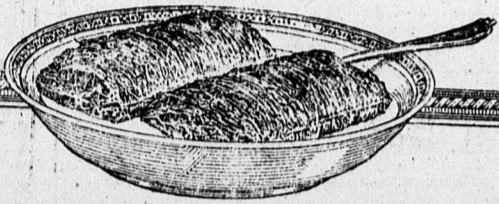


ASNAPPY SNACK FOR LUNCH

puts you on your toes mentally and physically, ready for the day's job. Try **Shredded Wheat Biscuit** in a bowl of "half and half". It does not clog the stomach. It leaves the mind alert and active and the body buoyant and responsive. For the thinker and the toiler, for youngsters and grown-ups, for any meal.

Delicious and nourishing with sliced bananas, baked apples, stewed prunes or other fruits. Ready-cooked. Ready-to-eat.

MADE IN CANADA

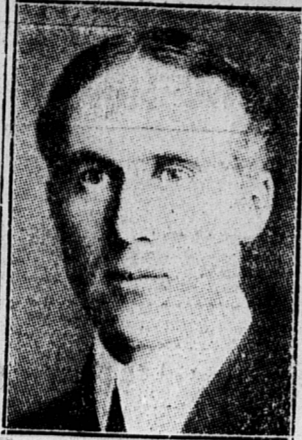


BRIDE AT BRILLIANT WEDDING ATTENDED BY FAMILY OF PRESIDENT



Mrs. Benjamin King

One of the most brilliant weddings ever held in Washington was that of Marjorie Brown, daughter of Cool, and Mrs. Edward T. Brown of Atlanta New York and Washington to Benjamin King, of New York. Miss Margaret Wilson was her cousin's maid of honor. The bride was given away by her father, a first cousin of President Wilson's first wife. At the ceremony were Mrs. Woodrow Wilson, Mr. and Mrs. Francis B. Sayre, and Mr. and Mrs. McAdoo.



G. M. Black recently elected a director of the Union Bank of Canada is prominent in Winnipeg financial circles. Mr. Black is a partner in the firm of Black & Armstrong, Financial and Insurance Agents, Winnipeg. He is a director of the Canadian Mortgage Association and of the Netherlands Financial Corporation. He is a past President of the Manitoba Board of Fire Insurance Underwriters and President of the Manitoba Investment Agency, Limited.

The Best Accident Insurance

The one adopted generally in Canada is the policy of keeping Zam-Buk always handy. Zam-Buk ensures quick relief in cuts, burns, scalds, colds, and all injuries and skin troubles. It promptly ends pain, irritation and inflammation; it purifies the tissues, prevents blood-poison and ulceration. Its ever-ready herbal character and powerful antiseptic properties make Zam-Buk the safest and best healer ever discovered. Mrs. Belle Grant, Beach Lake, N.S., says: "Cold got into my burnt hand, and I began to fear blood-poison. I hadn't used Zam-Buk long before it took all my pain away and healed my hand." Mr. Joseph H. Brown, of Delta, Ala., writes: "With the throbbing tooth last fall, many fine accident happened, cuts, bruises, frost bites, etc., for which we found nothing so good as Zam-Buk. There's never a moment when children, soldiers, winter sports, etc., are not at hand. It relieves all skin sores and injuries generally, and cures many of the most dangerous and distressing of all ailments. A little Zam-Buk goes a long way. It is a real life-saver. Free Trial Sample from Zam-Buk Co., 1400 Broadway, Toronto.



BAYER PHOTOGRAPHER

163 Great George St. Next Stanley Shaw and Pearsons

A. E. LYON

Photographs of all sizes, films to fit all size amateur cameras are received fresh every week. Moderate Prices. Personal attention to Amateur Photographs. Charlottetown, P. E. I.



Eye-Glasses From \$2.00 to \$10.00

From East Point to Cape Bear is a big territory, yet right across this space Parkman Supplies the Big Majority of Eye-Glasses

Parkman Supplies the Big Majority of Eye-Glasses. Simply because PARKMAN'S EYE-GLASSES are the FINEST PROCURABLE, and he is the ONLY GRADUATE OPTICIAN (attendance courses.) In Montague

Call and see for yourself his UP-TO-DATE OPTICAL PARLOURS. E. E. PARKMAN GRADUATE OPTICIAN Montague, P. E. I.

