

Exquisite Perfume for Christmas

A gift of choice perfume is something that is always acceptable to a lady. It is a gift that is always in good taste providing the quality is right. Perfumes of high quality are the only ones we handle. Just now we have an unusually large stock of the best makes in the world. Any selection from the different lines is sure to delight the recipient.

J. G. Jamieson
DRUGGIST

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Head Office at Charlottetown
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DIARY OF EVENTS

TO-DAY.

City Magistrate's Court, 9 a. m.

MONDAY DECEMBER 15, 1915.

THE ART OF BOOSTING

The November number of "The Bulletin", an attractive little booklet issued monthly by the Great West Life Insurance Co., just to hand, contains a well written article contributed by Mr. J. O. Hyndman of Hyndman & Co., Ltd., Managers for Prince Edward Island. The article while dealing mainly with insurance matters, has the following to say about Prince Edward Island—The Garden of the Gulf.

"While our Island is particularly noted for its agriculture and fisheries it has quite recently been brought prominently before the eyes of the world as the home of a valuable and unique industry known as fur farming. The silver black fox and other fur bearing animals raised in captivity in the province are now valued at over ten million dollars and a large amount of foreign capital is being attracted by its possibilities. With progress and optimism in the air the future of our province never looked brighter. While we are proud of the many Islanders abroad, including Mr. C. C. Ferguson, the capable Actuary of the Company we hope in future to retain our best men at home, in addition to attracting many new ones. There is no better place to live on the face of the earth than in the Garden of the Gulf."

On inquiry we learn that 10,000 copies of this bulletin are issued monthly to representative insurance people and to such others as the company may wish to reach—in Canada, the United States, Europe and in fact, throughout the world. We find also that Mr. Hyndman has agreed, at the company's request to contribute an article monthly, with the privilege of discussing such other P. E. Island topics as he chooses, outside of insurance. Mr. Hyndman has secured a like privilege from Lloyds, the great London Marine insurance people, and will contribute occasionally to Lloyds's Daily Register, one of the world's greatest dailies. In these contributions as in the article in The Bulletin, above referred to, Mr. Hyndman will have the privilege of saying many good things about Prince Edward Island.

What it will mean to Prince Edward Island to be thus frequently mentioned in periodicals that have a world wide circulation is simply incalculable. We have many things to advertise, to boast, even to boast about and the mere mention of these in commendatory fashion will be of immense benefit.

Herein lies a valuable lesson. There are hundreds of others in the province who could, if they would, do a little boosting "on the side," as Mr. Hyndman is doing, and there are hundreds of ways in which it can be done. Everybody of course cannot have access to the world's largest journals, nor is it necessary. There are correspondents abroad; a word occasionally to each, an optimistic word, a word that expresses confidence in the province and its future will do much.

Our merchants are corresponding daily with merchants and traders and corporations abroad. Their letter heads and envelopes should have something to say about the Million Acre Farm, the Garden of the Gulf, the Home of the Silver Foxes, the resources, the climate, the fishing, boating, bathing, etc. Every word will count somewhere.

We were shown the other day a letter from a gentleman who had never seen Prince Edward Island, written in reply to one sent to him by a business man in Charlottetown. The healthy ring in the latter may be inferred from the following sentence in the former: "When I read your letter I felt like packing my trunk and starting immediately for 'the Island' and I shall not rest until I have seen it."

We have not all learned the art of boosting, which is to be regretted. The secret of boosting is faith and the secret of faith is knowledge. Let us study our resources, our comforts, our privileges, our opportunities, and having studied them let us tell about them, "beginning at Jerusalem," for there are even yet some natives who look with longing eyes at distant fields and listen with itching ears to stories of get-rich-quick opportunities to be met with elsewhere.

No country in the world offers better advantages for honest and remunerative toil than Prince Edward Island; few countries have greater resources—undeveloped, most of them, and awaiting development. The fox industry is an example of what development can result in and its

development we have learned what publicity and boosting can do. Let each take a hint from the method adopted by Mr. Hyndman and when every one is a booster things will come our way.

