# IMPORTANT READING MATTER SELECTED FROM THIS WEEK'S NEWS FOR THE GUARDIAN'S SATURDAY SUBSCRIBERS

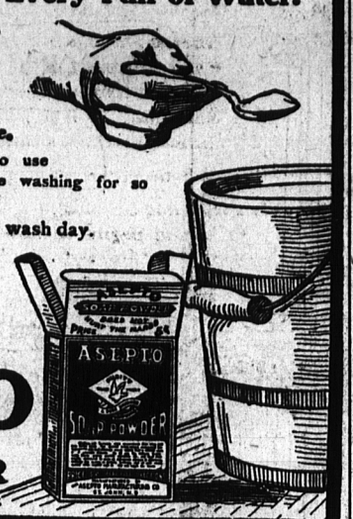

**A Tablespoonful to Every Pail of Water.**

Just think of the *economy* of ASEPTO! One tablespoonful to a pail of water is plenty. And there are 25 tablespoonfuls in a 5c. package.

It's simply *extravagance* to use Soap when ASEPTO does the washing for so little—and does it far *better*, too.

Just try ASEPTO next wash day. Discerning grocers sell it.

Manufactured by
THE ASEPTO MFG. CO.,
St. John, N.B.




**ASEPTO**
**SOAP POWDER**



**We Invite You to Call and Inspect Our Choice Display of Goods**

**Gents**
- Fancy Shirts
- Mocha and Kid Gloves
- Shaving Sets
- Fancy boxed Suspenders
- Fancy boxed Neck-Ties
- Sweaters
- Silk Handkerdhiefs

**Ladies**
- Silk Blouses
- Dog-Skin Gloves
- Toilet Sets
- Sweater Coats
- Silk Handkerchiefs
- Fancy Handkerchiefs

We received a large stock of men's tweed trousers and home made woollen socks, which we will clear out at reduced prices.

**The P. E. Island Dry Goods Store**
83 Queen St.



**For 1916**
at
**Carter's Bookstore**

**Pocket and Office Diaries for 1916** a splendid assortment all styles of bindings. Prices from 25c each up.

**Peloubets Notes** on the International S. School Lessons for 1916.

**"The Gist of the Lesson"** for S. S. **Teachers** only 30c.

A few numbers of the **Illustrated British Weeklies, Christmas** Number at a big discount.

The balance of our nice line of **Calendars** for 1916 at **Half Price.**

**Carter & Company, Ltd.**

6361-12-31Mtf.



**The Maritime Hide Co., Ltd**
**Newcastle, N. B.**

have decided to open a branch of their business in Charlottetown which will be under the charge of the Mr. C. S. Amos.

The Company pay the highest prices for Hides, Skins, Wools, Raw Furs, old Rubbers, Hair and Junk.

Temporary Office
177 Grafton Street

Telephone 52L
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***Fire Insurance***
***A Necessity***

Then insure in good strong stock companies, which never contest an honest claim such as is represented by

***E. R. BROW***

Charlottetown


FRIDAY

**OVERSEAS TOBACCO CLUB.**—The following amounts have been paid in at the Post Office and deposited with the Royal Bank Hunter River to the credit of the Overseas Club, Canada's Tobacco Fund, Montreal. R.H. Pethick 50c; James Patterson 50c; J. VanIderstine 50c; Robert Silliphant 25c; Lemuel Moore 25c. Total $2.00.

**PATRIOTIC WORK.**—The Rustico Branch of the Red Cross received $1.00 from Mrs. Jas. Semple, New Glasgow, also 1 pr socks and 1 pr mittins donated by Mrs. John Murphy, of the same place. The ladies of the surrounding districts have knit and sent in 142 prs socks the yarn provided from part of the proceeds of the Basket Social held in the New Glasgow Hall.

**RETURS FROM VOYAGE.**— Mr. James Donavon, of this city has returned from his trip to France made in the steamer Don Diego, which sailed from Charlottetown for Havre, direct, with the last consignment of hay from this Province for the British Army on the continent. Two other Charlottetown men, Messrs William Davies and Harry Burns also made the voyage.

