

GIVE DINNERWARE

It's the Ideal Gift--So Beautiful and Useful

Join Together and make this a Family Gift to Mother! Either of these Lovely Sets would be a splendidly Practical Present. They are priced especially low for the Christmas Season Only. Really must be seen to be appreciated.

48-Piece Dinner Set in Litho Rose Pattern. Made by one of the best English makers.—6 Cups, 6 Saucers, 6 Bread and Butter Plates, 6 Tea Plates, 6 Dinner Plates, 6 Soup Plates, 6 Fruit Dishes, 1 Platter, 1 Vegetable Dish with Cover, 1 Sugar Bowl with Cover, 1 Cream Jug, and 1 Gravy Boat.

\$7.95

47-Piece Dinner Set in celebrated Crown Derby Pattern.—6 Cups, 6 Saucers, 6 Bread and Butter Plates, 6 Tea Plates, 6 Dinner Plates, 6 Soup Plates, 6 Fruit Dishes, 1 Open Vegetable Dish, 1 Large Platter, 1 Cream Jug, and 1 Sugar Bowl and Cover.

\$19.50

Balance Next year in Monthly Payments



Down



Nothing Could Be Nicer Than a Silver Chest

26 pc. Silver Chest "Lucerne" pattern
6 Tea Spoons
6 Dessert Spoons
6 Forks
6 Stainless Knives
1 Sugar Spoon
1 Butter Knife

5.50

9.95 26 piece Silver Chest "Marylyn" pattern

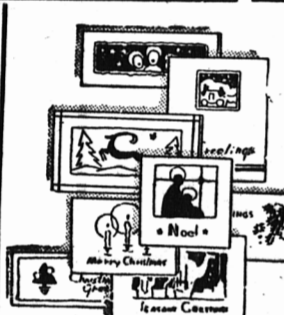
Also complete stock "Tudor" plate "1847" Silverware and "Community" Plate.

Silver Cake Baskets, \$1.35, \$2.45, \$2.85
Silver Bread Trays, \$1.25, \$2.95, \$3.75
Silver Butter Dishes, \$1.10, \$1.25, \$1.45, \$1.65, \$2.75.
Silver Flower Baskets, \$2.35, \$3.00, \$3.50, \$4.00, \$5.75, \$7.00.
Silver Salt and Peppers, \$6, \$1.25, \$1.45, \$1.65, \$2.25.



Military Sets for Men

Military Brush Sets for Men.
4 pc. Set, 3 Brushes and Comb in Black Leather Case \$2.95
3 pc. Set in Brown Leather Case. Zipper Fastening. 5 Fittings of good quality. Only \$6.50
10 pc. Set in Brown Leather Case. Zipper Fastening. Set must be seen to appreciate the value. Only \$9.50
10 pc. Set in Black Leather Case. Zipper Fastening. Fittings Chromium-plated \$13.75



Christmas Cards With Envelopes to Match

10 Cards and Envelopes in Collapsible Package for only ... 15c
Large assortment of Cards and Envelopes, 2 for 5c
Also 5c each—6 for 25c



Ladies' Lovely Toilet Sets

Ladies' Toilet Sets in Beautiful Gift Cases.
3 piece set in Green or Black. New and very attractive \$5.95
10 piece set in Maloe or Green in Ornate Gift Case \$14.75
Other Sets — 9pc—\$1.49—\$1.89—\$2.95—\$4.75 and \$13.50.



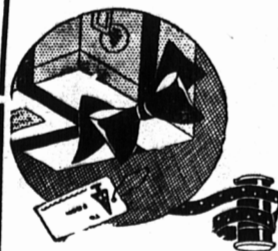
Magnificent Gifts

3 pc. Tea Set
Tea Pot
Sugar Bowl
Cream Jug

\$10

14.50 3-piece Set Better Quality.

Also 3-piece Tudor Plate, made by Onida Community Ltd. **\$20**



Gift Wrappings

White Tissue Paper—
12 Sheets for 5c
Red Tissue Paper—
12 Sheets for 8c
Holly Tissue Paper—Roll—
9 Sheets for 10c
Red Twine, per Ball 10c
Tinsel Twine, 8c per ball or 2 for 15c
75 Seals, Tags, etc., for 10c or 3 pkgs. for 25c
Seals, Tags and Enclosure Cards, smaller pkg 5c each or 3 for 12c

