

Christmas

From us to you—and you. —and you. May this holiday season be a truly wonderful one!

The Greendal Co. Ltd.

LADIES' & MEN'S STORES



SPECIAL CHRISTMAS BROADCAST

You are cordially invited to listen to

"A Musical Christmas Card"

sung by a choir of sixty voices, composed entirely of Head Office employees of The Mutual Life Assurance Company of Canada at Waterloo, Ont.

This programme, designed to further the true spirit of Christmas, is being broadcast throughout Canada, and may be heard locally as follows:

December 24th at 3:00 p.m.

RADIO STATION CFCY

Charlottetown



HEAD OFFICE: WATERLOO, ONT.

THE EASTERN GUARDIAN

AGENTS—MONTAGUE: Harold F. Landry, Mrs. Byron Stewart, Mrs. Bruce MacPhee, Miss Joyce Wigginton, Miss Joan Johnston. AGENT GEORGETOWN: Waldon Lavers.

The Guardian may be bought at the following places in Montague: Blue Dome Restaurant, and Guardian Office; in Georgetown: The Post Office; in Souris: The Snack Bar and H. Richards & Son.

HOSPITAL DANCE, Beaver Hall, Montague. Don Messer's Orchestra, Wednesday, December 27th. Admission 50c.

THERE ARE gifts for everyone now on display at Mabon's Drug Store, Yardley, Tiffany, Adrienne, Max Factor, and all the leading toiletries are here for your selection, see our window displays.

MABON'S DRUG STORE at Montague are showing a wonderful display of Christmas goods, something for every member of the family and friends. See our window displays and then come in and inspect our stock. Ask for our calendar.

Miss Jean Beck, student nurse at the P.E.I. Hospital, is spending a few days in Montague, guest of Mr. and Mrs. Lyle Boehner.

CADBURY'S Chocolate Bars, etc., Christmas wrapped at Mabon's Drug Store, Montague. Ask for your calendar.

Miss Laura Higginbotham, student nurse at the P.E.I. Hospital, is visiting at the home of her parents, Mr. and Mrs. Harry Higginbotham, Montague, for a few days.

Miss Jean Grant, R. N., of Montreal arrived in Montague, where she will spend the Christmas holidays with her parents, Senator T. V. Grant and Mrs. Grant.

Miss Hazel Yeo, who is employed with Manufacturer's Life Insurance Co., Halifax, and Miss Ariene Yeo, who is employed with Famous Players, Halifax, arrived in Montague last night to spend the holiday season with their parents, Mr. and Mrs. B. H. Yeo.

AT MABON'S DRUG STORE, Montague, Christmas cards, cameras, Cutex and Revlon sets, perfumes and toilet waters, tobaccos, cigarettes, cigars, Christmas wrapped, Ronson lighters, Waterman's and Parker pen and pencil sets, brush and comb sets, shaving needs, Mairs chocolates one and two pound Christmas packages, Christmas candy bags, etc.

CHRISTMAS PARTY — A very enjoyable Christmas party was held Wednesday night at the home of Mayor W. H. Lane and Mrs. Lane in honour of Miss Eleanor Coffin, Morel, who is attending grade 11 at the Montague High School. The party was attended by a large number of Miss Coffin's friends, who spent a most pleasant evening with games and contests, concluding with a group sing-song. During the evening a delicious lunch was served by Mrs. Lane and Miss Coffin assisted by several young ladies. The pleasant atmosphere and friendliness brought forth by the beautifully decorated Christmas tree added greatly to the pleasure of the enjoyable social evening, which concluded with the singing of the carols of the Yuletide season.

SUNDAY, DEC. 24

10:30 P.M.

C. F. C. Y.

HEAR

Christmas Carols

Sung By Employees

of

CANADA PACKERS

Toronto

Led by a Choir selected from the Company's Operatic Society.

Premier Receives Copy of Old King's Co. Newspaper

A rare copy of a 79-year-old weekly newspaper, the "Eastern Advocate or King's County Gazette," published at Georgetown was received here this week by Premier J. Walter Jones from H. Keith MacDonald of Halifax, a great grandson of the editor. The date of the issue was Thursday, Sept. 28, 1871.

Publication of the Eastern Advocate was started Sept. 28, 1870 by John Ross, a Nova Scotian who was an active participant in the early journalistic history of Prince Edward Island. In 1850, he had started another paper called "Ross's Weekly" and later was connected with still another journal known as the "Tenant League" which was swept out of existence by fire in 1866. It was then that Ross decided to start the Eastern Advocate in Georgetown. He also published a small paper in Souris around about the same time.

