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will promptly allay anything that wind and snow can do

Applied freely after exposure it takes out all the smart and cures at once.

Delightful to use and should be kept at hand all the time. Price 25c.

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For the Xmas Trade

We are showing an unusual large variety of necklets and pendants in very pretty designs. A glance at our large stock in this line will convince you.

G. H. Taylor
Jeweller & Optician



Montague Black Fox Exchange
Correspondence Solicited
L. M. McKinnon, Manager
Montague, P. E. I.

BIRTHS

WOOD.—At Sherwood, on Nov. 18, 1913, to Mr. and Mrs. J. I. Wood, a daughter.

DEATHS

MCLEAN.—At North River, on Nov. 29, 1913, Mr. Hugh McLean, aged 46. Funeral notice later.

Horsemen and cattle raisers find everything they could possibly want here. MacKinnon's Condition Powders are used and recommended by all leading stock men. In sanitary tins 25c. Also a full line of Royal Purple Stock and Poultry Specimens. The MacKinnon Drug Co., Corner Great George and Kent Sts. Att

LETTER OF CONDOLENCE

To Mrs. James J. Mahar:—We the undersigned, on behalf of the morning Star Lodge, 168, Brotherhood of Railway Trainmen, desire to place on record and to convey to you our deepest sympathy in the sad loss which has suddenly befallen you. The deplorable accident that has robbed you of a beloved husband, has deprived our Order of one of its most respected members, sober, industrious in the performance of his hazardous duties, and obliging, he was one of the most popular men in the service and by his unflinching courtesy, he endeared himself not only to the members of his own Order, but to the railway men generally. The consolation we can offer you will in no way mitigate your sorrow but it may comfort you somewhat to learn of the esteem in which we held our brother. We commend you to the care of an all wise Father. Signed in B. S. and I. on behalf of the Brotherhood of Railway Trainmen, Committee, F. N. McKee, R. A. McDonald, Frank Christopher, Charlottetown. 11.30

DR. A. W. CHASE'S 25c. CATARRH POWDER
Is most direct to the diseased parts by the Improved Blower. Heals the sores, clears the air passages, stops droppings in the throat and permanently cures Catarrh and Hay Fever. 25c. a box. Blower free. Accept no substitutes. All Dealers or Edmondson, Barton & Co., Limited, Toronto.

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Branch Offices at Summerside, Alberton, Souris, and Montague.

DIARY OF EVENTS

TODAY
City Magistrate's Court, 9 a. m.
Lord's Day Alliance, meeting, Y.M.C.A., 11 a. m.
St. Andrew's Day, annual celebration, Caledonian Club, 8.30 p. m.
Indoor Baseball, The Armouries, 7.30 p. m.

MONDAY, DECEMBER 1, 1913

ST. ANDREW'S.

Yesterday was St. Andrew's Day and today will be celebrated socially practically throughout the length and breadth of the world by exiled Scotsmen and their descendants. St. Andrew's night is the one night of the year when "brither Scots the war!" o'er" unanimously put aside all thought of business and the affairs of the world to devote an hour or two around the hospitable board, talking about or listening to stories of the land of "brown heath and shaggy wood." Scotland is not very large, but it probably has more representatives in every part of the globe than any other country.

It is interesting to note from the recent census returns that there are at present no fewer than 321,825 Scotsmen, born in Scotland, who are now domiciled in England, and the counties from which they mostly come are Lanark, Edinburgh, Renfrew, Fife, Aberdeen, Forfar and Ayr. It will be noted that these are all lowland counties and one naturally enquires, where does the Highlander come in? A writer in one of the home journals recently gave this explanation: The Scottish Highlanders, he said, rarely emigrate to England unless by way of the universities. The average Highlander, when he leaves his native heath, makes tracks first for the large lowland cities, and if he desires to go farther afield, his destiny is one or other of the Dominions or the United States. The Lowlander, on the other hand, usually finds the road to success via England.

Whatever be the explanation the fact remains that for the most part the Highlander, when he leaves Scotland, puts the broad ocean between him and his home. In the country of his adoption he quickly becomes acclimatized and adapts himself to the new conditions, not infrequently, molding the new conditions to his own ways and likings, and in the new land endeavors to make things look as homelike as circumstances will permit. In tropical countries and in far eastern lands this is necessarily difficult of accomplishment, but even there the Scotsmen bind themselves together in St. Andrew's Societies and Caledonian Clubs, once a year at least having a good, old-fashioned, Scotch celebration.

