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CHARLOTTETOWN, CANADA FRIDAY, APRIL 4, 1924

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By Mail, Canada and U. S. A. \$6.00



HON. E. M. MACDONALD

Minister of Defence, who announces that the per capita expenditure for defence in Canada is \$1.46. In other parts of the British Empire it is as follows: New Zealand, \$2.33; South Africa, \$2.92; Australia, \$3.30; Great Britain, \$15.32.

LEGISLATIVE SUMMARY

Legislative Chamber, Thursday
Provincial Legislature, April 3rd.

Mr. J. Augustine Macdonald asked the Commissioner of Public Works if he has received a petition from Thomas McNally and others praying that McCannell's wharf be repaired so that schooners may call there and load and unload cargoes, and what he proposes to do in regard to same.

Hon. J. A. Macdonald replied that the Department has not very much knowledge of this matter at the present time, except that a petition has been received from some persons not long ago, stating that the wharf was in bad condition. As soon as spring opens up and work can be done the matter will be looked into and the accommodation asked for will be provided.

Mr. Maynard Macdonald asked the Commissioner of Public Works if he has received a petition from residents of Grand View, Valleyfield and Montague praying for an improved highway project from Grand View to Montague; and if so what is the intention of the Government in connection therewith.

Hon. J. A. Macdonald: This petition was received last year and is in the Department. The matter has not received any consideration up to date.

(Continued on Page Seven)

Condensed Specials

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

BASKETRY EXHIBITION MADE by class under direction of Miss H. Hazard in Mr. L. A. Hazard's Store window.

WANTED—BELL BOY, APPLY Queen Hotel.—31.

HORSE FOR SALE, GOOD DRIVER. Apply 67 Chestnut Street. 2359-4-2-31.

WANTED—MARRIED MAN TO work on farm near city. House provided. Apply E. care Graham's. 2378-3-27-4-1.

FOR SALE—TWO WHITE POMERANIAN female pups 3 mths old. Apply 56 Bayfield St.—2361-4-2-31.

BARRELS FOR LOBSTER SHIP- ping. Write us for particulars.—E. E. Sharbell, Portage, P. E. I. 2350-4-2-31.

WANTED—DINING ROOM AND kitchen girl. Apply Mrs. MacMillan, Morell Hotel. 2298-4-4-31.

FOR SALE—KITCHEN RANGE, Eaton "Climax" (new). Price reasonable. Apply to Hugh Campbell, Graham's Road. 2371-4-3-31.

JOHN A. MACDONALD, LAND Surveyor, Her Majesty's. 2068-3-17-1mth

OFFICE TO LET—OFFICE TO let in DenBrisley Block. Apply G. D. DeBlais.—2364-4-3-31.

FOR SALE—MARE 7 YEARS old, by Mayor Todd. Splendid driver. Apply 114 Edward St. 2303-3-28-31.

IMPORTED FRUIT AND VEGET- ables. Bananas, tomatoes, head lettuce, celery, new cabbage, grapes, oranges grapefruit, cranberries, lemons, wineap and Spy apples. See our window for East- or novelties, Jenkins & Son. 2357-4-2-41

STRANGE END ANOTHER HOLD-TO-IMPOSTOR'S UP BY BANDITS CAREER IN MONTREAL

Man Who Had Been Robbed of Honors Walks in Funeral Procession of Dead Impersonator.

(British United Press) LONDON, April 3.—There was a dramatic denouement to one of the most elaborate impostures ever foisted upon the British War Office and officials in highest circles when former Sergeant Major Arthur Richardson who served with the Royal Northwest Mounted Police and later during the South African war with the Strathcona Horse was discovered following the funeral of a man who had impersonated him for many months a Corporal Arthur Richardson of the Gordon Highlanders.

The ex-Sergeant Major had a distinguished career of service. He was the last man to win a Victoria Cross during the reign of Queen Victoria and the first man on whose breast it was pinned by King Edward. He was the son of a well known Liverpool family and under the stress of misfortune he had recently taken a job as a tramway laborer with a Liverpool corporation. His mother believed that her son had died in Canada many years ago.

The impostor Corporal Arthur Richardson claimed to be the holder of the Victoria cross granted to his namesake and was feted and presented to His Majesty during the latter's last visit to Liverpool. When his death occurred permission was given by the War Office that he should be buried with full military honors although he was no longer in the famous Scottish regiment in which he had served.

Asserts Toronto Banks Careless

(Canadian Press) TORONTO, April 3.—Tuesday's bank robbery in Montreal has brought the matter of more adequate protection for messengers carrying money between banks and the clearing house again to the attention of the public. Chief of Police Dickson and Inspector of Detectives Guthrie stated today that local banks were careless here.

