

INTRODUCTORY SALE

S. A. McDONALD'S

We take pleasure in announcing to the people of Prince Edward Island, our new DEPARTMENT OF CARPETS. This department is situated on third floor along with Floor Oilcloth. You will find here the brightest and best Carpet Department in the City. Your inspection is invited today.

New Beauty and Charm for Your Home

Excellent values in Barrymore, Wiltons and Axminster Rugs with heavy, close pile in colorings that will match any color scheme.

BARRYMORE WILTON AND AXMINSTER RUGS

Size 6' 9" x 9'	\$34.00
Size 9' x 9'	\$65.00
Size 9' x 9'	\$73.50
Size 9' x 12'	\$98.50

BRITE-HOME WILTON AND AXMINSTER RUGS

Size 9' x 9'	\$76.50
Size 6' 9" x 9'	\$28.00
Size 6' 9" x 9'	\$47.00
Size 9' x 12'	\$83.50

OTHER RUGS AT ALL PRICES THAT CANNOT BE BEATEN.

Tapestry Rugs in New 1927 Designs

FLOOR OILCLOTH

Now is the time to select the new 1927 patterns in Floor Oilcloth and Oilcloth Rugs.

Floor Oilcloth 55c Yard

LINOLEUM

You will appreciate the new designs, also new Linoleum Rugs in all sizes, to suit any room.

Linoleum 90c Yard

S. A. McDONALD

ELECTRIC PASSENGER ELEVATOR SERVICE

Stock Quotations

HALIFAX, March 25—Quotations furnished by Johnston and Ward, Members of the Montreal Stock Exchange:	
At. Top. and Santa Fe Ry.	177 1/2
Am. Can. Co.	46 3/4
Am. Smelt. and Refng. Co.	145 3/4
Am. Bosch Mag. Co.	16 3/4
Anaconda Cop. Min. Co.	46 1/2
Canadian Pacific Co.	185 1/2
Chile Copper Co.	27 1/2
N.Y. Cen. and Hud. Riv. R.R.	144 1/2
Cuba Cane Sugar Co.	41
Con. Gas Co. (N. Y.)	97 3/4
Hud. Motor Car Co.	68 1/2
International Paper Co.	55 3/4
International Petroleum Co.	30 1/2
Standard Oil of N. J.	37 1/2
Montreal Stock Exchange	
Abitibi	89 1/2
Brazilian Traction	128
B. E. Steel Inst. Pfd.	114 1/2
Laurentide Pulp	101 1/2
Montreal Power	77 1/2
National Breweries	68
Spanish River	101
Spanish River Pfd.	114
Steel Co. Can. Com.	128
Winnipeg Electric	64
Asbestos Com. New	21
Asbestos Pfd. New	85 1/2
Bell Telephone	147 1/2

General Beneficial Results in U.S.

The general economical result of prohibition in the United States is summed up by the Committee we have been quoting as follows: "Our economists assert that prohibition is a leading factor in our present prosperity. "The former expenditure for intoxicants now enters the channels of constructive business. "Increased productivity of labor decreased industrial accidents, a multiplied demand for new homes and for both necessities and luxuries has accompanied a decrease in poverty."

A WONDERFUL RESCUE

The residents of Canoe Cove and Argyle Shore were thrown into great excitement on the afternoon of the 13th inst. It was caused by the escape of a western horse recently purchased by Bruce MacLean of Long Creek from Mr. W. A. Mutch of Charlottetown which escaped from its stable and started through the fields and woods of several districts and although attempts were made to capture him, he reached the shore of the Northumberland Straits at Canoe Cove. In a short time he was seen to go far out from the shore and then disappear. By means of a strong glass he was seen struggling in the water about two miles off Argyle Shore. Then was witnessed as brave a feat perhaps as ever took place in this province. The young men of those districts hastened out on the ice to "do their bit" in saving life, even the life of a dumb animal and at great risk to themselves. They got the horse up on the ice but though alive he could not stand, having been in the water about one and a half hours. They then hauled him ashore on a sleigh by hand, being no easy task, as it was nearly all drifted ice, and finally landed him in Mr. Ambrose Sella's barn. Those brave fellows then started rubbing and drying the benumbed animal with such vigor that he soon got up on his feet, began eating and was made comfortable for the night and next day was taken back home none the worse for his adventure.

Mr. John McLean, Long Creek in writing The Guardian says: I now wish to publicly thank those brave men and boys for their humane and kindly act in thus saving the life even of a dumb animal. From scenes like these old Scotias grandeur springs, etc. I must thank Mr. and Mrs. Sella, and family for the splendid way they provided the tired and hungry heroes with supper and other comforts.

