

Chronic constipation conquered by Nujol treatment, said doctors

WE asked leading doctors all over the country how they treated chronic cases of constipation. 80.7% said they recommended the Nujol type of treatment.

Here is a typical answer taken at random from hundreds of interviews: "Where hard, dry impacted conditions are present in chronic constipation Nujol type of treatment is especially successful. Laxatives and cathartics do not tend to correct the causes of constipation. In their place I recommend an intestinal lubricant in all obstinate cases."

Doctors Advise Nujol

Nine doctors out of every ten told us they were advising the Nujol type of treatment for their patients in place of laxatives—and for these reasons: 1. Nujol is not habit-forming; 2. A more natural method; 3. A lubricant is better than a laxative; 4. Does not gripe; 5. Is not irritating; and 6. Nujol gives lasting relief.

Unlike Laxatives Laxatives and cathartics act by irritating the intestinal tract. They cause

the bowels to frantically expel the contents of the intestines and thus rid the system of the drugs that pills and potions contain.

Nujol acts entirely differently. It contains no drugs, no medicine. Its action is mechanical. It merely softens the dried waste matter in the intestines and lubricates the passage so that the muscles of the bowels can expel the waste matter regularly, naturally and thoroughly.

Nature-given Remedy

Nujol appeals to the medical man because it is a simple, scientific and safe remedy for constipation, no matter how severe the case may be. It is gentle in its action and pleasant to take. Children love it!

Get a bottle of Nujol from your druggist today. Doctors advise it for constipation, whether chronic or temporary. Avoid substitutes.



This idea of service has characterized the actions of our Association. Our barcon has been open night and day and many Sundays. Our entire committee has met at least once a week while sub-committees met almost daily, all in an endeavor to give greater service to the public.

At the beginning of the season our financial drive was organized and conducted by S. A. McLeod who gathered around him a splendid team of collectors. These men met with a response from business and professional men and Summer-side again came splendidly to the front under the capable leadership of C. R. Rogers. The Provincial government and the City of Charlottetown assisted the good work very materially by granting substantial sums.

As in former years advertising was done in the United States and Canadian newspapers and this year we also advertised in several leading magazines including—Reviews of Reviews, Harpers, Golden Book and Scribners.

We handled a greatly increased amount of mail this year. During the year the Dominion Government Motion Picture Bureau released the motion picture "The Maritimes" which was the attraction of the Maritime. Three of the copies were entirely of Prince Edward Island, while the Island played a prominent part in the other two, and copies of these are to be shown throughout Canada and the United States and in fact in every civilized country in the world.

The Munson line "S.S. Manarog" made two calls at Charlottetown during the summer and was met on each occasion by a representative of this association who presented maps and literature to each passenger.

Assistance was rendered in housing delegates to various conventions and many invitations were extended to conventions to hold some future meetings in Prince Edward Island.

In July the association assisted in entertaining the representatives from the leading railways on the continent, these men were brought here for the purpose of learning first hand just what our tourist attractions are that they were deeply impressed and amply proven by many letters received from them since and by some definite steps they have taken with a view to increasing traffic to this Province.

The bringing in of these men was undoubtedly the biggest piece of publicity ever attempted in Eastern Canada and that it was so successful is evidenced by the committee of citizens who so selflessly devoted time and money to the cause. That the tourist traffic is increasing rapidly is evident during our summer months. On all sides this season were heard comments on numbers of visiting cars on our highways at all times and our auto traffic shows an increase of twenty per cent over last year, and practically three hundred percent over 1925 the year we organized.

As before stated, we do not purpose dwelling on this phase of the industry, that it is well established is an undisputed fact.

The point we are anxious to make is the necessity for careful attention to tourists on and after arrival here in what respects that a tourist is not a distinct species, he is human, even as you and I. If he said that a weed is a plant out of place and so a tourist is just one of us away from home. Treat him this way and just watch our industry grow.

In closing I regret very much that I have not had time to do more than to say that I am a member of the Association. Having always taken a deep interest in all matters pertaining to the welfare of our Province, I have found the work especially congenial and it was only after serious consideration that I felt obliged to seek fields where the opportunity of advancement are greater. I have every faith in the industry and regret exceedingly that I cannot stand shoulder to shoulder with the men who are making such a success of this work. I wish to bespeak for my successor a continuance of the hearty support always accorded your secretary by the Executive and sincerely trust that each succeeding year shall see an increase in the tourist traffic as great, if not greater than any year in the past.

