

THE CHARLOTTETOWN GUARDIAN

Morning Daily, (founded 1867) \$4.00 per year (delivered) in advance, \$4.50 per year, (mailed) in advance, in Canada, and \$5.50 for U. S. A. MAJOR A. A. BARTLETT, President J. R. BURNETT, Editor and Publisher D. K. CURRIE, Associate Editor

FRIDAY, OCTOBER 31, 1919.

ADVERTISING

We note by our American exchanges that the city of Chicago is undertaking an advertising campaign at a cost of \$250,000 annually to boost the city both in the United States and throughout the world. The men behind this movement are merchants, hotel keepers, street railway corporations and such others as are likely to be benefitted by the influx of population and visitors that may result from the advertising campaign. These men and corporations know the value of advertising; they are prepared to spend a proportion of cash in order to bring in a larger proportion and, being business men, they know that the outlay on advertising will pay them handsomely.

In this province of ours where we have everything to gain and nothing to lose by advertising, we are not spending a dollar in advertising abroad. Every summer our visitors from other parts of Canada and from the United States tell us that if they had known we had such a pleasant, healthful climate, such an all round attractive summer resting place, they would have spent previous summers here which they had spent less pleasantly elsewhere. Had their friends known they also would have come. Had the thousands of others who, every summer, escape from the congested cities, known of the attractions of Prince Edward Island, they also would have come.

Every tourist who comes to this province is worth so much cash to it, according to the length of their stay and many hundreds would stay during at least two months of the summer. Would it not pay to make a bid for them. A few hundred dollars spent annually in this way would return manyfold. To spend it judiciously would require some organization, some expert work, some outlay of cash but it would pay. At present such advertising is everybody's business and therefore nobody's. What is needed is a live Tourist Association with a paid secretary who would devote his time and energy to the business of building up our tourist trade. There are things to be done at home as well as abroad, which can be done only by tackling the job energetically and systematically.

In addition to summer enjoyment and healthful climate the province has farms to offer. There are hundreds of acres of unoccupied or uncultivated land available in the province and there are hundreds of tenants in the Old Country who would gladly avail themselves of an opportunity to own their own farms if they knew of the advantages here. To make this advantage known would be the business of the Association and that also would pay.

We are at present trying to do business with the outside world without advertising. It cannot be done successfully any more than the store can do a successful business without advertising. It is up to us.

TEACHERS' SALARIES

After "backing and filling" for over two months, after conferences of the whole legislature and numerous sessions of the Executive Council, and after long listening to the noises along the ground, the Government yesterday resolved to keep one at least of its pre-election promises, namely, to increase the teachers' salaries. They did not, however, comply with the demand made by the teachers, namely, to make the increased salaries retroactive to January 1, 1920. The government's decision is to increase the salaries from the first of next school year. How the teachers will regard this has not been announced.

PROVING THEIR FAITH.

"If you want a thing well done, do it yourself," is a good old adage. "If you have faith in what you are prescribing for others, take your own prescription," is another. The faith of the chairmen of the Victory Loan committees is well exemplified in the handsome subscriptions they have made and which are recorded elsewhere in this issue of the Guardian. That the Victory Loan is the best investment in sight today requires no proof although abundant proof is forthcoming in the fact that the most astute financiers in Canada as well as those of our own province are investing in it. These subscriptions are a good criterion to be guided by.

PAYING FOR LEISURE

When Vice-President Marshall said that the high cost of living was in part due to the high cost of leisure, he made a remark well worth pondering, says a Toronto Exchange. It is probably not an exaggeration to say that the great aim and object of the majority of people is to pass through life having a good time doing as little and getting as much as they can. Work has been steadily growing less popular. As a rule we have too much done for us. A generation ago every bachelor polished his own shoes; and the father of a son had the work done for him equally without expense. The great majority of men shaved themselves; the average housewife made most of her own clothes. She also toiled in the fruit season to preserve enough to carry the family through until the crop of pie plant was on the market. When a pane of glass was broken, did the householder telephone for the glazer? He did not. He simply bought a pane of glass and put it in himself. If there was a leaky tap he fitted on a new washer. He put on and took off his storm doors. He was capable of making his own screens and could do all the little repairs about a house that now demand the combined efforts of a carpenter, a plumber, a painter and paperhanger, a mason, and a bricklayer. The boys growing up in these houses are taught by their

Take No Risks with Valuable Securities

Your Victory Bonds, deeds, mortgages, insurance policies are too precious to leave where fire or thieves may reach them.