After the Georgetown weekly went out of business, Ross moved to Charlottetown again and published the "North Star" which had a short existence. The North Star merged with "The Island Argus" published in Charlottetown by the late J. H. Fletcher of Orwell. In 1881, the Argus was merged into the "Examiner."

The copy of the Eastern Advocate sent to Premier Jones from Halifax is a four-page, standard size newspaper. However, it was printed seven columns to the page rather than the usual eight-column page used today. Several columns of front page contained advertisements, one column was devoted to poetry and the other three to a story entitled "Love and Dressmaking" similar to newspaper serial stories of the present time.

Attractive Prices — According to front page advertisements in the Eastern Advocate turkeys were selling at 60 to 80 cents each back in "the good old days" of 1871. Butter was retailing at 22 cents a pound, cheese at six cents a pound, and eggs at nine to 10 cents a dozen. These were but a few of the attractive prices listed for household commodities 79 years ago.

A typical offering in a column advertising the sale of some real estate was one which read: "50 acres in Lot 54 at De Gies Marsh, nearly all under crop, and now in possession of Alex. McAskill, and within six miles of Georgetown soon to be the Liverpool of P.E. Island, with the railway road terminus there and a daily steamer to and from Pictou."

More than 200 advertisements were inserted in this issue of the weekly. The number and variety of ads would indicate that there was no dearth of business enterprises in the eastern section of the Province back in the 70's. Dry goods, groceries, fish and liquor were prominently advertised by merchants in Georgetown, Montague,

Cardigan, Souris, Murray Harbor, Pownal and other sections in the east. One merchant in Georgetown used a large display advertisement to sell his "celebrated cognac brandies in cases of pints and quarts — fine old, choice old, very old."

Shipbuilding was also featured in the ad section. Shipwrights also took space and there were advertisements for felling and carding mills at Cardigan which boasted "Equal, if not superior to any mill on this Island."

The Eastern Advocate or King's County Gazette copy will be placed in the Provincial Archives to add to the collection of documents and records containing valuable chapters in Prince Edward Island's history.

Lake-MacLean Nuptials

A very pretty wedding was solemnized at the home of the bride's parents yesterday evening at 6 p.m. when Dr. A. D. MacKenzie united in holy bonds of matrimony Laura Edith, daughter of Mr. and Mrs. Haywood MacLean, to Chester Maxwell, son of Captain George Lake and Mrs. Lake of Montague.

The bride, who was given in marriage by her father, entered the room to the strains of Lohengrin's wedding march played by Mrs. Joe Lake. She looked charming in a floor-length gown of white slipper satin featuring a net yoke with an organdy cape effect, and lily point sleeves. Her full length veil was held in place with a lace coronet, and she carried a bouquet of red roses.

Miss Jane Lake, sister of the groom, as bridesmaid, chose for her gown blue taffeta, low neckline, full skirt, with matching mittens and headress. She carried a bouquet of yellow chrysanthemums.

The groom was ably supported by Lawrence MacLean. Immediately after the ceremony a reception for approximately fifty guests was held, with the bride's mother receiving in green taffeta with mauve mums, and the groom's mother in wine crepe with white mums.

The dining room was decorated with pink and white streamers. The bride's table, centered with a three-tier wedding cake, topped with a miniature bride and groom, was beautifully decorated for the occasion.

For travelling the bride chose a brown gabardine suit, pink velvet hat and pink accessories.

For their honeymoon the young couple will travel to New Brunswick and other points of interest.

MARSHFIELD, England — (CP) — The housing shortage in this Gloucestershire town led to conversion of a 200-year-old farm barn into an eight-roomed residence.

HOLMAN'S - Both Stores - Says....



Claire de Lune, Gems from Sigmund Romberg Shows, The Holy Year of Jubilee—1950, Music in My Heart, Music of Johann Strauss, Oh, Holy Night, The Virgin's Slumber Song, Perry Como Sings His Favorite Songs of Worship, Songs You Love by Robert Merrill, Les Sylphides, Victor Herbert Album, Wayne King Plays Johann Strauss

Carmen, Christmas Hymns and Carols, Concerto in D, Op. 77, Onward Christian Soldiers, Paganella and Fugue in G Minor, Scottish Fantasy, Op. 46, Serenade in C, Op. 48, Symphony in D Minor, Symphony in D, Op. 25

Andre Previn by Request, Christmas Fantasy, The Christmas Festival, Concerto in A Minor, Op. 16, Frankie Carle's Sweethearts, Gypsy Baron: Overture, The Three Sun's Present, Your Christmas Favorites

