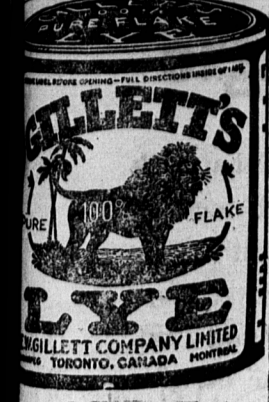


THE CENTRAL GUARDIAN



Dr. James Murdock



Formerly Minister of Labor with King Government who may refer to his early affiliation with Labor movement.

Advertising Assumes New Role

Advertising assumes new role in business institution seen in National Pride in Canada's Resources.

The appearance in the daily and weekly press of Canada of large advertisements featuring Canada's wealth of hydro-electric power and the use of electrical equipment has attracted little comment in the business world.

It is pointed out to the purpose of the National Broad-gauge system of Mr. M. K. Pike, General Manager of the Northern Electric Company, Limited, stated that his company believed that at this time advertising should compute more to the building up of confidence in Canada; that, without sacrificing their own publicity, the Northern Electric Company felt they could make their advertisements contribute to the improvement of conditions generally in the country.

There is a general sentiment towards advertising that it is called creative rather than competitive; that is, advertising builds up business rather than kind that merely snipes at competitors.

Within the last two years there have been notable examples of big business houses advertising along patriotic lines and it is the hope of the Northern Electric Company that the advertisements they are now issuing will contribute something in this direction.

Here in Canada we have sufficient resources of electrical energy to build up the greatest industrial power in the world. No other nation so generously endowed with power. This fact alone is an assurance of a wonderful future for Canada.

The Northern Electric Company believes that in advertising to the people of Canada their great resources of hydro-electric power, the company is not only advertising itself as a producer of electrical equipment, but also giving young Canadians something to think about and perhaps helping to stem the tide of migration to our neighbors to the south.

This policy of advertising, if it is adopted by advertisers great and small throughout the Dominion of Canada for the year 1926, would create a spirit of national enthusiasm and ambition that would have a remarkable effect on business conditions.

WILLING Grocer: What's the matter? Clerk: I have a terrible toothache and want something to cure it.

Grocer: You don't want any medicine. I had a toothache, and when my loving wife kissed me and combed me the pain soon passed away. Why don't you try the same treatment? Clerk: I think I will. Is your life at home now?—The Progressive Grocer.

GRIPPE! Stop it at the start. Heat and inhale Minard's, also bathe the feet in Minard's and hot water.

MINARD'S "KING OF PAIN" LINIMENT

ASK FOR Syrup OF White Pine AND Wild Cherry

IF YOU WANT THE BEST COUGH MEDICINE IT GIVES QUICK RELIEF AND IS PLEASANT TO TAKE

PRICE 35c AND 60c PER BOTTLE.

Mackinnon Drug Co. Phone THE REXALL PO BOX 219 KODAK STORE 532

THREE CHOICES.—A DeLuxe Housewife Receipt and calendar, the Farmers Guide and Calendar and the Auld Lang Syne calendar one with each new, or renewal.

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

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

P. E. I. YOUTHS WILL RETURN HOME — Saturday's Telegraph Journal says: Raymond Richards and Walter Gallant, two Prince Edward Island 14-year-old boys, who were taken care of by the police in Thursday, will be sent back to their homes on the express this morning. One of the boys is alleged to have obtained money enough from his home to pay the traveling expenses for himself and chum from the island. On arrival here both were without funds. Their parents were communicated with by the police with the result that money was wired and the two young wanderers will return home today.

BEAUTY AND BEAST IN COLOR CUTOUTS NEXT TWO WEEKS.—Remember Beauty, the merchant's youngest daughter, and what happened when her father came under the power of the beast? This new Color Cut-Out story will tell this fascinating fairy tale over again in the Guardian, beginning today and each day there will be a beautiful paper doll to go with the story. Beauty will be there, and her father, and her sisters, so that you can see how they really looked. Then, at the end of two weeks, when the story is finished, you will have a whole set of paper dolls to set out the story of "Beauty and the Beast."

