

The Charlottetown Guardian

Morning Daily (founded 1891), \$3.50 per year, (Delivered in advance), \$2.50 per year (mailed) in advance, in Canada, and \$3.00 for U.S.A.

Evening Daily (founded 1907) \$2.00 (delivered or by Mail in Canada, and \$2.50 for U.S.A.

Head Office at Charlottetown, Branch Office at Summerside, Alberton, Souris and Montague.

TUESDAY JUNE 11th, 1918

THE LABEL

We cannot overestimate the value of a label. The hundred and one articles of food, of condiments, of sweets, etc., at present on the market, sell on the strength of the label rather than on the merit of the article itself.

The other day the London Times published a piece of doggerel verse, fraudulently signed "Rudyard Kipling," and did not discover its error until Rudyard Kipling disclaimed the authorship.

There are several inferences which might be drawn from this joke. One is that, had this particular poem been far superior to the ordinary Kipling poetry and bore the name of an unknown author, the probability is that the Times would have refused it for the Times, be it remembered, is very particular.

A label, therefore, may be said to be a great, if not an absolute, necessity to success in any undertaking. How to secure an effective label? Produce a good article, label it and stick to the label.

It has been said that "a rose by any other name would smell as sweet," but let the florist try to sell his roses by another name, even by the perfume, and he will find them a drug on his hands until the new name has been established as a permanent label.

STICK TO IT

There are other places than Charlottetown where Boards of Health are experiencing difficulty in enforcing health regulations. A Toronto exchange thus endeavours to stiffen the backbone of its officers:

"Let the Board of Health persist in its resistance to the encroachments of Council. The Board has all the law and all the ethics of the situation on its side. An act of the Legislature gave it wide powers in the financing of its activities on behalf of the community. Every dollar spent by Dr.

Hastings saves the city from \$1,000 to \$100,000 in the preservation of infant life, in the prevention of epidemics, and in the protection of public health."

This is the right ring, wholesome advice to the civic body which to a large extent holds the health and the lives of the citizens in its hands. There are in Toronto, evidently, as there are in other cities, those who are extremely careless about the general health of the community, while they may be particularly careful regarding their own.

—)O(—

A WAR POSSIBILITY

All available information from the battle front goes to show that the Germans have been stopped in their march towards Paris. Temporarily, at least, they have been brought to a standstill on the Upper Marne. Their further progress to the south and west has been barred by an influx of General Foch's reserves.

It is just possible, however, that developments are pending in the Marne region which may call for the use of all the reserves which the Kaiser has to spare. Anyone who has watched the German advance from the Aisne to the Marne must have been struck by the firmness with which the Allies have held the enemy's flanks at Soissons and Rheims.

Should he strike successfully from Soissons towards Rheims he might cut off a good proportion of the Crown Prince's army and even capture a hundred thousand men. If he were to achieve such a local triumph he would thereby make a wide gap in the enemy's lines and probably be able to force a general German retreat from the Amiens region.

—)O(—

VETERANS AND THE CIVIL SERVICE

Provision is made under the new Civil Service Act, just passed for recognizing that returned soldiers have a special claim upon employment in the public services. The act gives the returned soldier a distinct advantage over the civilian for while the soldier must pass a competitive examination he may get a position in competition for which a civilian has made higher marks.

"Provided, however, that in all examinations persons who have been on active service overseas on the military or naval forces of His Majesty or of any of the Allies of His Majesty during the present war; who have left such service with an honorable record or who have been honorably discharged; and who obtain sufficient marks to pass such examinations, shall, irrespective of the marks they have obtained, be placed in the order of merit, on the list of successful candidates above all other candidates."

If the soldier competitor for any position were to make merely a pass mark and other candidates secured a much higher rating they would nevertheless be placed below him on the list, and he would secure a position before they could. By some this will be thought unfair to the civilian, but, on the other hand, it undoubtedly meets the wish of the country that there should be recognition of the public's debt to the men who took their lives in their hands and went to fight for the rest of us.

THE MISSION OF THE NAVY LEAGUE OF CANADA

(Continued)

Had Britain not controlled the seas the German Navy would have held the United States at its mercy, controlled its commerce and shipping in time of peace or swept them from the seas in time of war. This fact is now well recognized in the Republic, and ex-President W. H. Taft asked a great public meeting at New York on February 3, 1917, this significant question: "What would be our situation to-day if the British Navy were not between us and Germany?"

Protection of Fleet Brings Prosperity

Business men will remember that in Canada, for twelve months preceding the outbreak of War, the country was on the verge of financial depression. With the advent of war, the increased demand for our food products at increased prices, and the new industries that sprang up for the manufacture of munitions, turned our national financial balance sheet from one side of the ledger to the other.

