



Smart Serge Suits

Blue or Grey
\$27.50 and \$30.00

By Express there have come in a lot of suits in the two most popular fabrics of all. There's no doubt about it—more of all us men are wearing blue serge—and perhaps grey serge—than any other material. Two wonderfully fine lines:—

In Blue In Grey

Made up of high quality English Botany Serge, which will not easily "shine."

Regular three button model single breasted, trim, smooth fitting collar, notch lapels.

All wool Grey Botany Serge Suits, an unusually good suit for business wear. Three button model, single breasted, good style, good fitting, well tailored and very durable.

New "Biltmore" Hats \$5.

If your fall hat has gone through the winter you'll really be needing a nice one now—to finish out. This handsome "BILT-MORE" line offers you a splendid hat at a moderate price. Light Grey, Mid Grey, Dark Grey, Fawn and Sand.

A handsome high value hat at \$5.

"Pagoda" Fugi Silks in fifteen colorings \$1.25

This "FUGI" silk is one of the most attractive and popular of the Japanese weaves. The Pagoda brand is its perfect evidence of excellence, and shown on every two yards of the selvage.

It's a wonderful wearer as well as an extremely handsome silk, shown here in

Black, White, Cream, Leghorn, Flesh Pink, Coral, Sand, Mokado, Laquer, Jade, Lavendar, Mayflower, Powder Blue, Sunset and Navy.

1.50 Per Yd.

The new and very popular stripes in FUGI are also shown in a good range, at per yard \$1.50

We shall be very pleased to mail you samples on application.

MOORE & McLEOD LIMITED

ELDON SCHOOL

Honor Roll for January.
Grade V—1 Mary Ross, 2 Muriel Martin.
Grade VIII—1 Sam Frizzell, 2 Marion Martin, 3 Katherine Buchanan.
Grade V—1 Tod MacWilliams, 2 Austin Larrabee, 3 Florence MacDonaid.
Grade III—1 Florence MacWilliams, 2 Eleanor Ross, 3 Ross MacPherson.
Grade II—1 Margaret MacCol, 2 Minnie MacMillan, 3 Johnnie MacWilliams.

Grade I—1 Malcolm Reeves, 2 Cassie MacPherson, 3 Marion MacPherson.
Perfect Attendance—Mary Ross, Muriel Martin, Marion Martin, David Ross, Sam Martin, John Ross, Jack Larrabee, Eleanor Ross, Jack Gillis.
Jet Used Ages Ago

Jet has been used for ceremonial purposes since prehistoric times. According to Pliny, the name is derived from a river or town in Lycia called Gazae, hence the term "gazes," which has been gradually

shortened to "Jet." Buttons, rings, amulets and other jet ornaments have been found in barrows of the bronze age in England. Jet seems to have been formed by the metamorphosis of wood. Minute examination discloses woody structure, and the general structure of coniferous wood. When rubbed it acquires a static charge and draws particles toward it; from this property it has probably acquired the name "black amber." It ignites readily. The value of the total annual world production of jet is estimated at only \$20,000.

THE WESTERN GUARDIAN

*SHOP from Holman's Catalog. —FOR LATE WESTERN NEWS page 3 is available.

—ROBIN HOOD FLOUR, Wholesale and Retail, Holman's, Summerside. 751-1-61t.

—A GRAND MASQUERADE dance will be held in the Strand Theatre, Kensington, Tuesday night Feb. 17th. Prizes for best costume. Flahaven's orchestra in attendance. Good floor, good music. Everybody welcome. Admission 50 and 25 cents. 4232-16-11

—WHIST PARTY—The weekly whist in the Strand Theatre, Kensington, on Wednesday night was as enjoyable as any yet held. The ladies' prize was won by Mrs. James Pendergast and the gent's by Mr. Percy Driscoll. The previous week the winners were Mrs. Jas. Pendergast and Dr. E. G. Gillis. Two weeks previous, Mrs. Farnell McMahon and Mr. P. Driscoll were successful, while on the night anterior to that Mrs. A. L. Connick and Mr. James Murphy were the captors. The next event will be a masquerade on Tuesday night, February 17th. Special music for the occasion. Y.

—SCHOOL DEBATE—The debating ability of the pupils of Kensington High School is surely developing. In one of the recent events of this accomplished art the question discussed was—Resolved that Capital Punishment Should be Abolished. The speakers supporting the affirmative were James Millman, Ruby Rogers, Bertha Thompson and Arthur Ready, while the negative side was patiently championed by Wilma Toombs, Orville Darrach, Anna Sheen, and Daniel Gorman, Judge, Principal L. T. Lowther. Each side scored an even number of points—10. The arguments advanced by the speakers showed evidence of deep study and careful thought, with convincing proof of careful arrangement of arguments presented. The opposing speakers advanced their propositions in truly oratorical method and showed unmistakable knowledge of rhetorical finish. Rebuttal arguments by the leaders, James Millman and Wilma Toombs, tested the originality of the speakers, and displayed debating ability that yet will develop into comprehensive proportions. This species of experimental instruction is worthy of the highest commendation and must show in the prosecution of study and in the formation of character. This pursuit of knowledge assuredly augments the store already accumulated and the experience of presenting this knowledge in friendly discussion must develop educative faculties, thus strengthening the mind in a twofold capacity. Thus practical use is made of knowledge both contained in the course, and extraneously acquired and imprints it upon the mind in an indelible manner. How would a friendly debating contest between two adjacent schools, or even among a larger number contiguous to Kensington centre be received by promoters of educational progress? The idea is worthy of reflection and all know that the teachers in the Districts included are well able to develop the suggestion.—Y.