BURIAL TODAY.—The death occurred in the P. E. Island Hospital on Saturday of John Stewart, son of the late Mr. and Mrs. James Stewart of Bethel. Mr. Stewart, who was for many years engineer on the ferry boats running from Charlottetown to Southport and later went to Montreal, will be kindly remembered by a wide circle of friends. He was a quiet, studious nature, and will be much missed in the home at Bethel where he resided with his sister Miss Janie and brother Bruce for the past two years. Other members of the family surviving are Samuel in Brookline, Mass., Charles in Vancouver, and Wallace in Calgary. Owing to the almost impassable condition of the roads the funeral will take place from McLean's Undertaking Parlours, King's Square today at 2 o'clock interment being in the family plot at Cross Roads cemetery.

CARD OF THANKS The family of the late Mrs. Mary D. MacDoogall, hereby sincerely thank all the friends for their kindness and sympathy, during the illness and death of their beloved mother.

Simple Way to Get Rid of Blackheads There is one simple, safe, and sure way that never fails to get rid of blackheads, that is to dissolve them. To do this, mix two ounces of peroxide powder from any drug store—sprinkle a little on a hot, wet cloth—rub over the blackheads briskly—wash the parts and you will be surprised how the blackheads have disappeared. Big blackheads, little blackheads, no matter where they are, simply dissolve and disappear. Blackheads are simply a mixture of dust and dirt, and secretions that form in the pores of the skin. The peroxide powder and the water dissolve the blackheads so they wash right out, leaving the pores free and clean and in their natural condition.

ASK FOR Syrup OF White Pine AND Wild Cherry

IF YOU WANT THE BEST COUGH MEDICINE IT GIVES QUICK RELIEF AND IS PLEASANT TO TAKE

PRICE 35c AND 60c PER BOTTLE.

Mackinnon Drug Co. Phone THE REXALL PO BOX 219 KODAK STORE 532

LOST—Without a 1926 calendar renew today.

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.

RADIO PROGRAMS

WEDNESDAY, FEBRUARY 3

International Radio Programs

ETHER'S WHITE-CAPS

6.00 KFOA (454) Seattle—Pacific Northwest and Seattle Women's Clubs Program.

8.10 WRVA (256) Richmond—The Piedmont Sanatorium Negro Chorus.

9.00 WDAF (366) Kansas City—A Play—"Beauty and the Jacobin," presented by WAFF players.

11.00 KGW (492) Portland—Concert by 7th U. S. Infantry Band.

SILENT STATIONS

Eastern: CNRA, WBBR, WFI, WGBS, WGY, WHAR, WIP, WJY, WPG, WRC. Central: KFDM, KFKX, WCB, WFAA, WMC.

