Mothers especially like it for children as it takes the place of internal medicines.

Local Druggists Have Modern Remedy for Colds

A Vaporizing Salve which is Rubbed Over Throat and Chest for Colds.

When Vicks VapoRub, the "external" method of treating sore throat, bronchitis, deep chest colds, or croup, is applied over throat or chest, the ingredients are released as vapors by the body heat.

These vapors, inhaled with each breath carry the medication directly to the affected air passages, loosening the phlegm and relieving the congestion.

At the same time Vicks acts as a counter-irritant, stimulating the skin, and thus helps the vapors inhaled to break up the inflammation.

Colds are usually relieved over night.

VICKS VAPORUB

OVER 21 MILLION JARS USED YEARLY

MANY TIMES.

Haven't you observed that most of the worlds mistakes are due to the circumstances that it refrains from doing things as you would have them done?—Houston Post.

WHITE-LIGHT PRODUCER.

By substituting other metals for mercury in a vapor electric lamp a European Scientist produces a pure white light.

NEW YORK HELP.

Advertisment in Gotham paper: "Colored girl wants half time, general housework; no washing, or anything. Miss A. 246 West 14th street."

Flowering Bulbs

We have just received direct from Holland a large shipment of choice first size.

Dutch Bulbs

Hyacinth Bulbs, large bulbs beautiful colors (double and single.)

Tulip Bulbs, extra choice, single and double, also "Darwin" Tulips, long stem, extra large bloom.

Narcissus in great variety.

Crocus, Polyanthus, Iris, Freesias all choice bulbs.

Send for copy of our Bulb List. Postage Paid on all Bulbs at list price.

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SMILES

THINKS HE'S SAFE

"Don't you believe in saving your money for a rainy day?"
"Naw! I've already got an umbrella."

DIDN'T STOP THERE

"Do you stop at that big hotel on 'Steenth street?"
"Good lord, lady, what kinda wages do you think us conductors get?"

He: The women's styles are getting sillier and sillier every day.
She: Well, we have to cater to sillier men every day.

A GO-GETTER

"He's a go-getter, you say?"
"Yes—always eats in a cafeteria, you know."

SUCH A BRIGHT CHILD

Mother: Willie, I want you to meet your little playmate's mother—this is Mrs. Pepper.
Willie (an embryo humorist): Red-hot mama, red-hot mama!

MINNEBOOHOO.

Governor Saunders of Nebraska once spoke at Lincoln of a little settlement on a stream called weeping water. Lincoln chuckled: Well, they say that Minnehaha means laughing water, so Minneboohoo must be Indian for weeping water."

INSIDIOUS EYE STRAIN

We use this adjective advisedly.

Sufferers from Eyestrain may have perfect vision and therefore do not suspect the presence of any eye defect.

The motive power of the entire human organism is Nerve Energy.

Normal eyes, it is computed utilize about 20% of this Nerve Energy, but when Eyestrain is present, a much larger proportion is required. Hence defective eyes, through their consumption of an excessive amount of Nerve Energy, may seriously affect the functioning of other organs of the body, and produce ill health.

HAVE YOUR EYES EXAMINED

G. F. Hutcheson
Optometrist

THE CENTRAL GUARDIAN

SHOP from Holman's Catalog.

LIC. G. G. MORESIDE will preach in the Dundas Baptist church on Tuesday, Oct. 27th at 7.30 p.m. if weather is favorable.

ANNUAL HALLOWEEN TEA.—The ladies of St. Charles Auxiliary Society will hold their Tea and Bazaar in aid of the City Hospital in the L. of C. Hall on Wednesday and Thursday of this week. Hot supper will be served. Chicken salad, pumpkin pie and the best home cooking. Come and patronize a good cause.

5710 70 26 41.

MARRIED IN DETROIT—The many friends of Harold C. Lee, formerly of Bridgetown, P. E. I. will be pleased to learn of his marriage which took place on October the 18th. at Detroit, Michigan, U. S. A., to Miss Velma Hosletter, daughter of Mrs. N. H. Hosletter, of Alliance, Ohio.

Expect Trouble With French Finance Question

(Canadian Press)

PARIS, Oct. 23.—The financial crisis in France is expected to come to a head with the reopening of parliament next week when M. Caillaux the Finance Minister will introduce measures by which he hopes to provide for every eventuality including the payment of war debts. It will then be decided whether Socialist policies shall be introduced into the French fiscal system.

