

The Carleton Sentinel

F. B. CARVELL, PRESIDENT.

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CHRISTMAS.

Washington Irving, in his delightful Sketch Book, writing of this season of "one warm generous flow of joy and kindness says:

"Of all the old festivals that of Christmas awakens the strongest and most heartfelt associations. There is a tone of solemn and sacred feeling that blends with our conviviality and lifts the spirit to a state of hallowed and elevated enjoyment. The services of the church about this season are extremely tender and inspiring, they dwell on the beautiful story of the origin of our faith, and the pastoral scenes that accompanied its announcement: they gradually increase in fervor and pathos during the season of Advent, until they break forth in full jubilee on the morning that brought peace and good-will to men."

This festival, which commemorates the announcement of the religion of peace and love, has been made the season for gathering together of family connections, and drawing closer again those bands of kindred hearts which the cares and pleasures of sorrows of the world are continually operating to cast loose, of calling back the children of a family, who have launched forth in life, and wandered widely asunder, once more to assemble about the paternal hearth, that rallying place of the affections, there to grow young and loving again among the endearing mementos of childhood.

IT PAYS TO ADVERTISE.

"Abe Martin says: 'Th' ranks o' th' down an' out are filled with fellers who nailed hoss shoes over th' door instead o' puttin' a ad in th' newspaper.'"—Exchange.

There is a worth of truth in this homely philosophy. It certainly does pay to advertise, and any successful merchant who has competition will tell one so. If it didn't pay to advertise the big business men of the country who spend hundreds of thousands of dollars would not keep on putting their money into printer's ink. And in the same ratio it is profitable for the smaller business man and merchant to acquaint the people with his wares. Out in the University of Wisconsin the other day, the associate professor in the business department told his class that advertising is the merchant's greatest need. He declared that the man who says he does not believe in advertising does not know what he is talking about, and he went on to say,

"If he really believed what he says

he would tear down his sign, board up his windows, cover up his shelves, make kindling out of his store windows, and do business with intending customers through a hole in the wall.

"Newspaper advertising is only one form of advertising; all forms are good and they all work together to one end—the sale of goods.

"The merchant who is looking toward the largest success can no more do without newspaper advertising than he can do without his sign, his store windows, his display of goods, his service, his courteous clerks, his reputation, and the thousand and one other things that go to make up advertising.

"Newspaper advertising is a modern necessity, and the merchant who refuses to limit his business horizon does not try to fool himself by thinking that he can get along without it."

The time when antiquated institutions were held sacred, merely because they were of long standing, has gone by. If Woodstock can save money by hiring a man to transact the town business no time should be lost in establishing the office, and filling it with the right man. The question is one that the incoming council should consider.

Able men willing to run for office are none too common. Even if whipped, if they make a clean and effective campaign, they acquire a strength that makes them a party asset. A man convicted of barefaced boodling might just as well retire to the calm peace of private life.

When Mr. B. F. Smith talks about "stealing" as reported in the Press, it recalls matters, along certain lines, that would otherwise remain as closed incidents.

Is Carleton County patriotism on the wane? There is considerable "trade and truck with the Yankees" according to the passenger receipts on the C. P. R.

Mr. Titus J. Carter, the buffoon of the local Legislature, says the report of the Royal Commission on the Dugal charges was most unfair. It is evident from this that Titus has not yet been paid for his services as counsel. As he went on strike before the job was finished, the government is probably holding up his account. Anyway, Titus shouldn't kick; he had his picture and his pipe in the Standard at least four times while the enquiry was in progress.—Mail.

Henri Bourassa, once the ally of Borden and the flag waving squadron, declined to wave the flag at Ottawa the other night, when asked to do so by a party of cavalymen who mounted the stage to make the request.

Rev. J. B. Daggett should lose no time in notifying the people of Gagetown that the Valley Railway is in operation from that point to Centreville.

About giving at Christmas—If you are afraid to give an ordinary present because you think the recipient will think it didn't cost enough, don't give any, for such a recipient doesn't deserve to be remembered.

Is it "innocence," "wisdom," "fear" or "pull" that allows the heaviest taxpayers in town to sit back and refuse to pay, while the town pays interest on a big overdraft?

Positive, Teed; comparative, Teed-Flemming; superlative, Teed-Flemming-Smith.

And with all the rest, don't forget the needs of the Salvation Army.

In some cases O stands for nothing, but not so when it is the terminus of the little streak of mercury in a thermometer, as residents of this locality had a chance to realize Tuesday night.

ROGERS' WING IS BUSY.

(Halifax Chronicle)
Campaign literature is being assiduously prepared by the Rogers' press bureau. There is little doubt that the Rogers' wing of the Cabinet is determined to precipitate an election contest during the war, and it is well for Liberals everywhere to be prepared for a fight.

"Arrant hypocrites" is the way the Press refers to the clergymen who denounced the boodling operations of the ex-premier.

HONORING A WRONG-DOER.

(Toronto Globe)

A week ago The Globe spoke of the finding of the Premier of New Brunswick guilty of "compelling" a railway contractor with the Government to pay him two thousand dollars, as the "end of a public career." In this The Globe was mistaken, for Mr. Flemming, after resigning his position as Premier of the Provincial Government, has been nominated by the Conservatives as a candidate for election to the House of Commons. His friends evidently have no intention to let his career come to a close, if they can prevent it. Perhaps it is just as well that they have thus committed themselves to him, because the electors will now get a chance to reject him at the polls.

It would perhaps be expecting too much of Mr. Borden, with some of his present colleagues about him, to discourage the nomination of Mr. Flemming, but he may as well face the fact now that such a supporter, if he is elected, will be an additional dead-weight to him in his management of Parliament, which is a sufficiently difficult task as matters stand now. Liberals have of course no interest in the situation, except as they desire to see a high standard of public life maintained all over the Dominion. From a mere party point of view such a nomination might be welcomed as creating difficulties for their opponents, but any such incidental advantage they are quite willing to forgo.