**SIGNALLER IN HOSPITAL.**— In a letter dated Dec. 18th, received from Sig. Arthur K. Doull, states that he is still in the convalescent home in Rouen, but is expected to leave for the Canadian Base in a few days. That he has received all the parcels sent excepting those that were to have reached him for Xmas that he was beginning to feel quite like himself and was as happy as ever.

**SCOTCHFORT AND VICINITY.**— Mr. Joseph McDonald, Charlottetown, spent the week-end visiting friends in Tracadie.—Miss Annie E. McKenzie, Principal of Knutsford School, was spending the Christmas holidays at her home in Scotchfort and left on return Monday to resume her duties.—Mr. and Mrs. Peter McDonald, Peakes Station, spent the week-end visiting friends in Tracadie.—The following young men left Scotchfort Monday on return to New Glasgow, having spent the Christmas holidays at their respective homes: Messrs William J. McDonald, John F. McBride, Leander Fisher and Joseph Weir., Jr.—S.

**MT STEWART** —Mr. Fey Glover, one of the boys in the 105th Batt at Charlottetown spent the New Years visiting his home at Mount Stewart. Messrs Arthur Coffin and Robert Macklin have left to enter upon training in the 105th Batt., it is with a feeling of regret mingled with joy, that their friends say good bye to these boys for the time being. Mr. Macklin though only a stranger in our village has made many friends while here, and as for Arthur as commonly known, no other boy could leave here that the general feeling of the loss would be more felt. However they are entering upon a noble work and everyone wishes them both a safe return home. Smelt fishing is a fair average this week. Pigott Bros. agaia capturing an unusual large catch on Friday night. Mr. James Feehan was a passenger to the City on Saturday, and returned home same afternoon. Her many friends here regret to learn of the serious illness of Mrs. L. H. Douglass of Cardigan, and look for a speedy recovery. Mrs. McCarthy and little son Ross returned from a visit to Mrs. McCarthy's brother Dr. Rogerson Hunter River. Mr. Frederick Pigott was in the City on Saturday returning in the afternoon.

**P. E. ISLAND LIVE STOCK**—Never at any previous period did the future of the live stock industry on the Island loom up more favorably than at the present. Prices are good and the demand is particularly strong especially for these animals of good quality. A new market has been found for pigs and it is one that offers great opportunities of development, not only in the selling but in the production because the prices are regulated according to the quality. The lamb market is excellent and likely to continue good because the quality of the general Island output is on the up grade. Dairy and beef cattle are well represented and are in the hands of most capable stockmen but there are many more men on the Island capable of maintaining excellent herds if a start were only made. The use of pure bred sires is the most vital question with us at the present; discard the scrub at the earliest opportunity and replace with a good pure bred. Consider this wherever possible from a community viewpoint. Buy the animals outright and then they can be used as long as they are giving satisfaction. But little is known about the proper methods of breeding live stock—more is known about feeding, but there is ample room for improvement. Attend the Short Courses in Agriculture and discuss these subjects with your neighbors and the men in charge of the courses. Dates will be announced later.


**TAKE "CASCARETS" IF HEADACHY, BILIOUS AND CONSTIPATED**

**BEST FOR LIVER AND BOWELS, BAD BREATH, BAD COLDS, SOUR STOMACH.**

Get a 10-cent box.

Sick headache, biliousness, coated tongue, head and nose clogged up with a cold always trace this to torpid liver; delayed, fermenting food in the bowels or sour, gassy stomach.

Poisonous matter clogged in the intestines, instead of being cast out of the system is re-absorbed into the blood. When this poison reaches the delicate brain tissue it causes congestion and that dull, throbbing, sickening headache.

Cascarets immediately cleanse the stomach, remove the sour, undigested food and foul gases, take the excess bile from the liver and carry out all the constipated waste matter and poisons in the bowels.

A Cascaret tonight will surely straighten you out by morning. They work while you sleep—a 10-cent box from your druggist means your head clear, stomach sweet and your liver and bowels regular for months.

**LIFE INSURANCE COMPANY.** — The records for the past years operations in Life Insurance Companies are coming to hand. The North American Life reports business received nearly $10,000,000 being over a million and a quarter increase over last year. The advanced figures received by Mr. J. K. Ross Provincial Manager indicate that the Company have had the best year in their history in every feature denoting security and progress. 6344.

