

MAXIMS OF A MERCHANT

When the salesman starts the goods moving towards the public, and the advertising man starts the public moving towards the goods, much time is saved by the complete co-operation.

THE CHARLOTTETOWN GUARDIAN

The People's Paper Read by Everybody

MAXIMS OF A MERCHANT

Advertising does its part in selling in two major ways. First, it reaches the immediate consumer directly. Second, it reaches prospective consumers by influencing their minds through suggestion.

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NEW INVENTION WILL THWART OIL TRUSTS

Country Having Coal or Peat Can Manufacture New Motor Fuel.

(United Press.)
BERLIN, Feb. 20.—Germany and other lands, poor in petroleum fields, but rich in coal, will soon be independent of the world's oil trusts as the result of the discovery of "Synthol" by Professor Dr. Franz Fischer and Dr. Troch.
In an exclusive interview with the United Press today, Professor Fischer, director of the Kaiser Wilhelm Institute for Coal Research in Muelheim, Ruhr, declared that it will be possible hereafter to make Synthol, resembling gasoline, in any desired quantity from coal.
Synthol will not come into question for America at the moment, he declared, and will be useful for that land only when the vast American supplies of gasoline begin to wane. He disapproved, too, the impression that synthol could be made more cheaply than gasoline. The significance of the discovery, however, lies in the fact that synthol can be made in any country which has coal or peat resources.
Fischer, one of Germany's foremost scientists, has achieved the position of head of the Kaiser Wilhelm Institute in Muelheim through years of brilliant labor.
His synthol discovery represents the work of nearly a score of years. His efforts in this direction went parallel with similar researches by the Badische Anilin and Soda Werke, but he was the first to discover a practical substitute for gasoline which can be commercially supplied.
"Our process," he said, "consists of obtaining water gas from coal, coke or half coke. With our system the water gas is converted into a volatile oil practically free

ST. JOHN HAS DISASTROUS BLAZE

(Canadian Press.)
ST. JOHN, N. B., Feb. 20.—Three large adjoining buildings, owned by John De Angelis in Rothesay Avenue, were totally destroyed by fire yesterday afternoon. Six families were made homeless, losing practically all of their furnishings. A large grocery and confectionery store owned by Mr. De Angelis was cleaned out and a garage and paint shop, along with six automobiles, were also total loss. The C. N. R. Coldbrook station and warehouse had a narrow escape.
Mr. De Angelis estimates his total loss at about \$40,000, with no insurance, while the loss in furnishings, and clothing of the other families is estimated at \$10,000, making a total loss of \$50,000. With the exception of C. W. Brown, a tenant, who had \$3,000 on his furniture, and Samuel Scribner, of Celebration street, who had his automobile partly insured, all are believed to be without insurance and their loss total.
There was a large building on the western side of the property which was occupied by C. W. Brown, of the S. F. Brown Paper Box Co. Ltd. The ground floor of this building was used as a paint shop by Mr. De Angelis. Connected with this building was a long two-story section, the lower flat being used as a garage and automobile repair and storage place, while the upper floors were occupied by John Marsh Harry Donohue and John D. Sheehan. This building was connected to the main building on the east through a rear passage.
The fire started in the rear passage, and spread to the main building. The fire was extinguished by Mr. De Angelis and his staff, but the damage was done. The fire also destroyed a grocery and confectionery store, also a depot for supplying gasoline to automobiles. Over the store Mr. De Angelis and James Belyea resided.

DEFEND ACTION IN PROSECUTION OF MCLACHLAN

Attorney Gen. Said He Would Take Similar Course Again If Necessary.

(Canadian Press.)
HALIFAX, Feb. 20.—Defending his action in regard to the prosecution of James B. McLachlan, Cape Breton Labor leader, who is now serving a term of two years imprisonment in the Dorchester penitentiary for seditious libel, and at the same time answering the charges of "unusual vindictiveness" in the conduct of this case leveled against him by Forman Way, M. P. P., for Cape Breton, the Attorney General of Nova Scotia, Hon. Walter J. O'Hearn, this afternoon reviewed the trial and the events leading up to it, when the legislature re-

Will Demand Resignation of Roosevelt from Navy

(Canadian Press.)
WASHINGTON, Feb. 20.—Attorney General Dougherty remained under fire in Senate today while the Oil Committee went further into the new information which has reached it relative to the transactions by government officials in oil and other stocks just prior to and after the leasing of the naval reserves.
Harry Payne Whitney appeared today before the Senate Oil Committee and was questioned about possible stock transactions by public officials. The Senate Democrats announced their intention of pressing for the resignation of Theodore Roosevelt as Assistant Secretary of the Navy.

