

If a man cares enough for a cause to be willing to die for it, the chances are he also cares enough to be willing to kill for it.

If my banker believes newspaper publicity not only good but necessary, then it is not for me to despise advertising's artful aid.

THE CHARLOTTETOWN GUARDIAN

The People's Paper Read by Everybody

Covers Prince Edward Island Like the Dew

Charlottetown Guardian Two Cents
Morning Guardian, Founded 1857

CHARLOTTETOWN, CANADA TUESDAY, MARCH 11, 1924

Annual Subscriptions Delivered 50-50
By Mail, Canada and U. S. 50-50

FIRST MONTHLY MEETING OF NEW CITY COUNCIL

Business Got Under Way To a Good Start at Last Night's Session—Presentation of Medal to Policeman Higgins—Appointment of New Stenographer—Police Ask For Higher Minimum Wage Rate—Inspection of Bakeries Suggested—Several Communications Read.

The first monthly meeting of the new City Council was held last night, His Worship Mayor McKenna presiding, with the Health Officer, City Recorder and all the councillors present. There was also a good attendance of interested citizens, including a number of ladies.

The results of the recent Civic Election submitted by the Returning Officer were read by the clerk also minutes of the last monthly meeting and the subsequent special meeting.

Presentation to Officer Higgins.

The presentation of a handsome bronze medal from the Royal Humane Society was then made to Police Officer Watson Higgins by His Worship, in presence of the full police force on parade. An accompanying letter was read from Mr. G. S. Inman, K. C., who had presented the facts connected with Officer Higgins' exploit before the Humane Society.

His Worship in presenting the medal, said:

"The life of little Gladys Hart, ten year old daughter of Mr. and Mrs. G. F. Hart of this City was saved on Monday the thirteenth of July, 1923 by you, who bravely risked your life and brought this little girl safely to shore after she had drifted out into the channel on a raft of her mother and other helpless watchers on the shore had given her up for lost.

"The accident happened about four o'clock, Gladys, her sister and several other little girls were playing in the water on some logs near the shore when it was found that

the little girl had drifted beyond her depth. The cries of the other children brought the mother to the scene, she bravely attempted a rescue but was unable to reach her little daughter. Other spectators tried to save her but were unable to reach the now terribly frightened little girl. A call for help was sent to the Police Station, Officers Watson Higgins and Dominic Doyle rushed to the scene. Although warned that it was impossible to reach the girl, who had at this time drifted into the strong current in the channel of the North River, immediately swam out to the rescue. Those on shore witnessed a most thrilling scene. Twice the little girl had slipped from her perilous position on the rolling log and was evidently so badly chilled that her little hands could barely keep her hold on the slippery log. This brave Police Officer finally reached her shouting cheerfully to her rescuer, and looking for some assistance, but a few moments more of agonized suspense and the watchers on the shore saw the girl was safe the rescuer having reached her and started on the long swim to the shore.

"The rescue was made more difficult by the entangling seaweed and strong current produced by the outgoing tide. Ordinary persons arriving on the scene would have hesitated, or looked for some assistance, but you, who took advantage of the forces nature had given you an abundance of, a strong arm and a stout heart and on this occasion they did not fail you.

His Worship then pinned the medal on Officer Higgins' breast and shook him warmly by the hand, amid general applause. Congratulatory remarks followed by Coun. Foster, chairman of the Police Committee, and Mr. G. F. Hart, father of the little girl whose life was saved. Mr. Hart on behalf of himself and Mrs. Hart expressed the deepest appreciation. Officer Higgins had done something which he did not believe to be possible and he fully believed that but for this heroic act his daughter would have been drowned.

City Recorder K. J. Martin said Officer Higgins had an unusual opportunity which he had seized in a manly fashion. This he believed was the opinion of all the members of the Police force.

Exchange of Greetings.

His Worship then extended greetings to the members of the new City Council. It was gratifying to note all the former Councillors contesting in the recent election were returned. He expressed regret at the forced retirement of Ex-Councillor Pierce and spoke of the business ability of the new members, Messrs. Stewart and Foster.

Coun. Prowse, chairman of the Finance Committee, congratulated His Worship upon his own handsome majority in the election. He hoped at the next regular meeting to bring in a report showing the financial standing of the city at the present time.

