

New business created by a merchant's individuality is more likely to stay than is "co-operative" or "associated" business.

Good counsels, whencesoever they come, are born of the wisdom of the ruler and not the wisdom of the rules from good counsels.

Covers Prince Edward Island Like the Dew

CHARLOTTETOWN, CANADA WEDNESDAY, MARCH 26, 1924

Annual Subscriptions Delivered 50c By Mail, Canada and U. S. A. 60c

LEGISLATIVE SUMMARY

LEGISLATIVE CHAMBER, TUESDAY

Members of the Legislature paid a visit to the Technical School this forenoon; and consequently the House did not meet until 11:45 o'clock.

Mr. McLean then presented a petition from the churches to be combined as "The United Church of Canada." Hon. Mr. Prowse presented the petition of the United Presbyterian and Methodist churches of Lower Montserrat for incorporation.

Hon. Mr. McMillan presented the petition of the City Council of Charlottetown to be enabled to issue debentures for the purpose of erecting a Soldiers' Monument and permanent works to the amount of \$61,500, and for other purposes.

Mr. McLean introduced a bill entitled "An Act respecting the Union of certain churches therein mentioned."

Hon. Mr. McMillan introduced a bill to further amend the Charlottetown Incorporation Act.

Hon. Mr. Prowse introduced a bill to incorporate the United Presbyterian and Methodist churches of Lower Montserrat.

Hon. Mr. Stewart introduced a bill to enable the Provincial Government to receive temporary loans.

Hon. Mr. McDonald introduced a bill to further amend the act to promote the improvement of highways.

These bills were all read a first time. The House in committee then resumed consideration of the bill for the protection of children of unmarried parents.

Hon. Mr. Stewart explained that the bill was not a government measure and that every member was expected to vote respecting it according to his own judgment. For himself he was strongly in favor of it. To the clauses held over for further consideration several amendments were proposed and discussed before the committee rose.

Hon. Dr. McMillan announced that an opportunity would be given the members of the Legislature to visit the public institutions at Falconwood during the course of the afternoon.

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Condensed Specials

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

- JOHN A. McDONALD, LAND Surveyor, Hermanville. 2068-3-17-14th
- HOUSE TO LET—2nd April. Apply 171 Grafton St. 2213 3 24 31
- NOVA SCOTIA FANCY SPY Apples 20c per dozen or 60c per peck. See our window.—Jenkins & Son. 2239 3 25 51
- WANTED IMMEDIATELY—reference required. Apply between 7 and 8 to 287 Richmond St. 2215 3 24 31
- TWO ROOMS—ON GROUND floor, centrally located. Apply 172 Prince Street. 2232 3-25-31
- WANTED—BY A WHOLESALE dealer, a man to buy farm produce, should know how to grade eggs, experienced. Preferred. Write P. O. Box 426, St. John, N. B.—2156-3-21-61.
- GERM MIDLINGS—WONDERFUL feed for young pigs and dairy cattle sold by Carters. 2100 3 18 121
- WANTED—TO RENT BY MAY 1st, eight roomed house, central location, conveniences. Address "D" care of Guardian. 1955-3-11th.
- TO RENT—SIX ROOMED house one mile from Charlottetown, Apply K. F. McRae, St. Peters Road. 2123-3-19-101
- FOR SALE—YOUNG PIGS FROM my prize winning Yorkshire sow. She was the dam of the Champion Sow at Amherst, 1922 and 1st prize sow in 1923. Also one of her get won 5th prize at Royal Winter Fair 1923.—Pope Cooke, York, P. E. I. 2186-3-22-41
- WANTED—A FEW BOARDERS at reasonable rate. Apply 187 Prince Street. 2235-3-25-21
- WANTED TO RENT OR PURCHASE, a centrally located small house. Apply "J" Box 116, City. 2118-3-19-47
- FARM FOR SALE—85 ACRES AT South Rustico owned by Theodore Doucette, at present in Massachusetts. Farm all clear, buildings in good repair. Apply to Gaudet & Hazard, Solicitors, etc., Charlottetown. 2164-3-21-61

NO INCREASE IN LAND TAX

Another Patriot "Rumor" Nailed by Premier Stewart in Legislature Yesterday.

During the second reading of the Land Assessment Tax in the Legislature last evening indirect reference was made to a statement published in the editorial columns of the Patriot yesterday, which read: "Now the Stewart Government is preparing to increase the tax on land and for that purpose are putting through a very elaborate bill entitled 'The Land Assessment Act, 1924'."

