

MAXIMS
OF A
MERCHANT

The man with the
hoe was the original
advertiser—he let the
spot light in upon his
goods.

MAXIMS
OF A
MERCHANT

Be first in every good
thing—there all the
honour lies:—"first
fruits", first conting-
ent," "first rate credit."

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 THURSDAY, MARCH 13, 1924

Annual Subscriptions Delivered 25-26
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RETURNS FROM WESTERN TRIP

Increased Interest in Building and Fox Farming Noted by Mr. B. I. Rayner Who Returned Recently From Pacific Coast.

Mr. B. I. Rayner, of Alberton, has returned from an extended business trip to the Pacific Coast and parts of the United States. Mr. Rayner left the Province on December 25th with a stop-off ticket to Vancouver. He stayed about a week at Toronto, visited the small surrounding towns on fox business and proceeded to Winnipeg. He noticed all along the route great progress in building since his visit a year ago. This increased activity was not so noticeable at Winnipeg, owing perhaps to the size of the city. His business called him to Saskatoon, Regina, Moose Jaw and other places. Here the building boom was also evident, especially in the vicinity of Biggar, now a town of about 2,500 people.

In conversation with Mr. Rayner, several Western farmers announced their intention of going in strongly for mixed farming, in place of exclusive wheat growing. One man had twenty head of milk-cows, with poultry, sheep, pigs and all farm animals. He had brought to town that day a lot of butter which he had disposed of at a satisfactory price and was quite convinced of the advantages of mixed farming. This man was a foreign immigrant, cultivating a half section of land, 320 acres.

While in Ontario Mr. Rayner talked with Mr. O. Mather a general farmer of Brampton, who was doing a successful poultry business with 500 hens. He had just got twelve dozen eggs that day, which at the current price, 80 cents a dozen, netted him \$9.60. For feed he bought small wheat by the car-load lot from Winnipeg, and this Mr. Rayner figured cost him \$1.97 cents daily. Knocking off the odd sixty cents for daily extras, his sale of eggs that day netted him the neat

(Continued on Page 3)

Condensed Specials

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

***FOR SALE—HEAVY BROWN**
paper 5 cents a roll, Guardian
office, 1780-2-28-1f.

***LOST—IN THIS CITY KID**
gauntlet, Finner leave at Guardian
Office and receive reward.
1923-3-11-1f.

***WANTED—BY MAY 1st EIGHT**
roomed house, central location,
conveniences. Address "C" care
of Guardian. 1923-3-11-1f.

***WANTED—AN EXPERIENCED**
Dry Goods clerk, male or female.
Peter Macnutt & Son, Malpeque.
1923-3-11-31.

***FOR SALE—1 PURE BRED**
Ayrshire cow due to freshen,
also 1 pure bred Yorkshire hog
6 mths old. Apply George Boswell
Frenchofort. 1923-3-11-31.

***ORDERS NOW BOOKED FOR**
pure bred Yorkshire pigs both
sexes, same blood as 1923 silver
cup winner's. Apply George
Boswell, Frenchofort. 1923-3-11-31.

***TEACHER WANTED—FOR ST.**
Marys Road School West, sup-
plement \$42 for half year. Apply
to Victor McGuigan, secretary of
trustees, R. R., No. 3 St. Marys
Road. 1923-3-10-61.

***WANTED—TRAINED NURSE**
for position of superintendent of
nurses, Falconwood Hospital,
Apply to Superintendent.
1923-3-8-61.

***KINDLING FOR SALE—APPLY**
Hynes Baking Company, Grafton
Street. 1923-3-12-21.

***FOR SALE—FARM CONSISTING**
of 120 acres of land. Apply Joseph
Doyle, South Shore. 1923-3-12-31.

***FOR SALE—SECOND HAND**
Sewing Machine, in good repair.
Phone 801-L. 1923-3-12-21.

***FOR SALE—A THREE HORSE**
power gasoline engine (Gray)
and an eight hundred pond cap-
acity cream separator (Tubular).
Gavin Harding, Graham's Road.
1923-3-12-41.

***ATTENTION IS CALLED TO**
the sale of property and house-
hold effects of the late Mrs.
Capt. Joe McDonald at Cardigan
on Monday 17th, inst., at 2 o'clock
p.m. See hand bills—1923-3-12-31.



BELGIAN CABINET OVER-
THROWN.

Premier Theunis of Belgium, who has tendered his resignation with that of his ministers, to King Albert. This action followed the defeat of the Government by the Coalition of the Socialist and extreme Flemish Catholic groups.

