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Plan your advertising programme.

THE CHARLOTTETOWN GUARDIAN
The People's Paper Read by Everybody
Covers Prince Edward Island Like the Dew

What is NOT Advertising
Advertising is a definite part of the business.
What is charged to its account should be real advertising.

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CHARLOTTETOWN, CANADA FRIDAY, FEB. 2, 1923

By Mail, Canada \$5.00, U. S. A. \$6.50 Annual Subscription, Delivered \$5.00

THE WORLD'S LATEST NEWS SUMMARIZED IN BRIEF
(BY OUR OWN WIRELESS.)

FRENCH ORDER FOUR MINES TO RESUME COAL DELIVERIES
HUNDREDS OF MINERS ENTOMBED BY EXPLOSION IN RUSSIA WILL NOT SIGN STRAIT CONVENTION.
THREE LIVES LOST, ONE HUNDRED INJURED BY EXPLOSION, 8,000 RUSSIANS TO BE DEPORTED.

Britain's Representative Will Remain at Lausanne Until Sunday

(Special to The Guardian.)
LONDON, Feb. 1.—Ismet Pasha and his associates on Turkey's delegation to the Lausanne Conference held the future of the entente in their hands today while they deliberated upon the acceptance or rejection of the peace treaty.

Germans Demand That French Officers Withdraw

(Special to The Guardian.)
BERLIN, Feb. 1.—The police frustrated today the attempt of a large crowd to force entrance into the Central Hotel at Koenigsberg where French officers are attached to the inter-Allied Control Commission are residing.

Bonar Law Declines to Accede to Labor Party Demand

(Special to The Guardian.)
LONDON, Feb. 1.—Prime Minister Bonar Law has declined to accede to the request of the parliament to be summoned earlier than Feb. 13, the date set for its assembly to consider the situation in the Ruhr.

French Take Further Steps to Complete Isolation of The Ruhr

(Special to The Guardian.)
DUSSELDORF, Feb. 1.—The closing of the Dortmund Gateway, the only remaining exit into unoccupied Germany was undertaken by the French early today upon the receipt of instructions from Paris to complete the isolation of the Ruhr. This step which translates into action the decision of the French and Belgian Government to shut off the coal and coke supplies from the rest of Reichsland follows the assumption of the Customs Control by the Allies yesterday and leaves the Ruhr completely at the disposal of the occupying forces with all the Ruhr customs post as well as many large warehouses in their possession.

GRAND CONCERT LAST NIGHT ENJOYED BY LARGE AUDIENCE

Big Success Achieved by Local Talent at Grand Concert in Aid of City Hospital.

The Grand Concert at the Strand Theatre last night, put on in aid of the Charlottetown Hospital under the auspices of the St. Charles Auxiliary Society was a very successful entertainment and was highly appreciated by the large audience. A satisfactory sum of money was realized from the proceeds of the ticket sale and also from the sale of candy during intermission. The talented performers who took part and all who assisted in any way towards the success of the concert are to be heartily congratulated. All the members were warmly accorded. The entertainment opened with a prelude played by the Casino Orchestra whose popularity is increasing with every concert. A pleasing vocal solo by Mr. Fred Duffy followed. After an admirable reading by Mr. Fred Godkin, little Miss Mary Trainor appeared in a Western character song specialty and was very warmly received. Mary, who is only eight years old, is very versatile. She substituted at short notice the place of Miss Bernice Stultz in a violin solo which she was unable to appear last night. A well rendered solo by Mr. William William followed. Miss Bernice Stultz in a violin solo was warmly received and responded to an encore. Miss Mary Trainor again appeared in a Folk Dance to the enjoyment of the audience, being greeted with a storm of applause and was followed by Prof. and Mrs. W. E. Blanchard, Prof. Fletcher and Miss Fletcher in a duet "Eileen Allanah". It was regretted that Miss Lucy Blanchard was unable to be present last night. Her place was taken by Miss Louise Aresnault who sang two numbers with fine effect.

Manila, Feb. 1.—The last three related Russian refugee ships arrived today making a total of eleven now at Mauveles quarantine station.

BERLIN, Feb. 1.—Some three hundred miners were buried today in a mine at Heuthen, Poland. Explosion entombed six hundred men and sixty bodies have been recovered.

LAUSANNE, Feb. 1.—Russian delegation at the Near East conference announced at meeting of Straits Commission that Russia would not sign convention providing for control of Dardanelles and the Bosphorus.

NORFOLK, Feb. 1.—All marine fire fighting equipment has been asked by naval authorities to go to aid of steamer Cottonwood burning in Lynn Haven roads and destined to become loss.