Mr. H. D. McEwen asked: "Is there any truth in the report that there is to be an increase in the land tax under this Act?"

Premier Stewart: "There is no increase at all in the land tax. The tax provided for in the Act is an exact copy of the 1920 Tax Act. There is not any increase in this Act in any way." (Applause.)

Burned Alcohol For Fuel at Sea

(Yarmouth, N. S., March 25)—How the youthful captain of a converted Cuban gunboat, liquor laden, converted his storm-tossed craft into a "spirit burner" at sea during the height of a gale that threatened to swamp the vessel, was told today when the Maria limped into port, her decks littered with the remnants of 700 cases of alcohol which had been burned in the furnaces after the coal supply had been exhausted far out at sea. The liquor fuel was valued at \$18 per gallon.

Health Ministry For Ontario Now

(Canadian Press) TORONTO, March 25—Twenty-one bills were given third reading in the Legislature today and are ready for the statute books. These included bills to establish a separate ministry of health; to appoint a legislative secretary for Northern Ontario; to license saw, pulp and paper mills; to prevent bonusing of industries by municipalities and to amend the Mining Tax Act.

Receives \$500 as Conscience Money

(Canadian Press) MONTREAL, March 25—A guilty conscience was the cause today of a substantial payment to the officers of a local transportation company, according to the news columns of the Montreal Gazette which states: "The Montreal Tramways Company acknowledges having received the sum of \$500 as conscience money."

FERTILIZERS—FIRST CARLOAD JUST ARRIVED.

Booking orders at special low prices.—Carters & Co., Ltd. 2247 3 25 21

FOR SALE OR TO LET—MAY STORE AT ROCKY POINT ALSO FOR SALE TEN HOUSE POWER EMPIRE ENGINE (NEW).

Apply Mr. W. McKinnon or Benj Carter & Son, Auctioneers. 2248 3 26 41

NOTICE OF AUCTION SALE TO BE HELD ON PREMISES OF E. F. PRATT, SPRINGTON, FRIDAY MARCH 28th.

If day is stormy the following day. Edward F. Pratt. 2243 3 26 21

REMEMBER THE AUCTION SALE AT ERNEST CRABBE'S, MILTON ON MARCH 27th, OF STOCK AND IMPLEMENTS.—2254-3-26-21.

WANTED—WORK BY THE DAY.

Apply "L" care of Guardian. 2253-3-26-31.

WANTED—TWO WOMEN TO WORK IN KITCHEN.

reference required. Apply Victoria Hotel. 2256-3-26-31.

MAID WANTED—EXPERIENCED.

maid must be capable cook. Small family, best wages paid. Apply giving references, office W. K. Rogers, Co. Ltd. between 10 a. m. and noon. 2175-3-21-61.

MAN OR WOMAN TO TRAVEL

and appoint local representative; yearly contract guaranteeing \$1092, (being \$21 weekly average) and expenses. State age and general qualifications. Winston Co., Toronto. 3-19-24

MITCHELL'S TRIAL IN LONDON FULL REPORT OF PROCEEDINGS

Judge Anxious to Hear Whether The Government Will Make Good The Losses Of Defrauded Officers Before Passing Sentence

(Special to The Guardian) LONDON, March 6.—(By Mail)—The trial was concluded at the County of London Sessions, London, England, on Thursday, March 6th, before the Judge (Sir Robert Wallace, K. C.) of Andrew Fraser Mitchell, formerly Emigration Agent for Prince Edward Island (as previously reported in the Guardian) who appeared at Bow Street Police Court, London, on a summons charging him with having obtained two cheques value £200, and £232 respectively, by false pretences, in connection with the fog-farming scheme.

Three charges were now preferred against him, namely:—

1. Obtaining by false pretences from Leonard Steadman, a cheque for £225 with intent to defraud;
2. Obtaining by false pretences from Richard Berchams Quin, a cheque for £232 and £200 with intent to defraud; and
3. Obtaining by false pretences from Dunstan Alfred Curtis a cheque for £434, with intent to defraud.

As readers of the Guardian will remember, these three gentlemen were ex-officers who gave evidence for the prosecution at the preliminary proceedings at Bow Street.

Mr. Douglas Young (instructed by Messrs. Fowler, Legg, and Young), appeared for the prosecution, and Mr. Holford Knight (instructed by Mr. Haddon Gray) for the defence.

