

MAXIMS
OF A
MERCHANT

Many mediocre merchants blindly follow their competitors' example instead of striking out for themselves on new and different lines.

THE CHARLOTTETOWN GUARDIAN

The People's Paper Read by Everybody

MAXIMS
OF A
MERCHANT

He will be successful who directs his actions according to the spirit of the times, and whose actions do not accord with the times will not be successful.

Charlottetown Guardian Two Cents
Morning Guardian, Founded 1887

CHARLOTTETOWN, CANADA TUESDAY, MARCH 25, 1924

Annual Subscriptions Delivered
By Mail, Canada and U. S. A.

PASSENGERS HAD PERILOUS JOURNEY OVER ICE FLOES

Forty-two Persons Left Ship and Walked Ashore—Some Had Narrow Escapes.

(Canadian Press)
SYDNEY, N. S., March 24.—Alarmed at the prospect of an indefinite stay aboard the beleaguered ship, hung up in a field of heavy rafted ice, seven miles off the entrance of the harbor and three miles from open water, 42 of the 52 passengers of the Reid Newfoundland steamer Kyle braved the dangers of the hazardous seven miles journey across the ice floes and succeeded in landing at various points along the shores of Lingan Bay Saturday and today. The exodus from the ship was occasioned by the adverse weather forecasts predicting a continuance of strong Northwest winds which have prevailed during the past few days and which is rafting and packing the ice, holding the Kyle practically immovable. No change has been reported in her position since Friday night.

The immediate outlook for the safety of the ship is not regarded locally as exceptionally serious, and a stiff westerly wind should release her predicament in short order by driving the ice off shore and releasing the pressure of the pack.

Passengers in Peril

The passengers began leaving the ship Saturday morning, when a party of ten left at eleven o'clock, carrying their hand luggage and after a two and a half hour scramble over the piled up ice floes succeeded in making land near Flat Point. Emboldened by their example four others essayed the ven-

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Condensed Specials

- RATE—2c per word, not each insertion in this column
- *JOHN A. McDONALD, LAND Surveyor, Hermanville. 2068-3-17-1mb
 - *FOR SALE—CART. Apply W. Boyce, Marmad. 2200 3 22 31
 - *HOUSE TO LET—2nd APRIL. Apply 171 Grafton St. 2213 3 24 31
 - *NOVA SCOTIA FANCY SPY Apples 20c per dozen or 60c per peck. See our window—Jenkin & Son. 2239 3 25 51

*WANTED IMMEDIATELY.—maid for general housework, reference required. Apply between 7 and 8 to 287 Richmond St. 2215 3 24 31

*TWO ROOMS—ON GROUND floor, centrally located. Apply 172 Prince Street. 2232-3-25-31

*WANTED—A PARTNER WITH two or three thousand dollars to invest in a paying industry in town. Apply Z. care of Guardian. 2212 3 24 21

*WANTED—BY A WHOLESALE dealer, a man to buy farm produce, should know how to grade eggs, experienced preferred. Write P. O. Box 426, St. John, N. B.—2156-3-21 61.

BIG EARNINGS STEADY EMPLOYMENT for Barbers. Become expert in 8 weeks. Write Moler Barber College, Department 7, Halifax. 3-1-tts-4f

*GERM MIDDINGS—WONDER-All feed for young pigs and dairy cattle sold by Carters. 2100 3 13 121

*WANTED TO RENT BY MAY 1st, eight roomed house, central location, conveniences. Address "D" care of Guardian, 1955-3-11-tf.

*TO RENT—SIX ROOMED house one mile from Charlottetown. Apply K. F. McEae, St. Peters Road. 2123-3-19-101

*MAID WANTED—EXPERIENCED maid, must be capable cook. Small family, best wages paid. Apply giving references, office W. K. Rogers, Co. Ltd. between 10 a. m. and noon.