CRUCIAL TEST FOR POINCARE GOVERNMENT

Fall of Franc Has Aroused People to Keen Sense of Realities.

(Canadian Press.)
PARIS, Feb. 20.—The spectacular fall of the franc on exchange has roused the French people to a keener sense of the realities that has been manifested at any time since the Armistice.
Groups of people crowd the sidewalks in front of windows where placards register the fluctuations in the money market and the steps and spacious rotunda of the Bourse are crowded as never before by curb brokers and their clients, eagerly watching the quotations of pressing into the throng around the blackboards to unload stocks and bonds that have become undesirable or to buy the leading speculative shares.
Thronged equally great and equally excited assembled around the Bourse de Commerce where the reaction of exchange on the prices of commodities is discussed with animation.
The dominant note in all conversations is that the die has come for decisive action and that if parliament fails to follow Premier Poincare in his efforts to stabilize the franc, something else must be done. The shakiness of the Poincare cabinet is the subject of energetic comments in some groups where it is recognized that popular confidence in his policies and firmness are being rapidly weakened by the shortcoming of his ministers.
Mr. Poincare's logical successor would be from the Radical or Republican/Socialist party and no man in sight appears to have enough strength in the present Chamber to last very long. The fear is that a new cabinet would be made up of men no stronger than the present ministry, and without a leader who could handle them as Poincare has done.
Premier Poincare is represented by his close friends as clinging to the tiller in spite of his supreme disgust with the attitude of parliament. He is said to be unwilling to sacrifice any of his ministers or abandon any part of his projects.
The crucial test of the present government is thought to be coming this week in the Senate where the Premier is trying to prevent the abrogation of the electoral reform law of 1919.
The Radical party in the Senate which has a strong majority has pronounced for a repeal and also has declared it will oppose the Premier's fiscal measures when they reach the Upper House.

SEVERE STORMS IN U. S. AND ONTARIO

(British United Press.)
NEW YORK, Feb. 20.—Fourteen thousand street cleaners helped by 400 motor plows were attempting to clear the streets here today during the worst storm of the winter.
PITTSBURGH, Feb. 20.—Snow, sleet and rain pouring on ice covered streets and roads combined to give Pittsburgh and the surrounding territory the worst storm of the winter.
One death has resulted and numerous have been reported.
BUFFALO, Feb. 20.—Buffalo was buried under the heaviest snow fall of the season today.
TORONTO, Feb. 20.—All lower Ontario, particularly in the Great Lakes regions, was heavily hit by a terrific gale and snowstorm which cut a wide swath from the Atlantic seaboard to Lake Superior and beyond.
Reports from nearly every city in Ontario this morning tell the story of disorganized train services, blocked roadways and demoralized business conditions.
OSHAWA, Feb. 20.—All traffic was demoralized here this morning and Oshawa is still trying to shovel itself out of one of the worst blizzards in many years. The snow has drifted to the height of six feet on the main streets and all roads leading to Oshawa are blocked with drifts reaching 12 ft. in height in many places.

BRITISH DOCK STRIKE GROWS MORE SERIOUS

Root of Trouble Said To Be Political Rather Than Economic.

(British United Press.)
LONDON, Feb. 20.—The strike situation has taken on an ominous appearance during the last twenty-four hours following the thinly disguised threat of the General Council of Trades Union Congress to extend every possible assistance to the dockers.
The probable result of this action unless an immediate settlement is made is a vast extension of the strike. Trades Union leaders are willing to call out eighty thousand teamsters immediately should employers persist in sending a transport to the docks. The busmen and employees of tramways are restless and are prepared to walk out at a moment's notice should the call be given. There is a growing feeling that the real root of the troubles is political rather than economic and there is a suggestion that many of the employers are attempting to embarrass the Labor party through forcing the government to take measures against the strikers. The strike, however, is apparently approved by the majority of the cabinet.
The warning issued by the government on Monday in regard to profiteering and the penalties that will be enforced for deliberate raising of prices appear to have been quite ineffective for the prices of a large number of com-

(Continued on page 3)

France Alone is Responsible for Currency Drop

(British United Press.)
LONDON, Feb. 20.—Pointing out the responsibility for the fall of currency the Manchester Guardian comments that the French press "now admits that the anti-franc movement originates in France itself." London and New York are guiltless.
The Guardian doubts the likelihood of the French senate fully approving the Chamber's financial reforms, and emphasizes that restoration of financial confidence depends upon a "real Anglo-French agreement."

