


Havana Cigars

We have a large and very fine stock of Havana cigars in boxes of 25 and 50 including several sizes in such brands as

Henry Clay
Otero
Buck & Co
Diaz Garcia
Romeo and Juliet
Carollas Conchas
Carollas Perfectos
Magnificos
also Domestic Brands
Marguejite
Maritana
Metropole
Lords of Canada
Nobleman
Davis Perfection
Sir Williams etc.

J. G. Jamieson
DRUGGIST

Christmas



Waterman's Ideal Fountain Pen

Price 2.50 up

Everyone bought of us put in a neat leather case.

G. H. Taylor
Jeweller & Optician



Montague Black Fox Exchange

Correspondence Solicited

L. M. McKinnon, Manager
Montague, P. E. I.

DEATHS

STEWART.—At Hillsboro on Thursday, Dec. 18th, to Harry and Mrs. Stewart, a daughter, (still born.) (Patriot.)

You will see here one of the best displays of ebony hand mirrors you have ever been shown, real ebony backs, extra large English bevel mirrors and long, strong handles. This in a delightful case would make a delightful gift for any woman. The MacKinnon Drug Co., Corner Great George and Kent Sts.

A XMAS GIFT—Give to those near to you the sound assurance that Xmas days to come shall find no comfort lacking. Give life insurance and when you purchase insurance buy the best—Buy the Great West Life policy, which supplies the best protection at the lowest net cash available. Hyndman & Co. Ltd. 3431-12-18M31.

Ladies new winter coats sell at one quarter off at Patons 3071-12-6ME2wks

FURS BRINGING ENHANCED PRICES

ST. LOUIS, Mo., Dec. 16—Two hundred buyers from Europe and the United States attended the Government auction of Alaskan seal furs, which began today. The total number of skins offered was 1,823. The total amount paid for seal and fox skins was estimated this afternoon at \$75,000 to \$80,000. Of this amount, about \$60,000 was for seal skins. The top price for fox skins was about \$158, paid for a perfect lot of blues. From this price ranged down to \$12 a skin.

Persian lamb furs deeply discounted at Patons for Christmas sale. 3071-12-6ME2wks.

THE GUARDIAN
Advertising Phone 132
Subscription Phone 133
News and Edit. Day Phone 131
News and Edit. Night Phone 132 & 13

Head Office at Charlottetown
Branch Offices at Summerside, Alberton, Souris, and Montague.

DIARY OF EVENTS
TODAY.
City Magistrate's Court, 9 a. m.
The Kirness, Matinee Performance, Opera House, 3.30 p. m.

SATURDAY, DECEMBER, 20th 1913.

LACK OF PUBLICITY

The failure of the annual show of the Prince Edward Island Poultry Association to obtain a fair share of public patronage contains a moral that cannot be emphasized too strongly. The show, according to all authorities, was one of the best held in the province. There were no fewer than 525 entries, including 84 in the utility classes and 70 in the dressed poultry classes. The total number of entries was much greater than ever before, and the quality was also above the average. The organization was almost perfect, and the accommodation for the exhibits could hardly have been improved upon. The Department of Agriculture provided new coops which showed the exhibits to excellent advantage, while the dressed poultry was tastefully displayed. In addition an exhibition was given of egg packing and storing.

Notwithstanding all this the show was a dismal failure from the point of view of the attendance of the public; so much so that the management had to resort to free admission as an inducement to attract spectators. Why should this be? Why should not the labors of the executive be crowned with all the success they deserve?

In the case of the annual exhibition there was a record attendance of the public. At the first annual flower show the public patronage took the officials and others by surprise. Why did the public not extend a share of its patronage to the poultry show held this week?

The reason is not far to seek by anyone with a business knowledge and an acquaintance with the organization of popular undertakings. There was an extraordinary lack of publicity in connection with the poultry show. The show was actually opened before hardly anyone beyond those directly interested, knew there was such an event to take place. Whoever was responsible for popularizing the Poultry Association and its exhibition forgot the necessity of "advertisement's artful aid." The consequence was that very few people outside those actually concerned knew anything about the show; when it was to be held; where it was to be held; what would be on view to make it worth their while to visit the hall; and last; but by no means least, what admission would cost them.

The consequence of this lack of advertising enterprise has been that the Association has inevitably lost caste and, what is as vitally important, has lost cash as well. For a comparatively small amount of outlay they could have boosted their show over the length and breadth of the island and reaped as a reward probably ten times the amount in admission money.