The Jury included two women. At the conclusion of the evidence, the speeches for the defence and prosecution, and the Judge's summing up, the Jury retired. Within five minutes they returned to Court and reported that they found the prisoner guilty on all the Counts.

A police officer then stepped into the Witness-box, and in answer to the Judge stated that nothing was known to the detriment of Mitchell prior to this case. He was a man of irreproachable character.

The Judge: What I want to know is, where is the money?

Mr. Knight: All I know, my Lord, is that the Bank of Canada issued which he had put money had, in December 1923.

The Judge: I am very anxious to see what can be done in regard to those who have lost their money.

Mr. Knight stated that he was not fully instructed, but he was instructed that when Defendant came to England he believed he would be saved any expense in regard to office accommodation. Owing to certain opposition that was encountered, it was not so provided, whereupon it became necessary to engage offices and much expenditure had been entailed. Rent would be a big figure.

The Judge: That is past. What about future? What is the chance of getting any of this money?

Mr. Knight: I see no chance of getting money from this Defendant. He was acting as the Representative of the Government. The money has been spent.

The Judge: No! £3,000? Where is it? His Lordship continuing, remarked that there was a Government Official holding a responsible, representative, position, and all the time working some private scheme of his own, when he was supposed by everyone to be acting for the Government. If this scheme had been a Government scheme, and it had failed, these gentlemen would have got their money back from the Government. Now he (the Judge) was told there was nobody to do it.

Mr. Knight here remarked that this scheme had been wrecked by persons outside the jurisdiction. Mitchell himself was a victim.

The Judge: I shall postpone sentence until next Session to see what can be done. His Lordship thought that the country who sent the Defendant here should consider the results of sending him here. Sometimes a Country was generous.

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RECITAL AT ST. PAULS HALL

Splendid Musical Programme by Mr. Fred Morris.

There was a large and thoroughly appreciative audience in St. Paul's Parish Hall last night, the occasion being a piano recital by Mr. Fred Morris, to be assisted by Mr. Charles Earle. To the great disappointment of the audience Mr. Earle was unable to take his part in the programme, owing to a severe cold. Mr. Morris' programme was one which embraced all phases of pianoforte music and one that might easily tax the physical and interpretive powers of any great artist. We say nothing of the tax on the power of memory as it is understood that the modern artist plays his programme entirely from memory. At the same time, he understood, the feat of memorizing such a programme is in itself remarkable. Mr. Morris opened his programme with a group of studies by the old composer Carl Czerny and proved conclusively that although Czerny's studies are generally considered to belong to the pedagogical side of pianoforte literature, the public lose a great deal of beautiful music through not hearing more of them.

These were followed by the ever popular pathetic sonata ofethoven, consisting of four parts varied.

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Twenty Six Bills For C. N. R. Branch Lines

(Canadian Press) OTTAWA, March 25.—Hon. G. P. Graham, Minister of Railways intends to bring down twenty-six separate bills for the branch line program of the Canadian National Railways.

Last year they were all covered in one bill which was rejected by the Senate. By bringing down a separate bill for each branch line there will be an opportunity for parliament to discriminate between the different branch lines if desired. No lines were proposed for Prince Edward Island.

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

(Canadian Press) WASHINGTON, Mar. 25.—Honduran revolutionists are in complete possession of the entire country with the exception of Tegucigalpa the capital, according to a report today from the United States minister there to the State Department.

LONDON, Mar. 25.—Disagreement of Dominion premiers regarding the relation of the Singapore naval base project to the Washington treaty is strikingly brought out in correspondence on subject issued today as the White Paper.

CHICAGO, Mar. 25.—Four bandits held up a postal messenger in Harvey suburb, early today and escaped with two sacks of mail reported to contain between \$110,000 and \$150,000 in currency consigned to manufacturing companies.

TOKIO, March 25.—The cabinet today adopted "Working Estimates" for the fiscal year 1924-1925, totalling 1,347,000,000 yen, for which 238,000,000 is for the navy and 199,000,000 for the army. These two estimates are approximately the same as in the budget of the current year.

OTTAWA, March 25.—Immigration during the 11 months of the fiscal year ending February, totalled 135,028, an increase of 104 percent over figures for the corresponding eleven months of the previous fiscal year.

British immigration increased 117 percent and immigration from all other countries increased 230 percent.

May Advocate Reforms of the Senate

(Canadian Press) OTTAWA, March 25.—Reforms of the Senate will be advocated by Senator Turfitt when the Upper House resumes April 1, according to the Citizen this afternoon.