English Jesuit Denounces Birth Control

(Canadian Press) TORONTO, April 3.—Birth control is a sin against God and the state, according to the message delivered in St. Michael's Cathedral tonight by Rev. Father Brumpton, S. J., of England, who is delivering a series of lectures here. This sin, he said, must in the end bring its own punishment. One of the points of regret in the address of Rev. Father Brumpton was that there was no church, other than the Roman Catholic, with the courage to stand out against the latest sin of the age, and as he put it, "it looks as though the time has come when the only church lead in morals, as well as in faith must be provided by the Roman Catholics."

Father Brumpton declared that France, after having practiced birth control for years, was a declining nation. The practice, he added, seemed to be gaining ground in England.

FOR SALE OR TO RENT—COT- tage at Keppoch. Apply 238 Kent St. 22856-3-28-31.

REED WORK—MR. L. A. Hazard's widow Friday and Saturday. Sale later. 2294-4-4-31.

FOR SALE—HAPPY THOUGHT stove with warming oven. Apply 130 Elm Ave. 2390-4-4-31.

WANTED—FIRST CLASS GAR- age mechanic, experienced in repair work. Apply McLaughlin-Buick Service Station, Queen Street. 31

TEN DOLLARS DOWN—And \$10 monthly for thirty months buys the large, well situated building lot near site for new Roman Catholic Church. Robert Cotton, Brighton. 21

WILL DELIVER LAMP BURN- ers from Elliotts through Junction Road, Harrisville, North Wiltshire, North River to Charlottetown between April 7th and 15th. James Ernest Cousins, Bradalbane, R. Kenzie. 2393-4-4-11.

MISS ALIBI—Miss Kristina Klilly.

Woman is Bound by Robbers and Put in Cellar—Protest Against Bail Granting to Criminals.

(Canadian Press) MONTREAL, April 3.—Two bandits with revolvers held up Mrs. Adrienne Rogers, in her home in the northeast section of the city, this evening, and after binding her hand and foot threw her into the cellar. They then searched the house and escaped with \$7. The men walked in by the back door when she was alone in the house. She got help by hammering with her heels on the floor of the cellar. At a meeting of the executive council of the Canadian Manufacturers' Association here today the stopping of the system of granting easy bail to criminals, especially those with records of crimes of violence, was demanded. Real alarm was expressed as to the safety of property and the public in this city in view of recent bandit outrages. The gunman killed in Tuesday's bank-car hold-up, it was pointed out, had been for years past a notorious criminal, and yet he had only a few months ago been granted bail in Montreal.

Sir Henry Speaks On C. N. R. Branch Program

(Canadian Press) OTTAWA, April 3.—"I can think of no more effective way to eventually bring about the ruin of the Canadian National Railway System than refusal to embark upon and consistently maintain a reasonable branch line program. No railway can stand still and success can only be achieved by keeping abreast with the times in the fulfillment of transportation problems". These statements were made by Sir Henry Thornton President of the Canadian National Railway in a letter to Hon. Geo. P. Graham Minister of Railways and canals in reference to the branch line program of the C. N. R. and the letter was presented to the House of Commons this afternoon by the Minister.

Two Held For Child's Death

(Canadian Press) DOVER-FOXCROFT, Me., April 3.—Probable cause was adjusted against Alonzo Beatham, of Lincoln and Mrs. Laura Hunt Smith, of East Guilford, in the Piscataquis Municipal court, yesterday, by Judge Harold M. Hayes, when they were arraigned before him on a charge of murder resulting from the discovery of the body of a child in a shallow grave on the Smith farm in East Guilford. They were held for action by the grand jury at the September term of the Supreme Judicial Court.

C. G. I. T. Girls Provide Enjoyable Evening in Zion Hall

There was a large attendance at Zion Church Hall last evening when the three act comedy "Miss Fearless and Company" was successfully staged by the C. G. I. T. girls.

The different roles which gave the performers excellent opportunity to display their talents were all well rendered and equally well received judging by the applause accorded.

Part of the proceeds which amounted to a good sum will be devoted to the Church Mission Fund and the remainder will go towards helping to defray costs of the summer camp for the girls.