**MISSION BAND CONCERT.**—On Thursday evening, Dec. 23, 1915, the "Happy Gleaners" Mission Band and Sunday School of the Methodist Church, Pleasant Valley, united and had a Christmas tree and Concert. The night was perfect, the Church was crowded and the attention given to the little folk as they performed their various, parts attested to the interest taken by the large audience. The program throughout was well rendered. Special mention might be made of the Dialogue "The Christmas Rainbow," given by eight little boys and girls, also the "Darning Song" given by five young girls, who looked very quaint in the dainty caps and spectacles, borrowed from their Grandma's. Little Nelson Warren's recitation brought down the house. As a result of the concert a neat sum was added to the funds of the Mission Band and Sunday School. At the close of the concert "Santa" stripped the tree after which a hearty vote of thanks was tendered Mrs. Leard in appreciation of her

**CONCERT AT COVEHEAD.**— The Covehead Methodist Sunday School held its annual concert on Wednesday Dec. 29. The pastor Rev. J. L. Dawson presided. Long before the time of opening the church was packed to the doors, standing room being at a premium. A splendidly arranged programme consisting of choruses, duets, solos, recitations and dialogues delighted the large audience. Then came a report of the S. S. by the genial superintendent, Mr. James Matthew, in which he showed that during the past fourteen months, the period since the church has been moved to its present location. S. S. has been held every Sunday afternoon with a good average attendance, notwithstanding many storms. Then came the distribution of prizes and candy from this well laden Christmas tree. Special prizes for attendance and memory verses were awarded to Miss Bovyer, Mrs. R. P. Lanks Mr. Samuel Woolridge, Miss Norva Webster, Miss Rosella Woolridge,, Mr. Alfred Bovyer and Willard Lanks. The organist, Miss Jennie McDonald was also remembered by the members of the school with a very pleasing gift showing their appreciation of her services. This is certainly a flourishing Sunday School and already plans are being made for a still better concert next Christmas. A collection was taken and a snug sum realized for Sunday School Work.

**SEED FAIR MEETING.** — A meeting was held at Murray River on Monday evening, Jan. 3rd, for the purpose of making arrangements for the Southern Seed Fair. At a meeting held in Abney shortly after the Fair last Spring matters were pretty thoroughly talked over and Monday night arrangements were advanced another step. The Prize List is to be the same as last year except that a Class is added for Green Mountain potatoes and the Class for Dakotas has been changed to "Improved" Dakota Red, and by "Improved" is meant the long, smooth Dakota Red potato. It was considered by those present that this was both the best quality Dakota and gave quite as heavy a yield per acre. In the Class for Eschallots or Onions, onions was struck out so that the Class is now only for Eschallots. The amount of Beans required was reduced from ½ bushel to 1 peck, and of turnip seed from three to one pound. It was further decided that an entry fee of Ten (10c.) cents should be charged to non-members of Farmer's Institutes but an opportunity will be given any exhibitors to join an Institute. The Southern Seed Fair has been supported very largely by the Institutes in this District and it was considered that non-members should be asked to make their contribution toward it if they were to receive financial benefit from it. The date of the Fair was left with the Department of Agriculture on the understanding that if a Short Course is held at Murray River the Seed Fair will be held on one of the days. Considerable discussion took place on the whole of the prize list. There is now one class for black oats. Some of those present thought it should be Old Island Black oats and the opinion was very generally expressed that next year the only black oats allowed for competition would be Old Island Black. The question of the selling of the first prize oats also received considerable attention. It was the opinion of all those present that at least the first prizes in wheat, oats and barley should be large enough to pay for the samples and that they could then become the property of the Committee and be sold by Public Auction. It was decided to bring this matter up again at the next meeting of the King George Institute which is to be held on Monday evening, the advantages of the distribution of good seed are many and the feeling is general that this is the best way to have it distributed. The people of Murray River feel that the Seed Fair has been of great benefit to this section and all are enthusiastic in the support they are giving it.

