

garden freshness

—so aptly describes the fine full flavour with which "Salada" Tea abounds.

Each little leaf yields a generous quota of rich satisfying tea which explains why it is so economical.

Every Maritime grocer sells this delicious tea.

Metal foil packets only 1 lb, 1/2 lb and 1/4 lb sizes

For Flavour use

"SALADA"

BIG CAMPAIGN STARTS TODAY

Procter & Gamble instituted a Novel Advertising Scheme
Coupons as Good as Real Money Appears in The Guardian Today

One of the most interesting and novel campaigns starts today by the Procter & Gamble Distributing Co. of Canada, Ltd., advertisements of which appear in The Guardian today. The campaign consists of group advertising which means, instead of advertising their products separately the company advertising them on a large scale. The company hold out the motto "A Procter and Gamble soap for every daily household need." The majority of families now use one or two brands of the Procter & Gamble products and the group advertising will drive home to them the fact that all Procter & Gamble products are standard home requirements.

In this first grouping campaign, a coupon plan has been devised whereby with every 25 cent purchase of soap from any grocer, a purchaser may secure an additional 25 cents worth free on presentation of the coupon. Owing to the value of this coupon the company gets a high percentage of redemption and a grocery, according to the size of the store will redeem from 50 to 300 coupons.

This campaign is perhaps one of the biggest which has ever been staged in the city, and in the manner in which the grocers are falling in to the campaign is an evidence that the campaign will be an unqualified success. The campaign is one which cannot fail to appeal to the grocer, the wholesaler and the householder. The campaign affords every retailer wonderful manufacturer co-operation towards the common sense merchandise idea of centering effort and capital on the fewest possible number of highly advertised brands, thus adding to profit through the medium of quick turnover. No similar scheme, nor one with the scope of the Procter & Gamble advertising in Ch'town has ever been attempted. In addition to the appeal to the householder in the city, the Procter and Gamble campaign has an especial appeal to the farmers and a large redemption of coupons is expected from the rural districts. The coupon appears on page 5 today. Clip it and present it at your nearest grocery store.

A Presentation At Cavendish

Rev. Mr. McPherson Remembered by Congregation

On the eve of Rev. M. J. McPherson's departure from Cavendish to take charge of the congregation of Trvon, a meeting was held at the home of Mr. Warfield Orr of New Glasgow, at which a presentation was made and the following address:

Rev. M. J. McPherson, Rev. and Dear Sir: That the band which binds together Pastor is about to be broken, we wish to express to you our esteem of your labors in our midst. While the pulpit must ever be the supreme sphere of the Minister of the Gospel in this respect you have rightly divided the word of God and delivered his message with much acceptance to this congregation. We recognize your untiring efforts in caring for the sick and suffering and indeed you were a welcome visitor in all our homes and some adjacent ones and now in bidding you farewell we ask you to accept the enclosed in token of the kindly relations that have existed between us. We have every confidence that your sterling qualities and strong Scottish character with God's Blessing will insure you success in your future charge or in whatever sphere you may be placed. Signed on behalf of the congregation.

LOUIS TOOMBS, W. A. HOUSTON, WM. MOFFATT.

Mr. McPherson made fitting reply. He appreciated their remembrance of him, pleasantly referred to the recorded intellectual status of Cavendish, that he had tried to do his best in the pulpit service, had enjoyed the welcome he received in every home in the congregation, that he considered the lonely and the suffering should have a pastor's special care, his concluding words were a Benediction on his successor Mr. J. Sidney Bonnell. The elements of his Scottish character found vent in Scottish melodies which Mr. McPherson sang with much acceptance, including "Jesus's Dream."

DELEGATES WILL TRAVEL IN COMFORT

Best of Through Train Service to Winnipeg for Presbyterian General Assembly.

