

### A Considerate Service



FOR 55 years, our aim has been the development of a service of individuality—a service not only efficient but interested.

We take pride in acquiring lasting business relations, and this is reflected in the courtesy, and promptness with which our customers' requirements are met.

## UNION BANK OF CANADA

Charlottetown Branch J. R. Dier, Manager

When you eat let it be the best



### WAGSTAFFE'S

Pure Strawberry Jam  
Pure Raspberry Jam

Made from Fruit and Granulated Sugar Only  
Bottled with care in silver pans

ASK YOUR GROCER FOR IT

### Advertising, a Real Reserve

By Lord Leverhulme

The best reserve fund of any business is to be found in the good will of that business and the goodwill of a business is, for the most part dependent upon its advertising. Goodwill connotes the appreciation the public have of the business, and the public gauge a business almost entirely upon what they read about it in the daily press. Many boards of directors, instead of extending their advertising, devote their surplus profits to "building up a strong reserve fund" which fund is generally invested in what again are called "gilt-edge" securities. These same directors are then kept busy for many years afterwards to write down out of further surplus profits the cost price of these "gilt-edge" securities to falling market values. Should the business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these "reserves", they find they cannot realize them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words serious loss of "good will". Regular, systematic advertising creates a continuous and ever expanding goodwill. People look for the firms advertising as a feature of their morning paper and if, for any reason, it is absent they miss it—The goodwill receives a temporary set back.

The trouble with seasonal advertising is that it tends to compact the industry's business into too short a space of time, and this prevents a profitable handling of the sales. Yearly advertising, on the other hand, spreads out the sales and gives the advertiser a better chance to care for his orders. Also by pressing constantly against the market's outskirts it often succeeds in pressing them back, and this enlarges the advertiser's field. The reader judges the markets for the most part unconsciously, by following some particular firm or firm's advertising.



NAVY LEAGUE SCHOOL OF NAVIGATION  
CHARLOTTETOWN, P. E. I.

Chief Instructor, LT. COMMANDER W. G. LEWIS, R. N. R., 1816  
Distractor of Navigation, R. N. Barracks,  
Plymouth, England  
Is now open for instruction  
This school is fully equipped with all the most modern and up-to-date instruments and books.  
For further particulars apply to N. M. Gillespie, Secretary,  
Navy League Charlottetown, P. E. I.

## THE CENTRAL GUARDIAN

OUR EASTER CARDS are now in. They are pretty and different. W. T. Wellner, Queen Street.

TROUT FISHING, read advertisement on page two.

HARD CHESTNUT COAL.—We are today discharging our hard chestnut coal for house burners. Would be pleased to receive orders for same. J. Carragher & Co.

Mitards Linctant for Colds, etc.

THE LATE REV. JOHN C. BERRIE

The news of the death in St. John, N. B. on Saturday last of Rev. John C. Berrie, will be learned with regret by many friends in P. E. Island as well as the neighboring provinces. He had been ill for only a few days with pneumonia, and his death, although not unexpected at the last, was a great shock to his family and the very wide circle of friends that the years had brought him.

Mr. Berrie was one of the most popular clergymen in lower Canada. Broadminded, of a cheerful disposition, and with ever a bright outlook, he made friends without number amongst all classes and creeds, and he was everywhere held in the highest of esteem. He was active and untiring in his work and had accomplished a great deal of the good.

Mr. Berrie was born in Tamworth, Warwickshire, England, on December 25, 1840. He was the second son of Charles James Berrie, analytical chemist, and Sarah Russell, daughter of John Hoyt of Long Eaton, Derbyshire. His great-grandmother was a sister of the Earl of Kilmarnock, the family name being originally deBerri of French origin.

Mr. Berrie received his early education at Tamworth and Horlock's Academy, Reading, Berkshire, on the completion of which he was apprenticed to Pythian and Co., grocers, The Strand, London. He was afterwards in the employ of Messrs. Lazenby & Co., Italian warehousemen, and later was appointed manager for Wace and Co. In turn he became a junior partner in the firm of John Howgate and Co.

He took up theological studies under the direction of T. M. Albrighton of London and was local preacher of the Great Queen Street and Bayswater circuits. In October 1871 he was one of twelve ministers that came to America. Mr. Berrie was stationed in Summerside and Souris, P. E. I., where his health broke down and he was compelled to undergo a serious operation. On his recovery he was stationed in turn at Little York, Murray Harbour and Montague, P. E. I., and later at Sheldale, Jacksonville, Sussex, Milltown, Hillsboro, Fairville, St. Andrews, Woodstock, Jacksonville, Gibson and Marysville. While at Marysville he was again forced to retire on account of ill health in 1891. For a year he lived in Jacksonville with his daughter, Mrs. W. C. Good before going to St. John where he had been residing with his daughter at 59 Carnarvon street. He supplied at Centenary church for the last eight years as supernumerary. He was president of the N. B. and P. E. conference in 1910.

