

# ONCE SHE WAS DEAF...



... now she thrills to the first words of her grandchild!

WHEN deafness first threatened to blight this modern grandmother's life... when she began to miss much that was said, and felt herself straining to hear... she was inclined to accept it as inevitable. After all, she was getting on in years...

The thought of wearing a heavy, cumbersome hearing aid—of being "wired for sound", as she put it—repeled her. Then, in near despair, she attended a demonstration of a different hearing aid. It was the Acousticon Imperial, the small, lightweight, compact hearing aid that is so easily and comfortably worn, so economical to use.

She wears an Acousticon now. And lives the rich, normal, active life she thought she had lost—without embarrassment, discomfort or even being conscious of the Acousticon that made it possible.

**Free DEMONSTRATION**

Charlottetown Hotel  
Wednesday, Jan. 26th.  
10 a.m. to 9 p.m.



### Attend this FREE Demonstration

See the Acousticon Imperial Hearing Aid. Try it—without obligation. You'll thrill to the relaxed, pleasant hearing this all-in-one hearing instrument promises you. Powered by the world's smallest "B" battery and a wafer-thin "A" battery, the Acousticon Imperial is so small it fits in your hand, so light in weight you wear it comfortably, so compact you use it inconspicuously. You owe it to yourself to see it... hear with it. Remember, the demonstration is FREE.

**ACOUSTICON HEARING AIDS**  
Room 41 - General Trust Building  
OPPOSITE EATON'S HALIFAX, N. S.

# Perfection

## CHOCOLATE DIP

Now On Sale



**CENTRAL CREAMERIES Limited**  
SUMMERSIDE · CHARLOTTETOWN · SOURIS

## THE EASTERN GUARDIAN

AGENTS: MONTAGUE: Harold F. Landry, Albert Aitken, Mrs. Byron Stewart, Miss Harriet Clair.  
AGENT GEORGETOWN: Waldon Lavers.  
AGENT SOURIS: Francis Cheverie

The Guardian may be bought at any of the following places: Montague: Miss S. Llewellyn; Mrs. C. F. J. in Georgetown: The Post Office; in Souris: Condon's and Florence Roper; in St. Peter's: The Post Office.

\*MONTAGUE Shoe Store offers Women's black oxfords at 50 per cent discount.

\*THE MONTAGUE Shoe Store offers the finest type of footwear east of Charlottetown at those greatly reduced prices.

\*TWO WEEKS SALE commencing January 15th. Everything reduced. Discounts up to 50% Hooley's Men's Wear. Montague.

\*LADIES, order your "Tip Top Suit" now! Spring Samples are here, showing all the new shades in "Gibardine", etc. A. P. Campbell, Montague.

\*Miss Beatie Poole, who has been spending the past few weeks visiting relatives in Boston, has returned to her home in Montague.

On Thursday Mr. Alan Nelson arrived home from Brantford, Ont., where he has been visiting friends during the past few weeks. Mr. Nelson returned to the Island following a trip through the United States, stopping at Buffalo and Boston.

Her many friends will regret to learn of the serious illness of Mrs. Blanche Young at her home in Montague. Mrs. Young has been a patient at the King's County Memorial Hospital, and had considerably improved. However, during the past few weeks her illness has recurred, and at present she is seriously ill.

### ABNEY SCHOOL CHRISTMAS CONCERT

The teacher and pupils of Abney School presented a very enjoyable programme to parents and visitors on Thursday, December 23rd. The school room was tastefully decorated for the occasion by the teacher, Mrs. Flora McKay, assisted by the pupils and two of the ladies of the district.