DUBLIN, Feb. 1.—Senator John Bagwell general manager of Great Northern railway was free, it is not known whether he escaped or was released after being kidnapped yesterday night.

BERLIN, Feb. 1.—The coal merchants according to news reports have decided not to deliver bunker coal to French and Belgian ships passing through the Kiel Canal or entering the Harbor here.

BERLIN, Feb. 1.—Police frustrated attempt of large crowd to force entrance into Central Hotel at Koenigsberg where French officers attached to inter-Allied control commission are residing, and gathered sang patriotic songs and demanded departure of officers.

LONDON, Feb. 1.—British government received note from France which said that French reserved the right to undertake separate negotiations with Turkey in event of Lausanne conference.

WOODRIDGE, New Jersey, Feb. 1.—Landing at Sewaren today of liquor believed to have been taken off vessels in rum fleet off coast. One motor car, three men and two hundred cases of whiskey captured. Seven liquor laden motor vehicles and ship escaped.

SANTIAGO, Chile, Feb. 1.—Bolivia is endeavoring to open direct negotiations with Chile in connection with Bolivia's desire to obtain seaport, it was learned here today.

COLOGNE, Feb. 1.—French authorities today ordered four mines in the Gelsenkirchen Dortmund district immediately to resume coal deliveries to France in accordance with reparations agreement.

CONDENSED SPECIALS
RAVES—10c per line per day. 5c per line per day for 4 days or over. 2c a line per day for 6 days or over. Count 5 words to a line. Groups of 5 figures, initial letters, count as one word. 15c per line discount for cash. Address forms part of ad. and must be paid for. Special Rates Furnished Room ad. 10c for seven words for one week. Situation wanted, for seven words. 50c per line.

*MISTAKE IN LADY'S OVER-shoes at Golf Club Bridge. Phone 41-1.
WANTED—A MAID FOR GENERAL housework. Apply Mrs. J. D. Stewart, 801 Kent St. 2-61
WANTED—A TEACHER FOR Fortune Head School, No. 128, supplement \$40 for remainder of year. Clinton McDonald, Red House, Secy. 2-31

Crosses Pacific in Record Time

(Special to The Guardian.)
WASHINGTON, Feb. 1.—The shipboard passenger and cargo steamer M. S. Dollar, with a million dollar cargo from Oriental ports was towed here today by her last eastbound voyage, leaving Yokohama, January 19th and arriving at Victoria, B. C. January 28th in her cargo of 3,600 tons was the largest shipment of Japanese silk yet carried by a shipping board vessel, consisting of 6,662 bales and 100 cases. This silk is valued at ten million. It was transhipped at Seattle to a train of 40 cars which left for New York January 29.

Montreal to Build Harbor Improvements

(Special to The Guardian.)
OTTAWA, Feb. 1.—The Harbor Board, Montreal, including Dr. Hersey, Dr. McDougall and Emilien Doucet here consulting Minister of Marine on plans to construct an elevator and other shipping facilities for Montreal harbor at a cost of five million.

Coast Guard Station Destroyed

(Special to The Guardian.)
DUBLIN, Feb. 1.—The coast guard station at Babbigan was destroyed early this morning by raiders who set off three powerful land mines. The terrific explosion shattered the windows of nearby houses and the inhabitants fled from their homes in terror. Telephone and telegraph wires were cut before the mines were exploded.

French Franc Drops in Value

(Special to The Guardian.)
PARIS, Feb. 1.—The French press charges that it is the plan of international bankers to force down the franc in the hope of influencing the French Ruhr occupation. It is alleged that there is no good reason why the dollar today reached 16.87 and the pound sterling passed 87. Liberté calls attention to the increasing receipts of French taxes, and recalls that the report of the Bank of France was satisfactory and refers to the efforts of parliament to balance the budget as showing that the franc should be strong instead of weak. "The rise of the pound is still more inexplicable because the internal situation in Britain is much worse than ours. The local number of idle in Britain is the French is; troubles, the menaces of Kemal and revolts in India should force down the pound. Really the feverish movements in exchange have no proper relation to the real position of France with respect to a political or financial point of view. It indicates simply the foreign effort to influence our plans in the Ruhr.

Gold Shipments to New York

(Special to The Guardian.)
NEW YORK, Feb. 1.—The monthly review of the Federal Reserve Agent in New York was made public today, shows that the importation of gold to New York for the first twenty-three days of January reached a total of \$22,860,000 and that \$11,500,000 of that amount had been exported officially. Gold exports during the period were \$2,593,000 the bulk of which \$2,188,000 went to India.

