

NEW AMSTERDAM OIL CO.

Of Ventura Co. Cal.,

COLONIAL TRUST CO., N. Y. DEPOSITORY
Paid-up Capital \$100,000. Shares \$1.00 Each.
Organized under Laws State, New Jersey.

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THE REASONS that the far West must seek the East for capital to develop its riches, are many, the principal one, because the dollar in the West is scarce and virtually worth only about 66 2/3 cents in purchasing the manufactures of the East. This is due to transportation charges. The Eastern dollar purchasing its own manufactures, and the Western dollar its own production, referring principally to agriculture; will do relatively the same work. Now, roughly speaking, it is ONE THOUSAND miles from the Atlantic Coast to the Mississippi River, which is considered by every one the centre of the United States; but from the Mississippi River to the Pacific Coast, is TWO THOUSAND miles. Again roughly speaking, 70 per cent of the population of the United States resides east of the Mississippi River. Therefore we have an area of twice the size of what is really the West, populated by only 30 per cent of the entire population of the United States, and that again includes Indians, who are surely not a great factor in agriculture, mining or such business enterprises. In times gone by the Western people realized that in a community of interest lay their best chance for the development of their rich country. The money being scarce with them, the feeling being strong that whatever project in hand required only a little development to reveal its riches, and with that neighborly feeling that the prosperity of one should be the prosperity of all, arose that method of buying and selling, especially in mining shares from TWO cents per share to ONE dollar per share, but issuing only a few thousand shares. This is what we of the East could not understand; that the projects which prove themselves to be so rich should sell their shares on the penny basis. The millions upon millions of dollars that were taken out of the earth with the little expenditure of capital, proved the West rich and made very many people rich, and is doing so still. Of course the method brought into vogue countless wild cat concerns that sold their shares on the same basis. However, these concerns sold their shares by the ream, the printing press never ceasing as long as there was a chance to unload a few shares. The West itself suffered from these, more than the East. A big majority of the many pioneers who made their fortunes in the West, starting virtually on the PENNY basis, after doing so, come to the East with their fortunes and spend the money here, but leave the further development of the West to the new comers. If the West could command for the development of its various products, 1-10 of the capital that effects East in its own dominion sinks in worthless enterprises every five years, the riches of the United States would be added to at the rate of about \$500,000,000 a year. Few Easterners realize for instance, the vast extent of the State of California; when it is known that an imaginary line starting at New York city and extended along the coast, passing through the States of New Jersey, Pennsylvania, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, and half way down Florida, would be 850 miles in extent, which is the length of coast line of the State of California, and which gives it a change of climate with a new variety of products every hundred miles. The State is one hundred and fifty miles wide. Now imagine this vast domain with its riches awaiting the capital, much as has already been invested there, to develop its property!

Coal was King! Oil is its successor! Without coal the world is paralyzed. 80 per cent of the cost of every ton of coal mined is labor. 2 per cent only, is the cost of labor in the production of oil. Therefore the coming demand for oil is unlimited, and the railroads which have throttled so many enterprises by their exorbitant charges, will be compelled in self defence to use oil as their fuel instead of coal. The profits of a well-conducted oil company, owning good oil lands, from the sale of oil for fuel alone, not considering by-products, are staggering in their enormity. California is now proven to be one vast oil reservoir, awaiting only the capital to sink the wells and tap this reservoir, and we of the East who furnish this capital will reap the harvest.

The New Amsterdam Oil Company of Ventura, California, owns a vast tract of oil land in the best district; numbers in its personnel of officers, men of the highest integrity; it offers you this opportunity. Par value of shares \$1.00 each. A strictly limited number of sales at that price and the total issue of stock is also strictly limited. It already has numbers among its stockholders men of the highest eminence in the United States, among whom are the Hon. Wm. C. Whitney, Thos. D. Reilly, Robt. A. Tucker, G. Herbert Daley, Geo. H. Mallett, August Schacht and a host of others. Send for prospectus.

New Amsterdam Oil Co'y.,
309 Broadway, N. Y.

New Preserves..

Strawberry 12c per lb.
Raspberry 10c per lb.
Gooseberry 10c per lb.
Black Currant in 15 and 25 cent bottles.
Strawberry and Raspberry Syrup 25 cents per bottle.

