

THE EASTERN GUARDIAN

IT PAYS to buy in this Province.

T. GORDON IVES is Guardian agent in Montague.

THE MORNING Guardian can be obtained in Souris at M. A. Paquet's.

HOLY TRINITY.—Services will be held in Holy Trinity Church, Georgetown next Sunday at 11 and 7 Bible Class at 3 o'clock. Mr. A. P. B. Cribb will officiate.

BAPTIST CHURCH.—St. Peter's Bay and Dundas Baptist Churches Services on Sunday, Dec. 6th follows: Dundas, St. Peter's Bay, 3:00 p. m. The pastor Rev. R. N. Rand will preach.

A SPLENDID FAREWELL.—The Armoury at Souris was packed to the doors on Monday night by citizens of the town and surrounding country, to do honor to the artillery boys about to leave for the front. Major A. F. McQuaid presided. Patriotic addresses were delivered by His Worship Mayor Brennan, Councillor H. H. Acorn, Bandmaster Jno. E. McDonald, Wm. J. Paquet, Major McQuaid and others as well as by the members of the contingent. After the speech making a smoker was held which was much enjoyed. On Tuesday afternoon at the depot an immense concourse of people assembled to witness the departure of the boys. The pupils of the High School were lined up along the station platform, and the cadets with their trappy uniforms and flags presented a pleasing picture. The weather was perfect and the boys of the contingent were in the best of spirits. Before boarding the train they were addressed by Mayor Brennan, who urged them to do their duty in a manner not only creditable to themselves but likewise to those left behind. He tendered them the good wishes of the community and hoped for their safe return. He then presented each man with a purse of money subscribed by the citizens. Three cheers were then given for the volunteers, the crowd sang "God Save the King", the lads boarded the train and as she pulled out the crowd cheered again and again, the cadets waved their flags and the following brave boys were on their journey: Augustus Lavie, Donald McDonald, Jerome McNeill, Joseph Devoe, Frank McCormick, R. Stewart, Dan O'Hanley.

ADDRESS AND PRESENTATION.

The following is the translation of the French address read on the occasion of their golden wedding on Nov. 26th: "May the God of Abraham be with you, and bless you so that you may see your children's children up to the third and fourth generation and may we grant you a happy conjugal life." Dear and Venerable Mr. and Mrs. Gallant: Fifty years ago at the foot of the holy altar the above words fell from the lips of your pastor who had just united you two in one by the word of God. Now that we can look back into your past life, we realize how the above prophecy was verified and the promises fulfilled. In evidence the many blessings showered on you, we assemble today to celebrate the 50th wedding anniversary, your Golden Wedding. Truly, the many friends whom you have acquired by your kind disposition and generous hospitality, desire to join in with your children in offering to their warmest congratulations, and their sincere wishes for a prolonged blissful matrimonial life.

This grand festival would complete if it were not that the majority of your guests are too young to testify to your entire marriage life. Many of your former friends and relatives have since left you for another life or are located in other lands. But all will be convinced by the ample proofs, that such a happy life could not but result from a perfect fidelity to God and faithful duty towards your children.

For notwithstanding your advanced age, God blesses you with good health and amidst your children, and children's children you can now enjoy the good principles as well as the filial devotion, which characterize your children, shows that "evidently, God is and has been the master of your house."

Then Dear Mr. and Mrs. Gallant, please acknowledge our congratulations, and sincere wishes for your future; and may God who has been so kind to you in the past continue to pour on you his graces, and may we be able to celebrate your diamond wedding.

In token of our esteem please accept this trifling gift from your friends. Several speeches were made after the address was read. Accompanying the address was a large sofa of oak.—M.

ONE CENT per word each insertion for advertising in this column. Cash must accompany order.

