

"Let your Light so shine before men..."

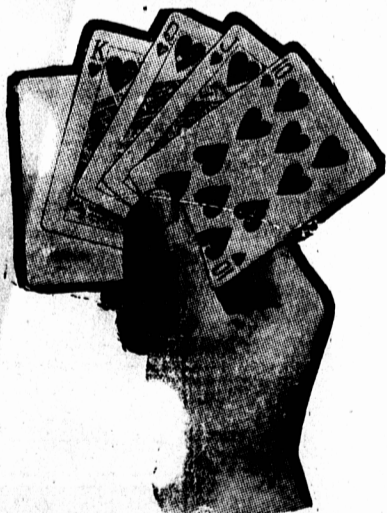
Democracy to fight the way out of the dark evil of war! We all believe in it, though we care more for actions than elaborate words to express what is in our hearts. This year we must make our mightiest effort toward Victory—our way of showing men the goodness and power of the Canadian way of life.

Buy More War Bonds and Stamps!

S. A. MacDonald



(U.S. Signal Corps Radiotelephoto from NEA) An Italian boy carries his feeble grandmother down the rocky mountain trail to their destroyed home in Lagoni. Many of the townspeople who fled to the hills while the battle raged, returned to find their dwellings had been sacked by the retreating Germans.



CAN'T BE BEAT.

When you hold all the cards you have no worries. And you are just as certain about our tobacco. No other brand can beat it in quality or flavor

HICKEY'S BLACK TWIST

SOLD EVERYWHERE "EAST POINT TO NORTH CAPE" HICKEY and NICHOLSON Tobacco Co. Ltd. Charlottetown

W. C. T. U. NOTES

"FRIENDS WE TOO ARE BUILDING"

We are building our home on eternity's shore. While we dwell in our structure of We are shipping material onward before. With close of each hastening day. We are sending the thought That our spirit hath wrought. In the wonderful glow of the brain, And the timber is grown From the seeds we have sown, Wealth the shadow of sorrow and pain. We are building our home — may the angels with lights Bring us wisdom wherever we stray That the mansion eternal be fashioned aright. And the sunlight of Truth be its day. May the rainbow of Love From the arch above And the river of Peace meander by, And our spirits be blest From the glimmers of rest We have sent to our home in the sky.

THE PRESIDENT'S MESSAGE

Dear Co-Workers: We enjoyed our short visit with you. We were sorry she could not remain for our Temperance Alliance Convention. Our temperance forces need leadership in Manitoba.

One of the speakers at the Alliance Convention stated that he believed that the churches had failed to give leadership and support.

The first duty of the church is of course to preach the Gospel of Jesus Christ, but should it not give leadership in applying that gospel?

Thoughtful people are deeply concerned with world conditions. Not only are most of the nations at war, but conditions are such that we wonder what will happen when peace is declared. There are so many areas of life that need christianizing.

We cannot consider the cause of temperance alone. We must study it in its relation to economic conditions.

Europe has kept a large section of its population in semi-slavery because of economic conditions. Poverty and beer drinking go together. Poor food and beer mean low moral standards.

Our economic and political order needs to be christianized. Victories in these areas will be victories in the cause of Temperance and victory for God. Let us seek His leadership at this time. Surely we women who give the sons to fight for a better world must have a voice in the peace to make it endure. — Edith McNeill.

ON THE WESTERN FRONT

LIQUOR BRAWLING — Provoked 20:1 in the Moffat Revision reads: "Wine means mockery, liquor means brawling." This is illustrated repeatedly. The Vancouver Police report on a case states, "The lobe of his ear was entirely chewed off, by connection with an assault on John... He told Police that it was done by a fellow-workman with whom he was drinking."

MOTHER DESERTS CHILDREN FOR BEER — Four children ranging from 2-7 years of age whose mother locked them out of the home while she went out drinking beer were turned over to the Child Welfare by Vancouver Police. Two of them were found wandering on Georgia Street. The other two locked out of the house were crying for their mother when found by Police.