Mr. S. A. McLeod in moving adoption of the financial report spoke of the success of the drive last year and hoped that this year's drive would meet with as great success. He wished to add a vote of thanks to all who contributed to the Association to which Justice Arsenault added the name of His Honor Lieutenant Governor Heatt, who was ever ready in furthering the interests of the Association.

Mr. Paton in seconding the motion said that the report showed work remarkably well done. The association is one of the best things in the Island.

Mr. E. T. Higgs again moved that all the officers be re-elected. Hon. Frank MacPhee in seconding the motion said that the officers had done noble work. They have sacrificed themselves for the public good and their experience should not be lost to the association. The public given the Island by the Association will not only do good abroad but make the people of the Island satisfied with the province in which they live.

Justice Arsenault mentioned the fact that the Henry L. Dougherty Co., had generously contributed to the Association and had shown great interest in its work. As Mr. Stuntz was present he would like to have him address the meeting.

Mr. Stuntz said it was a very great pleasure to live so long on P. E. I. The time has passed all too quickly.

He said he had asked authority to help the Association again this year. He then explained the work as done at Governor's Island. They are at present down 4127 feet. It was a great pleasure to him to

LIQUOR CARGO SEIZED AND SOLD FOR \$3,000

Dereliction From Duty of Coastguard Commander Revealed in Federal Court.

NEW YORK, N. Y., Jan. 11.—How the crew of a coastguard cutter sank a rum runner with which it could not "do business" and then sold the seized cargo has been told in federal court.

Frank J. Stuart, Gov't witness in the conspiracy trials of Frank and Edward Costello and sixteen others, testified that while commander of coast guard boat, 125, his men removed the cargo of a captured rum runner "The Dowry" with which they could not "do business" and then sank the boat by shell fire. The cargo was landed and sold for \$3,000 he said, and divided among the crew.

Stuart also told of accepting a bribe of \$2,000 from Philip J. Coffey, one of the defendants in the case, for permitting several small liquor laden vessels to run into Port Bays, Long Island and unload. He said he kept \$500 of the money and gave each member of the crew \$300.

"Rotten conditions" in the coastguard service were blamed by Stuart for his dereliction from duty. Before taking the witness stand, Stuart pleaded guilty to a charge of conspiracy. He is also under indictment for alleged piracy.

Stuart said he was court-martialed and sentenced to six months imprisonment for his rum running activities but that after serving 25 days he was discharged upon the strength of a telegram signed by Lincoln C. Andrews, assistant secretary of the Treasury.

Consular Corps To Banquet Lt.-Gov. Cockshutt

TORONTO, Ont., Jan. 7.—Further direct evidence of the esteem in which His Honor the Lieutenant Governor Col. Harry Cockshutt, is held by every section of society in the province is forthcoming today in the announcement that members of the foreign consular corps, in the city have extended an invitation to attend the forthcoming banquet to be given by the consular corps, in the city. The banquet will be held at the Hotel Ontario, and will be a most enjoyable affair. The consular corps, in the city, are proud to have His Honor as their guest, and are confident that the banquet will be a most successful one.

NEW YORK, N. Y., Jan. 10.—Two sections of the Toronto City Council, the Imperial Biscuit Co. Limited, famous New York City train, collided at Savannah Station west of Syracuse, yesterday during a fog. Engineer Walter Seville, of Buffalo, of the fourth section was killed and his fireman Stanley Henderson also of Buffalo was seriously injured. Several passengers sustained minor injuries but all except Arthur Kennedy, of Oakland, Calif., are able to continue their journey.

have an interest in the Association. He said he knew about 2,000 possible tourists and he would not rest until he got them to P. E. I. Messrs. Clarkin and Higgs moved a vote of thanks to the press which was seconded by Dr. McMillan, Dr. McMillan moved a vote of thanks to the former secretary Mr. Reigh Timmer, which was seconded by Mr. Hyndman.

Mr. Hyndman showed the meeting Christmas cards in the shape of Island views which were the idea of Major Ashton. He said they should be adopted by the people as they made an attractive Christmas card and did not cost much—about 10 cents each.

