

THE CHARLOTTETOWN GUARDIAN

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MONDAY, FEBRUARY 3rd, 1919.

AN APPROPRIATE MONUMENT

The Belgian government has decided to maintain the city of Ypres, as left by the devastating Hun, as a memorial to the horrors of war. Nothing could be more appropriate. Men from practically every country in the world fought and died there for freedom and the fury of the fighting is well depicted in the ruins still standing and likely to stand for ages. Ypres will forever be a sacred spot to Canadians for it was there they made one of the most heroic stands of the war there that many of them died that freedom might live. As a ruin and as a memorial Ypres will for many years to come be a shrine, at once a testimonial to the valour of its defenders, an evidence of the cruelty and the destructiveness of war and a fitting memorial to those who died.

rors of war should be in Germany rather than in Belgium, Germany the maker of the war rather than in Belgium, its victim. One man, he was a clergyman too suggested before the close of the war that the City of Berlin be bombed to pieces, its palaces, its churches, its residences razed to the ground and left so for all time to come as a witness to Hun barbarity and its consequences. It would certainly have been a fitting memorial and in the right place for the needed lesson but fortunately or unfortunately, justly or unjustly, the war did not reach Berlin and the city escaped. Its destruction afterwards could not have been justified even for memorial purposes, but Germany as a nation with the fate that has befallen it, will be a sufficient memorial for many years to come to the consequences of national unrighteousness.

CREDIT TO SIR ROBERT BORDEN

Canadians have occasion for satisfaction, says an exchange in the fact reported from Paris in the special correspondence of Mr. John Dufco that the course followed by the Peace Conference in regard to Russia was originally proposed by Sir Robert Borden. Mr. Dufco's despatch also indicates very clearly that practical effect is being given to the principle of the acceptance of which by the Imperial War Cabinet the Canadian Premier secured some time ago—the principle that Canada and the sister Dominions should have a voice in the foreign policy of Britain. "The British proposals (regarding Russia) were made as a result of decisions reached by the Imperial War Cabinet after a

series of important meetings held in London in December at which the Dominions were represented" says Mr. Dufco. It was then that Sir Robert Borden suggested that all sections of Russian opinion should be heard by the Peace Conference. The British proposals were based on his suggestion and Mr. Lloyd George placed them before the associated powers some days ago, meeting with the opposition of Foreign Minister Pichot of France who did not want to have anything whatever to do with the Bolsheviks.

President Wilson made the formal motion for the adoption of the course decided on and his phraseology embodied it.

SOLDIERS' PENSIONS

An Order-in-Council which was recently passed by the Government to eliminate certain defects in the existing Pension Regulations does not, as certain accounts might lead one to suppose, introduce an entirely new set of Pension Regulations.

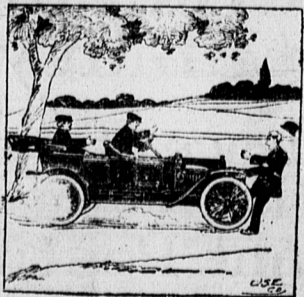
There are important clauses in the new Order-in-Council which add considerably to the powers of the Pension Commissioners. Chief among these is that which applies to cases of prospective dependency.

The claims of prospective dependents have now been officially recognized and the amendment contained in the new order will enable the Board of Pension Commissioners to award Pension to a large number of soldiers' dependents who under the old Regulations were ineligible.

Another important clause which will have a far-reaching effect is that which empowers the Commissioners to award pension to parents or persons in the place of a parent of a deceased soldier in accordance first with the degree of their dependency on the deceased soldier, and second in accordance with their needs.

Formerly it was necessary that these persons should have been wholly or mainly dependent on the deceased soldier to be entitled to pension. Now, however, cases where a state of only partial dependency existed may be considered for pension. The phrase "in accordance with their needs" is self explanatory. If, for example the dependents just referred to are in receipt of an income sufficient to provide for their support pension may be refused.

Wide publicity has been given through the press to the clause relating to cases of "Special Hardship" but no general ruling can be laid down regarding cases which may come within this category. It will be the task of the Board of Pension Commissioners carefully to investigate all doubtful cases and if it is considered that they come within this category to submit them to the Governor in Council for a final decision as to whether or not pension shall be awarded.



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Your Problems Solved

BY REV. T. S. LINSOTT, D.D. (All rights reserved)

Dr. Linscott, in this column will help you solve your heart problems—religious, natural, social, financial, and every other anxious care that perplexes you. If a personal answer is required, enclose a five cent stamp. No names will be published; if you prefer, sign your initials only, or use a pseudonym.