Open Evenings Until Dec. 24th

HOLMAN'S

Open Evenings Until Dec. 24th

Commercial Feed Stuff

It is a trite saying that the quality of milk, butter, eggs, beef, mutton, dressed poultry, and other animal products depends on the quality of the feeding stuffs given to the animals concerned, and it is true that modern industry has stepped in to increase the value of these feeds and to convert starchy waste materials into saleable products. Industry has called in the aid of science and has employed technical and engineering skill in processing materials to obtain for animals the maximum feed value or potency. Hence, firms manufacture thirty or more different feeds. There are feeds for baby chicks, growing

chickens, and fattening chickens; feeds for hens, turkeys, ducks, and pigeons; feeds for cattle, horses, pigs, and sheep; complete feeds to supplement and balance farm-grown grains; feeds for winter and feeds for summer; in short, feeds for all needs. As a guide and protection of feeders, and to protect honest industrial enterprise against unscrupulous competition, manufacturers are required by law to label these feeds with the guaranteed chemical composition and ingredients, and these guarantees are checked by officers of the Sec. Branch of the Dominion Department of Agriculture.

OUTREMENT MOVES FOR QUIET NIGHT

MONTREAL, Dec. 18.—(CP)—England's campaign against un-

necessary noises in the public thoroughfares is having an echo in the suburban district of Outremont. The municipal fathers of Outremont have passed a special by-law declaring all unnecessary clamor between the hours of 10 p.m. and 7 a.m. an offence. Penalties of \$40 fine or 30 days imprisonment are provided for violation of this civic ordinance. Special attention will be directed to curbing needless tooting of horns by motorists and the rattling of milk cans and milk bottles during these hours.

A half-penny, coined in 1824, was found by Captain Pat Hayes at Herring Cove and the 110-year old coin was in good condition, bearing on one side the head of King George IV.

Eastern Locals

This column is reserved for news of local interest but advertising of a new nature may be inserted at 3 cents a word strictly payable in advance.

SUBSCRIPTIONS to The Charlottetown Guardian may be had to their Rep. Archie Hume, Phone 47, or left at H. J. Mabon's Drug Store, Montague. L-7

MABON'S display of Christmas goods is better than ever this year. Come in and let us solve your gift problems. L-2909-12-19-31.

His friends are glad to learn that Mr. Pyke is able to resume his pastoral labours once more. He was greatly loved by his people in the Montague Church, and his departure was much regretted. On the eve of his departure, the members of the church presented Mr. Pyke with the sum of seventy-five dollars as a slight token of their esteem. They bespeak of Mr. Pyke a fruitful ministry in his new charge.

Survey Shows Insurance Strong in Current Deposition

NEW YORK, Dec. 17.—The conspicuously strong and constructive showing of the life insurance companies during the last five years, as compared with the trend of other recognized indices of national welfare, should be abundantly satisfactory both to policyholders and company managers. This was stated this afternoon by Mr. John S. Thompson, Vice President and Mathematician of The Mutual Benefit Life Insurance Company, Newark, N. J., in reviewing the effect of the country's major depression on the life insurance business. He spoke before the Twenty-eighth Annual Convention of The Association of Life Insurance Presidents which is in session here.

Referring to the present depression, Mr. Thompson pointed out the following life insurance trends: New business declined after 1929 but it did not suffer as much as the incomes from agricultural and manufacturing activities, total bank clearings or total national income. Payments to policyholders, excluding policy loans, increased until 1932 and stand out conspicuously as a form of service which the average man understands best.

Total life insurance in force reached a maximum in 1931 and assets have not decreased at all, although the rate of increase has been decreasing since 1928. The ups and downs of economic cycles should be controlled and used, rather than avoided, in the opinion of Mr. Thompson. Pointing out that depressions are the result of disturbances of the equilibrium between supply and demand, he continued: "Their causes are partly traceable to direct errors in the production and distribution of goods but they acquire much of their character from the cumulative tendencies of the economic machine which is dynamic rather than static. There is constant change in the relation between production and consumption. Errors of estimation of demand and supply occur daily and under average conditions, counteract each other although individual traders may suffer severely. If, however, many of these errors at any one time are in the same direction, their effect is cumulative. Many individuals and corporations are affected, and the result is a general depression. This rhythmic movement is apparently one of the conditions of economic progress, a manifestation of vitality of the business organism. We need light not on how to avoid these variations, the usual aftermath of loss and discouragement."

He felt that the country's successive economic crises have resulted in valuable information from the standpoint of life insurance investments. "Sound investments are admittedly inappropriate for a life company's portfolio," he pointed out. "Others, affected by a speculative phase, serve well during a period of reaction, with are subjected to a genuine trial and are sold at a price which is greater or less resulting strain upon the resources of the owner companies. It is only such a reactionary era that throws into relief the relatively small group of well-tested securities upon which the company must depend for the uncomplimentary safety which is the essence of life company existence. Careful management, in the appraisal of the various avenues of investment, may base its action upon such previous generalizations as may be possible but the history of investment during the periodic trials of business strength throws an invaluable light upon the essential investment attitudes of the moment."