MR. FIELDING'S FINANCE

At the banquet in Montreal given in honor of Mr. W. S. Fielding, on his return to journalism as the Editor-in-Chief of the Telegraph, Sir Wilfrid Laurier availed himself of the opportunity to discuss the finances of the present Government, as compared with those of the late Government. Sir Wilfrid did not take the trouble to give statistics but satisfied himself with a general criticism. The Halifax Herald points out that Sir Wilfrid was courting destructive comparisons when he started in this train. "Everybody remembers," it says, "the promises of retrenchment and economy on which the Laurier Government got into office, the buoyant revenues for which they claimed credit, and the large 'surpluses' of which they boasted; and yet despite all these things they trebled the public expenditures during their regime, and increased the net public debt by over eighty-one million dollars!"

Here are the figures of the Net Debt of Canada for the years 1896 and 1911, from the Public Accounts:

NET PUBLIC DEBT

1911\$340,042,062
1896 258,497,433

Increase under Sir Wilfrid Laurier...\$ 81,544,619
Despite such facts, the central information office of the Laurier party has been trading upon the gullibility of members of the party of late in discussing the finances of the Dominion. Liberal campaign literature has been assuring the country that the public debt of the Dominion is being increased by millions monthly and that a regular orgy of extravagance is under way at Ottawa.

Hon. Mr. White took occasion at a recent meeting to deal more particularly with the subject than it has heretofore been dealt with on any platform. Under the Liberal administration of Sir Wilfrid Laurier the four years 1908-1911, saw an increase in the Canadian national debt of the tremendous total of \$76,000,000, made up as follows:

1908\$14,000,000
1909 46,000,000
1910 12,000,000
1911 4,000,000

The vote of September 21, 1911, ended this area of increasing debt as it crded a good many other things. A Conservative Government took office and instantly the debt began to drop. Here is the record:

1912\$ 100,000 (decrease.)
1913 25,000,000 (decrease.)

After that comparison it is hardly necessary to add more to combat the Laurier pretenses and charges. But the finance minister was able to go even further and show that a very large part of his present expenditure was the direct result of the bungling of the Liberal Government, with reference to the bonds of the Grand Trunk Pacific.

MILLIONS FOR KING EDWARD'S HOSPITAL

LONDON, December 12.—It is announced that under the will of the late Sir Julius Charles Werther, who was a member of the firm of Werther, Reit and company, diamond merchants, King Edward's hospital fund will soon receive \$1,225,000, and an additional \$1,000,000 later.

MAINLY ABOUT PEOPLE

Hon. J. A. Mathieson, Premier, was a passenger by the eastern train Saturday afternoon to Georgetown.

Mr. M. C. Delaney, M.L.A., the Chief Whip of the party has returned from a trip to Boston, where he spent some days in the interests of the North Tryon Silver Black Fox Company, Ltd. He is more than pleased with the success he met with in the sale of the Company's stock. American capitalists have awakened to the greatness of the P. E. Island fox business and are now not only willing but eager to invest.

Among the passengers leaving the Island by the Summerside route on Saturday morning was Mr. Garnet Le Lacheur, the local representative of the Seed Branch of the Dominion Agricultural Department. Mr. Le Lacheur has gone to Ottawa in order to be attached to the inside staff of the department for the present winter, when he will be given opportunity for further special study in seed germination and selection, a proceeding from which no doubt the province will in the near future derive considerable benefit. Mr. Le Lacheur will not be back in P. E. Island until the beginning of June. He was not in the best health when he left the province and his many friends in Charlottetown hope for his speedy recovery.