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(British United Press.)
LONDON, Feb. 20.—General surprise is expressed in many quarters at the refusal of the government not to accept the offer made by Canada to provide Cheshire farmers with 5,000 cattle for restocking following the devastation to their herds consequent on the virulent outbreak of the foot and mouth disease and to replace the animals destroyed.
An official of the Ministry of Agriculture definitely stated this morning the government has refused import licenses on such a shipment and claimed that Cheshire farmers are fully able to replace the destroyed animals from other places in Great Britain without drawing on Canada and were as able to purchase whatever cattle are required in England and Scotland. He concluded that in view of this fact the ministry were unable to accede to the request of Canadian shippers and accept their offer.
Officials of the Cheshire Farmers Union express not only their surprise this morning but also a certain degree of indignation at the action of the government. They point out that the farmers have already suffered huge losses by compulsory slaughter and they believe they should be allowed to restock their herds at what looks like favorable conditions.

BRITISH GOV'T ST. JOHN'S NFLD REJECTS OFFER ENQUIRY STILL OF CANADA CONTINUES

(British United Press.)
LONDON, Feb. 20.—Commissioner Walker is still investigating the disposal of a vote of a million and half dollars spent during the years 1921 and 1922 on relief work in Newfoundland. Today efforts of the government counsel were devoted to the production of evidence to prove that Dr. Campbell, Minister of Agriculture and Mines during the period under review charged up to Pitrop account expenses that were properly chargeable to his own personal account.
Cabinet Bugden testified he had taken the minister around the district of St. John's West during the last election campaign and he was paid for his services with Pitrop cheques issued at the Department under instructions from Dr. Campbell. He cashed one of these cheques for \$21 at the general post office here. A member of the Opposition party learned of the manner in which he received his payment and gave him cash where-with to buy back the cheque which was then handed over to the leader of the Opposition party who subsequently based the charges in the House of Assembly on this transaction. Out of this cheque episode arose general charges of extravagance against Dr. Campbell full publication of the Pitrop accounts and an agitation for a Royal Commission of inquiry into allegations of utter extravagance or worse on the part of the Minister of Agriculture and Mines in this connection.
Cabinet Cole another witness told that on one occasion he conveyed Dr. Campbell to church and received a Pitrop account cheque for his services.
Questioned by the counsel for

Policeman Shot, But Holds Man

(Canadian Press.)
GENEVA, N. Y., Feb. 20.—Although probably fatally wounded, Officer Aeneas McDonald, of the Geneva police, today manacled himself to an alleged safe burglar after the latter had shot him three times. A minute later the officer lapsed into unconsciousness.
Other police found the pair. As they did not have the key to the handcuffs it was necessary to take both men to the hospital. Here the manacled were filed off while surgeons prepared McDonald for the operating table.

Quebec Farmers Send Delegation to Government

(British United Press.)
QUEBEC, Feb. 20.—Over fifty farmers from the counties of Richmond, Wolfe, Shefford and Compton and other points of the province mainly in eastern townships, arrived by special train this morning headed by A. Provencher Windor Mills, Que, to lay their troubles before the provincial government.
Claiming that the advance in their sales since 1913 had only been about 10 percent in the face of a raise in costs of agricultural implements and other farming necessities to the tune of 60 percent the farmers were frankly out for assistance of a practical nature from the government. It was submitted that the government for the next five years should either guarantee a minimum price of 25 cents per pound for cheese or else buy the entire cheese production of the province at that figure.