Based his conclusions on the experience of the business during the present and past economic disturbances, Mr. Thompson forecast continued advances in the usefulness of life insurance. "Along with the quality of stability, which has been demonstrated as effectively as has occurred since 1923 as by had happened previously, the life insurance companies have demonstrated an unusual capacity for healthy growth," he stated. "Through decade after decade, meeting and solving internal problems, and adjusting themselves to investment, underwriting, and agency conditions of widely different eras they have progressed steadily and, at times, strikingly, generally at a rate of growth greater than that enjoyed by organizations distributing merchandise or services of seemingly greater popular appeal. Presenting to the public only the usefulness of protection and

Now's the time to choose a glorious FUR COAT

Hudson Seals \$172.00 Specially reduced prices

IF YOU WANT a gorgeous fur coat that will give years and years of wear we advise you to see these coats. Made of first quality Hudson seal skins and made up by expert furriers in the smartest of this season's styles. Ascot tie collars. Queen Christina collars, and rippled collars—various new sleeve treatments, Pussy willow or panchan linings.

Hudson Seal \$225.00 for \$180.00
Hudson Seal \$215.00 for \$172.00
Hudson Seal \$245.00 for \$195.00

Muskrat Coats \$95. to \$145 Specially reduced

ONLY the choicest pelts—and only the choicest portion of the pelts are used to make these coats. The heavily furred centre back of the skin—that wears so well and looks so rich. Kolinsky or mink blended shades—attractively worked in vertical or herringbone effect. Guaranteed 2-season lining of crepe or satin.

Muskrat \$120.00 for \$100.00
Muskrat \$160.00 for \$128.00
Southern Muskrat \$115.00 for \$95.00
Southern Muskrat \$175.00 for \$140.00
Southern Muskrat \$185.00 for \$145.00
Silver Muskrat \$115.00 for \$95.00

French Seal Patch Fox Collar \$95.00 for \$78.00
French Seal Fitch Collar \$95.00 for \$78.00
French Seal, Self Collar \$95.00 for \$69.00
Hudson Seal Heads \$39.00 for \$36.00
Beaver Lamb \$42.00 for \$37.00

Give her a Quilted Satin Kimono 8.95

She'd be delighted with so attractive a gift! These are shown in Rose, Powder Blue, Mauve, Coral, Pink, Black. They are smartly designed, soft, light weight and warm.

QUILTED SATIN \$8.95
QUILTED CREPE \$10.50

KENWOOD Kimono \$12.50

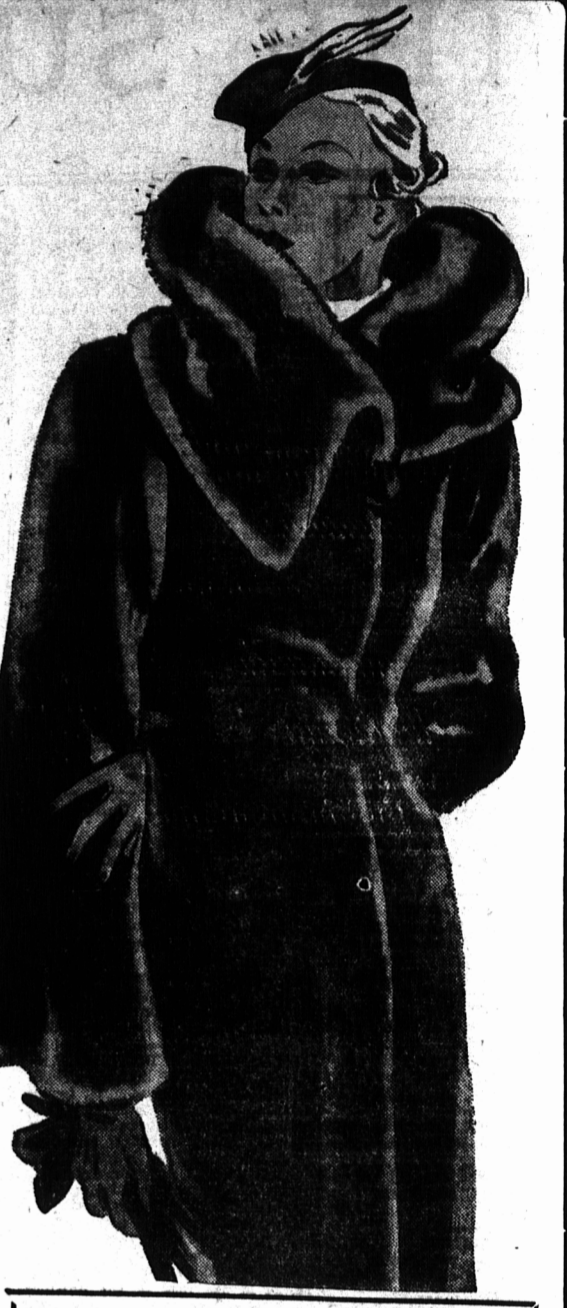
Lovely pastel shades rose, green and powder blue. Warmth without weight—lots of style

Moire Kimono \$4.50

These rather plainly made, with shawl collar and silk cord. Colors are Wine, Navy, Black, Green and Copen.