MORALITY STATISTICS STARTLING.—According to statistics of the Morality Squad, it is reported that "professional street walking" has been cut down in Vancouver. "Only 11% of the social disease was reported to the professionals, while the 89% was found to originate through loose conduct by girls picked up at hotels, beer parlors, city streets and parks."

MANSLAUGHTER AT NANAIMO.—A former football star was put on trial in October for the killing of his wife in his automobile last May. Psychiatrist testimony corroborated his plea of temporary insanity and amnesia. His two sons testified to the many of family relations which were broken only when the wife began to make home to be a scene unbecoming. The female drinker is giving serious trouble in British Columbia. The story of the foolish virtues and the tragic results come to mind.

THE AMERICAN BUSINESSMEN'S RESEARCH FOUNDATION of Chicago, has a canteen, showing drinking among soldiers and civilians as a symbol of waste, inefficiency, loose talk and dereliction of duty. We had a striking example of its results in Vancouver shapard worker, employed on a naval ship was sentenced to a month in jail for careless talk. He told a soldier and airman openly in a beer saloon what he knew about that particular ship. His loose talk cost him a month's liberty.—Canadian White Ribbon Tidings.

BALANCED VIRTUES

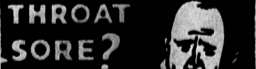
It is good to be thrifty, but bad to be stingy. Thrift needs to be balanced by generosity. Truth-speaking is a virtue which needs to be balanced by love lest it degenerate into brutality.

If we have knowledge we should pray for grace lest knowledge should grow arrogant. If we have strength, we should curb pugnacity, that strength be not used injuriously.

Our virtues need to be balanced. It is a life-long undertaking, and the most profitable one in which a human being can be engaged.—J. D. P.

THROAT SORE?

For common ordinary sore throat. JUST RUB ON MINARD'S MENTHOL LINIMENT



Rev. W. T. Mercer. Dear Mr. Mercer: We the people of the Congregation of Mt. Stewart United Church who appreciate the services rendered to us, wish to present this small gift to you, and would kindly ask you to please accept same.

Wishing you, Mrs. Mercer and family a Happy Christmas and Prosperous New Year.

Signed by People of the Congregation.

Mr. Mercer fittingly thanked the men for their kindness, and on Sunday morning expressed his ap-

W. C. T. U. NOTES

"FRIENDS WE TOO ARE BUILDING"

We are building our home on eternity's shore. While we dwell in our structure of We are shipping material onward before. With close of each hastening day. We are sending the thought That our spirit hath wrought. In the wonderful glow of the brain, And the timber is grown From the seeds we have sown, Wealth the shadow of sorrow and pain. We are building our home — may the angels with lights Bring us wisdom wherever we stray That the mansion eternal be fashioned aright. And the sunlight of Truth be its day. May the rainbow of Love From the arch above And the river of Peace meander by, And our spirits be blest From the glimmers of rest We have sent to our home in the sky.

THE PRESIDENT'S MESSAGE

Dear Co-Workers: We enjoyed our short visit with you. We were sorry she could not remain for our Temperance Alliance Convention. Our temperance forces need leadership in Manitoba.

One of the speakers at the Alliance Convention stated that he believed that the churches had failed to give leadership and support.

The first duty of the church is of course to preach the Gospel of Jesus Christ, but should it not give leadership in applying that gospel?

Thoughtful people are deeply concerned with world conditions. Not only are most of the nations at war, but conditions are such that we wonder what will happen when peace is declared. There are so many areas of life that need christianizing.

We cannot consider the cause of temperance alone. We must study it in its relation to economic conditions.

Europe has kept a large section of its population in semi-slavery because of economic conditions. Poverty and beer drinking go together. Poor food and beer mean low moral standards.

Our economic and political order needs to be christianized. Victories in these areas will be victories in the cause of Temperance and victory for God. Let us seek His leadership at this time. Surely we women who give the sons to fight for a better world must have a voice in the peace to make it endure. — Edith McNeill.

