

JANUARY CLEARANCE

Sale Closes Tuesday January 24

Profit NOW by the special prices offered in all departments.

Ladies' Winter COATS — HALF PRICE

Get a Smart DRESS — One third off

Get a Swell Overcoat at One third off

SILVERTONES
MONTAGNACS

\$75.00 for \$50.00
\$60.00 for \$40.00
\$50.00 for \$33.33

January Sale Overcoats \$22.50

Including smart well made Coats worth up to \$30.00. Get yours NOW.

Sale of "Niggerhead" Coats for \$17.00. Worth to \$25.00.

Moore & McLeod Limited

NORTH RIVER W. L.

The regular meeting of the North River Women's Institute was held at the home of Mrs. Gordon Thomson on Wednesday evening, Jan. 18th. The President, Miss Leah MacKinley presided. The meeting

opened by singing O Canada. Roll call was responded to by eleven members, with a nursery rhyme. Minutes of last meeting were read and approved. School committee reported that new blinds were needed for E. Wiltshire School and Mrs. Thomson was appointed to purchase same. Sick Committee reported no sick in district. Miss Helen Nantes was appointed on Program Committee for February meeting, the School and Sick Committees remaining the same. A P. E. I. contest put on by the young people, provided amusement for all.

A program consisting of music by Miss Mary Doyle, a humorous reading entitled "Jemima's Courtship," by Bert Ladner and a Sing Song, was enjoyed.

Mrs. W. MacKinley kindly invited the members to her home for next meeting, Feb. 1st, when roll call will be answered by a Valentine verse. Lunch committee, Mrs. Spurgeon Warren, Mrs. John MacKinnon, Mrs. Fulton Sanderson, Miss Leah MacKinley. Meeting adjourned and a delicious lunch was served by the ladies in charge.

10 Day Special FOR NEW STORE JANUARY 21-31

- Molasses, per gal. 45c
- Pearl Soap 10 cakes 30c
- Sugar, 10 lbs. 48c
- Corn Flakes, 3 pkgs. 25c
- Chips, small 3 for 25c
- Lux, small 3 for 25c
- Soda Biscuit, 2 lb. pkgs. 25c
- Castle Soap, 3 bars 25c
- Fancy Toilet Soap, 10 cakes 50c
- Matches, large 3 boxes 25c
- Tomato Soup, any kind 3 cans 25c
- Cocoa, bulk 2 lbs. 18c
- White Beans, 10 lbs. 22c
- Very Best Pekoe Tea 4 lbs. 98c
- 3 Cakes Palmolive Soap and 1 pkg. Super Suds .. 25c
- Clarke Beans 5 lb. oz. cans for 25c
- Raisins, bulk 2 lb. 23c
- Cranberries, 3 lbs. 25c
- Prunes 25c
- Island Cheese, per lb. 15c
- Clams, per can 10c
- Orange Pekoe, 1 lb. pkg. 35c
- Many Bargains in other lines.

Jos. & Albert Kays

Cor. Richmond & Pownall Sts. Phone 1383

JOSEPH KAYS Phone 1259 327 Fitzroy St.

ALBERT KAYS Phone 289, 19 Weymouth St. Opposite Railway Station

OPENING

Our New Store at Vernon Bridge January 19th. We solicit a fair share of your patronage.

See our prices on Groceries, Flour, Feeds and Coal. Our motto, Quality, Economy and Service.

Cummiskey & McKenna

VERNON, P. E. I. 1-20-21.

SUMMERSIDE GUARDIAN and Prince County Chronicle

This column is reserved for news of local interest but advertising of a new nature may be inserted at 2 cents a word strictly payable in advance.

FLU CASES DECREASING

The epidemic of flu which has been rather bad in Summerside is showing signs of improvement. There have been as many as 180 school children at home at one time, but they are returning and it is hoped all will be back in the near future.—S

SINCLAIR AND STEWARTS

A friendly game of hockey took place recently between members of Sinclair and Stewart's staff and members from the staff of the Summerside Banks. The store boys had control of the game from the start, although Molsae threatened Sinclair's goalie on several occasions; Sinclair's defence line was impenetrable. Another game between these two teams will be played in the near future. The line-up was as follows: Sinclair and Stewart's, Goal, Reg. Muttart, Defence, K. Muttart, B. Smallman; forwards, Percy Wedge, Charles McInnis, Scotchy Cameron, Reggie Arsenault, Bankers, Goal, Art Rogers; defence, McDonald, Cameron; forwards, Bishop, B. McIsaac, Cerette.—S