Even a strong box or safe in your own home lacks the absolute security given by the Safety Deposit Boxes in this Bank.

They may be rented in convenient sizes at a small cost.

Call and see them.

THE Bank of Nova Scotia

Paid-up Capital - \$ 9,700,000
Reserve Fund - 18,000,000
Resources - 240,000,000

J. H. MALCOM
Manager
Charlottetown Branch

HINTS FOR The Motorist

BY ALBERT L. CLOUGH

FREEZING DANGERS OF THERMOSTAT EQUIPPED CARS

Everything, No Matter How Good, Has Its Weak Points.

It is generally believed that the danger of a radiator's freezing, during the earlier part of the cold season, is confined to periods when the car stands idle protractedly and particularly at night—the only time when the temperature usually falls dangerously low. Warming up the circulating water in the late evening and covering the radiator, closely is generally regarded as an adequate over-night precaution and the circulation of the water, warmed by the engine, and some protection of the radiator front as a sufficient safeguard during the day, until the time comes when more severe weather conditions call for the use of anti-freeze mixture. In the case of a majority of cars, these practices, if judiciously carried out may give protection, but there is one class of cars to which their application is dangerous, namely, those whose cooling systems are fitted with automatic thermostats, controlling the water cir-

ulation through the radiator. Such cars, which are now quite numerous and are becoming increasingly so should never be operated without a reliable non-freezing mixture in their cooling system, when the air temperature is down to the freezing point. On cars without thermostats there is always a free circulation of somewhat warmed water from the jackets through the radiator, so long as the engine is running and its temperature, together with its motion, is sufficient to prevent freezing in the radiator passages under ordinary conditions. On the other hand, when an automatic thermostat is used, there is not always a circulation of warmed water into the radiator, for the thermostat cuts this off until the water temperature in the engine jackets rises to about 170 degrees Fahrenheit up to which time the radiator water is confined there in a stagnant condition and on many cars entirely exposed to air temperature and fan action. Although the effect of the thermostat is otherwise very beneficial, it is a fact that a car equipped with one may be driven on a frosty morning and have its radiator frozen before the water in the jackets becomes hot enough to cause the thermostat to act and to permit a warm flow to enter the radiator.

BOOSTING THE VICTORY LOAN

30,000 C. N. R. EMPLOYEES TO RAISE \$5,000,000

President Hanna Enthusiastic Over Railway Campaign—Says "Well Do It."

The Victory Loan campaign is now started on the Canadian National Railways.

From the Atlantic to the Pacific the various departments have been asked to participate.

On every district, every division, a systematic and thorough canvas will be made and every employee will be given the opportunity to be a bondholder.

The 1919 Victory Loan is for reconstruction and rehabilitation after the strain of the war. Canada will not fall in her war efforts. Canada will not fall in the work of reconstruction. The people of Canada will respond to the appeal to put their savings into harness for Canada's benefit, so that industries will not slacken, nor production decrease. The prevailing prosperity must be maintained and the duty of every Canadian is to help Canada "carry on."

There's no surer road to prosperity than via the Victory Loan Route. There is no better medium for thrift. Every railroad worker is given the best opportunity to buy these Bonds by installments and thus lay the foundation of a sovereign account.

Victory Bonds pay 6 1/2 per cent interest. They are the pledge of Canada—a better security in the world. "Every employee a Bondholder" is the railway slogan.

1974-10-31MBE11.

Daily Selections for Guardian Readers

Furnished by W. S. Louson

TILL HE COME

Till He come—O let the words Linger on the trembling chords; Let the little while between In their golden light be seen; Let us thank how heaven and home Lie beyond that "Till He come."

When the weary ones we love Enter on their rest above, Seems the earth so poor and vast, All our life-joys overcast? Hush, be every murmur dumb: It is only till He come.

Clouds and conflicts round us press; Would we have one sorrow less? All that tells the world is loss, Death and darkness, and the tomb, Only whisper "Till He come."

