

There's many a man who can't see why he should advertise so long as his business credit is good.

THE CHARLOTTETOWN GUARDIAN

The People's Paper Read by Everybody

Covers Prince Edward Island Like the Dew

Every big man is the composite of a thousand experiences and is always open to suggestion and new ideas.

Charlottetown Guardian Two Cents Morning Guardian, Founded 1887

CHARLOTTETOWN, CANADA TUESDAY, FEBRUARY 19, 1924

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MIRTH AND MELODY AT K. OF P. ENTERTAINMENT

Bumper House at the Pythian Variety Show in the Prince Edward Theatre

Something quite new and altogether refreshing was the Variety Show at the Prince Edward Theatre last night, put on by local talent under the auspices of the Pythias...

programme title of the "Human Whirlwind." This feature was well received and added variety to the entertainment.



CHILD WELFARE A SOUND INVESTMENT

Judge Mott, who urges greater attention to child welfare, as the best means of preventing the increase of social problems. He addressed a large meeting of men at an unique social hygiene exhibition in Toronto...

DISSOLUTION OF FEDERAL GOV'T EXPECTED EARLY IN MAY

Conduct of Hon. John E. Sinclair Alleged Contributory Cause of Government's Collapse.

(Canadian Press) TORONTO, Feb. 18.—The Toronto Mail and Empire in a despatch from Ottawa today says every day appears to make the Government's position more untenable and adds...



PRINCE VIGGO

Brother of Prince Erik of Denmark, whose engagement to Miss Green of New York was recently announced. He proved very popular in Ottawa at his brother's wedding.

ENGLAND READY TO GIVE HOME RULE TO INDIA

Release of Gandhi From Prison is Viewed as a Move Towards Establishing Harmony Throughout Hindustan.

(United Press) NEW YORK, Feb. 18.—Self government for India, similar to Canadian autonomy, awaits only the ending of discord between the Moslems and Hindus, who compose most of India's population.

The release of Gandhi from prison by the British home authorities is a move toward establishing harmony in India. The British authorities want to give India every possible measure of self control consistent with keeping British imperial interests secure.

The caste feeling among the Hindus presents a more serious obstacle to co-operation than personal antagonisms. It is contrary to Hindu caste for a hindoo of high class to sit in the same assembly with the Moslems.

Before Gandhi was imprisoned two years ago for sedition, he had succeeded in winning the support of large numbers of Moslems. Gandhi's personal character is so pure and guileless that he has gained the confidence of the Moslems where others have failed.

ACCUSE EACH OTHER OF THE GIRL'S DEATH

Father and Son in New Jersey Jail Make Counter Charges

(Canadian Press) BRIDGTON, N. J., Feb. 18.—Father and son each accusing the other of slaying the latter's fifteen year old daughter, faced each other in the county jail here today.

THE STEAMSHIP COLUMBIA ON THE ROCKS

Strikes Jetty in Coos Bay, Oregon and Holds Fast—Breeches Buoy Used in Rescue—Ship Was Bound to Portland.

(Canadian Press) SAN FRANCISCO, Feb. 18.—Passengers and crew of the McCormick Line steamer Columbia, believed to number about 60, were in peril this afternoon in Coos Bay, Oregon, where the vessel struck the jetty shortly before noon.

VERMONT SENATOR STILL IN SERIOUS CONDITION

(Canadian Press) WASHINGTON, Feb. 18.—Senator Greene of Vermont, the victim of the prohibition chase within the shadow of the Capitol, remained in a serious condition this morning, no change having been observed during the night.

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

LONDON, Feb. 18.—The Department of Architecture of McGill University is recognized as a school by the Royal Institute of British Architects.

LONDON, Feb. 18.—The appeal of the Nova Scotia miners who went on strike January 15 to the British Federation of Miners for assistance in connection with strike will be considered by federation's executive on Thursday.

LONDON, Feb. 18.—The French franc fell to more than one hundred to the pound sterling this afternoon. Shortly before 1 p. m. the quotation on the London exchange was 100-25 3/4 p. m. the franc had fallen to 23-40 to the dollar and 100-50 to the pound sterling.