British Steamer Badly Disabled

(Special to The Guardian.)
BOSTON, Feb. 1.—The British steamer M. S. Dollar, with a million dollar cargo from Oriental ports was towed here today by her last eastbound voyage, leaving Yokohama, January 19th and arriving at Victoria, B. C. January 28th in her cargo of 3,600 tons was the largest shipment of Japanese silk yet carried by a shipping board vessel, consisting of 6,662 bales and 100 cases. This silk is valued at ten million. It was transhipped at Seattle to a train of 40 cars which left for New York January 29.

Manitoba Bond Was Rejected

(Special to The Guardian.)
WINNIPEG, Feb. 1.—Following a conference this afternoon with bidders for Manitoba's two million dollar twenty year bond issue, Hon. F. A. Black, provincial treasurer, announced that all bids had been rejected and that the issue would be withdrawn for the present.

Will Settle Boundary Dispute

(Special to The Guardian.)
PARIS, Feb. 1.—One of the clouds hanging over Europe was dissipated today when Czechoslovakia and Hungary accepted the procedure proposed by the council of the League of Nations to settle the boundary dispute between them. Representatives of both countries told the council at its meeting here today that they would abide by its decision. The council decided to follow the suggestion of the last League assembly and call an international conference to consider extensions of the Washington naval accord to those powers that did not have the opportunity of signing the agreement. In spite of the intervention of the Earl of Balfour, who declared that appropriations for armaments did not form a practical basis from which to figure proportional relations, the council decided in pursuance of a resolution adopted by the last assembly to invite all members of the League to limit their annual expenditures for armaments to the amounts appropriated in 1913.

Social Service Council And Motion Pictures

(Special to The Guardian.)
OTTAWA, Feb. 1.—With a severe condemnation of some of the outstanding features of the motion picture business the Social Service Council of Canada continued its session at the Chateau Laurier this morning. There was some severe criticism of some of the features of the amusement pieces and the vaudeville shows coming in for condemnation in no uncertain terms. They were described as being infinitely worse in their evil influence than the motion picture.

Prominent Figure in Y. M. C. A. Work Dead

(Special to The Guardian.)
LONDON, Feb. 1.—Lord Arthur Fitzgerald Kinnaird, prominent figure in the work of the Young Men's Christian Association, died today, but the end is believed to have been hastened by the sudden death of Lady Kinnaird a few days ago. Lord Kinnaird, a former president of the Evangelical Council, was Lord High Commissioner to the Church of Scotland in 1907 to 1909 inclusive. He was elected vice president of the Young Men's Christian Association at the world convention in Paris in 1905 and for years presided at the opening of a similar congress at Barmen-Eberfeld. He was in his 76th year.

Retailers' Problems Subject of Address at the Rotary Club

"The Retailer and some of his Problems" was the subject of an interesting address at Rotary lunch last night by Rotarian W. A. Stewart of the firm of Moore & McLeod. Mr. Stewart declared that the retailer is at a great disadvantage with men in other walks of life because he cannot gain knowledge of his business at college or from text books, neither does he receive assistance from the government, but must start in with whatever natural ability he possesses along with his little or large bit of capital and fight his way to success or failure. The problems the retailer has to face include capital, good location, store equipment, right merchandise, competent help, buying, selling, advertising, window dressing, delivery, credit and collection, dissatisfied customers, small order competition, and making a profit. The speaker dwelt on some of these problems. He raised the question: Why do people buy goods? He named some "buying instincts" as follows: "instinct of beauty, which demands style, shape and color, the instinct of pleasure, which demands articles for play or recreation, the instinct of fear which demands articles to prevent injury or danger, the instinct of imitation which causes people to buy things similar to those of others; and the instinct of self-preservation which demands merchandise that protects the purchaser from the elements." The type of customer without whom the store-keeper could not possibly exist is the customer who has confidence in the store and its merchandise. The type known as shoppers must be made welcome, and given every attention. There is another very necessary class—the outlet for over stock, enable the store to feature sales which tend to increase the turnover, many of whom eventually become regular customers. The merchant receiving complaints from a customer should be glad of the opportunity to make redress of the complaint if reasonable. Referring to the mail order business there was justification for the catalogue purchasers, especially those who live at a distance from stores. But those who have access to the principal stores throughout the province and who in order merely to save a small amount of money purchase their requirements outside the province are doing themselves just as much injury as they inflict upon the merchant by curtailing business, which, if distributed amongst other merchants, would increase their turnover, create more employment help cut down overhead expenses and possibly enable the stores to operate on a smaller margin, there

French Occupation Authorities Seized the Entire Ruhr Customs Today

DUSSELDORF, Feb. 1.—The French occupation authorities seized the entire Ruhr customs today placing men in charge of the large general merchandise warehouses in Dusseldorf and Duisburg and seizing the stocks of mineral water, petroleum benzol spirits and tobacco as well as all the customs offices throughout the district. Four high German customs functionaries in Duisburg and Dusseldorf who objected to the seizures were expelled from the Ruhr. Many of the customs workers elected to continue their duties under the French while others who refused were replaced by French customs officers who have been stationed in Dusseldorf for several days—the personal of the central customs house in Duisburg agreed to work with the French.