(Continued on Page 3)

WANTED—MAN WITH SOME experience to work on farm, good locality, references required. Keith Boswell, Victoria Lot 29. 1475-2-13-4

BIG EARNINGS STEADY EMPLOYMENT for Barbers. Become expert in 8 weeks. Write Moler Barber College, Department "F", Halifax. 3-1-14-4

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

ATTEND AUCTION SALE at C. Carver's, Longworth Avenue today at 1 p. m.

ODD CURTAINS AT ALMOST Half Price on sale this Tuesday morning at 9 a. m. Beer & Weeks. 1943-3-11-1

TODAY—100 PAIRS ODD CURTAINS go on sale at almost Half Price. All desirable. Come. Beer & Weeks. 1943-3-11-1

FOR SALE—1 PURE BRED Ayshire cow due to freshen, also 1 pure bred Yorkshire boar 8 mths old. Apply George Boswell, Frenchfort. 1933-3-11-31

FOR SALE—JERSEY BULL 8 months. Apply W. H. Horne, Milton. 1916-3-5-61

LOST—FROM GREENWOOD Ranch, Union Road a Silver Fox female, tattooed in ear. Finder will be rewarded with \$25. If delivered alive to James Maund. 1907-3-5-61

WANTED—TRAINED NURSE for position of superintendent of nurses, Falconwood Hospital. Apply to Superintendent. 1899-3-8-61



G. G. McGeer, K. C.

"The last hundred years has been the Atlantic era in the matter of the movement of Canada's exportable products and the next hundred years will be the Pacific era," he declares. In presenting his arguments for the lowering of freight rates in the West. He is representing the British Columbia Government before the Dominion Railway Board at Ottawa.

Agriculture And Domestic Science At Summerside

The Short Courses in Agriculture and Domestic Science opened in Summerside yesterday with well attended classes in both cases. In the afternoon, Miss Simmons held a preliminary class in dressmaking which will be followed by others of a similar nature throughout the week.

In the evening Miss Matheson held a class in cooking. These classes also will be continued during the week. Miss Marie Babien is conducting a very enthusiastic nursery class. The first Agricultural meeting opened at 7:30 and was addressed by Mr. Adrian Arsenault, M. L. A. who emphasized the importance of co-operating with the Department of Agriculture in making the course a success. The work of co-operation is advancing to include production and marketing of all farm products and excellent progress is being made. Mr. Arsenault regretted that the Commissioner of Agriculture, on whose behalf he spoke, was unable to be present. He was followed by Mr. Boulter who spoke of the work of the Potato Growers Association. As a conclusion Mr. W. J. Reid outlined lectures that were to follow during the week. This afternoon Mr. J. A. Clark will address the meeting on the analysis of Island soil. In the evening he will speak on crop rotation and soil cultivation and will be followed by Mr. W. J. Reid on the feeding and management of dairy cattle.

On Wednesday the afternoon and evening meetings will be devoted to poultry raising and marketing. This afternoon Mr. J. A. Clark will address the meeting on the analysis of Island soil. In the evening he will speak on crop rotation and soil cultivation and will be followed by Mr. W. J. Reid on the feeding and management of dairy cattle.

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LENTEEN LECTURES TO BELIEVERS

Quiet Talks in Retreat.

(Continued)

THE CHANNEL OF POWER
A Word that Sticks and Stings

I suppose everyone here can think of three or four persons whom he loves or regards highly, who are not Christians. Can you? Perhaps in your own home circle, or in the circle of your close friends. They may be nice people, cultured, lovable, delightful companions, fond of music and good books, and all that; but this is not true of them, that they do not trust and confide in Jesus as a personal Saviour. Can you think of such persons in your own circle? I am going to wait a few moments in silence while you recall them to mind, if you will—Can you see their faces? Are their names clear to your minds?

Now I want to talk with you a little while tonight, not about the whole world, but just about these three or four dear friends of yours. I am going to suppose them lovely people in personal contact, cultured, and kindly, and intelligent, and of good habits even though all that may not be true of all of them. And I want to ask you a question—God's question—about them. You remember God put His hand upon Cain's arm, and, looking into his face, said: "Where is Abel, thy brother?" I want to ask you that question. Where are these four friends? Not where are they socially, nor financially, nor educationally. These are important questions. But they are less important than this other question: Where are they as touching Him? Where are they as regards Abel, thy brother?