FOR SALE—YOUNG PIGS FROM my prize winning Yorkshire sow. She was the dam of the Champion Sow at Amherst, 1922 and 1st prize sow in 1923. Also one of her get won 5th prize at Royal Winter Fair 1923.—Pope Cooke, York, P. E. I. 2185-3-22-41

LONDON STRIKE SITUATION IS STILL SERIOUS

New Threat Comes From Electrical Trade Unions who May Walk out.

(British United Press)
LONDON, March 24.—It is extremely doubtful if the London traffic strike will spread although it may persist for many days. A serious threat comes from electrical trades unions which have declared officially that a strike will be called if the owners attempt to operate street cars and underground trains and motor buses by blacking labor. Such a strike would mean the plunging of London into darkness and this would alienate public sympathy from the men.

It is generally believed it is not intended to introduce outside labor and so this menace will be averted. There is the possibility that the buses will cease running today as certain restive elements have declared themselves as anxious to walk out in sympathy with the strikers but it is doubtful whether it is possible to stage a complete tie-up unless the situation alters in twenty-four hours. Today a better atmosphere is noticeable on both sides. Should the strike result in the passing of the London Traffic Bill and thus bring order out of the present chaotic condition it is generally felt inconvenience which travellers have suffered will be more than compensated for under the new conditions.

Two New Cardinals Created by Pope

(Canadian Press)
ROME, March 24.—Monseigneur Patrick J. Hayes, Archbishop of New York, and Monseigneur Mundelein Archbishop of Chicago, were made cardinals of the Roman Catholic Church at a secret consistory held this morning at the Vatican.

The two prelates raised to the dignity of the church were not present at the consistory, in keeping with the traditional custom. The Biglietti as the notification is called, was received by Cardinal Hayes at the American College and by Cardinal Mundelein at the College of Propaganda.

Large Bank in Minnesota Fails

(Canadian Press)
CROOKSTON, Minn., March 24.—The Merchants National Bank of Crookston, one of the oldest and largest financial institutions in Northwestern Minnesota, closed its doors today and a national bank examiner took charge. The bank's deposits were in excess of \$1,000,000.

Is Charged With Robbing Bank

(Canadian Press)
CHEATHAM, Ont., March 24.—William Behlin, 26, assistant accountant, Wilbert Holden, 28, bookkeeper, Richard Herrie, 28, saver, were charged with robbing the Standard Bank, were this morning remanded to jail for one week on charges of stealing \$20,000 of bank funds.

*WANTED—A FEW BOARDERS at reasonable rate. Apply 137 Prince Street. 2235-3-25-21

*WANTED—MAID FOR GENERAL housework in small family, no washing. Apply Mrs. Noel H. DeBois, 21 Water St. 2230 3 25 61

*WANTED TO RENT OR PURCHASE, a centrally located small house. Apply "J" Box 116, City. 2118-3-19-4f

*FARM FOR SALE—85 ACRES at South Rustico owned by Theodore Doucette, at present in Massachusetts. Farm all clear, buildings in good repair. Apply to Gaudet & Hazzard, Solicitors, etc., Charlottetown. 2164-3-21-61

*FOR SALE—PERCHERON STALLION, five years old, first prize at Georgetown Exhibition in a full class of Percherons. For particulars apply to David Reid, Montague, P. E. I. R. No. 3. 2069 3 25 11



EX-MAYOR MAGUIRE

Formerly Chief Magistrate in Toronto, who is one of the committee in Washington presenting Canada's views on the question of diversion of the Great Lakes Water at Chicago, into the Mississippi system. It has developed that Chicago's bill to ensure her the legal diversion are likely to be shelved by Congress.

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(Canadian Press)
BELGRADE, March 24.—The Jugo Slav Cabinet headed by Premier Stachich handed its resignation to the King today. All the Ministers belong to the radical party.

(Canadian Press)
METZ, March 24.—The express train bound from Ostend, Belgium to Bale, Switzerland this morning crashed into a freight train resulting in the death of eight passengers and injuries to eleven.