—FOX SHIPMENT—Mr. George R. Bowness, Kensington, has returned from a business trip to the New England States. Departing for there he took with him four pair Silver Black Foxes that are beautiful specimens of this strain of the Fox Family. These beauties caused no small sensation in Leominster, Mass., as they were the first individuals of the silver fox that these people had seen; in fact some had never even heard of such a branch of the fox family. The beauties were keenly admired by appreciative and interested parties, and no better advertising agency of the industry could be established than the display of such fine specimens as Mr. Bowness was able to display. Mr. Bowness has no hesitation in affirming that fox men do not sufficiently advertise their stock; if they would make more use of such widely read publications as the Charlottetown Guardian, they would be sure to have their stock adequately displayed to unlimited possible demand and would attract to our fair Province such visitors and business men as might not otherwise come. The United States Press would do well to induce a share of publicity along these lines. Y.

The man who does nothing does somebody.

Luck and industry are closely related.

Minard's Liniment for Colds.

OUR SERVICE

to the eyeglass wearing public is as efficient as knowledge and equipment can produce. Our methods of examining the eyesight are thorough and painstaking.

We fit no glasses to diseased eyes or eyes that are in need of medical attention. Such cases are always referred to Medical Specialists. Our reputation is your safeguard.

I have recently equipped my office with "The DeZeez Diagnostic Unit." This instrument is absolutely the very latest on the market for "Eye Examination."

H. J. MABON
Optometrist and Prescriber
Druggist
MONTAQUE, P. E. I.
Office connected with Drug Store.

—LONG RIVER NOTES — The Long River Rink was carried on very successful until Saturday night, Feb. 7, on account of the banks of snow on the sides of the rink it sank the ice and the water came up on the rink and it made it so that no skating could be done. It is hoped that it will be started again in the near future.—Messrs. David Johnstone, Walter Bernard and Elwood Campbell spent the week-end in the city attending the hockey match between Crystals and Afbies.—Mrs. Geo. Cousins and daughter, Anna, spent the week-end in Burlington guests of Mrs. Alex Cousins.—Mr. Geo. Cousins was a visitor to the city.—Mr. David Johnstone took a flying trip to the Graham's Road.—Misses Mattie and Hazel Paynter spent the week-end in the Baile, the guests of Mrs. Johnson Bernard.—Mr. William Marks is busy hauling lumber for his new house which he is intending to build in the spring.—Mr. Marks while on the river with a load of lumber had the misfortune of getting his horse in a spring-hole. But the neighbours were able to rescue the horse, in a very short time.—Mr. Graffon Campbell was a recent visitor to Campbellton, guest of Mrs. Wallace MacKay.—Mr. Murtlock MacLeod is busy hauling his summer's ice from the Long River Pond.—Mrs. Nelson MacLeod has returned home after attending the funeral of her sister Mrs. George E. Whitlock.

LEOPARD SKIN FORMS A NOVEL TRIM FOR THE EVENING FROCK



Leopard skin has been a smart fur for several seasons, but not until recently has it appeared as a trimming for the fragile evening frock. The gown above is of chiffon in a deep orange tint. It is made straight, with a flounce at the bottom and a winged panel at one side. The feature is seen in the narrow banding of leopard which outlines the neck and flounce. It blends beautifully with the vivid orange chiffon.

Horsemen Plan For Busy Season In The East

FREDERICTON, N. B., Feb. 15.—Maine and New Brunswick Harness Club wound up their business for the season 1924 and considered applications for membership in the circuit for the 1925 season.

The following officers were elected: President, F. O. Creighton, Woodstock; First Vice-President, W. H. Hooper, Fredericton; 2nd Vice-Pres., J. A. Dewitt, Presque Isle, Maine; Secretary-Treasurer, M. D. McKay, Houlton, Maine; Executive, W. H. Keys, St. Stephen; L. B. C. Phair, Fredericton; Lee Irvine, Houlton, Me.; J. H. Dewitt, Presque Isle; J. Gallagher, Woodstock; P. A. Bellevue, Moncton; E. E. Rice, St. John; J. W. Hall, Edmundston; Edgar Ross, Caribou.

The following tentative schedule of racing dates was agreed upon: July 3 and 4, Houlton; July 4, Caribou; week of July 5, Woodstock; week of July 12, St. Stephen; week of July 19, Fredericton; week of July 26, St. John; week of August 2, Moncton; week of August 9, Edmundston; week of August 16, Caribou fair; week of August 23, Houlton fair; week of August 30, Presque Isle fair; and St. Stephen fair; week of September 6, Woodstock fair; week of September 13, Fredericton fair; week of September 20, Chatham fair; week of September 27, Charlottetown fair.