CALL ON YOUR CUSTOMERS:—"A Young Business Man" states, "I send young men to call on my customers every day and this is how I advertise." Well that is first rate, but how about the vast number who do not trade with you? Why not send a message to them every day through the Guardian giving them a welcome to your store and telling them some money saving reasons why they should deal with you. If you form the habit of doing this you will soon double the number of your customers for your young men to call on.

"A ONE LEG SOLDIER." I lost a leg in the war; it had to be amputated at the thigh so I cannot use an artificial leg. I walk with a crutch. What can I do for a living? In the large cities there are schools to teach men in your condition how to make a living. If you are a good talker, and have courage, you can make a living, and a good one, by becoming a specialty salesman. There is a whole lot of things which people need and which you can sell. Watch the want advertisements in the newspapers, and tackle one of the positions offered.

ADDRESS AND PRESENTATION TO MR. H. W. BINNING

Mr. H. W. Binning who leaves this morning for Montreal was presented by the office staff of the Bank of Nova Scotia prior to his departure, with the following address accompanied by a handsome mahogany chair upholstered in solid leather.

Jan. 29, 1919

Mr. H. W. Binning Manager, The Bank of Nova Scotia Charlottetown, P. E. I.

Dear Mr. Binning:—We the members of the Charlottetown Staff at the thought of your immediate sad departure, but glad of your well deserved promotion, take this opportunity of expressing our appreciation of the fair and just treatment we have received while under your command.

We ask you to accept this gift, not for its intrinsic value, but as a token of the affection which we hold for you in our hearts. We unite in wishing you all happiness, success and prosperity for the future.

(Signed) by all Members of Staff

A clever young teacher named Keta Placed a Want Ad. for school near the City The same day, 'tis said, Brought an answer which read: 'Come tomorrow, providing you're pretty.'

Daily Selections for Guardian Readers

Furnished by W. S. Louson

NO FRIENDS LIKE OLD FRIENDS.

Esteem of great powers, or available qualities newly discovered, may embroider a day or week, but a friendship of twenty years is interwoven with the texture of life. A friend may be found and lost, but an old friend can never be found, and nature has provided that he cannot easily be lost.

"Love is a desire of the whole being to be united to something or to some being, felt necessary to its completeness, by the most perfect means that nature admits or reason dictates."—Coleridge.

"For it or honor and virtue is The root, and brings forth glorious flowers of fame. That crown true lovers with immortal bliss, The meed of them, that love, and do not live amiss."—Spenser.

But sure, my friend There is a time for love, or life were vile, A tedious circle of unjoyous days With senseless hurry fill'd distasteful wretched. Till love comes smiling in, and brings his sweets, His healing sweets, soft cares, transporting joys, That make the poor account of life complete And justify the Gods."—Thompson

PRINCE EDWARD ISLANDER BOOSTS WAR SAVINGS PLAN

W. Harry Tidmarsh says it will enable everybody to help Canada.



W. Harry Tidmarsh of Charlottetown, P.E.I., is a firm believer in the saving of money through the use of War Savings and Thrift Stamps. Moreover he is doing his utmost to popularize these stamps. In the following statement he sets forth in a very effective manner the advantages to be derived from the use of them.

"The war has effected a wonderful awakening of the Canadian people. It has taught them that they can do great deeds, and shown them the latent abilities of a strong race. We now know the potentialities of our country, its national ideas and ideals. Canada is no longer a dependency of Great Britain, but an integral portion of the British Commonwealth, raised there largely by the sacrifice of many thousands of her sons on the battlefields of Europe.

"The future of Canada is only limited by the measure of her people's energy and ability and the greater recognition by each individual of his duties as a citizen.

"Our need to-day is money for the development of our resources and industries for extending credits for purchases made by France, Belgium, Serbia and other war-ravaged countries during their period of reconstruction, and other national purposes. The War Saving Stamp plan gives every man, woman and child an opportunity to assist. It has a two-fold purpose, as well to provide money for the development of the country, as to encourage habits of thrift and saving.

I see in the W. S. S. scheme a valuable educational element,—the educating of the people to a more intelligent interest in public affairs as partners in the national debt. With the masses of our people financially interested in it, may we not hope that they will actively interest themselves in the general business of the country, watching its management, and insisting that public funds be judiciously and economically expended.

"The W.S.S. affords an excellent opportunity for the education of children in the habits of thrift and saving. Every encouragement and assistance should be given them. The habits formed in youth remain throughout life.

"To my mind there are three outstanding features in the W.S.S. movement.

