

THE EVENING TIMES-STAR, ST. JOHN, N. B., SATURDAY, FEBRUARY 16, 1924

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TAP THIS SOURCE OF WEALTH

A report laid before the Nova Scotia Legislature yesterday estimated that 69,000 tourists had spent \$6,000,000 in the province last year. It said further that a comprehensive advertising campaign had been conducted with gratifying results by the Government, and Premier Armstrong, in tabling the report, urged that all classes in the province co-operate with the Government towards the effective development of the industry.

What would St. John people think of the suggestion that they contribute 17 1/2 cents per capita to a fund to advertise the city and attract tourists? That is exactly what it is proposed to do in Southern California this year. The sum of \$350,000 is being raised to advertise that region. Here is the programme:

1. In 1923 about 1,350,000 tourists visited Los Angeles, spending an average of \$100 or a total of \$135,000,000. California at 2,000,000 it is found that the tourist expenditure, if evenly distributed, would give \$67.50 to every man, woman and child in southern California.

2. At six per cent \$185,000,000 represents the earnings of \$2,500,000,000. Thus the tourist business is considered to be worth more to southern California than a two billion dollar industry.

3. The asset is two-fold; it yields immediate, large dividends and it stimulates and makes possible permanent development more quickly than any other known method.

4. The All-Year Club of California, having increased the revenue by about \$25,000,000 since 1921, is driving for larger funds for advertising abroad and is seeking to raise \$350,000 for 1924.

5. The expected increase in revenue as a result of more extensive advertising will bring the returns from tourist traffic up to \$150,000,000.

6. To spend \$350,000 in an advertising campaign for the southland means a per capita cost, based on the population of 2,000,000, of only 17 1/2 cents. Compared with the return, the cost is almost insignificant. It figures out that there is a per capita expenditure of 17 1/2 cents as against a per capita return of \$67.50, or a per capita profit of \$50.25.

A Seattle despatch of recent date tells of a meeting there of what is called the Puget Sounders' Company, a publicity organization to advertise Seattle, Tacoma, Bellingham, Vancouver and Victoria. It will have a very large fund raised in the five cities. A Vancouver man is the president. He and other British Columbia delegates were to return home at once, and we are told:

"It is their intention to start work immediately organizing a service to find accommodation for tourists who visit Vancouver in the coming summer. It is believed to be a foregone conclusion that Vancouver's hotels and rooming houses will not be able to cope with the flood of visitors. They will be tabulated at the Vancouver Publicity bureau and tourists will be directed to those hotels and lodging places which have available space. Private residences prepared to accept paying guests will be included in the list of registered accommodations for tourists."

What backing is being given to the New Brunswick Tourist Association to boost the tourist business? That business is said to be worth more to Southern California than a two billion dollar industry. This may be an exaggeration, but as we do not seem likely to get many new industries, either large or small, why not realize on this other source of perennial wealth? It might well receive the attention of the Provincial Government, Boards of Trade and Municipal Councils.

THE GRAIN ROUTES

Mr. S. B. Woods, K. C., chief counsel for the Royal Grain Enquiry Commission, said in Winnipeg last week: "Among the subjects with which this commission was charged to deal is the transportation of grain, and in this regard a great deal of evidence has already been gathered. The outstanding questions dealt with in evidence in this connection are only:

(a) The availability of the Pacific route by way of Vancouver, Victoria and Prince Rupert, for shipment of grain either for Europe or for the Orient.

(b) The feasibility of the Hudson Bay route for grain shipment.

(c) The deepening of the channel by the way of the great lakes and the St. Lawrence and,

(d) Increased use of the National transcontinental railway by way of Armstrong and Quebec, St. John and Halifax, for the shipment of the western crop."

Mr. Woods observed that the Commission found a conviction in "several quarters" that Canadian grain should as far as practicable go through Canadian channels. It is very unfortunate

that they did not find this conviction universal. That they did not is conclusive evidence that the cause of the national ports must be made the subject of a well-directed publicity campaign. Building up foreign ports should not be a part of the business of Canadians who wish their own country to grow and prosper.

