A Warmer House at Lower Cost!

BESCO Household COKE

Gives More Heat Than Hard Coal

$14 A TON

Cash Price—Ex Shed

Order To-day from

Buntain, Bell & Co., J. Carragher & Co., W. D. Gillis & Co., C. Lyons & Co., A. Pickard & Co., and Poole & Thompson, Montague

A Canadian Coke Produced by Canadian Workmen

WINTER FEEDING OF FOXES

More Fox Biscuits are being fed in the leading fox ranches of Canada this winter than ever before. One reason for this is the finer season, absence of snow banks in ranches and the felt need of a well balanced diet at this season. Imperial Cod-Liver-Oil Fox Biscuits supplies stamen energy and heat besides keeping your foxes in healthy condition.

The best results in feeding are obtained where these Biscuits are fed regularly and continued through the mating and gestation periods. We will gladly furnish testimonials.

Imperial Biscuit Co. Ltd.

Charlottetown, P. E. I.

Telephone 132

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A fundamental in printing is that satisfied customers are one's best advertisement.

By satisfying our customers we have steadily built up our job printing business.

Our volume of business in this line is now five times the volume of two and a half years ago—nearly double that of a year ago—and is still growing.

We have satisfied others—we can satisfy you.

PRICE ... QUALITY ... PROMPTNESS

The Guardian Central Printery

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146 Richmond Street

Charlottetown

Fire, Life, Accident, Sickness and Plate Glass Insurance at Lowest rate.

Agent at Summerside, Lloyd Lewis, Good Strong Stock Companies.

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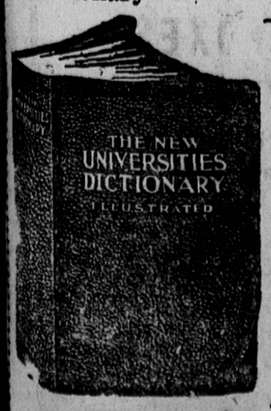

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For the Mere Nominal Cost of Manufacture and Distribution

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secure this NEW authentic Dictionary, bound in black seal grain, illustrated with full pages in color.

Present or mail to this paper three Coupons with ninety-eight cents, to cover cost of handling, packing clerk hire, etc.

MAIL ORDERS WILL BE FILLED

Add for Postage 15 cents

22 Dictionaries In One

All Dictionaries published previous to this one are out of date

THE CENTRAL GUARDIAN

SHOP from Holman's Catalog

GRAND CONCERT TONIGHT in St. James' Hall 8 o'clock. 1367-2-1i

HOCKEY SPECIAL to Summerside, Friday at 4 p. m. 1i

ORWELL.—Divine service at Orwell Head, Feb. 10, 3 p. m. by A S. Nicholson.

HEAR MR. WATKIS AND MISS McKENZIE at the piano Thursday evening in St. James Hall.

YORK CHURCH—Special Evangelistic services are announced to commence in York church on Sunday week, February 17.

CALEDONIA.—Divine service at Caledonia Feb. 10, 3, p. m. by Rev. J. A. McLellan, roads and weather permitting. Feb. 17, 11 a. m. and 7 p. m. by Rev. T. R. Davidson, Ph. D.

SUNDAY SERVICES.—The services in the Presbyterian Church, Mount Stewart, on Sunday, Feb. 10, will be conducted by Rev. W. S. Mabon, B. D., at 11 a. m. and at 7 p. m; and at West Ct. Peters, Lot 40 at 3 p. m.

POLICE COURT—A young lad, thirteen years of age, appeared before the Stipendiary Magistrate yesterday charged with stealing a pair of hockey boots and skates which he had attempted to sell for $2 by placing them for sale as his own, in a shoemaker's window on Great George Street. The case was adjourned until Saturday.

