

Personality counts—the groucher has no chance alongside the cheery peptomist.

THE CHARLOTTETOWN GUARDIAN The People's Paper Read by Everybody

Covers Prince Edward Island Like the Dew

CHARLOTTETOWN, CANADA WEDNESDAY, MARCH 5, 1924

A man's wife may choose his stenographer but never his store assistants.

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EVIDENCES OF FRAME-UP BETWEEN THE PROGRESSIVE AND LIBERAL PARTIES

First Passage at Arms Between Premier and Conservative Leader in Debate on Address in Reply to Speech From the Throne.

(British United Press) OTTAWA, Mar. 4.—Whether or not the basis of any agreement of understanding between Liberals and Progressives in parliament has been reached, yesterday's developments in the House suggest strongly that such is the goal and ambition of the government. Lobby gossip is agreed that customarily the speech from the Throne contains hints of legislation to come, but is always gloriously indefinite. Curiosity, however, has never been satisfied until the measure itself is brought down. Of all secrets of state the budget has always been the most notable. This year, however, right from the drop of the hat, comes announcements touching upon the budget not in detail of course, but in all the vital principles. There is a strong intimation of a tariff change affecting implements of production along with promises of reduced taxation and a balanced budget. The announcement moreover is accompanied by such display of "pep" on the part of the governments as sustains the idea that either a bid is confidently made for Progressive support or else there is a definite "frame up" to that end. Gossip attaches significance to these symptoms.

EUROPEAN OUTLOOK BECOMES MORE HOPEFUL

Attitude of French Gov't Has Now Become more Conciliatory.

(Canadian Press) LONDON, Mar. 4.—British opinion is more hopeful of a safe settlement of the European mess than for many a day. The French reaction to the publication of the MacDonald-Poincare correspondence and the modified tone of the latter's phraseology indicates an immense change in the French official attitude during recent weeks. It is believed in Downing Street today that the French government is ready to accept the British proposals. These include neutralization of the Rhineland zone to be followed by a merely visible occupation of the Ruhr area. The removal of the customs barrier between occupied and unoccupied Germany is also likely to be brought up while the admission of Germany to the League is regarded as a probability. France however still continues to demand a substantial sum for the rehabilitation of her devastated regions and also a definite guarantee from Britain as to whether Germany ever again becomes aggressive.

ANNUAL MEETING OF THE CENTRAL FARMERS' INSTITUTE

President Gibson's Report Submitted—Discussion on Clauses Referring to Withdrawal of Agricultural Grant, Representation on Board of Trade, Closer Attention to Breeding and Cooperative Methods, Etc.—Important Resolutions Passed.

The annual meeting of the Central Farmers' Institute was opened in the Technical School yesterday afternoon. The president, Mr. W. J. Gibson, was in the chair. Regret was expressed at the attendance, which was not as large as was reasonably expected. After the reading and adoption of the minutes of the last meeting, the following standing committee was appointed, Messrs. Alfred Simpson, Peter Brodie and P. A. McIsaac. The directors' address was then read by the president. It was received and discussed clause by clause. Clauses 1 and 2 were adopted without discussion. 1. "Another mile stone of time has passed since last we met in annual session with its many activities, its advancements and historic events, these need not touch upon as all have had the advantages of an up-to-date press. 2. "1923 crops on Prince Edward Island have been good and were harvested in splendid condition. In co-operative dairy products the actual returns for 1923 show an increased revenue of upwards of two hundred thousand dollars, the gross value of the output being \$85,425, thus showing that we have again got down to hard pan, as it were, and are making substantial progress."

MOST VIRULENT SMALLPOX SINCE 1885

Death Rate at Windsor and Border Towns as High as 50 Per Cent.

(United Press) WINDSOR, Ont., Mar. 4.—Federal Provincial and local health officials were in conference here Sunday. Locally, they decided, the situation is well in hand, but in view of the unusual nature of the cases, health officers elsewhere will be well advised to be on the lookout for the unusual. The type of cases at Windsor and adjacent towns is the most virulent in Canada since the Montreal epidemic of 1885. The mortality, the doctors said in unvacillating cases, will run 50%. Every death so far has occurred where the victims were never vaccinated. The worst cases are hemorrhagic and die in three to six days.

DR. CAMPBELL'S 2 CT. GASOLINE MODEL FARM TAX PROVIDED UNDER PROBE FOR IN QUEBEC LEGISLATION

Charges Will be by Hundred Pounds Instead of Horsepower.