Delegates to the Presbyterian General Assembly to be held at Winnipeg June 7th to 16th, will be enabled to travel in comfort by the best of train service provided by the Canadian National Railways. Maritime Province delegates will go to Montreal by either the "Ocean Limited" or "Maritime Express." The latter makes close connection with the famous "Continental Limited" leaving Bonaventure Station, Montreal, at 9:00 p.m. daily for Ottawa, North Bay, Cochrane, Winnipeg, and Vancouver. Those going to Montreal by the "Ocean Limited" have the opportunity of spending the day in Montreal, or can connect with the Grand Trunk "International Limited" for Toronto.

It has now been arranged that a special train will leave Toronto for Winnipeg at 8:45 p.m. on Monday, June 5th, to arrive at Winnipeg at 11:00 a.m., June 7th. A sleeper will leave Halifax on June 3rd, for Montreal, and if a sufficient number travel by this car it will be forwarded through to Winnipeg. By either route it will be seen that the delegates have the finest of service by fast through trains of all steel equipment, with mist modern sleepers and standard diners.

IN MEMORIAM

MRS. ALFRED ROBERTS

There passed peacefully away at the P. E. I. Hospital on Saturday evening, May 20th, Mrs. Alfred Roberts, of Winsloe, aged 36 years after an illness of appendicitis followed by pneumonia. She was a woman of excellent character, and to know her was to love her. A sorrowing husband and six little children are left to mourn their irreparable loss, also an aged mother, brothers and sisters and a large number of friends. She was laid to rest in Fairview Cemetery and there a very large gathering which attended the funeral gave expression to the respect in which the deceased was held.

—Mr. J. R. Barr, of Holman's advertising department, who has been ill for some time is back to work, feeling much improved. He spent the past week at Charlottetown.

REMARKABLE LETTER

Canadian Woman Recommends Lydia E. Pinkham's Vegetable Compound

Winnipeg, Manitoba.—"I can not speak too highly of what Lydia E. Pinkham's Vegetable Compound has done for me. I was a nervous wreck and I just had to force myself to do my work. Life was a misery and work was a burden. Even the sound of my own children playing made me feel as if I must scream if they did not get away from me. I could not even speak right to my husband. The doctor said that he could do nothing for me owing to my condition, but told me to expect another miscarriage. My husband's grandmother advised me to take Lydia E. Pinkham's Vegetable Compound. I started it right away and everyone noticed what a different woman I was in a short time. I went and engaged my doctor and he did not know me, I was so well. I was able to do my work once more and it was a pleasure, not a burden. Now I have a 'fine bouncing baby' to use the doctor's own words. I am able to nurse her and enjoy doing my work. I can not help recommending such a medicine, and anyone seeing me before I took it and seeing me now, can see what it has done for me. It can do the same for anyone in my condition. I am only too pleased for you to use my testimonial."—Mrs. EMILY DAVIS, 721 McGee St., Winnipeg, Manitoba.

TENDERS

Tenders for painting the Parochial house at St. Margaret's will be received until noon Saturday, June 3rd, 1922. The lowest or any tender not necessarily accepted. For further particulars apply at the rectory.

Pictou-Charlottetown Steamship Service

Steamer Constance, carrying passengers freight, and automobiles leaves Pictou's wharf foot of Queen St. for Pictou at 7 a. m., daily except Sundays, connecting with trains for Sydney and Halifax. Leaves Pictou at 4 p. m. or immediately after arrival of Sydney train.

This is the best connection between Charlottetown and all points in Nova Scotia. Cross by the Constance fastest, safest, best.

A. PICKARD & Co., Charlottetown.

District Passenger Agent. E. A. FULLERTON, Pictou Agents.

EASTERN STEAMSHIP LINES, INC.

INTERNATIONAL LINE

Resumption of Freight and Passenger Service Between St. John and Boston, Effective May 24th.

S. S. 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.

Saturday trips are to Boston direct, due Sundays about 2 p. m.

RETURN:—Leave Boston Mondays and Fridays at 10 a. m. (Daylight Saving Time) for Eastport, Lubec and St. John.

FARE \$10.00 STATEROOMS \$3.00

At Boston connection is made via the Metropolitan Line express freight and passenger steamers for New York and points South and West.

