

HOTEL VICTORIA
Famous for its cuisine and service.
Elegantly furnished 52 rooms with baths.
Make it your home in Charlottetown.

PURE DRUGS

If ill health sets on your shoulders making you feel depressed and out of sorts—just remember that all your woes, trials and troubles disappear when you are in the pink of condition. Be trim, be bright, keep trim and ship-shape.

For the drugs you need come here for the medicines your doctor orders. Come here or better still "Phone us."

The 2 Macs
149 Great George St.

Take Your Order For Printing TO The Central Job Printery
176 KENT STREET CHARLOTTETOWN TELEPHONE 420-L.



ANNUAL HALF PRICE
Sale of Wall Paper Remnants
HUNDREDS OF PRETTY PATTERNS To Select From and all at exactly Half Regular Price

Papers for PARLOR, DINING ROOM, HALLS, BED ROOM and KITCHEN. Some have BORDERS to match, some no borders. Done up in lots for any size room. Come in and look them over, you will be sure to find what you want. And the price, why that scarcely counts, WALL PAPER DEPARTMENT on SECOND FLOOR. Select what you want and we will put it aside for you, there will be a big saving for early buyers.

Carter & Company Ltd.

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.

THE CENTRAL GUARDIAN

IT PAYS to buy in this province.

BOYS' WORK—Concert Winstone Hall, Monday, Feb. 28th. Adults 25 cts; children 15 cts.

HARD GOAL AT \$2200. A. Pickard & Co., are discharging hard coal from cars and selling at above price.

"ALL THE COMFORTS OF HOME"—Mark your calendar for Monday and Tuesday, March 7 and 8, when All the Comforts of Home will be presented at the Prince Edward Theatre.

SALVATION ARMY—Adjutant Owen, chancellor of the St. John division, took a prominent part at the re-opening services of the Salvation Army Citadel. He will conduct a meeting at the above hall tonight at 8 p. m. Those who heard him expressed an early desire to hear him again, as he is a very interesting speaker.

SOCIAL ENJOYED—A very enjoyable social was held in Prince Street School Hall on Friday evening, Feb. 25 when the girls of Grade X, P. S. 1, entertained the boys of Grade 8, W. K. S. Principal Seaman and Principal Johnson were present and the chaperones were Miss Lily J. Taylor and Miss Mary J. Irving. The evening was spent very enjoyably in playing games, a special feature being the Jazz Band. Miss Constance McFarlane danced the Sallor's Hornpipe. Miss Helen Duchemin presided at the piano. Refreshments were served at 10:15 after which the social broke up with hearty cheers. The boys wish to thank the girls for their very enjoyable evening, and hope to return it very soon.

RASPBERRY DISEASES
(Experimental Farm Note.)
Raspberry plants are subject to a great many diseases, some of which are very destructive and cause much loss to the grower, and unfortunately, most of them do not respond to remedial or control measures.

In such a short article as this, it would not be possible to describe once to them can only be made in a general way. A very complete description of them will be found in the Bulletin on "Best Fruit and their Cultivation in Canada" which may be obtained by application to the Publications Branch, Department of Agriculture, Ottawa.

With the exception of the Crown Gall and the Yellow of Leaf Curl these diseases are all caused by fungi. In Crown Gall, a bacterium is responsible for the knot-like growths on the roots and lower part of the stem, causing the plants to become yellow and stunted and very much reducing the yield of fruit. There is not much that the grower can do to control this disease, except examine young plants prior to setting them out, discarding any which show the knot-like growths on the roots or stem. The cause of the Leaf Curl or Yellowing is unknown. It has proved very destructive to certain varieties, such as the Southport in some localities. There is no means of control known for this disease, and all the grower can do is to plant varieties known to be resistant in his locality.