46 VICTIMS OF MINE DISASTER YET ENTOMBED

(Canadian Press.)

CASTLEGATE, Utah, March 12.—Dead removed from the Utah Fuel Company mine number 2 has reached 127 early today leaving 46 men of 175 entombed by the recent explosion there unaccounted for. Hope for the safety of any of them was long since abandoned, however, and the work of removing the bodies was greatly hampered during the night by unexpected obstructions and by water in the workings as a result of the failure of the pumps. The first funerals will be held today.

***NO. A. McDONALD, LAND SUR-
veyor, Hermanville, P. E. I.
1415-2-9-Imo.**

***CERTIFIED SEED, COBBLER POT
ATOES** I have about 200 bus. for sale. Apply Alex. Agnew, East Royalty, Charlottetown. 1923-3-12-31.

***FOR SALE—TWO COWS ONE**
due to freshen March 14 the other May 3rd. Apply 266 Euston St. 31

***AUCTION SALE—V.M. HUDSON'S**
at Stanhope, March 15, of farm, implements and hay. See hand-bills. If stormy, March 17th. 1923-3-12-21.

***SILVER FOX LOST—Escaped**
from ranch, female stub tailed silver fox. Finder returning same to Alexander Agnew, East Royalty will be rewarded. 2012-3-13-21.

***HERRING NETS—50 YDS LONG**
60 meshes deep, 2 1/2 and 3-8 mesh 14-6 twine. Sell right. Hough before the advance in Cotton Twine. Apply John Agnew & Son, Charlottetown—1924-3-12-31.

***GANDER FOR SALE, APPLY J.
M. Stevenson, Bradabane.
2006-3-13-21.**

***FOR SALE—AT HAMPSHIRE,**
Farm consisting of 85 acres, Apply Wm. Molyneux, New Wiltshire. 2004-3-13-31.

***FOR SALE—LARGE LOT**
opposite Railway Sta. Apply to Amby Power, Emerald Jct. 2010-3-13-11.

***BIG EARNINGS STEADY EM-
ployment for Barbers. Become expert in 8 weeks. Write Moler Barber College, Department "F" Halifax. 3-11-11-1f.**

***REMEMBER SALE OF PRO-
perty and choice household effects, including large round mahogany table and mahogany bureau at residence late Mrs. Oswald Hornsby, 205 Euston St. See page two. 2007-3-13-1f.**

***WANTED—NOW QUANTITY OF**
good sound commercial out-
John H. Gill and Son. 31

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(Canadian Press)

MONCTON, N. B., March 12.—Result of voting for members of the International and Prince Edward Island Railway employees' provident fund board was announced today. B. A. Burns and D. A. Sullivan have been elected.

NEW YORK, March 12.—Twenty-six members of the crew of the steamer Santiago, reported to have sunk 60 miles south of Cape Hatteras, are believed to have been lost, according to officials of the New York and Cuba Mail Steamship Company and owners of the missing vessel.

CHRISTIANIA, March 12.—Representatives of Sweden, Norway, Denmark and Finland, meeting at Stockholm, have framed a convention under which all disputes between these nations would be referred to an inter-Scandinavian jury.

NEW YORK, March 12.—Republicans of three states declared yesterday for Coolidge and pledge delegates to National Republican conventions to vote for his nomination for President.

New Hampshire, Kansas and Colorado were the latest states to swing in behind the President.

HALIFAX, March 12.—R. M. Wolvin, President of the British Empire Steel Corporation, this afternoon denied the report said to have emanated from Sydney that Sir Newton Moore had secured control of the organization and would shortly assume the saddle. He added that there was no foundation whatever for the report.

WASHINGTON, March 12.—Advices from Costa Rica today to the State Department revealed great alarm had been caused there by constant earthquakes. President Acosta had described the situation as grave. The earth was reported in constant motion. The War Department has agreed to supply tents for shelter if conditions require.

GRAND ORANGE LODGE SESSION

Large Attendance at Annual Meeting Yes- terday. Resolution Supporting Social Service Council Measure Passed. July Celebration Will be At Bor- den.

The Orange Grand Lodge of Prince Edward Island met in the city in annual session in Boyne Lodge Room, at 1 p. m. yesterday. R. W. Grand Master L. B. Miller, occupied the chair. Grand Secretary George W. McLeod read the secretary's report, showing satisfactory progress made in the order. The Grand Master's address was a worthy deliverance and referred to important matters affecting the welfare of the order. This with other reports was referred to a committee on correspondence. The attendance, despite the stormy weather was large, about one hundred officers and members being present. Grand Organizer, Rev. Mr. Morris of Halifax attended the sessions.