ROOP'S MARKET

For the best corn beef, 10 and 12 cents a pound, lard, 20 cents a pound, 3 lbs. for 55 cents in Cartons. Spare Ribs, Neck Ribs, Hocks, Cooked Meats, old fashioned dried Beef, Hams, Bacon and all fresh beef cuts and fresh pork cuts at ROOP'S

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average of 13.92 per 1000, the average for the wet years 1913 to 1917, to an average of 12.3 for a like period under prohibition. In round numbers, a million lives have been saved by this decrease in the death rate, to which prohibition was one of the principal determining factors.

"Alcoholic insanity has decreased 66 per cent in the first three prohibition years compared with the last three wet years."

Elimination of Former Drink Bill "The drink bill of 1917 (the last year before prohibition was adopted) was generally estimated, conservatively, at over \$2,000,000,000. The population in license territory consuming this amount of liquor was 32,831,481. The per capita cost of intoxicants to them was \$61.29. Those who did not use liquor in license territory were offset by those who secured it even though they lived in dry territory.

"If our quantity consumption per capita today equalled the per capita quantity consumption in 1917, the total national cost would be much over \$10,000,000,000. "No such sum could be diverted from legitimate business without injuring our present prosperity. "To divert even one-tenth of this amount, or the amount of the 1917 drink bill in the license territory, amounting to \$2,000,000,000, would leave its mark upon the whole financial and industrial structure of the country."

It may well be asked: If the payment of the former drink bill in license territory would today have summed up by a country of the financial position of the United States—by what financial necromancy could the people of Prince Edward Island pay its drink bill under the unrestricted sale permitted by a Government Control system, without leaving its mark upon the financial and industrial structure of the province?

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The Outlook for the Future Regarding the continuance of prohibition as the national law of the United States, the Committee concludes its report with the statement: "There is no evidence to justify the hope that the Eighteenth Amendment will be repealed. It must be enforced if orderly government is to endure. "The problem is to study the situation, stop the leaks, and address ourselves seriously to law enforcement. We are, Sir, etc. THE ALLIANCE COMMITTEE

HOWE ON PROHIBITION. Sir,—In view of the aroused public interest in the question of Prohibition, might not the opinion of this subject of the greatest statesman of the Maritime Provinces have produced, by of interest in the present controversy? The following excerpt is from a speech delivered in the Nova Scotia Parliament by Hon. Joseph Howe on the liquor law which occupied the Legislature of 1854 and 1855. The attempt to introduce a prohibition bill at that time was abandoned. I am, Sir, etc. (Enclosure)

The world has come down to the present period, from the most remote antiquity, with the wine cup in its hand. David, the man after God's own heart, drank wine. Solomon, the wisest of monarchs and of human beings, drank wine. Our Saviour not only drank it, but commanded Christians to drink it. "In remembrance of him." In contrast with our Divine Redeemer's life and practice, we hear of the Scribes and Pharisees, who drank it not, who reviled our Saviour as a "wine bibber," and the "companionship of publicans and sinners," who would have voted for the Maine Liquor Law as unchristianously as they cried, "Crucify him!"

"Such people have existed in all ages of the world. The desire for human beings to dictate to each other, what they should eat, and drink, and wear, has been evinced in different countries at different periods. The zealots in the state of Maine are mere plagiarists after all. Sumpriary laws, tried in many countries and at different periods of the world's history, are periods of the world's history, are now universally condemned by the good sense of mankind. Laws retaining drunkenness are nearly as old as drinking. It is curious to see what strange experiments have been tried at times. Zaelucus of Locris, four hundred and fifty years before the Christian era, ordained "that no woman should go unattended who was drunk; and that she should not wear gold or embroidered apparel unless she intended to act unchastely." This sage lawgiver punished adultery with the loss of both eyes. His own son broke the law; and the old gentleman, unwilling to deprive his son of both eyes, compromised the matter by putting out one of his own. As early as 747, laws were passed

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sort of 'Neal Dow in his day) pushed it with death. "His laws passed away as this law will pass, and a good deal of whiskey has been drunk in Scotland since. In England, in 995, an effort was made to restrain drinking by law, but it failed, favored only introduced in the thirteenth century. In the reign of Edward the Third, there were only three allowed in all London; now there are thousands. Edward the Fourth tried to restrain them in 1552; forty were then allowed in London, eight in York, and but four in Oxford. They were not licensed till 1752. The history of wine is curious; its invention is attributed to Noah, who certainly had seen enough of the evils of water. The Chinese made wine from rice two thousand years before the birth of Christ; and, although they have been enough market and drink it yet. Wine was but little known in England till the Roman conquest. We are told that it impairs our strength; yet the people who drank it conquered those who did not. It was only sold by the apothecaries (as is now proposed again) in the thirteenth century. In 1827, Henry the Sixth, a sensible King, tried to restrain its adulteration, and we read "that one hundred and fifty butts and pipes were condemned and emptied into the gutters of London, for being adulterated."