HON. ROBERT ROGERS ANSWERS CHARGES OF CORRUPTION

BURDEN ON LIBERALS

If Opposition Has Knowledge of Flagrant Corruption They Should Make Charges

CARMAN, MAN., Dec. 13.—Hon. Robert Rogers addressed a mass meeting in Carman this evening, discussing at great length the issues of the Macdonald campaign. The Minister of Public Works was received with much enthusiasm. In addition to prominent Conservatives from all parts of the constituency, there were many old-time Liberals present who are supporting Alex. Morrison, Conservative candidate against Dr. Myers, the Liberal candidate. Mr. Rogers dealt at much length with the charges of corruption in the previous election. In the course of his remarks he said: "I have something to say respecting the circumstances and conditions surrounding the present contest. In common with other contests in which we engage from time to time with our opponents we are called upon to meet their principal and only plank, that of slander, misrepresentation and vilification. While probably few elections, if any, have ever been run in Canada that were more clean than the election that took place in this constituency of Macdonald twelve months ago, except in so far as it was made dirty by the importation of liquor and money through the operation of political crooks and thugs from the Province of Saskatchewan and elsewhere, who were imported here to debauch, as far as they could, the free and independent electors of this great constituency of Macdonald. The evidence of the importation of liquor, the evidence of the expenditure of money on the part of those outside crooks, in the interests of the Liberal party, has been established by sworn declarations and stands uncontradicted.

NO CHARGE YET MADE
"A few of these crooks were arrested, and very properly so; the only mistake made being that some officer of the law yielded to the crying appeal for mercy one morning after the contest, with the result that those arrested were allowed to go unpunished. As a reward for this act of kindness they at once undertook to pose in the role of 'injured innocents.'

"Notwithstanding all the slander, misrepresentation and vilification that has been indulged in by the Liberal press in respect to that contest, they have not yet dared to name one single charge of corruption on the part of the Conservatives in that contest.

"It is true that Mr. Morrison's counsel admitted a violation of the elections act of a technical character, but sufficient to void the election in the eyes of the law, and I stand here to-night to ask the electors of this constituency not alone to vindicate the honor of their county and the honor of their province, but, above all, to vindicate the unblemished record for honesty and upright-ness by which Mr. Alex. Morrison has ever been known by his neighbors and his friends, and, in so doing, let me say to you that when the Liberal press undertake their policy of slander in respect to the contract of a year ago they have at all times adopted the coward's refuge and have only made vague and indefinite insinuations.

LIBERALS SHOULD MAKE CHARGE.

"Now, then, if the Liberals had any knowledge of flagrant or glaring corruption having taken place in this constituency, they have been false to every principle of honor and of honesty in not taking an opportunity of naming such conditions known to the public of the country.

"They had every opportunity to do so when they were before the courts. They would like the public to believe that because of the admission on the part of Mr. Morrison's counsel of a technical violation of the law, that it was possible for them to go further. I want you to understand that when the Liberal press made this statement they made a statement that is deliberately false and dishonest. The fact of Mr. Morrison's counsel making that admission in no way prevented them from going on with any evidence that they wished to put before the public. They had every opportunity to submit, and here and now they have another opportunity. We are before the highest court in the land, the free people themselves, and I challenge them now that if they have any such evidence, this is the time and this is the place for them to submit it, and if they will not do so, as I know they cannot, then they must stand convicted before this great constituency and before the people of Canada, branded as a set of cowards and a set of falsifiers. I have every confidence in the sound honesty of the electors, and I am sure that they will vindicate their honor in no uncertain terms on Saturday next.

"There was a time when principle Mackinnon Drug Co., Corner Great and truth were guiding stars to the George and Kent Sts. Mf.

ADVERTISING THE ISLAND

Sir.—I was very much pleased with article appearing in the Boston Journal date of December 4th, and think it the best published. Perhaps one criticism could be offered. As the article in question was understood paid for by the Provincial Government, a reservation should have been made to keep all fox advertisements out of that particular issue, as people have the idea that the advertisers paid for the article. Such an idea, of course, detracts from its value.

Although working steadily for the interests of Prince Edward Island fox industry, results showing in articles appearing in many publications and more to come, very little if any knowledge reaches me as to movements of the Prince Edward Island Government or Fox Breeders Association in reference to publicity, etc., consequently what I write below must be judged accordingly.