(Continued on Page 3)

MIDNIGHT CALL FOR FIREMEN

The firemen were called out last night in response to a fire in Hayes's Bakery Grafton Street. As usual they promptly arrived on the scene and found that the blaze had made quite a little headway being confined for the most part to the interior of the building. In a short time three streams of water were brought into play but it was only after considerable damage had been done to the building that the flames were brought under control. There was a strong wind blowing at the time and it was only through the ready response and speedy work of the firemen that the flames were prevented from spreading to the adjoining buildings. The all clear alarm was rung about 1 a. m.

LENTEN LECTURES TO BELIEVERS

Quiet Talks in Retreat.

(BY REV. S. D. GORDON)

(Continued)

THE PRICE OF POWER

The Law of Exchange

Every man needs power. Every earnest man covets power. Every willing man has the Master's promise of power. But every man does not possess the promised power. And many, it is to be feared, never will. Many a man's life to-day is utterly lacking in power. Some of us will look back at the close of life with a sense of keen disappointment and of bitter defeat. And the reason is not far to seek, nor hard to see through. If we do not have power it is because we are not willing to pay the price. Everything costs. There is a law of exchange that rules in every sphere of life. It is this, "to get, you must give." It rules in the business world. If I want a house or a hat I must give the sum agreed upon. It rules in the intellectual world. If a young man wants a disciplined mind he must give time, and close application, and some real, hard work. It holds true in the spirit realm. If you and I wish to have business transactions in this upper world of spirit-life we must be governed by this same law. To have power in our lives over sin and selfishness, and passion, and appetite, over tongue, and temper, and self-seeking ambition, to have power in prayer, and in winning others over from sin to Jesus Christ, one must first lay down the required price. What is the price of power? Turn to Jesus' talk with Peter and the others in the latter part of the sixteenth chapter of Matthew's gospel. Jesus has been telling them of the awful cross-experiences which He clearly saw ahead. Peter probably fearful that whatever came to his Master might possibly come to himself also, and "shrinking back in horror from that, has

(Continued on Page 6)



"MAY BE NEXT STATE—Governor Towner of Puerto Rico is urging Congress to grant autonomy to the Islanders, including the right to elect their own governor now appointed by the President. The Porto Ricans themselves have long sought statehood rights."

FORMAL OPENING YESTERDAY OF PROVINCIAL LEGISLATURE

Old Time Ceremony Fittingly Observed— Large Attendance Despite Stormy Weather— Legislation For The Session Out- lined In Speech From The Throne.

The traditional impressive ceremonial and military display was duly observed at yesterday's formal opening of the first session of the Fortieth General Assembly of the Provincial Legislature, by His Honor Lieutenant Governor MacKinnon, which took place at 3 p. m. The opening was witnessed by a large number of people despite the stormy weather and the ladies, as usual, graced the occasion with their presence, a number of seats being provided for them on the floor of the House. The Guard of Honor was supplied by the 1st Battalion (10th Battalion C. E. F.) Prince Edward Island Regiment, Lt. Col. Cecil Stewart, M. C. commanding, consisting of 100 men of all ranks under the command of Captain Macdonald with Lieutenant L. J. Gay second in command. A salute of fifteen guns was fired from the Victoria Park Battery, the firing party being under command of Major H. L. Bethune of the 8th Siege Battery. The Clerk of the House then said, "Mr. Jenkins, I am commanded by His Honour the Lieutenant Governor to declare to you that he is fully sensible of your zeal for the public service, and of your sufficiency to execute the duties of the office to which you have been elected by the Legislative Assembly, and that he doth most readily approve of their choice, and allow and confirm you to be their Speaker."

(Continued on Page 3)

Members Duly Sworn

Before the formal opening the members were duly sworn in by His Lordship Chief Justice Matheson who was accompanied by Justice Hazard. Later the proclamation and the returns of the general election were read. After the members had taken their seats the election of Speaker followed. The Clerk, Mr. H. E. Dawson, declared L. L. Jenkins, Esquire, duly elected as Speaker and the latter on being conducted to the chair addressed the Assembly as follows: "It is my pleasure today to express my grateful acknowledgement of the high honor conferred on me by the House in electing me to be their Speaker. Conscious of an amount of comparative inexperience in parliamentary procedure, I should have hesitated about accepting a position involving so much responsibility were it not for the fact that I know I shall be able at all times to rely with confidence upon the courtesy, forbearance and kindness of every member of the Assembly. Again thanking you, I now submit myself to the House."