Instead of having thousands of workmen out of employment, we found labour in increased demand and thousands of men and women, who had not been actively engaged in work, were brought into service, while the remuneration paid to workmen became larger than at any previous time in the history of the country.

We should remember that this favourable condition of affairs was brought about entirely by the ability of the British Fleet to keep open sea routes to Europe, and to maintain the blockade of Germany in the North Sea and to destroy the light cruisers upon the Sea when war commenced.

It is possible to estimate roughly what Canada has gained in money through the protection of the British Fleet and the service of the Mercantile Marine.

In the case of potatoes, the figures for 1917 are not available. In the case of butter and cheese, only the two years prior to the war and the first two years of war are obtainable. The contrast would be still greater if the figures for the whole period of war could be contrasted with an equal period prior to the war.

War orders, including shells and other new industries in Canada in 1914-15-16-17, amount to \$1,812,000,000. The increase in the deposits in the Canadian Banks for the past five years approximate \$700,000,000.

In short, these vast figures represent only a part of the increase in money that this country has received during the period at War in comparison with the corresponding period prior to War.

Solid Truths

As already stated, Mr. Gerard, the American Ambassador to Berlin, has told us that the German idea was to levy an indemnity against Canada equal to her natural resources, so that on the one hand, with the adequate protection of the Navy and service of the Mercantile Marine, we have received these vast sums in

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson

RAIN AND SUNSHINE

(Into each life some rain must fall)

It isn't raining rain to me, It's raining raindrops; In every dimpled drop I see Wild flowers on the hills, The clouds of grey engulf the day And overwhelm the town— It isn't raining rain to me, It's raining roses down.

It isn't raining rain to me But fields of clover bloom, Where any buccaneering bee May find a bed and room, A health unto the happy, A fig for him who frets— It isn't raining rain to me, It's raining violets.

My life is but a field Stretched out beneath God's sky, Some harvest rich to yield.

Where grows the golden grain, Where faith,—where sympathy, In a furrow cut by pain.

Where grows the golden grain, Where faith,—where sympathy, In a furrow cut by pain.

place of being compelled to work off a debt to the Germans of billions of dollars and losing our existence as a free nation.

Through the adequate protection of the Fleet and the undaunted heroism of our Merchant Sailors, 400,000 of our Canadian Soldiers have been safely transported across the seas, of whom not one Canadian has lost his life in crossing.

The above figures and deductions are not platitudes. They are Solid Truths. Let us, therefore, sum up what we owe to the sailor.

- 1. Protection in the carrying to Europe of our loved ones in the Canadian Army.
2. Increase in cash value of some of our products of the soil between pre-war time and war-time prices—\$969,000,000.
3. Money received from munition contracts—\$1,812,000,000.

We have not added these together because it is very difficult to tell from the various sources of information just how much they may overlap, but one thing is certain: Wherever may be the destination of the products, the producer had had his whack out of them, whether they are exported or put to domestic use.

It has been a herculean task of the Navy and Mercantile Marine to keep the seas, to preserve the lives of the soldiers, and to protect the valuable cargoes of commerce, and the burden has all been borne on the back of the sailor.

One of the most important features of the work of the Navy League of Canada is to find and train young men and boys for the Mercantile Marine and to support and relieve the widows and children and those depending upon the sailors of the Mercantile Marine who may lose their lives in the Service. Remember, they are not in receipt of pensions or patriotic allowance, so our gratitude should be all the greater.

What the Fleet Has Done

The President of the Navy League of Britain, the Duke of Buccleuch, has just sent a message to the Navy League of Canada, dealing with the Naval situation as it is to-day. He says:—

"At the close of three and a half years of war, it may be advantageous to epitomize the outstanding features of naval achievements during the process of the struggle.

(a) In consequence of British command of the Seas, apart from air raids and a few spasmodic dashes of enemy cruisers, the territory of the British Empire has been held inviolate from enemy invasion. The British Empire is the only nation engaged in the War which has conquered enemy territory and lost none of its own.

(b) The lines of communication between all the arteries of war have been amply defended and maintained and protected for the transport of over 13,000,000 men from port to port. Moreover, under the guardianship of the Fleet, over 2,000,000 horses, 26,000,000 tons of munitions and war supplies, and 63,000,000 tons of coal and oil have been conveyed to meet the needs of the allied armies. Within the British Empire itself, the Navy has safeguarded the ocean carriage of nearly \$140,000,000 tons of food and material.