**MUSIC ENJOYED.**— On Sunday evening, Jany. 2, 1916 the choir of the Pleasant Valley Methodist Church, presented to a full house the true Christmas in song and story. Mrs. Morley Sellar of Fredericton, read the story of "Angel With the Broken Wing" in her beautifully clear and touching way. The choir sang the choruses given at intervals during the reading. The solo by Miss Marguerite Elliott was sung very sweetly.

**INSTITUTE CONCERT.** — Under the auspices of the Women's Institute of Bonshaw a concert and basket social was held in the Court House at Bonshaw on the evening of Wednesday, Dec. 29th. Mr. John McManus presided and in a few patriotic and well chosen words asked the audience for their co-operation in making the occasion a success, after which the following programme was effectively rendered: Chorus by school children. Reading, Miss Jessie Ligertwood. Solo, Miss Murray. Reading, Aeneas McManus. Duett, Miss Clara McManus and Mr. Stephen McLeod. Solo, Miss Mary Inman. Reading, W. Carson, Solo, Miss Myrtle Henderson. Reading, Miss Francis McManus. Address, Capt. Allan McLeod. Chorus, Choir. Several encores were heartily given and generously responded to. Perhaps among the most popular items on the programme was the duett sung by little Miss Clara McManus and Master Stephen McLeod who responded to an enthusiastic encore with "Tipperary." At the close of the programme the thanks of the committee was tendered through Mr. C. W. Crosby to all who had come from outside districts to assist in the entertainment, and to Miss Beaton for the time and care she had expended in planning for same, training the children etc. The baskets were ably auctioned by Messrs. S. Beaton and J. J. McLeod. Over $100.00 was realized for Red Cross and patriotic purposes.

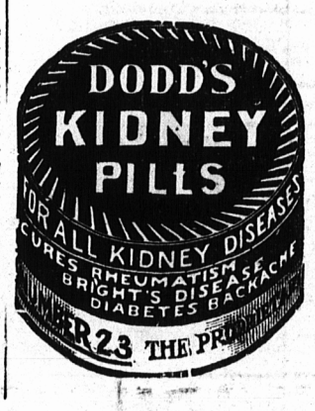
**SHORTHORN CATTLE.** — Short horn cattle have lately come into greater prominence not only in Prince Edward Island but throughout the whole of Canada. The growing scarcity of beef cattle and the consequent increased price of beef has led farmers generally to look for the general purpose cow, and she is to be found in the shorthorn breed to a greater extent than in any other. Among the Island breeders G. W. W. Cameron & Sons of Augustine Cove have always stood by the dual purpose shorthorn. For the last thirty years Mr. Cameron has been breeding and selecting milking shorthorns, and today they have a herd of milch cows that compare very favorably with the best herds of Holsteins and Ayrshires in the province in milk production and the steers from which make the best quality of beef. On Tuesday last Saunders and Newsom & Co., of this city purchased six individuals from their herd; an aged cow weighing 1530 lbs.; three steers, two and one half years of age weighing respectively, 1215, 1210 and 1130 lbs., and two heifers weighing 2050 lbs. All were weighed on the city scales, and were a uniform thick, blocky bunch of cattle that made money for Messrs. Cameron & Sons and will no doubt do the same for their purchasers and be appreciated by the ultimate consumers. On the same day Saunders & Newsom purchased from J. W. Stewart & Son, Bellevue, two very fine shorthorns; a cow weighing 1526 lbs., and a heifer weighing 1215 lbs. This is the class of cattle that bring the big price on the market and make the feeding of the raw materials on the farm profitable.

**RECRUITING** — A recruiting meeting was held in Port Hill Hall on Tuesday evening last, the 4th inst. The large hall was crowded to the doors. Hon. John Richards presided and an excellent programme was carried out. Stirring and eloquent addresses were given by Rev. Roland Davidson, Rev. John A. MacDonald, Mr. James A. Morrison, Rev. T. D. White, Rev. J. J. Bamford and Pte. Arsenault, of Summerside, who with other recruits of the 105th Battalion, helped to make the program very interesting. Recruits were called for and four responded. Their names are Willie Phillips, Edgar Dougherty, Frederick Dennis, Gordon MacArthur.—P.