The programme was as follows: Opening Chorus: Welcome — by school. Address of Welcome — by Verlie Buell. Recitation: Christmas Memories — by Gleason Lecco. Recitation — by Sadie Porter. Recitation: "Not Too Little To Help" — by Clara Hopkins. Merry Christmas Drill — by 14 pupils. Recitation: Sing a Song of Santa — by Ernest Hopkins. Recitation — by Laudis Bell. Recitation: "Scared" — by Olive Horton. Quartette — by 4 boys. Recitation — by Oral O'Connor. Recitation: "A Boy's Present" — by Archie Gordon. Recitation: "What Santa Looks Like" — by Flora O'Connor. Drill: "Letters To Santa" — by 4 pupils. Recitation: "Why?" — by Donnie Bell. Recitation by Alfred Moore. Recitation: "Baby's Present" — by Joan Gordon. Drill: "Spelling Cat" — by Nellie Buell and Bill Porter. Recitation — by Lewis Porter. Chorus: "On Christmas Eve" — by school. Recitation: "Christmas Red Riding Hood" — by Edith O'Connor. Recitation — by Fernie Buell. Monologue: "Learning a Piece" — by Boyd Richards. Recitation — by Effie Moore. Recitation — by Aulden O'Connor. Recitation: "A Boy's Pocket" — by Carl Buell. Recitation: "Christmas Trivia" — by Eva Buell. Singing: "Silent Night" — by 4 girls. Recitation — by Mary O'Connor. Dialogue: "A Dull Class" — by 7 pupils. Recitation — by Minna Moore. Recitation — by Elsie Buell. Recitation — by Vaughan Moore. Closing address by Boyd Richards, followed by closing chorus. "Here Comes Santa Claus". During the singing Santa entered in his usual jolly manner and distributed gifts to teacher and pupils from the laden tree. A vote of thanks was extended to teacher and pupils who were instrumental in making the programme such a success and all joined in giving them a hearty handclasp.

Guitar and mandolin music was supplied for the singing by Garnet and Carl Buell and Boyd Richards. After the programme visitors and pupils were treated with fudge. The National Anthem brought a very enjoyable afternoon to a close.

### HEAT CONSERVATION SCHEME

HAMAR, Norway — (CP) — An interesting heat-conservation project has been started here. Five thousand gallons of hot water which until now have tumbled daily from a factory into a lake, will heat a community centre building and provide hot water for a new public bath and community laundry.

### OPTIC SUNBURN

Snowblindness is actually sunburn of the eyes.

### NOTICE

All taxes owing to the Montague Memorial School not paid by Jan. 31, 1949, will be passed to the Courts for collection. By order of trustees, LESTER MACLEOD, Secretary

### Georgetown and Vicinity

Miss Gloria Burke who is employed in Cardigan spent the weekend at her home in Georgetown.

Miss Virginia Grant, student at Prince of Wales College, was a weekend visitor to her home on Richmond Street.

Miss Clair Roche left recently for Summerside where she entered the School of Nursing of the Prince County Hospital. Her many friends wish her every success in her chosen field of endeavour.

The many friends of Mr. C. H. Llewellyn are indeed glad to see him home again, greatly improved in health, following a long time spent as a patient in the Prince Edward Island Hospital.

Hockey, so long held up by adverse weather conditions, is now really coming into its own with the several teams from all age groups almost daily working out at the rinks. The visiting Montague Pee Wees took the decision in a hard fought game from the local Pee Wees on Thursday. One game has been played here in the Senior Southern King's League, and this week will see all teams in action at home and on the road. Skaters too are enjoying their favourite sport as they turned out in large numbers on Saturday night.

### BRACKLEY W. M. S.

The January meeting of the Brackley Auxiliary of the W. M. S. was held at the home of Mrs. W. Younker on January 5th with the president presiding. Mrs. Keith Cudmore and Mrs. George Jackson conducted the worship service, the theme being "Why Kingdom come through the teaching ministry of the Church".

The hymn, "How Sweet the Name of Jesus Sounds", was sung followed by prayer and responsive Scripture reading.

At the close of the devotional period the minutes of the last meeting were read and approved and roll call was responded to by 21 members. Reports from secretaries followed. The treasurer's report showed a very successful year with two new members and the allocation over subscribed. The Mission Band with a membership of twenty was reported by Mrs. James McKay, and the Baby Band, membership twenty-two, by Mrs. Pierce.

A parcel was sent to Miss Elma Larnar of the Trinidad Mission from the Baby Band and a card of thanks from Mrs. Pickering was read acknowledging the receipt at Halifax of three cartons of clothing from the W. M. S. for the Labrador and Newfoundland Missions.

The programme committee presented a poem "I Can Be Done" by Mrs. Stewart and a reading, "So Big is India", by Mrs. Allie Bryenton.