PUBLICITY WANTED

A Visitor's Views

Mr. George E. Sherwood, of San Francisco, is at present in Charlottetown in connection with the fox industry. He has come to the Island in advance of a wealthy gentleman from the United States who contemplates entering the fox business. During the past ten years Mr. Sherwood has been actively engaged in many large advertising campaigns and has been in a position to know the results which have attended the efforts of various organizations in selling stocks, bonds, and merchandise. In conversation with a Guardian reporter yesterday, he stated that he had seen very many wonderful results accomplished with a small initial outlay solely through effective advertising campaigns, but of all the propositions which he had closely investigated, some of which he had been identified with, he had never known of one which, from the standpoint of an advertiser, could compare with the fox industry of Prince Edward Island. He thought that in this business the Island had established a most enviable record—a record of clean, honest management and wonderful profits. Anyone attempting to market stock in a gold mine would have a difficult task to perform, he said, in view of the record of thousands of failures in the mining business. The same could be said in regard to almost every other industry which had been promoted by the sale of securities to the general public in the United States. He found, however, that the silver black fox industry, unlike the cases which he cited, had had no single failure and had paid dividends far in excess of what any reasonable man could expect.

While he did not wish to make any statement which might stamp him as an egotist, he believed he was in a better position to know the pulse of the United States public and to know what propositions, properly advertised, would appeal to them and draw their investments, than any other man on Prince Edward Island today; and with a full knowledge of the fox business and a thorough acquaintance with the American investing public, he did not hesitate to be recorded as saying that now, in spite of the tight money markets and business depression due to the war, any where from twenty-five to fifty millions dollars' worth of securities in fox ranching companies could be sold in the United States at a total advertising expense of not more than 10 per cent. of the cash received for stock. He was quite aware that the accuracy of this statement might be questioned by some concerned which had found it difficult to market their securities; but it must be borne in mind that the literature presented by the fox companies and the advertisements of these companies were far from being so written as to interest and convince the American investor, who knew nothing about the fox business.

Since his arrival in Charlottetown he had inspected several ranches and he had met and talked to many gentlemen engaged in the industry. He wished to say, in all sincerity and earnestness that he never met a more "up and down" lot of men. He hoped that prosperity would continue in the fox business and that the people of the province would earn the reward they richly deserved. Naturally, interest in the war had detracted from the enthusiasm in the business to some extent, but he firmly believed that the day was not far distant when the war would be satisfactorily concluded and from every flag pole in Berlin the Union Jack would be seen snapping in the breeze.

Mr. Sherwood has a high opinion of Charlottetown and is very favourably impressed with the activity which he has witnessed.

Special showing of Ladies' Fur Coats at Paton's. 6755-12-2m31E11. Important sale of Ladies' Sweaters at Paton's. 6755-12-2m31E11.

BELGIAN RELIEF FUND.

Table with columns for names and amounts. Total amount already acknowledged: \$3800.46. Includes Ernest S. Coffin, City, \$15.00; Rev. Dr. Chaisson, Rustico, 5.00; Alfred Doucette, Rustico, 2.00; Zachariah Doucette, 1.00; James Deschêche, Rustico, 50; Isaac Doucette, Rustico, 25; Leon Gallant, Rustico, 25; Andrew Blanchard, Rustico, 25; Mrs. Graullian Blanchard, Rustico, 1.00; A Friend Rustico, 50; Eusebe Gallant, Rustico, 25; Mrs. Timothy Bourque, Rustico, 3.00; Mrs. Jess Gallant, Rustico, 50; Miss Fannie Gallant, Rustico, 50; Harmony Peters, Rustico, 1.00; Mrs. Harmony Peters, Rustico, 1.00; Miss Priscilla Blaquere, Rustico, 50; Arcade Gallant, Rustico, 1.00; William Blanchard, Rustico, 1.00; Jos. B. Gallant, Rustico, 1.00; Joseph Bouin, Rustico, 50; Zachariah Martin, Rustico, 50; Miss Emma Gallant, Rustico, 25; Jos. S. Martin, Rustico, 40; Joseph Martin, Rustico, 1.00; Urban Blanchard, Rustico, 1.00; Maturin Doucette, Rustico, 1.50; Eusebe Dolron, Rustico, 25; Gilbert Gallant, Rustico, 25; Sylvester Martin, Rustico, 50; Angus McMillan, St. George's, 2.00; James Tait, Sr., City, 5.00; Mrs. Albert Boswell, Pownal, 1.00; Chas. Taylor, Malpeque, 1.00; Wallace Waddell, Baltic, Lot 18, 1.00; The parishioners of Fort Augustus proceeds of social held at Webster's Corner, 20.00; The Belgian Relief Committee, Kensington, unexpended balance of Fund, 1.50.