ON THE WESTERN FRONT

LIQUOR BRAWLING — Provoked 20:1 in the Moffat Revision reads: "Wine means mockery, liquor means brawling." This is illustrated repeatedly. The Vancouver Police report on a case states, "The lobe of his ear was entirely chewed off, by connection with an assault on John... He told Police that it was done by a fellow-workman with whom he was drinking."

MOTHER DESERTS CHILDREN FOR BEER — Four children ranging from 2-7 years of age whose mother locked them out of the home while she went out drinking beer were turned over to the Child Welfare by Vancouver Police. Two of them were found wandering on Georgia Street. The other two locked out of the house were crying for their mother when found by Police.

MORALITY STATISTICS STARTLING.—According to statistics of the Morality Squad, it is reported that "professional street walking" has been cut down in Vancouver. "Only 11% of the social disease was reported to the professionals, while the 89% was found to originate through loose conduct by girls picked up at hotels, beer parlors, city streets and parks."

MANSLAUGHTER AT NANAIMO.—A former football star was put on trial in October for the killing of his wife in his automobile last May. Psychiatrist testimony corroborated his plea of temporary insanity and amnesia. His two sons testified to the many of family relations which were broken only when the wife began to make home to be a scene unbecoming. The female drinker is giving serious trouble in British Columbia. The story of the foolish virtues and the tragic results come to mind.

THE AMERICAN BUSINESSMEN'S RESEARCH FOUNDATION of Chicago, has a canteen, showing drinking among soldiers and civilians as a symbol of waste, inefficiency, loose talk and dereliction of duty. We had a striking example of its results in Vancouver shapard worker, employed on a naval ship was sentenced to a month in jail for careless talk. He told a soldier and airman openly in a beer saloon what he knew about that particular ship. His loose talk cost him a month's liberty.—Canadian White Ribbon Tidings.

BALANCED VIRTUES

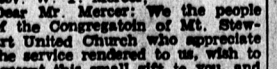
It is good to be thrifty, but bad to be stingy. Thrift needs to be balanced by generosity. Truth-speaking is a virtue which needs to be balanced by love lest it degenerate into brutality.

If we have knowledge we should pray for grace lest knowledge should grow arrogant. If we have strength, we should curb pugnacity, that strength be not used injuriously.

Our virtues need to be balanced. It is a life-long undertaking, and the most profitable one in which a human being can be engaged.—J. D. P.

THROAT SORE?

For common ordinary sore throat. JUST RUB ON MINARD'S MENTHOL LINIMENT

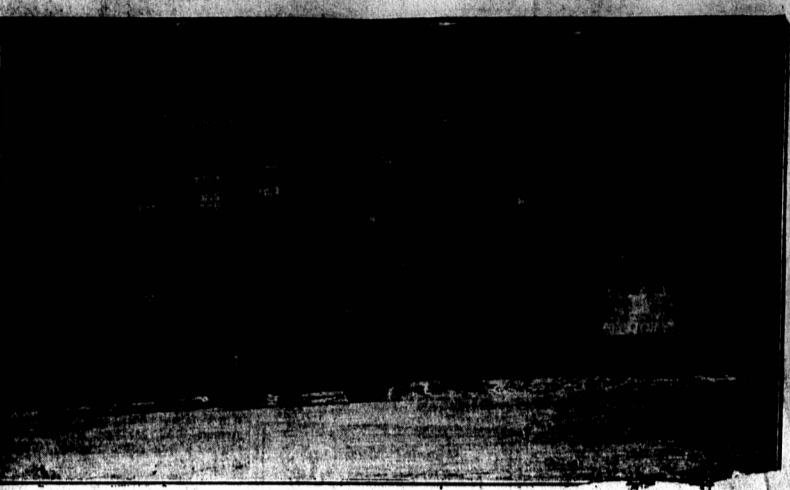


Rev. W. T. Mercer. Dear Mr. Mercer: We the people of the Congregation of Mt. Stewart United Church who appreciate the services rendered to us, wish to present this small gift to you, and would kindly ask you to please accept same.

Wishing you, Mrs. Mercer and family a Happy Christmas and Prosperous New Year.