SUMMERSIDE PRESBYTERIAN CHURCH MEETING

The annual congregational meeting of the Summerside Presbyterian Church was held in the Church Hall on Wednesday evening, Jan. 18th, with Rev. C. J. St. Clair, Pastor presiding. All the various church organizations presented splendid reports. The Missionary Committee, the Women's Missionary Society, the Ladies' Aid, and the Girls' Club, are especially to be congratulated on their splendid showings for 1932. The Sunday School report also showed the growth of that branch of Church work, both in numbers and enthusiasm. The various social groups, such as the Burning Bush Club for young girls, the Tunis group for boys, and the Young People's Club for young men and women, are all functioning very successfully and attracting large attendances to their regular meetings. Every branch of the Church's activities shows a fine healthy condition. Naturally, under present business conditions, the financial returns were not quite up to the high mark set in the past few years, but a spirit of optimism is very apparent, and the congregation looks forward with confidence to the coming year. A resolution of thanks and appreciation to Rev. Mr. St. Clair and Mrs. St. Clair for their services during the year just closed was passed unanimously. The three retiring managers, Messrs. Donald Baker, Alfred E. MacLean and R. S. P. Jardine, were re-elected for another three year term. Mr. Ernest Walker was elected a trustee to take the place of the late T. D. Ramsay.—S

PERSONALS

Many friends will regret to hear of the serious illness of Mrs. Peter Gorman, Kensington.—K

Rev. R. F. McDonald, Indian River, returned Thursday after attending the funeral of the late Rev. J. B. McIntyre, Tracadie.

The Guardian learns with regret that the condition of Mrs. S. M. Hicks of Summerside, shows no improvement.—S

Among those returning to Prince of Wales College on Friday was Miss Helen McNeill, daughter of Mrs. Leonard M. McNeill of Summerside.—S

Senator Creelman McArthur was a passenger on the express from Summerside to Charlottetown on Friday morning to visit his daughter, Mrs. Benj. Rogers Jr.—S

C. W. L. MEETING

The monthly meeting of the C. W. L. at Indian River was held on Jan. 15th with a good attendance. Since its organization in October this branch of the C. W. L. has been very active holding card parties each week, the proceeds of which were donated to parish work. The needy families of the parish were provided with necessities such as fuel and clothing. The various committees gave their reports and the meeting adjourned.—K

CARD PARTIES

A card party under the auspices of the C. W. L. at Indian River was held at the home of Mr. and Mrs. Robert Glover, Spring Valley, on Monday night, Jan. 9th. Although the attendance was not as large as usual owing to the inclemency of the weather those who braved the storm to attend were rewarded as this was one of the most enjoyable parties of the season. Ten tables of auction forty-fives were in play and the prize winners were Mrs. Thomas Harrington and Mr. Chester Champlain. Refreshments and dancing completed the programme. On Thursday night, Jan. 19th, Mr. and Mrs. Leslie Ramsay, Indian River, were host and hostess to a large number playing auction forty-fives. The first prize winners were Miss Helen Gillis and Mr. Albert MacLellan, the consolation prize was awarded to Mr. James Pendergast. Lunch was served followed by dancing which was heartily enjoyed by all present. The dance music was very exhilarating.—K

Value of Press Publicity Stressed In Tourist Trade

With daily reports of vast sums being expended by firms of international renown on advertising, the smaller advertiser is asking himself the question "Why?" The answer lies in the slogan "It pays to advertise." This is equally true whether applied to a small rural store, a province or a nation wide movement. Never before has business been the subject of such keen competition in the matter of price and product and never before has the buying public been so alert with the spending of a dollar.

Much good might be done in the way of advertising our province abroad if Island papers were sent regularly to friends or relatives who pass them along to an unbelievable extent. The summer hotels and boarding houses have a splendid mailing list in their record of guests of former years.

The Tourist Association is designed to support every effort to increase the population of the Island by the influx of summer visitors and follow up all enquiries which may result from such publicity, with folders and such details as may be required.

More advertising means more people reading about and becoming interested in our province. More people coming here means more business which is profitable for everybody from newsboy to banker and from garage owner to farmer.

BOWLING CHALLENGE

We the "New Timers" bowling team do hereby challenge the "Old Timers" to a series of 5-games for a goose supper. All games to be rolled on the Holy Name Club A-lys.

"New Timers"

Gorden Essery, Ned McMillan, Ivan McCabe, Phil McQuaid, Ernie Robin.

BILLIARD TOURNAMENT

Frank Doucette, Sommi Gallant, Dick Purcell, Al Steele, Vernon Oatway, Carl McKenna, Leddy Doyle, Ernie Robin.

