

THE MORNING GUARDIAN

SATURDAY, MARCH 19, 1904.

TEACHING THE MERCHANT'S TRADE.

They are now teaching "the science of salesmanship" in the public schools of Boston. The innovation is based on utility. Long ago when Agesilaus, King of Sparta was asked what it was most desirable that boys should learn he replied, "That which will be most useful to them when they become men." Hence the Boston idea that boys and girls who intend to make their living by merchandising shall learn the rudiments of that calling while attending school. So a free course in salesmanship is established, the classes being assembled in the evening. Salesmen, saleswomen, clerks and employees of stores are invited to attend, as are all others desiring to acquire this special branch of knowledge.

Some of the topics in the course are, How to seek a position; the elements of making a sale; the importance of personality, physique, health, etc; the history and character of different fabrics. The plan of the course is that at the beginning classes shall first listen to talks from the teacher and other practical people who are engaged in selling goods or overseeing salesmen. In these talks the principles of merchandising will be taught. The pupils will take notes of these lectures, and later will be asked questions based thereon, the answers to which will show what they have learned. Then each pupil will take the part of a salesman, by "approaching" and attempting to sell to a customer, the part of the customer being taken by the teacher or another pupil. The rest of the class will act as a committee of critics.

The classes are taught that a customer's attention is secured by the alert salesman, his personal appearance, manner of approach and power of speech. The customer's interest is aroused by appeals to his emotions and reason. He is induced to purchase by the enthusiasm shown in pointing out the excellencies of the goods, by the concentrated interest and attention of the salesman, and by the latter's sympathetic attitude. Each of these heads is subdivided into a number of sub-heads. Thus the subject of "personal appearance" is subdivided into "outside accessories"—neatness, cleanliness, appropriate dress, hair, hands, boots—and "personal attributes,"—facial expression habitually pleasant and tranquil, head up and alert, body well poised, suggesting confidence and energy.

Under the heading "the power of speech," the importance of speaking in a quiet, clear and animated way is emphasized, and also the great advantage of using good grammar and the best English. We are told that the merchants of Boston have shown great interest in the experiment and many of them are urging their employees to attend the evening classes. One merchant has promised permanent employment to the first ten who win the certificates awarded to those successfully completing the course. A few years ago the "natural born salesman" would have perhaps sneered at the notion of teaching the theory of salesmanship in this way, but that day has passed. The common schools of the future will teach many things besides the three R's with manual training added. They will teach young boys and girls how to make their living in not one or two callings alone, but in many.

EATING NOT A PAINFUL DUTY

If You Use Dodd's Dyspepsia Tablets—What They Did For Angus McMillan—They'll do the Same for You.

To be able to eat a square meal three times a day and enjoy each and every one of them, is one of the oldest and most reliable signs of good health. But this is the age of tired, worn-out stomachs, and for one man or woman who enjoy their meals there are a dozen who eat because they feel they must perform a painful duty.

To all such Angus McMillan, of Laggan, Glangarry Co., Ontario, sends the following hopeful message: "I am over eighty years of age. I suffered with Dyspepsia more than twenty years back but never met with anything to cure me till I began taking Dodd's Dyspepsia Tablets. After using them for two days, all pain and restlessness left me. I am a new man. I have great reason to be thankful for all the good Dodd's Dyspepsia Tablets have done me."

Dodd's Dyspepsia Tablets digest the food. That means that the different parts of the body are provided with the food and heat they need. It means that the body gets new vigor in all parts.

Get your share of the remnants at Weeks & Co's., big annual Remnant sale. Begins today. Come. 19 d ri

BRITAIN'S DRINK BILL.