Following was the cast: Miss Margaret Henley (an heiress) Miss Gladys Parnhamson. Miss Euphemia Addison (her chaperon) Miss Margaret McNeill. Miss Sarah Jane Lovejoy (from the lost nation) Miss Grace McCrae Katie O'Connor (servant) Miss Muriel Archibald Barbara Livingston, Bettie Cameron and Marion Reynolds (Miss Henley's guests) Misses Kathleen Sutherland, Marion McEwen, and Doris Dickerson "Just Lizzie" (the guest) Miss Margaret Ross Miss Alibi—Miss Kristina Klilly.

LIBERAL-CONSERVATIVE GOVERNMENT MAKES A GOOD START

Premier Stewart in a Clear and Business-like Statement, Free From Boasting and Recrimination, Sets Forth the Deplorable Condition of Affairs as the New Government Found Them and Shows What Has Already Been Done to Retrieve the Reputation of the Province and to Enable Us to Face the Future With Courage and Equanimity

Following is the Budget Speech delivered by Premier Stewart in the Provincial Legislature Tuesday evening, April 1st:

Mr. Speaker: In moving the resolution that the House go into committee on Supply, I would ask the consideration of the House for a short time, while I make a few observations on the finances of this Province, and in approaching this subject I desire to treat it with the utmost frankness and fairness, because I believe that not only this House but the people of this Province desire above all things to have plain speaking and plain dealing in public as well as in private affairs. Before touching on present conditions or future prospects I desire for a few moments to deal very briefly with the more recent past. I do not propose to weary the House with a long discussion on the finances of the Province from the very beginning, but it has been suggested—I might say, reiterated—that the Liberal Conservative party in this Province is responsible to a large degree if not altogether for the present condition of the finances; for our present liabilities; and I would like for a few moments to analyze that statement in the light of hard facts.

Now, in doing this I shall not go beyond the year 1911. In that year a Liberal Conservative Government came into power in this Province, in the latter part of the year, and an independent outside audit was made of the financial condition of the Province. I need not remind you, Mr. Speaker, that that audit showed the net liability of the Province to amount to \$1,008,000. I do not think there can be any dispute as to those figures; they have been pretty well settled at that amount. For a period of twenty years previous to that time the Province had been governed under a Liberal regime, and during that time, I think it will be admitted by everyone, the largest part of the liabilities were incurred. One has only to examine the public accounts and audits year by year, during that period and observe the number of deficits throughout; and taking that into consideration, with the external audit made when the Liberal Government came in, in the early 'nineties, one must conclude that a large part of our liabilities were incurred during that period of Liberal rule.

Then I wish to look for a moment at the period subsequent to 1911, onward to 1918, for the eight years this Province was under Liberal Conservative rule. I want to divide that up into two or three periods and draw the attention of the House to the liabilities from time to time. I have already stated, that according to the external audit made when the Liberal Conservatives came into power the net liabilities amounted to \$1,008,000. Now let us pass over a three year period and look at the liabilities at the close of the year 1914, and if we do so, we will find that the liabilities at that time, according to the external auditor, were \$921,000. In other words, during that period they were decreased to the amount of \$87,000.

During that period we had no direct additional taxation on the people. It is quite true that the revenues of the Province were increased, but almost altogether from an outside source, because the Conservative Government had successfully presented our claims at Ottawa and had during that period increased the revenue from that source to the amount of \$100,000 a year.

Let us come a little further. Let us pass over another three year period, and pause at the year 1917. The years from 1911 to 1914 might be termed a normal period; conditions were much the same as before that time; but in the year 1914 we had the outbreak of the Great War, an event which upset the calculations of individuals and nations alike, which brought about conditions which no man could gauge or foresee, and which caused prices to soar beyond wildest imagination. We would expect that during the period from 1914 to 1917 we would have an immense increase in the liabilities of the Province because during that time this Province was carrying in normal times, except for a comparatively small amount, raised by the War and Health tax. But, as a matter of fact, we find, on examining the same source of information, the external audit at the end of 1917, that the liabilities were \$1,002,000; in other words, one thousand dollars less than they were in 1911, when the Liberal Conservative Government took power. (Applause.)

WHEN THE 1919 AUDIT WAS MADE. I submit that in the face of these facts it is very difficult for any sane person to put forward the argument, much less to prove it, that the Liberal Conservative Government in this Province have been responsible for the increase in the liabilities. They were in power two years after the period to which I have just referred,—up to 1919; and during that period the burdens brought about by the War, by the conditions I have mentioned, became so heavy that it was absolutely impossible for the Government to carry on with the revenue they had to support them during the earlier years, and we find by the external audit at the end of that time, that the liabilities appeared to be \$1,121,000. I have said that this was according to the external audit. Perhaps that is not strictly true, because, strange as it may seem, there was no external audit at the end of that year. 1919 stands out alone in this respect—a solitary instance for a long number of years, in which there was no external audit at all. The Conservative Government had charge up to September, 1919; then the Liberal Government came into power. The matter has been heralded forth with such great acclaim that I need not draw your attention to the statement that was made showing this mythical deficit of \$253,000 at that time. In the month of April, 1920, an external audit was made up to the previous September. That was the only audit made, and it was made six months afterwards, during the session of the House in March or April of 1920. We had a right to expect, and any sane person would have expected, that that audit would have been complete to the end of