\$3872.36 D. J. RILEY, Sec. Treasurer.

FOX DIVIDENDS PAID

The following is a list of companies which have paid dividends on account for 1914. Most of these companies expect to pay additional dividend later:

Table listing companies and dividend amounts. Includes Spring Park, Prince Albert, Rayner International, Rayner Stonehurst Silver Fox Co., Rayner Clarke & Harlow Fox Co., B. I. Rayner, West Gore, N. S., Black Prince Fox Co., General Fur Farms, Ltd., Mount Edward, Murray Harbor, Upton, Westmoreland Silver & Patch Co., Silver Tip, Crapaud Fox Company, Willow Hill Fox Co., Royal, Dundas, Seal River Black Fox Co., Diamond, Rogers Faton, The Freeland Silver Black Fox Co., Ltd., The Carruthers Silver Black Fox Co., Provincial Silver Black Fox Co., Sovereign S. B. F. Co., Hartford D. S. Fox Co., Peerless, Ellis Silver Black Beauty Fox Co., Ltd., Hackett S. B. F. Co., Magic Fox Co., Charlottetown S.B. Fox Co., Bedouque Fur Farming Co., Ltd., Glenaladale Silver Black Fox Co.

Deafness Cannot be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

J. J. CHENEY & CO., Toledo, O. Sold by Druggists, 7c.

Take Hall's Family Pills for constipation.

MORSON & DUFFY

Barristers and Attorneys Solicitors for Royal Bank of Canada

MONEY TO LOAN.

"Don't worry at all because you don't know exactly the size of glove that fits the person to whom you wish to send a pair. We expect to be just as busy exchanging sizes the day after Christmas as we are the day before, selling these most satisfactory holiday remembrances. And we'll do it happily, too. PATON'S. 6756-12-2m21E11"

Paillette Silk as usual 98c., best colors or black. Best value in Charlottetown for the money. 6755-12-2m31E11

Wanted Goods Arrived today

- Berlin Wools, English Flannelettes, Down Comforts, Scotch Blankets, Jacket Buttons, Navy Serges, Towels and Towellings.

Stanley Bros The always busy Store.

A Good Record

The benefits of saving one's earnings and investing in reliable life insurance policies is illustrated by the following facts.

The North American Life Assurance Co.

Has returned in cash settlements to its P. E. I. policyholders since January 1st, 1914, the sum of \$25,653.00. It has also paid death claims during this year in this province of \$5,930.00.

Much Larger Results

will be received back in 1915. Would you like to be a sharer? Write us for latest pamphlets illustrating best plans. Kindly state age.

J. K. ROSS, Provincial Manager

Masonic Block, Charlottetown 6593-11-20Mtf.

Avoid Idle Money

In these days of unprecedented conditions, it is essential for one to see that their money is invested to the best possible advantage

"The John Agnew Fur Farms, Ltd."

Affords You a Splendid Opportunity to Make a Fine Investment

Pay You to Investigate.

Our sister Company, "The Provincial Silver Black Foxes Limited," recently paid out a cash dividend of Forty Per Cent to all of its Stockholders. Full particulars may be obtained by applying to

Selling Agents The Royal Investment Exchange,

Royal Bank Building, Charlottetown, P. E. Island. 6689-11-26 thstuf

How Do YOU Class Your Printing EXPENSE or INVESTMENT?

If your one idea is to secure a cheap job, and impress this fact strongly upon the average printer then you will be almost certain to get what you want as regards cheapness, but you will pay for it in full. You can positively class this as an expense.

If, on the other hand, you appreciate the importance of good printing—if you employ the services of a printing office with good facilities up-to-date material, and capable help then you will get a good job at a very moderate price. When brains are mixed with up-to-date printing material the result is sure to be satisfactory—the work will be right. This you can rightly class as an investment.

I have organized my printing shop to high state of efficiency so that I can ensure every client receiving just what he is paying for. If you want low priced work, I can show you low priced stock, and you may rest assured that good taste and up-to-date material will be employed, and the work will be harmonious and effective.

