

ALL-STAR PROGRAM

PRINCE EDWARD

Jesse L. Lasky

PRESENTS

ROBERT EDESON

ONE OF BROADWAYS BIGGEST STARS

In A Thrilling Play of the Great Canadian Trackless Woods

The Call of The North

From the Book "THE CONJURORS HOUSE"

By STEWART EDWARD WHITE

5 PARTS 317 SCENES

Produced By The Famous Players Film Co.

FRANCIS FORD

AND

GRACE CUNARD

IN

The Mystery of the White Car

IN TWO PARTS

HE MARRIED

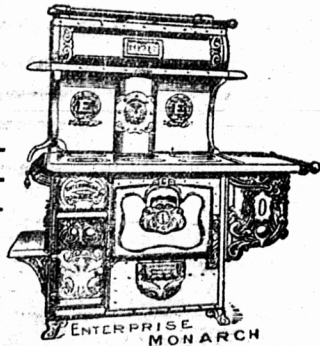
HER ANYHOW

Joker Comedy

Song

"Sweet Genevive"

Mr. Arthur Huskins



ENTERPRISE MONARCH

The Symbol of Superiority The "Monarch" Steel Range

By robbing cooking of all its inconveniences, and much of its labor, the Monarch does a great deal toward preserving a happy home. This range is looked upon by its many satisfied users, as one of great utility, and where it has been placed throughout the Province, others have seen it and have been greatly delighted with it.

Simon W. Crabbe

A WONDERFUL CLUB OFFER

The Morning Guardian (mailed) one year.....\$2.50

The Canadian Countryman (weekly) one year...\$1.50

Total.....\$4.00

Both papers for only \$2.50

The Guardian has been authorized by the Management of the Canadian Countryman to continue the above offer. Subscribers who have not yet taken advantage of this unparalleled offer are requested to do so at once.

PLEASE USE THE FOLLOWING FORM

Subscription Department, The Charlottetown Guardian, Charlottetown, P. E. I.

Dear Sirs, Enclosed find herewith \$2.50 being renewal subscription to the Morning Guardian for one year. With this subscription I understand that I will receive FREE for one year The Canadian Countryman, a WEEKLY magazine printed in Toronto, Ont.

Name.....

Post Office.....

New Subscribers to The Guardian can take advantage of this offer.

THE CENTRAL GUARDIAN

IT PAYS to buy in this Province.

GLOVES CLEANED.—Ladies may have their gloves cleaned by leaving at Moore and McLeod. \$211.

SPECIAL SKATE.—At the Arena last evening a good crowd enjoyed a skate on a fairly good sheet of ice. The music furnished by the 82nd Band was excellent.

THANKS.—The Committee of the Y. M. C. A. wish to thank Messrs. Prowse Bros and Beer & Weeks for supplying the stage settings for the production of "The Lost Paradise." \$291.

PUT ON RAILWAY.—Messrs Wm. F. Duffy, Bunbury, and Joseph P. Smith, son of Mr. Edward Smith (truckman), Charlottetown, have entered the machine shop of the P.E. Island Railway as apprentices; the vacancies occurring when Messrs. A. Bruce and W. McAulder took up military duty.

ICE SPEEDING.—A number of horsemen had their trotters out on the speedway on the ice track which has been mapped out between the Railway Wharf and Hillsborough Bridge, and judging by the many fast heats trotted some good trotting can be expected to-morrow (Thursday).

FOX SESSION.—The fox committee were in session again yesterday until a late hour in the afternoon, Mr. J. E. B. McCready in the chair. They will meet again this morning. Various matters of importance were thoroughly discussed and sub-committees formed to consider phases of the ground gone over and report the result of their deliberations.

WEDDED LAST EVENING.—A quiet but pretty wedding took place last evening at the home of Mr. Joseph Matthews, 260 Kent street, when his youngest daughter, Miss Mattie Hearty Matthews, was united in marriage to Mr. Nelson Winchester, son of Mr. and Mrs. Joseph Winchester, Fitzroy street. The ceremony was performed at 8 o'clock by Rev. George C. Taylor, pastor of Zion Church, after which a sumptuous wedding supper was served. The Guardian extends best wishes to Mr. and Mrs. Winchester.