The latest returns show that 1,820,021,467 gallons of beers, wines, spirits, cider, etc. valued at \$870,000,000 were consumed in the United Kingdom last year. And this vast sum is still \$25,000,000 less than the drink bill of 1902. Dr. Dawson Burns, a noted temperance worker, attributes the decrease to the rapidly growing number of abstainers. It is also probably due in part to the lessened earnings of the working classes, for it is unfortunately true that the better the times and the higher the wages of the industrial classes the greater is the consumption of strong drink. Dr. Dawson Burns, above referred to has brought to light some of the earlier speeches of Right Hon. Joseph Chamberlain on the drink question, in one of which he thus sums up the evils of drinking:

"If I had an enchanter's wand—if I could destroy to-morrow the desire for strong drink in the people of England—what changes should we see! We should see our taxes reduced by millions sterling a year. We should see jails and work-houses empty. We should see more lives saved in twelve months than are consumed in a century of bitter and savage war. We should transfigure and transform the face of the whole country."

"Drink is the curse of the country. It ruins the fortunes; it injures the health; it destroys the lives of one in twenty—I am afraid I should be right in saying one in ten—of our population, and anything which can be done to diminish this terrible sacrifice of human life and human happiness is well worthy of all the attention and study which we can give it."

Here in Charlottetown our jail would be empty now and most of the time throughout the year but for the victims of the liquor traffic, or the violators of the law framed to restrain that traffic. Surely we do well to discountenance and suppress by all legal means a trade of such a baneful character. "There is no vice which in one black and awful gulf swallows up so much of hope and happiness as intemperance." Our readers will be interested to know that Mr. Chamberlain, now so conspicuous a figure in British affairs, like Mr. Gladstone in his time and many other statesmen of our own and other countries, has spoken out in strongest words against the drink evil.

Sir Wilfrid has expressed his hope that the session of Parliament will end by "the leafy month of June," and to bring this about the Opposition were left to do most of the talking during the debate on the address.

Sir Charles Scott British Ambassador at St. Petersburg, whose term of office has expired, is to be succeeded by Hon. Charles Hardinge, now assistant under secretary at the Foreign Office. The place is a most important one in view of the delicate and somewhat critical relations existing between the London and St. Petersburg Governments.

Out in Ohio they have a new thing in the divorce business. Mrs. Holsey sued for a divorce from her spouse, and having done so imagine she owed no further duties to her husband. He was a poor house-keeper and when it came to preparing meals and making the beds he had an uncomfortable time. Then he brought himself that as his wife was not yet legally separated from him she had certain legal duties yet to perform, and applied to the court for relief. The judge thereupon issued an injunction order restraining Mrs. Holsey under penalties from further refusing to cook Mr. Holsey's meals, make the beds and perform other usual household duties. But as to the manner of the cooking and the housekeeping we are not informed. There is cooking and cooking.

CALENDAR FOR MAR. 1904

MOON'S PHASES
Full Moon 1 d. 10 h. 48 m. p. m.
Last Quarter 8 d. 9 h. 1 m. p. m.
New Moon 17 d. 1 h. 39 m. a. m.
First Quarter 24 d. 5 h. 37 m. p. m.
Full Moon 31 d. 8 h. 44 m. a. m.

Day of Week	Sun Rises	Sun Sets	Moon Rises	Moon Sets	High Wtr.	Low Wtr.
1 Tu	6:53	6:04	5:45	10:38	4:10	
2 W	6:52	6:06	7:02	11:18	4:56	
3 Th	6:50	6:07	8:17	11:57	5:38	
4 Fr	6:48	6:08	9:29	12:35	6:18	
5 Sa	6:46	6:10	10:40	0:53	6:50	
6 Su	6:44	6:11	11:46	1:40	7:38	
7 M	6:42	6:12	12:48	2:32	8:19	
8 Tu	6:41	6:13	0:47	3:29	9:05	
9 W	6:39	6:14	1:43	4:34	9:59	
10 Th	6:37	6:15	2:34	5:51	11:03	
11 Fr	6:35	6:17	3:20	7:03	0:13	
12 Sa	6:34	6:18	4:00	8:08	1:30	
13 Su	6:32	6:20	4:36	9:02	2:29	
14 M	6:30	6:21	5:07	9:43	3:10	
15 Tu	6:29	6:22	5:38	10:15	3:50	
16 W	6:27	6:23	sets	10:45	4:24	
17 Th	6:25	6:24	6:59	11:14	4:57	
18 Fr	6:23	6:25	7:38	11:43	5:29	
19 Sa	6:21	6:27	8:59	0:13	6:02	
20 Su	6:19	6:28	10:02	0:40	6:36	
21 M	6:18	6:29	11:02	1:20	7:11	
22 Tu	6:16	6:30	12:00	2:05	7:48	
23 W	6:14	6:31	0:03	2:58	8:30	
24 Th	6:12	6:33	1:01	3:59	9:25	
25 Fr	6:10	6:34	1:57	5:14	10:40	
26 Sa	6:08	6:35	2:48	6:35	0:01	
27 Su	6:07	6:36	3:35	7:42	0:59	
28 M	6:05	6:37	4:16	8:38	2:05	
29 Tu	6:04	6:38	4:58	9:27	3:04	
30 W	6:02	6:39	5:29	10:11	3:56	
31 Th	6:00	6:40	6:0	10:51	4:41	