Signed by People of the Congregation.

Mr. Mercer fittingly thanked the men for their kindness, and on Sunday morning expressed his ap-



G. M. MOORE President



W. A. STEWART Director

1893 — — 1944

On their fifty-first business birthday the Directors of Moore & McLeod Limited offer their grateful thanks to their kind friends throughout this Province . . . and beyond, whose support and patronage through the years has made possible this half century of service.

As in the past, so in the future, Moore & McLeod Limited assure you that their daily aim and ambition, to which they will bend every effort, will be

TO SERVE YOU WELL

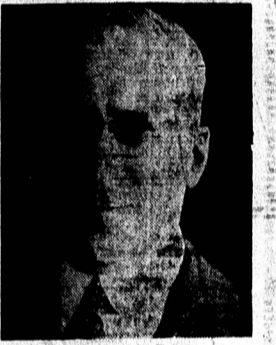
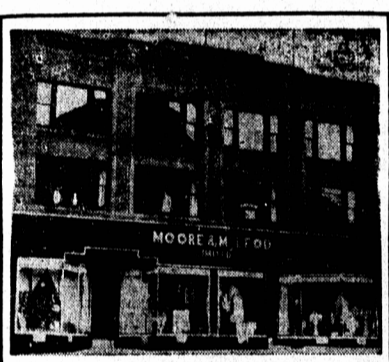
To all, very sincerely,

A HAPPY NEW YEAR!

MOORE & McLEOD Limited



S. A. McLEOD Vice-President



J. F. GORDON Secretary-Treasurer

St. Johns United Church, Mt. Stewart

On Sunday evening, December 19th, the children of St. John's United Church Sunday School, under the direction of Miss Eleanor Douglas, put on a Christmas concert consisting of singing, recitations, readings and a tableau, all directing attention to the Birth of Jesus. The church was filled to capacity and visitors from other churches were welcomed and enjoyed what was really a worship service with a great lesson, but without a sermon.

On Tuesday evening the customary Christmas-Gift of a Goose was sent to the Manse by the members of the Y. P. U., and the Bible Study Group. Also on Tuesday Rev. Wm. T. and Mrs. Mercer were pleasantly surprised by a special Christmas gift of money from the Ladies' Aid, presented by the Treasurer, Mrs. Harold Affleck. During the past two and a half years the Manse has been greatly improved with a minimum of cost to the Ladies' Aid. This has been noted and the ladies have, in accordance with the Christmas spirit, expressed in a tangible form their appreciation.

On Wednesday afternoon Mr. Russell O. Clark, M. L. A., Mr. McLeod Douglas and Mr. Lemuel Jay called at the manse, and as representatives of the congregation presented Mr. Mercer with a purse of money and a list of the donors containing the names of more than seventy representatives of families and the following address:

MT. STEWART, December, 1943.

Rev. W. T. Mercer. Dear Mr. Mercer: We the people of the Congregation of Mt. Stewart United Church who appreciate the services rendered to us, wish to present this small gift to you, and would kindly ask you to please accept same.

Wishing you, Mrs. Mercer and family a Happy Christmas and Prosperous New Year.

Signed by People of the Congregation.

Mr. Mercer fittingly thanked the men for their kindness, and on Sunday morning expressed his ap-

preciation to the congregation. Since coming here Mr. and Mrs. Mercer have been untiringly active in both church and community affairs, and have won the admiration and respect of all the people. Mr. Mercer says that he is encouraged and helped in his work by the regular attendance of the people at Sunday Services, and feels that he has done nothing to merit the kindness and respect shown to him.



Finding the Army slightly different from his father's silent screen comedy, Shoukier Avenue Charles Chaplin, Jr., 18-year-old son of the famous comedian, peels potatoes at Camp Haan, Calif. He's a private in the 36th Ordnance Maintenance Co.



Once more the bells ring out o'er a world filled with strife. May we enter 1944 confident that "the wrong shall fail, the right prevail" with peace on earth good will to men.

Happy New Year to All

THE ROGERS HARDWARE CO., LTD.