To start Monday night, January 23, 33. These players and all others wishing to take part drop into Holy Name Club for information not later than Friday.

EASTERN GUARDIAN

This column is reserved for news of local interest but advertising of a new nature may be inserted at 2 cents a word strictly payable in advance.

SUBSCRIPTIONS to The Charlottetown Guardian may be handed to their Rep. Archie Hume, or left at H. J. Mabon's Drug Store, Montague. 12-13-diff.

NEW BIRD SEEN

A peculiar species of the small bird family was seen by the writer on Thursday. It was about the size of a sparrow, dark brown in color with a dark red collar running into a light blue. The beak was long and slender and slightly hooked. It would be interesting to know the name of this bird as it appears to be rather an uncommon one in these parts. It was quite unafraid.—H

ISLANDER DEAD

Mr. Charles Vickerson, of Montague, received a telegram this week with the sad news of the death of his brother Amby, which took place in Florida. He will be buried at Milton, Mass., on Saturday, January 21st. The deceased was formerly of Vernon River and was a son of the late George O. Vickerson. — (Patriot please copy).

HELPING HOSPITAL

The second card party in aid of the new Kings County Hospital was held in Carruthers' Dance Hall on Wednesday evening, under the auspices of Women's Auxiliary of the Hospital. Seven tables were in play. The Bridge prize was won by Miss Maude Hynes and the auction prize went to Mr. J. MacGregor. Refreshments were served at the close of the play.—H

A BEAR STORY

A report that a bear was prowling around in the neighborhood of George MacDonald's farm at Brudenell, caused a great deal of excitement among the big game hunters at Montague. No sooner did the report reach the town than a contingent left for the field of combat armed with clubs, shot guns and 303 rifles. In their eyes was the lust to kill. When the army arrived at the MacDonald farm the O. C. gave the command to advance on the woods in extended order. This was done and the woods scoured but no bear. After a brief consultation it was decided that the tracks seen in the snow must have been that of a raccoon.—H

MOUNT HOPE COMRADES

A Junior Red Cross meeting of the Mount Hope Comrades was held in the school Dec. 13. Meeting opened with the president in the chair. Owing to absence of secretary, minutes of last meeting were not read. Seventeen members answered roll call with "What Santa brought me." Treasurer's report was then read and adopted, also circulation manager reported that magazines were received and sold. President then read news letter in which Miss MacLean told about Xmas gifts received at the office. Convener of Health and Cleanliness committee then gave report, he also gave a short health talk. It was moved and seconded that Allen MacLeod be on that committee for another week. Convener of Portfolio committee reported that one essay, three cut-out pictures and one drawing was put on portfolio. Roll call for next meeting is to be answered by "What I would name a Lake." It was arranged that there be a debate next meeting. "Resolved that sheep pay better on the farm than hogs." The following programme was then carried out. Mouth organ solo by Harold Dockendorff; song by seven boys, step dancing by two boys, mouth organ solo by Weston MacLeod. Meeting closed by singing National Anthem.

(Patriot Please Copy)

PERSONALS

The many young friends of Arthur Carruthers, Montague, sympathize with him in his illness and hope for his speedy recovery.—H

PERSONALS

Friends of Mr. Louis Burke are glad to see that he and his son Arthur, are able to be about again, after their recent attack of the flu.—H

BRACE'S SAVING SALE FOR 10 DAYS ONLY

FREE Cup and Saucer with 1-lb. Baking Powder, the 3 for 35c

Fresh Sausages wrapped, 2 lbs 25c

BEANS, WHITE 29c handpicked, 10 lbs.

ROLLED OATS 38c 10 lbs. for

Baked Beans, 16oz. cans, extra special 5c

DATES, bulk, the best yet, 2 lbs. for 19c

CARROTS, 10 lbs. for 19c

BEETS, 10 lbs. for 19c

TURNIPS, 10 lbs. for 10c

JAM Black Currant, Strawberry Raspberry, Cherry & Apple, 4 lb. tin for 45c

Black Beauty Indian Pekoe Tea per lb. ... 25c

TOILET PAPER per roll 5c

6 Rolls For 25c

10 SOAP SURPRISE Cakes for 43c

PURE LARD, per lb. 11c

2 lbs. for 21c

20 lbs. pail . . . \$2.25

THESE PRICES ARE VERY LOW

Clean Currants, 2 packages for 25c

Seedless Raisins, per lb. 15c

Maxwell House Coffe, per tin 26c

Special Blend Coffee, per lb. 35c

3 lbs for \$1.00

CRANBERRIES handpicked 3 lbs. 25c

CODFISH Sundried, per lb. 8c

Skinless, " 10c

Boneless, " 13c

HERRING Nova Scotia, doz. 40c

Labrador, doz. 45c

Telephone Your Order. We Deliver Promptly BRACE, McKAY & CO., LTD. 3 Phones—Office 161, Grocery 162, Hardware 163.

