



Purity! Purity! Purity!

The one dominating note that runs all through the making of Sunlight Soap is Purity.

Insist on getting the Soap you ask for—

Sunlight Soap

LEVER BROTHERS LIMITED, TORONTO

P.E.I. Fur Farmers

Canadian Fur Auction Sales Ltd., Montreal.

CAPITAL \$5,000,000
25,000 SHARES PREFERRED
7 PER CENT. CUMULATIVE
25,000 COMMON

This is purely a Canadian Company

For particulars see Report of Delegates in the daily newspapers, Saturday, 17th January.

For convenience of customers application forms can be secured at agencies of Banks in P. E. I.

Subscriptions open until Jan. 29

FRED'K HUTH & CO.

Established 1809

12 Tokenhouse Yard

LONDON ENGLAND

FUR AUCTIONS

Winter Sale Commencing Feb. 2, 1920
Spring Sale Commencing April 26, 1920
Warehouse

64 Park Street, Southwark, London

HENRY BENNET,

Agent

3 Broadway

New York

For particulars apply to

E. H. RAYNER,

Windsor,

P. E. Island

FRED FRASER

212 Fifth Avenue, NEW YORK,

Representing C. M. Lampson Co

Public Auction Sale of Raw Furs

64 Queen Street,

LONDON,

ENGLAND.

THE CHARLOTTETOWN GUARDIAN

Morning Daily (founded 1887) \$4.00 per year (delivered) in advance; \$3.00 per year (mailed, in advance, in Canada, and \$3.50 for U. S. A.

Maj. A. A. Darlett, President. J. R. Burnett, Editor and Publisher. D. K. Currie, Associate Editor.

MONDAY, FEBRUARY 2, 1920.

SIR GEORGE PAISH'S MESSAGE.

Sir George Paish is financial adviser to the British Lord Chancellor and what he says about the financial situation in Europe and in the world may be regarded as being based on sound deductions.

The present situation arose from a definite cause. Central Europe was for over four years producing practically nothing and destroying practically everything in sight.

This balance must be restored. Sir George says the most effective way in which it can be done and Central Europe saved from disaster, is to establish a world security, arranged and guaranteed by the League of Nations.

In the meantime, while the League of Nations is taking the matter into consideration, Sir George urges the need of increased production in Canada and strict economy by government and individuals.

Some day either this vacuum will be filled or, if the worst comes to the worst, the starving and the needy will not be able to pay the price.

So far we have known little of economy, have practised little of it, have not seen the necessity for it. Of one thing we may feel assured, present conditions will not continue indefinitely.

ADVERTISING BY MOVIES.

Moving picture advertising is now a feature in practically all propaganda work. It is being used by manufacturers, by educationalists, even by preachers of the gospel.

It has been suggested that if this province is ever to become the tourist's paradise it ought to be and has the means of being, it must be done through systematic advertising and one of the most effective means of advertising the beauties of a country is by placing them in panoramic form on the screen.

There are many scenes in this province which lend themselves admirably to such advertising. Take, for instance, one of the lively scenes so frequently in evidence along the West River on a Summer's day.

The view given in the Prince Edward Theatre the other night of the Vimy Silver Fox Ranch together with statistics showing the extent of the fox business on the Island, was an excellent beginning and a boost to the fox business.

EDITORIAL NOTES.

The time is not far distant when it will be business suicide to try to conduct business under any other standard except the Golden Rule.

The British have completed the railroad from Bagdad south to the line northward from Basra, and now have complete transportation up nearly to Mosul.

Others View Point

THE FIRST UNIVERSITY.

(From The Review.) Johns Hopkins University was founded a little more than forty years ago. Its chief energies were concentrated upon what in this country had the force been thought of as merely an undeveloped annex to the main body of a university—the graduate school.

THE EX-KAISER

(Montreal Gazette.) The Government of Holland has replied to the demand of the Supreme Council of the allied powers that the ex-Kaiser shall be handed over to them for trial. The demand is refused. The Dutch Government declared it cannot be bound by a peace treaty to which it was not a party, and that neither the Dutch constitution nor tradition permits such action as was sought.

Origin of "Gone West."

The following is given as the origin of the phrase "Gone West": More than 3,000 years ago the ancient Egyptians spoke of the dead as "the westerners," or those who had "gone west."

Daily Selections For Guardian Readers

Furnished by W. S. Louson

WORK

(By Angela Morgan) Work! Thank God for the might of it; The ardor, the urge, the delight of it.



BUY NOW AT LAST YEAR'S PRICES---

If you are interested in saving money on every day necessities, including Furniture, Clothing, Boots and Shoes, Dry Goods, Groceries and Hardware, you owe it to yourself to see what Holman's offer you in QUALITY GOODS at close prices.

Holman's Catalog offers hundreds of suggestions—thousands of bargains—every one of Holman's Catalogs is worth dollars to you, because it shows you how you can SAVE BIG MONEY in the purchase of every day needfuls.

Remember Holman's pay all freight charges on cash orders amounting to \$10.00 or over to any railway station in Eastern Canada and guarantee every order to open up to your entire satisfaction or subject to prompt return to us at our expense.

R. T. Holman Ltd.

Summerside and Charlottetown

Shoe Values that are Worth While for Men at

Goff Bros Ltd.

Mens Mahogany calf side blucher with heavy leather slip and fibre sole and rubber heel \$6.60

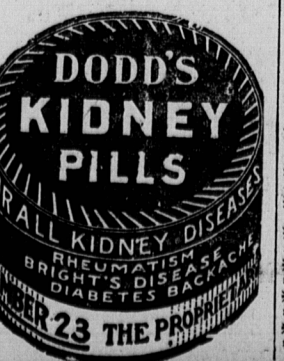
Mens Mahogany calf side blucher on a stylish last. Goodyear welt \$6.75

Mens Black Box Kip Bluches on a nice last and a good wearer. \$4.50

Mens Black Calf Blucher leather lined good-year welt, Dry foot sole with double shank. This seasons best offer. \$10.00

Thrilling the arteries, cleansing the blood, Mastering stupor and dull despair, Moving the dreamer to do and dare.

Work! Thank God for the swing of it, For the clamoring, hammering ring of it, Passion of labor daily hurled On the mighty anvils of the world.



Neglect no longer

To inform yourself of the innumerable advantages of Life Insurance, it is probable that you do not know for how small a sum you may, under the Policies of The Great-West Life Assurance Company, place your family beyond the necessity of appealing to the sympathy of others, should the unexpected happen.

Make these enquiries as a matter of business, not sentiment. It is sometimes necessary to remember that while some wives not only fail to urge Insurance upon their husbands, but actively discourage such provision—there is yet to be found the WIDOW who fails to appreciate the advantage of Life Insurance.

State age, when full details will be mailed of the many attractive Plans issued by

The Great-West Life Assurance Co

Branch Office

Charlottetown

HYNDMAN & COMPANY, LIMITED

Managers P. E. I.

E. R. BROW

146 Richmond St Charlottetown

Fire, Life, Accident, Sickness and Plate Glass Insurance at Lowest rates. Good Strong, Stock Companies