

Business Man's Advice

Don't waste a circular on the person you know, when you can see him personally.

Get after the one you don't know and wish to cultivate. He is your prospect, your hope of development.

The only economical, safe and sure way to reach the unknown customer and to get the know-no one back, is to use the newspaper.

Charlottetown Guardian, Two Cents. Morning Edition, Founded 1857.

THE CHARLOTTETOWN GUARDIAN

The People's Paper Read by Everybody

Covers Prince Edward Island Like the Dew

Proved By The Years

Newspaper advertising, tested through many years and for every conceivable purpose, has been proved to do these things:

- (1) Extend the store's radius of friendship.
- (2) Put customers in a buying mood.
- (3) Make fixed overhead yield bigger profits through quicker selling.
- (4) Stimulate salespeople to better efforts.
- (5) Make new policies to fit new conditions instantly effective.

Do not these five points cover most business needs?

By Mail, Canada, \$2.00 U. S. A. \$4.00 Annual Subscription, Delivered \$2.00

WORLD'S LATEST NEWS SUMMARIZED IN BRIEF

(BY OUR OWN WIRELESS.)

U. S. SENATE PROPOSES WORLD CONFERENCE. RECORD STOCK ADVANCE GREAT SHORTAGE IN RUSSIA. STEAMER RANMED NINE PERISH. PHANTOM SHIP SEEN IN LAKE SUPERIOR. SARAH BERNHARDT'S CONDITION IMPROVED. CONVICTED OF THIRD DEGREE MURDER.

KANSAS CITY, Dec. 21.—Radio station receives word that London amateur recently heard clearly a contour from local station.

NATAL, Brazil, Dec. 21.—Lieut. Walter Hinton and mates arrived in airplane here today in New York to Rio Janeiro flight.

GENEVA, Dec. 21.—Russia will have shortage of 10,000,000 tons of cereal this winter, international committee of Russian relief estimates.

DETROIT, Dec. 21.—Three steamers carrying grain were ice-bound in Lake Erie near here today, while three others were battling ice floes in St. Marys River.

PARIS, Dec. 21.—Physician attending Madame Sarah Bernhardt insists that she remain in bed at least ten days more to recover from recent fainting spell.

LONDON, Dec. 21.—Lady Rhonda granted a divorce from Sir Humphrey Mackworth on grounds of misconduct and desertion. Suit was not defended.

DETROIT, Mich., Dec. 21.—A large boat is on rocks off Kingsville, Ontario, on Lake Erie, apparently in distress, wireless message says.

ANNAPOLIS, Dec. 21.—A southern trip is scheduled for the naval Academy baseball team this spring. It was announced today with completion of three spring sports cards.

WASHINGTON, Dec. 21.—Senator Calder, Republican, New York pointed out advantages of ship subsidy bill to all classes of employees in speech on Senate floor.

WASHINGTON, Dec. 21.—Senate Committee orders favorable report on bill recently passed by House to create coast guard service, grade and mark similar to that in army and navy.

RIVERSIDE, N. J., Dec. 21.—Mrs. Doris Brunen, acquitted of charge of murdering her husband, but her brother is convicted of first degree murder, jury recommending life imprisonment for him.

NEW YORK, Dec. 21.—Chairman Muldoon of boxing commission says Johnny Kibane feather weight champion, would not be allowed to defend his title in this state against Eugene Criqui, French title holder for his lack of interest. Muldoon also said Jess Willard was barred from the state because of age.

Guardian News Boys And Apprentices

Enjoy a Most Successful Christmas Festival in the Navy League Rooms, Where the Catering Was Admirable