The Speaker then left the chair. On motion of Premier Stewart, the appointment of Albert E. Simpson as Sergeant at Arms was made. His Honor the Lieutenant Governor then entered the House, preceded by the Sergeant-at-Arms and accompanied by his Aides des Camps, Col. Peake and Col. Jenkins, his private secretary, Captain Palmer, Col. D. A. MacKinnon, D. S. O., A. D. C., to His Excellency the Governor General; Col. Stewart M. C., and officers of the Guard of Honor.

The ladies accompanying Mrs. MacKinnon were Mrs. MacKinnon, wife of Colonel MacKinnon, Mrs. Bartlett, widow of Major Bartlett, ex-A. D. C., and Mrs. Hartley, of London, England, sister of the Private Secretary.

When His Honor had taken his seat on the Throne, he was addressed by the Speaker elect as follows: "May I please Your Honour: "It is my duty to inform you that the Legislative Assembly has been pleased to elect me to the important and honourable position of their speaker, and I am now presented for your Honor's approval."

"Don't miss seeing Sally and Jack also Mr. Rose in new Glasgow hall tonight 2003-13-11."

"*New Wiltshire Scarlet Chapter will meet at Brookfield on Friday 14th at 7.30. 2012-3-13-11"

"*A meeting of Winsloe Live Stock Shipping Club will be held in the Hall on Thursday 13th inst at 7.30. 1965-3-12-21"

"*The Summerfield Dramatic Club will present a drama in four acts, entitled the Master Hand in Emerald Hall, St. Patrick's night. Admission 35c. 1994-3-13-41"

"*The regular meeting of the Ladies Auxiliary of the Protestant Orphanage will be held at the Cudal Home, Friday, March 14th at 3.30 p. m. 1997-13-21"

"*Come and enjoy yourself at the concert and box social in Victoria Hall on Friday, March 14th. Admission 25 and 15 cents. Coffee served. 1929-33-11-11"

"*Bean Supper and program in Springfield Hall, Lot 67 on Tuesday, March 18th. If not fine, following evening. 2001-3-13-11"

"*Remember the concert and supper at North Milton on Thursday, March 20th at 7.30, proceeds toward Church funds. 2014-3-18-31"

"*Grand lecture tonight in Caledonia Club Rooms by Mr. James McIsaac. Subject, Mormonism. Admission free. 11"

"*The play at New Glasgow advertised for 12th and 13th inst. postponed until first fine night. Tickets for 12th good then tickets for 13th road following night. Additional tickets sold at door last night. 11"

BRITISH COAL MINE DISPUTE NOW CRITICAL

Decision Must Be Reached Today on National Wage Agreement.

(British United Press.)

LONDON, March 12.—Negotiations between owners and miners in the coal industry have reached a critical stage and a decision must be reached tomorrow whether or not the national wage agreement shall end. It is generally believed that leaders of the men do not look with any special favor on the latest offer of the owners and that they will not recommend its acceptance at a conference to be held tomorrow at which a full delegation from both sides is expected. It is thought that the best possible course will be to allow negotiations to fall through and pin their faith on the expectation of a settlement on the Miners' Minimum Wage Bill which is a private measure bill and which will be introduced in the Commons a week from next Friday. This measure will give the men all that they now demand.

French Government Receipts Above Last Year

(Canadian Press)

PARIS, Mar. 12.—Finance Minister de Lasteyrie stated to the Finance Committee of the Chamber of Deputies that the government's receipts so far this year are above those of the corresponding period of 1923. In consequence France's trade balance shows considerable improvement.

Major Astor Regains Seat in British Parliament

(Canadian Press)

DOVER, England, Mar. 12.—Major John Jacob Astor who unwittingly lost his seat in the House of Commons last week by voting before taking the oaths, was returned unopposed in an election in the Dover Division of Kent today.

(Canadian Press.)

NEW YORK, March 12.—Establishment of a banking credit of not less than one hundred million dollars in favor of the Bank of France has been arranged by an American banking group headed by J. P. Morgan and Company it was announced tonight.

Announcements, Coming Events, Meetings, Etc.

RATES—2 cents per word each
insertion.

"*Come and see Miss Cynthia and Squire Grey at New Glasgow Hall tonight. 2006-3-13-11."