Declares Italian Air Force Now Well Equipped

(Canadian Press) ROME, March 25.—Italy's air force has been built up to a point that gives her authorities confidence of her ability to hold her own defensively in this field of military activity, it was declared by the Italian Under-Secretary of State in a speech at Aquila, according to the Messaggero today.

FREE STATER WAS KILLED

(Canadian Press) DUBLIN, March 25.—County Leitrim was excited today by news of an engagement in which one man was killed, between National army troops and a party of irregulars in the mountainous district of Rossan.

The engagement ensued when a party of suspects were rounded up in the round house. Shots were exchanged and the leader of the free state troops, Lieutenant Kane, was shot and killed. One arrest was made later. Military are active in the county advised from various points state.

REPARATIONS SETTLEMENT YET FAR OFF

France Demands International Loan to Germany—Britain Wants French Debt Settlement.

(British United Press) LONDON, March 25.—Never since peace have negotiations for a settlement of the reparations question and the establishment of European stability seemed on the surface so far from an agreement yet never has there been in London such official undercurrent of confidence. Seemingly the negotiations are hopelessly deadlocked.

The committee of experts are openly at variance, even individuals of the British and United States delegations differ from their own colleagues while the gulf between them both and the French is wide and deep.

Ostensibly France demands an international loan to Germany of which she shall receive the proceeds while leaving a settlement of the terms of her own debt to Britain and United States still vague.

Comte St. Auclair in his talk with Premier MacDonald yesterday is understood to have intimated that under these terms and a further agreement with regard to French security France would be

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U. M. W. Rank and File Ratify New Wage Scale

(Canadian Press) INDIANAPOLIS, Ind., March 25.—The rank and file of the U. M. W. of America ratified the new wage scale agreement assuring peace in the Bituminous industry for three years by an overwhelming vote, it was announced here this afternoon.

Twelve Persons Flee From Fire

(Canadian Press) TORONTO, March 25.—Twelve persons were forced to make a hasty exit in scant attire when fire, breaking out in a vacant frame cottage on the Lake Shore road about 100 yards west of the Humboldt River, burned it and five other cottages to the ground and the roof off a seventh cottage early today with a loss of \$30,000.

First Execution in Montreal Since Year 1920

(Canadian Press) MONTREAL, March 25.—The first execution in Montreal since January 23, 1920, will take place at the Bonaventure jail tomorrow morning at eight o'clock when Wilfrid St. Onge, 21, will be hanged for the murder of Nester Gavrilovitch, a cobbler, who was shot on the street near his shop in this city on the night of April 1, 1921.

Announcements, Coming Events, Meetings, Etc.

RATES—2 cents per word each insertion.

- **Sacred Concert, League of the Cross Hall, Wednesday, April 2nd. Under the auspices of the 3rd Order of St. Francis. 2240-3-25-31.
- **Householder—try Ioco Liquid Gloss once, and you will never be without it.—2257-3-26-11.
- **Insist on Ioco Liquid Gloss. Guaranteed not to injure the furniture being an Oil and Wax preparation.—2257-3-26-11.
- **Ioco Liquid Gloss is manufactured by Imperial Oil, Ltd., a household word in Canada.—2257-3-26-11.
- **Come to the Spelling Match at Cornwall, Friday March 28th at 8 o'clock. Everybody welcome. Interesting time expected. Admission 15cts. 2244-3-25-21.

BALKANS MAY SHORTLY BE SCENE OF SERIOUS TROUBLE

Situation Between Russia and Rumania Has Now Become Serious.

(Canadian Press) MOSCOW, March 25.—Rumania, according to reports from the Bessarabian frontier, is beginning to mass her troops and is making the mouth of the Danube. Protest meetings against Rumanian occupation of Bessarabia are proceeding throughout south Russia prior to the opening of the Vienna Conference, where news from Bucharest intimate the Rumanians may break off negotiations if Russia denies Rumania on the Bessarabian question.

The conference at Vienna between Rumania and Russian delegates on the frontier question is about to begin. It includes the Bessarabian problem which led to a deadlock in the negotiations at Odessa last year.

The Russians demand the evacuation of Bessarabia and the return of the province to the Bessarabians. They claim not to desire possession of the province themselves or compensation for it.

Soviets Issue Statement.

MOSCOW, March 25.—President Kallin of the Soviet Republic, today issued a statement regarding alleged French interference in Russian affairs in China and Bessarabia.

