

THE CHARLOTTETOWN GUARDIAN

THURSDAY, JUNE 16, 1910.

PUBLICITY IN THE SUMMER TOURIST TRADE.

Since Prince Edward Island came into repute as a summer resort a generation ago there has been an enormous development of the tourist trade in other lands in which we have not shared as we ought to have shared.

Like the merchant, the hotel proprietor has something to sell, and he wants customers to buy his goods. Board, lodging, rooms, facilities for boating, driving, bathing, fishing, for summer rest and recreation, these are his merchandise.

But he may, perchance have a place of business, well located and equipped, himself a staff well qualified to please, but if tourists do not know these facts, are not aware of what he can give them or where his hotel is and how to get there, he will assuredly fail for want of customers.

THE GREAT IMPERIAL CENSUS OF 1911.

The first accounts which history affords of taking an enumeration of the people are those under direction of Moses, 1490 B. C. and of David, 1017 B. C. A census of Attica was taken under Phalerus, 317 B. C. In the old Roman polity a general estimate of the numbers of the people and of every man's estate and personal effects was delivered to the Government upon oath every five years.

The constitutions of the United States and of Canada both provide for a census to be taken every ten years. The first census of the United States was taken in 1790. In England the census was formerly taken, when ordered, and at irregular periods, but since the beginning of the nineteenth century there has been a numbering of the people once in every ten years.

Next year, 1911, the census is due to be taken in the British Isles, and Canada, Australia and some other portions of the British Empire. Correspondence is now going on between the different Governments of the Empire with a view to having this census taken throughout the entire Dominion of King George simultaneously, as nearly as may be, and on approximately the same lines.

paying customers must come from abroad. How is the hotel man to attract them?

He cannot, as the merchant and mail order houses do, send by mail or traveller, samples of his goods, his table, sleeping rooms, and accommodations and facilities for rest, sport and recreation. But he should acquaint intending tourists in their homes as far as possible, and in good time with what he has to offer, in order to direct them his way, if possible. And he can let the tourists who arrive in numbers in Charlottetown or Summerside, know that he has accommodations and what they are and how to reach his place by advertising these facts in a city newspaper.

Some of our once popular seaside resorts have been destroyed and not rebuilt. This is regrettable. More enterprise and energy should be displayed in this line, if Prince Edward Island is to reap the fair share of the tourist trade to which its attractions of scenic beauty, coolness and healthfulness entitle it.

It was thought by some that the unflattering remarks of ex-President Roosevelt in his London address in reference to Sir Eldon Gorst would have resulted in the recall of the latter as British Consul General in Egypt. The position is one of great delicacy and responsibility. But the Home Government has now officially endorsed Sir Eldon in a manner which makes it clear that his official course has proved satisfactory.

It is given out from Ottawa that Hon. Frank Oliver, Minister of the Interior will resign that position and accept an appointment to the Board of Railway Commissioners. Hon. Mr. Oliver was born in 1853 in Ontario, went to the Northwest in early life, became publisher of the Edmonton Bulletin and was elected to the Territorial Council in 1883. He entered the House of Commons as an Independent Liberal in 1896, and has held the portfolio of the Interior since 1905.

A COMPLAINT FROM THE WEST.

A correspondent residing in Ham-sack, Sask., writes The Guardian complaining of an article in this paper referring to a June blizzard in the Northwest. In this article a drop of the thermometer to several degrees of frost in Manitoba and snow and sleet storm in Alberta were referred to. Our correspondent who writes from Saskatchewan, and who does not wish his name printed admits they had a storm there

Why Not Have a Beautiful Head of Hair?

A woman's pride is her hair. Yet how many there are who have harsh, lifeless hair. To be attractive, you must have beautiful hair. SALVIA, the Great American Hair Dressing, makes ladies' hair grow, in abundance. Gives it a beautiful fluffy appearance.

Mr. Geo. E. Hughes guarantees SALVIA to kill the Dandruff and make the hair grow, or your money back. 50c. a large bottle.

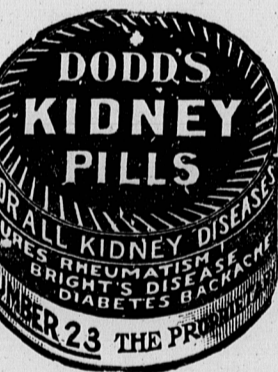
The Searchlight is not yet satisfied with Stipendiary Reddin and calls upon the Provincial Government to ask for his resignation.

The Montreal Witness recalls the fact that the disaster in The Herald building caused by the weight of a water tank above the roof, is the third serious accident arising from this cause.

A reported gold discovery of decided value and extent near Prince Rupert will probably cause a rush of people to that interesting region. There is apparently no limit to the mineral wealth of Canada.

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TENDERS

Tenders will be received up to June 27th for the purchase of the Benoit property on Water Street.

This property is in the best of condition and could easily be turned into a double or three tenement house.

The highest or any tender not necessarily accepted.

"Q," BOX 413, Charlottetown.

S S "City of Ghent"

PICKFORD AND BLACK LINE. -1910- Sails from Halifax every Tuesday morning at 7 a. m. Sails from Charlottetown every Thursday evening.

