

BURNS' ANNIVERSARY CELEBRATION

Under the distinguished patronage of His Honour the Lieutenant Governor and Mrs. Dalton, and His Worship the Mayor and Mrs. Stewart.



ROBERT BURNS

IN STRAND THEATRE TUESDAY and WEDNESDAY Evening January 24th. and 25th.

COMMITTEE

- J. G. MCFADYEN, Chairman. JOHN ANDERSON, MALCOLM MCKINNON, J. M. MCFADYEN, A. B. BROWN, J. B. MANDERSON, T. M. MCMILLAN, Secy.

APPIN ROAD SCHOOL CONCERT

The semi-annual examination and Christmas concert of Appin Road school was held in the school room Friday evening, December 23, with fifty-five visitors and twenty-two pupils in attendance.

The schoolroom was artistically decorated for the occasion by the teacher and pupils.

The pupils were examined in the various subjects by their teacher. Mr. MacFadyen assisted by Mr. Miller MacFadyen.

Mr. Judson MacEachern was appointed chairman for the evening.

After an interesting programme had been carried out Santa Claus arrived and distributed gifts from a well laden Christmas tree to teacher, pupils and others.

All present were then treated with candy and fruit.

Votes of thanks were tendered to the teacher, the visiting teachers Misses Annie MacEachern, Violet Gillespie, Jeanette MacFadyen, and Misses Glen Currie and Miller MacFadyen, those who took part in the programme and Santa Claus.

The singing of the National Anthem brought a very enjoyable evening to a close.

The following was the programme: Welcome Exercise by seven pupils. Recitation, Willie Farrar; Dialogue, Olive and Take; A Real Welcome by five pupils; Recitation, Shejdon Oudmore; Dialogue, Interviewing Servant Girls; Recitation, Jeanette Gillespie; Duet, Mary Olow and Aitha MacFadyen (encored); Mince Pies, Drill by five girls; Dialogue, Susie's Lesson; Recitation, Morris Oudmore; Dialogue, A Photographer's Troubles; Recitation, Annie Cass; Smiles, Drill by six pupils; Recitation, Heath Gordon; A Mouth Organ Selection, Elmer Malone; Step Dance, Pius MacMurray; National Anthem.

PLEASANT CIRCLE INSTITUTE The regular monthly meeting of Pleasant Circle Institute was held at the home of Mrs. Richard Large

on Dec. 8th, with an attendance of fourteen members and three visitors. The President opened the meeting by singing, "It's a Good Time to Get Acquainted," and repeating "Creed" in unison. Roll call was answered with "Christmas Suggestions." Minutes of previous meeting was read and adopted. Two members rejoined at this meeting. The Red Cross school report was read and discussed. The different committees gave their reports. It was moved and seconded that a drinking fountain be purchased for the school, also pail for carrying water. It was decided on motion to get the usual treat for the school children. It was moved by Mrs. Elmer Gamble, and seconded by Mrs. Harris Boulter, that a map of the Dominion of Canada be purchased. The following committees were appointed for the next month: School, Mrs. Earl Boulter and Miss Edith Boulter; Sick, Mrs. Elmer Gamble and Mrs. Ewen Cameron. Program Committee reappointed. Christmas Seals were sold to several of the members. Mrs. George MacKay kindly invited the members to her home to work on quilt for hospital. Meeting to be held in the evening. Roll call will be answered with "My Earliest Recollections." A dainty lunch was served by the hostess. Meeting closed with National Anthem. Receipts, \$1.50.

Dr. W. R. Carson CHIROPRACTOR Three Year Palmer Graduate 124 Prince St. Phone 1072 Home Calls Made.

EYES TESTED AND GLASSES FITTED J. S. TAYLOR E. W. TAYLOR Optometrists 142 Richmond Street

OLD GOLD for 1933 we can use lots of gold—so bring in any old jewelry you may have G. H. TAYLOR Jeweller and Engraver 7653-1-14-31

CENTRAL GUARDIAN

LOST—A LADIES WHITE gold Bulova watch. Finder please return to George J. Tweedy and receive reward. 7675-11

WANTED—1,000 Silver Fox Pelts, Tuesday, Wednesday, Thursday, Friday of this week. We are prepared to pay prices equal to recent auction sales. This is your chance to get cash on the spot for your skins. McLure & MacKinnon. 7672-11

FUNERAL SERVICES—The funeral of the late Mrs. Francis McRory was held Friday morning from Saint Dunstan's Basilica where Requiem High Mass was celebrated by Reverend Father McCarthy. The pall bearers were: Messrs. J. M. Hunter, W. D. Gillis, F. W. Morris, Roderick MacDonald, James MacAulay, H. E. Cantwell. Interment was at Roman Catholic Cemetery. The service at the grave was conducted by Reverend Father McCarthy.

