

The End of Your Cough

is near when you begin to take Jamieson's White Pine and Tar. One bottle is usually sufficient to completely cure any ordinary cough. The starting cough is often overcome with a few doses.

Jamieson's White Pine and Tar acts directly upon the inflamed respiratory tract, soothing and healing the affected membrane promptly. It does not depress the taker and temporarily stop the desire to cough while the cause of the cough remains. Its a real cure; Large bottles 25 and 50c.

J. G. Jamieson
Druggist

Never Put Off Till To-Morrow What You Can Do Today

If your eyes are bothering you in any way, come in and have them tested by us, and we will insure you perfect satisfaction.

G. H. Taylor
Jeweller & Optician



Montague Black Fox Exchange
Correspondence Solicited
L. M. McKinnon, Manager
Montague, P. E. I.

1914 Options Wanted
State price and terms at once by wire.
N. C. CHRISTIE
Amherst Nova Scotia
Breeder and Dealer in Black Silver Foxes and all other Fur Bearing Animals
1105, 2, 7, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

MARRIAGES

COOK-ROSS.—At Culloden, P. E. Island, on Feb. 11th, 1914, by Rev. E. McDougall, James W. Cook of Belle River to Miss Sadie Ross daughter of Wm. Ross, Culloden.

MASON-LIFF.—Married in Seattle, U. S. A., by the Rev. Geo. Kindred, Sophie Belle Mason, only daughter of the late Oliver Mason, of Bunbury, Lot 48, to Walter V. Liff, son of the late Wm. Liff of Juneau, Alaska.

THIMBLES—THUMB BELLS.

Two hundred years ago there were no thimbles—so there must have been many pricked fingers, for women in those days did much needlework. But about two hundred years ago a London man named John Lofting invented a little metal cap to wear on the thumb, with which the needle could be pushed into the cloth. The little cap called a thumb-bell for isn't it shaped like a bell?

In the course of a time the thumb-bell as transferred to the middle finger, for convenience. But its old name went with it. It was still called a thumb-bell, or thimble, as the name was abbreviated.

PILES
Do not suffer from Piles. Dr. Chase's Ointment will relieve you at once and as certainly cure you. See a box at all Dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample box free if you mention this name and enclose 5c. stamp to pay postage.

THE GUARDIAN

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Head Office at Charlottetown
Branch Offices at Summerside
Alberton, Souris, and Montserrat

SATURDAY, FEBRUARY 14 1914

DIARY OF EVENTS

TODAY.

City Magistrate's Court, 9 a.m.
Valentine Tea in Zion Recreation Room, 5 to 7 p.m.
St. Dunston's vs Prince of Wales, A. Arena, 7.45 p.m.
The Peoples' Theatre, 7.30 and 9 p.m.
Prince Edward, 7 and 9 p.m.

The Evening Guardian

A 2nd Edition of the Evening Guardian is now published at half past four o'clock every afternoon. It contains all the latest Telegraphic and Local News, and "Bod" Fisher's famous "Mutt & Jeff" series of humorous cartoons. The Evening Guardian has appointed its own Special Representative at Ottawa who will telegraph the latest news from the capital. Read the Evening Guardian Price 2 cents Subscription \$2.00

MR. FROST'S REVIEW OF FOX INDUSTRY

The article, reproduced in The Guardian of the 19th, contributed by Mr. Wesley Frost, U. S. Consular Agent at Charlottetown, to the Daily Consular and Trade Report of February 3, published at Washington, deserves more than passing notice.

The object of the article, we take it, was mainly to give advice and information to the many enquirers in the United States who have naturally become interested in the much talked about fox business of Prince Edward Island. And the information cannot fail to prove valuable. The growth of the industry, the increase in prices, from \$10,000 per pair in October 1912 to \$12,000 and \$13,000 in January 1913; \$14,000 in May and to \$17,000 and \$18,000 in June, makes an introduction that cannot fail to arrest the attention of all who are interested in making many dollars grow where only one grew before, and there are doubtless many such in the United States. Hence the great value to the fox industry of having the story told in that country by an official, who is in a position in which he can obtain information at first hand and on the spot; by an official, moreover who can tell it as attractively and as interestingly as can Mr. Wesley Frost.

A wholesome note of caution runs through the whole article, and with this note no one interested in the permanence of the fox industry can take exception.

