

***LIBERAL POLL MEETING,** Francis MacIntyre's, Lorne Valley, Monday, May 8th, 8 p. m.

***CCF BROADCAST** by Douglas MacFarlane over CFCY Saturday, 6.15-6.30 p. m. Standard.

***MILLTOWN CROSS** Re-opening service, Sunday, May 8th, 2-30 p. m. Special speaker Rev. Carl Currie. Music by the Georgetown Male Choir and the Sturgeon Choir.

***KING'S MILL,** Montague, now have in stock plywoods, masonite, spruce flooring, mouldings. Orders taken for doors, windows, etc. Open daily 7 a. m. to 5 p. m. Closed Saturdays 12 o'clock.

***LIBERAL political meeting** Montague High School auditorium, Monday, May 16th, 8 p. m. Speakers: Premier Matheson; Dr. Bonnell; Keir Clark; Joseph Campbell.

G. A. CARRUTHERS, Optometrist, will be absent from his office until Tuesday, May 24th. Office open daily 1.30 to 4.30 p. m. for repairs, appointments and collections.

***MOTHER'S DAY** — At the Mabon Drug Co., Montague, you will find a beautiful assortment of Coty cosmetics, featuring chiefly that favorite spring essence Muguet de Bois (Lily of the Valley) the perfect gift for mother. Cologne, perfumes, powders, also a complete line of Tiffany, Yardley and Tweed cosmetics; chocolates and various other gifts which she will be proud to receive and you will be proud to give.

***LIBERAL POLL MEETING,** Martinvale, Donald Matheson's, Wednesday, May 11th, 8 p. m.

***LIBERAL POLL MEETING,** Leonard Bradley's, Baldwin's Road, Tuesday, May 10th, 8 p. m.

***ALL SCHOOL TAXES** in Murray River District must be paid before May 21st. By order of Trustees.

***SPECIAL FOR** May only, 25 machineless or cold waves. Permanents only \$4.00 each. Mrs. John White, phone Montague 152.

***NEW GARBAGE COLLECTION** — Montague's new garbage collection service went into operation yesterday morning at 8:30. This is the first time in the town's history that such a service has been made available to the public and a large number of residents have taken advantage of the opportunity. This service is one of the projects that have been undertaken by the town's Junior Board of Trade and was supposed to have been started a couple of months ago, but weight restrictions, which were on the roads until recently, caused postponement.

***Mr. and Mrs. P. J. Emery,** Melville, were recent visitors to Whim Road.

***Mr. and Mrs. John B. Clary** recently returned to their home at Whim Road after spending the winter months residing in Montague.



F. A. B. Rands



D. A. Gilbert

Discusses Local Problems In Retail Merchandising

"We must earn the right to serve consumers—we must never think that we have inherited that privilege and it is ours by divine right," said Mr. F. A. B. Rands, national foods consultant for the Retail Merchants of Canada, in addressing a meeting of retail merchants at City Hall yesterday afternoon. Also addressing the merchants was Mr. D. A. Gilbert, national president of the Canadian Retail Merchants' Association. Mr. Peter MacCaul of Ellerslie presided.

Mr. Rands told the meeting that the problems relating to the retail trade with the hope of having the merchants becoming members of RMA. "If we are going to reap benefits we must believe in voyaging together. Our job is to continue to cater to the sustenance wants of the customers — and in this we must sink or swim together," he said. "Retailing is a highly competitive industry, problems are many and combined action is necessary," continued Mr. Rands. "The RMA is the vehicle through which combined action can be made."

He compared many grocers to Nero, fiddling away their time. They are always planning to do this or that, to make certain alterations or expansions and while they are trying to decide what to do, someone else moves in. "If you don't like your town sell your store and get out!" was the advice given by Mr. Rands. "If you are going to stay, do the best job you can in the place where you are."

Speaking of chain stores, Mr. Rands said that they were here to stay and the retailer must learn to meet their competition. "If we don't have what the customers want they are going somewhere else to get it. So see that you have a good stock on hand and keep your place of business as attractive to the public as possible."

should have representation on a national level. He pointed out that during 1954, in spite of the fact that the retail business in Canada had declined 1.4 per cent, the Maritimes was able to show an increase of 0.9 per cent. He said that there were 17,668 retail stores operating in the three provinces, doing an annual business of \$499,736,900.