FRICITION IN FORD MOTOR COMPANY

DETROIT, Mich., Jan. 4.—Declaring he was not in full accord with some of the business policies contemplated by the company in the future, Frank L. Klitzensmith, having announced his resignation as vice-president and treasurer of the Ford Motor Company.

"This disagreement," said the normal announcement "has been present for the past and has finally culminated in the present severing of relations."

Mr. Klitzensmith did not indicate what his future plans were. He has been connected with the Ford Company for more than fifteen years, becoming vice-president five years ago.

Beyond confirming Mr. Klitzensmith's reasons for his resignation, Edsel B. Ford, president of the company, declined to make any statement regarding the disagreement. He also declined to discuss reports of further changes in the executive personnel of the company.

STOP CATARRH! OPEN YOUR NOSTRILS AND HEAL!

Ely's Cream Applied in Nostrils Relieves Head-Colds at Once.

If your nostrils are clogged and your head is stuffed and you can't breathe freely because of a cold or catarrh, just get a small bottle of Ely's Cream Balm at any drug store. Apply a little of this fragrant, antiseptic cream into your nostrils and let it penetrate through every air passage of your head, soothing and healing the inflamed, swollen mucous membrane and you get instant relief. Ah! how good it feels. Your nostrils are open, your head is clear, no more hawking, snuffing, blowing, no more headache, dryness or struggling for breath. Ely's Cream Balm is just what sufferers from head colds and catarrh need! It's a delight.

THE REXALL STORE Drugs and Medicines



are here put up with the most scrupulous care by experienced compounders. We handle none but the freshest and purest drugs and standard remedies, and only the best makes of perfumery, bathroom and toilet articles, dressing-table requisites, and all goods that you would expect to find in a first-class drugstore. Popular prices rule here.

H. J. BABON

Optometrist & Prescription Druggist Montague, P. E. I.

Live Hogs and Cattle Shipments

Parties in Charlottetown and vicinity wishing to ship HOGS or CATTLE CO-OPERATIVELY write or phone us before January 8th.

Canadian Farm Products Ltd.

Charlottetown P. E. Island

Farmers' Record AND Account Book GIVEN AWAY FREE

To new subscribers and old subscribers renewing their subscriptions before end of current year. Only limited number available and first comers will have the preference.

Contents

- UTO RECORD
- BANK, account with
- BANK COST ACCOUNT
- BREEDING, record of
- CALENDAR
- CASH RECEIVED
- CASH PAID OUT
- CATTLE, cost of
- CATTLE, sold
- CONCRETE PROPORTIONS
- CORN, cost of
- CORN, sold or fed
- COWY HERD, cost of
- EQUIPMENT ACCOUNT
- EXPENSE ACCOUNT, household
- FARM LABOR, record of
- GENERAL INFORMATION
- REPRODUCTION TABLE
- WHEAT, cost of
- WHEAT, sold or fed
- EGGS, cost of
- EGGS, sold
- CHEESE, cost of, and sold
- INDIVIDUALS, account with
- INSURANCE, BILLS and NOTES PAYABLE
- INVENTORY, general
- INVENTORY, residence
- LIVE STOCK INFORMATION
- MILK, BUTTER and CREAM ACCOUNTS
- MORTGAGES, BILLS and NOTES RECEIVABLE
- OATS, cost of
- OATS, sold or fed
- ORCHARD and FRUIT
- MISCELLANEOUS PRODUCE
- POULTRY, breeding record
- POULTRY and EGGS
- REMEDIES for FARM ANIMALS
- REMEDIES, HOUSEHOLD
- SEED TESTING
- SHEEP, cost of, and sold
- SILO RECORD
- TRACTOR RECORD
- WHEAT, cost of
- WHEAT, sold or fed

Send your renewal at once and ask for free copy of

Farmers' Record AND

Account Book

Charlottetown Guardian Subscription Dept.

New Store No. 38 Now Open at Windsor, Ont.