"At the present moment," says M. Kallin, "let us forget Japanese and American interference, but let us remind France that the Russian people never will forget how France repays for the hundreds of thousands of Russians killed in East Prussia, and in France itself, as a sacrifice to the French cause during the war."

U. M. W. PRESIDENT RESIGNS

(Canadian Press) GLACE BAY, March 25.—Silby Barrett, Provisional President of the United Mine Workers in District 26, last evening handed his resignation to W. M. Dalrymple, representative here of the International Executive. A telegram from John L. Lewis received this morning appoints W. M. Hueston acting Provisional President of the district.

Mr. Barrett's resignation will have to come before the international executive for decision.

SYDNEY, March 25.—"I am going back into the pit" was the statement of Silby Barrett when questioned regarding his action in sending in his resignation today. He resigned of his own free will he said.

A DAILY TALK ON ADVERTISING

By Scammon Lockwood EVERY AD A POSTER

Did you ever look at an advertisement in a newspaper or a magazine and feel so truly confused that you finally turned away and devoted your attention to something that did not call for quite so much mental concentration?

There are lots of such advertisements. The advertiser or the man who prepared the advertising did not know that an advertisement, in its outline, should have all of the good characteristics of a good poster.

Take a poster. It is usually so simple as to be confined to just a few words—just one idea. Then take a good advertisement. Cut all the argument, all the explanation, all the educational matter out of it and what remains will be the essence of the message. And that too should be a good poster.

For example, take an advertisement which I saw recently, occupying a full page in a newspaper. There were probably a thousand words of text explanatory material, yet the essence of the advertisement was contained in ten words—

"Reerof for the last time with Johns-Manville Asbestos Shingles." Stripped of all explanatory material, these ten words together with the illustration of the advertisement, might comprise an excellent poster, carrying a message that was clearly intelligible to anybody.

And for many people that is all an advertisement is—merely a poster. All they ever see is the display, the message urging them to reerof with a certain material. The thousands of readers of an advertisement never get beyond its main proposition. Therefore, if the main proposition is not perfectly plain on the face of the advertisement, the advertiser, the fellow who spent his money to make known his product, loses the benefit of putting his message into the minds of these people.

Now it is all very well for your advertisement to go on and tell an involved story. For the man who is interested, and details must be available. You must tell him why he should do what you are urging him to do, how to do it, where to get the material, what the results will be, etc. There is all kinds of information that the interested fellow should get. But the trouble with many an advertiser is that he assumes everybody is interested and he doesn't take any pains to construct his advertisement so that he who runs may read and he who pauses may read further.

The poster is so constructed that he who runs may read. Many an advertisement is so constructed

IRISH PRESIDENT APOLOGIZES

Five British soldiers have been fatally injured, and thirty-one other persons injured by a band of Irishmen at Cork. They are believed to be disaffected Free State soldiers.

President Cosgrave has already sent a message of deepest regret to Premier MacDonald assuring him that the Free State government will leave nothing undone to secure justice.

Comte St. Auclair in his talk with Premier MacDonald yesterday is understood to have intimated that under these terms and a further agreement with regard to French security France would be

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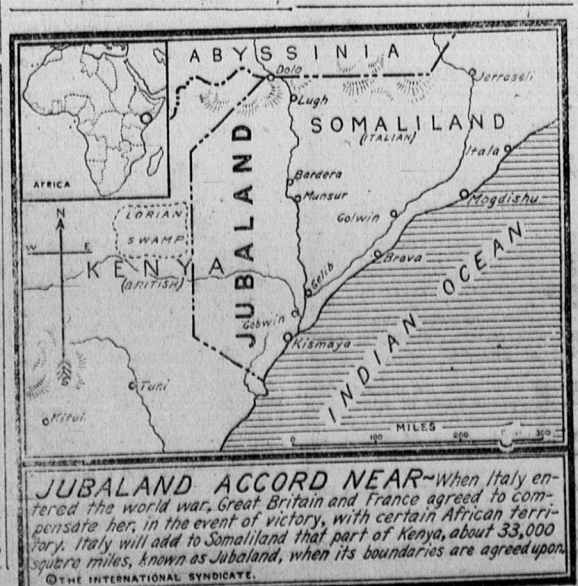
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JUBALAND ACCORD NEAR—When Italy entered the world war, Great Britain and France agreed to compensate her, in the event of victory, with certain African territories. Italy will add to Somaliland that part of Kenya, about 33,000 square miles, known as Jubaland, when its boundaries are agreed upon.