It will be remembered by readers of R. L. Stevenson, that it was only when he became an exile in far Samoa that he gave to the world of his name in Scottish literature. In one of his many letters he tells a friend that in the evening, when the work of the day on his plantation was done, he liked to gather the inmates of his household together and to relate to them stories of his native land. To "Curmy," his old nurse, he wrote: "I would like fine to go up the burnside a bit, and sit by the pool and be young again—or no, be what I am still, only there, instead of here, for just a little . . . Some day climb as high as Halkerside for me (I am never likely to do it for myself), and sprinkle some of the well water on the turf. I am afraid it is a pagan rite, but quite harmless, and ye can be saim' it wi' a bit prayer. Tell the peewies that I mind their forebears well. My heart is sometimes heavy and sometimes glad to mind it all. But for what we have received, the Lord make us truly thankful. Don't forget to sprinkle the water, and do it in my name; I feel a childish eagerness in this."

In a letter to J. M. Barrie, as an inducement to him to visit Samoa, he said that Barrie would find all the members of his household had Scotch blood in them, except his wife, who was Dutch, and the natives, and Barrie would be sure to have a high time. As the only other member of Stevenson's household, after the exclusions he mentioned, was himself, R. L. S., meant to convey to J.M.B. that, were he to visit Samoa, they two would have a heart-to-heart talk together, as between Scotsmen, on Scottish subjects.

It is just that feeling that animates Scotsmen throughout the world today. They want to get together for once in a while and have a heart-to-heart talk about the old sod, its glorious past, magnificent present, and its assured future.

THE KNITTING FACTORY

It will be learned with general satisfaction throughout the province that, as announced in Saturday's Guardian, the knitting factory project is now on a good foundation and in a fair way to become an established institution as rapidly as the arrangements made can be carried out.

While Prince Edward Island enterprise may be depended upon to carry any reasonable project to a successful issue, there are a few industries for which the province is specially adapted. We are an agricultural province and our industries must necessarily, for the most part, be along agricultural lines. To manufacture the products of our farms and send them finished to the world's markets should be our great aim. Unfortunately this method has not been following in the past. We have shipped away our raw material and with it our young men and young women. We have sent our raw material away to be manufactured for us and have sent our young men and young women to manufacture it and with their labor to build up other countries.

The establishment of a woollen industry here will afford employment to many of our people; we shall save the expense of transportation not only on the unmanufactured wool but on the finished product, one of the staple articles of commerce and for which there will always be a demand. Moreover, the assurance of a steady market for wool will stimulate the sheep raising industry and thus increase the profits in the lamb business, now a most profitable line of agriculture.

The success of the Stanfield woollen business in Nova Scotia, under less advantageous conditions than obtain in Prince Edward Island, should give ample assurance of the success of the undertaking here, and there is every reason to believe that it will be a paying proposition from the outset. It is hoped, therefore, that the stock offered to the public will be readily subscribed and that the whole province will take a wholesome and tangible interest in its success. The promoters are men of integrity, keen business discernment and thorough practical knowledge of market conditions and prospects. They are risking their money in this venture and, judging them by their past record in business, they may be depended upon to make a success of this. That the venture will be a good dividend maker for investors goes without saying for the demand for the kind of goods which it is proposed to manufacture is steadily increasing with the increasing population. Canada will always afford a market for knitted woollen goods.

We hope to report shortly that the whole amount of the stock offered to the public has been subscribed and that the new knitting factory will be able to take care of the Island's next wool crop.

A "REALLY" STORY

"Papa, is that a really story, or are you just preaching?" asked a clergyman's little son after the former had told him a story of more than ordinary interest.

One wonders why, with all the good advice, the wise counsel, the never ceasing stream of instruction flowing in and out among men and women, from parents, from clergymen, from teachers and press and platform, that there should be any straying from the right path, that there even should be any mistakes. Our clergymen declaim against vice in all its forms; our doctors utter their warnings on the effects of irregular living and of loose morals; parents faithfully and lovingly warn their children about the consequences of wrong-doing; our newspapers give columns of advice about trade, farming, railroading, shipping—in short, about all that concerns the social, political, industrial, commercial—even the temporal and eternal life—and yet things go wrong, woefully, pitifully wrong. "Only preaching!" It is not a "really story."