That there has been some "frenzied finance" in connection with the fox business is quite possible; that there shall be frenzied finance is equally possible, but so far as can be learned, while many small fortunes have been accumulated in the short space of three years—and even less—it is a remarkable fact that no serious losses have occurred, that, in fact, the only losses reported to date are due to the non-appearance of expected progeny and this only means that the owners must wait for another year. Even these cases have been rare.

Nevertheless, Mr. Frost's note of caution is timely and valuable. In what he well terms "a spectacularly lucrative business," such as the fox business undoubtedly is, there is always the danger that the unsophisticated will rush in where financiers fear to tread. There is the danger also, as Mr. Frost points out, that "careless or credulous (and he might have added, unscrupulous) promoters or feature writers," are liable to distort and to exaggerate. Mr. Frost instances the circulation of a statement credited to Lampons of London to the effect that "no amount of pelts could break the present high prices of silver skins," whereas, in reality, the firm had said "if the number of fine black skins to come forward in the future were to be appreciably increased, we have no doubt that prices would be lower, but it is impossible for us to say to what extent." (It may be explained that the reply quoted by Mr. Frost came in response to a subsequent enquiry as to a hypothetical case and additional to the statement that "no amount of pelts could break the present high prices of silver skins.")

It is interesting, in this connection, to recall the calculations made by Mr. W. C. Anderson in a recent issue of The Guardian—an article since issued by request in pamphlet form—in which it was demonstrated that, on the most conservative pelt value basis a clear profit of 23 per cent is possible.

"I hear," says Mr. Anderson, "that options are now being taken on 1914 pups at \$13,000 per pair. Do ranchers realize what it means to sell pups at this figure. It means, as shown in table C., that the purchaser is getting an investment that will increase in value nearly three times, and then pay 23 per cent. annually on this increased value. If 1914 pups are to be sold at all, they should not be sold at a penny less than \$2,000 per pair. At this price, even, the buyer would make a good investment. If this price is not forthcoming, then SELL NO INCREASE. It will PAY to retain them in the ranch. In the same way, 1915 pups should not be sold for less than \$17,000 per pair."

HAPPENINGS OF THE WEEK

As is usual just before the Lenten season the past week was to have been one of the gayest of the season and a large number of hostesses had planned enjoyable entertainments and had issued invitations for the same. These in most cases, had unfortunately to be cancelled owing to recent and unexpected deaths in our midst.

Much interest has been shown in the motion picture dancing lessons as seen at the People's Theatre on Wednesday and Thursday evenings last. The instructors in these pictures were the well-known Prof. McCutcheon and Miss Sawyer, whose interpretation of the Tango and Pasitation Waltz was most artistic and instructive.

A number of Charlottetown ladies have become most enthusiastic curlers and it is expected soon to have a ladies' club in connection with the gentlemen's Curling Club.

The civic elections of Wednesday last have naturally aroused much local interest and have been a favorite topic of conversation for several days. To Mr. Charles Lyons, our retiring Mayor who has so efficiently filled the position during the past year a word of warmest appreciation is due and to His Worship Mayor Sterns our newly elected Mayor, the Guardian extends its heartiest congratulations and good wishes for the future.

His Lordship, Bishop O'Leary has returned to Charlottetown from his recent visit to Halifax and Chatham.

A wide circle of friends will mourn with the bereaved family in the death of Mrs. Neil Rankin, which occurred at her home, The Hill, on Tuesday last. The late Mrs. Rankin has always taken an active part in the social life of Charlottetown during her long residence here and was much loved for her kindly hospitality and her many acts of charity. To Mrs. A. A. Bartlett and the sorrowing family the Guardian extends its most sincere sympathy.

On Monday last the afternoon Shakespeare Class held its first meeting at Government House.

The afternoon Bridge Club, which was to have met on Tuesday last at the residence of Miss Mawley of Summerside, for Friday evening last was postponed out of deference to the late Mrs. Neil Rankin.

Mrs. Benj. Heartz entertained at one of the season's most enjoyable afternoon Bridges on Thursday last at her residence Grafton and West Streets. Very handsome prizes were captured by Miss Alice MacKinnon, Mrs. G. W. Wakeford and Mrs. G. E. Auld.

Mrs. C. H. B. Longworth had issued invitations for an evening bridge, in honor of Miss Mawley of Summerside, for Friday evening last but has postponed the event for a few days owing to the death of Mrs. Rankin.