Justice Arsenault thanked him for his suggestion after which the meeting adjourned.

Pres.—Justice Arsenault. Sec'y.—Mrs. McPadyen. Vice Pres.—Queens—H. C. Brown. Vice Pres.—Kings—Hon. J. A. MacDonnell. Vice Pres.—Prince—Senator Cecil McArthur. Chairman Finance Committee—Mr. S. A. McLeod. Chairman Publicity Committee—P. W. Clark. Chairman Attraction Committee—J. A. McMillan. Chairman Housing Committee—M. P. Titus.

A Raw, Sore Throat

eases quickly when you apply a little Musterole. It penetrates to the sore spot with a gentle tingle, loosens the congestion and draws out the soreness and pain and won't blister like the old-fashioned mustard plaster. Musterole is a clean, white ointment made with oil of mustard. Brings quick relief from sore throat, bronchitis, tonsillitis, croup, stiff neck, asthma, neuralgia, headache, congestion, pleurisy, rheumatism, lumbago, pains and aches of the back or joints, sprains, sore muscles, bruises, chilblains, frosted feet, colds on the chest.



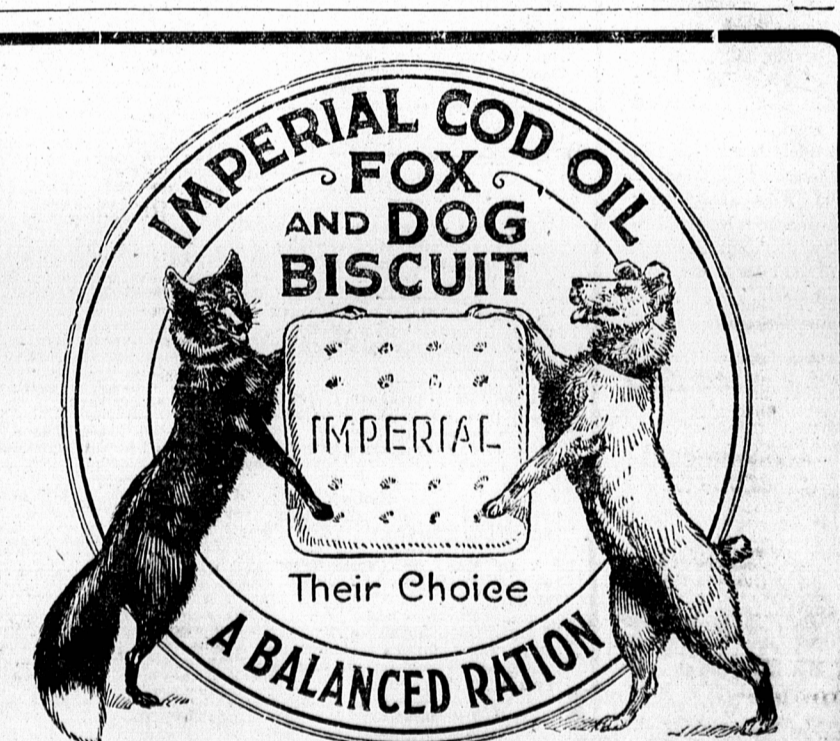
To Turn Our Great Winter Stock Into Cash

We Offer the Following Discounts During the Next Ten Days

Extra Specials in all Departments

- | | | |
|------------------------|-------------------------------|------------------------|
| 20 Per Cent Off | One-Third Off | 20 Per Cent Off |
| Cottons | Ladies' Coats | Shirts |
| Flannelette | Ladies' Suits | Underwear |
| Linens | Misses' Coats | Nightgowns |
| Crepes | Ladies' Coatings | Sweaters |
| Shirtings | Silk Dresses | Work Shirts |
| Voiles | Stanfield's Ladies' Underwear | Socks, Gloves |
| Towelling | | Pyjamas |
| Ginghams | | Handkerchiefs |
| Cretonnes | One-Quarter Off | Overalls |
| Prints | Men's Overcoats | Caps |
| Towels | Men's Suits | Pants |
| 20 Per-Cent Off | Men's Hats | 20 Per Cent Off |
| Silks | Boys' Suits | Gloves |
| Tweeds | Boys' Overcoats | Hosiery |
| Satins | Men's Sweaters | Yarns |
| Trimmings | 20 Per-Cent Off | Corsets |
| Linings | Beds | Underwear |
| Laces | Springs | Brassiers |
| Velvets | Mattresses | Lingerie |
| Flannels | Wicker Chairs | Curtain Nets |
| Serges | Bureaus | Curtains |
| Suitings | | Draperies |