QUEBEC, March 4.—As forecast on several occasions, the motor vehicle legislation of Hon. Jacob Nicol, Provincial Treasurer, provides an entirely new system of taxation, taken steps against automobile thefts by the provision of a special section of the act, and several clauses designed against those engaged therein, and generally brings the law up to date. It is the first revision of the Motor Vehicle Act in the province since 1906, though since that time there have been amendments, especially as regards taxation, to meet the needs brought about by good roads. The law at present provides for taxation on a basis of horsepower something which has been proven to be unsound, and the rate of which is 90 cents per horsepower. This is eliminated. There is to be a tax of two cents an imperial gallon on gasoline. Secondly, the pleasure vehicle is defined as being equipped for the transportation of persons, not more than seven at a time, without any pecuniary consideration, and including the motorcycle with or without side car. The farm vehicle is classified on the same basis as the pleasure vehicle, and is defined as a vehicle being equipped for the transportation of persons and merchandise, belongs to a farmer, is used exclusively for the transportation of the products of the farm, and of the persons who occupy such farm, and the total weight

Husband Gives Wife Year's Vacation

(British United Press) NEW YORK, Mar. 4.—Thyra Samter Winslow, short story writer and her husband, John Seymour Winslow, having been married twelve years have decided they owe each other a year's vacation, and are living at separate residences. The first thing Winslow did after the announcement was to send his wife a huge bouquet of American beauty roses to brighten her studio while her first thought in the morning after was about his breakfast. Thyra telephoned to John to see if he had managed to get his breakfast without any trouble, and was told that "it wasn't quite the same."

Raw Fur Products Worth More Than Sixteen Millions

(Canadian Press) OTTAWA, March 4.—Total value of the raw fur production of Canada for the season 1922-23 was \$16,761,567, according to a report prepared by the Dominion Bureau of Statistics. This amount represents the value of the 364,000 pelts of fur-bearing animals taken in Canada during the season. The combined values for Prince Edward Island, Nova Scotia and New Brunswick amount to \$738,000, the principal item for each of these provinces being the pelt of the ranch bred silver fox. Within the last few years fox farms have been established in every province of the Dominion, and the latest statistics available show that in 1922 there were 877 fox farms, of which less than half were situated in Prince Edward Island.

Charlottetown Boy Held For Ten Thousand Bail

(Canadian Press) BOSTON, MASS., March 4.—Gerald R. Craig, Charlottetown boy is now held for ten thousand dollars bail, charged with attempted murder of Lewis F. Curtis, wealthy Massachusetts sportsman on the morning of Saturday, February 8, at the former's home in Newton Mass.

LENENT LECTURES TO BELIEVERS

Quiet Talks in Retreat. (Continued) TIGHTLY TIED UP Turn now to the eleventh chapter and you will find another pictorial suggestion of this same sort of powerless christian, though in this instance made so by another reason. It is the Bethany Chapter, the Lazarus Chapter. The scene is just out of Bethany village. There is a man lying dead in the cave yonder. Here stands Jesus. There are the disciples, and Martha, and Mary, and the villagers, and a crowd from Jerusalem. The Master is speaking. His voice rings out clear and commanding—"Lazarus, come forth!" speaking to a dead man. And the simple record runs, "He that was dead"—"Life comes between those two lines of the record—"came forth, bound hand and foot with grave-clothes, and his face was bound about with a napkin." Will you please take a look at Lazarus as he steps from the tomb? Do you think his eyes are dull, or his cheeks hollow and pale? I think you? I do not say it is, for I do not know. But you know. The hungry, critical world knows. Subtle, keen Satan knows. The Lord Jesus knows. Do you know if that describes you? You may know with certainty within twenty-four hours if you wish to and will. May we be willing to have the Spirit's searchlight turned in upon us to night.

PROVINCIAL POULTRY SHOW BEST IN LOCAL HISTORY

Entries Yesterday Numbered About Six Hundred—The Exhibitors Included Some From the Mainland and Many Fine Specimens Were Shown—Addresses at Formal Opening Last Night. The P. E. Island Poultry Association are to be congratulated upon their splendid poultry show this year, which was held yesterday in the Technical School. There were about 600 birds entered, an increase of over a hundred over last year, and the largest entry list in the history of the Association. There was also a good exhibit of dressed poultry and eggs. A large bright room in the upstairs of the Technical School was provided for the show, the only inconvenience being the distance from the centre of the city. On previous occasions, when the show was held in the Agricultural Hall, Fitzroy Street, the location was better, but the accommodation not so satisfactory. The president, Mr. R. V. Longworth presided at the formal opening of the show which took place in the Technical School last evening. After a few introductory remarks he called upon His Honor the Lieutenant Governor, who formally declared the exhibition open. His Honor expressed pleasure that the interest in poultry is on the increase, as evidenced by the large entry list. He trusted still further progress would be made. Some interesting reminiscences of his own experience in keeping poultry as a boy, and of exhibitions of other days, were given. His Honor did not believe there was any education so valuable as that which is received by a growing boy and encouragement in poultry keeping to young people is sure to make a lasting impression. He referred to the progress made in the marketing of eggs in this Province and stressed the big possibilities ahead. Premier Stewart congratulated the Egg and Poultry Association upon the splendid work accomplished. In poultry production methods there has been practically a revolution in recent years, in co-operative marketing, scientific selection and care of the birds, as well as in prices realized, there has been a wonderful advance. This proves that co-operation is practical and workable and when other agricultural lines have been brought to the same efficiency as the Egg and Poultry Association we shall have a splendid Province in co-operative marketing. We have the advantage here that the quality of production can be controlled to a great extent. The Association deserves the gratitude of the people of this Province and is deserving also of every success, concluded the Premier. Hon. J. H. Myers, Commissioner of Agriculture said he was very pleased with what he had seen of the agricultural meetings, so far held this week, and felt sure the meetings would result beneficially, in the poultry business times have indeed changed for the better. There is today a growing spirit of co-operation. Hard knocks the co-operative movement has had, but it is always better to get the "knocks" at the beginning. What has been done in co-operative egg and potato marketing can be done in other lines of agriculture. He wanted to see more young boys, girls and women attending the agricultural meetings. It is to the women that the success in the egg business should be attributed and "knocks" at the beginning. What is the better "man" of the two? The merchants now are aware that the more help the farmers get in marketing and production the better for all concerned. Mr. Myers was much impressed on his recent visit to H. McCoubrey's Store, Doors open at 7.30, curtain rises at 8 p.m.