Down In The Valley, Perry Como Sings Merry Christmas Music, Selections From The Chocolate Soldier, Sleeping Beauty Ballet, Symphony No. 4, in A, Symphony No. 10, in D, They Say It's Wonderful, The Monkey And The Organ Grinder, Tony Martin's Dream Girls, Christmas Fun With Spike Jones, Cinderella, Jingle Bells Fantasy, The Night Before Christmas, Merry Christmas Fun, Rudolph The Red-Nosed Reindeer, Jolly Old St. Nicholas, Treasure Island

FAVORITES FOR ALL THE FAMILY! It's the "Music America Loves Best" — all the RCA Victor recordings that are asked for most often! An inexpensive answer for every one of your Christmas shopping problems! All are on conventional records and many are on the exciting new RCA Victor 45 rpm Records too!



THE SEASON'S OUTSTANDING ENTERTAINMENT VALUE

IS YOUR HAPPY HOLIDAY HIT AT THE PRINCE EDWARD

MON.-TUES.-WED.

REMEMBER HOW MUCH YOU ENJOYED "FATHER OF THE BRIDE"? WELL YOU AND YOUR FOLKS WILL ENJOY THIS DELIGHTFUL FAMILY MUSICAL EVEN MORE.



JANE POWELL

RICARDO MONTALBAN

LOUIS CALHERN ANN HARDING



EXTRA! Cartoon, "PEACHY COBBLER" . . . Dance VARIETY . . . Comedy, "SO YOU'RE GOING TO HAVE AN OPERATION!"

LAST TIMES TODAY

JOHN WAYNE - VERA RALSTON in "THE FIGHTING KENTUCKIAN" Matinee 2:30 — Evening Shows 7-9

CAPITOL For a Merry Christmas

3 DAYS STARTING MONDAY

WHO IS CAPTAIN SIROCCO?



The Pirates of Capri

LOUIS HAYWARD, BINNIE BARNES - ALAN CURTIS - MIKHAIL RASUMNY - RUDOLPH SERATO AND INTRODUCING MARIELLA LOTTI

ADDED: Cartoon, "UNBEARABLE BEAR" . . . WORLD NEWS.

MON. and TUE. MATINEE - BOTH THEATRES - STARTS AT 3 P.M.

FINAL TODAY — SHOWS 2:30-7-8:45

SUSPENSE! EXCITEMENT! LAUGHS! with ROY ROGERS in "TRAIL OF ROBIN HOOD"

HOLIDAY ENTERTAINMENT AT MacDONALD BROS. THEATRE

FRI. 8 P.M. MT. STEWART SAT. 8 P.M.

"LOVE HAPPY" The Marx Bros. in their funniest yet—Plus Comedy. MONDAY, CHRISTMAS NIGHT, DEC. 25, 8 P.M.

"THE SUN COMES UP" Lassie in a lovely technicolor feature—Plus Comedy. TUESDAY, DEC. 26, 8 P.M.

"BLACK HAND" Starring Gene Kelly—He fought the Black Hand Gang alone—Plus Last Chapter of Serial.

Christmas Specials

DEC. 22 — 24

- Hard Mixed CANDY, lb. 35c; 3 lbs. \$1.00
JELLO, 3 pkgs. 25c
PEACHES, Peter Pan, 2 tins 29c
CRANBERRIES, 2 lbs. 29c
GREEN STRING BEANS, tin 10c
Sheriffs FRUIT PUDDING, tin 39c
Boneless CHICKEN, 7 oz. tin 55c
GRAPES, 2 lbs. 35c
BACON, Sliced, lb. 55c
YORK PORK & BEANS, tin 15c
McCready's CHOW, bottle 35c
MIXED NUTS, (Shelled), 2 lbs. 89c
Crispie Mustard PICKLES, bottle . . . 35c

We have a complete line of Christmas Wrapped Cigars, Cigarettes, Tobacco, and Box Chocolates. Wishing All Our Customers Compliments of Season

MICHAEL'S GROCERY LONGWORTH AVE. PHONE 1071



MALLET'S BATTERY SERVICE

WINNERS IN PEERLESS CROWN CONTEST

KINGS COUNTY JAMES D. LEWIS care of St. Peter's Co-Op., St. Peters

QUEENS COUNTY HUBERT GALLANT care of A. D. Feehan, Mount Stewart

Cheques to the above winners are in the mail.

PRINCE COUNTY

Crowns from our Summerside and O'Leary Branches held up due to storm. Winner will be announced later. We congratulate the winners—To the others—Better Luck Next Time.

J. & T. MORRIS LTD. CHARLOTTETOWN P. E. I.

