

# Celebration of Burns Anniversary

Under the auspices of Caledonian Club and the distinguished patronage of His Honour Lieut-Governor Heartz and Mrs Heartz, and His Worship Mayor Miller and Mrs. Miller.

## PRINCE EDWARD

Wednesday and Thursday 25-26th



Robert Burns

COMMITTEE.—T. F. White, chairman; S. A. MacLeod, D. J. Macdonald, John Anderson, Aben MacLean, J. K. MacKenzie, G. P. Nicholson, T. M. MacMillan.

### "Man, Woman And Sin", Hugely Entertaining

The whirl and bustle of a great metropolitan daily, the spectacular details of America's hugest social affair, and an astounding plot set in a background of official Washington, capital of the nation—these are the settings for John Gilbert's latest role of the screen, as "Al Whitcomb," reporter in "Man, Woman and Sin," his new vehicle at the Prince Edward Theatre.

It is an ultra-modern story, a tale of romance, thrills, and the story of the reporter who loved the society editor, and the amazing development that hinges on this love.

ultra-modern role in an artistic manner; it is a role that could easily have been over-acted, but as Gilbert handled it, he made a perfect newspaperman. Jeanne Eagels, famous stage star of "Rain," appears as the society editor, in her first appearance on the screen. Her beauty and talent are made the most of.

Monta Bell directed the story from his own original; and as he is a former Washington newspaperman he directed from first-hand knowledge—an important factor in the production. Marc McDermott, as the owner of the paper, Hayden Stevenson and Cosmo Kyle Bell as reporters, and Charles K. French as the city editor, have well-played roles, while Gladys Brockwell is the mother in a series of dramatic scenes with Miss Eagels. Little Philip Anderson plays Gilbert as a boy—and looks enough like him to make the illusion a perfect one.

An excellent musical score adds to the attractions of the feature. See it today.

### NOTICE

We, the undersigned merchants of Montague, agree to close our respective places of business at six o'clock, p. m., Saturday and Wednesday excepted, from Monday, January 16th, until further notice.

### Central Guardian

ST. JAMES' CHOIR PRACTICE will be resumed this Friday at 7 p. m.

CALEDONIAN CLUB LECTURE tonight will be by Hon. H. F. McPhee, who will deal with "The True Canadian Spirit." All are welcomed.

WHIST AND AUCTION in Rosary Hall, Friday, Jan. 13th, 1812-1-12-21

PRESBYTERIAN CHURCH in Canada, Sunday Jan. 15th. Services will be held in Clifton Church at 11 a. m. in Long River Church at 2.30 p. m. in the Geddie Memorial at 7.30 p. m.

PRIZES AWARDED.—Drawing for the prizes lotteried for by St. Charles Auxiliary at the Hallows' even ten resulted as follows: Lunch-drawn by Miss Lucy Gallant ticket No. 11, counterpane, Mrs. Joseph O'Reilly No. 53.

SAD BEREAVEMENT.—The death occurred in Cambridge, Mass., on January 8th, of Bronchial Pneumonia, of little Alfreda Callaghan, 7 years, daughter of Mr. and Mrs. Alfred E. Callaghan, formerly of this city.

POLICE COURT.—At the Police Court yesterday morning the defendant in an assault case, causing grievous bodily harm, was fined \$100 or three months. He paid the fine. One drunk was fined \$2.00 or ten days. One Prohibition case was dismissed and a young lad charged with stealing coal from the C. N. R. yards had his case dismissed.

HAMPTON.—United Church Services on Sunday, January 15th at Hampton 11 a. m.; Applin Road 3 p. m.; Victoria 7 p. m. The Victoria Service will be a Young People's Service partially conducted by the Young People. The Annual Meeting of the Victoria Congregation will be held on Friday, Jan. 13th at 7.45 p. m.

"THE TRUE CANADIAN SPIRIT"—Hon. H. F. McPhee will be the lecturer tonight at the Caledonian Club when his subject will be, "The True Canadian Spirit." Mr. McPhee's great gifts as an orator are well known, and a treat is in store for tonight's audience. Admission free, all cordially invited.