The Socialist group in the Chamber of Deputies is determined to take an aggressive attitude and has notified the government that it will insist upon a discussion of interpellations on the financial situation before all other questions.

Flight Without Wings May Come

BALTIMORE, MD., Oct. 15.—Leading brand American pilots here to take part in the Jacques-Schneider Cup race for seaplanes, October 24, declare that motors so powerful and well designed that they will turn over a propeller 2,500 time a minute, making it possible to fly with out the aid of wings, now are more than a possibility.

The motors used in the British, Italian and American army and navy racing seaplanes all develop more than 600 horsepower and weigh less than 1,000 pounds. Designers accompanying the planes predict a horsepower to the pound within the next few years.

The propellers of these tiny aircraft turn with such rapidity that the human eye is unable to note any obstruction to the view when gazing at an object as small as a watch held just beyond the rotating blade. Recent tests conducted by the army air service, using a specially-constructed plane and motor piloted by Lieut. Russell Maughan, who spanned the country in a dawn-to-dusk dash, conclusively show that with a pilot at the helm and sufficient directional controls, a motor can pull its own weight, the pilot and other necessary equipment, without the aid of wings.

These tests, it was pointed out, were made with a plane equipped with small wings used only to get the plane off the ground in the convential manner. Then the craft was turned on its side and flown for miles with out the support of wings, the thrust of the propeller taking care of the deadweight coupled to it.

The race at Bayshore will be interesting, not only from the international viewpoint, but also because it will serve to demonstrate the progress made by each country in the construction of high velocity airplanes. The British will use planes and motors of their own design, while the Italians will use American made motors, built into wings of their construction. The planes entered by the army and navy of this country will represent the last word in airodynamic perfection, according to Major William D. Tipton, who is in charge of arrangements.

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is a feature of our business which receives promp attention.

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Phone 219 THE REXALL KODAK STORE P.O. Box 332

HARTNEY HALL—Service will be held in Hartney Hall on Friday evening, Oct. 30th., at 7.30 p.m. F. H. Littlejohns, Pastor.

MacDONALD—BURNS—A very pretty wedding was solemnized at Sonora, N. S., Wednesday evening when Edith Blanche, daughter of Capt. and Mrs. R. D. Burns, became the bride of Louis LeRoy MacDonald, a popular member of the Halifax staff of the Canadian Liquid Air Co., and son of Mr. and Mrs. Archibald MacDonald of Murray Harbor, P. E. I. The bride entered the church on the arm of her father, by whom she was given away. The bride was attired in a beautiful wedding gown of beaded georgette crepe, wore the conventional veil and orange blossoms and carried a shower bouquet of Ophelia roses and valley lillies. She was attended by her two little nieces, Winnifred and Maudie Burns, as flower girls, daintily dressed in pale blue and pink crepe de chine, and carrying baskets of delicately tinted baby chrysanthemums. The ushers were William Dickson and Robert Burns Jr. The full choir was in attendance and the wedding marches were played by Miss Irvis Pride. During the ceremony, Mrs. James Dickson sang "O Promise Me," very acceptably. The groom's gift to the bride was a seal and sable coat, to the flower girls gold signet rings, to the ushers gold tie pins, to the organist an onyx ring, and to the soloist a platinum bar pin. After the ceremony a reception was held at the bride's home after which Mr. and Mrs. MacDonald motored to Antigonish enroute to St. John, N. B., and Prince Edward Island, where the honeymoon will be spent. Many beautiful gifts were received, including a Limoges dinner set from the Western Union staff, of which the bride was a member, a mahogany mantel clock from the Canadian Liquid Air Co., and a substantial cheque from the bride's father. During the past few weeks the bride has been "showered" with gifts at parties given by her friends in Halifax and at Sonora. On their return Mr. and Mrs. MacDonald will reside at 87½ Pepprell St., Halifax.

FINANCIAL PROBLEM.

Uncle: "My boy, take care of the pennies and the dollars will take care of themselves."

Willie: "I do take care of the pennies, but as soon as they get to be dollars, pa takes care of 'em."

The wealth of a man is in the number of things that he loves and blesses, and that he is loved and blessed by.