ISLAND NURSE PROMOTED—Miss Ethel Oliver, R. N., graduate of Worcester State Hospital Training School, class 21 has recently been chosen as Assistant to the Supt. of nurses there. Miss Oliver comes from Alberton, P. E. I., and is a young woman of unusual ability. In her work she will be associated with Florence M. Wooldridge, R. N., who is superintendnt of nurses in the hospital. Miss Wooldridge comes from Cove Head Road, P. E. Island.

POWNAL SCHOOL — The semi-annual examination of Pownal School was held in the school-room on Friday afternoon, Feb. 1st. A goodly number of visitors were present, among them were Rev. Mr. and Mrs. Tilley, Mrs. W. E. Smith, Mrs. John Brown, Miss Mable Enman. Miss Bell Bruce, teacher of Alexandra School, sister of Miss Mary Bruce, Pownal School teacher, Messrs H. Ings and A. A. Moore. The various reading classes were first examined, and aquitted themselves very creditably. The large geography class was examined by Miss Bell Bruce who performed her part in a pleasing and thorough manner. The class showed by their ready answers an intimate knowledge of the different countries, cities, towns, rivers etc, etc., from the Atlantic to the Pacific, and from the equator to the North Pole. Rev. Mr. Tilley, who is a very thorough and painstaking examiner and takes a great interest in education especially in Pownal School, which he visits frequently, put several other classes through their facings, with results showing careful training. An exciting part was the geography contest. Six stalwarts lined up on either side, in battle array. This combat was captained by Miss Bell Bruce, who handled the campaign very successfully, one, by one, the heroes bit the dust, until they all passed down and out, 'twas a very even contest. "The scene changes," Mr. W. Ings presented a nice basket of apples, which were passed around, then the teacher followed with an abundant supply of delicious candy. The kind thoughtfulness was highly appreciated by young and old, thus showing that Miss Bruce is an excellent candy maker as well as a proficient teacher, Mr. Tilley and others addressed the school expressing satisfaction of the results of the examination, which showed marked improvement. The National Anthem closed the proceedings.— Com.

PERSONALS

Hon. J. E. Sinclair, Emerald, arrived in th city last evening.

Mr. J. J. Hughes, M. P., is registered at the Victoria Hotel.

Messrs. E. C. Girvan and J. J. Coughlan, St. John, are at the Victoria.

Mr. T. Oscar Lanctot, Moncton, is at the Victoria.

Mr. W. A. McDonald Panmure Island, is in the city.

Mr. J. S. Dixon, Pictou, is at the Revere Hotel.

Mr. J. J. Hughes, M. P., leaves this morning for Ottawa.

Mrs. Arnold Rattenbury left Monday morning on a short visit to Boston.

The boy with his boat, the girl with her dolls will soon have passed this age of toys—but Photographs of the children never grow up.

Call 652-J today for an appointment.

BAYER

Photographer

CAKE SALE at Moore & McLeod's on Saturday. 1364-2-7-2i

HOCKEY SPECIAL to Summerside, Friday at 4 p. m. 1i

HEAR MESSRS WATKIS, DINGWELL, BRUCE AND SHAW in St. James Hall Thursday.

HEAR CAPT DEFRIES, Violinist and Capt. Duthie pianist at Cornwall Hall, Friday 8 p. m. 1365-2-7-1i

A COURSE IN HOME NURSING will be given by the Red Cross Society. For information apply to 59 Grafton St. 1368-2-7-3i

HAMPTON CONGREGATION — Preaching services for February 10th, Hampton at 11, Crapaud (Methodist) at 3 and Bonshaw at 7. Rev. C. A. McNevin, B. A. will preach, exchanging with the minister. A cordial welcome for all.

YORK AND MARSHFIELD — The Pastor will preach next Sunday at Marshfield at 11 a. m., at Pleasant Grove at 2.30 p. m., at York at 7 p. m. Special prayer services next week at York on Tuesday and Friday evenings at 7.30. Please note change of day.

REMAINS ARRIVE. —The remains of the late Patrick Trainor, who died in Fall River arrived in Charlottetown last night accompanied by his two sons and two daughters, Francis J., Charles P., Mrs. George A. Murphy and Margaret. The funeral takes place from the resdence of his son-in-law, Edward Roach, Auburn Friday morning at 8.30 to St. Patrick's Church, Fort Augustus.