PATONS Limited



SUCCESSFUL WINTER FEEDING REQUIRES IMPERIALS

The "Power Foods," which supply energy and strength, are a necessity for your breeding foxes at this time. All the energy and strength must come from food and chiefly from one class of foods called "carbohydrates." From one-third to one-half of the foxes' diet should be made up of them. IMPERIAL COD LIVER OIL BISCUIT ranks very high in carbohydrates and its the correct cereal to feed at this season. IMPERIALS are also rich in vitamins and mineral salts, both absolutely necessary for healthy, vigorous foxes.

BEST RESULTS IN REPRODUCTION are obtained from the regular feeding of IMPERIALS during the gestation period, as they are laxative and have a cooling effect on the blood. Feed the morning meal of dry IMPERIALS.

IMPERIALS are sold by leading distributors or direct from the factory.
Imperial Biscuit Co., Ltd.
Phone 721 Box 446 Charlottetown, P. E. I.

Publicity Association Meeting

The following is the report of the former Secretary of the Publicity Association, Mr. Reigh Timmer, which on account of insufficient space did not appear in yesterday's issue.

In presenting a report of the work of the Prince Edward Island Publicity Association it is necessary to dwell on the successive steps which have led from the very small beginning of our organization in 1923 to the present fully equipped and capably run Bureau. It is also unnecessary to dwell on the absolute necessity for the continuance of such a Bureau. The fact that we have assisted thousands of tourists during the past three years has been instrumental in spreading the information that a fully equipped Bureau does exist and a large proportion of our visitors now look to us for assistance which we can ill afford to withhold.

There is a large measure of satisfaction in reporting that what was started in 1923 as a highly experimental venture has now resulted in a legitimate business enterprise recognized throughout our entire province as one of the leading revenue-producing industries of Prince Edward Island.

From the work as carried on many valuable lessons have been learned and much experience has been gained, and from it one fact stands out clearly—that is, that our Bureau has become an institution recognized not only by our own people, but by the publicity men throughout the whole North American continent.

As a result of the advertising campaigns conducted by each of the Maritime provinces the tide of tourist travel has, during the recent year, turned definitely eastward and it is now a matter not only of advertising but also very carefully attending to the wants of the traveling public. We are to hold and increase our tourist clientele. But the business must be built on good will and fair treatment just as soundly as is necessary in any commercial enterprise.

We are not exactly sold on the way in which each Maritime province has followed her own method of outlining her tourist attractions to the public. We, as an Association, are in no way competing with our sister provinces in this matter, and are firmly convinced that by making our advertising grants and making a larger display for the Maritime provinces as a whole that even more gratifying results could be obtained. Quebec and Ontario, our nearest competitors are each

spending vast sums for the purpose of attracting and caring for tourists, and to stay in the running we, in the Maritimes, should co-operate very closely, not only in advertising but in suggesting to every guest a visit to each of our sister provinces.

That the tourist traffic to Canada is increasing in a remarkable way is shown by the fact that in 1926 the auto tourist traffic alone amounted to \$200,000,000 an increase of \$12,000,000 over 1925, and equivalent to the total tourist traffic, railroad and auto, during 1925.

A report from Quebec conveys the information that auto tourists to that city in 1926 broke all previous records. Cars from the United States alone numbered 265,349 compared with 225,000 last year, and 180,000 in 1924. Auto tourists in 1926 left \$6,000,000 in Quebec City. From all sides reports show the same splendid increase in revenue and we may readily understand that these places are fully alive to the possibilities of the situation, and are making every effort to secure the satisfaction of the travelling public by catering very carefully to its needs and thus building up the most effective form of advertising—the spoken recommendation of satisfied guests.

During the year it has been the privilege of your secretary to visit many important tourist centers including Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, St. Catharines, Hamilton, Niagara Falls, Buffalo and Boston. The Maritime Province and some of the other Provinces were pretty well covered by motors, and while visiting each centre as complete an investigation as possible was made of tourist conditions. Interviews were obtained and invaluable relations were established with some of the most outstanding men on the continent in tourist work.