EVENING CONCERTS

6.45 P. M. WOC (484) Davenport. Chimes Concert.

7.00 P. M. WEAR (390) Cleveland. Hotel Cleveland.

7.30 P. M. WIO (520) Des Moines. Reese-Hughes.

7.45 P. M. WAHG (316) N. Y. Piano and Banjo.

8.00 P. M. WILB (302) Elgin, Ill. Popular.

8.30 P. M. WOO (509) Phila. Chamber Musicale.

8.45 P. M. CNRO (435) Ottawa. Markowski Instrumental Trio.

9.00 P. M. WGCP (252) New York Vocal.

9.30 P. M. WRNY (259) New York Vocal.

9.45 P. M. KFOA (454) Seattle. Studio Program.

10.00 P. M. WAHG (316) Richmond Hill. Vocal.

10.30 P. M. WOO (509) Phila. Studio Program.

10.45 P. M. WOC (484) Davenport. Special musical.

11.00 P. M. KFVE (240) St. Louis. De Luxe Radio Entertainers.

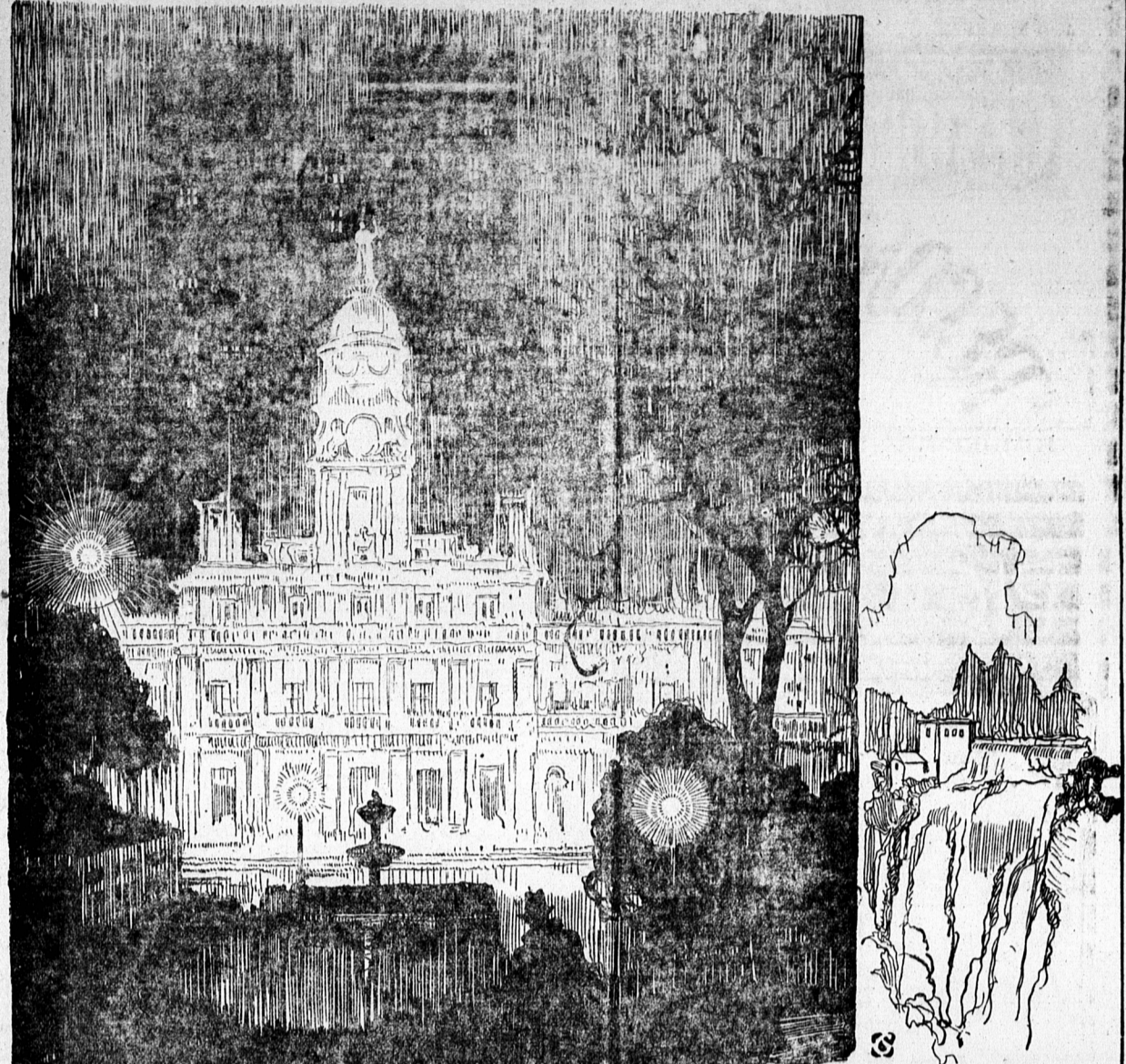
11.15 P. M. WOC (484) Davenport. Special musical.

11.30 P. M. WOC (484) Davenport. Special musical.

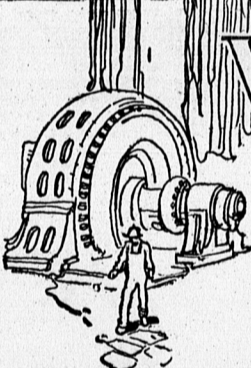
11.45 P. M. WOC (484) Davenport. Special musical.