### PERSONALS

The many friends of Mr. Samuel Reid, Montague, are pleased to learn of his recovery from a severe attack of Pneumonia.

Mr. and Mrs. Thomas Bulger of Stanley were visitors to the city yesterday renewing friendships. Mr. and Mrs. Bulger were returning home from a weeks holiday with friends in Lunenburg, Village Green and Vernon.

The many friends of Mr. and Mrs. F. L. Coyle, Euston Street will be glad to know that their little daughter Helen, who has been seriously ill for the past three weeks, with pneumonia, is doing as well as can be expected.

Miss Anne Phillips left yesterday morning on return to Ontario. Phillips College Whiteby, after spending the Christmas holidays with her parents, Mr. and Mrs. Henry J. Phillips.

Mr. and Mrs. Fred M. Nash and little daughter Emma Louise who have been spending the Christmas holidays here left yesterday morning for their home in Berwick, N.S.

Mr. Jack Ledwell left yesterday morning on return to Saint Francis Xavier College, Antigonish, after spending his Christmas vacation with his parents, Dr. R. J. Ledwell and Mrs. Ledwell.

Mr. Alfred Weatherbie has returned to Mt. Allison Academy, Sackville after spending Xmas holidays with his parents, Col. and Mrs. Weatherbie of Bellevue.

Col. and Mrs. Weatherbie were passengers on the Borden train on Thursday enroute to Quebec, where they expect to remain till after Easter.

### BIRTHS

DOIRON.—In this city on Jan. 6th, to Mr. and Mrs. Aubrey Doiron, a son, (Henry Joseph Elmer).

COLWILL.—At Kingston on January 5th, to Mr. and Mrs. William W. Colwill (nee Katie B. Ferguson), a daughter. Congratulations. (Patriot please copy.)

### MARRIAGES

BUCHANAN—DOCHERTY.—In this city at 8 School Street on Jan. 9, 1928 by Rev. M. Scott Fulton, Allan Percy Buchanan to Minnie Jane Docherty both of Mt. Buchanan.

### DEATHS

PETERS.—A North Rustico, on January 9, 1928, infant son of Mr. and Mrs. Joseph L. Peters, aged one year and ten days.

MURLEY.—At Murray Harbour on Friday, December the 16th, Margaret Murley, wife of Richard Murley, age 78 years.

ENMAN.—At the residence of her brother, Mr. Wm. D. Enman, Vernon, Jan. 10th, Elizabeth Enman. Funeral Thursday at two o'clock.

**N. D. MacLEAN**  
Undertaker  
EMRAIMER  
PHONE 149  
KING SQUARE

**Funeral Home**  
BENJ. McEACHERN  
Undertaker and Embalmer  
54 Grafton Street  
Phone 482-J.

CAPTURED OWL.—Last evening a large brown owl was captured without difficulty, by Mr. Arthur McEachern, as it was about to alight on the street. Mr. McEachern who lives on Great George Street, thinks the aeroplane had something to do with its appearance in this vicinity. It will be placed on exhibition shortly in one of the city stores.

### Western Guardian

SUPPER REPEATED.—Seven Mile Bay Hall Monday, Jan. 12th, 1928

DANCE ENJOYED.—The Fishermen's Union, Tignish, held their annual dance on last Monday. A large crowd was present and a good time enjoyed.—T.

UNITED CHURCH OF CANADA—Kensington, Jan. 15th. Rev. J. R. Saint, D. D. Minister—9.45 a. m.—Sunday School; 11 a. m.—"Conditions of Spiritual Growth"; 7 p. m.—"A Jewel in a Stone". Illustrated Hymns at close of service including the beautifully illustrated duet—"Some day the silver cord will break"—by Mr. Laird and Miss McMurdo. 3 p. m.—First Church, Summerfield. A cordial welcome to all.

