

A Prosperous Prince Edward Island

IS A GOOD OBJECTIVE FOR 1926

This is possible when buyers and sellers unite in a sincere desire to promote a policy for the common good, such as "Home Buying is Home Building."

Where prosperity abounds—the Boys and Girls are content to remain at home and immigrants are attracted.

ECONOMIC COMMITTEE Associated Boards of Trade of Prince Edward Island

THE CENTRAL GUARDIAN

President of Tourist Association Makes Annual Address

Mount Stewart

SHOP from Holman's Catalog. A LINE OF LADIES DRESSES, Flannel and Balbriggan, 1/2 price. Prowse Bros. Ltd. 7231 14 St.

LOST—Without a 1926 calendar. Renew today. SPECIAL PRICES on the balance of our Ladies fur coats. Prowse Bros. Ltd. 7230 14 St.

DICTIONARIES—Any reader of the Guardian wanting a New University Dictionary will have to hurry as there is only a few more on hand.

WAITING—Your calendar is here waiting for you to subscribe or renew your subscription.

MR. W. L. COTTON LECTURER—This evening in Caledonian Club Hall on "Old Time Literary and other Institutions in Charlottetown."

SEE THE ROGERS HARDWARE COMPANY AFTER STOCK TAKING BARGAINS IN LARGE WINDOW. 7228-14-131

SINKING FAST.—The Guardian supply of calendars are going very fast, do not leave it until it is too late. Renew today and get your choice of three nice calendars.

SHOULD AULD ACQUAINTANCE BE FORGOT not with auld Lang Syne Calendar in the house. Free with your new or renewal subscription.

ST. PETERS CATHEDRAL.—The most Reverend Clare L. Worrell, B. D., Archbishop of Nova Scotia will be at St. Peter's Cathedral on Sunday next, Jan. 17th at 11 a. m. for the Sung Eucharist.

LAST CHANCE TO SEE THE MACRAE SISTERS in Highland dancing—Burns' Concert, Jan. 25th and 26th. 7220

CHURCH OF SCOTLAND.—Mr. E. C. Robertson will preach Saturday Jan. 16th at Nine Mile Creek at 6.30 p. m. also Sabbath, Jan. 17th Canoe Cove 10.30, Churchill 2.30 and Peoples Church at 7. Also Monday, Jan. 18th at Glasgow Road 6.30 p. m.

THE FARMERS GUIDE AND CALENDAR will be found very useful in the caring of live stock as well as for a diary of events. Free with a new or renewal subscription.

LOWER FREETOWN.—The December meeting of this institute was held at the home of Mrs. J. Stavert with eight members. Roll call was answered by giving Christmas receipts. The regular business was carried on and Committee's report was read. It was suggested that the institute give towards treat for examination. But as it was understood it had been provided for it was decided to give the treat at the end of the school year. A discussion took place on whether it is right to encourage children to believe in Santa Claus. Meeting closed after a social time with National Anthem. Next meeting at the home of Mrs. Elton Cairns.

DELUXE HOUSEWIFE RECIPE CALENDAR.—Just the thing for any household, pretty and attractive as well as a useful receipt book, mailed free on receipt of your new or renewal subscription.

ELECT OFFICERS.—On Jan. 28th at the regular meeting of Memorial Lodge, No. 266, of the Ladies Orange Benevolent Association, the following officers were installed for the ensuing year: Worthy Mistress, Annie McKeen; Deputy Mistress, Dora Hooper; Chaplain, Cassie Douglas; Director of Ceremonies, Jessie Larter; Recording Secretary, Gertrude Robinson; Financial Secretary, Gladys Down; Treasurer, Elsie Wheatley; First Lecturer, Lillian Wheatley; Second Lecturer, Margaret Shaw; Senior Member of Committee, Mary Roberts; Inner Guard, Annie McKeen; Outer Guard, Charles Roberts; Guardian, George Crawford; Past Worthy Mistress, Mary McLean. After a few speeches the meeting was brought to a close.