"*Come to Emerald Hall on St. Patrick's night to hear Dr. J. D. McGuigan lecture. 1994-3-13-41"

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SNOW STORM BLOCKADE

Mail Train Held at Borden Last Night. Raging Storm Held Up Western Trains

The snow storm yesterday, which was particularly heavy during the evening, has caused a temporary, but almost complete blockade along the railway lines. All tracks were blocked last night with the exception of the Souris line. On the western lines between five and six feet of heavy snow has fallen. Many of the trains out yesterday afternoon were forced to remain in the storm all night. The car ferry made a good crossing, leaving Tormentine at 2.55 p. m. and arriving at Borden at 4.34 p. m. She carried the usual freight and mail, with about seventy passengers. These remained at Borden all night, no train trip to Charlottetown being made. An express will leave here at the

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A DAILY TALK ON ADVERTISING

By Scammon Lockwood

HOW DO THEY KNOW IT PAYS

I have often heard people exclaim looking at some huge advertising or discussing some concern which is said to spend millions in advertising, "How can it possibly pay?" A great many people find it difficult to believe that advertising will pay because they themselves are never conscious of responding to advertising. They do not realize that most of us live and act about nine hours out of every ten on our subconscious and that subconsciously they may be constantly responding to advertising. So much for that. A lot of people buy advertised things without knowing that the advertising has influenced them. But on the other hand how does the big concern which spends hundreds of thousands of dollars, perhaps millions of dollars per year, know that its advertising pays? A retail merchant can advertise a set of dining room furniture or a piano and know how many of those sets of furniture and pianos he sells as a result of his advertising and figure down to a penny whether or not it has paid him. It is all plain sailing, for him. Either his advertising pays and he keeps it up and his business grows, or it doesn't pay and he closes or tries some other kind of advertising. Some of the concern which advertises in a broader way a certain service or a long list of products, isn't in quite so happy a position. And yet they know, they know positively, that their advertising pays. They must know it or they could not possibly justify the continuance of what would then be an unwarranted expense. Every big concern that cannot directly trace advertising returns on its entire expenditure is continually making tests about which the public never knows—tests of publications, tests of particular kinds of advertising from which it is able to judge the efficiency of its entire campaign. A concern that buys a million tons of iron ore every year doesn't test very often, but takes samples from every hundred tons more or less, and its chemists test those samples and in that way it is pretty sure that it gets what it has paid for. And so it is with the advertising of the constantly being made and from these little tests the larger conclusions follow: A large concern recently conducted a campaign on asbestos brake lining for automobiles. It was a new kind of campaign for that particular concern designed to sell through channels which heretofore had not been used to a great extent. After the campaign was over it knew exactly what had been accomplished and it could judge future campaigns of the same sort by using the returns of this one for purposes of comparison. If you have a house or a dining room table to sell and you put a classified ad in your local paper and you sell the house or the table, you are willing to admit that the advertising paid. Why shouldn't you suppose that the same principle carried out on a larger scale would also pay? The answer is that it does, but there is just one catch in the thing: advertising pays when it is conducted with good judgment. When it is merely plunged into blindly, it usually fails. A good rule in advertising, as in many other business affairs, is to look before you leap and then walk.

PROBING LOANS MADE BY DRURY GOVERNMENT

(Canadian Press.)

LONDON, Ont., March 12.—The Public Accounts Committee of the Ontario legislature started its investigation into the Drury government loans this morning. Before the evidence was taken chairman W. Finlayson, M. L. A. read a letter from G. B. Harris mentioned prominently with the buying in of the bonds by the government, in which Mr. Harris stated he had absolutely nothing to be ashamed of and hoped the committee would call upon him to give evidence and explain the transactions.

7th Anniversary Of Overthrow Of The Czar

(Canadian Press)

MOSCOW, Mar. 12.—The seventh anniversary of the overthrow of the Russian Emperor Nicholas is being celebrated today throughout the Soviet republic. Attention is called by the official newspapers to the test of ability of the Soviet government and Russia's "successful passage through the shadows."

The Weather, Etc.

NO CANDY FOR
LENT—AND TH'
MORNING'S DAILY
DOZEN—THAT'S
WHAT GIVES YOUR
WEIGHT TH' GATE.



TORONTO, March 13.—Maritime north to north-west gales cloudy with much the same temperature. High tide this afternoon at 3.07 and tomorrow morning at 4.50. Sun sets this evening at 5.04 and rises tomorrow morning at 6.14. First quarter moon, Thursday, March 13th, 12.50 p. m. Summerside tide eighteen minutes later than Charlottetown.

Maximum and minimum temperatures:
Toronto 39 32 Cloudy
Montreal 36 30 Cloudy
Charlottetown 32 30 Cloudy
Halifax 40 34 Rain
St. John 40 30 Snow
Boston 38 32 Snow
New York 38 32 Cloudy

(Copyright 1924)