(c) The maintenance of the blockade of Germany has resulted in the complete stoppage of her ocean-going commerce. The German flag has been swept from the Seas, and only on one occasion, the 1st of June, 1916, has German naval power ventured to challenge a fleet action.

(d) The conquest of German Colonies in Africa, Asia and Australia has been the direct result of the application of sea power in support of the operations of military force on land.

On the naval side of war nothing can be more calculated to stir the pride of the British race than the magnificent bravery and chivalry of the Officers and Men of the Mercantile Marine. It was the arrogant hope of the enemy that the methods of frightfulness that were so ruthlessly practised in the destruction of merchant vessels at Sea and their crews, would, in effect increase the difficulties of manning and operating the British Merchant Service. In this respect, the enemy has been completely disillusioned and the fearless bravery, cool skill, and irrepressible sense of public duty of every section of British Seafarers, no matter on what class of craft they have been employed are the admiration of the civilized world.

It may be declared in the fullness of conviction that as an instrument of war, the British Navy at the opening of this year is the most powerful and the most highly developed weapon which has ever been devised."

(Signed) BUCCLEUCHI
We may sum up by saying that the Royal Navy has not only kept the seas of the world clear of German commerce and ships, and fought a never-ending day and night struggle with the submarine and its floating mines, but has held the great centre of sea-power in the North Sea and maintained a continuous blockade upon Germany coasts and shipping and trade, and safeguarded the supply routes of nine military fronts in three continents for the Allies—the Western, the Eastern, the Italian and the Balkans in Europe, the Mesopotamian and Pal-

estinian in Asia, the Egyptian and East African in Africa. Its rivers gun-boats and monitors have aided the Italians at Pola and other Austrian points, helped the Allied armies on the East coast of Africa, supported the British Army on the Tigris and the Persian Gulf, its East Indian squadron has protected the Suez Canal and Red Sea and helped the Army in Egypt. An average of 80 ships weekly have been intercepted and examined by British Patrols; its 4,000 ships have been coaled, provisioned and kept at sea year in and year out. The Navy had a strength in October 1917, of 430,000 officers and men, a tonnage of 6,000,000 a total of 3,300 vessels engaged as mine-sweepers and patrols and 570 ships of 1,750,000 tons continuously carrying troops and stores to all the theatres of War.

Aggression vs Protection

When Germany sought sea-power, the Kaiser at once encouraged in every way the formation of a German Navy League, and literally millions of members were enrolled and systematically educated into the belief that with a Navy to back up her Army, Germany could conquer the world. The aim of their Navy League was Aggression, whilst that of the British Navy League was Protection, in the belief that with an adequate Navy, the situation could be held long enough to create an Army when the Necessity arose—Since Proven in Fact.

Navy an Insurance Policy

Now we in Canada having these facts before us, our Navy League's chief duty will be to educate our people to appreciate how much we depend for our prosperity and our existence as a free people upon the Mercantile Marine and the Navy. We must bring the people to realize that the Navy is an insurance policy which directly affects every farmer, every mechanic, every professional man, and every other class of the community. It is the duty of the Navy League of Canada to create in all classes a knowledge and a gratitude for the Fleets which will make it impossible that either Naval or Mercantile Marine affairs shall be made a political football in political warfare.

It must be seen to that our ship-building industry, upon which our export trade depends, shall be given the national prominence that it deserves, and that the sailors, both Naval and Merchant, (and particularly the latter) shall receive full recognition for their heroic services.

In laying down a policy for the Navy League of Canada, we have kept in mind three principal objects:—

- 1. To make a thoroughly organized educational campaign.
2. To raise funds for British and Canadian Sailors, Sailor's Institutes, and for the welfare of seamen and their dependents.

3. To encourage Naval Brigades for young men and boys where they can receive practical and theoretical instruction to fit them for either the Mercantile Marine or the Navy.

With respect to Object Number 1, we hope that with a large membership and with the circulation of literature dealing with Naval and Marine affairs that will be sent to them, and by a systematic series of lectures through the country, and by a naval motion play, and by a reader in the public schools, to finally educate a very large number of our population to the importance of Maritime questions.

With respect to Object Number 2, if one's imagination needs any stimulus to realize the necessity of contributing to its funds, we will cite merely three instances:—

(a) One hundred and seventy-six merchant ships have been sunk since war began without trace of ship, cargo or crew, quite irrespective of the vessel was on her beam-ends and out of control, and all her boats on the leasid rendered useless. The Captain ordered the crew to remain on board, but there was insufficient room for the whole crew, so the Captain and nine men volunteered to remain. Captain Williams bade goodbye to the survivors and he and the nine men were left to their doom; What of Their Dependents?