SOURIS

The old-time fiddlers and dancing contest held in Souris on Tuesday night, Jan. 17th, was a decided success. Five Cheveries and one McDonald, at intervals of five minutes each, gave an exhibition of fiddling that would be hard to equal. It was delightful to see the faces of the older ones in the audience, who seemed to revel again in the happy days of youth, when the jig and old fashioned reel found tireless feet to dance the hours away. The step dancing was of a high order and brought forth rounds of applause as each contestant strove to win the favour of the three judges. Special mention must be made of Mr. Jos. (Theo.) Gallant, of St. Charles, whose step-dancing was a real classic. Mr. Angus Campbell, of Red Point, although eighty-five years of age, gave an example to the younger ones in the art of old time dancing that would be hard for them to copy. The male quintette by Dr. A. A. McDonald, J. E. Moynagh, the Messrs. Wilfred and Walter Cheverie, and William J. Paquet was a splendid

contribution to the evening's programme. Mr. Walter Cheverie's solo was well received. The Messrs. J. E. Moynagh and Wm. J. Paquet gave a splendid account of themselves in the duet "Laird and Watch." Mr. Angus Smith's Gaelic song brought forth rounds of applause. Mr. Geo. Perry, in the role of Charlie Chaplin, brought down the house with his clever dancing. The little nine year old Cecelia Smith's dancing was splendid and promises well for the future. The Messrs. Geo. Cheverie, Marcus Mooney, Ivan Cheverie and Marshall Condon were a scream in their colored sketch. Mr. Cyril Gallant's mouth organ selection was a real delight. Mr. Gallant had to respond to a well merited encore. Mr. Neil Cheverie, although barred from the contest on account of his having won the Provincial Championship some years ago, gave a special exhibition of old time fiddling. The orchestra, under the direction of Mr. L. L. Cheverie, was much appreciated. Winners of Fiddlers' Contest: 1st prize, Edward Cheverie; 2nd, Walter Cheverie; 3rd, equally merited by P. D. McDonald and Jos. E. Cheverie.

Dancing Contest—1st prize, Joseph Longaphie; 2nd prize, Kenneth Kelly; 3rd prize, Joseph Sweeney. A special prize to men over fifty years of age was won by Joseph (Theo.) Gallant. Peter McLellan acted as chairman in his usual capable manner. Much credit must be given the Entertainment Committee of Catholic Women's League in providing the evening's entertainment. A large sum was realized, all of which is for charitable purposes.—J.

Annual Meeting Of Zion Church

The annual meeting of the congregation of Zion Presbyterian Church was held in the school room of the Church Thursday evening, The Pastor, the Rev. G. Carlyle Webster, opened the meeting by Prayer and by request, presided. Reports from all the congregational organizations were read, received and approved. The meeting being exceptionally large every moment of the evening was taken up with interesting discussions. The reports showed that every activity of Zion Church was in a live and healthy condition. Gains for the past year were general. Though the prevailing depression affected the finances, yet all claims were met promptly in full. While other Societies within the church are doing excellent work particular mention may be made of the Sunday School. The average attendance for 1932 was 208, being the best since 1924, which was 228 and which appears from the records at hand to have been the banner year for Zion Church Sunday School. So satisfactory was the work done generally that several votes of appreciation were passed and recorded in the minutes. The appreciation of the Pastor's good services was shown by an enthusiastic standing vote to which he fittingly replied. The following were elected as Trustees for the coming year: Messrs F. Currie, Geo. W. McLeod, John Anderson, H. Jewell, Frank Roper, L. B. French and John C. Cook. The usual estimates were passed. By unanimous vote the meeting was adjourned to be reconvened at a date to be named by the chairman of the Board of Trustees when recommendations will be submitted by the Board to better meet the financial requirements of the Church and to deal also with matters that have arisen from the will of the late Miss Charlotte Dower so soon as litigation re the same has concluded.

Going to the Mainland?

Why rise early and rush for the train? Come to Borden the night before, make sure of the Boal enjoy a comfortable night's sleep. Winter Rate—Supper and Breakfast \$2.00. ABEGWEIT HOTEL Borden Stanley S. Murray, Prop. Steam Heated—Hot and Cold Water in every room. Rooms with Bath slightly higher.

BRINGING UP FATHER



By George McManus