### Eastern Guardian

FOR SALE.—Jersey Black Giant Cockerels, all bred from imported stock David Reid, Montague, R. R. No. 3. 1801-1-12-21

MONTAGUE.—There will be service next Sunday in the United Church Montague at 11 a. m. and at 7 p. m. In Lower Montague at 3 p. m. At the morning service in Montague, The Sacrament of the Lord's Supper will be dispensed. Preparatory service on Friday evening at 7.45 o'clock. Rev. G. A. MacLellan will preach at this service.

### Card of Thanks

Mr. and Mrs. W. H. Townshend, Rollo Bay, and family, wish to sincerely thank their many friends here and abroad for the kindness shown during the long illness and death of their daughter, Mrs. H. C. Spence. 1810

### P. E. I. Publicity Association

#### Annual Reports Given

The Hon. Justice A. E. Arsenault, President, in his report stated:—From very modest beginnings in the year 1923, this Association now takes its place as the leading institution for the making known at home and abroad the advantages of our little Island Province.

Only the very few, I regret to say, who are in the habit of visiting our office during the Tourist Season have any conception of the activities there carried on. In Mrs. MacFadyen, our Secretary, we have a person who is devoted heart and soul to the work she has undertaken, and the energy and enthusiasm she has brought to the task can only be appreciated by those of us who are in daily touch with the work she is doing.

A detailed account of this work will be given in the Secretary's report, but modesty has forbidden our Secretary from referring to the many letters of recommendation she has received, as well as to the personal expressions of appreciation which during the summer months visitors have paid to her.

It would be unfair in his report not to pay a deserved tribute to the Supervisor of the Women's Institutes and her assistant. These ladies carry on the work of the Handicraft Exchange.

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**Meloids**  
Remove all huskiness and tickling from the throat and make breathing easy leaving  
**The Voice Clear-As-A-Bell**  
They are decidedly effective for coughs and all irritable bronchial affections, invaluable for  
**Speakers AND Singers**  
Price 25c in small box that can be carried in pocket.  
**THE PROMPT DRUGGISTS**  
**MacKinnon Drug Co.**  
Phone THE REXALL PC Box 219 KODAK STORE 552

# JANUARY APPAREL SALES

At the end of the season, before stock-taking commences, it is necessary to clean up this department, relieving it of any surplus stock, making room for new. To do this in a hurry we realize we have to lose some money—this sale then gives you a chance to choose pretty dresses—handsome coats, etc., AT WONDERFUL BARGAIN PRICES.

## Attractive NEW DRESSES

deeply reduced

Pretty dresses of crepes, figured georgettes, last models, but broken lines, the assortment includes dresses worth 8.00 to \$16.00, for 8.00

A range of very attractive smart dresses, silks, crepes and satins, with one or two pretty velvets. This lot runs in regular value as high as 12.00 \$25. WORTH TO \$25 ... 12.00

## Clearing Out all Ladies Cloth Coats

Small lot of last year's coats, come plain cloth, some with fur collar, all good garments, well made and wearable. You may choose from them 5.00 at .....

Another lot of last year coats, including velours and tweeds, mostly with fur collars and cuffs and including lines formerly priced at many fig- 12.50 ures up to \$35, at each.

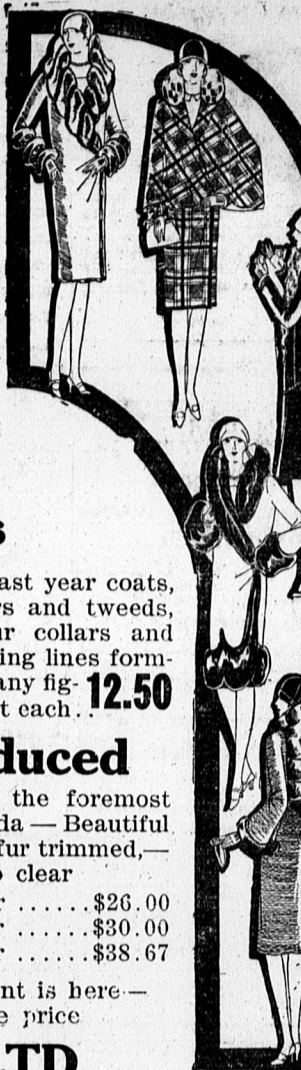


## All our newest Coats reduced

Handsome new garments,—fresh from the factories this Fall and Winter, clearing as below—  
\$15.00 Coats sell for ... \$10.00  
\$20.00 Coats sell for ... \$13.33  
\$30.00 Coats sell for ... \$20.00