(b) On February 6th, the British ship "Miguel de Larinaga" Captain Williams, Master) founded at sea. She left an Atlantic Port twelve days previously. Her cargo shifted during a storm and within half an hour the vessel was on her beam-ends and out of control, and all her boats on the leasid rendered useless. The Captain ordered the crew to remain on board, but there was insufficient room for the whole crew, so the Captain and nine men volunteered to remain. Captain Williams bade goodbye to the survivors and he and the nine men were left to their doom; What of Their Dependents?

(c) Our own Canadian Navy has an illustration of sacrifice and heroism that reads like a page of a romance but in the multiplicity of heroic deeds not a line has yet been written about it. When Captain Newcombe, the Commanding Officer of H. M. C. S. "Niobe," was informed that a ship was on fire in Halifax Harbour and that the direction of the wind and tide were setting her towards the Naval Dockyard and the "Niobe," Captain Newcombe (who lost his leg at Gallipoli and who has since had it amputated a second time) was having his leg treated to reduce the inflammation. He immediately went on deck to take in the situation, and seeing that the crew of the burning ship—the "Mt. Blanc"—were abandoning her and hastening ashore, he at once realized that they feared an explosion, and

called for volunteers to man the steam pinnace and tow the "Mt. Blanc" out of the line of the Dockyard, the "Niobe" and the Naval Magazine. Fourteen men, under Mr. Matteson, a Warrant Officer from Toronto, promptly explained the danger of explosion and the necessity for haste and they themselves had no doubt realized the reason that the "Mt. Blanc's" crew were so hastily abandoning her and rowing ashore. Undaunted, they put off and were coming alongside when the ship exploded, leaving not one trace of either the steam pinnace or any of her crew of fourteen. These men were not all old man-o-war-men trained for years to discipline, but many of them recently recruited from Ontario, but they were Made of the Right Stuff. What of Their Dependents?

With respect to Object Number 2—to encourage Boys' Naval Brigades, our Merchant Service is deplorably deficient in trained crews. Frequently ships are detained in Atlantic ports awaiting a sufficient number to man them, and delays have lengthened from days to weeks and from weeks to months before they can sail. Our own Government is entering upon a shipbuilding programme, spending \$90,000,000 in the construction of new ships. All shipowners and the Government officials know that there are not a sufficient number of men to man the present vessels, so what of the new ones? It is the League's purpose therefore, to remedy to the best in their power this shortage, by instructing young men and boys from twelve years upwards in practical and theoretical seamanship. In England the League has many such training ships, and we are following their standards of instruction.

From a national standpoint, this line of endeavor is of the greatest importance. If Canada after war is to remain an exporting country, and we do not think anyone will deny that with the figures just quoted, her newly acquired taste for export trade is likely to slacken, we must have not only our own ships, but must man them with Canadians to be independent of other countries.

What Membership Means

To bring about the above, the League seeks the support of every patriotic citizen, including every school child, and every factory hand and wage earner. Annual fees are nominal:—

- 25c for a School Child.
\$1.00 for an Associate Member
\$2.00 for a Full Member.

We ought to have more than 50,000 members in the Province of Ontario alone. With a large membership will come such an influence in Canada as the Navy League wields in England, where the wisdom of its policy and its wide spread influence has been so amply demonstrated.

The Navy League is not an aggressive organization; its aims are security and peace; it is absolutely non-political and non-denominational; it should be supported by all citizens, irrespective of class and creed. Its power for good will depend upon its strength, which will be measured by the number of its members.

Its appeals will be of National importance, for the Sailors of the Navy and the Mercantile Marine, for the Sailors' Institutes, for the Sailors' wives and children, and for the Naval Brigades. Governments and Municipalities readily respond to a request for aid which comes from hundreds of thousands of people; therefore, we must have Members; the fee is small, so that everyone may join—men, women and children.

Members will receive the League's illustrated magazine. They wear a League button with the motto "Keep Watch" upon it. Each Member will be a contributor to the objects of the League through his annual subscription, and thus will become an Active Participant in the constructive Maritime work of their Country and Empire.

MOTTO—KEEP WATCH.

THE MEMORY MAN

A woman of intellectual tastes found it difficult to remember all the facts she collected. She therefore secured the services of a professor of one of the best memory systems. Scarcely had the professor taken his departure after a successful first lesson, when a loud aback knock was heard at the front door. "Who was that, Mary?" the lady inquired of the servant, "Oh, if you please, ma'am," said Mary, "it was the memory man!"