And I shall not ask you what you think about it. For I am not concerned just now with what you think. Nor shall I tell you what I think, but to bring a message from the Master as plainly and kindly as I can. So I shall ask you to say what this little book of God says about these friends of yours. It is full of statements regarding them. I can take time for only a few.

Turn, for instance, to the last chapter of Mark's Gospel, and the sixteenth verse, and you will find these words: "He that believeth and is baptized shall be saved; he that believeth not shall be damned."

"At this time," continued Mr. Thompson, "I am almost thirty-eight years old in the service of God, having been born again at the Army penitentiary a few months after the opening of the following year I became a soldier and ten months later left for the Army officers in other provinces of the Dominion were read at the special services held here last week by Staff-Captain Ritchie of St. John in commemoration of the 38th anniversary of the opening of the Salvation Army in Charlottetown. The communications are addressed to Commandant and Mrs. Higdon, the present local officers, who are doing such splendid work in the city.

From Adjutant Louis H. Smith, Millfield Lodge, London, Ontario. "My dear Commandant Higdon and Comrades of the Charlottetown Corps: "It would have been a very great pleasure for Mrs. Smith and myself to have been with you at this your 38th Anniversary gathering, but finding this impossible I am very glad to be able to wish you God's choicest blessing and a victorious year for the 38th.

"I cannot forget Charlottetown for it was there that I was given my start. May God abundantly bless and help you.

Yours faithfully,
LOUIS H. SMITH,
Adjutant,
Squad No. 1 Corps, The Temple, Toronto.

"My dear comrades, locals and soldiery of the Charlottetown Corps: On this the 38th Anniversary of your Corps we congratulate you one and all, and send you our most hearty greetings. The Corps at Charlottetown is one of the pioneers of this Corps has filled a large place in supplying the Salvation Army with some of the best officers in the years that are past, some of them filling important positions and commands in other parts of the world. We think of you often, and pray that the Corps by the work, and in pushing the claims of God greater than ever. We trust that you all may seek for greater zeal and more of the blood and fire spirit, and that a personal Pentecost may actuate you continually.

Yours to serve and help humanity
WM. J. M. SQUAREBRIGGS,
Commandant,
in charge of Women's Work in Eastern Canada and Newfoundland: Territorial Headquarters, Toronto, Ont.

HON. J. E. SINCLAIR TELLS OF PART TAKEN BY HIM IN MITCHELL LAND SCHEME

(Canadian Press)

OTTAWA, March 10.—In a statement made at the opening of the House of Commons this afternoon, Hon. John E. Sinclair, Minister without portfolio, explained his connection with Andrew Fraser Mitchell of the Prince Edward Island Land Settlement "Scandal."

"I have had nothing whatever to do either directly or indirectly in the promotion of Mitchell's scheme," said Mr. Sinclair, "any visits I made, or communications I have had with the Premier of Prince Edward Island, the Government of that province, or with the Minister of Immigration, or with his department, connected with Mitchell in any way, were done by me in exactly the same way as I might have acted at the request of any individual, and just as any public man in Canada might have done scores of times throughout his public career."

"I am not responsible for anything Mitchell did or said and not a single one of the proposed English settlers has ever made any charge against me, or offered to suggest that I was in any manner, ever remotely blame-worthy."

Mr. Sinclair explained that he had met Mitchell in Moncton in December, 1922, when the latter had stated that he was a son of A. P. Mitchell, Superintendent of Education of the Central Province, India. Mitchell had said he was born in India and that he was a cousin of H. L. Fraser, Inspector at Ottawa of the Royal Canadian Mounted Police. He had stated, said Sinclair, that he was only concerned in a scheme for settling in Canada, Indian retired civil servants, and had considered locations in British Columbia and elsewhere in Canada. He thought that Maritime Provinces offered possibilities, and indicated that Prince Edward Island ought to be quite suitable for his scheme of settlement, being interested in the question of obtaining immigrants for Prince Edward Island. Mr. Sinclair said he communicated with Inspector H. L. Fraser, at Ottawa, who verified Mitchell's statement as to his reliability.