Mr. and Mrs. M. F. Cochrane Ottawa, were guests at a recent skating party given by Their Royal Highnesses, the Duke and Duchess of Connaught. Mrs. Cochrane was formerly Miss Louise Pope of Charlottetown.

Miss Ethel Sinclair of Summerside is visiting in Charlottetown the guest of her sister, Mrs. W. K. Rogers, Euston Street.

Invitations issued by Mrs. A. G. Peake for an evening Bridge on Friday last have also been cancelled owing to the death of Mrs. Neil Rankin.

Mrs. A. A. Alley entertained at a delightful thimble party on Tuesday afternoon last. The guests included: Mrs. Jas. Simpson, Mrs. Powell (England) Mrs. E. G. Coombs, Mrs. Pope and others.

Mr. and Mrs. Heber Rogers and family were guests during the early part of the week at Government House en route to Alberton from Vancouver, B. C.

Miss C. A. Palmer of Charlottetown and Mrs. F. P. Carvell of Montserrat were registered at the Royal Hotel, St. John, last week.

One of the social events of the week, was the At Home given at the Queen Hotel, Thursday evening, Feb. 12th, by Mrs. Arch McLean for her daughter, Miss Maud McLean. There were about 50 guests present.

Mrs. J. A. S. Bayer entertained at Afternoon Bridge on Tuesday last, for upwards of twenty young people at her prettily appointed home in Brighton.

Mrs. D. B. McLennan, Prince Street, entertained at a most enjoyable Bridge on Monday last, when dainty prizes were won by Mrs. Pope and Mrs. Grant. Quite a number of guests were present and the evening passed off most pleasantly.

If you are run down, weak, ailing depressed, nervous system unstrung or you are suffering from any other kindred ailment you should try Rexall Blood Tablets. These tablets will increase the blood supply, strengthen the nerves and tone up the system generally. It is a splendid spring tonic. Price 50c a box, 3 for \$1.25 and 6 for \$2.50. The MacKinnon Drug Co., Corner Great George and Kent Sts.

SUCCESSOR NAMED

(Canadian Press.)
MONTREAL, Feb. 13.—Sir Wm. Macdonald is to succeed Lord Strathcona as Chancellor of McGill.

LETTER-WRITING

A letter tells more than the news it contains—it is a revelation of the character and culture of the writer, and although the matter contained depends on the mental and moral qualities of the one who writes it, yet the correct manner of writing a letter can be acquired by anyone.

It is well to have at least two sizes of note paper, one for formal letters and one to be used when writing to more intimate friends. Those with the "correspondence cards" for accepting invitations, letters of condolence or condolence or congratulations will be all that is necessary!

No woman of taste will use perfumed stationery! A postal card is only for your intimates, and should hold only a brief message. Neigher salutation nor complimentary close is used on postal card, and it is better form to sign with initials where you are sure they will be understood.

In writing out the date, never say "May the sixth." We say Louis the Fourteenth, meaning that thirteen kings have passed before him. We do not mean that five Mays have already passed.

Any sign of haste is a discourtesy. Any sign of haste is a discourtesy. So don't sign your letters, "Hastily yours." Never begin your letter with an apology for not writing before.

See that you write carefully, legibly, without flourish or affectations. For some inscrutable reason "My dear" is considered more courteous than "Dear."

Even if you are a proficient typist do not send typewritten letters except when the communication is on business.

The word "To" is used preceding an official title or when one wishes to be distinctly formal. Business letters begin with Sir or Madam, Dear Sir or Dear Madam.

Business letters should be brief and specific. A gentleman will always answer a lady's letter instantly, but a woman must not write to a man who is only an acquaintance, if she can avoid it, and then she should make her note formal.

These suggestions are for the manner in which your notes are written. The man or woman who takes the time to write a graceful little note which acknowledges a favor is the one who has been well brought up.

It is easy to write letters of congratulations—for most people like to say pleasant things to others. Never, however, write "congratulations" to a bride; only the groom is to be congratulated. You may wish the bride happiness or offer to any other felicitation that you wish.

It is usual to use a word "regret" when you refuse an invitation and more courteous to add, if possible, the reason why you cannot accept the invitation. After having accepted an invitation to dinner, only your own severe illness or the death of some one of your immediate family should keep you from fulfilling your obligation.

Unless you know the one to whom you are writing very well do not talk too much about yourself and your own affairs.

Remember "things" are better subjects for letters than "people" unless you know that your friend is mutually interested in the person of whom you write.