Speaking of some of the problems with which the Association has to deal, he listed: misrepresentation, predatory price cutting, discount houses, back door selling and hostile legislation. "We must trade so that people will be able to buy quality goods at the lowest possible price," he said.

A matter of interest to those present was "cash merchandising." Mr. Gilbert told the meeting that in certain areas in Western Canada all the merchants went on a cash basis "and believe it or not the customers liked it." He outlined the advantages of such a business. He said it left the merchant more time to concentrate on a better selling job and at the same time relieved him of a great many financial worries. "The retail merchant is not in the losing business and there is no reason why he should have to assume the credit of the buying public," he said.

At the conclusion of the meeting a committee was appointed to study the matter of members becoming affiliated with the R. M. A. Inc. of Canada. These were Peter MacCaul, Frank Jenkins, Summerside; Edwin Bernard, St. Eleanor; Stewart MacKay and Fulton Pierce of Charlottetown.

MacIntyre - Emberly Nuptials In Halifax

A pretty wedding was solemnized in St. David's Presbyterian Church, Halifax, on Saturday, April 9, at 3 o'clock when Janet Beaton, daughter of Mr. and Mrs. Edmund Emberly, was united in marriage to Dr. William Sutherland, son of Dr. and Mrs. Preston MacIntyre of Montague, P. E. I. The Rev. Frank Lawson officiated.

Given in marriage by her father, the bride wore a navy blue charmaine suit, with a small white hat and an orchid corsage. She was attended by Miss Joan Brenton, R. N., who wore a light blue gabardine suit with a matching feathered hat and a corsage of pink roses.

The groom was attended by Dr. Albert Johnston, while Dr. Lew Kelland acted as usher.

Following the ceremony a reception for the members of the immediate families and a few intimate friends was held at the Lord Nelson Hotel.

After the reception, the newly-weds left on a motor tour of the Province. On their return they will reside in Halifax, where the bride is a member of the Halifax Teaching Staff and the groom is on the staff of the H. M. C. S. Cornwallis.

The Guardian Page 8 Saturday, May 7, 1955 MOTHER'S LOVE

Broad as God's bosom, high as His skies,
Deep as His mercies, warm as His eyes;
Still as past centuries, ageless as time,
Sweet as His promise — perfect, sublime,
Constant as morning, boundless as space,
Mingled with beauty, reverence and grace;
Pure as the sunshine on morning dew —
Unselfish giving, forever new.

May we remember, each eventide,
At each new dawning to so abide
Our "Thank you, Mother!" may ever grow
Sweeter and deeper with a warm glow.
Give her our roses while she is here —
They're empty petals heaped on her bier.
Thank the dear Saviour, watching above,
For the rich beauty of Mother's love.

S. Barlow Bird.



Why doesn't Mommy have a MONUMENT?

Monuments of marble or granite are a Canadian tradition. So much so that any lesser type of memorial seems not only inadequate, but inappropriate—wholly lacking in the sentimental and inspirational values that are an everlasting part of every beautiful monument.

Choose your family plot in a cemetery that allows you the privilege of erecting a monument. Do it now as a family. Don't leave it for some loved one to do alone. Select that monument in advance of need, too. As a local dealer-member of the Monument Institute of America we will gladly assist you in making a decision which you will never have cause to regret.

FREE UPON REQUEST
Our valuable and informative booklet, "PLANNING NOW FOR TOMORROW"

MONUMENT INSTITUTE OF AMERICA

VERE BECK & SON
Skilled Memorial Craftsmen Since 1870
MONTAGUE and CHARLOTTETOWN

CARETAKER WANTED
KING'S COUNTY HOSPITAL
—Apply—
By writing to
The Chairman, Board of Trustees.

TRACTORIZED FIELD TESTED FARM PROVEN

COCKSHUTT MOUNTED EQUIPMENT

- PLOWS
- DISCS
- HARROWS
- CULTIVATORS
- PLANTERS
- FERTILIZERS
- HYDRAULIC LOADER

Buy-one-man mounting on Cockshutt Tractors.