A DAILY TALK ON ADVERTISING

By SCAMMON LOCKWOOD
The Curse of Advertising—The Sort That Isn't

It seems to me that there is no other profession that has been so much abused—so much injured by an unwarranted use of its name as has advertising. The kind of advertising that isn't advertising is the space that business men are inveigled into taking in souvenir booklets backs of tickets, special editions of publications that have no regular editions, programs for this, that, and the other, etc., etc. Sometimes these raids upon advertising appropriations are made in entire good faith by well meaning people who are utterly ignorant of the fact that advertising should give a definite value for the money it takes.
For a church or a club to print a program and charge \$10 a page when they distribute perhaps a thousand copies in nothing more or less than obtaining money under false pretenses, unless it is clearly understood on both sides that the money paid is a donation. To pretend that there is an advertising value equal to the money received in that sort of a transaction, is nothing more or less than plain fraud unless the people who do it are ignorant of all advertising values. Many people still think that a page is a page, whether it is in the program of the Ladies' Auxiliary Oyster Supper and Strawberry Festival or in the Saturday Evening Post or the Chicago Daily News. Large advertisers and small advertisers are continually pestered by solicitors for this kind of advertising. As I have said before, if it is clearly understood that the money paid is a donation it is all right, but what I think is wrong is that it is done under the guise of advertising. These same people wouldn't think of going to you with a pound of nails and asking you to buy their nails at ten times the market price. And yet ten times the market price and more is what you usually pay for this kind of advertising because we must remember that advertising has a fixed value based on the space occupied and the number of people to whom the publication goes, just as nails have a fixed value per pound. Sometimes a business man may get value of a page in a program for some local affair conducted by people who are his customers and whom he knows very well. He should look the thing squarely in the face and realize that the value he gets is more because of the good policy of what he does than because of his advertising.
Put as much of your advertising money as you can into publications of standing and prestige in which you can measure what you get, and shun the program and the souvenir leaflets, and all the other little advertising holdups whenever it is possible to do so.
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Condensed Specials

5 CENTS—50 per word, not each insertion in this column.

***ANNUAL MEETING BELFAST**
Egg Circle at Eldon Hall, Saturday, 23rd at 7.30 p. m. C. L. Gillis, Secretary. 1611-2-21-21.

***WANTED—MAN TO WORK ON FARM.** Married preferred. A. E. Holland, Albany, P. E. I. 1609-2-21-11.

***AUCTION SALE—OF FARISH**
Hall and barn on Rectory grounds at North Milton on Wednesday, Feb. 27th at 1 o'clock. Robert Hooper Chairman of Committee. 1615-2-21-21.

***FOR SALE—ONE IMPERIAL**
marine motor 15 H. P., 3 cylinder, practically new, run only part of one season. Equipment: 8 ft. bronze shaft, 20 inch Hyde propeller, 2 carburetors, etc. Apply Scully, Delory & Co., Georgetown.—1614-2-21-11.

***LOST—IN THIS CITY GOLD**
wrist watch. Liberal reward if returned to this office. 1650-2-18-11.

***TO LET—REMSA. APPLY 70**
Prince St.—1654-2-19-31.

***FOR SALE—TWO LARGE NEWLY**
freshened cows.—Blake Bros. 1674-2-19-31.

***FOR SALE—CORNER STORE**
and dwelling house combined. In good locality. Apply "J." care of Guardian. 1422-2-9-11.

***SMELTS FOR FOXES.—WE**
have stopped buying smelts and have some for sale for fox feed. Call or order at once.—Earle Fisheries Co., 88 Water St. 1675-2-19-31.

***VALUABLE FARM FOR SALE—**
A farm consisting of 165 acres situated six miles from Charlottetown. For further particulars apply to Charles Younker, North River. 1652-2-19-41.

***LARGE, FANCY WINESAP**
apples and large Sunkist oranges, sizes that sold for 60 cents per dozen one year ago—now selling for 89 cents. See our window. Jenkins & Son. 1685-2-19-51.

***J. W. SCRIMGEOUR AUCTIONEER.**
Auction sales conducted in all parts of the country. Call, write or phone, your order will receive prompt attention. Address: Nicholson Hotel, Cardigan P. E. I. 1699-2-20-21.

Montreal Waiter Among Missing

(Canadian Press.)
MONTREAL, Feb. 20.—Patrick Coleman, 60 years of age, for over 35 years at the St. James Club, one of the most exclusive institutions of this city, has disappeared completely. It was learned here today. Search has been in progress for Coleman for past three weeks. The steward of the club believes that unusual circumstances are connected with the case.

WASHINGTON, Feb. 20—

Attorney-General Dougherty has reaffirmed to President Coolidge his determination not to resign under fire.