Rev. Mr. Berrie was married in May 1876, to Hannah S. L., daughter of Rev. A. Macintyre, M. A. and grand-daughter of a former attorney-general of Prince Edward Island. He is survived by one daughter, Mrs. W. C. Good, and one son, J. Charlton Berrie. Mrs. Berrie died on November 14, 1919. Rev. Mr. Berrie was a member of the Independent Order of Odd Fellows, the Independent Order of Foresters, the Sons of Temperance, and the Independent Order of Good Templars. He was at one time grand chaplain of the last named order for the province. He was also a freeman of the city of London, in the Goldsmiths, Ltd.

### A SORE MOUTH

Dr. Pyorrhoea Quickly Relieved By "ABSORBINE JR."  
Are your gums sore and tender? Do they smart or bleed when you brush them? Are they slipping away from the teeth? When you get into this condition, they need something to kill all germs in the mouth—something to change the spongy, bleeding flesh into firm, healthy tissue. As one Dentist writes: "ABSORBINE JR." has a future for dentists in the treatment of Pyorrhoea."  
Used in diluted form, "ABSORBINE JR." makes a mouth wash that destroys germs, heals the gums, prevents decay. Clean and refreshing in taste and odor—and being a vegetable germicide, is absolutely safe.  
\$1.25 a bottle; at most druggists or sent postpaid by W. F. YOUNG, INC., Lyman Building, Montreal.

### Take Your Order

For Printing

### The Central Job Printery

176 KENT STREET  
CHARLOTTETOWN  
TELEPHONE 420-L

SPECIAL SHIRT SALE \$2.75 and \$3.00 Shirts at \$2.99. See The Haberdashery windows.

SUNDAY, MAY 8TH, is Mothers Day. Remember her with our pretty cards. W. T. Wellner, Queen St.

\$2.00 WILL BUY a \$3.00 Shirt at The Haberdashery Shirt Sale. See windows.

MR. RONALD A. STEWART wishes to thank his many friends for their kind expressions of sympathy in their recent sad bereavement.

CHALLENGE ACCEPTED.—The Teamsters hockey team have accepted the challenge of the Barbers to a game of hockey and are ready to meet them on Thursday evening after skating. If the Barbers fail to appear on that occasion the teamsters claim the game, according to Capt. Steele.

FARMERS OF B. C. WILL NOT ENTER POLITICS.—The United Farmers of British Columbia, as a body, will not take direct political action it was overwhelmingly decided by the delegates to the annual convention. Several hours strenuous debate preceded the decision. The general opinion was that the farmers of the province must organize thoroughly on an economic basis before they could hope to become a powerful influence politically.

CITY HAS 35,000 DOPE ADDICTS.—More than a million dollars worth of narcotics have been seized in the battle which is being fought in the underworld of this and other large cities for suppression of the drug traffic. Dr. Carleton Simon, special deputy police commissioner, informed the United Press. Dr. Simon said there are 35,000 users of heroin, cocaine, opium and morphine in New York alone.

### MOTHERS BE CAREFUL

Much of the trouble in weaning the baby is developed by the use of a cheap and unsanitary nipple. The Nobility nipple is sterilized and is sanitary, transparent and non-collapsible. It is put up in a separate box with a red band on each nipple. You will meet with the doctor's approval if baby uses a Nobility nipple.

## Canadian National Railways

When the Grand Trunk Railway System is incorporated in the Canadian National Railways, the mileage of Government-owned railways in Canada will be 22,375 miles; comprising more than fifty per cent of the railway mileage in Canada.

Writing in 1876, the preface to his history of the Intercolonial, Sir Sandford Fleming said:

"The Intercolonial Railway is national in its objects and character."

This great railway engineer was at the time, engineer-in-chief of the Newfoundland, Intercolonial and Canadian Pacific Railways, the latter then being projected as a Government undertaking, and it is to this he refers in the last sentence of the preface when he states that the completion of the work "realizes the national aspirations of half a century, by bringing within a few hours, the old fortress of Halifax and the older citadel of Quebec, and which must form an important section of the railway, destined, ere long, to extend from east to west through the entire Dominion."  
The words then spoken with confidence by a man experienced in achievement have been fulfilled but in a manner quite different to that then in the mind of the writer. The Canadian Pacific became a privately-owned company and is now the only competitor of the system that is "National in its objects and character" of which the Intercolonial is an important section.

Future Development Largely in Internal.

Canada's main traffic arteries are built for some time to come, and the National System's immediate development will be largely internal—some branch lines will be required, but apart from these and connections for operating economy such as the Long Lakes cut-off (that is between the National Transcontinental and the Canadian Northern East of Nipigon) there will

### ASTHMA

Chronic Bronchitis and Catarrh Conquered by the World's Only Two Bottle Remedy. Don't suffer a minute longer. Send today. 22-day treatment guaranteed. Trial size ten cents to cover postage.  
W. R. BURKLEY, M.D., Chemist, 248 Mutual Street, Toronto.

## PRINCE EDWARD

Today 3.15  
Tonight 7 & 8.45

SPECIAL PRICES  
Mat. Adults 16c. Children 11c.  
Eve. Adults 26c. Children 11c.