Ask for Minard's and take no other

Annual Meeting Queen's County L. O. L.

The Annual Meeting of Queen's County Orange Lodge was held on Tuesday at Clyde River in Hamilton L. O. L. No. 1366 hall.

The Lodge opened at 11 o'clock with County Master J. J. MacLeod in the chair.

There was a very large attendance, larger than for some years showing that interest is increasing in the work of the Order.

The reports of the different District Lodges were very encouraging, every lodge in the county making splendid progress.

After the regular business was finished the election of officers for the incoming year was proceeded with and resulted at follows:

County Master—F. C. Dollar, New Wiltshire.

Dep. Master—John A. Murray, Clyde River.

Chaplain—Rev. M. J. McPherson, Hampton.

Rec. Sec.—N. D. MacLean, Charlottetown.

Fin. Sec.—Colin MacPhail, Clyde River.

Treas.—C. E. MacKenzie, Milton.

Lecturer— Dougald MacKinnon, DeSable.

Dep. Lect.—S. Tanton, Bunbury.

2nd Dep. Lect.—S. Sherrin, Crapaud.

Marshal—Fred Sherrin, Crapaud.

Auditors—Geo. Brady, Chorlottetown, R. MacKay.

The Officers were then installed by Past County Master C. E. MacKenzie.

I twas decided to hold the next Annual Meeting at Kingston in King William Lodge.

Arrangements were made for Fraternal Visits between the different Lodges of the County during the coming year, in order that the Lodges may help one onother and promote the Fraternal Spirit among the Brethren.

A hearty vote of thanks was passed and extended to the members of Hamilton Lodge for the way they received and entertained the visiting Brethren.

ST. MARY'S ACADEMY, SUMMERSIDE

GRADE X.—1, Emily Arsenault, 2, Beatrice Wedge, 3, Marie Perry.

GRADE IX.—1, Guelda Gaudet, 2, Gertrude Doucette.

GRADE VII.—1, Mary McNeill, 2, Yvonne Arsenault, 3, Vera Campbell.

GRADE VI.—1, Gertrude McNeill, 2, Margaret Peters, 3, Mildred Gaudet.

GRADE IV.—1, Lena Drapeau and Eugenie Gallant (equal), 2, Norma McQuarrie, 3, Ola Perry.

GRADE IV.—Kathleen Corrigan, 2, Doris Gaudet, 3, Olive Philips.

GRADE III.—1, Jack McPhee, 2, Frances Gaudet, 3, Margaret Des-Roches.

GRADE II.—1, Lena Arsenault, 2, Florilda Richards, 3, Hazel Clow and Audrey Gillis, (equal).

GRADE I.—1, Lorraine Arsenault 2, Mary Hogan, 3, Elmer McDonald.

ADDRESS AND PRESENTATION

A very surprising event occurred in Bonshaw on Wednesday, January 23rd, 1924, when a number of friends and neighbors gathered at the home of Mrs. John A. MacNevin to express to her and family their appreciation to them as Mail Carriers on Rural Route No. 3.

Mr. James MacFadyen was appointed chairman and in a few words showed clearly the object they had in view "Words cannot express our gratitude to you as Mail Couriers" Mr. MacFadyen remarked in his speech "Last winter when snow was piled in mountains and unable to take a team out "Stewart" was seen approaching over the hills with the mail on skis. You are not only obliging but valuable mail deliverers."

Mr. Malcolm Lamont was then called upon to read the following address while Mr. Alex MacQuirre presented Mrs. MacNevin with a well filled purse.

Following is the address.

To Mrs. John MacNevin and family,

Dear Friends:

We the people of Bonshaw, Argyle and St. Catherines, have gathered here tonight for the purpose of showing our kind feeling toward you.