Selections from the foremost makers in Canada—Beautiful cloths, stylishly fur trimmed,—all cut priced to clear  
\$39.00 Coats for ..... \$26.00  
\$45.00 Coats for ..... \$38.00  
\$58.00 Coats for ..... \$30.67

You are invited to inspect these—the one you want is here—and you will be surprised and delighted with the price  
**MOORE & McLEOD LTD.**



### CLASSIFIED ADVERTISEMENTS

One insertion ..... 10c per line of 5 words  
Four insertions ..... 35c per line of 5 words  
Eight insertions ..... 65c per line of 5 words

**Miscellaneous**  
JNO. ALFRED MACDONALD, Land Surveyor, Hiramsville, P. E. I. 11-20-1909.  
KNITTING DONE AT 116 PRINCE Street 1793-11-31.  
SHIPPING TAGS, EXPEDITIOUSLY supplied. Guardian Job Printery.  
BILLHEADS AND STATEMENTS neatly printed. Guardian Job Printery.  
FASHIONABLE WEDDING STATIONERY, fine selection. Guardian Job Printery.  
MEMORIALS AND MOURNING cards at shortest notice. Guardian Job Printery.  
BUYING TURNIPS AND POTATOES daily at our warehouses, Charlottetown, and Albany, Harris-Abattoir. 1656-12-30

**Articles For Sale**  
FOR SALE—SECOND HAND anvils. Apply Prouds and More-side, Great George St. 1761-1-10-31.

**For Sale**  
FOXES FOR SALE.—1 GOOD PAIR pups, also 3 male pups. Apply Albert Robertson, McMurdo. 1755-1-10-31

**Female Help Wanted**  
MAID FOR HOUSEWORK. MRS. John A. McCartyville, Kinkora. 1677-1-5-71

**Help Wanted**  
WANTED—MARRIED COUPLE for farm work. Apply P. O. Box 391, Charlottetown. 11

**Male Help Wanted**  
BIG EARNINGS, STEADY EMPLOYMENT for Barbers. Become expert in 8 weeks. Write Moler Barber College, Department "F" Halifax. 5-1-22-1251

### SECRETARY'S REPORT

Mr. M. K. MacFadyen, Secretary reported as follows:—The year just closed has been a remarkable one in the annals of the Association. Our financial drive was enlisted early in January, with Mr. S. A. McLeod, as Chairman of the Finance Committee. The total amount brought in by the teams amounted to \$1652.00, and the balance \$1164.50 collected by your Secretary. In some few cases, as usual, the amounts subscribed were not paid up.

At the beginning of the year, we found that all the literature had been distributed and it was imperative that we issue a new bulletin, with up to date information. To this end a Publicity Committee was formed, with Mr. P. W. Clarkin as Chairman, he was ably assisted by Mr. R. L. Colton and Mr. J. P. Gordon. We can readily understand this involved a great deal of work, gathering data, suitable photographs, etc., etc., 25,000 copies of this bulletin were printed and have been distributed, and with each bulletin a small map of this Province, on the back of which valuable information re hotels, roads, etc., etc., was printed, was also sent out. We had also 1000 copies of leaflets setting forth the new Pullman service and also the two new trains, Pine Tree Academic and Dawn Easter; these were also enclosed with each enquiry. In addition to this over 1000 large maps, showing motor roads, etc., were handed out to tourists visiting the office.