ONE day on the crest of the social wave in Paris, the wonderful—the next day caught in the web of an infamous modiste in Paris, the wicked—with no hope of rescue by her husband and her terrific punishment yet to come—the scorn of the world's capital, which was to blacklist them both. What had this innocent, but all-too-pretty, American wife done? See this amazing photo-drama and you'll have the answer. A picture of Woman's greatest temptation, created by a man who knows—and who knows you know. Now playing. Don't miss it.

Quarter-page ad "Devil's Passkey"—No. 3—Mats only, 40c

PARIS:—You'll think you're there: The Grand Prix—The boulevards—the glittering shops—the luxuries that are dearest to women—the Theatre Francais—the famous Longchamps race course—Paris, the wonderful—it's all yours in this marvellous photo drama. Come—See it!

be little additional mileage warranted in the near future. The policy will naturally be to bring the physical properties of the National Lines into excellent operating position, meaning more than mere maintenance of line and equipment, and involving the bringing about of a proper balance of facilities, the removal of features that limit the capacity of certain sections of line, such as an inadequate terminal, which, when congested, may affect the operation of a division—putting in double track where required, improving terminal equipment and so on. This work is not spectacular, but will be reflected in the operating statement at the end of the year.

Work of this kind can only be undertaken on the assumption that the traffic will develop for which various sections of the National System were built, and, naturally, such development work may have to be discontinued, or postponed, when business conditions are depressed to the extent that these traffic possibilities seem remote. At the present time, the business outlook is too uncertain to justify any large expenditure for equipping the lines of the National System to handle large increases in traffic. With possibly one or two local situations excepted, the National System has a capacity above the traffic to be immediately handled.

### Co-ordination.

The monetary advantages of co-ordination are apt to be overestimated by the public, who, seeing two ticket offices combined in one, it is a jump to the conclusion that operating expenses are being cut in half. Unfortunately, the effect of such consolidation is limited to a very small percentage of the total operating expense. As has been before stated elsewhere, the traffic expenses of Canadian Railways are less than 2 per cent of the total. As a matter of fact, if the total expense of the Traffic Department could be cut in half on all Canadian Railways, the saving would not be within a million dollars of meeting the recent 8 1/2 per cent increase in section forces wage. While the economies by co-ordinating

tion made up of small items aggregate quite a large sum yet compared with the general wage increase averaging more than \$21.99 per man per month, which took effect throughout the year, the amount is negligible. The increase referred to is, it is hoped, the last of a series of advances of which the McAdoo Award was the main feature, with its many Supplements. The result is that the average wage of railway employees in Canada has advanced from the pre-war wage of \$700 per annum to \$1,700 per annum.

As long as lines have to be maintained, (and what lines can be abandoned?) the maintenance charge remains; the equipment must be kept up. Reductions in train service effect economies, but the cost of station service at outside points is not affected by the number of trains handled, but by the spread of hours of the staff as affecting overtime. The case is similar in connection with Branch Line runs. The inclusion of the Grand Trunk Pacific Lines with those of the Canadian Northern in the West, under Canadian National Railways management, has, of course, effected economies; as regards the actual operation of the G.T.P. through removal of some administration expenses, yet, as stated, these have come, unfortunately, at a time when they have been over-shadowed by large wage increases.

In the case of the Grand Trunk lines in the East also being co-ordinated with the National System, the savings effected are not noticeable when compared with the increases occasioned by the adoption of the 1920 Award of the United States Railroad Labor Board, which made increases effective May 1st, 1920, involving large back-time payments. The co-ordination

Smoke  
**T&B**  
For over sixty years, a favorite

## PRINCE EDWARD

Monday and Tuesday, March 7 and 8

That Sparkling Four Act Comedy

"All the Comforts of Home"

By William Gillette

Professional and Amateur Artists

Under the Auspices of the

G. W. V. A.

PRICE 50c, 75c, \$1.00

Plan opens at the Prince Edward Thursday Morning March 3rd at 9:30 a. m.

H. IRVING BEERS Director

C. C. DENNIS Stage Manager

Curtain rises at 8:30 sharp. Parties arriving late will be obliged to wait until first Act is over.

### SPECIALTIES BETWEEN ACTS

MISS ANNIE McRAE  
MISS JEAN BYRNE  
H. IRVING BEERS  
MR. GALLAGHER  
MRS. JACK McMILLAN

Scotch Dancer  
Fancy Dancing  
Reading  
Song  
Pianist

with safe operation and reasonable service. Action along these lines is sometimes opposed by local interests that consider they are unfairly affected, but the matter must be handled on lines of broad policy in the interest of the owners of the property, who are the Canadian people—represented by the Government of Canada. The management have every reason to believe that the public will appreciate the fact that the steps being taken to make ends meet are in the National interest, and that the campaign of retrenchment will have general support.

The rate increases granted by the Railway Board in Canada not being up to the scale that was requested by the Railways, and, coming as they did with a business decline, have not produced sufficient additional revenue to offset the step-up in expenses which wage increases and attendant rise in other costs has placed on the Railways during the year. Under the circumstances, the only course for the management to pursue, is to reduce operating expenses to the lowest possible notch consistent

## CASTORIA

For Infants and Children  
IN USE FOR OVER 30 YEARS  
Always bears the Signature of Dr. J. C. Williams