(Canadian Press)
WASHINGTON, March 24.—The House of representatives today authorized two more investigations—one into the aircraft industry and the other into the alleged duplication of government bonds at the Bureau of Printing and Engraving.

(Canadian Press)
LIVERPOOL, March 24.—Robert Bridges, Poet Laureate of England accompanied by Mrs. Bridges, sailed Saturday on board the Celtic for New York. The Poet will give a series of lectures in the United States.

(Canadian Press)
JACKSONVILLE, March 24.—The shipping board steamer President Munroe, ten thousand tons, with many passengers aboard, was ashore near here today but was said to be in no immediate danger. Several tug and wrecking steamers responded to her wireless calls for help.

(Canadian Press)
TORONTO, March 25.—Maritime moderate north west winds fair and mild.

High tide this afternoon at 1.29 and tomorrow morning at 2.36. Sun sets this evening at 6.20 and rises tomorrow morning at 5.50. Last quarter moon, Thursday, March 27th 4.24 p. m. Summer side tide eighteen minutes later than Charlottetown.

Maximum and minimum temperatures: Toronto, 51—36, cloudy. Quebec, 46—28, Cloudy. St. John, 48—26, Clear. New York, 56—38, Clear. Montreal, 46—34, Cloudy. Halifax, 48—24, Fair. Boston, 46—36, Clear. Charlottetown, 42—29, Clear.

LEYTE—The outbreak of Philippine religious fanaticism, which originated on Bucos Island, is reported to have spread to Leyte Province. The insular government has met the danger by dispatching a force of native constabulary to the newly disturbed area.

Beware the Ide of March, Mister Ball—You're About to be Assassinated Just Like Mister Julius Caesar!



CANADA'S DEBT \$500 PER HEAD

So Declares Ottawa Newspaperman Before Toronto Association.

(Canadian Press)
TORONTO, March 24.—"It is a conservative estimate that something like half a million people of this country are living on the taxes of the rest of us," declared Gratton O'Leary, Ottawa newspaperman, before the Canadian Creditmen's Association here.

"The National debt of Canada which stood at \$1,352,000,000 on Armistice Day is today \$2,400,000,000," said Mr. O'Leary. "In other words we have increased the public debt more since the Armistice than we increased it during the whole of the war, and that is not all. In addition to this there are enormous railroad securities which the Dominion has guaranteed and which bring the gross debt to \$2,219,000,000. According to the Royal Bank statement the aggregate debts of our nine provinces total \$428,000,000 therefore adding the debt of the provinces to the debt of the Dominion and including the debts of the larger cities you face the alarming fact that we have a total debt of \$500 for every living soul in the Dominion.

"Compare our position with that of the United States. That country with 110,000,000 people, important pos-

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Russia Ready to Sign Disarmament Treaty

(Canadian Press)
GENEVA, March 24.—Soviet Russia has just notified the secretariat of the League of Nations that she will sign the mutual guarantee pact and disarmament treaty recommended to all powers by the last government's taxation proposals.

Following the railway statement probably before Easter will come presentation of the budget by Hon. A. Robb, acting Minister of Finance. The budget as embodying the government's taxation proposals is always eagerly awaited. This year assembly of the League. The only nations that have applied for membership are Belgium, Finland and Estonia, all of which are accepted.

THE STEAMER HOCHELAGA



Above is a cut of the steamer Hochelaga, which is being recommended by the Boards of Trade of Charlottetown and Pictou for the Charlottetown-Pictou service. This is a magnificent steamer, formerly in Government service, and fitted up for the Governor General's use. She is 122 feet over all, being approximately the size of the Northumberland, formerly running on this route.

The Hochelaga has a speed of 14 knots and is classed A1 at Lloyd's. She is beautifully fitted up, her cabins being finished in mahogany, with restful cushioning and with tiled floors. There is accommodation for about 200 passengers.

There has been a big demand for this steamer on the Grand Manan route, but it is hoped that our local service will win out and have her running between Charlottetown and Pictou this summer.