What is the trouble? The story is true. The preacher, the teacher, the parent, the newspaper, each tells the story truly, each is—for the purposes of this sketch—sincerely desirous that the men and the women to whom the counsel is given should profit by it. But the men and the women, while believing the story in the main, while fully convinced that the consequences will fall upon others, have a well defined idea that they themselves will escape, that they themselves may play with the fire and not be burned—in any case they are prepared to risk it.

It is not through want of knowing that men and women step aside from the straight and narrow way, that mistakes are made in business, in farming, in any line of activity. A man sees another frequenting the beer saloons and declares without hesitation that he is on the broad road that leads to destruction, yet he himself will follow the same

road without fear. He sees a man follow a certain course in business and warns him that failure is inevitable, yet in the hope of securing for himself such a reward as tempted his friend, he will follow the same course and, like his friend, fail.

Such are some of the human peculiarities that are to be met with and some of the causes of delay in the process of reforming the world. We complain of the slowness with which the wheels revolve in driving intoxicating liquors, as one instance, out of the land. We are dealing with men and women who listen to the story, as they would to a dramatic performance, but who regard it as only a story the dramatis personae, in which are others and of which they themselves are merely interested or amused spectators.

THE ISLAND'S PUBLICITY EFFORTS

Consul Wesley Frost in the U. S. Consular report writes:—For more than a year the Province of Prince Edward Island has maintained an authorized publicity agent. This official, who has been editor of several large newspapers in the Maritime Provinces, acts as provincial immigration agent, receiving his salary and expense allowance from the Dominion Department of the Interior. While his position is thus in some respect coordinate with that of the Dominion immigration agent at St. John, New Brunswick, and the secretary for industries at Halifax, Nova Scotia, it is in many other particulars wholly unique.

The most prominent of the heterogeneous duties of the publicity agent consists in preparing and distributing printed matter regarding the Province. Under his direction the Canadian Department of the Interior has issued a handsome 45-page pamphlet entitled "Prince Edward Island, the Garden of the Gulf," with a map and 15 or more illustrations.

DISTRIBUTION OF DESCRIPTIVE LITERATURE.

This is in line with the general work of the Canadian immigration service, which in 1912 published 31 pamphlets, aggregating 3,223,454 copies, and circulated 777,360 copies of 19 different newspapers. Numerous other publications from sources outside the department of the Interior are also at the disposal of the publicity agent, upon whom rests the chief responsibility for their utilization.

The Provincial Government has issued a guide book under the title, "Prince Edward Island, a Summer Paradise," to attract vacation visitors, and also an elaborate descriptive list of improved farms for sale. The Island Fish and Game Association publishes a 72-page description of the Province, written principally from the standpoint of the tourist sportsmen. The Charlottetown Board of Trade has printed a leaflet entitled "Rest and Recuperate in the Garden of the Gulf." The Canadian Pacific Railway, in a pamphlet regarding "The Eastern Provinces of Canada," has devoted considerable space to Prince Edward Island. Many hundreds of each of these publications have been distributed by the publicity agent, together with copies of inland papers containing articles of advertising value. The requests and demands for this printed matter from tourist and transportation agencies, etc., have quintupled within the 15 months since the agent was appointed.

OTHER PUBLICITY METHODS—INDUSTRIAL EFFORTS.

In addition to this published information the publicity agent furnishes data concerning the island by the large volume of correspondence which he sends out in direct reply to inquiries. He has been instrumental in supplying photographs and facts for several special magazine and newspaper articles and has himself written a number of such articles, in connection with the Province's peculiar industry of black-fox breeding he has rendered valuable publicity services.

Any mode of procedure for building up the prosperity of the Province lies within the domain of the publicity agent. Negotiations have been conducted by him with a number of manufacturing concerns which it was hoped might establish branch factories in Prince Edward Island; and while no concrete developments are as yet actually recordable, there

ANNIVERSARY CELEBRATES. — You can hardly find a man who seems excellent prospect that one or two industrial concerns will be opened at Charlottetown, in the near future as a result of these efforts. A woollen mill and a rolled-oats factory are definitely projected. The idea of finding purchasers for those island farms whose owners, or their heirs, have removed to the Canadian Northwest, was effectively put into use in the publication of the list of farms previously noted, and sales are already resulting. By cooperation with a firm of English realty brokers five island farms have just been sold to English emigrants who are about to arrive; and through the same means

about 20 farm laborers are to arrive simultaneously.