WANTED—A case of headache that Kummert-Headache Powders will cure in ten minutes.

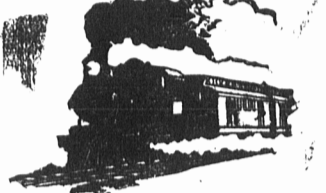
SUGAR SEASON BEGINS.

CHRYSLER, Vt., March 15—Simultaneously with the first fall of "sugar snow" several orchards were tapped today. These unusually early orchards, but the breaking of roads into the lots has become general. Sugar makers predict that the season will be a good one from the fact that the ground is frozen hard and that there is an unusually large amount of snow among the trees.

POSSIBILITIES OF THE POSTAL SYSTEM.

Cheap Mail Facilities One of the Chief Factors in Our Prosperity and Progress.

"Common is the commonplace." The most valuable of civil benefits is surely a commonplace matter, that we scarcely give it a thought. It would take a winter on a whaler nipped in an ice floe to make us truly appreciable of the worth of the postal service. What a wonderful thing it is! Wonderful in its organization, with its vast machinery for the collection and distribution of letters, its railway mail cars, its route riders, the unflinching order and precision of its methods. Wonderful it is too in its results. It knits together families widely



separated. It carries across the sea some tender lover's message or perhaps a little flower picked from the daisied grave of an English churchyard. Every hour of every day the mail bag is packed with words which waken love and laughter, and words which deepen the furrow in the cheek and dim the failing sight with bitter tears.

But with all this there is going on through the mail service a dissemination of human knowledge, a reaching out of human help which is one of the crowning blessings of our century. The correspondence schools led by Chautauque, are sending to every village and hamlet the broader knowledge which is so eagerly craved by many who are shut to the homely duties of a humble life. Without the mail system this plan of education would be impracticable.

Every mail, too, carries from the great centers, the advice of great physicians, which it would be impossible for the distant public to obtain were it not for the mails. Few people realize how many thousand people depend on the mail service for medical treatment. Not long ago when some postal affairs were being discussed in connection with the erection of the new postoffice building in Buffalo, N. Y., some light was thrown on this subject by the statement that the mail by Dr. R. V. Pierce amounted daily to something over 1,500 pieces. Of course this is not a common case, because Dr. Pierce's relation as chief consulting physician to Buffalo's famous institution, The Invalids' Hotel and Surgical Institute, makes his advice and that of his staff of nearly a score of skilled and experienced specialists much sought after, especially by women, to the treatment and cure of whose special diseases Dr. Pierce has devoted over thirty years of almost constant labor.