This experience, together with the fact that the writer has, for several years made an intensive study of tourist matters from every angle leads him to venture a few suggestions as to what we in Prince Edward Island should do to build up our tourist trade.

While there are countless ramifications the whole secret of success in this field may be concentrated in the one word "Service." Evade the issue as we may we must finally if we face it squarely, admit that this has not been fully rendered in the past. To put this in concrete form, we must have better railway facilities. We must continue to fight for through pullman or chair car service. If this is not feasible with one car ferry we must then insist on a second car ferry boat and carry the fight until it is secured.

Your representative should be advertised locally and have the priv-

ilege of visiting all hotels and summer resorts and making a complete inspection from time to time, and the proprietors should be given to understand that if his suggestions were not acted upon that it would have a tendency to discredit the reputation of his house with the travelling public. The writer took this duty on himself this season and visited practically every summer resort with the result that he has first hand information for future use.

Another suggestion of better tourist service is the placing in each room of a card, giving the name of the Tourist representative of the District and on this card should be outlined the points of interest in that locality, location of fishing streams, suggested drives, distance to swimming, etc., and an invitation to the guest to enquire for further information. Once again we wish to stress the importance of placarding the schools and halls throughout our Province. It is a subtle form of service to the Tourist and advertising to ourselves and much appreciated by the guests. Already many districts have taken advantage of our repeated suggestions along this line, but there are still many that seem to lack the necessary initiative to spend less than five dollars to put themselves on the map.

Another suggestion which would entail considerable work but which could be done would be the issuing of a slip weekly, dealing with "this week in Prince Edward Island."

Advertising space could be sold and this would be self supporting. Representatives would phone in dates of events in their district not later than Friday and the slip would be in the printer's hands on Saturday and distributed to each hotel Monday. This would contain an announcement of every event of interest taking place during the week, such as conventions, tea parties, horse races, golf and tennis tournaments and dances, as well as announcements of theatres, music tables, etc. This service has been instituted in so many places, that guests now look for it.

With reference to community welfare, while we justly claim that the Province of Canada, taken as a whole, we realize that much might be done to improve the appearance of certain districts. We have written on this subject and given it some attention, but the time has now arrived when some definite steps should be taken.

The older people in these communities are not so liable to take an active interest in any scheme to beautify the districts as are their children, and it is to the younger folk we must turn to have this important work done. If the co-operation of the Department of Education can be secured for inspection purposes, and a sum of say one hundred and fifty dollars, allotted for prize money for the district effecting the most improvement during the season, much good can be accomplished. This improvement must be broad enough to take in each phase that tends to make a community more pleasing to the eye—the removal of unsightly fences, rhyming of hedges, the painting or white washing of buildings, etc. Such a contest carried on for five years, with a capital prize of fifty dollars to be turned over to the children to make further improvements, would work wonders. Special encouragement should be given to naming each farm and stencilling the names of the farm and the owner on each gate or mail box.

Throughout our whole Island, community out door singing should be encouraged, this a never failing source of delight to visitors at all times. Water sports and regattas are always thoroughly enjoyed, and should be arranged whenever possible.

Frequently we receive letters from people who have ideal camp sites available for travellers, we are always very glad to receive such information, but unless such places are marked by a plainly legible sign, it is almost impossible for us to direct traffic to them. Good camp sites are in constant demand, but if they are not plainly marked it is practically useless for us to inform a weary traveller that he has passed a nice one about ten miles out. This matter of signs should be carried further. Every lawn and village should have a sign bearing its name and some word of welcome to guests. Every one who has a service for the Tourist should place a sign telling the world of it. It is not our suggestion to make our beautiful island hideous with signs, but we can proclaim our wares to the public in a sensible way sufficiently to get the main idea of service across.

E. R. BROW
146 Richmond St. Charlottetown
Fire, Life, Accident, Sickness and Plate Glass Insurance at Lowest Rate
Good Strong Stock Companies
Agent at Summerside, Lloyd Lewis.

SMELT AND EEL SHIPPERS ATTENTION
For Top Prices. Prompt Returns and General Satisfaction
Ship Your Production to
CHESEBRO BROTHERS & ROBBINS INC.
Established 1838. Shipping Stencils Sent on Request
1, 2 and 3 Fulton Fish Market, New York, N. Y.