The Journal article was fine but if such publicity comes spasmodically and no attempt is made to plan and conduct an advertising campaign along defined lines and representing a sure sum of money to be expended then the men responsible for such efforts had better use the money in other ways. The general public are sure quick "forgetters." Large advertisers know this and their success has been attained by keeping the commodity advertised constantly before the people. The City of Los Angeles, California, is a sample of what advertising can do; increasing its population several hundred per cent in a few years.

There has been some discussion about the appointment of an Island representative and in reference to same would say that a representative to earn \$5,000. or more would have to be of a different type of man from the men sent here to represent the island of land of a Canadian rail way. The men in question spent most of their time smoking and loafing around hotels, their office seldom being open before 9-30 A. M. That they did no business was not a surprise to anyone that noticed their conduct.

To my mind a man to be worth anything should spend his office hour 9 to 5, in answering inquiries and seeking ways and means to get in touch with men seeking to invest money and direct their attention to the Island's industries and possibilities, also to reach the attention of the thousands of vacationists who will pour on a Boston this coming Summer and endeavor to divert a proportion of them toward the "Garden of the Gulf." To one who knows Boston or can quickly grasp the characteristics of its people, this is not a difficult task. When the days labor is finished the wide-awake representative will then spend three or four evenings a week showing stereopticon views and lecturing before Y. M. C. A.'s, Clubs, Lodges and Institutes.

A man capable of following out a program such as I have outlined could make the investment pay thousands of per cent.

What has been done once can be done again. Don't be afraid to spend a few dollars. This is not the gamble the fox business was at the start. And don't hesitate to look for a man outside of the Island. Upper Canada, United States or even England might give you a better man than you can find at home. The Massachusetts Institute of Technology went to Scotland for its head. But anyway, get busy. Do not procrastinate.

I am Sir etc.

M. H. Bolger.
(The Boston Journal article will be published in full with illustrations in the Christmas number of the Guardian. Ed.)

THE SUN LIFE TAKES OVER HOME

OTTAWA, Dec. 12.—Application is being made of the treasury board under the provisions of the Insurance act for sanction of an agreement between the Home Life association of Canada and the Sun Life assurance company of Canada, whereby the latter company will reinsure the policy and annuity contracts of the former company.

Officials of such the transfer of the head office of the Sterling Trust Company from Regina to Toronto.

Liberal press in this country, but he would be a bold man who would undertake to claim that either principle or truth finds any place. Principle and truth have been brushed aside and their place has been taken by scavengers of dirt in the 'bought and paid for' press that supports Laurierism in Canada. For example, how could principle or truth be expected to find any place in the Toronto Globe, a newspaper that I believe enjoys the unenviable record, during the reign of Laurierism in Canada, of standing at the head of the list for graft in a manner that heretofore has been unparalleled in the history of the world?"

Favorite Fiction:

"My grandmother died at age 122"
"I have all the insurance that I need."
"I think I will carry my own risk for a while."
"I have no family physician, never consulted a doctor in my life."
"My Fraternal Insurance is much cheaper and just as safe."
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

W. K. Rogers, Provincial Manager
S. ROGERS, Ch'low'n
R. B. ROGERS, Souris
Agents.

A Fifteen-Year Endowment

In The Great-West Life gave the holder the following return.

CASH VALUE \$1,342.00
At an annual premium of \$67.65 in and
had paid in 15 years 1,016.25

A CASH PROFIT OF \$325.75
with \$1,000 Life Insurance for 15 years

The Policyholder, greatly satisfied, made this remark in his acknowledgment:
"I would advise everyone to look into your propositions, which I have proved to be the best."
Take this advice, and look into the Policies of

THE GREAT WEST-LIFE
Assurance Company
Head Office—Winnipeg
Branch Office—Charlottetown

Hyndman & Co., Ltd.
Managers P. E. I.
Offices 61 Queen St. Telephone No. 67

Wouldn't Cased Carvers Make a Good Gift?