Moore & McLeod Limited

THE STORE OF A THOUSAND GIFTS



Raccoon \$235.00 for \$185.00
Raccoon \$250.00 for \$198.00
Black Broadtail \$115.00 for \$95.00
Grey Broadtail \$115.00 for \$95.00
Black Caricul \$235.00 for \$185.00

Flannel Kimono \$6.25

These trimmed with Moire Silk—Green, Wine, Blue.



Prickly Lettuce

The annual or occasionally winter annual weed, Prickly Lettuce, is also known as the Compass Plant. It is widely distributed in waste places from Nova Scotia to the Prairie Provinces, and has been reported from places in British Columbia as giving trouble in the fields. Coarse, tall-stemmed, with oblong, lance-shaped, prickly-edged leaves, the plant grows on average from three to five feet in height, and from the peculiarity of the leaves being twisted at the base so that they stand vertically to the sun, instead of horizontally as in the case with most plants, it has been called the Compass Plant. According to the Weeds and Weed Seeds Bulletin issued by the Dominion Department of Agriculture the seed is about one-eighth of an inch long, dark greenish grey in colour, and broadly lance-shaped similar to the seed of the black-seeded varieties of garden lettuce. The most effective method of eradication consists in cleaning the waste places and seeding to grass, followed by close cutting of the weed.

NEW SODIUM SULPHATE PLANT SASKATCHEWAN

WINNIPEG, Man 18.—A new plant with a daily capacity of fifty tons of sodium sulphate has just been completed, on White Shore Lake near Palo, Saskatchewan, 17 miles west of Biggar, on the main line of the Canadian National Railway. The new company carrying on this operation is the Mid-West Chemical Company, James Millar, lumberman and contractor, Edmonton, is the president and originator of this development. A trial run of one week's duration has demonstrated the efficiency of the process and equipment used in dehydrating the natural Glauber salts to produce sodium sulphate. Regular shipments of a very pure Glauber salt have been made during the past few years from this deposit to the textile and chemical trades in Eastern Canada. With this high grade raw product, it is the hope of those interested to produce a very pure sodium sulphate or salt cake.

RICH DEPOSITS DIATOMITE FOUND IN NEW BRUNSWICK

Rich deposits of diatomite have recently been discovered in New Brunswick, four areas being located in Charlotte County, according to the Natural Resources Department of the Canadian National Railway. Diatomite is formed from shells of diatoms which inhabit salt and fresh water and when the plant dies the shell falls to the bottom of the sea, lake or river. About 4,000 tons of diatomite is consumed annually in Canada, 60 per cent in the sugar refineries for filtering purposes. It is estimated that the new deposits will yield 125,000 tons of diatomite.

Possibility of increasing exports of Newfoundland codfish to Spain is seen in reports that Spanish trawlers which have been operating on the Grand Banks for some years may not return next season. It is understood the trawlers have not been paying their way.

Miller's Worm Powders are par excellence the medicine for children who are found suffering from the ravages of worms. They immediately alter the stomachic conditions under which the worms subsist and drive them from the system, and, at the same time, they are tonical in their effect upon the digestive organs, restoring them to healthful operation and ensuring immunity from further disorders from such a cause.

Parisian Balm—The peerless aid to loveliness. Delightfully fragrant. Dainty to use. Leaves no stickiness. A little gentle rubbing and it is swiftly absorbed by the tissues, tonic in effect. Soothes and dispels roughness and chafing. Keeps skins soft and velvet-textured. Unrivalled for charrn, distinction and refinement. Used by lovely women everywhere to preserve and enhance their natural beauty.

"IN CAMERA"

A Judge's little daughter, who had attended her father's court for a first time, was very much interested in the proceedings. After her return home she told her mother:

"Papa made a speech, and several other men made speeches to twelve men who sat together, and these twelve men were put in a dark room to be developed."

EYESIGHT EXAMINATION

Fitting and supplying Glasses, etc.

H. J. MABON

OPTOMETRIST

Office Connected With Drugstore