The Navy League Rooms resounded with music and merriment last evening when the boys of the Guardian enjoyed their Christmas festival, an event inaugurated some years ago by the late Mr. W. S. Louson. It is a tribute to Mr. Louson's memory as well as a much deserved treat to the boys who so industriously and regularly serve the public through the Guardian that the annual event is being maintained. The Navy League provides a greatly appreciated means of housing and catering for such functions, and the manner in which the supper was served, the quality and abundance of the good things provided and the enjoyment it afforded bore eloquent testimony to the capabilities of the caterers. Mr. and Mrs. Hearn, who have already made a reputation for themselves in this connection. The menu provided was as follows: Cold chicken and ham; scalloped potatoes; tea; bread and butter; cake, plain and sultana; pudding; a la carmelon; ice cream nuts and raisins. Master Leo Ryan capably presided and introduced an innovation in banquets by calling upon the speakers before supper was served. Mr. Burnett briefly extended to the boys the compliments of the season and hoped they would have a dandy time. The entertainment was in their own hands with their own chairman and their own performers and it was up to them to make the most of it. Immediately supper was served. The chairman next called upon Mr. James Frazer, who expressed the pleasure it was to him to meet so many bright boys engaged in business. He recalled his own boyhood days and the first money he earned and told how he invested his first savings. He felt sure that among the boys present there were future mayors of Charlottetown and for that reason he considered it a privilege to be allowed to address them and to extend to them the first wishes for a good Christmas and a prosperous New Year. The chairman then called upon His Worship Mayor Jenkins who expressed the pleasure it was to meet so many industrious well behaved youngsters. They rendered a great service to the community by the way they delivered the Guardian and everyone must admit that it was no fun for the boys to carry messages in order to deliver the Guardian to be read before breakfast. He honoured and respected everyone who showed community spirit and he was sure no better community work could be done by boys than they were doing. Probably there was a future Governor among them and he hoped to live to present and pay his compliments to him at Government House. To show his appreciation of the boys work he extended an invitation to them to be his guests at the Prince Edward Theatre on Christmas afternoon—an invitation that was received with cheers. The chairman next called upon Mrs. William Duncan, elocutionist, who delighted them with an appropriate recitation entitled "His First Pair of Trousers". The seniors then retired, the youngsters lustily singing "For they are jolly good fellows". Supper was served by a bevy of Guardian girls who volunteered as waitresses under the direction of Mr. Ray MacDonald and Mr. Will Schofield. During the meal a musical programme of community singing was carried out, the pianists being Misses Fitzgerald and Keenan. Ample justice was done to the good things, and after coffee had been removed an impromptu programme was carried out by the boys themselves including vocal solos by Masters Bruce Pigott and Eddie Vessie, banjo selections by Master Joe Monaghan, several choruses and concerted pieces, musical chairs, London Bridge, etc. The entertainment concluded with the issue of tickets for the Mayor's entertainment and the presentation of a bag with orange and candies to each boy. By half past eight the boys were all on their way home having thoroughly enjoyed their Christmas

\$150,000 DAMAGE ESTIMATED IN DISASTROUS FIRE YESTERDAY

S. A. MacDonald Completely Burnt Out in Most Damaging Fire in City Since Burning of Cathedral, Adjoining Building Badly Gutted. Total Insurance Will Only Cover About \$75,000.

Commencing shortly before 11 a. m. and raging with unabated fury until late in the afternoon, the fire at S. A. MacDonald's dry goods store yesterday will go down in local history as the most damaging since the burning of St. Dunstan's Cathedral in 1913. Commencing at the height of the Christmas season when merchants are carrying an extra large stock of goods, the havoc created with the loss of the store building and the adjoining building occupied by Morris & Smith, Dr. Blanchard and LePage and Brady and owned by Mr. W. A. Weeks was indeed appalling. The estimated damage, only about one half of which is covered by insurance, is \$150,000.

The greatest amount of damage, of course, is in the dry goods stock of Mr. MacDonald, which, with the exception of a small amount of men's clothing, was completely destroyed. This was valued at over \$100,000, the insurance being less than \$50,000. Only the roof and walls of the building are now standing, the interior being a gutted mass of smouldering wreckage. On this building, valued at \$20,000, there is \$9,000 insurance.

In the adjoining building, to which the flames got access, the smoke and water damage will mount into thousands of dollars. The boot and shoe stock of Morris & Smith has been affected and the interior of the building ruined. Dr. Blanchard's dental parlors on the second floor are also wrecked.

On the third or top floor, occupied as a storehouse by LePage & Brady, shoe merchants, about \$20,000 worth of goods are damaged or destroyed altogether. The insurance on this is \$11,000.

Fire From Basement

The fire alarm was rung in shortly before 11 o'clock by one of the clerks in S. A. MacDonald's store. At this time there was a strong odor of smoke through the building and William Mackenzie, a clerk, on opening the door at the head of the basement stairs, saw below in the vicinity of the furnace a blazing fire and the whole ceiling full of dense smoke. He did not know how the fire started from the furnace. About this time passersby noticed smoke from the top window of Morris & Smith's building, so it was clear that when the fire alarm was given the flames had already made headway between the partitions and across into the adjoining building.

The firemen under Chief Ranahan arrived promptly on the scene but were prevented from getting into the cellar of the building as they had no protection save pocket handkerchiefs against the stifling smoke. They broke in the basement windows and poured streams of water through the hose, but smashing in the large plate windows at the front it was possible to get more hose playing and later the skylight in the second floor was broken in and the front windows in the second and third floor approached by scaling ladders from the street. These windows were smashed in and despite the dense smoke which rendered the firemen on the upper rungs of the ladders and those who had gained a footing in the interior practically invisible, they were able to ply three streams of water into the very heart of the fire.