But though this example is out of the ordinary, it may serve as an evidence of the amazing benefits reaped by the public through the mail service. It puts every outlying hamlet in touch with the most advanced medical specialism of the day. It gives at a cost of a two-cent stamp, the skill and experience that it has taken years to acquire. Literally at the cost of a two-cent stamp, since Dr. Pierce invites sick women to consult him by letter without charge. And this would seem to be one of the most remarkable services rendered by the postal system, perhaps the supreme service of all. For while it is a splendid thing to be able to shop in New York while living in Kansas, and a grand thing to be able to command the learning of great professors while working in the Michigan woods, it is a still grander thing that by means of this cheaply supplied service, men like Dr. Pierce, who have the disposition to be helpful, are enabled to place their skill and knowledge at the disposal of those who are being dragged down by disease, without the possibility of help from these about them. When one contemplates the vast and far-reaching benefits of the mail service, so briefly touched upon in this article, it makes the familiar gray uniform of the postman the most glorious of all uniforms, for it is worn by the soldiers of the army of peace. It makes one feel like taking his hat off to the on-rushing mail train, and cheering the work and wisdom of Uncle Sam.

GUARDIAN WANTS

WANTED

AGENTS WANTED FOR "WAR BETWEEN Russia and Japan," by Hon. Murat Halstead. Contains graphic descriptions of the war; remarkable histories of Russia, Japan, Siberia, China, Korea, Manchuria, appalling revelations of the true inwardness of the war and astonishing prophecies of its tremendous and far-reaching results. True history written by a master hand, but more absorbing than the wildest romance. Only \$1.75. Big colored map free. Biggest, best book. Best terms. Credit given. Freight paid. Bonanza for agents. Outfit and premium free. THE DOMINION COMPANY, Dept. P., Chicago. March 19, 1904.

WANTED—At once a purchaser for a live business, in New Brunswick groceries, hardware, boots and shoes and crockeryware. Turn-over last year \$25,000, stock at present \$5,500. Reason for selling, owner's time fully occupied by other business. Right man with \$3,000 or more cash could make a profitable deal. Apply to A.W.S. P. O. Box 365 Charlottetown. 19 d ri

A lot of the handsomest ready made skirts we have ever shown you, came to hand a day or two ago. Just drop in and let us show how well we do this kind of business.—Moore & McLeod. 19 d ri

We don't mind telling you.—It's no great secret—why we do such a large Drug business. We're looking after it morning, noon and night. We're ever careful as to the goods we buy so that customers get best value possible. We buy for cash and sell at a very small margin. We try hard to please our customers. Our own preparations are tried and true and give great results. Satisfied customers our customers. Trade at the Central Drug Store and be content, A.W. Reddin Phm.B. Sunnyside.

BACON AND HAM TRADE 1903.

Mr. Grindley also reports as follows concerning the Bacon and Ham Trade.

Canadian mild-cured bacon and hams are becoming very popular in Great Britain and are preferred to those imported from the United States, as they are leaner and there is always a demand for lean cuts. Canadian packing houses should make a close study of the various British markets and supply them with the cuts which are in demand by the consumer.

There is still room for improvement as regards packing cases—these are often of knotty lumber, badly ailed, and no bats at ends (same as American packers use) which give double nail bearings. Heavy split wood hoops should be used to bind round each end of the case and for extra large cases an extra binder should be placed round the centre.

Shippers of these mild cured meats must take advantage of the best means of transportation which are now provided. Ship goods as little as possible to be sold on commission, and then only to reliable firms who will see that they are warehoused under proper conditions as regards cleanliness and temperature.

Yours very truly,
W. A. Clemons,
Publication Clerk.

Bicyclists and all athletes depend on BENTLEY'S Liniment to keep the joints limber and muscles in trim.

ANNOUNCEMENTS.

—There will be a public Gospel Meeting in George Street Church open to all, on Sunday at four p. m. Lesson: John 15-1 "The True Vine."

—Reserve Easter Monday night for one of the good old time young men's Missionary Meetings, in the school room First Methodist Church.

—Remember the public Temperance Meeting on Monday evening in connection with the District Division. Good program. Chair taken at eight sharp.

—"The Obedience of Faith," and "Will the old Book stand?" will be the subjects of discourse on Sunday at 2 P. M. and 7 p. m. in the Tabernacle, Fitzroy Street. "Jesus and the woman at the well" will be the lesson on Wednesday night at eight o'clock.