WASHINGTON, Feb. 18.—Secretary of the navy Denby today resigned from the cabinet. President Coolidge accepted the resignation. Assistant secretary Roosevelt also offered his resignation and the President will decide within a short time whether to accept it.

LINCOLN, Neb., Feb. 18.—District Judge W. M. Morningstar was shot and killed in court today by Wallace G. Wallick, who a moment later killed himself with the same revolver.

PARIS, Feb. 18.—Deputy Jean Loquin, socialist, proposed a law to realize forty million francs by taxing all titles. By the measure, it is proposed to tax a princely end princess 3,000 francs annually; a duke and duchess 3,000 francs; a count and countess 2,500 francs; a viscount, 2,000 francs; a marquis, 1,500 francs and a baron, 1,000.

(British United Press) BERLIN, Feb. 18.—Dictator von Kahr and General Lossow, heads of the Bavarian Government resigned today. The dictatorship powers held by the former were returned to the Bavarian state cabinet. Retirement of Von Kahr lightens the Marx Government's ever recurrent problems of adjusting controversies with Bavaria.

WASHINGTON, Feb. 18.—After repeatedly declaring that "he never would quit the cabinet under fire of those who have criticized his part in the oil leasing program," the secretary notified President Coolidge this morning that he was ready to step out. Not only is secretary Denby a party to the oil leases, having affixed his signature along with that of Albert B. Fall, former secretary of the interior, but he repeatedly has defended his part in the proceedings and has declared publicly since the present controversy arose that he believed the contracts legal and would be willing to pursue same course again.

(British United Press) GENEVA, Feb. 18.—The workmen of Switzerland have won their fight to retain the eight hour day. In a nation wide referendum Saturday, the voters supported the project to repeal the law granting the federal council the right to make a 54 hour week effective in times of economic crisis.

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MACDONALD WORKING FOR PEACE IN THE PALATINATE

(Canadian Press) BERLIN, Feb. 18.—Acting on Premier MacDonald's instructions Robert Clive, the British Consul at Munich, has urged the Bavarian Premier, Dr. von Kulling, to use his government's influence with the Nationalist organizations in the Palatinate to prevent acts of violence calculated to delay the restoration of German administration here.

The Bavarian Government after careful examination has replied that it will be unable to take the suggested action because the events at Primate were not artificially created, but were a natural out-break among the terrorized populace for which the nationalist organizations were in no way responsible. Moreover, he added, the Bavarian Government had no authority in Palatinate.

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BESCO COLLIERIES RESUME OPERATIONS

(British United Press) SYDNEY, N. S., Feb. 18.—Thirteen collieries operated by the British Empire Steel Corporation are producing coal today, the first time the entire number of pits operated by the corporation have been employed since the mines were closed on January 15 following the expiration of the 1923 wage agreement.

ANNOUNCEMENTS, COMING EVENTS, MEETINGS, ETC

RATES.—2 cents per word each insertion. \*Bed, spring and mattress. Outfit complete for \$14.50. A bargain. —Beer & Weeks. \*Baby Carriages, 1924 styles now opening. Beauties. See them.—Beer & Weeks. \*Remnant Sale.—Still some splendid bargains on our Remnant counter.—Linen Dept.—Beer & Weeks. \*Mrs. Percy D. Williams and Mrs. Fred Andrews will be at home at 4 Haviland St. Wednesday, February 20th, from 3 to 6 p. m. 1535-2-16-31

MOOSE JAW CONSTABLES IMPLICATED IN ROBBERIES

(Canadian Press) MOOSEJAW, Feb. 18.—Seven city police constables are under arrest and held in cells at the police station, and two others are under suspicion, all implicated by confessions made by four of them, of dozens of thefts from numerous Moosejaw stores, extending over a period of about a year. Truck loads of loot have been recovered from homes of men. The robberies had been conducted systematically since April 1923.

STEVEDORES PLAN SYMPATHETIC STRIKE

(British United Press) LONDON, Feb. 18.—It is reliably reported today that the London stevedores are planning to strike in sympathy with the dock workers.