In January 1923 Mitchell came to Charlottetown and with Mr. Sinclair, interviewed the Premier of the province, the Commissioner of Public Works, and Commissioner of Agriculture. The Premier, Hon. Mr. Bell, listened to Mitchell's representations but intimated that there was not much likelihood of his being employed by the province as owing to the state of finances of the province, they could not engage in emigration work. Mitchell stated that he proposed to go on with the emigration scheme on his own account. He interviewed a number of Prince Edward Island farmers and took options on their farms and on a farm of Mr. Sinclair himself. In all he took options on over 700 acres of land at the rate of \$100 per acre. In February, 1923, Mitchell came to Ottawa, said Mr. Sinclair, and explained that he was not successful in getting the people he expected interested, and would have to drop his options. He stated that he had again approached the Provincial Government of Prince Edward Island who had now agreed to appoint him as colonization representative there and were general hope that the majority of current disputes will be amicably settled. There is great disquiet however regarding the attitude of the tramway men. Whether their demands are granted or whether they go on strike the employees of the underground railway undoubtedly will take advantage of the situation and tie up of the whole of London's transportation is threatened.

When Mitchell went to London he appeared to have some difficulty with the Dominion Department of Immigration there and called Mr. Sinclair about it.

"I did nothing more than pass his request on to the Secretary of the Minister of Immigration at Ottawa," added Mr. Sinclair.

"Toward the end of July I was advised of disturbing reports concerning the execution of the two Eskimos for murder took place without a hitch at Fort Herschel on February 1.

(Canadian Press)

MEXICO CITY, March 10.—Occupation of Puerto Mexico by a federal column under General Dominguez is officially announced by the War Department.

The port was taken without resistance. It is announced that the rebels are withdrawing and dividing into small bands.

ATHENS, March 10.—Former Premier Venizelos, whose health gave out after he had assumed the premiership early this year in an attempt to straighten out the tangle over Greece's future form of government and fate of the dynasty, has left Athens, it was announced today.

It is understood that his destination is Paris.

Announcements, Coming Events, Meetings, Etc.

RATES.—2 cents per word each insertion.

Bean supper and musical program in Springfield Hall, Lot 67 on Friday, March 14th. 1925-3-11-11

Where are you going on the 12th and 13th? Why to New Glasgow, of course. 1925-3-11-11

Don't miss seeing Sally and Jack, also Mr. Rose in New Glasgow Hall on the 12th and 13th. 1925-3-11-11

A concert and box social will be held in Pownall Hall on Thursday, March 13th at 7.30. If stormy on Friday. 1859-3-8-21

Kinross Women's Institute will hold a concert and box social Thursday, March 13th in Uig Hall. Admission 20 and 10 cents. Ladies with boxes free. 1925-3-11-11

Come and enjoy yourself at the concert and box social in Victoria Hall on Friday, March 14th. Admission 25 and 15 cents. Coffee served. 1939-3-11-11

A lecture on "World Wit and Humour" will be delivered by the Rev. Wm. Orr Mulligan, of Charlottetown in Highfield Presbyterian Church, Friday 14th, inst. at 7.30. Admission 25c children 10c. 1929-3-11-21

BRITAIN STILL FACES SERIOUS LABOR TROUBLE

Strike of Miners, Cotton Spinners, London Traffic Men and Other Tradesmen Feared.

(British United Press)

LONDON, March 10.—British industry is confronted this week with the most serious possibilities of the critical trouble it has faced for many years. The next few days will probably decide whether or not the coal miners will carry out their threats of a general strike, whether the cotton spinners will face a lockout, whether motor-tram and conductors of London trams and drivers of London buses will strike, whether there is to be a general stop in the pottery trades and whether the dispute between the employers and men in the shipping yards will develop into an open breach.

Recently several minor disputes have been adjusted and there is general hope that the majority of current disputes will be amicably settled. There is great disquiet however regarding the attitude of the tramway men. Whether their demands are granted or whether they go on strike the employees of the underground railway undoubtedly will take advantage of the situation and tie up of the whole of London's transportation is threatened.

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

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"OLD HOME CORPS" RECEIVES MANY CONGRATULATIONS

Salvation Army Officers, Formerly Of Charlottetown, Send Greetings to Local Corps On 38th Anniversary.

The following interesting letters from former Charlottetown Salvation Army workers who are now Army officers in other provinces of the Dominion were read at the special services held here last week by Staff-Captain Ritchie of St. John in commemoration of the 38th anniversary of the opening of the Salvation Army in Charlottetown. The communications are addressed to Commandant and Mrs. Higdon, the present local officers, who are doing such splendid work in the city.

