

MAXIMS OF A MERCHANT

Business foresight consists in providing for the public the things it is going to need before it knows it needs them and announcing your preparedness.

MAXIMS OF A MERCHANT

Men are so simple, and so subject to present necessities that he who seeks to deceive will always find some one who will allow himself to be deceived.

THE CHARLOTTETOWN GUARDIAN The People's Paper Read by Everybody

Covers Prince Edward Island Like the Dew

CHARLOTTETOWN, CANADA FRIDAY, MARCH 14, 1924

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LEGISLATURE SUMMARY

LEGISLATIVE CHAMBER, Thursday. "They're a good looking bunch," was the remark of a countryman as he was leaving the Legislative Assembly Room yesterday afternoon. The remark was as true as it was well-chosen. It might also have been as truly added to the lately elected members of the Legislature now assembled...

The MacDonalds are just now having their innings in the new world as in the old. It was fitting that the MacDonalds in the Legislature should open the debate on the address in reply to the speech from the Throne. This they did so satisfactorily that the praise of the Leader of the Opposition as that of the Leader of the Government and other members was well and truly merited.

At any rate, the Debate on the Address at the opening session of this year, was well begun. But the speech of the Leader of the Opposition who followed the MacDonalds was rather too much in the style of the oratory of the previous session to fit the occasion. There

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Condensed Specials

RATE—2c per word, net each insertion in this column

FOR SALE—HEAVY BROWN paper 5 cents a roll, Guardian office. 1730-2-28-1f

FOR SALE—TWO COWS ONE due to freshen March 14 the other May 3rd. Apply 266 Euston St. 2017-3-13-31

HOUD PUPS FOR SALE, RAY Atherton, Mt. Herbert. 2028-3-15-31

CHOICE QUALITY BULK COCOA, 2 lbs, for 25 cents, Jenkins & Son. 2042-3-14-21

WANTED—NOW QUANTITY OF good sound commercial oats—John H. Gill and Son. 2016-3-13-31

WANTED—BY MAY 1st EIGHT roomed house, central location, conveniences. Address "D" care of Guardian. 1955-3-11f

FOR SALE—ONE GANDER, A. G. Stetson, Marshfield. 2033-3-14-11

REAL ESTATE, IF YOU HAVE A farm property for sale call and give us particulars. We will help you find a purchaser. Eastern Securities Co. Ltd., New Bank of Nova Scotia Bldg. 2030-3-14-31

TEACHER WANTED—FOR ST. Marys Road School West, supplement \$42 for half year. Apply to Victor McGuigan, secretary of trustees, R. R., No. 3 St. Marys Road. 1912 3 10 61

WANTED—TRAINED NURSE for position of superintendent of nurses, Falconwood Hospital, Apply to Superintendent. 1839-3-9-61

FOR SALE—FARM CONSISTING OF 120 acres of land. Apply Joseph Doyle, South Shore. 1968-3-12-31

FOR SALE—SECOND HAND Sewing Machines, in good repair. Phone 801-L. 1973-3-12-31

FOR SALE—A THREE HORSE power gasoline engine (Gray) and an eight hundred pond capacity cream separator (Tubular). Gavin Harding, Graham's Road. 1978-3-12-41

ATTENTION IS CALLED TO the sale of property and household effects of the late Mrs. Capt. J. McDonald at Cardigan on Monday 17th inst., at 2 o'clock P.M. See hand bills—1980-3-12-31

BRITISH NAVAL ESTIMATES ARE REDUCED

Adverse Vote For British Government.

(Canadian Press) LONDON, March 13.—Great Britain's Navy estimates for 1924-25 as given out in a statement today by the First Lord of the Admiralty, Viscount Chelmsford, amount to \$55,800,000 or a reduction of \$2,200,000 as compared with estimates for the past year.

Loss From Steamer Santiago Less Than Expected

(Canadian Press) NORFOLK, Va., March 14.—That the loss of life in the sinking of the Ward Line steamer Santiago, off Cape Hatteras Tuesday night, may be less than indicated in the first reports, was thought probable by Coast Guard Headquarters today, when wireless messages were received from the cutter Manning, stating that the steamer Elford had wirelessed that the gullies had picked up a boat containing ten men of the Santiago.

Prefer English To Their Native Tongue

(Associated Press) DUBLIN, March 13.—In spite of the fact that by the terms of the Free State constitution the Irish language is placed on completed equality with English, and that all official notices are issued in both languages, the use of Irish up to the present time has been very limited. Not more than one in 500 of the affidavits sworn in the Law Courts are in Irish, and the debates in the Dail are almost wholly conducted in English.