The Moncton Transcript says that Mr. Gutelius is of German extraction. He was born in Pennsylvania and only became a naturalized British subject after he was appointed General Manager of the Intercolonial Railway.

The Transcript holds that Mr. Gutelius should not remain in his present position during the war, and in taking this attitude, The Transcript is in accordance with the latest English traditions. In England, there were members of the Imperial Privy Council, with German names, who had been naturalized for years, and yet in obedience to public opinion, they were removed from the Privy Council.

Prince Louis of Battenberg, as the head of the British Admiralty, was forced for a similar reason to resign, although he had perhaps done as much as any other man to build up the British navy to its present state of efficiency.

The rumor that the local members for Carleton and Victoria had threatened to bolt if Mr. B. Franklin Smith was not given a portfolio in the local government was evidently not founded on fact. Partisans of



Would surely please him immensely. Select the one you want right away and we'll lay it aside, to be delivered when desired. If it doesn't fit him, or he prefers some other style, just have him bring it back and we'll exchange with pleasure. From \$8.00 to \$25.00



Give Him a Sweater Coat

Everybody likes them. They are so useful every day. Even though one already has one, he will be very glad to get another. Our sterling qualities are priced at \$1.25 to \$9.00

Get the Boy an Overcoat

Nothing would please him better. Nothing would be more appropriate. Nothing would be more practical. We show Boys' Overcoats of special merit at \$4.00 to \$12.00



Neckties, the prettiest patterns on Earth

Mufflers in all the popular styles

Suspenders put up in special gift boxes. Get one

Gloves, all kinds for all kinds of service

Hosiery—cotton, silk and wool—good ones

Fancy Vests that will please careful dressers

You can hunt the map all over and you cannot find another store in this vicinity where there are so many appropriate Gifts for Men and Boys.

Moderate prices with the best values attached.

The John McLauchlan Co. Ltd

Woodstock and Hartland.

The Style Stores for Men and Boys



Gifts That Charm

Our wonderfully complete stocks of Useful and Appropriate Gifts offer a host of suggestions for your Christmas shopping. The articles shown here have a distinctive appearance.

You are invited to call and look over the line.

All Prices Marked in Plain Figures

EDGAR W. MAIR *The Rexall Store*

The Prescription Druggist, Etc

the stripe of Donald Munro, Titus Carter and G. L. White might be sore on Premier Clarke, but that is all there is to it. The opposition party has no use for them so if they are really anxious to bolt we would suggest that they follow a biblical precedent and slide down a mountain side into the sea. If it is not convenient for them to reach the sea they might go up on the Indian Reserve and bolt into the Tobique River.—Mail.

Mr. B. F. Smith will have an opportunity to enlighten the stockholders of the defunct Canada West India Company about the doings of that organization of which he was president. Brother Daggett was also prominent in the promotion of the big fiasco.

Ottawa last night refused to hear Mr. Bourassa, the man who put Sir R. L. Borden in power as Premier of Canada. It may be unpleasant to say the latter, but it is the truth. It was at least ungrateful. As the Conservatives financed Mr. Bourassa's campaign in 1911 and played with treason, they should at least,

however, not be surprised if Mr. Bourassa possessed a sincerity, which they did not.—Transcript.

Friends of honest government will meet Saturday to nominate a candidate to contest this constituency in the coming bye-election. The recent exposures in connection with the present administration have startled the whole Dominion and promoters of the deal, whereby B. F. Smith was nominated in the government interests, show a determination to carry out their organized scheme of plunder. A candidate will be put in the field by the friends of honest government and the people will be asked to give him the support necessary to clean out the rascality now rampant.

MARRIED

At the home of the bride's mother, Broadway, on Dec. 16th, 1914, by the Rev. Richard Opie, Alexander M. Matthews, pastor of St. Luke's Presbyterian Church, performed the ceremony, assisted by Rev. J. A. Cooper, rector of St. George's.

TABOR-SHIRLEY.

Bathurst, Dec. 18—A very pretty wedding of more than usual interest took place on Wednesday evening, Dec. 16, at 9 o'clock at the home of Mr. and Mrs. S. R. Shirley, when their eldest daughter, Mabel Anna, was united in marriage to St. Elmo Edward Tabor, only son of Mrs. H. Douglas Baird, of the Robertson Hotel, of Bathurst. Rev. W. M. N. Matthews, pastor of St. Luke's Presbyterian Church, performed the ceremony, assisted by Rev. J. A. Cooper, rector of St. George's.

ORDINATION AT ST. LUKE'S CHURCH

Impressive Ceremony Witnessed By a Large Congregation—Confirmation in the Evening—Powerful Sermon by Bishop Richardson

A very large congregation was present at the ordination service in St. Luke's church, Sunday morning,

when Rev. N. Franchette was raised to the priesthood. The Bishop of Fredericton was assisted by Rev. J. E. Flewelling, Canterbury; Rev. J. B. H. Doane, Southampton; Rev. W. T. Haig, Richmond, and Rev. A. S. Hazel, Woodstock.

The candidate was presented by the Rural Dean of Woodstock, the priests present also laying hands upon the head of the Deacon and setting him apart for the higher office.

In the evening before another large congregation the sacrament of Confirmation was administered followed by an exceedingly able sermon by the Bishop. His Lordship and Mr. Hazel held service in the afternoon at the Parish Church.

JAS. A. GIBSON

Jeweler and Optician
Issuer of Marriage Licenses

WEDDING RINGS

MAIN STREET, WOODSTOCK, N.B.