**WOUNDED ISLANDER.**— A second letter dated December the fifteenth ult., from Mr. George Currie, who was wounded in the recent fighting in France, to his mother, Mrs. Allan Currie, of Georgetown, states that he is now in the hospital at Folkesone, England, and expects to remain there till spring. Mr. Currie describes conditions in the trenches as something terrible owing to the wet weather, the men being obliged to wear hip rubber boots continually in order to keep dry, while the place was also overrun with large fierce rats which had waxed fat from feeding on the dead bodies. Mr. Currie speaks in glowing terms of the hospital arrangements at Folkestone everything possible being done for the comfort of the wounded soldiers, and care taken to make their stay there as pleasant as possible.—&.


**"SALADA"** B 172
**Always Delicious—Never Varies**
**Sealed Packets Only. Refuse Substitutes.**


**SUCCESSFUL CONCERT.** — A very successful concert and Christmas tree was held in the Methodist Church at Sturgeon on Monday night Dec. 27th, 1915 in connection with the Sunday school there. The various parts of the programme were well and faithfully rendered by all those who had helped in the training of them. Much credit however is due to Miss Elsie Westaway for her untiring efforts in making the concert a success. The Christmas tree was one of the best that the writer has seen and was loaded down with gifts. Just at the opportune moment Santa Claus made his appearance, and almost all in the crowded audience received some token of remembrance. The audience maintained good order and discipline to the end and is to be commented upon because of the excitement which prevailed while Santa was disposing of his goods. A vote of thanks was passed to all who in any way had contributed to the success of the evening. The Sunday School and trustees of the church heartily unite in their best thanks to Mr. and Mrs. Jonathan Llewellyn for the use of their organ in the emergency which had been occasioned by the break down of the church organ. All went to their homes feeling that a profitable evening had been spent.




# What Did Little Mary Buy?

**1916 Ford Touring Car**
**FIRST PRIZE**
**For the Best Reply**
***$1000.00***
**In other Fine Prizes Also Given**

JOHN BROWN owns a prosperous grocery store in a thriving Canadian town. He is a live merchant and attributes much of his success to his novel methods of creating interest in his store.

Recently, he took several lines of his regular goods, put them under cover in boxes and barrels, and wrote the name of each article on the outside. Only he mixed up the letters in each name so that instead of spelling the right name of the article, it spelled something different altogether. For instance box 9 contains Raisins, but Mr. Brown jumbled the letters in the words Raisins until they read "Si Rains." Then he rubbed the word apples off the apple barrel, and jumbled the letters in that name until they read "Pies Pa," as you see on barrel 11.

Fourteen lines of goods in Mr. Brown's store were displayed this way, and a prize was given to any customer who could place an order for all fourteen and tell the number of the box each was in. Little Mary went to Brown's store to make her purchases, guessed all the names correctly and won the prize. Can you do as well?

Two of the names are already given to you to start you right. What are the other twelve?

FIRST PRIZE
1916 Five Passenger Ford Touring Car. Value $530.00

SECOND PRIZE
Handsome, Sherlock-Manning Piano—Value $450.00.

4th PRIZE
Clare Bros. Famous High Oven Range

**CLEVER READERS OF THE GUARDIAN**

sending the best correct or nearest correct sets of answers can share in the distribution of

**Thousands of Dollars Worth of MAGNIFICENT PRIZES**

including this 1916 Ford Touring Car, $450.00 Upright Piano, $75.00 Columbia Grafonola, $50.00 Clare Bros. High Oven Range, 1916 Cleveland Bicycle, Genuine Singer Sewing Machine, $35.00 Kitchen Cabinet, Genuine Waltham Men's and Ladies' Watches, English Dinner and Tea Sets, Roger's Silverware, and a host of other grand prizes too numerous to mention here. Big Illustrated Prize List will be mailed to you direct.

**THIS CONTEST IS ABSOLUTELY FREE OF EXPENSE**

**If your answers gain 120 points you will win First Prize**

A FEW HINTS.—The goods mentioned under each of the fourteen numbers, are staple lines such as are to be found in every grocery store and in regular use in every home. No trade-mark names or products of any particular firm or manufacturer are given,—just the regular name of each product or article. A good plan is to write down the names of all the things usually found in a grocery store and use the list as your guide. Be careful, because Mr. Brown was clever, and sometimes he made two or three words, and even more out of a name.