Deputy Patrick Hogan of Clare says: "Every bit of national legislation has been discussed and canvassed in English, every question has been asked in English, every amendment, except one, has been moved in English, and the entire life of the nation is maintained by artificial respiration—a foreign language." His suggestion is that both houses of the Parliament should adopt a standing order forbidding any member to speak unless his or her remarks are prefaced by at least 20 words of Irish relevant to the discussion.

It is pointed out that this would mean that all deputies and senators must have some considerable knowledge of the Irish language, which many of them today are without.

FOR SALE—50 ACRES ON north side Dundee Road, Lot 50, lately occupied by Malcolm Leost, McLeod. Apply to McLeod & Bentley. 2040-3-14-11

WANTED—A SECOND-HAND stencil duplicator. Apply K. C. care of Guardian. 2034-3-14-21

SILVER FOX LOST.—Escaped from ranch, female stub tailed silver fox. Finder returning same to Alexander Agnew, East Royalty will be rewarded. 2012-3-13-21

JNO. A. McDONALD, LAND SURVEYOR, Hermonville, P. E. I. 1415-2-9-1mo.

CERTIFIED SEED, COBBLER POT ATOMES—Have about 200 bus. for sale. Apply Alex. Agnew, East Royalty, Charlottetown. 1983-3-12-31

HERRING NETS—50 YDS LONG 60 meshes deep, 2 1/2 and 2 3/8 mesh 14-6 twine. Sell right. Bought before the advance in Cotton Twine. Apply John Agnew & Son, Charlottetown—1984-3-12-31

GANDER FOR SALE, APPLY J. M. Stevenson, Bradalbane. 2006-3-13-21

FOR SALE—AT HAMPSHIRE, Farm consisting of 85 acres. Apply Wm. Molymoux, New Willshire. 2004-3-13-31

REMEMBER SALE OF PROPERTY and choice household effects, including large round mahogany table and mahogany bureau at residence late Mrs. Oswald Hornsby, 205 Euston St. See page two. 2007-3-13-1f

CALIFORNIA SUNKIST ORANGES 28 and 39 cents per dozen. Large grapefruit 3 for 25 cents. Winesap apples 39 cents per dozen. Fancy Cape Cod cranberries 20 cents a quart. Extra fancy tateraisms 50 cents per lb. Celery 25 cents a bunch, lettuce 25 cents a head, ripe tomatoes 30 cents a head. There is no reason to believe

2041-3-14-31 Premier MacDonald could hope to

LENTEN LECTURES TO BELIEVERS

Quiet Talks in Retreat.

(BY REV. S. D. GORDON)

A CHARACTER SKETCH

Let us go a little farther. "If any man would come after Me let him deny himself." "Deny himself"—what does that mean? Well, deny means to say "no," plainly and positively. Himself is the smoother English word for his self. Let him say "no" to his self. Please notice that Jesus is not speaking of what is commonly called self-denial. That is, a sacrifice of something temporarily in order to gain an advantage later. That sort of thing is not peculiar to the Christian life, but is practiced by all classes, even among the lowest. He is not speaking of that, but of something far more radical. Reading the verse through again, it will be seen that there are three distinct persons referred to by Jesus. First, the "any man" He speaks of, and then the two others represented by these words "himself" and "Me" either one of the other of whom is influencing

this "any man's" life. "Say no to thyself" is coupled with "follow Me." And the opposite is implied—any man will not do as I desire, he will continue to do as he now does, namely, deny Me and follow his self. These two persons self and Jesus are placed here in sharpest contrast. An uncompromising antagonism exists between them. They are sworn foes, and every man must decide to which he will yield his allegiance. To agree with either one is to oppose the other one. For a man to settle some matter that comes up for decision by saying "yes" to the desires or demands of his self involves his saying "no" to Jesus. And on the other hand his yielding assent to the plans and wishes of this "me," namely Jesus, is plainly equivalent to saying "no" to his self. What is this self in each of us that Jesus sets in such antagonism to Himself, and instructs us to say a hard, uncompromising, unceasing "no" to? There are a few words in

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Canadians Can Ship Cattle From London

(Canadian Press) LONDON, March 13.—Speaking in the House of Commons today, a member suggested that steps should be taken to cancel the order whereby Canadian cattle passing over the United States border in sealed cars to ports of shipment are barred from export to this country, because of possible contact with the foot and mouth disease outbreak in the States, notably California. He declared that the preventing of Canadian fat cattle from being shipped to British ports for immediate slaughter meant enforced unemployment to thousands of workers and increased prices for meat in this country.