—The Annual Meeting of the Soldiers Wives' League for the election of officers and other business will be held on Monday afternoon March 22nd at 3:30 o'clock at the Armouries. All members are specially requested to attend and wives of members of our militia force who have not already joined the League are cordially invited to do so. The Executive of the League will kindly meet at the Armouries at three o'clock sharp to arrange business. 19 3 21

—The Rev. J. A. Winfield will deliver the following lectures next week: March 21st, Kensington Church at 7 p. m., subject, "Cities of the Giant"; March 22nd, French River Church at 6:30, subject, "Cities of the Giants"; March 24th, Leisliowa Church at 7 p. m., subject, "Babylon, its origin, rise and fall and what we know of it today." A silver collection at each lecture towards Synod expenses.

Coughs, colds, hoarseness, and other throat ailments are quickly relieved by Cresolene tablets, ten cents per box. All druggists.

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THIS IS LEAP YEAR

but don't be afraid to look your best. The girl who appreciates your tailor-made garments as cut and fitted by us shows that she likes to see you present as good an appearance as other men, that she is proud of you and will make you a good wife. Please her and yourself by always ordering your clothes here.

JOHN McLEOD & Co.

Cures While You Sleep
Vapo-Cresolene
Established 1879
Whooping Cough, Croup, Bronchitis, Cough, Grip, Asthma, Diphtheria
CRESOLENE IS A BOON TO ASTHMATICS
Cresolene is a long established and standard remedy for the diseases indicated. It cures because the air rendered strongly antiseptic is carried over the diseased surfaces of the bronchial tubes with every breath, giving prolonged and constant treatment. Those of a consumptive tendency, or sufferers from chronic bronchitis, find immediate relief from coughs or inflamed conditions of the throat. Descriptive booklet free.
LEEMING, HILES & CO., 1651 Notre Dame St., Montreal, Canadian Agents

Cresolene dissolved in the mouth are effective and safe for coughs and irritation of the throat.
10c a box. ALL DRUGGISTS 204

95c, \$1.10, \$1.25 and \$1.35
KID GLOVES
SIZES 5 1/2 to 6 1/2
50c per pair.
33 pairs of Black Kid Gloves, marked 95c, \$1.10, \$1.25 and \$1.35 in sizes ranging from 5 1/2 to 6 1/2 on sale today at
50c per pair.
F. Perkins & Co.,
THE MILLINERY LEADERS,
"SUNNYSIDE."

AN INVESTMENT THAT PAID
CANADA LIFE ASSURANCE COMPANY.
Policy No. 15,605 Life of Lewis Campbell
Date, 10th August, 1874. Plan, Life—10 Payments.
Yearly Premium \$ 38.30
Total Premiums \$ 395.00
Date of Death, 19th October, 1903.
Claim Paid, 30th October, 1903.
Sum Assured \$1,000.00
Additions \$51.25
Total \$1,051.25
Total Amount of Claim, over 405 per cent of total premiums. Dividends alone over 143 per cent of total premiums. Return over cost, \$1,051.25 besides 29 years' insurance.
It Pays to Insure in the Canada Life
Rates and particulars cheerfully furnished.
E. R. Brow, **W. K. Rogers,**
Charlottetown, Charlottetown,
Special Agent Manager P. E. Island Branch

DISSOLUTION.
I have purchased the interests of Gauvin & Gentzel, in the city of Charlottetown, of this firm and will continue the business under the same firm name as formerly. All accounts due the late firm will be paid to me at the studio, Guardian Building, Grafton Street, and all outstanding accounts against the said firm will be paid by me.
J.A.S. BAYER,
Charlottetown, March 16, 1904.
A CARD.
Miss Josephine Smith desires to thank her numerous patrons for the liberal patronage extended to her during the past season, and wishes to announce that her classes in dancing will re-open Monday evening, Oct. 15th in Smallwood's Hall. Persons wishing to arrange for evenings should write or call at once.
MISS J. SMITH,
Charlottetown, 18 St. Fr., 11
Box 419