Cockshutt Mounted Equipment is precision-engineered — has the extra strength and stamina to stand up under today's faster operating speeds—even under the toughest conditions. So vital. Make one year's cost mounted equipment in Cockshutt — with now fast Hydraulic Control that makes farm work easier for you! Call in, next time you're in town!

Now on Display!

J. A. MacDONALD & CO.
CARDIGAN
P. W. ROBBINS
MORELL
J. F. MOSSEY & SON
BOTHWELL
GIDDINGS & MacKAY
MURRAY RIVER

PERSONALS

*Mrs. E. Farguherson returned to Charlottetown following a week-end visit to her home in Kilmuir.

*Mr. Daniel Rouke, Whim Road, who resided at the home of Mr. and Mrs. Beamis Rouke during the past winter, is now visiting in Belle River.

*Miss Isabel Farguherson, Charlottetown, spent the week-end at her home in Kilmuir.

*Miss June Beaton and Miss Zona Beaton, both of Charlottetown were recent visitors to their home at Commercial Cross.

PERSONALS

*Mrs. E. Farguherson returned to Charlottetown following a week-end visit to her home in Kilmuir.

*Mr. Daniel Rouke, Whim Road, who resided at the home of Mr. and Mrs. Beamis Rouke during the past winter, is now visiting in Belle River.

*Miss Isabel Farguherson, Charlottetown, spent the week-end at her home in Kilmuir.

*Miss June Beaton and Miss Zona Beaton, both of Charlottetown were recent visitors to their home at Commercial Cross.

Now in ONE daily tablet

9 VITAMINS + 12 MINERALS

to guard your family's diet

NEW Rexall

SUPER PLENAMINS

SUPER PLENAMINS CONTAIN 9 VITAMINS INCLUDING VITAMIN B₁₂ . . . PLUS liver, PLUS 12 important minerals including calcium, phosphorus, iron and iodine. ONE TABLET gives you more than 2 capsules provided before. the result of Rexall's exclusive new process that maintains the potency of these food elements even when combined in 1 tablet.

NO OTHER VITAMIN PRODUCT GIVES YOU MORE FOR YOUR MONEY THAN REXALL'S SUPER PLENAMINS	Bottle of 72 (3 1/2 months' supply) \$4.79
	36 Tablets \$2.59
	144 Tablets \$7.95

MABON DRUG CO.
MONTAGUE

ISLAND FERTILIZERS INCORPORATED
CHARLOTTETOWN, P. E. I.

1955 FERTILIZER PRICES

BRAND	Cash Price Per Ton	1955	1954
0 - 20 - 20	\$58.00	(None)	(None)
3 - 15 - 6	\$45.00	\$44.00	\$44.00
3 - 15 - 6 (3% Borax)	\$48.00	\$47.00	\$47.00
*5 - 10 - 10	\$45.00	\$45.00	\$45.00
*5 - 10 - 13	\$47.00	\$47.00	\$47.00
*6 - 12 - 12	\$51.00	(None)	(None)

* With 1% Mg.O. — \$1.00 per ton additional

Am. Nit. 33%	\$110.00	(\$110.00)
Sul. of Amm. 20%	\$66.00	(\$66.00)
Granular Super 20%	\$39.00	(\$38.00)
Mur. of Potash 60%	\$54.00	(\$54.00)

All prices are F.O.B. trucks or cars our plant at Charlottetown and are subject to change without notice.

FOR SERVICE — VALUE — QUALITY SPECIFY "ISLAND FERTILIZERS"

Sudden Death Of Montague Man

"The sudden death of Mr. George John Sorrey of Montague occurred yesterday at the King's County Hospital in his 81st year. He is survived by his wife, the former Jane Stewart, four daughters, Miss Mamie, living at home, Aletha (Mrs. Cecil Stewart) Southport; Elizabeth (Mrs. Victor Grant) Millville; and Christine (Mrs. John Garnham) Montague; and three sons, Dan, living at home, Preston, Montague, and David, Montague. One daughter Evelyn, (Mrs. William Van der Stine) predeceased him.

Interment will take place at Sturgeon on Sunday, May 8.

BUDDHIST COUNTRY
Thiland—ancient Siam—has some 18,000 Buddhist temples.