Noel Buxton, minister of agriculture, replied that Canadian shippers could get round the order by shipping direct from Halifax and other Canadian ports.

Life Insured For Three Million Dollars

(Canadian Press) CHICAGO, March 13.—Mrs. Melio Netcher, Newbury, owner and director of the Boston Store, has increased her life insurance to \$3,000,000. Mrs. Newbury is the most heavily insured woman in the world. Mrs. Marshall Field is believed to be the second, with \$2,000,000. This is but another tribute to the security of the institution of life insurance. Wealthy people are the heaviest insurers, believing it worth while to pay heavy premiums in proportion to the large amounts at risk. These risks are, of course, spread over a large number of companies, thus making it no more a burden upon any particular group of policyholders than the small two or three thousand dollar policy.

Announcements, Coming Events, Meetings, Etc.

- Reserve, Monday March 17th, for social and entertainment at St. Margaret's Hall. 2035-3-14-21.
Reserve Wednesday, March 19th for concert in Kingston Hall. 2086-3-14-11.
Come to Emerald Hall on St. Patrick's night to hear Dr. J. D. McGuigan lecture. 1994-3-13-41.
The Summerfield Dramatic Club will present a drama in four acts, entitled The Master Hand in Emerald Hall, St. Patrick's night. Admission 35c. 1994-3-13-41.
The regular meeting of the Ladies' Association of the Protestant Orphanage will be held at the Cundall Home, Friday, March 14th at 3.30 p. m. 1997-13-21.
Remember the concert and supper at North Milton on Thursday, March 20th at 7.30, proceeds toward Church funds. 2014-3-18-31.
The annual meeting of the P. E. I. Avireth Breeders' Club will be held Tuesday, March 18th, at eleven o'clock in the Agricultural Hall, Charlottetown.—E. McRae, Secretary. 2005-3-14-31.
St. Patrick's night celebration at Hope River, Drama of four acts by the Hope River Dramatic Club. Specialties instrumental music, the best old Irish songs, Killarney and Kathleen MacAvourson, etc.



DATE TO RUSSIA CLOSED—The Soviet government has withdrawn recognition from virtually all the representatives of foreign powers at Vladivostok. The Japanese consular is the last to leave. As a consequence, travel to Russia by way of Siberia will be suspended.

WANTS SONS TO GROW UP AS CANADIANS

Distinguished English Pensioner to Return to Canada to Live on Farm.

(British United Press.)

LONDON, March 13.—Lord Rodney, whose pension of two thousand pounds a year, which was granted to his ancestor a famous British admiral and his heirs in perpetuity as a compensation and reward for his distinguished services against the French, was recently commuted for a sum of forty thousand pounds by the British treasury, will return to Canada to live permanently on his farm near Edmonton. Lord Rodney may pay a short visit to the United States before settling down again in Canada, but he enjoys his life on an Alberta farm so much that he declares he would not live anywhere else, in the world. Just now he is living with his family in a small bungalow in a little fishing village, Kingsdown, which he rented and he is leaving his family for a few weeks which he arranges his business and sets his Alberta farm-house in order and ready for the reception of the family.

"I want my sons to grow up as Canadians," said Lord Rodney to your correspondent today. The pension was commuted at Lord Rodney's own request and the entire capital will eventually revert to the British government in the form of death duties; meanwhile the distinguished pensioner will use the interest of the capital for the extension and improvement of his Alberta farm.

WANTS REPORT OF DETENTION OF STEAMER

(Canadian Press) LONDON, March 14.—The British government has asked its embassy at Washington for a full report of the facts concerning the detention by the United States of the Royal Mail Line steamer Odessa.

It is recognized here that United States officials were quite within their rights in seizing the contraband liquors and drugs, if the Orinda carried them, and it is generally expected that the report from Washington is being sought for information of the foreign office and not as a basis for protest on the part of the government. Offending steamship companies, it is explained in government circles, can expect no sympathy or support from the British government if such covert practices are allowed.

Solemn Proclamation Of The Caliph

(Canadian Press) LONDON, March 13.—The solemn proclamation of King Hussein of the World, as Caliph of all Muslims, took place on Tuesday at Shungh, Transjordan, and is described by Daily Express correspondents as extremely impressive.

Vancouver Daily Gets \$10,000,000 War Adjustment

(Canadian Press) VANCOUVER, B. C., March 13.—The Vancouver Daily, which has been purchased by R. J. Cromie, publisher of the Vancouver Sun. This announcement was made in the World today by Charles E. Campbell, from whom Mr. Cromie purchased the property today. The Sun, which has been published as an evening paper since 1888, will be continued as an afternoon publication as the Vancouver Evening Sun. It is understood the purchase price is \$475,000.

