

Marks Progressive Step In Community

THE EASTERN GUARDIAN

AGENTS:—MONTAGUE: Harold F. Landry, Mrs. Byron Stewart.
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.

Premier Will Officially Open New Theatre

Murray River will play host to Premier Alex. W. Matheson tonight, when he officially opens the community's very smart new moving picture theatre, "The Mayfair." The Premier will be accompanied by the Minister of Public Works the Hon. Dougald MacKinnon, Dr. M. L. Bonnell, M.P.P. will act as chairman during the opening ceremonies.

Murray River is one of the largest centres in the constituency, which the Premier has represented in the Provincial Assembly for a number of years. The Government leader will make a brief address prior to the showing of the very fine film "The Sword and the Rose".

It will be a very happy occasion for the people in Murray River and the folks living nearby, marking, as it does, a milestone in the steady and substantial growth of the district. From any standpoint the new picture house will not suffer in comparison with any small town theatre in Eastern Canada. Inside and out it is as up-to-date as a 1954 model car, and as eye-catching. Its very modern design and equipment has impressed all those who have inspected it during recent days.

EVERY SUCCESS

TO THE

Mayfair Theatre

ON THE OCCASION OF ITS

OPENING TONIGHT

MacKAY'S CONSTRUCTION

EXCAVATING CONTRACTORS CHARLOTTETOWN

CONGRATULATIONS

We are pleased to have supplied the

'FIBERGLAS' Curtaining

for the new

Mayfair Theatre

IN MURRAY RIVER

R. T. HOLMAN LTD.

CHARLOTTETOWN STORE

A FORWARD STEP

We congratulate the community of Murray River

on their up-to-date Theatre—

The Mayfair

and commend Mr. E. K. Johnston on his

Initiative and enterprise.

Clarke Fruit Company Ltd.

Charlottetown

CONGRATULATIONS

to

Mr. E. K. JOHNSTONE

who chose the following

B. P.

Materials for the Interior

of the

Mayfair Theatre

Walls and Ceilings completely insulated with:

- B. P. Fiberglas Insulation.
- B. P. Insul Board.
- B. P. Hardboard.
- B. P. Breathertype Paper.
- B. P. Neponset Vapor Barrier Paper.
- B. P. Vinyl Plastic Flortile.

See your B.P. Dealer for these materials.

— Also —

B.P. Asphalt Shingles, Siding, Plastic Cement, etc.

*RUSH FOR BARGAINS at Georgetown and Vicinity

Mr. and Mrs. Gordon Gotell were visitors to Charlottetown on January 25.

Mr. Arthur MacGwain and Mr. Joseph Clory, who have been employed for some time in Toronto, arrived home on January 26.

Mr. and Mrs. L. S. Batchelder and son Eldon, accompanied by Mr. Rupert Wight and Mr. J. W. Lavers motored to the city on January 26.

Miss Frances MacCormack and Mr. Allan MacCormack were visitors to Charlottetown on Jan. 26.

Mr. Frank MacCormack was a recent visitor to Charlottetown.

Miss Peggy Walker left Jan. 26 for Toronto, Ont.

Mr. Joseph "Sonny" Johnson and Miss Sally Johnson motored to Charlottetown on Jan. 26.

Since the departure of the last freighter from this port, earlier in the month, loaded with potatoes, workmen have been engaged in culling a large quantity of potatoes in the Government warehouse. As they are culled they are placed in refrigerator cars for shipment by rail. It is expected that the grading will be completed by the end of the week.

Both the Georgetown - Lower Montague and the Georgetown - Newport ferries are laid up and in all probability for the balance of the winter. The recent cold weather sealed off the part of the harbour where the crossing is made but not to such a depth, but that a prolonged mild spell, accompanied by high winds, would break up the ice. The ferry to Lower Montague made its last trip on January 17, over a month earlier than last winter.

Attractive Addition

Continued from page 10

largest in the Maritimes, 30 by 15 feet, curved in prism arch. The opening and closing of the curtain facing the screen is electrically controlled. Two Dominion sound projectors with large arc lamps provide a bright picture of depth, color and detail. The projector booth is sound and fire-proof, made of hollow tile and cement plaster, with ceiling and floor of concrete. The building is heated by forced hot air from an oil-burning furnace, and air conditioned winter and summer. One of the most modern theatres in the Maritimes, the "Mayfair" stands out as a landmark in the village of Murray River, and also as a monument to the progressive enterprise and initiative of Mr. Johnston.

GREAT PAINTER

Sir Edwin Landseer, the animal painter who died in 1873, was an associate of the Royal Academy at age 24.

ATTENTION MONTAGUE AND VICINITY

3 BIG BARGAIN DAYS AT HOOLEY'S MEN'S WEAR

Station Wagon Coats 1-3 Off

Surcoats, Walking Coats, Bomber Jackets, Joe Shirts, etc. 25% Off

SPECIAL LOW PRICES on Underwear, Sweaters, Sox, Shirts, and Overalls, etc.

Few lines last year Station Wagon Coats, etc. 1-2 PRICE

EVERYTHING REDUCED FOR 3 DAYS

Discounts ranging from 10 to 50%

THURSDAY, FRIDAY and SATURDAY
JANUARY 28 to JANUARY 30

OUR BEST WISHES

To The New

Mayfair Theatre

T. H. FRASER

CANNER

MURRAY RIVER

CONGRATULATIONS:

WIRING IN THE NEW

MAYFAIR THEATRE

Installed by

Storey Electric

ELECTRICAL and REFRIGERATION CONTRACTORS -

CHARLOTTETOWN

OUR HEARTY CONGRATULATIONS

TO MR. E. K. JOHNSTON ON THE

OPENING TONIGHT OF THE

Mayfair Theatre

A Splendid Addition to the Community of

MURRAY RIVER

MICHAEL BROS.

240 Dorchester St.

Charlottetown

BEST WISHES FOR

THE SUCCESS OF THE MAYFAIR THEATRE

MURRAY RIVER

from

THE ROGERS HARDWARE COMPANY LIMITED

"If It's Hardware, We Have It!"

Phone 8501

Charlottetown

GRAND OPENING

Mayfair Theatre

Murray River

THURSDAY and FRIDAY

JANUARY 28 and 29

Daring Romance!
Blazing Adventure!
Gusty Humor!



Walt Disney's
The SWORD and the ROSE
starring a new romantic team
RICHARD TODD • GLYNIS JOHNS
color by TECHNICOLOR

Distributed by RKO Radio Pictures, Inc.
© Walt Disney Productions

SATURDAY, JAN. 30

ALL THE SMASHING, CRASHING
DRAMA OF THE BIGGEST
THRILL RACE
ON EARTH!



HOWARD DUFF
HELENE STANLEY

TICKETS ON SALE NOW

ASTROLITE
Wide Screen
Shows
8 P. M.