Throwing open the doors to the public free of charge is not a very satisfactory way of obtaining an appreciative audience. We may say or think what we like, but experience has proved the fact that the average man considers what is not worth paying for is not worth having.

We regret the deserving Poultry Association has not obtained the public patronage this year it so well deserves, but if it profit by the lesson and next year order its publicity campaign well in advance, the lesson will not be altogether lost, or unprofitable.

SOME FUR FACTS

Mr. M. H. Bolger of Boston, well known to many of our readers through frequent contributions to the press, is the author of an educative and timely booklet issued by the St. George's Bay Fur Company, whose ranches are at Cornwall, P. E. Island, and St. George's Bay, Newfoundland.

Although much has been written and said about the great fur farming business, much yet remains to be said and every worthy contribution on the subject adds information which will be of value to those in or contemplating entry into the business. To the booklet referred to we are indebted for a number of useful reminders and suggest one, some of them not new, others original and all valuable.

From a statement of the fact that "the march of civilization has steadily reduced the number of animals in

the wild" and that the increasing demand for furs can be met only by raising fur bearers in captivity, the booklet names the various species of animals that have so far been successfully domesticated. These include: the fox, muskrat, mink, beaver, fisher, otter, skunk, raccoon, marten, blue and white fox. In connection with the domestication of these, this bit of information is given: In 1913 the price of wild silver-black fox pelts averaged \$500 and in the same time ranch raised pelts averaged \$1169.

This effectually disposes of the old fallacy that furs lose their natural lustre and beauty when produced elsewhere than in the wild. It stands to reason that animals properly fed and cared for, and slaughtered when in fit condition, will produce better fur than those that die out an existence midway between starvation and plenty and are at last slaughtered when chance places them in the way of the hunter, without regard to condition. The world's best furs will certainly be produced in captivity and will be bred up to an even greater degree of perfection than has yet been attained. This will be found true, not of foxes alone but of all the fur-bearers. It will be found also that as the world's wealth increases the demand will also increase for valuable furs, so that fur raising will continue as an industry as long as human needs remain as they are today.

We quote the following: "As in all adornments and privileges, moneyed people seek exclusiveness and in the matter of furs it is easy for wealthy persons to become exclusive by wearing silver black fox, Russian sable—a beautiful but fast disappearing fur, recently quoted as high as \$500 for a single pelt,—or sea otter, this latter now almost extinct."

Interesting facts are given concerning muskrat, mink, beaver and fisher. In the case of muskrat there has been a decrease of 10 per cent. in the number of pelts coming out of the wilds, and an increase of 230 per cent. in the price of pelts for the ten years 1902-1911.

During the same period there was a decrease of 55 per cent. in the number of mink pelts coming out of the wilds and an increase of 150 per cent. in price. In Beaver, the decrease in number was 84 per cent. while the prices increased 50 per cent.

In raccoon while there was no appreciable decrease in the number of pelts the prices increased 500 per cent.

Fisher decreased in number 95 per cent. and increased in price 430 per cent.

As these animals are now being ranches in this province these figures will afford some encouragement to those engaged in the business.

BRIGHTEN UP FOR CHRISTMAS

Only a few days now remain before Christmas and the joyous spirit peculiar only to the Christmas season is already in evidence. The stores have been brightened up. The prosperity abroad in our land is reflected in the quality and profusion of the goods on display. The stranger visiting our city at present and looking into our stores, our warehouses, our farm homes, our barns, would at once conclude, and rightly, that we are a prosperous people; he would conclude also that prosperity is not confined to the few, but that it is general, and if he required other proof than appearances for that, he would find in the official statistics issued by the Census and Statistics Departments that Prince Edward Island is the richest province per head in the dominion. With all this and these we are drawing near the great festive holiday, Christmas.

We have a right to rejoice, and not only a right but it is our duty both to rejoice and to spread the spirit of rejoicing.

It is during Christmas season that the optimistic spirit usually gets a boost that carries it on throughout the greater part of the year; that the pessimists and the knockers are obliged, temporarily at least, to take a back seat. Much can be done to add brightness and life to the Christmas season, and in this the stores are setting a good example. They have put on their brightest colors, brought forward their best goods, stocked up with specials for this season alone, specials which will measure up to the requirements of the happy, generous spirit that finds expression in making others happy.