The steamer was employed here during the last two or three years but was so small that people did not care to risk a trip on them in rough weather. If the Hochelaga is secured the service will be supplied by a real, up-to-date steamer which will afford the utmost comfort to passengers. She is fitted to carry twelve automobiles, so that the auto tourist business would be largely extended by her employment. Horses and cattle can also be easily shipped on her.

The Charlottetown Board of Trade and our representatives at Ottawa may certainly congratulate themselves on having done good work if they can secure this steamer for service between Pictou and Charlottetown.

To Give Prince Opportunities For Public Service

(Canadian Press)
LONDON, March 24.—Exhortations addressed to Premier Ramsay MacDonald to endeavor to influence the Prince of Wales in a way of being less venturesome on horseback are decided by two prominent Sunday papers. The Sunday Times says it is time people ceased trying to play grandmother to the Prince, "although he has too much humor to be disturbed by objections that are half lecture and half cackle." The Sunday Express declares that if Premier MacDonald interposes he ought to devise a method whereby the Prince could take a more active part in public life. "We ought to provide him with opportunities for public service more interesting than laying foundation stones and making after-dinner speeches."

Two Men Killed By C. N. R. Train

(Canadian Press)
TORONTO, March 24.—Two Toronto men, William D. Wilson, aged 35, and Roy C. Patterson, aged 40, were killed instantly last night when a motor car in which they were riding was struck by a C. P. R. shunting engine and string of cars at a level crossing in this city.

C. N. R. BRANCH LINES BILL IS EXPECTED THIS WEEK

Rumored That Program May Be Covered in a Number of Bills Thus Standing Better Chance of Passing Senate.—Budget May Be Presented Before Easter.

(Canadian Press)
OTTAWA, March 24.—Private members' motions will be before the House of Commons tomorrow as a prelude to more important business ahead. The few weeks that remain before the House adjourns for the Easter recess will be covered in the coming week. Hon. G. P. Graham, Minister of Railways, will bring down the Canadian National branch lines bill, which after a chequered career last session met defeat in the Senate. The bill it is stated will cover the main building program, proposed in that of last year. There has been some talk that the program might be covered in a number of bills instead of one individual bill and thus have a better chance of passing the Senate but till Mr. Graham makes his statement to the House details of the measure will not be announced.

The so-called railway budget, which Mr. Graham will also present shortly, will show a great improvement in the net operating revenue over the previous year. In the calendar year 1922 the operating net was \$2,886,711; last year it was \$20,236,563, an improvement of \$17,349,852. Fixed charges in 1922 were about \$62,000,000 and adopting this figure as a basis, Mr. Graham's statement will probably show a net deficit for 1923, after fixed charges have been met, of approximately \$42,000,000. In the previous year, the deficit, after meeting fixed charges was \$60,251,845.

Following the railway statement probably before Easter will come presentation of the budget by Hon. A. Robb, acting Minister of Finance. The budget as embodying the government's taxation proposals is always eagerly awaited. This year assembly of the League. The only nations that have applied for membership are Belgium, Finland and Estonia, all of which are accepted.

It has already been intimated that the budget will show that a balance has been reached between expenditure and revenue. Reduction in taxation has been indicated, Premier King hinting only a few days ago at possible reduction in sales tax. There is gossip of a lowering of the income tax and that there will be some tariff changes at any rate seems to be generally accepted.

Standing committees of the House will begin their work during the week.

TO INTRODUCE QUESTIONS—TOWN OUTRAGE QUESTION

(British United Press)
LONDON, March 24.—The Tory Diehards will undoubtedly introduce the question of the recent Queenstown outrage in the Commons at the earliest available opportunity. It is generally believed that Premier MacDonald will reply indicating that the tragedy is merely an isolated instance of disorder and was perpetrated by an irresponsible Republican rather than concerted moves by Republicans to begin hostilities again that were waged two years ago. Latest information from Dublin indicates that Premier Cosgrave of the Free State has every expectation of catching the murderers.

