2 p. m. Return—Leave Boston Mondays and Fridays at 10 a. m. (Daylight saving time) for Eastport, Lubec and St. John. FARE \$10.50 Direct connection at Boston with the Metropolitan passenger and night steamers to New York via Cape Cod Canal. For staterooms, rates and additional information apply to A. G. CURRIE, Agent, St. John, N. B.

Ford THE UNIVERSAL CAR Every Farmer Needs a Ford You don't hesitate to own a binder for a few days use per year—to save time. Why not a Ford for use day or night every day in the year. —to save time that can be better used in productive work. —to keep you in close personal touch with markets, —to handle light produce to town, —to bring out help to your farm, —to keep the boys contented on the farm, The sturdy Ford is the farm car you want for dependable power, endurance, simplicity and economy. We render Ford Service and sell Genuine Ford parts. QUEEN'S COUNTY GARAGE Charlottetown A. Horne & Co. Summerside P. E. I. Dealers