WORK OF THE CANADIAN IMMIGRATION SERVICE.

The regular work of the immigration service links up closely with the publicity functions mentioned. There are maintained in Great Britain 10 offices of the Dominion immigration organization under the direction of J. Obed Smith, styled assistant director of emigration, to promote emigration to Canada. These emigration offices maintain connections with a chain of 1,000 newspapers in the United Kingdom, to which they furnish material concerning various sections of Canada; and while much information is thus placed in circulation gratuitously, a large additional quantity is paid for by the Canadian Government. The appointment of the Prince Edward Island publicity agent was made known through English newspapers in a manner to call forth letters to him by prospective emigrants, and much advertising and informative matter regarding Prince Edward Island also received dissemination in this way.

Emigration from England to Canada is also brought about through the work of a system of children's homes which sends out large numbers of juvenile immigrants for Canada. This movement has been in progress for more than a decade, the number of children arriving last year being 2,469; and such few of these as reach Prince Edward Island are in charge of the publicity agent. Just as the Canadian immigration agencies in England have assisted in advertising Prince Edward Island abroad, so the agencies in the United States have operated to make the island known on this side of the Atlantic. Offices for attracting settlers from the United States are maintained in all parts of America and are in touch with newspapers and other advertising media, and their facilities have been used by the island publicity agent.

(Consul General Evan E. Young, Halifax, Nova Scotia.)

MARITIME PUBLICITY ASSOCIATION.

The organization of a Maritime Publicity Association has been effected as a result of a recent gathering of publicity men at Moncton, New Brunswick. The new association has for its object the publishing and advertising at home and abroad of the resources and opportunities of the Maritime Provinces of Canada. It is reported that a central bureau in charge of a competent publicity man will be established to supplement the publicity work already carried on. In the raising of the necessary funds a direct appeal will be made to the cities and towns in the Maritime Provinces, the Federal and local governments, and the railways, etc.

THE LIQUOR QUESTION. A SUGGESTION.

Sir:—Of late the Churches, the people, and the press, seem somewhat exercised over the failure of the Provincial Law in prohibiting the importation and sale of liquors.

This Province during the past third of a century, has tried the "Scott Act," "Free Rum," and "Prohibition," with apparently the same unsuccessful results. I will say just here my own memory compels me to say that during the term that "Free Rum" was on trial, there was less drunkenness visible than at any other time. The reason for that result is not altogether difficult to understand, the main reason being that when there was no license, and no penalty, the dealer who sold the best liquor, got the bulk of the trade. Now, as the illicit dealer is liable to be hit upon, his stock confiscated, and destroyed, he imports only the cheapest quality of stuff, and consequently the men who drink it are poisoned. It is not the quantity, but the quality, that talks, or disables those partaking of it.

The reasons for the "Scott Act" and "Prohibition" not working effectively are principally because most of our people (including the clergy) have the feeling that those laws infringe upon the liberty of the subject, and men of years, and good habits, feel that they are deprived of their social glass which they enjoyed for years, and have a distinct right to enjoy, when they can afford it. That is the real cause of the failure of those laws, and any man who keeps his eyes open, can see why people do not take an interest in such laws.

You can hardly find a man who believes in his heart, that his abstaining from his social glass, helps the drunkard in the least degree. All past efforts to prohibit and control the liquor trade having failed, what then are we to do? The Churches and the papers may talk and threaten as much as they like, they never will prevent the use of intoxicating liquors. Supposing even that the prohibition of importation was successful, why, then the people would manufacture it—as they are doing in places in this Island today!

Every reasonable person will concede that the liquor traffic should be under strict control. Under such circumstances, I am of opinion that we cannot do better than follow the example of the Mother

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"I have all the insurance that I need."
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Do you cheat yourself with these poor arguments? IF SO, you had better turn over a new leaf and let THE CANADA LIFE, take care of your responsibilities.

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You will find it to your advantage to inspect our line of FELT SLIPPERS. They are neat, warm and comfortable, made in a number of pretty styles in different shades and patterns of felt. They are finished with either leather or felt soles. Women's priced from 29 cts. to \$1.65. Children's priced from 35 cts. to 75 cts. Men's, the kind every man wants, 60 cts. to \$1.20.

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