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On the occasion of our 38th Anniversary I take great pleasure in sending greetings—how lovely it would be if a number of the Comrade Officers could be with you at this time; it would be a great treat for me. We often think and speak of the old Corps that brought us to the Fold and the many happy times enjoyed with

(Continued on Page 3)

A DAILY TALK ON ADVERTISING

By Scammon Lockwood

IMAGINATION

Imagination is the only magic that is left us. The wonder worker of ancient days, who claimed that he could turn base metal into gold, has dropped into the unfathomable gulf of the past. For so long a time now have all the magicians of the world proved useless, that it has lost its lustre, and dropped from the ken of mankind. There is no longer a pot of shimmering coin at the rainbow's end.

There is only one magic that is left us, the magic that created all of these minor magics, the magic of imagination.

And, of course, the whole business of advertising depends and rests upon the vapory foundation of imagination. Perhaps that is why it is sometimes referred to as a blue sky business. Just as there seems no limit to the blue sky, so it is assumed that there is no limit to man's imagination.

What a wonderful thing existence might be if that were true. But, although imagination is the only magic that is left us, it has not been given to us in the profuse abundance of the blue sky about us. Sometimes, when we think that everything that is made by man for his comfort, amusement, pleasure, and convenience, we think that this is a most wonderful faculty, and we marvel at the human mind, which, out of nothing has created all of these things.

But in reality, although imagination is the only magic that is left us, it is not by any means a plentiful or an instantaneous magic. It works bit by bit. If it worked fast, we would have had the Quadruple Expansion Engine or the still later Turbine at the same moment that James Watt invented the first Steam Engine.

And so it is with our advertising work. If an advertising man could have today the bright idea that he is going to have six months from today, it would be a fine thing for him, and perhaps a fine thing for everybody. But in everything we have to work very much as nature works. Each one of us is perhaps, nothing more than a tiny coral insect depositing a microscopic bit of calcareous mucous upon the vast structure that his predecessors have reared.

The next time you read a good advertisement, think of it rather as a development than as of something which springs complete from the brain of some advertising genius.

We often hear about advertising geniuses, but in an experience of over twenty years, I have never met one.

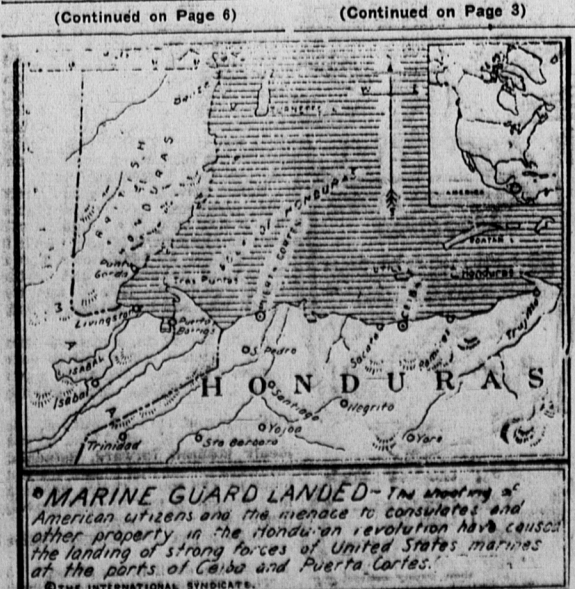
Copyright, 1924.

TORONTO, March 11.—Maritime moderate north west winds with some temperature.

High tide this afternoon at 2.13 and tomorrow morning at 3.03.

Sun. sets this afternoon at 6 and rises tomorrow morning at 6.13. First quarter moon. Thursday, March 13th 12.50 p. m.

Summerside tide eighteen minutes later than Charlottetown. Maximum and Minimum temperatures: Toronto—34, 30, cloudy. Montreal—44, 32, Cloudy. Quebec—38, 28, Cloudy. Halifax—40, 32, Snow. St. John—36, 32, Cloudy. Boston—32, 38, Cloudy. New York—48, 36, Cloudy. Charlottetown—38, 32, Cloudy.



MARINE GUARD LANDED—The shooting of American citizens and the menace to consulates and other property in the Honduras revolution have caused the landing of strong forces of United States Marines at the ports of Comba and Puerto Cortes.