All the above goods are made from home grown fruits and are guaranteed pure.

Try Eureka Tea 25c lb.

R. F. Maddigan & Co.,
Telephone No. 25

AN OPEN LETTER

To Mr. John A. Cooper
Canadian Magazine.

REPLYING TO ATTACK

Upon P. E. Island—What Mr. A. Irwin Has to Say on the Matter.

SIR,—Mr. John A. Cooper, of Toronto, editor of The Canadian Magazine came to the Maritime Provinces during the month of July of this year to arrange for the accommodation of a number of the members of the Canadian Press Association, of which Association Mr. Cooper was at that time and is yet, probably, the President.

A visit to Prince Edward Island was included in the programme arranged for the excursion of the members of the Canadian Press Association, and the nature of Mr. Cooper's duties as *correspondent* necessitated his visit to this Province. Mr. Cooper, I understand, arrived in Charlottetown by the late night express, and he left on the following morning. I have been told that his stay in Charlottetown, comprised a period no longer than I have stated, but this statement I leave open, subject to amendment if not correct.

Having made arrangements for the accommodation and comfort of the members of the Press Association who were to participate in the excursion, Mr. Cooper returned to Toronto.

In the August number of his magazine Mr. Cooper referred, editorially, to his trip to the Maritime Provinces, and a number of his remarks about P. E. Island (which Mr. Cooper now says were merely criticisms) were so absurd and inaccurate that they deserved to be flatly contradicted.

In the August number of the *Prince Edward Island Magazine* the writer commented upon Mr. Cooper's diatribe and did flatly contradict some of his statements. I did this because, considered as a whole, Mr. Cooper's article, may do harm to this Province by conveying a distinctively wrong impression to the minds of people who might accept, without qualification, the statements therein made. This view of the matter was concurred in, almost unanimously, by the newspapers, and by the people of this Island.

Mr. Cooper's resentment of the contradiction impelled him to write an open letter to the editor of the *P. E. Island Magazine*, and this open letter was published in *The Daily Examiner* of Saturday last.

Mr. Cooper attempts to justify himself by saying that he did not say what I said. Here are the facts:—

FROM THE CANADIAN MAGAZINE FOR AUGUST.

"Prince Edward Island is never likely to be the home of industries. It is essentially a large market-garden."
"In the Maritime Provinces they (the newspapers) are well but mistakenly edited, they are ill supported."
"The Charlottetown newspaper offices for example are easily the worst in Canada; there is nothing in the Ontario towns to equal them for lack of appearance, unhandiness and dinginess."

"There isn't a hotel in Prince Edward Island that can accommodate a hundred people without getting dizzy. I think I am safe in stating that, except for one small hotel on the north shore of Prince Edward Island, there is not a tourist hotel on the saltwater shores of the Maritime Provinces."

"Charlottetown, P. E. I., is known throughout the land as 'Sleepy Hollow.' It is the dingiest and most unprogressive city in the east. The Provincial buildings are a disgrace to an enlightened community, while the whole place seems to have given itself up in disgust to an inevitable fate. The people with blue blood, people with education and culture and wealth, people who might be great if they would take the trouble. The Dominion Government should guarantee the bonds of a good summer hotel on Charlottetown's beautiful harbor and put it in charge of the Superintendent of the P. E. I. Railway. The rich citizens of Charlottetown have been waiting for years for the Plant S. S. Line to do this."

THE NEW ROSS RIFLE

Magazine Fire Like a Revolver Needed Occasionally of Interest to Militia Men.

The new Ross rifle, which is being offered to the Canadian government, has been on exhibition at the Dominion Rifle Association meet, does not meet the general approval of the experts and there is certainly not sufficient evidence of its superiority over the Lee-Enfield to warrant the discarding of that good arm. The sighting of the Ross is not satisfactory for one doing the sighting of the Lee-Enfield might be finer, but that is something which could be remedied by the government armorer. The sights on the Ross are radically wrong, the back sight especially being too flat. The only decided advantage over the Lee-Enfield is in the recharging of the magazine, which can either be done simply or with a clip attachment. This recharging of the magazine is a matter on which, perhaps, too much stress is laid. Magazine fire is something which, like the revolver, is only needed occasionally and then the result is short, sharp and decisive. Like the man with the revolver, by the time one magazine charge is exhausted either the firer has cleaned out the enemy or the enemy has done him up. In one case he has leisure to reload, in the other he does not need to. Too much facility in charging magazines is liable to make lazy or excited men depend on the magazine