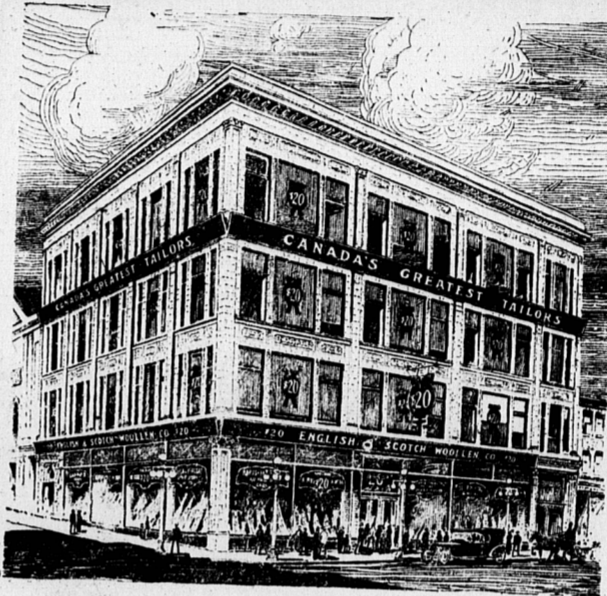
The Biggest Value in Popular Priced Tailored-to-Measure Suits and Overcoats in the British Empire.

This Is The Home Of The English & Scotch Woollen Co.

OF MONTREAL

Where Your Tailored-To-Measure

Clothes Are Made



This is the Montreal Tailoring plant, Head Office and bonded Woollen Warehouse of the English & Scotch Woollen Co. The Largest Exclusive Tailored-to-Measure Clothing Establishment in the British Empire, selling Tailored-to-Measure Suits and Overcoat direct to the consumer, concentrating upon standard quality at known standardized common-sense prices. Other tailoring plants are located at Quebec City, Sherbrooke and Toronto — in addition to 38 Quality Stores located at strategic points from Coast to Coast. If you do not live near one of our stores, write for samples and self-measuring blank.

"I had no idea you operated such an enormous establishment!"—so said a prominent citizen who visited our Montreal plant for the first time.

If our building were in the heart of the city, every Montrealer and stranger would know it for what it is—"The Home of the Largest Exclusive Tailored-to-Measure Clothing Establishment in the British Empire"—but if we had to pay the enormous uptown rent to show you this plant, we would not make such wonderful Tailored-to-Measure Clothes of known worth at our low common-sense Standardized Prices. So we prefer to keep our building where it is and save 50% to 100% in the cost of your clothes.

If you will visit one of our 38 Quality Tailor Shops you will realize that there is no place else to go for good clothes.

Suits and Overcoats Tailored-To-Your-Measure

\$20

English and Scotch Woollen Co. of Montreal

More Quality Less Money

NO CONNECTION WITH ANY OTHER CONCERN IN CANADA.

A VERY small proportion of the men of Canada can afford the prices many Tailors and "Ready-Made" stores charge for clothes nowadays even at their sale prices—No man can afford in justice to himself to buy inferior clothes with nothing more to recommend them than a low price.

English & Scotch Woollen Co. Tailored-to-Measure Garments cost enough to ensure the worthiness of the materials employed, and a thoroughness of workmanship that lends endurance and ensures satisfaction. Ours is practical tailoring on a large scale—we tailor for the masses at a very small margin above the actual expense of production, this in turn being computed at the lowest cost basis of any tailoring concern anywhere. Give us the pleasure of taking your measure today.

L. A. GAREAU, General Manager for Canada.

Ladies' Warm Winter Coats

Order your Winter Coats now—Tailored-to-your-Measure. Select the fabric of your choice—a designer for ladies' garments will take care of your order for a man-tailored coat. Ask to see fashion plates.

Trousers

We are showing exceptional values in odd trousers from special trouser lengths. Many of these clothes are shown in very limited quantities, and are exceptional values.

English & Scotch Woollen Co.

OF MONTREAL

158 Richmond St., Charlottetown, P.E. I.

The Big Montreal Tailors With the Big \$20 Price—Stores From Coast to Coast 38 QUALITY TAILOR SHOPS IN CANADA Head Office and Bonded Warehouse, 851 St. Catherine Street East, Montreal

Out-of-Town Men

Write for Free Samples, Fashion Plates, Self-Measure Form and Tape Lines. Address 851 St. Catherine St. East, Montreal