The visitors were entertained at a banquet by the Fredericton Driving and Sporting Club at which W.

Can a Chance Acquaintance Grow to Marriage in SIX DAYS
Come to the PRINCE EDWARD
Wednesday or Thursday for the Answer.

Progress and Prosperity

Progress and Prosperity are the keynotes of the Crown Life Annual Report for 1924. The gains in volume of business and in earnings are equally impressive:

	1923	1924
Policies in Force.....	\$42,175,180.00	\$50,611,214.00
Assets.....	5,472,666.94	6,311,302.57
Dividend Funds.....	568,021.27	696,596.93
Cash Income.....	1,689,758.12	1,999,081.26

A Company which evidences such sturdy and well-balanced growth, is a good company to carry your Life Insurance.

CROWN LIFE INSURANCE COMPANY

J. S. JENKINS, District Manager, Mount Albion, P. E. I., Phone R4-210.
J. E. PHILLIPS, General Agent, Summerside

CROWN LIFE HAS A RECORD YEAR

Annual Report Shows Biggest Volume of Business in Company's History

With a record year of production behind it, and the largest volume of business in the Company's history on its books, the Crown Life Insurance Company entered upon its 25th or Silver Jubilee Year today, the annual meeting being held at the Company's head office, 59 Yonge Street, Toronto, with President G. T. Somers in the chair.

The financial statement for the year 1924 was presented by Mr. H. R. Stephenson, General Manager. In referring to the steady progress made by the Company during recent years, President Somers said: "Although this year has been a period of uncertainty and stagnation in some lines of business, yet the figures of our annual statement show that there has been no halt nor hesitation in the growth of our company. The Crown Life goes 'marching on'—ever rapidly enlarging its field of usefulness and public service."

A comparative table to figures presented by the President show that the Crown Life policies in force had increased from \$21,338,339 in 1919 to \$50,611,214 in 1924, the assets from \$2,871,714 to \$6,311,302 and the cash income from \$880,260 to \$1,999,081 in the same period. The amount of new policies issued in 1924 was \$15,594,134, the largest production in the history of the company. The total amount of policies in force at the close of the year \$50,611,214 represents an increase of about 20% for the twelve months. The receipts for the year totalled \$1,999,081.26, of which premiums accounted for \$1,574,145.81, and interest, rents and profits \$424,935.45. The net cash income over and above all disbursements amounted to \$781,807.79.

The assets increased during the year from \$5,472,666.94 to \$6,311,302.57. The amount of bonds and debentures has remained practically constant, and stands at \$1,360,724.56. Owing to the excellent opportunities for securing high-grade mortgages on attractive terms, the company's investments have been largely in this class of security, and the total mortgages on real estate now amount to \$3,123,157.08. Although the trend of interest rates has been downward for the past year or two, the Crown Life reports a very satisfactory average rate of interest earned on its investments of 6.77%, without including the profit on sale of securities, which would increase the effective rate of interest to 7.79%.

H. Gocher, Secretary of the National Trotting Association of Hartford, Conn., was the principal speaker.

President Justin C. Rose of the 1924 organization was unable, because of public business engagements, to come here from Houlton, Maine, and Arthur R. Fairbanks, of Presque Isle, Me., who has been secretary-treasurer for several years, was prevented from coming to the circuit meeting because of undergoing a minor operation.

W. H. Gocher, of Hartford, Conn., secretary of the National Trotting Association, reached here this afternoon and was given a rousing reception by the assembled horsemen. Presque Isle, Caribou, Houlton, Woodstock, Edmundston, Fred-

Self satisfied, easily satisfied.
Bad luck and poor judgment are twins.
The thoughtful are always thankful.
A smile strikes in as well as out.
Adversity often comes as proverb.



WAITER: (who has just served customer with half a chicken) "Excuse me, sir, I think I remember you. Didn't you dine here months ago and mention that you were just leaving for a long trip?"
DINER: "I did; and on that occasion you served me with the other half of this chicken!"

The Passing Show.

erickton, St. Stephen, St. John, races and possibly claiming Moncton, Chatham and Charlottetown were all represented. Horsemen as they gathered were horsemen prefer the standard said to favor a continuance of class of mile heats racing, but specification of horses according to growing sentiment in favor of win-race records, rather than by three-heat play instead of the money winnings as proposed by fashioned three-in-five battles the Harness Horse Association at their killing effect upon camps their Chicago conclave. While dash ing horses.

A Sweet Breath at all times!



After eating or smoking Wrigley's freshens the mouth and sweetens the breath.

So easy to carry the little packet in your pocket! So important to have when the mouth needs cleansing and freshening!
Odors of dining or smoking quickly disappear—teeth are brightly burnished. Smiles just naturally come because nerves are soothed, throat is refreshed, the stomach relieved and digestion aided.

"after every meal"
WRIGLEY'S
Sealed Tight Kept Right
Different Flavors Same Wrigley Quality
Wrigley's is more than a sweet-liss positive benefit. Many doctors and dentists recommend it.