LONDON, Feb. 20.—Divergent views are being expressed here with regard to the proposal made by Swarajists (home rulers) to the government of India for a round table conference to discuss the question of a further constitutional advance in India.

(British United Press.)
LONDON, Feb. 20.—Answering a series of questions in the House of Commons today arising from the dock strike, Premier MacDonald stated that he hoped if need continues the House would enable the government to get the powers it required through an emergency legislation.

Postmaster General Hartshorn announced in the House that the government was taking the necessary steps to insure the smooth working of the Postal Service and removal of North American Mails without delay.

(Canadian Press.)
TORONTO, Feb. 20.—Hon. W. F. Nickle, Attorney-General, introduced a bill in the House this afternoon to provide machinery for taking a vote of the people on the liquor question.

OTTAWA, Feb. 20.—Canada's sea harvest during January is valued at \$1,235,551, in the bulletin issued today by the Department of Marine and Fisheries.

During the month 376,339 hundred weight of sea fish were marketed commercially on both the Atlantic and Pacific coasts. In January 1923, 175,787 hundredweight valued at \$628,201 were landed on both coasts.

Egyptian Excavation License Cancelled

(Canadian Press.)
CAIRO, Egypt, Feb. 20.—The Egyptian government has cancelled Countess Carnarvon's license for excavations in the tomb of Tutankhamen.

ANDREW F. MITCHELL TO FACE TRIAL ON MARCH 5TH

(Special cable to the Guardian)
LONDON, Eng., Feb. 20.—Andrew Fraser Mitchell, ex-emigration agent for P. E. I. appeared at the London Sessions today to answer a charge of fraud in connection with the deals in that province which he alleged were on behalf of the government and by which a number of ex-Indian officers were defrauded. The hearing of the case was fixed for March 5th, there being several cases on the docket to be disposed of before Mitchell's case can be reached.

FRENCH WEST INDIES—A number of French Senators are said to favor the assignment of these islands to the United States in part settlement of the \$4,000,000,000 debt now owed America. Paris papers are discussing the project, but the government is reported as opposed to it.

Will Franc Meet Same Fate as German Mark?

(Canadian Press.)
PARIS, Feb. 20.—"Can the franc fall like the mark?" is the query in a large type heading the first article in the Liberte today, being the first time such a possibility has been placed before the public by a newspaper outside the Communist organ.
The article hastens to say that such a question is a scandalous and impious utterance, but one which everybody is asking.
"The franc," it says, "is now where the German mark was in October 1919, when the pound sterling was worth 200 marks. Ten months later it was 300 marks, and then in three months it went to 1,000 because of unlimited inflation."

Says Greek King Responsible For Counter Revolt

(British United Press.)
ATHENS, Feb. 20.—During the debate on the dynasty in the Assembly Monday, Deputy Pangalos declared that Prince Andrew would have been sentenced to death if the British had not interfered and a semi-official British envoy had not carried him off after making various promises to Greece. The speaker also charged that King George had inveigled Leonard Poulis into leading the recent counter-revolution. Pangalos declared he had documentary evidence that the royal bodyguard was implicated.

Announcements, Coming Events, Meetings, Etc.

***There will be a concert and pie social in the St. George's Hall on Tuesday, Feb. 26th. 1601-2-20-61.**

***A general meeting of Long Creek Farmer's Institute in Atton Hall on Friday the 22nd at 7.30 p. m. Important business, please attend. 1598-2-20-21.**

***Kelly's Cross Hall, Monday, Feb. 25. Play followed by dance. Admission 25 and 35 cents. 1618-2-21-31.**

***Prof. Ball assisted by Miss Stultz and the Baptist choir will give a Twilight recital in Baptist Church Saturday from 4.30 to 5.30. aid of P. E. I. Hospital. 31.**

***Whist—Reserve Wednesday, February 27th for Whist, R. of C. Home, in aid of Sisters of St. Martha. Price 25c. 1612-2-21-11.**

***Coming Special—"Dempsey Fipps" World's championship fight in Moving Pictures. Also "What a Wife Learned" with John Bowers, Miltor Sims and Marguerite De La Motte. Most wonderful program ever shown in King's County. At Georgetown Friday, Montague Saturday, South Tuesday, 1610-2-21-21.**