Strange Phenomenon in New Jersey Town

(Canadian Press)
BURLINGTON, N. J., March 24.—The countryside hereabouts is enjoying a new thrill following an alleged phenomenon in which a huge flock of blackbirds figure centrally.

A dozen people, the story says, had their attention attracted toward the appearance of a vast flock of blackbirds. Even while they gazed at the large migration of feathered voyagers, the skies began to rain dead blackbirds. They fell in hundreds over a spot of a few hundred yards radius. Every bird was stone dead and not a mark could be found on any of them. It seemed as though some invisible force had struck into the centre of the flock and smote it to the ground. The entire flock of survivors scattered in all directions when the death blow struck into their midst and the victims, in a sort of whirling vortex, catapulted to the earth.

A number of the dead birds have been sent to the State Experimental Station for examination with a view to discovering an explanation of the strange happening. It is believed that some form of static electricity is the explanation.

Direct Service Italy to Halifax

(Canadian Press)
MONTREAL, March 24.—Inauguration of a direct passenger and freight steamship service between Italy and Halifax was announced Saturday by the White Star Dominion Line.

The service will be maintained only by the well known steamer Arabic, but another liner will probably be added to the route later, it was stated. The Arabic, is of 17,000 gross tons and carries first and third class passengers only.

A DAILY TALK ON ADVERTISING

By Scammon Lockwood
QUIT YOUR KIDDING

There is a widely prevalent legend to the effect that Henry Ford has profited immensely by the jokes on Ford cars. Don't you believe it. No Ford joke ever sold a Ford car, while many a Ford joke has switched people to Chrysler, Maxwells, Overlands and perhaps here and there to Cadillacs and Packards.

Ford jokes have helped the Ford car. The Ford car has made a success not because of them but in spite of them. The Ford car has had millions of dollars worth of advertising in the form of countless Ford advertisements. This has given the Ford automobile more free advertising than all of the paid advertising of all the other automobile companies put together.

You can see a dozen Ford cars at the corner of 42nd Street and Fifth Avenue at any moment, say, day, or at the corner of State and Madison Street, Chicago, or at any other corner where thousands of people are constantly passing. But you couldn't buy billboard space there if you had all of Henry Ford's money.

Despite all of these advantages, Mr. Ford has recently announced the most stupendous advertising appropriation of all times—seven million dollars to be spent in one year for actual paid advertising. A part of this huge appropriation is necessary to offset the injurious effect of Ford jokes.

Let us forget Mr. Ford. Do you remember a certain cheerful character of twenty years ago called Sunny Jim who was used to advertise a breakfast food? The Sunny Jim campaign is historical among advertisers, but I don't believe the public has ever been told why it was a flat failure. Perhaps you have just forgotten it. Yet, the

Two Men Killed

(Canadian Press)
TORONTO, March 24.—Two Toronto men, William D. Wilson, aged 35, and Roy C. Patterson, aged 40, were killed instantly last night when a motor car in which they were riding was struck by a C. P. R. shunting engine and string of cars at a level crossing in this city.

German Food Campaigns ALL BUNK

(Canadian Press)
TORONTO, March 23.—"Bunk that is all it is, nothing but bunk," declared J. G. Beatty, Toronto broker Saturday regarding campaigns to feed the starving Germans.

Mr. Beatty returned to Toronto Friday after a five months' visit to Europe. "Germany today is like a beggar who lives in a luxurious apartment at night and begs on the street corners in ragged clothes by day," he said.

Mr. Beatty condemned strongly the action by the MacDonald government in England in reducing the tax on German imports from 26 per cent to 5 per cent. "The German manufacturers will be in a better position than ever to flood the country with their goods," he said.

Mr. Beatty also touched on the question of German marks, saying it was informed by a London banker that the British people had paid one hundred million pounds sterling for marks, and the United States three times that sum. "This will be an absolute loss for the inflation of the marks has been deliberate.