Spreading and Justing for any of the Raspberry diseases has not been done in the Cape Breton, Antigonish, Spur Blight and Orange Rust are of fairly common occurrence about every 5 or 6 years once and at times very destructive, but in no case is there any definite treatment—the removal and burning of infected plants, or the changing of the location of the plantation being the only precautionary measures to recommend. It is good practice to change the but land becomes impoverished in the food requirements of the Raspberry because this not only prevents the berry plants in an old plantation. After the crop has been harvested, the canes which have borne fruit that season should be carefully pruned out and burned. By so doing the plantation will be rid of much material which would harbour diseases.

MANITOBA'S FINANCES—In the legislature Hon. Edward Brown, provincial treasurer, informed the members that the provincial treasury holds securities and cash amounting to 23 per cent of the gross debt of Manitoba. "No other province or city of Canada can produce a more creditable statement of its finances than Manitoba," the minister stated. "The net debt of Manitoba is \$19,000,000. Of this amount bonds and cash can be produced before the House totalling \$12,300,000." The gross debt of the province now stands at \$51,000,000.

Dr. E. C. Harris
Eye Specialist
Office, Royal Bank Building, Charlottetown.
Office Hours: 9.30—12.30, 2—5
Phone 68-Y.

RESERVE SAT 12TH—Big clearance auction sale of farm stock, crop and implements at Barnscliffe. Biggest sale of the season. If not fine, on Monday 14th. Watch for ad later.

ANNUAL MEETING postponed—As we have \$5900 worth of butter sold unpaid for, meeting is postponed so that we may be enabled to pay patrons at or before meeting watch for later date.—O'Seary Dairying Co.

OVERSEAS MAIL—A full mail for the United Kingdom will be forwarded from St. John, N. B., by steamers Minnedosa and Cornigan sailing on the 3rd and 5th March respectively.

CHORAL SOCIETY practice at 7:30 p. m. Tuesday. Members are particularly requested to be in attendance. If concert is to be held in early days of April, some kind intensive training will be necessary and it is only with a full chorus that this can be done satisfactorily. Kindly note and make a special effort to be there.

MOUNT STEWART SOCIAL CLUB—The Social Club met in Foresters hall on Thursday night, Feb. 24th, at 7:30 p. m. a very large crowd being present. As had been decided at the last night of meeting the first debate was held, the subject being: "That the county affords better opportunities for the development of the mind than the city." Mr. H. F. Feehan, leader for the affirmative, and Mr. Daniel Hart, leader for the negative, delivered excellent speeches in this they were ably supported by the different speakers on both sides. After due consideration the chairman, Mr. William McKenzie gave the decision in favour of the affirmative. Next Thursday night will hold another debate the subject being: "That the farmer's life has fewer opportunities to enjoy life than the farmer." The voters selected were for the affirmative Mr. George Clark, for the negative, Mr. Ray Smallwood.

CURRENT COMMENT

Continued from Page Four

them to whip into line. That is with the failure of their ambitions for a Farmers' group system of government, and defeat as a faction, starting them in the face, they are beginning to listen to the cooing and wooing of their former political associates for a re-union upon special terms, of the old dismembered party.

Significant to this was the United Farmers' convention at York-Sunbury, where Mr. E. W. Staley was chosen for the sacrifice in the coming election. True to character, the beautiful MacKenzie King was not going to put his head on the political block in this district and the Liberal forces were out for all they were worth at the Farmers' gathering. Notable amongst the speakers on behalf of the Farmers' candidate was one, Mr. Nelson W. Brown, the Liberal candidate defeated, or more properly, snowed under by the Conservative forces at the last election. He was not open to undergo a reputation of his experience, but is going to be a cheerful spectator at the ceremony.

Fore Sore Throat.
Colds in the Chest, Etc.

MINARD'S "KING OF PAIN" LINIMENT
Yarmouth, N. S.

HEAL WITH WITCH HAZEL

It is wise to keep a good healing agent on hand. For one that will heal a wide variety of skin ailments from chaps to more serious conditions we recommend

OUR WITCH HAZEL CREAM

This fine product is made with pure ingredients—and is guaranteed to be of standard strength and purity. Used regularly, it will keep the face and hands in perfect condition.