Raged With Fury

From 12 o'clock until after 3 p. m. the fire raged with great fury, despite eight streams of water from three hydrants playing from every available position on front, rear and roof. The water pressure was good and it was possible to throw water from the street into the windows of the third floor.

About 1 p. m. the upper windows of Morris & Smith were scaled and broken in and after some difficulty this adjoining building was rendered though badly gutted and damaged with smoke and water. Holes in the brickwork between the buildings had gained passage were utilized for the entrance of hose nozzles and from this position on the rear second floor water could be poured in and the fire attacked from the flank as well as the front and rear.

Shortly after 1 o'clock, when with the help of scaling ladders entrance had been gained to the second and third storeys, the interior of the building could be seen to be a veritable fiery furnace. Silhouetted against the background of flame and smoke through the broken second story windows of the millinery department could be seen for a brief

ALLIES AND TURKS REACH AGREEMENT ON STRAITS

British Abandoned Demand That League of Nations Control Waterways. Worthy Altercation Between Greek and Turk.

(Special to The Guardian.)

LAUSANNE, Dec. 21.—The Allies and Turkey yesterday reached an agreement on most of the principles of their respective proposals for a waterway plan. The British practically abandoned the important demands that the League of Nations should control the commission and supervise the demilitarization of the passage of the Straits. The Turks refuse to accept as would usurp their sovereignty.

LAUSANNE, Dec. 21.—A worthy altercation between ex-Premier Venizelos of Greece and Rize-Nur Bey, Turkish Nationalist delegate caused Signor Montagna, President of the Near East conference commissioner of minorities to bring this morning's session of the commission to an abrupt close. The dispute was over the question of liberty of immigration. M. Venizelos bitterly attacked the Anglo-Government and protested against the alleged deportation of Greece by the thousands from Anatolia. Rize-Nur replied in the same vein charging Venizelos with being responsible for the Turkish Greek war and its consequences.

Sentence Of Death To Be Carried Out

(Special to The Guardian.)

LONDON, Dec. 21.—The Lord Chief Justice today dismissed the sentence of death for murder of appeal of Edward Bywaters against Mrs. Edith Thompson. Mrs. Thompson, sentenced jointly with Bywaters for the murder also appealed and her case is proceeding.

Business Anniversary Celebrated Yesterday By Mr. Alex. Horne

Yesterday Mr. Alexander Horne, senior partner of the firm of A. Horne & Co., celebrated the fifty-third anniversary of his entry into the business life of this city and province. He began his career on Dec. 21, 1869, as junior



MR. ALEX. HORNE

Premier Bonar Law Suffers From Cold

(Special to The Guardian.)

LONDON, Dec. 21.—Premier Bonar Law was reported today to have almost entirely lost the use of his voice as a result of a severe cold. The Prime Minister's condition, however is said to be "not alarming."

15,000 Bags Mail Arrive In England

(Special to The Guardian.)

LONDON, Dec. 21.—Over 15,000 bags of Christmas mails from Canada and the United States were landed at Plymouth this morning.

Impressive Scene In Warsaw

WARSAW, Dec. 21.—The body of President Narutowicz was taken to the Royal Palace today on a gun carriage drawn by six black horses. The coffin was covered by the Polish flag. The body will lie in state until the funeral, the date of which has not yet been decided.

Today's cortege was headed by Cardinal Kakowski and other members of the clergy. There was an escort of infantry, cavalry and artillery. Members of the President's family, cabinet ministers, diplomats members of the Senate and army representatives followed the gun carriage.

All stores and offices were closed, flags were half-masted and the streets were lined with troops bearing torches.

partner with his father, the late Mr. Edmund Horne and Mr. Thos. Pierce in the feed and produce business. The firm built a wooden warehouse on the corner of Queen and Fitzroy streets. At that time the surrounding blocks were vacant lots and this was the first business of its kind then in operation in the city. Chiefly the business centered around Lower Queen and Water Street and the store of Horne and Pierce was considered quite out of the run of business.

But business prospered with the partners, who had come to the city, neighbors from adjoining farms at Winsloe. Later in 1876 the wooden building was moved back and replaced with a brick structure. They began dealing in harness, carriages and sleighs.

In 1884 Mr. Horne bought out the interests of his father and Mr. Pierce and conducted the business himself. In 1900 the property now occupied by the handsome brick building and offices of the firm on Kent Street was purchased and built upon. Ten years ago Mr. Horne took into partnership with him his son Mr. Hooper Horne and Mr. H. R. Hillson, and last year it will be remembered the commodious new offices were added.