Dr. and Mrs. H. D. Johnson are expected home from Ottawa on Wednesday evening.

Filtrable Virus Refraction Seen

NEW YORK, Jan. 14.—The hitherto invisible "filtrable virus," man's mortal disease enemy, is caused to reveal its shape by a new use of light at the University of California, which will be announced in Science tomorrow. This exploit in the fight against disease, is comparable to that of the cave man who learned to size up oncoming peril by watching on his cave wall the shadow of an approaching beast of prey. Instead of shadows, the scientists see "refraction," a bending of light which depends partly on shape of the bodies of the lurking virus. Filtrable viruses include the cause of the common cold, infantile paralysis and many other diseases, all of them difficult to stop because the virus producing them never has been seen. Viruses also ravage the farmer's domestic animals and under the name of mosaics are a source of vast crop losses.

Two of them have been "seen" so far by the California method, one the virus of tobacco mosaic, the other of tomato mosaic. Both are rod shaped. This is a familiar bacterial form among the visible germs of the disease world. The rod shapes have to be deduced from expert knowledge of the meaning of changing forms of light which shine through a liquid stream, in slow motion, in which the virus bodies are immersed. The discovery of the meanings of these changes in light is credited to other scientists by the authors of this work, William M. Takahashi and T. E. Rawlings. The virus stream is made to flow under the eye piece of a microscope. A beam of polarized light shines through this stream, and the beam strikes the virus stream at right angles to its direction of flow. The result is that when there are no virus in the stream, the "field" under the eye piece remains dark. When the virus are rod shaped, like logs floating end on downstream, a bright band of light crosses the field of vision, like a white belt on a black dress.

Speaking silence is better than senseless speech. GOLD TEETH PROVE ASSET TO JAPANESE

TOKIO, Jan. 14.—A tooth at a time, Chojiro Tanaka is liquidating his assets, police found today. They arrested him on suspicion when they found him trying to sell a gold tooth to a passer-by. Unemployed for months, he had one gold tooth left. During more prosperous times he had, like many Japanese, hoarded his savings and pleased his vanity by having gold caps put over sound teeth.

BOOK-KEEPING AND AUDITING TO ALL BUSINESS MEN IN THE CITY, TOWNS AND RURAL DISTRICTS OF P. E. I. I am offering my services to the Public in the Opening, Closing and Auditing of Books of Account. Specializing in the Preparation of Income Tax Returns. I am also offering a splendid opportunity to those in the City who do not employ a Permanent Book-keeper, to have their books posted up regularly in a few hours each week, by one skilled in this work. Moderate Charges. A. J. ARSENAULT 192 Cumberland St. Tel. 851-1 for appointments. 7664 1 16 mva 2

New Phenomenon Noted In Marketing Goods

Increased Efficiency Of Advertising Causes Local Grocer To Use Single Insertion Advertisement.

It happened like this. On Wednesday afternoon Mr. Rix told a Guardian advertising man that he intended to hold the sixth anniversary of Rix's Grocery on Friday, Saturday and Monday, and asked that a "layout" be prepared. An hour or so later he was presented with a model advertisement which met his approval. Mr. Rix then wrote out the "Specials" which he had to offer the public, and next morning the complete "layout and copy" was given to the Guardian with the order to insert it on Friday and Saturday. To make a short story shorter, the "ad" never appeared the second time because Mr. Rix was literally swamped with business all day Friday. Orders over the counter, orders over the phone—stocks were running low and still there was no let up from the customers who demanded attention. Many had to be turned away. At last, in desperation, Mr. Rix phoned the Guardian requesting us not to insert the "ad" in the next morning's issue as they were afraid of offending those upon whom they could not wait.

Committee's Report

"It is common knowledge to those who have made a study of advertising and especially to those merchants who both study and practice advertising, that the newspaper is the logical medium through which to spread information about one's business. The Guardian has long enjoyed the reputation of being the paper which gets results and consequently merchants have been using our columns daily. "Another fact which is recognized by some but taken advantage of by few is the increasing efficiency of advertising as times get harder. People are more careful when spending their money and watch the advertisements closely. "That the majority of people who make up the buying power in any community are people who know the conditions of the local market, as well as the successful financier knows the stock market, is demonstrable. Moreover, these people would as soon make a purchase without knowledge as to price and quality as the financier would buy a block of stock because he could get it without effort. It is therefore obvious that behind the buying power there is forethought and reason, together with a respect and loyalty to certain firms, the latter being entered as "good-will" in the books of the merchants. "Looking at it from a psychological standpoint no purchase is made without previous thought, which in turn results from some stimulus. Having shown that the buying power is controlled by knowledge of the market it is at once apparent that the stimulus to purchasing is information. The spreading of information is called advertising. "With the buying power of the public solidly behind the desire for economy, and economy the result of following the market, advertising has reached a higher level of efficiency which makes the need for advertising greater, but the quantity less if the advertiser does not wish to increase the capacity of his business. "We recommend to have Mr. Rix choose the latter course."