DISARMAMENT

The New York Herald not only approves of Premier MacDonald's suggestion for another disarmament conference but declares that President Coolidge should take the initiative. It says:

"With America and Great Britain both strong for another arms conference there should be no hesitation about calling one together. President Coolidge, rather than Prime Minister MacDonald, should issue the invitations. The United States took the lead in this matter in 1921, when President Harding proposed the Conference on the Limitation of Armament. That gathering did a great work, but it was not a complete work. The time has come to finish the job. On November 17, 1921, five days after the Washington conference began its sessions, the New York Herald not only supported Mr. Balfour's suggestion that the submarine be eliminated but declared against poison gas and the bombing plane as instruments of warfare. It said that the outlawing of these weapons of foul play 'would remove the greatest menace of all the world to the world.' The Washington conference did not make the clean sweep it should have made. There were reasons. The lack of inducing some nations to consent to junk battleships was not easy. Then there was the matter of the Four Power Treaty and the agreement between this country and Japan on the island of Yap. Very likely most of the Powers in the conference felt that they had gone as far as they could for the time being. But a new time has come. The world has seen how easily the capital ship programme worked out. It is in a mood for further limitation of armament. It sees the submarines, poison gas and the bombing plane in even worse colors than it saw them two years ago. They become more costly each day, and they become more cruel as they become more perfect."

The Herald declares that the submarine, poison gas and the airplane and the bombing plane are instruments of death goes on, nations could be exterminated. Of course there are other forms of armament and preparation for war with which a conference of the Powers could and doubtless would deal. As the Herald points out, it is not necessary to assemble representatives of many nations. When the Great Powers set the fashion the others will gladly fall in line. The situation today is really fraught with danger, and a conference cannot be called to soon.

The Labor Government in Britain is confronted by a dock workers' strike of such proportions as to paralyze trade. Perhaps no more severe test of its quality could be offered. The unemployment problem was serious enough before the dockmen walked out, and when they cease work the situation becomes dangerous. Premier MacDonald must act and act quickly.

The Nova Scotia mine workers have been warned that if they do not return to work they will get no help from the United Mine Workers of America. In the face of this the St. John miners last night refused to go to work. They have nothing to gain and much to lose by adopting this attitude.

St. John may congratulate itself on the calibre of the young skaters being developed on the rinks here. There is championship material in these young men and boys. Last night's races were a revelation to many observers.

There is a prospect that the United States will increase the duty on Canadian wheat. The last increase did not put a stop to importations from this country.

We are headed toward better times in Canada. The trade of the Dominion for the ten months ending in January was \$187,076,554 greater than for the like period of the previous fiscal year.

More Hebrews are coming to Western Canada. They are a most desirable class of settlers.

The oil scandals in the United States are having their effect in Wall Street, where prices tumbled yesterday.

A new machine, the invention of a Pacific coast engineer, combines the work of the plow, harrow, disk and roller.

Keep Minard's Lintment in the house.

Press Comment

PEDESTRIANS NOT LICENSED.

(Boston Post.)

Registrar Goodwin said the other night: "The pedestrian does not have to have a license yet. The burden of the exercise of due care, there still rests on the driver." This truth duly understood and appreciated by motorists, would make our highways safer and freer from tragedy. There can be no better way than impressing deeply on the minds of automobilists their duty to save and not take human lives.

But there is the other side of the case. Excepting the children, whose actions cannot be anticipated even with the exercise of due care, there still remain the adult pedestrians—"the fools, lunatics, the absent-minded people," who invite the morgue and the hospital. There are the deplorable ones who can take care of themselves. There are the others who, while not licensed, really need protection from their own heedless and careless when abroad as pedestrians.

WHO WON THE WAR.