The Stoics denied themselves the use of wine, but their sect soon died out. The Puritans tried the experiment of coercing people into temperance and virtue, but they signally failed. I invite the honorable and learned member for Annapolis (the advocate of the Maine Liquor Law) to review this period of English history. I refer to the cause of most triumph, when Charles had been slain, his followers dispersed; when Cromwell reigned at Whitehall; when his Major General held military command of all the countries; when the theatres closed, the taverns shut up, ten men were restrained, and temperance enforced by the sword. Now, what was the effect of all this? No sooner was the Protector in his coffin, than the people of England, by a common impulse, threw off a system which they regarded as oppressive. So distasteful had these restraining laws become, that the people restored the Sturges, forgot the civil wars and sacrifices, and reopened their theatres and taverns; and so disgusted were they with Puritan domination, that liberty was forgotten in the general joy which the restoration of personal freedom occasioned. The wine-cup went round, and from that day to this, no attempt has been made to reestablish Cromwell's system. Now, I fear that the friends of temperance are about to sacrifice all the good they have done, as the Puritans sacrificed all the reforms that they had established, by carrying restraints too far.

This law may be partially enforced for two or three years, but it will coerce people into resistance, and occasion a revulsion of feeling to be followed by universal license. So far as my reading extends, I may assert that every king, every statesman, every warrior who has illustrated the page of history, drank wine. The apostles who were the companions of our Saviour drank wine. The prophets, whose flights of inspiration still astonish us, we have every reason to believe, drank it. Cicero and Demosthenes, and all the orators of antiquity and of modern times, indulged in the juice of the grape. Who can say how much of the energy which gave them such vigorous and noble words, was drawn from his inspiration. Have these men been eclipsed by the Dows and Kellogs of the platform. What orators has the state of Maine sent forth comparable with the Pitts, Burkes, Grattans, Foxes, and Sheridans of the British Islands, every one of whom drank wine? Let the learned gentleman glance at the noble structures—the architectural wonders that embellish Europe. Who reared them? Men of gigantic intellect whose common beverage was wine. Let his eyes range through the noble galleries where the sculptors have left their statues; where the painters have hung in rich profusion the noblest works of art. Wine, we are told, clouds the faculties and deadens the imagination. Yet it was drank by those benefactors of their race; and we cannot, with their masterpieces before us, believe the assertion, till their works have been eclipsed by the questionnaires returned from every State in the Union reveal the most amazing unanimity of opinion as to the outstanding results of the national Prohibition Act."

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ALCOHOL IN RELATION TO POVERTY OR WEALTH Sir,—In our former communication on this subject reference was made to an official proclamation in the name of the French Republic, published in Paris a few years ago by the Department of Public Health and General Administration for Relief of the Poor, calling attention to the dangers of alcohol. Coming then to that other Republic across the 49th parallel, where prohibition was adopted nationally in 1918, some interesting comparisons can be made between conditions before and after prohibition.

In the United States, as in parts of Europe, it has been claimed that there is failure on the part of officers to enforce the law against the alcoholic liquor traffic; that drunkenness is increasing under prohibition; that the enforcement of the Eighteenth Amendment; and the laws enacted pursuant thereto has failed; that a modification to the law would secure a greater respect for the law and secure its better enforcement."

The House of Representatives appointed a "Committee on Alcoholic Liquor Traffic" consisting of representatives from nine States, namely, Ohio, Minnesota, Idaho, Iowa, Michigan, Wisconsin, Georgia, Texas and New Jersey. For the purpose of investigating and hearing evidence upon these and other charges concerning prohibition and its enforcement and to report its findings and recommendations, a subcommittee of five members was appointed.

The subcommittee sent out a questionnaire covering every State in the Union, and received replies from a great majority of the officials in the various departments of Federal and State Government located within the United States. Hearings were also held and witnesses examined. The hearings and report of the Subcommittee have been published as an official publication by the Government Printing Office at Washington in 1923. Authentic and reliable information can therefore be obtained of the conditions surrounding the enforcement of prohibition and the results obtained down to the date of the Committee's report.

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She Failed to Dissuade Him

ONE pleasant summer evening I was discussing Mutual Life Insurance with a farmer, seated under a tree in front of his house. The farmer's wife kept coming to the door to call him. She was averse, he told me, to his taking insurance, having other and, in her opinion, more pressing uses for the money. Fortunately, his own better judgment prevailed. Two years later, he died of pneumonia, leaving his widow with a mortgaged farm, several small boys and a fair-sized Policy in The Mutual Life of Canada. That Mutual Policy was the anchor which saved the farm and kept the family from drifting apart. By its aid, she was able to keep the farm and educate the boys. Let a Mutual Agent show you how to safeguard your family's interests.