A DAILY TALK ON ADVERTISING

By Scammon Lockwood. A department store manager, investigating the results of his advertising, recently made an interesting discovery. A counter located on the right hand side of his store just beyond the entrance yielded nearly three times as many sales of a certain advertising material as the counter on the left hand side. This would seem to indicate that the keep-to-the-right habit which is the rule of our road has so gotten into the subconscious of everybody they follow it, even in those circumstances where it is unnecessary. This is a valuable hint to retail merchants and should enable them to place certain merchandise which they wish to move in the most advantageous position. If a merchant is advertising a special sale or bathing suits or shaving soap or olive oil or breakfast food, and he will put the advertised material just to the right beyond his entrance, he will find that he has enabled his advertising to work more efficiently than it might otherwise work. And the actual fact itself is interesting in showing us all what it means to get people into the habit of getting, getting them into the habit of patronizing certain stores, getting them into the habit of using certain branded advertised articles. And this tendency of all human beings to follow habits may be turned to your great advantage. And another thing that is worth mentioning in this connection is the importance of doing everything you can to co-operate with your advertising. A great many business men think that when they have appropriated 2 p. c. or 5 p. c. or 10 p. c., for advertising that this is the end of the matter and they are usually the ones who are most surprised and astonished when they find that their advertising has not produced the results they expected. They are usually the ones who will tell you that advertising doesn't pay. When I suggest that you co-operate with your advertising by putting the advertised merchandise in the most advantageous place, I am only stating part of a great principle. How can you expect a 2 p. c. or a 5 p. c. or even a 10 p. c. expenditure to do the whole job? You cannot. And the way to make your advertising pay is to co-operate with it; to give it every chance. Usually your advertising only does part of the job. It cannot do the whole job, and unless the other factors that enter into the ultimate sale can co-operate effectively with the advertising, the advertising is money thrown away. (Copyright 1924.)

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

SERIOUS CASE AGAINST R. M. G. AT KINGSTON. Seniors Charged With Mal-Treatment of Cadet Recruits.

THE WEATHER. ETC. TORONTO, March 5.—Maritime forecast: Moderate winds, fair to day; Thursday, south-east winds with rain.

THE MASTER'S IDEAL. There is another kind of christian, an utterly different kind, spoken of and illustrated in this same Gospel of John, and I doubt not (Continued on Page 4)

Announcements, Coming Events, Meetings, Etc. RATES.—2 cents per word each insertion.

TURN TO THE RIGHT. A department store manager, investigating the results of his advertising, recently made an interesting discovery.

FOR SALE—CORNER STORE and dwelling house combined. FOR SALE—HEAVY BROWN paper 5 cents a roll. FOR SALE—NEW DOUBLE house, clearing over 10 per cent. FOR SALE—150 ACRES LAND on North side Dundas Road. FOR SALE—NINE MILCH COWS Holstein and Ayrshire grades. FOR SALE—TWENTY-FIVE acres of land with good buildings in Cornwall Village. WANTED—A GIRL TO HELP at housework from 8 to 2. TO RENT—THREE ROOMS, ONE furnished—Central location and very pleasant. DOZEN ORANGES FOR \$1.00—See our windows. WANTED—Position as house-keeper or nurse. FOR SALE—VALUABLE FARM, containing 150 acres. CHOOSE BUILDING LOTS NOW.

FOR SALE—NEW HOUSE in good locality. FOR SALE—NEW HOUSE with 10 rooms. FOR SALE—NEW HOUSE with 10 rooms. FOR SALE—NEW HOUSE with 10 rooms.

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NICARAGUA GUARDS FRONTIER—Because of disturbed conditions in Honduras, where there are three militant claimants for the presidency, Nicaragua has mobilized its army to prevent incursions upon its territory by the warring factions on the north.

FOR SALE—NEW HOUSE with 10 rooms. FOR SALE—NEW HOUSE with 10 rooms. FOR SALE—NEW HOUSE with 10 rooms.

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