Advertising Canadian Farm Products At A London Banquet

LONDON, Oct. 24.—To better advertise and to make more prominent in the British Market Canadian farm products, a dinner was given to the Press and Provision Trade in London on Thursday evening at which Canadian food products were served. Following is a synopses of the address given on the occasion by Mr. W. A. Wilson, Agricultural Product Representative for Canada in Great Britain in response to the Trade Produce of Canada The High Commissioner for Canada presided: No man with the sense of responsibility would undertake this task lightheartedly. I deeply appreciate the honour of having my name associated with this toast, and I am not unmindful of the opporunity it affords, but time limitation must govern the length of one's comments. I hope you have enjoyed the dinner and companionship this evening and that you will be able to subscribe, in part at least to the opinon the Scotchman expressed about London and its enviroments upon the occasion of his first visit. When writing to his people he said: "London is glorious, the restaurants are excellent, the food is gorgeous and sometimes one finds twopence under the plate." For myself I have not made any twopence discovery and I fear this accomodation has been overlooked. I apologise to my Scotch friends for the oversight and I hope it will not mar their enjoyment this evening Notwithstanding the congenial company with which I have been surrounded, I have not thus far had much pleasure, but that is because my name was on the toast list. I drew some consolation from the fact that my responsibilities will terminate rather early in this evening's proceedings which will give me ample time to recover from my former state of serious anxiety.

Oratory is sensitive, like commodities, to the law of supply and demand and brevity is productive of friendship and goodwill. Business men seek to cultivate both, so I promise you the compensation of brevity since I cannot command the premium usually within the compass of silvery tongues.

As stated on the menu card, the dinner served consists of food products from Canada, and the kind reception and warm support accorded to me by new and old acquaintances alike in planning for and securing the necessary supplies, made the undertaking pleasant.

May I take this opporutunity of thanking the many friends in the provision trade who so willingly they are considerable—I am certain we can reply upon the integrity and determination of our race to come through them successfully. We are not going to be content with military achievements only to be beaten in times of peace by the difficult problems that confront us. To improve the economic conditions isour task and through its accomplishment will come a greater measure of freedom, contentment and happiness.

and happiness.

Canada's responsibility in that effort is, broadly speaking the production of commodities possessing quality and character sought after and demaned by the best trade in your largest markets; to produce them in volume and to produce them regularly; no detail in their preparation being too small to be unworthy of our best attention. The adoption of this policy and vigorously prosecuted, is the surest approach to goodwill and achive buying and the best safeguard for the continuuance or both.

Our second outstanding responsibility is a complete efficient marketing service at home and with those responsible for any business transacted, having full knowledge of the fierce competition in the world's largest consuming centres where world standards are fixed and also knowing what competitors are doing to make their goods known and to secure tonnage sales

We must recognize too, disappointing though it may sometimes appear to us, that sentiment among buyers, does noe replace even farthings, to say nothing of pounds, shillings and pence. Business is conducted on a small margin and every effort is made to safeguard the investment in all transactions. It reminds one of the business acumen of the Scotchman's Aberdeen terrier that served its master by daily carrying a penny to the baker and returning with a penny bun. Eventually it discontinued its daily purchase and buried the pennies. After six days it dug them up and went to the baker and received seven buns for sixpence.

Officially and commercially, super-human efforts are being made in Canada to improve, grade standardize and classify food products on the basis of quality. Having set ourselves this task, we only ask that the consumers have the opportunity to judge of our work by knowing that our products, as such are obtainable and be given some inducement to buy, or at least an opportunity of choice when buying. We ask you, yes, we even expect you to assist in making known to the remainder of the buying public the origin of the food products you sell and especially make known that fact at the retail counter. It is an obligation resting upon both you and us to enable the good housewife to know when she spends her money, where the foods she gets in exchange, were produced.

Identificaton right through to the consumer is a justifiable and reasonable request and is what the producer asks for and the consumer wants.

I do not wish to appear as a prophet, especially among men who know their business so intimately and thoroughly in detail, but I believe apathy or hesitation on the part of retail sellers in frankly suggesting to buyers to try suitable and reliable Canadian or Empire products, will eventually disappear. This ancient and long established policy or custom is being replaced gradually. British business men have foresight and vision and I am of the opinion that it will operate in advance of, or simultaneously with, the efforts of organised consumers to join hands with organised producers to build up a system of Empire trading.

May I make some reference to farm products which Canada exports and in particular to those of which you have partaken at our dinner and which we desire to make more prominent by improving the quality and increasing the supply and to meet a greater demand.