Continued on Page 2)

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(Canadian Press) PARIS, April 3.—Premier Poincare in the Chamber of Deputies today again declared that France will not withdraw from the Ruhr before full payment of reparations has been made to her.

(Canadian Press) SEATTLE, April 3.—Sitka, Alaska by Saturday afternoon, is the goal of the four United States army aviators who are prepared to leave here at dawn tomorrow on the next lap of their round the world voyage.

(Canadian Press) ALEXANDRIA, Egypt, April 3.—The British steamship Frangestan has been abandoned on fire on the Red Sea and 1,200 pilgrims aboard her transferred to the steamer Clan MacLaren, says a message to Lloyds Agent from the latter vessel.

(Canadian Press) ST. JOHN, N. B., April 3.—That the schooner wrecked on Nan Rock, near Chance Harbor Light on the Bay of Fundy Coast, during the severe storm Tuesday night, was the Nellie Eaton it was definitely determined this morning when part of the wreckage floated ashore.

(Canadian Press) LONDON, April 3.—The strike of workers employed in the construction of the buildings at the British Empire Exposition at Wembley has been settled and the men returned to work this afternoon, thus removing fears that the exposition opening, set for April 22, would be delayed.

(Canadian Press) EL PASO, Texas, April 3.—Thomas George MacKenzie, General Manager Compania Agricola de Chihuahua, escaped from the Hipolito Vial street Tuesday night and had arrived in Farral, friends here were advised by telegraph this afternoon. He was captured in January and held for a \$200,000 ransom.

A DAILY TALK ON ADVERTISING

By Scammon Lockwood

EVERY BOOKLET AN OUTLINE

People are lazy. I don't advance that statement as a brand new discovery, but simply as the reiteration of an old and long established truth. Yes—people are lazy. We don't like to apply our minds to a thing unless there is some good reason for doing so or unless something about it catches our attention and arouses our interest.

I often think when looking over advertising booklets, pamphlets, brochures, monographs, etc., that the fellow who wrote the stuff did not take account of the fact that people are lazy. In his own great interest in the subject, he failed to consider that most other people did not have any interest in it at all and that it was his job to present the subject in such a way as would arouse interest.

Take a play to a theatrical manager and he will ask for a scenario—an outline. Take a novel to a publisher and he will say, "What is the story?"—meaning that he would like to know in about ten words what the hundred thousand words you are offering him is all about.

I can write a book about a piece of radio apparatus that will be so dull that not even a thirty-third degree man will get past the first page. I can write an advertisement of a bootlegger's stock that the Old Soak himself would fling away in disgust before he had gotten beyond the first paragraph. Lots of other people can do this or its equivalent and lots of people do, because the booklets, pamphlets, brochures, and monographs which they turn out are coming to my desk in a long procession all the year around.

Now what must the fellow who is writing a booklet do in order to make it interesting? If I pick up a booklet and run through the pages and reading the captions of the illustrations or if the book has no illustrations by reading the sub-headings, I can get an idea of what it is all about. I can then decide whether or not it is a matter to interest me sufficiently to justify my reading the thing through. If it is,

MCDONALD GOVERNMENT TAKES BACK WATER ON RENT BILL

Thus Avoiding What Otherwise Would Have Been Inevitable Defeat at the Hands of Liberals and Conservatives Who Opposed Non Eviction Clause.

(Canadian Press) LONDON, April 3.—The Government evaded an otherwise inevitable defeat in the House of Commons tonight in connection with the Rents bill, which came up for its second reading, by consenting to a revision of the objectionable clause providing for non-eviction of a tenant if he was unemployed.

The Liberal party held a meeting during the course of the day to consider what action it should take on this question, and H. H. Asquith, the Liberal leader, announced in the House tonight that unless this clause was eliminated he would be compelled to vote against the second reading of the bill. This ultimatum meant that both Conservatives and Liberals would oppose the measure, and therefore ministers would be defeated.