TRADE BOARD COMMITTEES APPOINTED

The first meeting of the recently appointed council of the Board of Trade was held Saturday afternoon in the Board of Trade Rooms with the President, Dr. J. A. Clark in the chair. Standing committees were appointed and a number of questions were brought up for discussion. Following are the committees for 1933:

- Standing Committees Council—Life Members—W. F. Tidmarsh, N. Rattenbury, James Paton, E. T. Higgs, R. E. Mutch, R. H. Jenkins, J. O. Hyndman. Council—1933 Members—S. Kennedy, G. J. Tweedy, S. A. McLeod, P. W. Turner, P. W. Clarkin, R. L. Cotton, R. L. McClure, A. L. Wright. Arbitrators—J. J. Morris, J. M. Murley, R. R. Bell, J. W. Boulter, H. F. McPhee, G. D. DeBlois, M. R. McGuigan, M. A. Farmer, J. P. Crockett, S. A. McDonald, E. A. Ferguson, S. T. Green. Associated Board Members—Dr. J. A. Clark, T. E. MacNutt, W. L. Higgins, S. Kennedy, S. A. MacDonald, G. E. Full, R. E. Mutch, G. J. Tweedy, P. W. Turner, R. L. Cotton, S. A. McLeod, E. T. Higgs, M. A. Farmer, R. L. McClure. Transportation—G. J. Tweedy, R. E. Mutch, R. L. Cotton, Paul A. Murray, M. A. Farmer. Time Table—A. L. Wright, E. A. Ferguson, A. M. Douglas, C. H. Chandler, N. W. Lowther. Industrial—T. E. MacNutt, J. D. Jenkins, S. T. Green, H. C. Burke, C. L. McKay, N. Rattenbury. Membership—P. W. Turner, J. M. Murley, H. M. Simpson, Walter Hyndman, J. P. Gordon. Air Mail and Air Transportation—R. L. Cotton, Col. D. A. MacKinnon, W. S. Grant, J. P. Hillon, R. R. Bell. Publicity—P. W. Clarkin, J. R. Burnett, W. A. Gaudet, Col. Keith S. Rogers, J. A. Gesner. Empire Trade—S. A. McDonald, M. G. McNeely, T. E. MacNutt, Col. G. E. Full, G. D. DeBlois. Entertainment—S. A. McLeod, S. A. McDonald, Roy Huestis, G. C. Hughes, N. D. McLean, Dr. D. T. Way. Civic Improvement—R. L. McClure, J. E. Harris, J. M. Hunter, T. W. L. Prowse, E. S. Blanchard. Fisheries—S. Kennedy (chairman), S. T. Gallant, A. B. Fisher, Chas. Earle, W. F. Tidmarsh. Fire Prevention—J. O. Hyndman, C. A. Beer, E. T. Higgs, A. R. McInnis, L. H. Davison. Auditor—L. B. McMillan. A letter from Mr. N. T. Avar, President of the Maritime Board of Trade, was read. The assistance of the Charlottetown Board in getting the support of the people in putting more life in the Maritime Transportation Commission was requested. Following reference to a letter from the Canadian Chamber of Commerce on the question of Un-

CUDMORE BROS. SENSATIONAL TEN DAYS SALE

BEANS, White 10 lbs. 23c PEACH JAM Large 40 oz. jar, each 25c MAXWELL HOUSE COFFEE per tin 49c SODA BISCUITS 12c BAKER'S BREAKFAST COCOA 23c BIG BARS Marven's lb. 13c SAUCIGES 2 pounds for 25c PEARL SOAP 10 bars for 29c TEA Broken Pekoe, lb. 24c Toilet Paper, per roll 3c Dairy Butter, lb. 17c Post Toasties, 2 pkgs. 15c Carrots, 10 lbs. 19c Cocoa, 2 lbs. 21c Raisins, in bulk, per lb. 12c Dates, 2 lbs. pkg. 19c FLOUR, Robin Hood, 98 lb. bag \$2.25 CLAMS, per can, 10c Chocolate, Bakers, 1-2 lb. 23c Bacon, 16c Coconut, bulk, per lb. 19c Boneless Digby, 2 lbs. 23c Boneless Codfish, 2 lbs. 23c FLOUR, Hard Wheat, Western Queen 98 lb. bag \$1.95 PLUM JAM Large 40 oz. Jars, each 25c CLARK'S BEANS 16 oz. tin 5c SWANS DOWN CAKE FLOUR Package 29c LARD 2 lbs. 25c ROLLED OATS 10 lbs. for 35c MINUTE TAPICO 2 PKGS. 25c ROBIN HOOD CHINA OATS 31c CUDMORE GROCETERIA PHONE 1396 WORTHY'S CORNER JELLO 2 PKGS. 15c CUDMORE BROS. GREAT GEORGE STREET 184—PHONES—225

Cape, was the guest of Mr. and Mrs. James Moreshead last week.