- 1st. It provides a way for every citizen to assist in the development of the country by supplying the much needed necessary money. 2nd. It provides a stimulus to the habits of thrift and saving particularly beneficial to the young. 3rd. It insures a more intelligent interest in public affairs when all become partners in a national effort.

"The importance of the movement I feel sure is apparent. I predict the hearty support and co-operation of the Canadian people."

Minard's Liniment Cures Diphtheria

IDEAL SILVER CREAM

Cleans and polishes with little rubbing and perfectly harmless to silver.

Large bottle 25c

G. H. TAYLOR

Jeweler and Optician

Press Advertising Sold Victory Bonds

BEFORE the war, bond buyers were "marked men". In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising.

Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of \$676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

overlooked. No selling point was neglected.

The result is that Canadians to-day are a nation of bondholders.

They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habits was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words are:

"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said "The press publicity campaign . . . will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee said: "I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods you are interested in selling.

Called the Greatest Hero of the War

PARIS, Feb. 1.—It has been said that this war has brought no hitherto unknown figures into the limelight; that all the men who have made great reputations in the war had shown long before it that they possessed the genius that would surely bring them to the front.

All through the war the world has looked for some figure of romance, some great hero whose rise to fame would satisfy all the longing for the legendary heroes of old. And yet no one has caught the eye of the public in this way. Too many wonderful things have escaped the public through the activity of the censor, who is the most important official in this war.

Secrecy was necessary about so many things, but now the lid has been lifted concerning one of the really great figures of the war, whose career and exploits are as fascinating as any told in fiction. He is Colonel Edward Lawrence of the British Army, and he is now in Paris, one of the most important advisers the British government has at the peace conference.

He is but 29 years old, a shy, modest, diffident young man, a dreamer, a poet, a student of archeology and architecture. He is an Oxford man who became interested in Palestine and Syria, went to live with the Arabs in order to get the opportunity for research among the old ruins. When war broke out there was no one who knew the Arabs as did Lawrence.

The British army did much in Palestine and Mesopotamia, but Lawrence, without the aid of a single British soldier, and himself without military training, created a new nation in the East, set up two new Kings, conquered the oldest city in the world, Damascus, and made his own name.

household word wherever an Arab has set his foot.

The Arabs flocked to his standard and he entered Damascus over flower-strewn streets after his volunteer band had driven the Turks away.

Ruled in Damascus

Lawrence and his army in the ancient city of Petra, beat off the Turkish assaults, he went alone from Aleppo to Bagdad on a motor cycle, he ruled supreme in Damascus for a week and then disappeared for fear the Arabs would put too much power in his hands. The British army would not enter Jerusalem until Lawrence was there to make the entry—the one man in whom all the people had confidence.

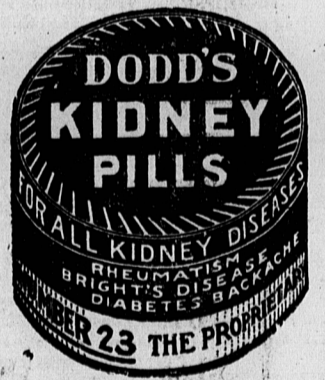
General Allenby delayed until an airplane could be sent to bring Lawrence from 100 miles away to participate.

He is here in Paris to steer the new Arab kingdom under Prince Feisal to a place among the nations of the world. He wears the Arab cloak, pierced with many bullets, which he wore on his campaigns.

A strange and wonderful young man! No one in the world has crowded more incident into so short a life. And yet he seeks neither fame or rewards. His only ambition is to secure a post at Oxford, and so this legendary knight who wrested the sword of the Prophet from the hands of the Sultan, and made his own name a flame of might throughout all the regions where the son of Othman ruled, will end his career in a university study.

He has refused every decoration offered him by the British government, and he could have any King George had power to bestow. The allies owe him more than gratitude, but he refuses even thanks.

When the history of this war is written you may read the name of Edward Lawrence on many pages, but to see him walking absent-mindedly about Paris, a youth who looks as if he had never strayed very far from his books, you would little suspect that you are watching the greatest genius and most self-sacrificing figure the war has developed.



NICKLE RAYO LAMPS

in two sizes—The "Rayo" in either size is a very serviceable and satisfactory lamp—round wick.

BLACK & CO

Sunnyside

Some of the BIG BARGAINS at GOFF BROS Ltd.

200 pairs Boots for boys but low eighteen months ago and MARKED THEM at a very narrow margin of profit, sold TO-DAY at same price but worth fully 40 per cent more.

- Sizes 8 to 10 1-2 \$1.75
Sizes 11 to 13 2.00
Sizes 1 to 5 2.35

All Hockey boots at 10 per cent discount