"Instead of taxing their own people, they have been issuing marks, and these marks have been very largely bought abroad. The people of Canada, Britain and the United States have by buying marks been paying for the German government instead of the German millionaires."

Germany, he said, is the richest country in Europe today, and a country that is pulling the wool over the eyes of nearly everybody.

GERMAN FOOD LEGISLATIVE CAMPAIGNS SUMMARY

LEGISLATIVE CHAMBER—MONDAY.

No time has been lost by the government in respect to the repeal of the poll tax. Hon. Mr. Stewart, immediately after the opening of the House today, submitted a resolution setting forth that it is expedient to "repeal the present system of raising a revenue by the levy of a poll tax, and to enact legislation in lieu thereof; that taxation be imposed on personal property and income, with certain exceptions, and as to income upon a graduated scale; that the rate of taxation upon personal property be one-half of one per cent. of the assessed value; that assessment rolls be prepared for each electoral district by the Provincial Treasurer annually and lists made from such rolls for each road district handed to the collectors who shall collect the taxes and make return thereof, with the monies collected thereunder to the Provincial Treasurer; that persons assessed shall have the right to appeal to the County Court in certain cases; that the Provincial Treasurer shall have the right of enforcing payment against defaulters by distress or sale; that special taxes be imposed on certain corporations, banks and persons not included in the general provisions for taxation and that a bill be introduced embodying these provisions. The resolution was considered by a committee of the whole House, Mr. McLean in the chair.

Premier Stewart explained that the repeal of the poll tax, necessitated a remodelling, to some extent of the tax act. It was found expedient, he said, to divide the tax into two acts: one to apply to the land; the other to comprise the personal taxes levied under the original act. There are no important changes in the latter. The resolution was unanimously adopted.

Premier Stewart then submitted the report of the Commissioner, appointed under the Public Inquiries Act to inquire into the conduct of Andrew Fraser Mitchell "while acting or purporting to act as special representative of Prince Edward Island for immigration purposes, etc., and also the Annual Report of the Chief Superintendent of Education.

In the latter report reference is made to the unusual length and severity of the winter of 1923, and the effect upon the school attendance. Nevertheless, the Superintendent reports that if the banner year, 1921-22 is excepted, it will be found that the enrolment last year was the greatest since 1918, the average daily attendance the greatest since 1906 and the percentage of attendance the highest ever recorded. The number of pupils in daily attendance was 17,742—a decrease of 581; the average daily attendance was 11,763—a decrease of 575; and the percentage of attendance was 66.3—a decrease.

(Continued on Page Three)

Announcements, Coming Events, Meetings, Etc.

RATES—7 cents per word each insertion.

**Follow the crowd to St. Paul's Hall tonight. 2238 3 25 11

**Where are you going tonight? Why, of course, to the Musical Recital in St. Paul's Hall. 2238 3 25 11

**Mr. Charles Earle will be at his best tonight. Hear him in St. Paul's Hall. 2238 3 25 11

**Entertainment and Pie Social in Bridgetown Hall, March 26. Proceeds in aid of Protestant Orphanage. 2234-3-26-11

**Come to the Spelling Match at Cornwall, Friday March 28th at 5 o'clock. Everybody welcome. Interresting time expected. Admission 15cts. 2224-3-25-41

**Hard Coal—We can supply the best quality in any quantity.—A. Pickard & Co., Phone 240. 2193-3-22 31

**New London. There will be a Concert and Candy Sale in New London Hall Wednesday evening, March 26th. If not fine Thursday night. 2195-3-22-61

**Old Sydney Coal for the open fire. We have the best.—A. Pickard & Co., Phone 240. 2193-3-22-31

**All lovers of music should not miss the opportunity of hearing Mr. Fred Morris and Mr. Charles Earle in St. Paul's Hall tonight. 2238 3 25 11

**Sacred Concert, League of the Cross Hall, Wednesday, April 2nd. Under the auspices of the 3rd Order of St. Francis. 2238 3 25 11

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