Our homes, too, have been specially brightened. Christmas trees, special decorations, new toys, attractive gifts are being provided to make our own happy. But there are others. There are the poor, those to whom Christmas brings little of cheer, those upon whom life's burdens press heavily. These, too, should be remembered in order to make it a real Christmas. A word of cheer, an outstretched hand to help some other up the weary way, a kind word spoken or an act of genuine kindness will go far to let the light in on life's dark

places, and even to make bright spots brighter for even at Christmas it is more blessed to give than to receive.

HAPPENINGS OF THE WEEK

Mrs. Roy Holman, Summerside, entertained at a most enjoyable bridge party on Friday evening. Charming prizes were won by Mrs. McGougan and Mrs. T. Holman. The guests included: Mrs. J. E. Wyatt, Mrs. (Judge) McLeod; Mrs. L. B. Hunt, Mrs. Neil McQuarrie; Miss Flossie Hunt, Mrs. Whitney; Miss Jessie Sharpe, Mrs. Moore; Miss Gladys Holman, Mrs. McGougan, Mrs. Claude Holman, Miss Mamie Stewart, Mrs. Harry Holman, Miss Zilpah Sharp, Mrs. Fred Lefurgey, Miss Dorothy Wyatt and others.

On Saturday afternoon Mrs. Neil McQuarrie, Summerside, was the hostess at a pleasant bridge party of four tables. Dainty prizes were captured by Miss Flossie Hunt and Mrs. Moore. Among the guests were: Mrs. Claude Holman, Mrs. L. B. Hunt, Mrs. J. E. Wyatt, Mrs. Whitney, Miss Gladys Holman, Mrs. (Judge) McLeod, Miss Mamie Stewart, Mrs. Roy Holman, Miss Ethel Sinclair, Mrs. Harry Holman, Miss Marie McLeod, Mrs. Fred Lefurgey, Miss Dorothy Wyatt, Miss Jessie Sharp, Miss Flossie Hunt, Mrs. McGougan and Mrs. Moore.

THE STOCK MARKET

STOCK QUOTATIONS.

Quotations furnished by F. B. McCurdy & Co., Stock and Bond Brokers, Members Montreal Stock Exchange, 164 Richmond St., Charlottetown, P. E. I.

NEW YORK STOCKS.

December 19

	High	Low	Close
Atchison	93 1/2	92 1/2	91 1/2
Am Beet Sugar	23 1/2	23 1/2	23 1/2
Am. Smelters	62	61 1/2	62
Anal. Copper	70 1/2	70 1/2	70 1/2
Brooklyn R. T.	87 1/2	86 1/2	87 1/2
Canadian Pacific	215 1/2	214	215 1/2
Eric	28	27 1/2	28
Illinois Cent.	105	105	105
Mex. Petroleum	43 1/2	43	43
Miss Pacific	25 1/2	24 1/2	25 1/2
Northern Pacific	107	106 1/2	107
Pennsylvania	108 1/2	107 1/2	108 1/2
Reading	164	162 1/2	164
Rock Island	13 1/2	13 1/2	13 1/2
Southern Pacific	86 1/2	86 1/2	86 1/2
Union Pacific	154 1/2	152 1/2	154 1/2
U. S. Steel	57 1/2	56 1/2	57 1/2
U. S. Steel Pfd.	105 1/2	105	105 1/2
Utah Copper	48 1/2	47 1/2	48

MONTREAL STOCKS.

	High	Low	Close
Brazilian Traction	83 1/2	82 1/2	83 1/2
Detroit	70	70	70
Dom. Steel Corp'n	38 1/2	38	38 1/2
Minn. & St. Paul (So)	124	124	124
Montreal Power	216	225	216
N. S. Steel & Coal Com.	No sale	No sale	No sale
Richelleu & Ontario	111 1/2	111	111 1/2
Spanish River Com.	10	9 1/2	10
Shawinigan	129 1/2	129 1/2	129 1/2
Toronto Ry.	No sale	No sale	No sale
Twin City	No sale	No sale	No sale
Laurentide	167	167	167

COTTON.

Spot 13.20 unchanged.

DAILY SELECTIONS FOR GUARDIAN READERS
Published by W. S. L. U.

THROUGH PEACE TO LIGHT

I do not ask, oh Lord, that life may be a pleasant road;
I do not ask that Thou wouldst take from me
Aught of its load;

I do not ask that flowers should always spring
Beneath my feet;
I know too well the poison and the sting,
Of things too sweet.