NEW MEMBERS.—After drill last evening, five new volunteers joined the service roll of No. 2. Company of the Charlottetown Home Guard. Three sergeants were elected by the men and list of officers is as follows:—Captain Ewen McDougall, Lieutenants, G. M. Moore and P. Barlow; Sergeants, Fred Waller, E. H. Beer and John F. Chandler, Col-Sgt. O. Baird. A vote was taken to decide the best hour for weekly drill, the majority deciding for next week at 8 o'clock.

CHILDREN'S AID SOCIETY.—The regular monthly meeting of the Children's Aid Society was held in the City Court room on Monday afternoon at 3 o'clock, with the President, Dr. F. P. Conroy, in the chair. The agent made his report showing that there were only four cases of truancy during the month. Some discussion took place about certain delinquent children and a few children under age attending moving picture shows, and the agent was instructed to look after these matters.

GREENWICH SCHOOL.—The semi-annual examination of Greenwich School, French River, was held on Tuesday, Dec. 22. The schoolroom, beautifully decorated for the occasion, was well filled with interested parents and visitors. The pupils were examined in the different subjects by Miss Jeanette Orr, Miss Elsie Orr, student of P.W.C., and their teacher, Miss Jessie Sinclair. The examination in which they answered the various questions given them showed that the teacher had been putting forth great efforts to obtain good results. An interesting programme was rendered by the pupils, consisting of recitations, songs and exercises. After which an appropriate gift was presented to the teacher by Vera McGregor in behalf of the pupils, and an address read by Agnes Orr. Miss Sinclair replied in fitting terms and thanked the pupils for their beautiful gift. Several of the parents present expressed themselves well pleased with the progress of the school. Toward the close the pupils and all present were treated with candy by the teacher. The examination was brought to a close by singing the National Anthem.

CHILD'S TONGUE BECOMES COATED IF CONSTIPATED

WHEN CROSS, FEVERISH AND SICK GIVE "CALIFORNIA SYRUP OF FIGS."

Children love this "fruit laxative," and nothing else cleanses the tender stomach, liver and bowels so nicely. A child simply will not stop playing to empty bowels, and the result is, they become tightly clogged with waste, mucus gets sluggish, stomach sour, then your little one becomes cross, half-sick, feverish, don't eat, sleep or act naturally, breath is bad, system full of cold, has sore throat, stomach ache or diarrhoea. Listen, Mother! See if tongue is coated, then give a teaspoonful of "California Syrup of Figs," and in a few hours all the constipated waste, sour bile and undigested food passes out of the system, and you have a well, playful child again.

Millions of mothers give "California Syrup of Figs," because it is perfectly harmless; children love it, and it never fails to act on the stomach, liver and bowels. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown up plainly printed on the bottle. Beware of counterfeits sold here. Get the genuine, made by "California Fig Syrup Company." Refuse any other kind with contempt.

THE MAIL SPECIAL.—The mail special arrived in Charlottetown yesterday at 12:25 p. m. and left again on return to Georgetown at 8:45 o'clock last evening.

MARRIED YESTERDAY.—The marriage took place yesterday at 11 a.m., at the residence of Mr. A. McKenzie/Kensington, uncle of the bride, of Miss Rae Lillian McKay, formerly of Charlottetown, and daughter of Mr. Daniel McKay, of the P.E.I.R., to Mr. Percy Alfred Farquharson, Charlottetown. Rev. G. A. Sutherland, M.A., was the officiating clergyman. The married couple came to Charlottetown by the evening train and had supper at the Victoria. They left by the mail special for Georgetown on route to Boston, where they will spend the winter.

HORSE NOTE.—Mr. J. A. Ramsay, Summerside, arrived in Charlottetown yesterday and left by the mail special last evening for Truro, N.S., to take over a valuable stallion that was sold at "Old Glory" sale at New York in the fall of 1913, when the horse was two years and six months old. This colt is sired by Bungara, 34707, A.T.R., and his dam is sired by Robert McGregor, 647. An animal with this excellent breeding ought to develop into a very fast horse. The stallion is a fine looking horse of good size. Mr. Ramsay is selling him to a syndicate at Summerside. He will be a splendid addition to the many good ones on the Island.