FROM MR. COOPER'S OPEN LETTER

To the Editor of the P. E. I. Magazine:—
"SIR,—In the August number of your periodical you refer to my remarks on Prince Edward Island and Charlottetown, and speak of the 'injustice' and 'untruthfulness' of my statements. Allow me to say that I shall give \$100 to any Charlottetown charity you may name, if you can show one false statement in my remarks. Will you accept the challenge? If you refuse, then it is open to the Mayor of Charlottetown or the Premier of Prince Edward Island."

My statements were:
(1) Prince Edward Island is being blessed with an increased tourist trade. Will you deny that?
(2) The diseased, worn-out and healthy may find an ideal spot. Do you deny the truthfulness of that statement?
(3) There is a lack of 'good summer hotels.' Do you deny that?
(4) Charlottetown is known throughout the land as 'Sleepy Hollow.'

(5) Charlottetown contains people with blue blood, education culture and wealth. Do you deny that statement?
(6) The Dominion Government should help to erect a good summer hotel on Charlottetown's beautiful harbor. I quote my exact words, and for such a suggestion I am to be pilloried and labeled an 'untruthful' man?
"These were my principal statements. The one about the number of tourist hotels was a modified statement. I said I was not sure. Now, am I yet, I shall travel along the whole length of the North Shore as soon as I have a spare week and you will hear from me if I find many tourist hotels."

"Now, sir, I leave the matter in your hands. If you desire to win in this little self-chosen battle of yours put on your spurs and sword."
Yours fraternally,
JOHN A. COOPER.

All of the statements categorically presented in Mr. Cooper's open letter are supplemented by his explanations and appeals against the harsh judgment that he considers has come upon him. "Am I to be denounced and cursed by all the inhabitants of the Island?" he asks. "Where was the crime of telling of the attractions of your poetic land?" such telling of the attractions being a cursory summing up of the health-giving value of the visit to the Maritime Provinces; "Why should I be rotten-egged because I stated historic fact?" the alleged fact being the libel in paragraph 4, that Charlottetown is known throughout the land as "Sleepy Hollow." "It may have been bad taste on my part but there the blame must end," he says: In paragraph 5, Mr. Cooper repeats without change his sentence on Charlottetown, and says he is sorry to be under the necessity of reiterating it. Paragraph 6 is misleading without its context as published in the Canadian Magazine. As for paragraph 7 no one dreams of the pillory or of untruthfulness in connection therewith.

You are magnanimous Mr. Cooper, are you not, in leaving the matter in my hands. It seems to me that you have delivered yourself over, bound and helpless, and really I do not know what to do with you. You surely do not mean to say "truthful" can be applied to your remarks. I cannot more plainly point out wherein you have erred, not deliberately, I believe, but from want of knowledge. How could you in your short stay learn sufficient to enable you to sweepingly denounce our hotels, our buildings and our people. There is a hotel that can accommodate over one hundred guests and still preserve its gravity. There are more hotels than one small hostelry on the North Shore. It is not a historical fact that Charlottetown is known as "Sleepy Hollow." You will pardon me, Mr. Cooper, if I venture to say that you acquired only enough knowledge to enable you to misrepresent.

Of bad taste we have not accused you; I have not heard you denounced nor cursed; nor was mention of rotten eggs made seriously. Our people resented your misrepresentation of their Province and of themselves, and their resentment found an outlet in the public press. There was no denouncing, no cursing, no bad feeling, and, most assuredly, no bad eggs. There was merely made a contra statement refuting your charges, and you challenged me to prove you wrong. I consider that I have done so.

You ask "why should P. E. Island get excited over a few criticisms, obviously goodnatured?" "Eie, Eie, Mr. Cooper little discrimination is needed to perceive how far your remarks are removed from goodnatured criticism. We do not think you meant to slander us: we do not accuse you of malice. And all that I did in the matter was to say that some of your remarks were unjust and some were utterly false."