It would stop a little to write, and kind thoughts one thinks to absent friends, while they are alive and could be made happy by them, it could make life happier for most of us. We say or write to a few of these appreciative words, and then, when it is impossible for them to be heard, we say them over the soulless clay of dead.

Many persons shrink from writing letters to the bereaved or grief-stricken. They fear to be intrusive, but anyone who has suffered will remember with what appreciation letters or real sympathy are received.

A letter is a written conversation and should be simple, cordial and unaffected.

WHEN QUEENS SET FASHIONS.

There is a good deal of talk nowadays about the influence of the stage on clothes. Perhaps in this democratic age we must have some substitute for the courts of old, where clothes-loving queens inaugurated the styles. Queens now have much to do besides think about clothes. Some of them dress faultlessly and care much about clothes. Don't the big dressmakers bills which Queen Victoria of Spain pays shows that she has a taste for clothes? But even she follows where others lead, so far as fashions are concerned. And most of the royal ladies of Europe are far more interested in some pet charity than they are in their clothes.

In the olden days, however, the situation was different. It was the queens and the other women of the courts who set the styles. An entry in Pepy's diary for 1666, four years after King Charles II had married Catherine of Braganza, makes us think that the result is about the same, whether queens or actresses set the fashions. It read:

"They talk that the queen had a great mind to have the feet seen, which she over mightily." Pepys himself, as he admits, liked the long

NO WOMAN READS ANY "ADS" IN THE MORNING EXCEPT THOSE APPEARING IN HER MORNING NEWSPAPER

She reads her morning newspaper for THE NEWS—and, to the woman who is managing her home as wisely as any man could manage his business, the ads in her morning newspaper constitute very real "news."

For they contain facts and suggestions WHICH SHE MAY PROFIT BY IN HER BUYING FOR THAT DAY. And these facts and suggestions are available to her BEFORE she does the day's buying. That is what gives to them their NEWS VALUE.

She might be entertained, if she had limitless leisure, by reading accounts of the shopping that was done in the stores yesterday, and the bargains secured by shoppers. But being of a practical turn of mind, she prefers to know ABOUT THE OPPORTUNITIES FOR BARGAIN FINDING WHICH WILL BE OPEN TO HER TODAY when she visits the stores.

That is why advertising in a morning newspaper HAS REAL VALUE TO A HOUSEWIFE. It has present-moment value, not mere academic interest.

trains then in vogue. But the short or skirt won out for the time." Sweet Potato Croquettes—Mashed potatoes, add melted butter, pepper and salt, form into little cakes, dip in beaten egg and bread crumbs, and fry in deep hot fat for three minutes.

How like the struggle between the long and the short skirt to-day—and the skirt cut so that the feet are seen wins out now as then.

Even Better than the Bargain

The Great-West Life has just announced a new phase of SERVICE TO POLICYHOLDERS, whereby Instalment Policies will, in future, share in the surplus earnings in addition to the guarantee of 3 1-2 p. c.

Thus it will be seen that, generous as is the bargain made with every Policyholder, The Great-West Life endeavors to give even better than the bargain.

Ask for the pamphlet "LIFE INSURANCE INSURED."

THE GREAT-WEST LIFE

ASSURANCE COMPANY

HEAD OFFICE WINNIPEG
Branch Office Charlottetown

Hyndman & Co., Ltd.
Managers, P. E. I.

Office 61 Queen Sts.
Telephone 67.

In 1913 The Canada Life

Canada's Oldest and Best
Life Assurance Company

Made a substantial increase in business written over 1912.

Liberal clear contracts, large dividends and low premiums is the reason.

W. K. Rogers,
Branch Manager

K. S. ROGERS, Ch'town
R. B. ROGERS, S'ide
Special Agents

Buy A Gillette

The Best Safety Razor

The Gillette is the one safety razor that suits all kinds of beards and whiskers from youth to old age—it can be adjusted for a close, medium or rough shave. It is always ready for use—plates do not have to be stropped or honed.

The Gillette is used exclusively by travellers, sportsmen's business men and every man who wants a quick, quiet and satisfactory shave.

Complete outfit \$5.00
FENNELL & CHANDLER
Victoria Row

Wait for our After-ock-Taking Bargains

We are now busy stock taking and by the end of the week will be ready with many Footwear Bargains, that we think will interest you.

Goff Bros. 128 Richmond St.