See, the feast of love is spread, Drink the wine, and break the bread: Sweet memorials,—till the Lord Calls us round His heavenly board; Swine from earth, from glory some, Sacred only till He come. Amen.

fathers, but they in their turn have not handed on their own abilities to the present generation. There is so much to do, so much to see that nobody apparently has time for doing any more work than he is paid to do. The evenings are given over to amusement. Rather than spend the time to do the ordinary chores that one of the older generation would have accepted as part of the day's work, most of us will pay others to do them, and then are astonished that so small a margin is left out of the weekly envelope.

LOADED HIS REVOLVER

A news item states that William Hohenzollern, ex-Kaiser of Germany, ceremoniously loaded his revolver the other day in presence of his family, at the same time declaring, solemnly it is said, that at the moment the Entente demanded his extradition he would shoot himself. If he had shot himself six years ago what a load of agony he would have spared the world! Besides, he would have gone out uncursed, even pitied. Whether he goes out now by his own hand or by that of the common hangman will make little difference to the place he will occupy in future history.

We are inclined to think, however, that he will wait for the hangman. Suicides seldom make ostentatious preparation for their departure, cowards and bullies usually do, and he is both.

Stylish Overcoats for Youths, Boys and Men

MEN'S OVERCOATS FOR BUSINESS AND DRESS. Hand Tailored from all Wool Fabrics.

SLIP-ON MODELS.

With Patch Pockets, Cuffs and Half-lined.

SEMI-FITTED DRESS COATS—Lined throughout and fly front. Colors, Brown, Heather, Light and Dark Grey and Autumn Brown. Prices \$22.50 to \$40.00

Heavy Winter Overcoats

Ulster shape, have been in stock for some time, sizes 37 to 44. Could not be purchased at double the price asked if bought from the manufacturers . . . \$12.50 to \$18.00

SEE THEM QUICK

Men's Tailored Suits, Bannockburns at \$22.50. The Farmers' Standby.

High Garde Suits, \$22.50, \$25.00, \$27.50, \$30.00, \$35.00, \$40.00. Nothing better made in Canada.

NOTE PATONS SPECIALS Bannockburn Pants, 2nds. \$4.50 (Cotton) Worsted Pants

Double and Twist Bannockburns

Winter Caps, 90c, \$1, \$1.25 to \$2.50

Stylish Winter Caps, nifty shapes

Storm Resista Raincoats are wind proof, dressy and comfortable.

Mostly greys . . . \$18.00 Bannockburn Suits, all wool. \$22



PATONS LIMITED



SAFEGUARD AGAINST UNCERTAINTY

Insurance is a savior; it is a strong arm to lean upon in disaster's dreadful day.

The elimination of uncertainty is the whole trend of modern business. It is the unexpected things—loss coming unexpectedly—that makes business uncertain and hazardous.

Every prudent business man and farmer tries to force and provide against every possible contingency.

Insurance is the only method to provide a sinking fund to meet emergencies, because it is the only way of creating a sinking fund to become due at an uncertain time.

LIFE INSURANCE.—To protect those who are depending on your business activities, in business and the home, in event of your early death and to support you in old age or in event of your becoming permanently disabled.

FIRE INSURANCE.—To reimburse you or protect your creditors in event of damage or destruction by fire of your Buildings and Stock.

MARINE INSURANCE.—To secure you against loss from the perils of the sea, to your ship or cargo.

ACCIDENT AND HEALTH INSURANCE.—To insure continuance of your income in event of accidental injury from any cause or in event of any illness.

GUARANTEE INSURANCE.—To protect your business from the dishonesty of trusted employees.

LIABILITY INSURANCE.—To protect those employing labor or dealing with the public from loss or damage that they may become legally liable for, through negligence or otherwise.

AUTOMOBILE INSURANCE.—To indemnify you against Fire, Theft, Transportation, Property Damage, Collision and Liability.

We handle insurance in all its principal branches with over forty years experience and representing the strongest companies in existence, we can assure our clients prompt and satisfactory service.

Our rates are the lowest consistent with absolute security. We solicit a share of your patronage.

BUY VICTORY BONDS

HYNDMAN & COMPANY, LIMITED

61 QUEEN STREET, CHARLOTTETOWN.

THE OLDEST INSURANCE AGENCY IN P. E. ISLAND.

TELEPHONE 67.