For several years past you and your family have each shown yourselves curtious and obliging as Mail Carriers on Bonshaw Rural Route, No. 3, and now at this time we feel that we could not let it pass without expressing our deepest thoughts in something more tangible than words.

And now we ask you to accept this small gift not for its value but as a small token of our appreciation for your services.

Signed on behalf of your friends and neighbours.

ALEX. MacQUARRIE
SEYMOUR MacLEAN
MALCOLM LAMONT

Mrs. MacNevin although taken by surprise made a fitting reply and thanked the many friends for their unexpected kindness. Games of various kinds were indulged in while lunch was served very neatly by the hostess assisted by Mrs. J. T. Inman and Mrs. J. H. MacDougall.

After lunch a few "Sets" were carried out in good style, musical accompanyments by Mr Godron MacLean, Violin and Harmonica, and Mr. Alex MacQuarrie, Harmonica. When the wee small hours were approaching they all dispersed realizing a pleasant evening was gone but not forgotten.—"One of the Crowd."

Newspapers the Greatest Advertising Medium

By Hector Fuller.

That the daily and weekly newspaper is the greatest educational force in the world, is the studied opinion of England's leading advertising expert, Sir Charles Higham, who was the leading speaker and guest of honor at a luncheon at the Waldorf given by the Six Point League, the New York club whose members represent practically the entire city and country press of the United States.

Sir Charles Higham who is visiting the United States as the representative of the tea growers of India for the purpose of carrying on an educational campaign for the increase of tea-drinking in the United States. In his speech at the luncheon Sir Charles pointed out that while the per capita consumption of tea in Great Britain was nearly nine pounds per annum, it was less than one pound in the United States, due entirely, he thought, to the fact that the deliciousness of well-made tea, its food value and its fine stimulating qualities were not known to Americans. He said: "Four o'clock tea in this country seems to be confined, at present, to the fashionable hotels and tea rooms. It has been mainly a function at which women have presided. We want you to know that tea is man's drink. It is not merely a graceful gesture nor a desire for social intercourse that leads most of the big English offices to have tea served to employer and employee at four o'clock. We have found by actual experience that at that hour everybody is getting a bit tired and listless and looking forward to the closing hour. It is the psychological moment for a little refreshment, and a cup of well-made tea really refreshes; it bucks every one up and the two closing hours of the day instead of being marked 60 to 80 pc. efficiency jump into the 100 pc. efficiency of the early working hours of the day."

Sir Charles Higham explained that the India Tea Growers had voluntarily asked the government to put a tax of eight cents a hundred pounds of tea exported, and this tax now amounting to a large sum, was to be used to advertiser the virtues of India tea. He explained to the newspaper representatives that the first $250,000 to be sent this year was to be confined to the newspapers of Boston, New York and Philadelphia, but that the campaign would next year spread to Chicago territory and eventually would cover every city and town in the United States. He further stated that this was just the beginning of an organized move on the part of Associated Manufacturers or producers of products, made or grown within the British Empire, that would be advertised in the newspapers of America. Sir Charles said: "Within the next two years the people whom I am in touch with should spend at least $5,000,000 a year in America. The sucess of his India Tea campaign will be very helpful to me in securing these appropriations for America."

Sir Charles declared that the advertising men of the world could do more to bring about universal peace and to make future wars unthinkable than any peace plans or finespun theories: Said he:

"The trouble with all peace plans is that they are so difficult for the common man to understand." He said, "We must formulate a plan that the simplest immigrant can comprehend, a plan that will merely show him that we are going to stop these silly wars.

"We produce 80 per cent. of the explosives of the world, as well as most of the most deadly gases. Electrical appliances used in warfare also come from these two countries. If we refuse to sell food, munitions or to make loans to nations threatening war, no other country would dare to if they knew neither Great Britain nor the United States would back the paper."