The opponents of the bill did not mince words in denouncing it. Neville Chamberlain, former Minister of Health, and former Chancellor of the Exchequer, for instance, said he would not vote for the bill, which he called a "revolution in itself" which self constituted autocrats visited their personal vengeance on their

enemies. This was aimed at the Clyde-side section of the Labor party's extreme left wing, which strongly sponsored the measure. Faced by this dilemma, John Robert Clynes, as leader of the House, announced that the Government had no intention of receding from the aim of the bill to make secure in his home the poor unemployed workman, but, since the House was opposed to the method suggested, the Government was prepared to substitute for the objectionable clause another throwing upon the public funds the cost of maintaining these unfortunate people. Further discussion of the bill was postponed.

Another Hold-up Suspect Caught in Montreal

(Canadian Press) MONTREAL, April 3.—The dragnet thrown out by the police for perpetrators of Tuesday's sensational holdup of the collection car of the Bank of Hochelaga in which the bank chauffeur and a bank clerk were killed and \$142,000 stolen, this morning caught another suspect. Police now have seven men and two women under detention, held as material witnesses. Eight men are reported to have taken part in the robbery.

GERMANY SENDS SHARP NOTE TO ALLIES

(Canadian Press) BERLIN, April 3.—Germany has answered the demand that the Allied Inter-Allied Commission of control be allowed to resume its work, by sending the Allies a sharp note of almost threatening import.

The government declares that it is impossible for a "nation with active traditions and feeling to be placed continually under command and subjection," and says that if the Allies violate this principle by forcing the commission upon Germany, the act will nourish currents of feeling which tend to delay the final pacification of Europe. Germany proposes that the League of Nations Council determine the extent of Allied supervision of German armaments, suggesting that the Council would soon find a contrast between the military preparations of Germany and France.

Another Denial Thornton to Go

(Canadian Press) OTTAWA, April 3.—Speaking over the Canadian National radio station from here tonight, D. E. Galloway, chief assistant to Sir Henry Thornton, denied at his chief's request, the recent report that Sir Henry had decided to go back to England as general manager of the London, Midland and Scottish Railway.

then I will read it through. But if it isn't, I discard the book. Even then, however, the fellow who sent me the book has arrived some benefit from my casual glance. I have gotten the essence of his story at least, although I have not had enough interest in the matter to go over the details. But the trouble with the average booklet is that you pick it up, you glance at the first paragraph, you are utterly bewildered, you don't know what it is all about. You merely know that it is exceedingly dull and uninteresting and you throw it away and that is the end of the business. The fellow who sent you the booklet has derived no benefit whatsoever. He hasn't even gotten the elements, the essence of his message into your mind.

It is not an easy thing to do and yet it is entirely possible to construct a booklet or pamphlet in such a way that everybody who opens it will get something out of it and that the more time a fellow spends with it the more he will get out of it. And the first rule to observe in aiming at this result is to see that the reader can get a general outline of your story and your message either by reading the sub-headings through the book or else by reading the captions to the illustrations in the book. The motto of the man who is preparing an advertising booklet should be the motto of the French at Verdun. He should paste up over his desk the words, "They shall not pass," meaning that nobody should get by his booklet or his pamphlet without receiving at least a mental bullet or two. (Copyright, 1924)



TORONTO, April 4.—Maritime moderate south west winds milder. High tide this morning at 11:02 and tonight at 11:20.

Sun sets this evening at 6:33 and rises tomorrow morning at 5:31. New moon Friday, April 4th 3:17 a. m. Summerside tide eighteen minutes later than Charlottetown. Maximum and minimum temperatures: Toronto 40 26 Clear Montreal 228 26 Clear Charlottetown 35 29 Cloudy Quebec 24 12 Clear Halifax 36 30 Cloudy St. John 36 25 Fair Boston 42 34 Clear New York 383 32 Clear

Announcements, Coming Events, Meetings, Etc.

RATES.—2 cents per word each insertion.

**Reserve Tuesday, April 15th for box social in Zion Hall.—2300-4-11

**Dr. Green will be in Bradalbane Friday, April 4th. 2331-4-2-31

**The play at Wiltshire will be held on Saturday, April 5th. 31

**The play at Wiltshire will be held on Saturday, April 5th. 31

**Reserve Tuesday, April 22nd for Bridge in Navy League Rooms. 11

**Meeting—Farmers using North Wiltshire as shipping point, will meet in Wiltshire Hall, on Friday, April 4th, at 7:30 p.m. to organize a Live Stock Shipping Club. 2358-4-2-31

**Meeting of the Ugg and Grandview shipping club will be held in Ugg Hall on Saturday, April 12th at 7:30. Hogs will be listed for shipment on April 22nd or after.—2374-4-3-11.