In extenuation for applying the term "Sleepy Hollow" to Charlottetown, you say that Toronto is called Hogtown but the Torontonians do not worry about it. Of course not. If the name is undesired it cannot trouble them; if the name is apt and fitting they are, probably, too thick-skinned to resent it.

You have thrown down the gage of battle, and challenged me to take it up. I have done so, not arrogantly nor for self glorification, but because I do not desire to see Prince Edward Island maligned, and, figuratively speaking, spat upon.

Yours fraternally,
Archibald Irwin.

Dressing Well at Small Cost is Easily Accomplished.

Diamond Dyes enable thousands of women to dress well at a small cost. One or two packages of some fashionable color of the Diamond Dye will give new life and beauty to any old or cast off skirt or dress. Your faded cape or jacket of last year can be colored a rich black, navy, seal brown or dark bottle green, and made to look as if it came new from the store. Your husband's suit and children's clothes may, with a little care, be made as good as new.

Now is the time to dye your rugs for the making of pretty mats and rugs. If you desire a novel and stylish pattern, buy one of the Diamond Dye Mat and Rug Patterns now sold by the majority of dry goods merchants everywhere. These beautiful patterns are colored on the best Scotch Hessian and ready for working. If your dry goods dealer does not keep them, send to the Wells & Richardson Co., Limited, Montreal, for design sheets. Mailed free to any address.

ON THE BARGAIN COUNTER.

Boston Advertiser: The Danish West Indies are on the bargain counter, marked down to \$4,269,999.98.

For the masses not the class BEN TLEY'S Liniment is the family medicine chest. Price 10 and 25c.

THE FIRST WHITT BABY

IN NORTHWEST.
Mrs. H. P. Van Cleave, "the first white baby born in the Northwest," lives in Minneapolis, and though 83 years old is still mentally vigorous and much interested in the world's affairs.

To cure a headache in ten minutes use Kumfort Headache Powders.

NEW SIRDAR ON WAY TO LONDON.

Sir Rignald Wingate, who succeeded Lord Kitchener as the Sirdar of the Egyptian army, is now on his way to London and Cairo to lay a report on the southern provinces before the British foreign office.

AS WELL TRY TO KEEF HOUSE successfully without bread as without a supply of Kendrick's Liniment—the King of all Liniments.

TAX-RIDDEN JAMAICA.

KINGSTON, Jam., September 5.—The government valuation of properties over the whole island, for the inauguration of a new system of taxation has caused much agitation, and the people openly threaten to cause trouble if any increase is made on the present oppressive rates.

Bicyclists and all athletes depend on BENTLEY'S Liniment to keep their joints limber and muscles in trim.

BRITISH PATROL CAPTURED

Cape Town, September 9.—Capt Wallis with a patrol of 25 men, from Outshoort was taken in ambush near Mieringspoort. He and two men escaped, three others were killed, and four wounded, and the rest, who took the oath neutrality, were released.

KUMFORT Headache Powders are safe pleasant, and effective. They contain no opiates or any harmful drug. They create no habit from continued use.

Opening New Furs and New Jackets, New Underwear and Blankets.—Paton & Co. 74.

REMOVAL SALE.

In September we will move to the building adjoining Norton's Hardware store (our old stand)

Tremendous bargains 25 to 50 p.c. discount to make a quick clearance before moving.

Boots and Shoes 25 to 50

Ready-made Clothing 25 to 50

Underclothing, Shirts, Collars, Ties at 25 to 50

Hats and Caps 25 to 50

Smallwares 1-3 off

Clark Cotton Spools 200, 4c each

No reserve—best bargains of the season at our removal sale.

J.B. MacDonald & Co.

Just Looking

To see what you have.

That's right sir! glad to have you. Our stock of Christy Hats for Fall are nobby, good and cheap.

American Hats too are all in and we want you to see them.

Jot it down too, that our prices are on the ground floor for Hats especially. We are selling Christy Hats for twenty years and never yet heard a complaint. Are you wearing a Christy, if not you must be very sore headed by this time. It's time you came to us for the kind that can beat the other fellow's hats easily. Prices \$1.00, \$2.00, \$3.00 each.

Hat comfort here because our hats fit GOOD.

Prowse Bros,

The Wonderful Cheap Men.