Newspaper advertising was carried on to a greater extent than in former years, and advertising was done in the following papers: Boston Transcript, Ottawa Citizen, St. John Telegraph, Halifax Herald, and the Montreal Star. We also took a page of advertising in the Canadian Club of Bangor, Maine, and a page in the Prince Edward Island Edition of "Atlantic News" published in Moncton, N. B.

An adjusted new scheme in advertising was introduced this year, sending out a personal letter, signed by your Secretary, to the car owners of Nova Scotia. 9000 letters were prepared and mailed. This scheme met with wonderful success. Many letters were received from business men and others in Nova Scotia, complimenting your Association on the very concise and valuable information

which it contained. During the summer many tourists from Nova Scotia, who visited the office, informed your Secretary, that it was through your letter that they came to this Province for the first time. I am quite convinced that this personal letter advertising was very effective, and would suggest that a similar letter be sent to the car owners of New Brunswick this year.

We also advertised through the Tourist Bureau at Saint Stephen, New Brunswick. Mr. E. G. Beer acted as our agent there, and did very efficient work. One of our booklets and also a map of this Province was placed in each car passing through.

At Yarmouth, Nova Scotia, Mr. George Williams did efficient service. Every auto coming to Yarmouth, by boat had a booklet and also a map placed in them, and also these leaving for Boston.

Yet so far as advertising is concerned, we are merely touching the surface. Our funds are so limited

(Continued on Page 6)

### Publicity Association

cars with accompanying passengers were frequently left over in Tormentine for several hours. Many complaints were brought to our attention concerning the agent at Tormentine. Whether these complaints were founded or not, we were not able to ascertain, but it is quite evident that the Agent at Tormentine by the use of tact and courtesy to passengers could smooth out many of the difficulties that there arise by reason of lack of transport accommodation at certain times, but unfortunately he seems to create the impression that motor cars are not wanted in Prince Edward Island.

During the past season over 3600 motor cars were ferried to this Province by way of Tormentine to Borden, and Pictou—Charlottetown. In the year 1927, the first year our Association operated only about 800 cars came to this Province.

The amount of United States currency handled by the Banks during the tourist months, of July, August and September, has been increasing from year to year. As an example one bank in Charlottetown in the year 1923 handled \$15,000 of American Money, during these months in 1927 the same bank handled or received over the counter, over \$61,000. If, however, we are to get our just share of nearly 200,000,000 which was spent last year in Canada by tourists, two things are necessary, first we must advertise more extensively, second more expedient means of transport, as we are the Government of Nova Scotia.

We are thankful indeed to those who so generously subscribe to our funds, to the City of Charlottetown, the Provincial Government as well as to the citizens of Summerside. But the revenue from these different sources only enable us to do a small part of the publicity work which we should undertake.

The Government of Nova Scotia spends \$25,000 and over per year in advertising and publicity, the Government of New Brunswick makes a grant of \$15,000 for the same work, here our total revenue does not exceed \$6000, and still we are under the same expense as either Nova Scotia or New Brunswick. We could easily use \$15,000 to advantage and the publicity that such a sum would buy would result in thousands of additional visitors to our shores.

I cannot close this report without again referring to the devoted assistance and co-operation received from the members of the Executive Committee, these men, although among the busiest in the town have never failed to undertake and carry out the tasks entrusted to them. They have regularly attended the many meetings of the Executive Committee and unselfishly given of their time and energy to the promotion of the work of the Publicity Association.

If the work, however, is to continue and grow more funds must be provided. The work is Provincial and as such everybody should contribute. It is a practical impossibility to obtain subscriptions outside of Charlottetown and Summerside, and it is therefore evident that the Provincial Government as representing the Province must be more generous in its grant

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### Skiers

After strenuous hill climbing and jumping, a rub down with Minard's prevents stiffness.

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### MINARD'S "KING OF PAIN" LINIMENT

Buy your Listerine Toot Paste here today and save money.

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**LISTERINE**  
Tooth Paste  
OUR STOCK OF LISTERINE PREPARATIONS IS COMPLETE AND FRESH  
J. Ernest H. Worth  
Phone 82, 142 Prince Street