Mr. E. L. McDougall, Glenwood, was a guest over the week end of his mother, Mrs. James McDougall, Springfield.

Miss Iva Yeo, Knutsford, spent the week end the guest of Mrs. John A. Beaton, Springfield West.

Mr. Amos Boulter, Bedeque, was a recent visitor to the O'Leary Road.—O

BEDEQUE

There passed away at her home in Centreville Bedeque on Monday morning, January 9th, 1933, Mrs. Octave Arsenault, after a lingering illness of several months. There are left to cherish her memory, a sorrowing husband, four sons and one daughter, Henry, Charles and Edward, at home, and one son, who served in the Great War; (Rosella) Mrs. Emanuel Gallant, residing in Hunter River, many other relatives and friends, all to whom the sincere sympathy is extended in this sad bereavement. The funeral services were held on Tuesday morning from her late residence to the Roman Catholic Church at Seven Mile Bay and was quite largely attended. Rev. Father William Monaghan conducted the services.

Oil-Wells Air Service

In connection with the work of laying a new pipeline from the oil-wells of Iraq to Palestine and Syria, which is being undertaken by the Iraq Petroleum Company, one of the chief problems arising is that of transport; but this is now being solved by a regular use of aeroplanes, two machines for this purpose having been acquired by the company from Imperial Airways who are also maintaining the aircraft in service and supplying-pilots to fly them. The machines thus employed on the pipe-line service are "Apollo," an Avro X monoplane and a D.H. 50, the pilots flying them being Messrs Thomson and Wheeler.

The movement of fleets of land motor vehicles, used in the haulage of pipes, provisions, and stores, are superintended by local field managers who fly from point to point; while the use of aircraft is also proving valuable in surveys and drilling for water, which are in progress with a view to establishing pumping-stations along the route the pipe-line is to follow. One such site, where water has been found, and which is being used as a field headquarters, is not far from Rutbah Wells, the desert air-station, and opportunities are often found when executive officials of the Iraq Petroleum Company happen to be passing through Rutbah in aerial journeys along the main England-India route, for local field managers

sixty minutes, and the play was furious in spots, both sides taking and giving lots of bumps, none very severe, but all very closely watched by the referee in charge, Mr. Frederick Bell, of Carleton. Some of the players seen on the ice, displayed real ability to play the rational pastime.

The very sad word has been received by relatives and friends here from Mr. Harry V. Kay of San Diego, California of the sudden passing of his beloved wife (formerly Eleanor Fraser of North Bedeque). The deceased was a graduate of the North Adams Hospital at Massachusetts. Her death which was very sudden, was caused from double-pneumonia. Miss Adelaide Cole of Bedeque is a sister and Mrs. S. M. Hicks of Summerside is a cousin. To the bereaved husband and relatives much sympathy is being extended.—B.

MRS. MARY A. CLARKE

The following from a Winnipeg paper of date Dec. 21, will be read with sorrowful interest here, the lady whose death is recorded having been a sister of the late James R. Cragg and Frank Cragg, of the old firm of Cragg Brothers, this city, her sole surviving sister being Miss Margaret Cragg, 89 Dresden Row for whom in a grievous loss much sympathy will be felt.

Mrs. Mary A. Clarke widow of the late Denis E. Clarke, formerly of Orwell, P.E.I., passed away at her home, 2257 Elphinstone Street, Wednesday night at the age of 80. She had been ill for about a week. The daughter of the late Mr. and Mrs. John R. Cragg, Mrs. Clarke was born in Halifax on September 28, 1852. All her children survive her, and were at her bedside at the time of her death. She is survived by three sons and three daughters, John C. Clarke, 2257 Elphinstone Street; Frank J. Clarke, Winnipeg; Miss Frances Clarke, Regina; Mrs. J. J. McPherson, (Mary), of Coster, Alberta, and Sister St. Denis, of the Congregation de Notre Dame, Waterbury, Connecticut. Ten grandchildren also survive. The funeral was held Friday morning at 9 o'clock from Holy Rosary Cathedral to Regina Cemetery.

to fly in and, while the big main-line aircraft makes its scheduled halt, to join their chiefs at breakfast or lunch and discuss the latest aspects of the pipe-line work.

—Halifax Herald

The Human Eye

Complex and intricate in its structure and functions, is worthy of the best possible care that can be given it. If your eyes are troubling you, do not be so unwise as to neglect them. An examination will uncover the cause of the trouble and glasses will probably completely relieve it. G. F. HUTCHESON OPTOMETRIST