NOTICE

As I intend to close out my business on Saturday, May 7th, notice is hereby given that all accounts are now due and payable.

I also wish to take this opportunity of thanking all my customers for their support during the years in which I operated my business.

J. J. STEWART,
Montague.

CAPITOL NOW SHOWING

SPECIAL CHILDREN'S MATINEE SATURDAY AT 1:30 - 3:30

"MY FRIEND FLICKA"

"BATMAN" NO. 14 — SHORTS

SATURDAY NIGHT ONLY

"TEN WANTED MEN"
RANDOLPH SCOTT
ADULT ENTERTAINMENT

MONDAY - TUESDAY

"THE MAD MAGICIAN"
VINCENT PRICE
ADULT ENTERTAINMENT

MIDNIGHT SHOW MONDAY AT 11:30

"TERROR STREET"

MAYFAIR THEATRE
MURRAY RIVER, MAY 7th

SATURDAY ONLY

"Rails Into Laraine"
In TECHNICOLOR

Starring — John Payne, Dan Duryea, Mari Blanchard

ABSOLUTELY TOPS IN THRILLS

SHOW TIME — 7:30 & 9:30 P.M.

Coming—MON.-TUE.-WED. — "THE CAINE MUTINY"

YEO THEATRE MONTAGUE

FRI. 8:30 P.M. - SAT. 8 and 10 P.M. — ADM. 40c - 50c

"THE COMMAND"

Color — GUY MADISON - JOAN WELDON
Latest Current News — Carlson — Sport Reel

EXTRA — COMING
"SEVEN BRIDES FOR SEVEN BROTHERS"
MAY 9-10-11 — CINEMASCOPE

HERE IS THE SCREEN AT ITS GREATEST . . .

The ancient Roman world and the province of Galilee in the days of the dawn of Christianity have both been re-created in terms of spectacular imagery. "Salome" tells of John the Baptist and his emergence from the wilderness to preach of the coming of the Messiah; of the intrigues at the court of King Herod, who feared the ancient prophecy of the Messiah's coming; of Queen Herodias' evil plot to use the King's desire for the Princess Salome, her daughter, to win the beheading of John. The film shows a lowly carpenter and the miracles He worked, and ends with Salome and her beloved, a converted Roman soldier, joining those who listen with uplifted faces and hearts to the Sermon on the Mount.

A HISTORICAL EVENT! ON OUR GIANT WIDE SCREEN

AT REGULAR PRICES **MON. - TUE. - WED.**

PRINCE EDWARD FINAL TODAY "BENGAL BRIGADE"

"ANNOUNCING"

Toronto ELEVATORS LIMITED are pleased to announce as their WHOLESALE DISTRIBUTOR For MASTER FEEDS —

Also Flour and Mill Feeds For Eastern Queens and Kings Counties

CLARK'S FEED SERVICE
MOUNT STEWART

This firm will continue to retail MASTER FEEDS, CUSTOM GRINDING, MIXING, etc., as usual. You may now purchase your MASTER FEED requirements at any of the following stores:

EARL HUGHES, Fort Augustus	STERLING McEWEN, Lot 40
ALVIN BURKE, Pisquid	H. G. MUTTART, Marshfield
DEVINE'S, Peakes Station	ROY DENNIS, Dunstaffnage
McMILLAN BROS., Canavoy	CLARK BROS., Mount Stewart

Completed List To Follow

F. W. CLARK, Mgr.

Our Boarding House Major Hoople

EGAD! I'VE HAD MORE NOSE WITH THIS AIR-CONDITIONED CHAIR THAN WAS BROUGHT BY THE THREE WITCHES IN "MACBETH!"

THE TOIL OF INVENTING IT, THE PAIN OF HAVING IT STOLEN— THEN STEALING IT BACK— THEN MY WORD/ AFTER I SELL IT FOR A KING'S RANSOM, I'M DUE FOR A VACATION AT SOME CULTURED RESORT!

HEH-HEH! THE CHAIR HAS BECOME A SYMBOL— I'M TEMPTED TO KEEP IT AS A SOUVENIR!

STILL BE A SOUVENIR IF NOBODY BUYS IT!