Men will find it great for use after shaving. Try it.

Johnson & Johnson
THE QUALITY DRUG STORE
Cor. Kent and Prince Sts.



If you want healthy, sturdy children, you must provide them with the right kind of food. At the same time it must be food that they enjoy.

The value of Cocoa as a beverage for children cannot be too strongly emphasized. It is both food and drink. It not only provides the hot drink which children crave, particularly in the winter but it is rich in concentrated nourishment.

Often a child will refuse milk when it is essential to his health. Give him Cowan's and he loves it, and gets far more of the requisite nourishment than he would in a glass of milk.

Cowan's Cocoa, made in Canada, is prepared with an understanding of the requirements of Canadian children, and the mother who gives it to her children every day, is helping them to develop strong, healthy bodies and to withstand cold and illness.



COWAN'S Perfection COCOA

FREE—A Booklet of Cocoa Recipes sent upon request.

The COWAN CO., Limited Toronto.

QUAINT FLOAT IN REVIVAL OF NICE'S ANNUAL CARNIVAL

With the war over, Nice has revived the annual carnival which has always been one of the biggest events of the year at that Riviera resort, both townspeople and visitors participating. Each year new artistic floats appear in the procession, their designers trying to do the fun and burlesque of the preceding year. The float seen here depicts a factory.

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GATHERING-HOME

Air, "Bail Mahone."
(By Rev. D. M. Lamont.)

Troubled souls on earth be calm Till we hear the soothing Psalm, Sung by saints around the Lamb, In the heavenly home. Home, Lord, with thee, etc.

How He saw on earth their gloom And by death removed their doom, Called them in and made them room In the heavenly home. Home, Lord, with thee, etc.

Such a Psalm when death is nigh Leads to sleep the pilgrim's eye, Hails the spirit hovering high, To the heavenly home. Home, Lord, with thee, etc.

So they sing who once did sigh Here on earth in years gone by, Now they rest with Christ on high In the heavenly home. Home, Lord, with thee, etc.

Here they faced a world of sin, Lights without and fears within; So shall we through years win To the heavenly home. Home, Lord, with thee, etc.

See what hosts are gathering there, Every day from everywhere; Leaping free from every care, To the heavenly home. Home, Lord, with thee, etc.

There the lonely meet in throng, And the dumb break forth in song, There the old are ever young, In the heavenly home. Home, Lord, with thee, etc.

Kings and queens of high renown Lay their careworn diadems down, For a lighter, brighter crown, In the heavenly home. Home, Lord, with thee, etc.

Even babes of infant years, Saw this world but through their tears, Pled from all its griefs and fears, To the heavenly home. Home, Lord, with thee, etc.

Time for a "forced march"

"A MAN HE SEEMS OF CHEERFUL YESTER-DAYS, AND CONFIDENT TO-MORROWS..."

And—there you are! Selling goods or advice is a matter of complete understanding of two things: conveyance of information as to nature and quality to buyers; and the creation of a desire to buy, in their minds.

It is simple. Like all things essentially simple and apparently easy, it is, however, full of pitfalls for the unwary.

One mistake most readily made by the advertiser who is not a deep student of the subject is to curtail or omit his customary expenditure for advertising in periods of uncertainty.

Whereas that is the time for a Forced March.

The keener the competition among producers and sellers, and the less eager or more diffident the consumers, the greater is the need for additional activity and intensity by the advertiser.

This is the time of Time—for using Daily Newspaper Advertising.

The Daily Newspaper is he medium of the moment—the axis of opportunity—flexible, powerful and instantaneous in its ability to create sales.

The Daily Newspapers of Canada welcome the challenge of present business conditions. They can be used to overcome them by almost every manufacturer and merchant prepared to make a "Forced March" with his advertising.

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