(Chicago Tribune)

(An opponent of M. Poincare, after a vigorous denunciation of the French Premier's suggestion to increase taxation 20 per cent, "leant sternly toward the Premier and thundered out, 'Did we win the war or not?'") On the modest opinion, ripened by observation of events since November 11, 1918, is that nobody won the war. The war, it seems to us, was not won, but lost, and the loss is pretty widely distributed among all concerned. We might make an exception in the case of the Bolshevik party in Russia. As the rest of us, it seems to us extremely desirable to rid ourselves of the victory delusion, and this is especially desirable in the French Parliament where the theory of victory has produced its worst effects upon policy. It is that delusion which obscures the fact that only one thing counts now, the peace and rehabilitation of Europe. That is a pragmatic view which does not appeal to the French sense of higher justice. It has in fact nothing to do with justice. It has everything to do with the survival in Europe of western civilization.

TOURIST TRAFFIC PAYS.

(Vancouver Sun)

Whether extensions and improvements to the auto camp at Hastings Park involve the expenditure of \$4,000 or \$14,000, the city council is under a sacred obligation to the people of Vancouver to have in all readiness adequate accommodation for every tourist who comes to the city during the first tourist month.

One thing the city council and citizens alike must remember and that is that the tourist business has passed beyond the penny-ante stage and can no longer be treated on a penny-ante basis.

Vancouver has all the attractions that tempt summer visitors. Lying on the business end of the world's most famous tourist highway, this city is in the position to out rival Los Angeles and the most famous resorts of Europe as a tourist centre.

Vancouver cannot afford to handle that business on a cheap penurious scale.

Even though a merchant had the best bargains in town, if he hid himself in a small dingy backstreet store and wrapped up his goods in old newspapers, he would fail inside of a year. Every cent that Vancouver spends on making tourists comfortable will yield a return of a thousand per cent.

SAVING PHARAOH'S TREASURE (New York Herald.)

The lifting of Tutankhamen's shroud on Tuesday revealed the one royal mummy in the Valley of the Kings which had lain unmolested for thirty-three centuries. Every other tomb has been despoiled by grave robbers. Of all the sovereigns only one other, Amenhotep II, was found even lying in his sarcophagus; but his body had been despoiled long before the day when Tutankhamen's discoverers were first dazzled by the piled wealth of the ante-chamber every expectation they have pinned on the tomb has been justified. The splendour of the nest of shrines, opened in the last few weeks, surprised them. Now they have made sure that the Kings' regalia, his scepter and crown, are beside the mummy. Not once has Tutankhamen disappointed the world.

Much as we have heard of the romance of the discovery, one romantic aspect has been slighted: the admirable work of preservation and removal. Archaeologists never before faced such a problem as was presented by this tomb. It contained dozens of objects as brittle as spun glass and yet tremendously heavy, and hundreds of lighter pieces fragile enough to tremble to dust when struck. Dr. J. H. Breasted has told how when the tomb was first entered the changes of air and temperature produced audible evidences of destruction, the woodwork splintering and fabrics tearing.

News reports have acquainted us with the precautions taken in moving the heavy statues of Tutankhamen, which were swathed in cotton wool and bandages and strapped to stretchers. The heavier parts of the shrines presented an engineering problem. In the opposite scale Howard Carter had to deal with small bits of papyrus dried almost to powder, which were slowly moistened and slipped between glass plates. Beadwork, from which the threads rotted centuries ago, had to be restrung with painful precision. Garments that had fallen to a mass of soot, with spangles and metal ornaments imbedded, were somehow rehabilitated.

Probably no chamber in history has been so carefully photographed as the tomb, exposures being taken of every object and verified by drawings. The ancient work, the carved wood and the pottery have been treated by chemicals wherever it strengthens them. Last year the objects were bandaged to individual trays, carried to a workshop and placed in cases; this year the rule has been to place them in special cases at once to save handling. Even dust on the floor has been collected and put through sieves to catch any fragment of value.