THE ANNUAL MEETING of the Charlottetown Driving Club takes place this evening at 8 o'clock and it is expected that there will be a record attendance of members to receive the report of the President and Secretary-Treasurer and to make arrangements for this winter's entertainment.

WHIST PARTY.—The Whist Party held in the Emerald Hall on Monday, Jan. 11th was a big success both socially and financially. The game was played with great interest and enthusiasm. The lucky winner for the lady's prize was Mrs. L. Murphy, Hope River and for the gentleman's Mr. August McDonald, Springfield. The parties are under the direction of a staff of capable ladies and gentlemen.

Who has benefited from this money? This sum was spent by Charlottetown hotels, in boarding houses and in stores. That benefits hotels and boarding houses equally benefits the farmers, the stores, and the public generally, among whom the hotels and boarding houses spend their money; so that speaking generally, all the money spent by tourists goes into circulation, and everybody gets a little of it.

PERSONALS
Capt. and Mrs. T. G. Taylor left yesterday on a visit to the West Indies.
Mr. and Mrs. E. C. LePage of Charlottetown, who have been visiting Mr. and Mrs. George Hill during the past week, left today for St. John to visit there for the week end before returning home. While in St. John they will be guests of Rev. Mr. Bonnell and Mrs. Bonnell.—Amherst News.

Perhaps the most well earned Christmas present to be received by any British Columbian is that to go to Miss Ruth Hornsby, of Prince George.
Miss Hornsby is to receive an award for heroism from the Royal Canadian Humane Society. She has been presented with the Association's Parchment Certificate. It is recalled that Miss Hornsby who is 17 years old, rescued a drowning woman from the waters of the Nechako River near Prince George approximately two years ago.
It has taken eighteen months effort on the part of the British Columbia branch of the Royal Life Saving Society to obtain the merit award for the Prince George girl. The announcement of the award was contained in a letter from H. E. Waterman, secretary of the R. C. H. S., to H. H. Dugan, honorary secretary of the R. C. L. S. S., Vancouver branch.
Miss Hornsby is the daughter of Mr. W. L. Hornsby, manager of the Royal Bank and formerly a resident of Charlottetown. Miss Hornsby is in her second year at British Columbia University, Vancouver and a younger sister Helen is attending Notre Dame Academy, Charlottetown. P. E. I.

Rebekah Installation
At the regular meeting of Alpha Rebekah Lodge held Tuesday evening the following officers were installed for the ensuing term, by the District Deputy President, Jane T. Melkie assisted by Libbie Wright: Deputy Grand Marshall: P. G. Miss Olive Lowther; N. G. Mrs. Gertrude Beer; V. G. Miss Florence McDonald; R. Secy. Miss Muriel Lowther; F. Secy. Miss Florence McLeod; Treas. Miss Hilda Harper; Warden, Miss Sadie Brown; Cond. Mrs. Florence Stewart; Chaplain, Mrs. Mae Adams; R.S.N.G., Mrs. Beatrice Laphorne; L. S. N. G., Miss Libbie Wright; R. S. V. G., Miss Susie McGregor; L. S. V. G. Miss Edna Harris; Inside Guard, Miss Bertha Scott; Outside Guard, Miss Nettie Evans; Musician, Mrs. Lucy Vanderstine. After installation refreshments were served and a social hour spent by all.

A Warm Winter
ANCHORAGE, Alaska, Jan. 13.—Alaskans of Anchorage, along the railroad belt, as well as in other sections of the territory are still wearing their summer clothing. For the temperature remains most of the time above freezing. Ordinarily at this time of the year it is many degrees below zero. The warm winter is attributed by some to volcanic activity.