BERLIN, Feb. 1.—Drastic and severe repression of German resistance in Ruhr and Rhineland followed completion of first series of Franco-Belgian measures to force reparations today.

Forty more Ruhr officials ordered expelled including Mayors of Borne and Cleve, two Rhineland cities. French troops started seizing coal at Bochum, two officials who protested were arrested and German miners struck, whereupon troops cleared Weilmars mine and stood guard, whole attitude French is more safe than heretofore.

PARIS, Feb. 1.—French authorities learn striking German rail workers have paid two months wages by German government, causing French fear they may hold out a long while. Many through trains including Warsaw-Berlin, Riga-Berlin, Cologne-Berlin express cancelled.

more than offsetting that doubtful saving. The necessity of advertising constantly and in plain, straight forward language was stressed. This method was sure to succeed, but the day for extravagant statements and meaningless phrases has passed into oblivion. Advertising of course costs money and the problem of keeping this expenditure in ratio to profit and turnover requires constant attention. The duties of a salesman include thorough acquaintance with the goods he has to sell, minute attention to the requirements of a customer, and general competence, intelligence and courtesy.

President P. W. Turner presided at last night's meeting, there being a good attendance. The usual routine business for the month was disposed of and the Conference Committee reported that it was expected a good delegation of Charlottetown Rotarians would attend the Halifax conference which meets March 20th and 21st. The guests present were Rev. Ross C. Eaton and Mr. Chas. Earle. Mr. Earle favored the meeting with a solo which was very warmly received.

New York Exchange Rates

Table with 2 columns: Currency, Rate. Includes Sterling, French Franc, Italian Lira, Dutch Guilder, German Mark, Canada, Argentine Gold Peso, Japanese Yen, Shanghai Tael, Italian Rupee.

WASHINGTON, Feb. 1.—Government purchase of ten million dollars worth of nitrate and its sale to farmers at cost would be authorized by a bill favorably reported today by house agriculture committee.

The Weather, Etc

TIS A HARD LIFE



TORONTO, Feb. 2.—Fresh to strong south west winds shifting to north west with snow or rain and somewhat colder by night. High tide this morning at 11:46 and tonight at 11:14. Sun sets this afternoon at 5:08 and rises tomorrow morning at 7:19. Last quarter moon Thursday Feb. 8th 6:16 a.m. Summerside tide eighteen minutes later than Charlottetown.

THE TRAINS

The eastern line is now clear, and trains from Georgetown and Souris reached the city yesterday returning again in the afternoon. The Murray Harbor train had not reached Murray River at 10 o'clock last night. The train moving west from Summerside, after several days snow-fighting was reported last night at St. Louis. The train east from Summerside was at Freetown and there are about three miles yet to get through in this section. The car ferry left Tormentine yesterday morning at 7:55 reaching Borden at 3:10 p. m. She left again at 5 p. m. and reached Tormentine at 4:55 where she will remain until this morning. The mail train from Borden reached Charlottetown at 6:30 last evening.

Hon. Wm. Pugsley Denied Rumor

(Special to The Guardian.)
MONTREAL, Feb. 1.—Hon. William Pugsley, Lieutenant-Governor of New Brunswick, has denied the broadly circulated rumor that he was on the point of giving up office, in a brief statement to the Canadian Press here.

Announcements, Coming Events, Meetings, Etc

RAVES—10c per line per day. 5c per line per day for 4 days or over. 2c a line per day for 6 days or over. Initial letters count as one word. 15c per line discount for cash. Address forms part of ad. and must be paid for.
**Reserve Friday February 9th, Brexy Point St. Paul's Hall. 11
**Union District and Kings County L. O. L. will meet in Ugg's Hall Tuesday, Feb. sixth at 8 p. m. 2-31
**Notice, Customers are requested to settle accounts for 1922. Interest at 8 per cent will be charged on overdue accounts. R. T. Coles, Milton. 81-2-21