WEDDING BELLS.—The residence of Mr. David Matheson, Oyster Bed Bridge, was the scene of an interesting event on Wednesday, the 6th inst., the marriage of his daughter, Miss Mabel E. to Mr. Artemas M. MacNeill, a prosperous young farmer of Cavendish. The marriage ceremony was performed by the Rev. Daniel McLean in the presence of a number of invited guests. The bride, who was one of the popular young ladies of the community, received a large number of beautiful presents from her friends. The gift of the "principal" friend was a beautiful gold watch and clasp. In the wee sma' hours of the morning the happy couple drove to their future home, carrying with them the very best wishes of a host of friends. The Guardian joins them in hearty congratulations.

ANNUAL MEETING OF C.B.G.E.—The annual meeting of the Canadian Brotherhood of Government Employees, Charlottetown Division, No. 20, took place in Charlottetown recently. The Treasurer, Mr. M. McLeod, presented his report for the year, showing the division to be in good financial standing. The Secretary's report advised that 6 new members were initiated during the year and pointed out that the membership of the division now includes almost all eligible railwaymen. The following officers were elected for 1915:—President, Henry Fitzgerald; Vice-President, J. W. McLean; Treasurer, M. McLeod; Secretary, J. H. Monaghan; Warden, James Trainor; Chaplain, George Ingraham; Reporter, P. Y. Robin; Messenger, Chester Craswell; Inner Guard, John McInnis; Outer Guard, Everett Mills.

"LOST PARADISE"—To a very fair audience, "The Lost Paradise," the splendid 3-act labour drama, was so successfully produced in the People's Theatre on Monday night under the direction of Mr. Irving Beers, was repeated last night, again very successfully. The acting was excellent, worthy of special mention being Miss Hetty Howell, who played her part with charming rural innocence and made a "cute" fiancée. She is unquestionably splendid, her acting being unrestrained, easy and natural. Miss J. Dennis, who unfortunately could not undertake his role the previous night, last evening appeared and was warmly received by the audience, whom he made quite an impression in "The Tyranny of Tears." The whole play was successful, and Mr. Beers, the director, and Mr. Dennis, stage manager, are both to be congratulated on their magnificent production.

"Rexall Cherry Bark Cough Syrup is guaranteed to cure your cough or the purchase price will be promptly refunded. Try it, 25c, 50c and \$1.00. MacKinnon Drug Co., Cor. Great George and Kent Streets. METF.

"When you want the very choicest in delicious chocolates you will find them here. Our chocolates are receiving fresh every week. Try them. MacKinnon Drug Co., Cor. Great George and Kent Street. METF.

NEW ENGLAND AID FOR THE BELGIANS

BOSTON, Jan. 11.—The Belgium relief ship Harpalax, flying the British flag and bearing on her sides large canvas signs with the inscription "Commission Belgium Relief, Rotterdam," sailed Thursday for England. She will take on a pilot in England to guide her through the mine fields to Holland.

The Harpalax carried a cargo valued at \$500,000, consisting mostly of foodstuffs and clothing, collected by the New England Belgian Relief Committee.

HOTEL ARRIVALS

VICTORIA.

C. D. McKinnon, Souris; W. J. McClary, K. J. Bonnell, St. John; J. A. Lea, W. F. Montgomery, Summerside; Wm. Kinsman, Freeland; Urban Hynes, Montague; David Cole, Kensington; S. H. Pullan, Toronto; Wm. Hedlin, Montreal; W. C. Smith, Halifax; J. R. Douglas, A. Barker, Amherst; J. F. Fraser, Halifax; S. A. Gillis, New York; J. H. Macdonald, Georgetown; J. A. Macdonald, Cardigan; J. A. Sarno, Montreal.

QUEEN.