The fillet steak is from the Canadian bullocks, finished in Canada and killed at Birenhead. These bullocks are coming across regularly in large numbers each year and are attracting the attention both of live stock feeders and butchers. Their general good health condition and vigour make them a profitable investment and since you have recently sampled the qualities of the meat you can place it in its order of merit in relation to Scotch or English flesh killed and foreign of the absence of disease I am told chilled beef.

From the standpoint of health, post-mortems on the animals and made by veterinarians and butchers, have given undoubted proof of the absence of desire. I am told that these post-mortems have shown less than one half of one per cent of our cattle to have any trace of disease. This is a record that will stand comparison with cattle from any country, and one worthy of consideration in its relation to human health, when eating meat, or for stock breeding purposes to increase your cattle population for which there is abundant scope. The bracing climate, glorious sunshine and pure air in our less densely populated country, together with the abundance of luxuriant grasses and succulent feeds native to that country make for these characteristics of safety.

The meat of our chickens must remind you of Surrey milk-fed birds. The poultry industry in Canada is growing and increased exports are in prospect. Our objective is to have the flesh of our birds as tender, or more so, the skin as white or whiter the parcel neat or neater, and the proportion of meat to bone equal to or greater than any other obtainable.

The Water-Sprite

COLOR CUT-OUTS

THE CHASE

This is one day's chapter of the story of "The Water-Sprite." Cut out and save the paper dolls and soon you will have the whole set.

* * *

Presently the children looked behind them and saw the water-sprite following. She came so fast in her cloak of swiftness that it seemed as though they could not possibly escape from her.

But the children had the magic things which the water-cat had told them to bring with them. They remembered that it had said to throw one of the magic things over their shoulders when the water-sprite came near to them. So Little Brother threw the comb over his shoulder, and at once it spread and grew into a great wall of spikes, so stiff and high that it would seem impossible for any one to get over it.

Even with her cloak of swiftness on, it took the water-sprite a long time to climb over the wall and the children were well on their way before they heard her behind them again.

(Color the water-cat yellow. Tomorrow the magic brush, comb and mirror will appear.)

—too old to work!

Maybe there's an old fellow working beside you—a sort of pensioner the firm keeps on. His productive years are gone. While he was a producer he didn't save

If you could analyze that old fellow's thoughts, you'd find him sadly rueing the years when he spent all he made. Instead of being able to retire to a comfortable, independent old age, he's working for a mere pittance, to keep body and soul together.

Man! Don't let yourself come to that. Invest a few dollars each year now—when you can save the money—in an Imperial Endowment Policy. It will provide a regular monthly pension to keep you in comfortable independence when you are old.

We have an interesting booklet which tells all about it. Ask for a free copy to-day—while you are in good health.

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IMPERIAL COD OIL FOX AND DOG BISCUIT — IMPERIAL — Their Choice — A BALANCED RATION
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Build Up Your Underweight Foxes

Now is the ideal time to pick out your underweight foxes and put flesh on them by the proper increase of their ration.

IMPERIAL FOX BISCUIT will stimulate growth of bone, build up strength, add flesh and increase the lustre of the fur. IMPERIALS are made after a special dietetic formula which contains sufficient Cod Liver Oil to meet all the vitamine requirements of a fox.

IMPERIAL FOX BISCUITS are the result of our special process of baking and curing which retains all the nutritive qualities and keeps them crisp and tasty.

Imperial Biscuit Co. Ltd.
Drawer 500 Charlottetown, P. E. I.

Slogan Contest

$10.00 FOR THE BEST SLOGAN

The Economic Committee appointed by the Associated Boards of Trade to inquire into how trade conditions may be improved in our Home Province, desire to adopt a popular slogan that can be generally used by Islanders.

The slogan must be short and to the point and express the ideas contained in the following statement:—"Buy Island Products—Patronize Home Stores. Money spent abroad gives employment abroad. Money spent at Home gives employment at Home."

The Contest closes on November 30th, 1925, when the slogan will be judged by three well known Islanders representing both Town and Country interests.

The Contest is open to any one and there is no restriction as to the number of slogans which may be sent in by any one person.

One good slogan is required and $10.00 will be paid for the slogan winning the Contest.

Please address—
PRESIDENT,
Associated Boards of Trade of P. E. I.,
Box 249 Charlottetown, P. E. I.
Mark on Envelope
"Slogan Contest."