The judges will award the prizes in this contest, according to the points gained by each entry, and we will fully advise you of the method, when your answer is received. For instance, 60 points can be gained by sending a correct answer to each of the twelve names you can guess, there are ten points given for general neatness, ten for style, spelling, punctuation, etc., and when you qualify, 40 points additional can be gained. Take lots of time to puzzle out your answer, be neat and careful, and you can win a good prize.

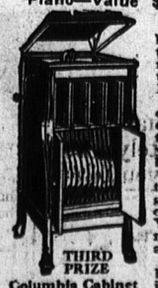
**THE OBJECT OF THE CONTEST.**—Every loyal Canadian will approve of the object of this great contest. Frankly, it is to advertise and introduce EVERYWOMAN'S WORLD, Canada's greatest magazine, to hundreds of new homes, which should know that a magazine of such excellence and real worth is being published right here in Canada by Canadians for Canadians. You can help us to do this, when you enter the contest, but you do not have to be a subscriber nor are you asked or expected to take the magazine or spend a single penny in order to compete and win the touring car or one of the other magnificent prizes.

EVERYWOMAN'S WORLD is now the established favorite in more than 80,000 of Canada's best homes. Though that is the greatest circulation ever attained by any Canadian magazine, it doesn't satisfy us. Our motto is "Everywoman's World in Everywoman's Home." Hundreds of Canadian homes which may not know it now, will welcome this handsome, interesting, up-to-the-minute magazine, and once it is introduced they will want it every month.

If, therefore, when your answers are received, we find them to have gained sufficient points to merit standing for the judging and awarding of prizes, we will write and tell you so, and send without cost, a sample copy of the latest issue of this greatest of Canada's magazines. Then, in order to qualify your entry, we will ask you to do us the small favor of introducing it to three or four friends and neighbors. We will even send you sample copies to leave with each of your friends, if you will tell us they would like to have them. State your willingness to accord this favor when you submit your answers. The company agrees to pay you in cash, or reward you with a handsome gift for your trouble, entirely in addition to any prize your answers may win in the contest.

**Follow These Simple Rules Governing Entry to the Contest**

1. Write your answers on one side of the paper only, and put your name (stating Mr., Mrs. or Miss) and address on the upper right hand corner. Anything other than the answers and your name and address, must be on a separate sheet.
2. All letters must be fully prepaid in postage. Do not forget to. war tax stamp.
3. Members and employees of Continental Publishing Co., Limited, and of EVERYWOMAN'S WORLD, also their relations and friends are not allowed to compete.
4. Boys or girls under fourteen years of age are not allowed to compete.
5. Contestants will be permitted to submit as many as three sets of answers to the puzzle, but only one set can be awarded a prize.
6. Different members of a family may compete, but only one prize will be awarded in any one family or household.
7. Judging will be done by three Toronto gentlemen, having no connection whatever with this firm. Prizes will be awarded according to the number of points gained on each entry; 120 points, which is the maximum, will take first prize. Points will be awarded for each correct answer, also neatness, hand writing, punctuation, and fulfilling the conditions of the contest. Prizes will be awarded 31st day of March, 1916.
8. Each competitor will be required to show the copy of EVERYWOMAN'S WORLD, which will be sent without charge, to three or four friends or neighbours who will want to subscribe. For this service the company agrees to reward you with a cash payment or a handsome gift. Such rewards to be entirely in addition to any prize your answers may win.
9. This contest is absolutely free of expense. Contestants are not required to be subscribers or readers of EVERYWOMAN'S WORLD, nor are they asked to subscribe or buy anything. In awarding the prizes, the judges will have no knowledge of whether the entry comes from a subscriber or not.



THIRD PRIZE
Columbia Cabinet Grafonola

SIXTH PRIZE
1916 Model Cleveland Bicycle

FIFTH PRIZE
Famous Singer Sewing Machine

SEVENTH PRIZE
Magnificent Ideal Kitchen Cabinet

Address your replies to the CONTEST EDITOR, EVERYWOMAN'S WORLD

**Continental Publishing Co., Limited, 24 Continental Bldg., Toronto, Ont.**