Thanks to the care with which Tutankhamen hid his tomb, the unwearied search by Lord Carnarvon and the minute precautions of Carter and his staff, the world has been given an unparalleled archaeological find. Carnarvon wished the Pharaoh to continue to sleep where he was found. But in the Cairo Museum we shall have a treasure house of splendid pieces of art illustrating some of the first great achievements of mankind.

THE HILL.

(Winifred Lockhart Willis.)
My eyes are tired of giving back 'the sea.
Dull stare for stare! In all her shift and change
I've sounded her to sameness—flat and glazed
With long, gray rains, or ruffled angrily
Under rude winds, or placid beyond range
Of human eye, I've seen her. Oh, I've gazed
Over her spaces hour on hour, until
I hate her, hate her! shrink away
In dread
Of each new mood that eludes across
her face

I sometimes dream of a cool hemlock hill
Where often in my youth, I sought the shade
And lay down, tranquil, I will find that place
When this bleak ship puts into port some day!
I will stretch thirsty, sea-drenched limbs beneath
The whispering hemlocks; hear the cattle pass
With muffled tinklings through the meadow way;
Forget the bitter sting of salt and breathe
Coolness and flowers, and the long still grass.

LIGHTER VEIN.

The Last Straw.
Mr. Bustman was exasperated with the telephone. Ten times that morning he had tried to get a number and each time something or other had prevented him from speaking. At last he got through.

"Hello!" he said, "Is Mr. X. there?"
"Yes," replied a voice, "Do you want to speak to him?"
That was the last straw. Back went the reply in icy tones: "Oh, no! I merely rang him up to hand him a cigarette."

The Parlor Snake
College humor has two qualities—it is fresh and spontaneous. Here are lines on "The Parlor Snake" from a Haverford College column:

"And now, my dears, if you will make a circle 'round this parlor snake:
Don't be alarmed; he's harmless—quite.
He hasn't got the nerve to bite,
He's delicate as he can be,
With callouses on either knee—
A growth of nature, some declare,
From putting little tea-cups there."

Visitor—"What is the hardest thing to learn about farming?"
Farmer—"Getting up in the morning at five o'clock."

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ARREST BRIDE TO SAVE FORTUNE

Move is Made to Check the Flow of Coca-Cola King's Wealth.

Atlanta, Ga., Feb. 16.—The arrest of Mrs. Asa G. Candler, wife of the Coca-Cola magnate, was the result of a determination on the part of the Candler children to halt the stream of cash that the aged millionaire was pouring into his new wife's lap.

Mrs. Candler was a public stenographer in Atlanta and a widow with two children up to a few months ago. Mr. Candler eloped with her, to the surprise of Atlanta.

He gave her parents large sums of money and installed them in a \$100,000 mansion in Atlanta. He gave his wife large sums of money.

The children were fearful he would transfer his whole estate to her and they hired detectives to watch her. They found she was keeping up her friendship with her old customers. The charge against her is a trivial one, being present in an apartment where whiskey was found, but it may result

in the wrecking of the Candler romance.

Illness of Chief of Police James L. Beavers caused postponement of the cases against Mrs. Candler, W. J. Stoddard and G. W. Keeling, charged with violating a section of the city code which provides for the arrest of people who are found in places where intoxicants are found.

Mrs. Candler, accompanied by her sister, Mrs. J. B. Brown, arrived 15 minutes before the cases were reached.

They sat in Chief Beavers' office until called into the court room. Mr. Stoddard, prominent dry cleaner and president of the National Association of Dry Cleaners and Dyers, and Mr. Keeling, president of a local brick manufacturing company, also were in court.

Counsel for the defendants vigorously opposed a motion of J. M. Wood, assistant city attorney, to continue the cases until the police chief could attend.

Recorder George E. Johnson, in postponing the cases, declared, "It doesn't make any difference whether they are a millionaire or a pauper, they all look alike in my court down here on Decatur street."

The body of Christopher Columbus is now resting in Seville Cathedral, Spain. It has been moved three times.

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