The Stevedores Union, which has so far not been a recognized organization, has requested the employees to attend a joint meeting Wednesday saying that unless they are recognized there will be a complete walkout which will halt all activities at the port of London. Maritime Tom Shaw, Minister of Labor, announced in the House today that it had been decided to appoint a court of inquiry to investigate the circumstances of the dock strike.

\*Come to the concert and supper in Hampton Hall, Wednesday, Feb. 20th. If stormy, Feb. 21st. Admission 25 cents, supper 40 cents. 1545-3-18-21

\*Concert and basket social in North River Hall, Wednesday, Feb. 20th, 7.45 p.m. Admission 25 and 15 cents. Ladies with baskets free. Proceeds in aid of hall. 1548-2-18-21

CONDENSED SPECIALS

WANT—IN THIS CITY GOLD LOST watch. Liberal reward if returned to this office. 1550-2-18-1f

FOR SALE—TWO LARGE NEWLY FRESHENED COWS. 1574-2-19-31

WANTED—AN EXPERIENCED MAID FOR GENERAL HOUSEWORK IN FAMILY OF THREE. Apply at Guardian Office. 1580-2-16-31

WANTED—MAID FOR GENERAL WORK, good wages to competent girl. Apply Mrs. W. E. Fletcher, 63 Upper Prince. 31

FOR SALE—100 ACRES LAND with hard and soft wood, crop, implements and house furniture etc. Apply to Mrs. P. Casey, Peakes Station. 1535-2-16-31

WILL PARTY WHO FOUND fur driving mitt between Charlottetown and Cornwall please leave at Guardian Office or B. C. Webster's, North River. 1512-2-15-31

WANTED—200 BUSHELS IRISH Cobbiers certified seed. Apply stating price to Rev. Fr. Frank McDonald, R. R. No. 3, Emerald. 1537-2-16-41

FOR SALE—FARM CONSISTING of 65 acres, buildings in first class condition. Apply to Brecken Wood, Alexandria. 1515-2-15-41

FOR SALE—CORNER STORE and dwelling house combined. In good locality. Apply "J." care of Guardian. 1422-2-9-1f

FOR SALE—CHEESE FACTORY Plant at Belle River will be sold at Public Auction at Belle River on Feb. 27th, 1924 at 1 o'clock. Also Cheese Factory. Site and Equipment. By Order of Directors, M. F. Riley, Secy. 1541-2-16-51

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THE WEATHER, ETC.

ANY KIND OF TABLE MANNERS GO IF YOU STICK YOUR LITTLE FINGER OUT - IT TAKES THE CURSE OFF!



TORONTO, Feb. 19.—Maritime forecast: Moderate northerly winds, fair and cold. Temperature yesterday: Maximum 18, minimum 6. High tide this morning at 10:27 and tonight at 9:54. Sun sets this afternoon at 5:32 and rises tomorrow morning at 6:54. Full moon Wednesday, Feb. 20th 12:07 p. m. Seaside tide eighteen minutes later than Charlottetown.

A DAILY TALK ON ADVERTISING

By SCAMMON LOCKWOOD The Power of Suggestion

The proper use of suggestion will often double the effectiveness of any statement that a business man might want to make, either in print, correspondence, or in person. Suggestion, properly used, is one of the greatest and most powerful of all literary expedients.

What is suggestion? Let me offer a simple example in the story of the young man who was escorting a beautiful young girl at some military maneuvers. As the story goes, they were watching the infantry go through small arms practice when suddenly as part of the exercises they discharged their rifles.

"Oooooo-oooooo!" cried the beautiful young girl, nearly fainting in the young man's arms. "Isn't it exciting!" "Yes," said the young man, "let's go over and watch the artillery." I suppose a great many old and somewhat matter-of-fact people may stare with rude wonder at this page and say "I don't see anything funny in that." But tell this story at any dinner party, and it is sure to fire. Almost everybody will laugh at it. On the other hand, at that same dinner party, say in a very positive voice, "Nearly all young men are fond of holding beautiful young girls in their arms," and nobody will laugh unless they laugh at you for making such a silly and obvious remark. Yet, that remark is precisely what the story says. The only difference is that the story suggests the idea and the other statement presents it in plain, straight-forward English.