Calling at: Sheet Harbor, Isaac's Harbor, Canso, Arichat, Port Hawkesbury, Port Hood, Cape George, West Arichat, and Summerside. For further particulars apply to



Silverware For June Brides There is nothing more suitable for wedding presents than silverware. We have a nice assortment for you to select from. Quality and Prices right

C. W. Patterson Jeweler Cor Great George and Grafton St

PATON'S

PHONE NINE-SIX

PHONE NINE-SIX

"THE HOUSE OF QUALITY."

Cool Toggery For Summer Days!



Along back in the bleak cold days of February we put our heads together to anticipated the wants of well dressed men during the warm summer days. The result is a splendid stock of cool comfortable summer fixings, the kinds that are shown in the best haberdashery shops in upper Canada.

Fancy Vests

smart and dressy, latest cut made from the best wash materials. All sizes, from 34 to 44, white and many shades. 1.25 Fine white pique vests all sizes very latest cut. 1.50 A very handsome line of wash greys and fancy whites. 2.00

Underwear

Light Weight Underwear YES SIR, WE HAVE IT IN PLENTY. It's surely time to think of supplying yourself with lightweight under-garments. Your good health depends largely upon it. We are showing a very extensive line of styles and sizes. The quality is of the sort that suggests several suits, instead of one. Pure Egyptian Balbriggan. 45c Watson's. 60c Watson's wool. 1.00 Stanfield's—1.25 1.50 1.75 up to 2.25.

Shirts

Our present showing of fine Negligee Shirts suggests itself to the man who appreciates the advantages of having a good Shirt. Our showing offers a complete variety for the particular and economical man. It will delight us to show you these goods. We believe you can't find anything nicer and when you inspect them you can't help appreciate the excellence of the material. The colors and patterns are the work of the best designers in Canada. Prices 50c, 75c, 90c, 1.00 1.15 1.25 1.35

Invisible Suspenders

only 50c a pair can be worn under shirt and over your underwear. Made especially to wear with a belt—other braces 25c, 35c, 50c.

Fancy Silk Neckwear

made especially to wear without a vest with plowing ends, 25c, 35c, 50c, 60c, 75c.

Hosiery

A splendid assortment of pretty designs, mainly or plain grounds, with small figure—black and all colors. 50c

"Cigar Perfection is what every devotee of the weed is looking for. The nearest approach of it is the choicest Havana leaf in the most sanitary factory on the continent. Try a sample, 10c., 3 for 25c., at 'The Best Drug Store,' The MacKinnon Drug Co., Druggists, cor Great George and Kent Streets, drtf.

FERTILIZER

Muriate Potash, Nitrate Soda, Phosphates, Bone Meal Bone and Potash, Kanit and mixed fertilizer for all kinds of crop at lowest prices. See us before buying.

R. E. MUTCH & CO Ch'town, P. E. I.

You Have Noted No Doubt The Wonderful Popularity of Eddy's "Silent" Matches Superiority over all others is the Reason A Trial will Convince All First Class Dealers Keep Them, also Eddy's Fibreware, Woodenware, Washboards, Toilet Paper, Etc. Insist on Getting EDDY'S WARES The E. B. Eddy Coy, Ltd. Hull, Can. 3-26tdts.

A fishing tackle exposition

We have a splendid array of fishing tackle. Our stock, by far the best and largest in the city, is remarkable both as to assortment carried and values it affords.

Split Bamboo Rods

We can give you a fine selection in this light and strong rod. Values run 1.00, 2.00, 2.50, 3.00, 3.50, 4.00, 5.00, 6.00 and 7.00 each.

Car Dollar Rod

is best value for money in the city.

J. G. JAMIESON DRUGGIST

Wedding Gifts

in Tea Sets, Bake Dishes, Fern Pots, Waiters, etc. These goods have just arrived, are the very newest patterns and first quality.

G.H. Taylor Jeweler

A Whole Regiment of Soldiers Could Not Make You Eat

Rockwood Chocolates

but if you are a connoisseur on chocolates you will be delighted with Rockwood.

*We have the best dark green and red paint in the city. Call and see our colors. Cameron & Co. 6-16tdf. *Poultry netting, all sizes, at Cameron & Co's. 6-16tdf.

BEER & WEEKS

Ever buy an Iron Bed for \$2

It's not much for a nice, strong white enameled iron bed, yet that's the way we sell goods here.

Strong white enameled iron beds any size—good, well finished goods—just compare our price with the best you can find. Price.....\$2.00

A 3 Piece Bed Suite--\$10.90

This is a splendid value—is made of selected hardwood and finished in golden oak. Dresser has 16x20 glass—3 drawers—brass trimmings. Bed and stand to match. Dresser only \$5.40 Suite.....\$10.90

Largest and most complete showing of bedroom furniture on P. E. Island.

Household linens Curtains Fancy liners Sheets Blankets Bedspreads Cushion tops Towelings Oilcloths Shades Towels Carpets etc, etc.

Beer & Weeks

BEER & WEEKS

Canvas Shoes

We are showing the finest collection of women's and men's canvas shoes that we ever had the pleasure of offering our trade.

The very latest in both American and Canvas Shoes, ties and pumps.

Women's styles — white \$1.35 up, colored \$1.85.

Men's — something out of the common—90 cts to \$2.75

When your thoughts turn towards a pair of canvas shoes, wander this way. Ours are fine in variety — handsome, cool and stylish.

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Carvell Bros., Agents.

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