J. F. Johnston, St. Louis; J. M. Hackett and family, Montreal; J. J. Hughes, Souris; Angus Rankin, St. John; W. H. Pope, Pictou; T. C. Halsey, J. H. Halsey, Windsor; T. H. Barrett, Carleton; H. C. Stubbs, Hunter River.

ADVERTISING THE FOX INDUSTRY

Sir:—Every business man knows that advertising pays. In fact it is hard to find a successful business man that does not do advertising of some kind. When a man has a product for sale he must find some means of getting in touch with his buyers. Advertising has proved the cheapest and most effective agency in his command. The Fox Industry is in a class by itself. It has made a number of people wealthy and has proved a profitable investment for many more. It has never been advertised to any great extent and consequently the people of the United States know nothing about it. They are very few people who have even heard of it. This may seem strange to some Prince Edward Islanders but nevertheless, it is true. At the present time there is perhaps more money idle in the United States than there has been for many years. There are millions of dollars awaiting a favorable opportunity for investment. Show the American investor an opportunity to make money and he is always ready to meet it at least half way.

There are certain features of the fox industry which will appeal to Americans, viz:—The possibility of the business as a money maker; the high price of good fox fur; the successful experience of the older ranchers; the interest which the Island Government is taking in the business. All these things are interesting, and if widely advertised in the United States would bring millions of new capital into the business. Some people are under the impression that the business is being "overdone," and that there will not be a market for all the expensive skins that will be placed on the market within a few years. That is a mistake. There is not now, enough silver black fox offering to make its wearing fashionable. I have made inquiries at a number of fur houses in New York, and very few genuine silver black skins are to be had. There are thousands of American women who could, and would, buy expensive furs. When one woman boasts of a five thousand dollar fox set, her society rival will soon try to outdo her.

Fox men have overlooked the fact that American women are business women and have money to invest. It would be the delight of any woman to exhibit a set of furs taken from her own ranch. American women could invest hundreds of thousands of dollars in the industry if it were sufficiently and properly advertised. Furs are a very appropriate and popular Christmas present. Thousands of men would buy black fox for their wives and sweethearts if they had any idea of its value. The majority of people are under the impression that black fox can be bought for from fifteen to fifty dollars per set. In fact there are hundreds of furriers who offer black fox for sale at that price. Advertising will correct this impression; it will create a demand for black fox and cause the prices to advance.

Some fox men say they have advertised stock for sale without result. Very true. Advertising is a business in itself. It is an art that demands skill. Some people hand money to a few publications and then sit back and wait for results that never come. If a city man placed ten thousand dollars in a Prince Edward Island farm, with no practical farmer in charge, would you expect him to make money? Certainly not. Then why expect a farmer with ordinary business man to make money in advertising?

To get the most out of advertising, copy should be prepared by someone who not only knows what he writes about but believes it also. He should know something about the class of people he is trying to reach. Each publication has a certain individuality of its own. Copy that would pull replies in one paper might be entirely wasted in another. What is needed is individual attention from someone who understands advertising and is familiar with the subject. A large advertising agency cannot afford to give the attention for only a few dollars worth of clear advertising.

There are over two hundred companies incorporated in Prince Edward Island, and it should be no trouble for these to raise \$100,000 a year for advertising. This amount properly handled would bring all the new capital into the business that is needed. It would place the business on a sound basis and it would mean that Prince Edward Island would be called upon to supply foxes for breeding purposes for many years to come. At any rate it is certain that the business can never get the publicity that it needs by individual companies placing small stock advertisements. A general publicity campaign through good periodicals is the only effective way to advertise on a large scale. American people have confidence in anything advertised for two principal reasons. First, it indicates prosperity; second, reputable publications will not accept questionable advertising. This same campaign could be used to bring thousands of summer tourists to Prince Edward Island. Fox Companies have an opportunity in advertising that perhaps no other industry has ever had. The time is now ripe and every company should take advantage of it. I am, sir, etc., STEPHEN A. GILLIS, New York.