FIRST AID
Your medicine cabinet should never be without a full supply of Nyals Creophos for sore throat, coughs, colds. Your medicine cabinet it acts like magic giving instant relief and permanent cure. Price \$1.00 per bottle. We carry a complete assortment of all Nyal Remedies.
Harold L. Worthy
Druggist
198 Queen Street

BABY USED TO CRY ALL NIGHT
Pimples on Face and Limbs. Cuticura Heals.
"Pimples broke out on the side of my baby girl's face and later on her limbs. They itched something terrible and she used to scratch them causing the trouble to spread, and also irritated it. Her clothing aggravated the breaking out on her limbs and she used to cry about all night."
"I read an advertisement for Cuticura Soap and Ointment and sent for a free sample. I purchased more, and after using one and a half boxes of Ointment and one cake of Soap she was healed."
(Signed) Mrs. Bonnie Sheburn, 4039 W. 119th St., West Park, Ohio, Aug. 22, 1924.
Use Cuticura for all toilet purposes. Sample Book Free by Mail. Address: Cuticura Dept., "The National Sales Bureau," P.O. Box 103, Oshkosh, Wis. Cuticura Ointment 25c and 50c. Talcum 25c. Cuticura Shaving Stick 25c.

President of Tourist Association Makes Annual Address

The following is the address of the President, Honorable Justice Arsenault, at the annual meeting of the Tourist Association. I heartily welcome you to this second annual meeting of our Association. Although our Association is still young I can congratulate you on the fact that it has already accomplished a great work. Two years ago a number of public spirited citizens, men of vision met to consider the advisability of forming an association whose object it would be to secure for this Province a share of the tourists who every summer leave their home to visit other states and provinces. The prospects for the formation of such an association were not encouraging. It had been previously attempted and, although headed by energetic men, had failed. The reason for such a previous failure was not due to the lack of the movement, but was owing to the lack of public support and to financial assistance. An Association such as ours is in the nature of a business venture, not one that brings profit to the Association but one that is intended for a general benefit of the Province and to every individual therein. Being a business venture its success depends like all business organization on proper financial backing. This financial aid should not be limited to the few but being in the interest of all, it should receive general public support. This had been the trouble heretofore. The former associations, having no financial backing, were doomed to failure. Having this in mind it was realized that if we were to succeed steps must be taken to secure funds without which success could not be achieved. Accordingly the chief efforts of the new Association were directed to educating the public to the necessity of subscribing generously to the funds of the Association. In the past season a number of the citizens of Charlottetown and of Summerside have generously responded, but little was received outside of these two places, although the Province generally has benefited from the activities of the Association. Handcapped as the P. E. I. Tourist and Publicity Association has been for want of adequate funds, it can still point to the fact that the tourist traffic in two years has increased by over 160 per cent and it is conservatively estimated that during the past season tourists have left in this Province the sum of \$800,000 and over.

Who has benefited from this money? This sum was spent by Charlottetown hotels, in boarding houses and in stores. That benefits hotels and boarding houses equally benefits the farmers, the stores, and the public generally, among whom the hotels and boarding houses spend their money; so that speaking generally, all the money spent by tourists goes into circulation, and everybody gets a little of it. In the operations of a Tourist Association money is required chiefly for two purposes. First for the overhead expenses of keeping an office opened where information can be secured, from which literature can be sent out, letters of inquiry received and answered and, generally, from which the tourist traffic can be directed and cared for. Secondly, money is required for publicity purposes. We, like all other places seeking tourist business, have something to sell. We have our climate, our scenery, and our sports and diversions, which appeal to the travelling public. We must make these known, and the best vehicles of publicity are the newspapers of the States and Provinces from which we may reasonably expect business. In these newspapers we must advertise our wares. To inquiries we must return answers. We must keep on hand a large supply of advertising literature to be sent to prospective tourists. All this costs money, but we have reasonable means for it. For every dollar spent by our Association the public can expect a return of a hundred dollars. This is good business, and if we were in a position to thus spend \$5000, we could, without hesitation, give promise of \$1,000,000 and over spent yearly in our Province. We have barely touched the edge of the tourist traffic. With proper support there is no reason why this should not grow year by year and soon become one of the most important sources of revenue to the Island. And the public must be awakened to a sense of their responsibilities in the premises. We have a number of public spirited citizens who have devoted a great deal of their time and of their substance to the work without any particular personal benefit, but with the sole purpose of helping the Province. They are ready and willing to continue the work, but they must be given the means of so doing. The area from which we draw our support must be widened. The other towns, the villages of the Province, the farmers, merchants and artisans must be ready to help not only by mere words of encouragement but substantially, with money, without which this work cannot be carried on or succeed. I could not conclude without extending to the Provincial Government and to the Mayor and Council of the City of Charlottetown our deep appreciation of their substantial aid; to the citizens of Charlottetown and Summerside, as well as to a few outside of these towns who have given generously to the press of Charlottetown and Summerside, who by timely articles have given encouragement; and lastly to the men of the different committees of the Assoc-