Mr. William H. Rankin, the business associate of Sir Charles Higham and who is to place all the newspaper and trade press advertising of the $250,000-a-year-for-five-yearsr campaign which is being launched for the India tea growers, in a graceful speech declared that Charles F. Higham by applying American advertising skill and genius to the British market had become the leading advertising authority in Great Britain. His 17 years training as an advertising man in New York and Chicago made this possible. He quite agreed that the newspaper, was the most efficient and the cheapest medium through which the great American public could be reached. He pointed out that a page in an newspaper could be sent into millions of homes at a cost of half a cent a copy per home reached, but that the half a-cent page could be transformed by the skill of the advertising man into a vehicle worth 1c, 5c, $1.00 or even $1,000 according to the skill of the advertising writer or the planner of the advertising. He cited an instance where one newspaper page had been the immediate means of selling a $5,000 automobile at the cost of ½c, and he asked: "Do you wonder that newspaper advertising pays?" Mr. Rankin thought that the newspaper representatives and the leaders in advertising ought to work together in closer harmony in the interest of the advertiser. For his part, he declared, the doors of his office, as president of his agency, swung always inward for the reception of newspaper men. Continuing, Mr. Rankin said:

"Through the newspaper men in Philadelphia, New York and Boston it has been possible for Charles Higham, as he likes to be called, and myself to address and tell the story of India Tea and advertising to more than 5,000 members of the Tea Association. Tea Brokers and buyers, wholesale grocers, retail grocers, chain store men and salesmen. In every case we have sold the value of the daily and the weekly newspapers to the retailers, wholesale grocers and their salesmen. That is the kind of merchandising service that is most profitable to the advertiser. No advertising agency man should attempt to advertise a product to be sold to the consumer through the Broker, the wholesale and retail grocer without the firsthand knowledge you can obtain only by personal contact with the men who sell to the trades and the clerks behind the counter. We have done more work of this kind during the past two weeks than is usually done in one year, and it is the newspaper men who opened the doors to these organizations, and made the appointments for us. We sincerely thank you all for this fine cooperation."

The luncheon was presided over by Mr. Joseph F. Finley, who by unanimous vote of the League, was asked to draw up a resolution of thanks to be presented to the guest of honor, Sir Charles Higham, for the good work he has already done for newspapers both in Great Britain and the United States.

For Lasting Fragrance Use Cuticura Talcum

There is nothing better than Cuticura Talcum for powdering and perfuming the skin. It appeals to the most fastidious because of its fine, smooth texture and delicate fragrance.

Soap 25c. Ointment 25 and 50c. Talcum 25c. Sold throughout the Dominion. Canadian Depot: Lymans, Limited, 344 St. Paul St., W., Montreal. Cuticura Soap shaves without mug.

RED ROSE COFFEE For particular people

Pure! No chicory or any adulterant in this choice coffee C-3

Beer & Weeks Beer & Weeks

ANNUAL

REMNANT SALE

Commences

Tomorrow, Friday

at 9 A. M.

Thousands of desinable Remnants priced for quick Selling! Come!

The prices Will Make You Buy!

In connection with our big annual Remnant Sale we will also conduct

A Sale of Blankets and Comforts

Right now—when you need them—this store offers you wonderful buying opportunities in warm blankets and comforters.

BLANKETS

Union Grey Wool Blankets, size 56x76, Pair 3.95

Union White Wool Blankets, size 56x76. Pair 4.35

Union White Wool Blankets, size 60x80. Pair 5.95

All wool White Wool Blankets, size 60x80. Pair 7.50

All wool White Wool Blankets, size 64x84. Pair ... 8.50

All wool Imported Scotch Blankets, size 62x84. Pair 8.50

All wool Imported Scotch Wool Blankets, size 68x86. Pair .. 9.50

COMFORTERS

Warm Wadded Comforts, size 60x72 ..... 2.70

Warm Wadded Comforts, extra quality covering 3.95

Extra Special Wadded Comfort, 66x72. Special filling 4.75

DOWN COMFORTS

12.75 15.75 18.00 21.00 24.00

Extra special values. Now is your time to buy one.

Beer & Weeks

1367-2-7-3i.