The Weather, Etc.

MOST OF THE MARCH LION SEEMS TO BE DONE BY THE WEATHER MAN

TORONTO, March 14.—Maritime, strong north-west winds, fair and rather cold. High tide this afternoon at 3.50 and tomorrow morning at 6.10. Sun sets this evening at 6.05 and rises tomorrow morning at 6.12. Full moon Friday, March 21st, 12.30 a. m. Summerside tide eighteen minutes later than Charlottetown. Maximum and Minimum temperatures. Toronto 38 18 clear Montreal 40 18 clear Quebec 34 18 clear Charlottetown 32 30 cloudy Halifax 38 30 cloudy St. John 35 24 cloudy Boston 36 32 clear New York 40 32 fair

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(Canadian Press)

BERLIN, March 13.—Before the decree of President Eberl dissolving the Reichstag was read today, deputies adopted a bill providing for the establishment of a new gold discount bank in Germany.

NANTUCKET, March 13.—Wreckage picked up on the north shore of Nantucket Island, bears the name-plate, "three thousand ton schooner," "Wyoming," which sailed from New York, March 1st, for Africa. No bodies were found.

SYDNEY, N. S., March 13.—John L. Lewis in a telegram to provisional officers at Glace Bay yesterday, assured them that he proposed to take no action with regard to the crisis in District 26 until the whole situation has been thoroughly gone into by an international board.

BERLIN, March 13.—President Eberl dissolved the Reichstag today. His action is a consequence of the determination of socialists to insist on issuance of special emergency ordinances promulgated by the Government, notably tax regulations.

NEW YORK, March 13.—Government confiscation of the Royal Mail Steam Packet Company's passenger ship Orinda, was demanded today in a libel suit filed in Federal court by a United States District attorney's staff as a result of the narcotic and liquor raid aboard the vessel yesterday morning.

NEW GLASGOW, March 13.—Mrs. John Sutherland, 78, resident of Carthou, West Gate, met a tragic death when a fire of unknown origin last night destroyed her home. Her son, John, who had been in the woods and saw flames when returning home, made frantic efforts to save his mother, and succeeded in rescuing her from the burning building, but she died in a short time as a result of shock and burns.

Starvation Warded From Scotch Hebrides

(Canadian Press) NEW YORK, March 13.—Starvation has been warded from the Scotch Hebrides, but acute distress is still prevalent among the destitute people there, and financial relief would be greatly appreciated, says messages from Lord Balfour and W. L. Sleigh, Lord Provost of Edinburgh, made public today by the Sulgrave institution. The messages were in reply to the investigation requested for an authentic statement of conditions in the Hebrides, after a recent appeal for United States aid met with criticism in Great Britain on the ground that the situation was not as bad as has been represented.

A DAILY TALK ON ADVERTISING

By Seamon Lockwood THE POWER OF AN IDEA

Did it ever occur to you that ideas possess actual motive power? Many people unconsciously recognize this truth when they say of a child, "Don't put ideas into his head," meaning of course that if you do put ideas into his head that they will be transformed into action—such highly undesirable action perhaps as decorating the wall paper with frescos of shoe blackening, emptying the mustard bottle into the cereal, and similar romantic ventures. In advertising the slogan is just the reverse of the foregoing admonition. Instead of saying "Don't put ideas into their heads," advertisers say "Do put ideas into their heads." And so in the narrow sense of the word, all advertising depends upon ideas.

The other day I picked up a publication and saw an advertisement which I had written over fifteen years ago still being used by the concern for which I wrote it. After making inquiries I learned to my great delight that this advertisement was still pulling better than many of the new advertisements which had since been developed. There was an idea behind it and that idea was just as potent to stimulate people to action as it was the day that it was first conceived. All great ideas seem to have an extraordinarily enduring quality. The idea of the brotherhood of man upon which all Christianity is founded, was once just an idea in the mind of one man, but in days have been fought around it, governments have been overthrown, national borders have been changed, great democracies have arisen. And yet, once it was just an idea—an abstract something that didn't exist or which only had an abstract existence in one tiny brain. The idea of the steam engine was once nothing but an inanimate thought in a single small brain; and yet how potent to set into activity a thousand gigantic forces was that idea. As a result of that idea express trains travel in every direction and all over the world; billions of tons of freight are transported from place to place; huge

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