In striking contrast to the humble beginning of his business over half a century ago, when the floor space of the firm was 2,350 square feet, is the present expansion of Horne's company. Today in Charlottetown the firm with its Kent Street buildings, machine warehouse, grain and feed warehouse on Fitzroy Street, carriage warehouse, warehouses on Stewart Street and the railway siding and the Queen's County Garage have a total floor space of 73,000 square feet and their business in Summerside, conducted by Mr. Lee Horne, occupies a floor space of 17,500 square feet. In addition to feed and produce, they now handle farm machinery, carriages and sleighs, harness, gasoline engines, cream separators, lighting plants, water systems, automobiles and numerous other lines and the annual turn over has correspondingly increased. The business connections of the firm are numbered with the leading commercial establishments in Eastern Canada, and this success is due largely to the business acumen of Mr. Horne who has stuck close to his business and at all times given his value and a square deal.

Mr. Horne has served

Provisions Of Receipt Stamp Tax

OTTAWA, Dec. 21.—A Canada Gazette extra contains the regulations governing the Stamp Tax on receipts of \$10.00 and upwards. This tax becomes effective on and after January 1st.

The regulations follow: register tickets are not taxable provided no words implying or stating acknowledgment of the receipt or payment of money appear thereon. Payroll, signature of employee thereon being receipt for wages is taxable in respect for each such signature.

Fatty Arbuckle Again To The Fore

(Special to The Guardian.)

LOS ANGELES, Dec. 21.—Roscoe Arbuckle today was given a Christmas pardon by Will H. Hays movie director who banished him from filmdom almost a year ago. Arbuckle was barred from the films following his acquittal of charges of manslaughter in connection with the death of Virginia Rappe.

The Weather, Etc

2 MORE DAYS TO SHOP

THE ONLY SYSTEM LEFT IS TO RUN THRU THE DOOR AND CRASH RIGHT UP TO THE COUNTER.

TORONTO, Dec. 21.—Maritime fresh winds, cloudy with local snow flurries.

High tide this afternoon at 1:56 and tomorrow morning at 1:15.

Sun sets this afternoon at 4:18 and rises tomorrow morning at 7:39.

First quarter moon Tuesday, Dec. 26th 1:53 a.m.

Sunmerse tide eighteen minutes later than Charlottetown.

Irish Republicans Derail And Burn Freight And Mail

(Special to The Guardian.)

BELFAST, Dec. 21.—Republicans derailed and burned a freight train in transit from Dublin to Castle Bellingham this afternoon.

Later a Belfast-Dublin mail train was derailed and burned at the same place. Armed men entered the office of the Democratic newspaper at Dundalk today and held up the owner and set fire to the building. The flames were quenched with comparatively small loss.

Christmas is the Children's Own Season!

From the Little Tot Getting Its First Glimpse of a Christmas Tree to the Boy Almost Ready for Long Trousers, It's a Time of Thrills.

There Are So Many Different Things to Get for Baby and Little Helen and Twelve-Year-Old Jack—It's Hard Not to Miss Anything.

The Best Plan is to Run over the Helpful List under "Gifts For the Children" in the "Christmas Gift Suggestions" Columns in Today's Classified Section.

New York Exchange Rates

Noon exchange cables in New York Dec. 21:

Sterling	46.15
French Franc	7.44
Italian Lira	5.09
Dutch Guilder	39.84
German Mark	0.167
Canada	99.1861
Argentine Gold Peso	85.84
Japanese Yen	48.71
Shanghai Tael	30.88
Indian Rupee	63
Bar Silver	63

Announcements, Coming Events, Meetings, Etc

RATES.—10c. per line per day. 3c. per line per day for 3 days or over. 5c. a line per day for 6 days or over. 5 figures, initial letters, count as one word. 10 per cent. discount for cash. Address forms part of ad and must be paid for.

Victoria Black Chapter, No. 192 will meet at Ulick Friday evening, Dec. 18th. A full attendance of members requested.

The annual Christmas tree and concert will be held at the home of Mrs. J. H. Hillson, 730 p. m. Admission 15 cents. 10971-21-31

Bad Fire At St. Eleanor's

A bad fire occurred between 6 and 7 o'clock yesterday morning at North St. Eleanor's, when a large barn and all its contents were burned to the ground. The owner, Mr. Oliver McCormick, was getting hay from the hay barn when in some way the lantern exploded, setting the hay on fire and before any assistance could be had the flames were spreading so rapidly Mr. McCormick had a hard time to save himself and he escaped with greatest difficulty. The barn, the pigery and the blacksmith shop all being connected, were totally destroyed, with four horses, seven head of cattle, seven hogs, seventy hens, and two dogs. All the crop and implements were also burned. The house nearby was saved by the assistance of neighbors with great difficulty. The loss is estimated to be about \$10,000 with a small insurance. Mr. McCormick has great sympathy in his loss which is especially heavy at this season.