For dad, mother or the house the gift of a set of cased carvers would be a present useful 365 days every year and one that will be thankfully received and gratefully remembered

You will find here a splendid line of carvers in horn, bone, wooden and ivory handles made from best quality Sheffield steel, highly tempered and ground, at a price that will suit your pocket book perfectly.

Call in and look over the display.

Fennell & Chandler
Victoria Row

The Golden Pelt by J. R. Barr

An historical, analytical review of the Prince Edward Island fox industry from its inception to the present day. The first complete, authoritative work of its kind yet published, devoted exclusively to Island Silver Black Foxes

The text is interesting, clear, concise, a work of authority for those engaged in the fox business and a story most interesting to non-investors.

The book is profusely illustrated, many original photos specially taken for the work being included—easily slipped into inside coat pocket.

THE MECHANICAL MAKE-UP. The cover paper was bought in New York and is a specially made, double thick, American cover; the inside pages are made of India tint coated book paper ordered specially from Montreal. The beautiful half-tone rules used were specially cut and finished in Chicago. The composing staffs and presses of The Maritime Stationers Ltd., and The Examiner Job Print combined to make this book superior in typographical excellence as it is in every other way. The finished work has an onion-skin overleaf and is hand-tied with golden cord.

The present edition is limited to 10,000 copies, but today, with only 21 pages printed, advance orders received amount to 9,250 copies. A special limited holiday edition will be put on sale shortly at the leading stationers.

Price..... 50c

Leave your order with

J. R. Barr, The Bonnell Advertising Agency
Box 284 ROYAL BANK BUILDING. Phone 439

A FEW PRACTICAL SUGGESTIONS

For the Christmas gifts in footwear. For the older members of the family a pair of felt boots or slippers, rubbers or overshoes makes an attractive gift sure to be appreciated.

We have everything in the line of warm footwear for every member of the family. Women's & Children's gaiters and leggings in cloth & corduroy in black, blue, brown, red and grey.

Men's cloth gaiters in black and brown for \$1.00 and \$1.25.
B. by's moccasins, fancy boots, etc., in a large variety of goods & prices.
Ladies' house and boudoir slippers in attractive styles priced up to \$1.65.

GOFF BROS

The Best Assortment

of 10 & 14 k Scarf pins in the city, including diamond & pearl set, also amethyst & cameo.

It is worth your while to look at this line.

G. H. Taylor
Jeweller & Optician



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

MARRIAGES

(From Saturday's Evening Guardian)
LIVINGSTONE—McLEOD.—At High Bank, P. E. I., Dec. 9th, 1915, by Rev. A. J. MacNeill, B.A., Daniel D. N. Livingstone and Miss Rachel Anne McLeod both of High Bank.

DEATHS

YATES.—At his home 167 Water Street, Charlottetown, on Dec. 12, 1915, Frederick Reuben, infant son of Mr. and Mrs. Fred Yates, aged nine months.

McMILLAN.—At Vernon River, on Dec. 2, 1913, Teresa McMillan, aged 48, leaving one brother John at home, and one brother Joseph, Pittsburg, Pa. (Pittsburg papers please copy.)

WILLIAMS.—At Charlottetown on December 14, Leslie Williams, aged 70 years. The funeral takes place from his late residence, 78 Douglas street, on Tuesday morning, at 8.45 o'clock, to the Pro-Cathedral, thence to the R. C. Cemetery.

CHEQUE WAS NO GOOD,

MONTREAL Dec 13—W. L. Baker of Dalhousie N. B., was arrested here charged with issuing an \$800 check on a bank where he had no account. It is said he entered into a deal with W. H. Foley, of Quebec, for the purchase of \$2,000 worth of foxes and the check was given to bind bargain.

ITALIAN SHOT DEAD

NEW YORK, Dec. 13.—Guiseppe Cuccio a wealthy Italian who ignored black-hand threats, last night was shot dead in the street.

"Almost daily we are receiving some new goods there may be just the ring or watch you have been looking for, E. W. Taylor, South Side Queen St. 3210-12-13M31.