12.00 P. M. WOC (484) Davenport. Special musical.

12.15 P. M. WOC (484) Davenport. Special musical.



ILLUMINATION



WHEN darkness has fallen, we of today revel in light.

Among the many beneficent changes wrought by Electricity in the lives of the people, illumination is assuredly the most widespread in its effects.

Under the magic of illumination buildings take on a new beauty. Streets lose the frown of darkness and extend a smiling welcome. Cities assume a grandeur often surpassing that of day. Homes are beautified by illumination that in itself is a decoration. Old and young may read at night as in the daytime, without eyestrain. Well-lit, a city is always better and certainly safer than a badly-lighted one.

In all the long history of mankind we of the present generation are the first to enjoy real liberation from the darkness and the lurking fear of night. Our forefathers knew only the glimmer, not the glory of light by night.

A little over a hundred years ago the City of Montreal installed its first street lamps—twenty-two of them—on St. Paul Street, in order that ladies who were compelled to remain at home by night "might be induced to visit their friends more frequently."

Now, even small villages have streets that are, as safe by night as by day, due to electrical illumination.

Whenever you see a brilliantly lighted building, or a downtown street ablaze with lights you may know that the magic power which supplies them is running through mile on mile and league on league of wires, and through thousands on thousands of switches and lamps, manufactured right here in Canada.

We are proud of the part this Canadian company takes in the great service which every night brings to Canadian communities everywhere the boon of abundant illumination.

Northern Electric COMPANY LIMITED

Equipment for Transmitting Sound and Power

This is No. 13 of a series of advertisements issued in the interest of Canada's electrical development.



Information

Hydro-electric development in Canada represents a total investment estimated at \$767,000,000. At present rate of progress this total will reach \$1,750,000,000 by 1940.

- Fraternity "Pop" Concert. 11.15 P. M. WSAI (423) Cincinnati. Congress String Quartette. 12.00 Mid. WLW (423) Cincinnati. Crosby Male Quartette. 12.30 A. M. WEBH (370) Chicago. Musical. 1.00 A. M. WHT (400) Chicago. Your Hour League. WJJD (370) Mooseheart. Classical. 1.30 A. M. WOCO (417) Mpls. St. Paul. Organ Recital. 2.00 A. M. WQJ (448) Chicago. Hotsy Totsy. 2.30 A. M. WGY (380) Schenectady. Special Children's Program. 7.30 P. M. WEAF (492) N. Y. Synagogue Services. 8.00 P. M. WOR (405) Newark. "Topics of Day." 8.30 P. M. KPO (420) San Francisco. Children's Hour. 9.00 P. M. WKRC (326) Cincinnati. Book Review. WRNY (259) N. Y. Architecture. 9.30 P. M. WSMH (319) New Orleans. Talks. KOA (322) Denver. Book of Knowledge. 10.05 P. M. WBZ (333) Springfield, Brunswick. 10.20 P. M. WTHG (316) Richmond Hill. Collegians. 11.00 P. M. WEAF (492) N. Y. Commodors. 11.15 P. M. KTHS (375) Hot Springs. The Southerners. 12.00 Mid. WYBN (266) Chicago. Midway. KYW (526) Chicago. Coon-Sanders. WLT (395) Phila. Acadia. KOA (322) Denver. Dance. KTHS (375) Hot Springs. The Southerners. 12.30 A. M. WEBH (370) Chicago. Oriole. WIO (526) Des Moines. Corn Sugar. 12.45 A. M. WPAF (366) Kansas City. Night-hawks. 1.00 A. M. KIX (509) Oakland. Sweet's. KPO (420) San Francisco. Silver-town. WKRC (326) Cincinnati. La Vista. 1.30 A. M.

NEW YORK FISH ADS.

SMELT AND EEL SHIPPERS ATTENTION For Top Prices. Prompt Returns and General Satisfaction Ship Your Production to CHESEBRO BROTHERS & ROBBINS INC. Established 1888. Shipping Stencils Sent on Request 1, 2 and 3 Fulton Fish Market, New York N. Y.