JEROME TO HANDLE THAW CASE

NEW YORK, Jan. 12.—William Travers Jerome has received from Attorney-General Woodbury an appointment as a special deputy state attorney-general to prosecute Harry K. Thaw when he returned to this state from New Hampshire.

Biliousness

It is certainly one of the most disagreeable ailments which flesh is heir to. Coated tongue—bitter taste in the mouth—nausea—dizziness—these combine to make life a burden. The cause is a disordered liver—the cure, Dr. Morse's Indian Root Pills. They go straight to the root of the trouble. Cleanse the liver right, cleanse the stomach and bowels, clear the tongue and take away the bitter taste from the mouth. At the first sign of biliousness take Dr. Morse's Indian Root Pills.

2 SHOWS 2 PEOPLE'S THEATRE FIVE CENTS

The Life Photo Film Corp Presents "Northern Lights" IN FIVE PARTS

An All STAR CAST—A STORY That Never Fails in its Mission to Entertain "A PSYCHOLOGICAL WESTERN DRAMA"

Largest, Safest, Most Comfortable Theatre

FRIDAY—MILLION DOLLAR MYSTERY—SATURDAY 400 Seats at 5c 700 Seats at 10 cents

Five Cents to all—Mon. Tues. Wed. & Thursday

PRICE OF BREAD IN THE UNITED STATES IS LIKELY TO JUMP UP.

WASHINGTON, Jan. 12.—Department of Justice officials expressed tonight in reports that the price of a loaf of bread was about to jump from 5 to 6 cents. In the New York City Chicago a possibly other large cities. No complaints have been made. The Department, however, and no action is in immediate prospect. Attorney-General Gregory has kept a close watch on any efforts to raise the cost of living though combinations of producers in any line, and it is considered certain that a rise in bread would be looked into at once. It is realized at the Department that with wheat far above normal figures bakers undoubtedly have been forced to face the prospect of higher flour. Officials are interested, however, in learning whether there is any conspiracy among bakers over the country to effect a raise in price of their commodities. Concerted action that involved bakers in different States would allow prosecution under the Anti-Trust Act.

A Word of Advice Based on Practical Economy

COME!

Join the throng of happy and satisfied customers who KNOW GENUINE VALUE WHEN THEY SEE IT!

OUR SALE

has proven "an eye opener" to the public. Nothing like it has ever been offered to the purchasing public of this city.

Our Windows Display But a Few

of the seasonable winter clothing at prices that outstand the shrewdest buyers and it remains for you to enter our store and convince yourself of this

Grand Money Saving Opportunity

and bear in mind that it is at the National Clothing Store that one dollar will do the work of two.

Just a few of the many Genuine Bargains

Table with columns 'For Men' and 'For Boys' listing various clothing items and prices. For Men: \$11.00 Overcoats for \$6.80, 12.00 Overcoats for \$7.40, 14.00 Overcoats for \$11.60, 18.00 Overcoats for \$14.90, \$10.00 Suits for \$6.40, 12.00 Suits for \$7.80, 15.00 Suits for \$10.60, 18.00 Blue Serge Suits for \$11.40, \$7.00 Waterproof Raincoats, Our 12.00 Special for \$3.90, Fancy Vests for Half Price, All wool underwear for 75c, Sweaters for 20 p. c. off, Gloves & Mitts for 20 p. c. off, Top Shirts for 20 p. c. off, Overall for 20 p. c. off, Knitted Ties for 19c, Police Braces for 19c, Rubber Collars for 3 for 25c, \$2.00 Pants for \$1.48, 3.00 for 2.20, 3.50 for 2.50, 4.00 for 2.96, \$2.50 Soft Hats for \$1.68, 2.00 & 3.00 Hard Hats for 1.68, Velvet Corduroy Hats for 1.19, Fine Shirts worth \$1. for 65c, 1.25 for 75c, 1.00 for 75c, Hewson all wool Pants for \$2.15.

Men's Shoes and Rubbers Men's Rubbers and Overshoes First Quality 10 p.c. off

Shoes will be going up in price. Our prices should therefore be an inducement that you can't afford to miss.

National Clothing Co. Charlottetown P. E. I.