Mount Stewart

On Wednesday, January 6th, a very enjoyable afternoon and evening was spent at the home of Mrs. William McKenzie, where the ladies of the continuing Presbyterian Church held their monthly meeting of the Ladies' Aid, followed by a meeting of the Women's Missionary Society. The matters connected with both Societies were duly discussed and arranged to the satisfaction of all, after which Mrs. McKenzie served a dainty lunch in her usual good style. As the shades of evening began to descend the choir met for practice and all heartily joined in singing those good old psalms and paraphrases which are sung in the "Church of our Fathers."

The field adjoining our cemetery has been bought for the purpose of enlarging it and it will now be known as the People's Cemetery of Mt. Stewart. The necessary finances are supplied by a committee known as the Cemetery Aid to which all donations are payable. Mrs. George Stark being president and Mrs. Howard W. Glover, Secretary and Treasurer. The church which formerly stood in it has been bought by Mr. Daniel McAssey who has removed it. On the site of the church has now been located a soldiers plot where in time a monument is to be erected in memory of our fallen heroes who gave their life for King and Country.

The young people of Mt. Stewart are quite interested in the building of a new skating rink, and the capable management of Mr. Fred Smith. A number of radios have recently been installed in the various homes and are giving very good satisfaction. So now may truly be quoted the lines "There's music in the air boys."

To Mr. Tinney, the secretary of the Association, the members of the Association and the public generally owe a debt of appreciation. He has devoted himself in season and out of season, by day and by night, to the work, and a great deal of the success so far attained is due to his energy and perseverance, to his gentleness and courtesy and these qualities have made him a friend to all who have come in contact with him. To the officers who have worked so harmoniously with me in this enterprise, let me express my personal thanks and deep feeling of appreciation of their services. I feel that no remuneration in money could have secured from them that loyalty to service for the Province which has been characteristic of their devotion to this cause.

Celebration of BURNS ANNIVERSARY

Under the Auspices of the Caledonian Club and the distinguished patronage of His Honour Governor Hertz and Mrs. Hertz and His Worship Mayor and Mrs. McKenna.

STRAND THEATRE Monday and Tuesday January 25th and 26th



COMMITTEE J. G. McFadyen, President; T. F. White, F. C. Currie, G. P. Nicholson, Aben McLean, John K. McKenzie, T. M. McMillan, Secretary.

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Certificate Awarded For Saving Life Perhaps the most well earned Christmas present to be received by any British Columbian is that to go to Miss Ruth Hornsby, of Prince George.

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IMPERIAL COD OIL FOX AND DOG BISCUIT Their Choice A BALANCED RATION "Not by Meat Alone" Leading fox ranchers have demonstrated that, in addition to meat, it is absolutely necessary to feed a liberal supply of IMPERIAL BISCUITS daily during the winter season, in order to keep the bowels regular and also to ensure the females having an adequate supply of milk during the lactation period.