TRUE STORIES about LIFE INSURANCE by a REPRESENTATIVE of the MUTUAL LIFE

The MUTUAL LIFE OF CANADA Waterloo Ontario

H. A. EBERS
135 Kent Street
Charlottetown

accounts and the total amount of deposits in 1922, a year of business depression, when the volume of retail trade decreased greatly because of the decrease in pay rolls throughout the Nation. Elimination of the alcohol is the sole factor which seems to account for the increase in savings and the general wealth of the people in that year. Regarding savings through insurance the Committee reported: "The increased Savings power of the people under prohibition is shown by other forms in which their savings are made. The increase in insurance are largely attributed by experts to the effect of the dry law. "The average monthly amount of ordinary life insurance written in 1917, the last wet year, was \$213,193,000. In 1923, the last full calendar year reported, it was \$311,884,000 per month. These figures are from 45 companies, as reported by the Association of Life Insurance Presidents, and approximately 81 per cent of the business done in the country. "The Committee reports:— "The development of industrial insurance is even more significant. This type of insurance is purchased by many of the social groups from whom the saloon drew its best patrons. "New business in industrial insurance in 1917 averaged \$61,484,000 monthly. "In 1923, the last full year reported, it averaged \$292,338,000 per month. In the first 11 months of 1924 it averaged \$292,094,000 per month. "Each year since prohibition has broken the life insurance records, both for number and value of policies and for the decrease in mortality costs. The 300 companies in the Nation issued approximately \$12,500,000,000 in paid-up policies in 1924, an increase of 8 per cent over the preceding year. Lives and surrenders have decreased. Other tests regarding the success or failure of prohibition in the United States may be applied. Under this heading the United States' House of Representatives' Committee reports as follows:— "The decrease in the death rate which accompanied prohibition, has greatly and favorably affected insurance companies. It is reflected

in 'gains from mortality', one of the principal sources 'of production' for insurance companies. In 183 ordinary insurance companies this gain in 1923, the last year which has been computed, amounted to \$156,686,948, while in 27 industrial insurance companies it amounts to \$226,641,963. "The saving in human lives through the decreased death rate prevailing under prohibition has been estimated as close to a million lives in the last five years. An even higher ratio of saving is reported by some insurance companies. "With the saloon no longer affording an outlet for much of his wages, the worker of today has become a part of the investing power of the Nation. This is not alone through the many great labor banks which are today playing a prominent part in financing industry, but also through individual purchases of corporation stock by employees, many of whom, under the license system, had no margin at hand to invest in anything. "The number of holders of stocks and bonds has doubled since the Eighteenth Amendment was adopted. In February, 1925, over 41,000 employees of the New York Central lines subscribed for 96,500 shares of that road's stock, thus overhauling the offering of 35,000 shares by 176 per cent. This subscription means that over one-half of the stockholders of the road are employees. "There are approximately 6,000,000 more holders of the capital stock of corporations today than there were when prohibition was adopted. "Per capita holdings of the \$66,584,420,424 of stock in 1917 averaged 77.3 shares. At the close of 1923, the latest year reported, the total capital stock amounted to \$71,479,464,925, held by 14,400,000 persons, who averaged 49.7 shares each. "This means a wider distribution of ownership and the development of a new class from whom capital for industry may be drawn. "In our next communication we will show, from this official report, further remarkable results of the savings and benefits which have accrued in the United States since which accompanied prohibition, has greatly and favorably affected insurance companies. It is reflected

ALLIANCE COMMITTEE.

General Motors Corporation
7% Preferred Stock

Dividends payable Feb 1, May 1, Aug. 1 & Nov. 1

General Motors Corporation is the largest and most complete organization of its kind. Net income available for preferred dividends has averaged over the past eight years 9.6 times requirements and for the year 1926 were approximately 23 times such requirements. The present market value of the securities ranking junior to this stock, which is the senior security of the Corporation, is over \$1,300,000,000. Circular giving full particulars on request.

Price at Market, to yield over 5.80%

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Limited
Head Office—St. James and St. Peter Streets—Montreal

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Now is the time to have your Wagons, Carts and Slovens put in shape for the Spring's work.

WAGONS—All kinds built to order.

NEW EXPRESS WAGONS—In stock. Rubber tires put on and wire wheels repaired.

HORSE SHOING A SPECIALTY—Protect your horses feet from the hard pavement by using Dunlap rubber pads.

Personal attention given to all work. Prompt and efficient service guaranteed.

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Name

P. O. Address

Province

MOORE & McLEOD LIMITED