A dedication service followed and the following officers were installed: President, Mrs. R. L. Bryenton. 1st vice-president, Mrs. Edward Sellick.

2nd vice-president, Mrs. Willard Provse. Secretary, Mrs. W. Younker. Treasurer, Mrs. G. Pierce. Corresponding Secretary, Sybil MacMillan. Community Friendship Secretary, Mrs. H. Stewart.

Press Secretary, Mrs. V. Mac-Mosher. Temperance, Mrs. Allie Bryenton. Christian Stewardship, Marion Younker. Mission Band Superintendent, Mrs. James McKay. Baby Band Leader, Mrs. Herman Moshier. Mrs. Benjamin Newson invited the Society to her home for the February meeting and the Misses Benediction brought the meeting to a close. A delicious lunch was served by the committee in charge and a social hour enjoyed.

By Fagaly and Shorter

# Clearing Fine FUR COATS One Third Off

Come today and choose the fur coat of your dreams... the perfect coat!  
Take advantage of these important reductions—choose now the coat you've always wanted... at a price ONE THIRD LESS. Here are some of the great savings.

- Important Savings on our January FUR SALES. All Fur Coats selling at 1-3 OFF.**
- DRASTIC REDUCTIONS --- SWEEPING SAVINGS**
- Persian Lamb. Was \$825.00. Now \$550.00
  - Persian Lamb. Was \$795.00. Now \$530.00
  - Brown Muskrat. Was \$575.00. Now \$383.34
  - Brown Muskrat. Was \$450.00. Now \$300.00
  - Grey Muskrat. Was \$375.00. Now \$250.00
  - Raccoon. Was \$395.00. Now ... \$263.34
  - Raccoon. Was \$415.00. Now ... \$276.67
  - Mouton. Was \$275.00. Now ... \$183.34
  - Mouton. Was \$225.00. Now ... \$150.00



## MOORE & McLEOD Limited

There oughta be a law! The middle of the afternoon is siesta time with Mrs. Popoff, and she expects the whole neighborhood to go under curfew. Quiet down there you young ruffians! I'm trying to take my nap! I've a good mind to report you as a public nuisance! BZZZ! ZOOO! ZOOO! YAHOO! WHOOEE!! WHAAMI!! Thanks to Glenda Heath, East Detroit, Mich. and Jean Hecht, St. Albans, Pa. I-25

### Your Hair Needs Washing More Than Your Body

Hair is "catch-all" for dust, dirt and grime from the air.

Your hair collects more dirt in one hour than your entire body does in a day. Actual tests prove this.

Unless you wash your hair at least once a week, you may develop an unhealthy scalp. This is because your hair traps dirt, dust and soot from the air. These combine with perspiration, dried skin, and oil to form a waxy accumulation of dandruff lying tightly on your scalp. Thus your hair can't get the nourishment it needs, and becomes dull, lifeless, and thinning out.

For healthy, good-looking hair, you should dissolve away dirt and dandruff from your scalp. Use Fitch Dandruff Remover Shampoo, the ONLY SHAMPOO guaranteed to remove dandruff.

Fitch works right down into the thousands of tiny hair openings in the scalp. It leaves your scalp antiseptically clean, able to breathe freely, so your hair can be healthy, alive-looking.

**SPECIAL OFFER**  
75¢ Value for only 49¢ ACT TODAY

Save 26¢ by getting this Fitch introductory offer—Fitch Dandruff Remover Shampoo, together with a wonderful new Fitch product: Fitch Creme Oil Hair Tonic. You'll like Fitch Creme Oil Hair Tonic—keeps your hair groomed all day but leaves no residue (goo). Contains Lanolin and Olive Oil—relieves scalp dryness. Does not separate in the bottle. Get this 75¢ value for only 49¢—at all drug or cosmetic counters—for a limited time only.

**Fitch Dandruff Remover SHAMPOO**

EGAD, TWIGGS! THrice welcome home—your counsel is sorely needed! We've a sleepwalker here, a cousin of Martha's, who wakes us at ungodly hours, dreaming he's Aaron Burr, Carrie Nation and other strange characters!

I'M BUSHED, MAJOR! Gimme time to take a bath and change my teeth—I'll light a few fuses and see if something pops!

THINK, MAN! THE WORLD IS WAITING!