For staterooms, rates and additional information, apply to

A. C. CURRIE, Agent, St. John, N. B.

DAILY SERVICE CHANGE OF TIME

Charlottetown to Pictou

S. S. "Magdalene" will leave Charlottetown every morning at 7 a. m. for Pictou. Returning leave Pictou 4 p. m. or on arrival of Sydney train.

Fare \$2.50 each way, freight reasonable.

M. C. McDONALD, Agent, Charlottetown, Bruce Stewart & Co., Ltd., Wharf.

W. T. HUGGAN, District Passenger Agent. E. A. FULLERTON, Pictou Agents.

Canadian National Railways ACROSS CANADA



THROUGH TRAIN ALL STEEL EQUIPMENT

THE CONTINENTAL LIMITED

LEAVES MONTREAL Daily at 9:00 p. m.

FOR OTTAWA: NORTH BAY: COCHRANE: WINNIPEG: SASKATOON AND VANCOUVER.

Connections from Maritime Province Points via:—

THE "MARITIME EXPRESS" AND "OCEAN LIMITED."

THE BEST SERVICE ACROSS CANADA

THE QUICKEST AND MOST COMFORTABLE JOURNEY

For Rates, Reservations, etc., apply to—

W. K. ROGERS, City Ticket Agent. Or W. T. HUGGAN, District Passenger Agent

W. M. FLYNN, Ticket Agent, Charlottetown

Strawberry Boxes

65,000 65,000

(in Stock)

Regulation size, best make.

There will likely be a big crop of Strawberries this year as the plants wintered over in good shape.

Book your order with us NOW.

Sold in any quantity.

Lowest prices WHOLE.

SALE AND RETAIL.

Carter & Co., Ltd.

Up to Date Electricians

Are you getting the light in your home that you are paying for? Old fixtures or chandeliers are expensive lighting. Call on us and let us explain to you the modern up-to-date way of lighting your home. Cut your lighting bill in two. Our advice is free and all our goods new and guaranteed for one year.

S. McIsaac & Sons

168 Queen Street

Phone 722-J.

ENGLISH AND SCOTCH WOOLLEN CO.

SAVE MONEY!



Wear

Our Tailored - To Measure Clothes Get Better Fabrics Style & Fit for Less Money and a Pair Of Extra Pants Free

The demand has been so great—that we are continuing our exceptional offer of Extra Pants without additional charge with each Suit or Overcoat ordered to measure.

Have your clothes Tailored-To-Measure—the kind that will "STAND UP" and give you that "WELL DRESSED" appearance. You can only get such garments at so moderate a price at the English & Scotch Woollen Company which is the largest Tailoring Organization in Canada for the simple reason that no other clothing concern in the Dominion can match these superb values at so great a saving. ORDER TO-DAY!

Suits and Overcoats Tailored-To-Your-Measure

\$20

English and Scotch Woollen Co.

More Quality Less Money

Unlined Suits	Spring and Fall Overcoats	Oddments	Cloth	Mail Orders
In most shades and sizes. Values up to \$30.00. Specially priced to clear at \$15.00	A few uncalled for. Values up to \$30.00. Specially priced to clear at \$15.00	Coats \$5.95 Pants \$3.50 Vests \$1.50	We will supply the cloth you wish. Write for samples. Per yard from \$2.50 up.	Out-of-town Montreal. Write 51 St. Catherine St. E., Montreal. Free samples, style-book and patented self-measurement forms.

ENGLISH AND SCOTCH WOOLLEN CO.

CANADA'S GREATEST TAILORS
STORES FROM COAST TO COAST

158 Richmond St. Charlottetown, P. E. I.
Montreal 4 Stores Branches at

- Vancouver
- Calgary
- Moose Jaw
- Regina
- Ft. William
- Brantford
- London
- Kineston
- Toronto
- Ottawa
- Sherbrooke
- Quebec
- Riviere-du Loup
- Fredericton
- St. John
- Sydney
- New Glasgow
- Halifax
- Charlottetown
- St. Hyacinthe.