For one thing only, Lord, dear Lord
I plead,
Lead me aright—
Though strength should falter, and
Though heart should bleed—
Through peace to Light.

I do not ask, oh Lord, that thou shouldst shed
Full radiance here;
Give but a ray of peace, that I may tread
Without a fear.

I do not ask my cross to understand,
My way to see—
Better in darkness just to feel Thy hand
And follow Thee.

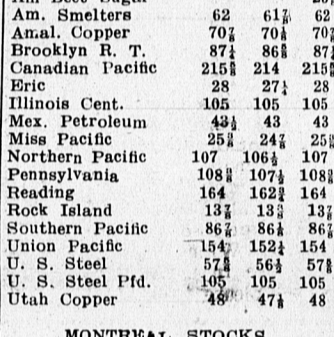
Joy is like restless day; but peace divine
Like quiet night—
Lead me, oh Lord, till perfect Day
shall shine,
Through peace to Light.
—Adelaide Proctor.

High Low Close

GRAIN & PROVISIONS.

	High	Low	Close
July Wheat	88 1/2	87 1/2	88 1/2
May Wheat	91 1/2	90 1/2	91 1/2
Dec. Corn	70 1/2	68 1/2	69 1/2
May Pork	2090	2080	2080
May Lard	1100	1097	1097

Washable white Dogskin Gloves, "the kind that wears" again in stock at Stanly Bros Sizes 5 3-4 to 7 per pair. 3418, 12, 18 M31



Dr. Andrew McPhail, Editor of the University Magazine, whose article on the danger of a Liberal policy of Independence has created a wide spread interest.

Merry Christmas

Our store is in Holiday Attire, and anybody that is looking for a Christmas remembrance for a "His" can find any number of choice things here that will be appropriate and "just the thing".

We make the wants of Men and Boy's our study, so far as their Outfitting is concerned and so we ask—

WHERE WOULD YOU BE MORE APT TO FIND A GIFT APPROPRIATE FOR "HIM" THAN RIGHT HERE?

Suits, Overcoats, Raincoats, House Coat, Bath Robes, Pajamas, Shirts, Gloves, Neckwear, Suspender, Hosiery, Umbrellas, Mufflers, Night Robes, Underwear, Handkerchiefs, Sweaters, Hats and Caps.

Jus' come to see how many things we can show you that will be just right for "His" Christmas.

National Clothing Co., His Store

Fox Booklets, Fox Calendars, Fox Cards at The Maritime Stationers, Sunnyside.

Lots of Tissue Paper and smooth white paper for wrapping at The Maritime Stationers, Sunnyside.

Fine assortment of Books for Boys at the Maritime Stationers, Sunnyside.

Seals and Tags and Garlands and Cord, Maritime Stationers, Sunnyside. Open until 9 o'clock.

Some fine pictures for Christmas. Still some fine pictures for Christmas at The Maritime Stationers, Sunnyside.

Great variety of Christmas Post Cards at The Maritime Stationers, Sunnyside.

Pocket Diaries, Office Diaries, Desk Memo Pads at The Maritime Stationers, Sunnyside.

Waterman and Parkman Fountain Pens at The Maritime Stationers, Sunnyside.

Adventure Books and Annuals for Boys at The Maritime Stationers, Sunnyside. 25 cents to \$2.00.

STORE OPEN EACH EVENING UNTIL CHRISTMAS. 3427-12-19ME31.

THE ONLY COMPANY WITH FOXES REGISTERED

--BY--

The P. E. I. Silver Fox Breeders' Association

NO 10500C CHARLOTTETOWN, P. E. I. December 15, 1913.

THE BANK OF NOVA SCOTIA

Pay to the order of D. K. Currie, Sec'y-Treas. ~~the sum~~ of **\$110.00**

P. E. I. Fox Breeders' Association

One Hundred and Ten Dollars

John R. Dinnis Pedigreed Foxes Ltd.

John R. Dinnis Pres.

Walter Jones Sec'y

THE JOHN R. DINNIS PEDIGREED FOXES LTD., has registered the twenty-two 22 PEDIGREED FOXES of the Company

The above cut is a facsimile of the cheque covering Registration

These foxes are all bred in captivity from old P. E. Island stock for three generations.

All these PEDIGREED FOXES are graded class "A" by the Association.

HEAD OFFICE—Charlottetown, P. E. I.

3449, 12, 20M