If, on the other hand, you want a high-class job prepared—one that will "stand out" from the ordinary, I believe I can give you just what you want at a price you want to pay.

Get in touch with me anyway. It will cost you nothing, and may mean more than you actually realize.

ARCHIBALD IRWIN KING'S PRINTER

13 Richmond St. Charlottetown, Phone 201-J.



SUGGESTIONS

CHRISTMAS—the spirit of the Holiday Season means a great deal to us all—but particularly is it appreciated by the younger folk.

Remembering the little ones, is after all the chief joy. At our store you will find a surprising number of suggestions for gifts that may become moments of childhood days—

If your mind is not quite made up possibly these few suggestions may be of some assistance in making your choice—

Baby Spoons, Silver Mugs, Baby Sets, Teething Rings, Neck Chains, Bracelets, Set Rings, Dress Pins, Napkin Rings.

W. W. Wellner The Leading Jewellers. Estab. 1868.



Gift Photos

Get your gift photographs at Cook's Studio and you are assured of satisfaction. See our sample photographs.

Cook's Studio

HAVE YOUR PHOTO MADE TO-DAY

While there is still time to send them to your friends away for Xmas

BAYER Photo Studio Telephone 192-J. For Appointment

For Your Xmas Photo —Try the—

A. E. Lyon—Studio

and don't forget Baby. Handsome mounts—Moderate prices. 107 Queen St. Charlottetown

The Salvation Army

Coming. Observe the dates in later issues of this paper

Interesting Illustrated Lantern Service

ENTITLED War Serial

A GLIMPSE OF TWO ARMIES IN ACTION

Also a touching Illustrated Story of Military Life during War entitled

"Saved by His Bible" Speaker Capt. MacSwain

Who spent eight years in the British Navy

The following places will be visited in the course of a few days: Rocky Point, Tuesday, Dec. 1st Hertz Hall, York, New Haven, 744-12-1mtf

Coal Coal



We insist on your examining the quality of fuel that slides down your chute. Plenty of dust slag and klinkers means money thrown away. If you want to

Save Money on Coal

our yard will help you. Clean bright coal at the right price. Phone 111

C. Lyons & Co

Your Hockey Boots Are Here

We are showing a splendid line of the famous Invictus Hockey Boots which are without a doubt the best on the Canadian market. They are used with perfect satisfaction by professional hockey players and others who appreciate comfort, fit and durability.

The Invictus Hockey Boots are made by expert workmen from the highest quality, careful selected mule hide leather in all the popular sizes from 5-12 to 10.

The price of the Invictus Hockey Boots is a little more than the ordinary, but they are worth every cent of \$5.00 per pair.

ALLEY & CO. 135 Queen Street.

Expert Optical Service

Our business is to examine Eyes. We aim to give our patrons the benefit, the most modern and approved methods of examination.

That our services are appreciated, is evidenced by the large increase in this year's business.

We guarantee to give you the best results obtainable by the use of properly fitted lenses.

G. F. Hutcheson 99 Grafton St. Optician

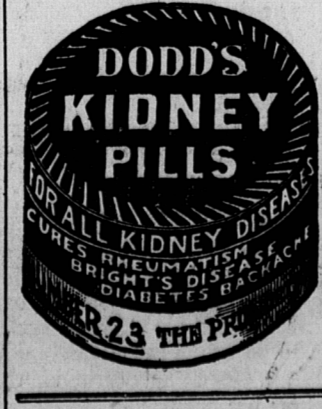
Coal Coal

As the cold weather is approaching you should see to it that you have a good stock of coal laid in for the winter.

We have a supply of excellent quality of coal now on hand, suitable for Domestic and steam purposes, and have cargoes arriving almost daily by steamer and schooners.

The Schooner "Gladys B. Whidden" is now on way from New York with a cargo of Anthracite Coal. If you require any kindly send us your order and satisfactory delivery will be made from vessel while discharging at lowest possible prices.

Buntain Bell & Co Wholesale & Retail Coal Dealers Agents Dominion Coal Co. Ltd. Phone 404 P. O. Box 56



Photography A Solution of Xmas Problems

Don't forget that a dozen Photographs will solve TWELVE Gift Problems

The Acorn Studio SOURIS Pictures framed while you wait