

THE CHARLOTTETOWN GUARDIAN

Morning Daily (founded 1887), \$4.00 per year (Delivered in advance); \$2.00 per year (Mailed) in advance in Canada, and \$3.50 for U. S. A. Head Office at Charlottetown, Branch Office at Summerside, Alberton, Souris and Montague. President—Major A. A. Bartlett Editor and Publisher: J. R. Burnett. Associate Editor: D. K. Currie

MONDAY, JANUARY 20th 1919.

SALVATION ARMY DRIVE

The drive for the Salvation Army Million Dollar Soldiers' Home Coming Campaign opens today. Names of the members of the Executive and Captains of teams appear elsewhere in this issue, as also an advertisement setting forth the aims and objects of the drive. The fact that this drive has received the fullest endorsement from the Governor General, the Prime Minister and Leader of the

Opposition, the governors and promoters of all the provinces is a sufficient guarantee of the worthiness of the object and the general confidence in the ability of the Salvation Army to faithfully administer the funds. We commend the move to the general public as a means of doing much good and advancing the interest of the country and of the people.

PULLING TOGETHER

Sir Eric Geddes, in an address before the associated chambers of Commerce in London recently said that the biggest thing that had been learned in the late war, the greatest benefit that could be gotten from it was that the British people had discovered, as a nation, what they could do if they pulled together.

What is true of the British nation is equally true of its dominions overseas and of each province of these dominions. Had we in Prince Edward Island been told five years ago that within the next few years we were going to raise an army of over three thousand men and to pay into the different war funds a million dollars, we would have, with one voice, called it impossible. Yet we did it—we did the impossible of only a few years ago. The impelling power in this was unity of aim and effort, the united determination of all the people to provide whatever was necessary for the carrying on of the war to a successful issue. For us as well as for the British Empire one of the great lessons of the war has been to find out what we could do by pulling together, to find out that there is practically nothing impossible for a nation, a province or a community that pulls together.

We have a province endowed with a combination of natural advantages to be found in but few countries. With the united purpose of making it the best province in Canada, the best spot in America to live in—we can do it if we pull together.

There are several things yet needed. We want all our valuable land occupied and cultivated; we want our occupied farms cultivated more intensively; we want to at least double our farm production; we want better roads; we want better schools; we want better liv-

ing conditions especially in the rural sections—and several other things we want all of which are within our reach and capable of attainment by pulling together. At the recent meeting of the Egg Circles it was shown how one of the least successful of our farm sidelines had grown to be one of the main branches in agriculture, how the despised hen of a few years ago became a "live stock" proposition of big dimensions, all through the farmers uniting and pulling together in the matter of securing better stock, a better quality of product and a saner method of marketing than had prevailed heretofore.

How are all these wants of ours to be supplied? How is the pulling together to be brought about? Simply by leadership in each community. In every community in the province there are men who if they will, can bring the community together, can awaken the community spirit and the community pride. Every school district can have an "Egg Circle" which should have its social club or farmers' institute, or women's institute, or better still a united men's and women's institute, for no community will attain its highest level without the co-operation of the women. From these gatherings would come the inspiration for mutual helpfulness for a forward movement, for better roads, better schools, better methods of farming and the result would be greater prosperity, greater happiness and less inclination to look abroad for conditions which we could have here as well as elsewhere.

Many communities throughout the province already have these clubs and their good influence is to be seen in their roads, their schools, their farms, their homes and their people. We are beginning a new era—let us begin it by arranging for a pull all together.

operate; even if one does all the work on his pictures, from making the exposure to mounting the finished print. The cost of materials, especially if he does the developing and printing himself, is less than in almost any other recreation affording the same amount of pleasure. Any member of the family or, better, all the members of the family may take pictures. The camera aids in making the home a continual center of interest and enjoyment.

Re Local Board of Health For Township 37

Sir:—I desire to say through the Guardian to the parties whom it may concern that the object of a local board of health is to make rules and restrictions of a local nature within their jurisdiction for the protection of the public health and prevention of the spread of any infectious or contagious diseases. In no case are any of the members of the board paid by the Government for such services, and in no case does the government pay any bills contracted by such local boards of health unless a family are actually in need of food or the necessities of life during their time of sickness. In that case the government will pay a reasonable bill presented by such Board of Health or in the event of quarantining a house and by the fact of such quarantine the man of the house is prevented from earning his living and he has no means of supplying himself with the necessities of life. In that case the government pays the bill. Regarding a home where there is no suitable person to look after the affairs of the home and not seeking or engaging outside help to care for the wants of the home under quarantine I wish to say no such case has been neglected. Referring to the case of the late Edward Ross, Bradalbane, and the most unfair reports affecting our local board of health as well as his own

(Continued on page Five.)

A MODERN PHILANTHROPIST

From The London Daily Mail

The magnificent gift of \$25,000 to Oxford University by Sir Basil Zaharoff, K. B. E., for the establishment of a Chair of French, to be called "the Marshall Foch Professorship of French Literature," has again whetted public curiosity as to the identity (which he keeps half-veiled) and the individuality (which he keeps wholly veiled) of a millionaire who seems to be possessed of Aladdin's lamp.

These are some of the inspired beneficences of Sir Basil Zaharoff. £40,000 a month to the Greek Treasury during the Balkan War. £20,000, in May, 1914, to a fund for training young Frenchmen for the Olympic games.

Every Greek Legislature in Europe given a financial footing to make it worthy of the dignity of its country.

£28,000 for a Chair of Aeronautics at the Paris Sorbonne. A similar chair in the University of Petrograd.

£25,000 for a Chair of Flying at London University.

£100,000 to establish a radio-telegraph station at Athens for Allied propaganda.

This millionaire of fiction, this plotter of magic surprises, this giver who appears from nowhere to help strivers for mental and physical culture, world improvement, and mechanical progress, and who pours gold into the lean and stunted purses of universities, is the son of a Greek mother and a Russian father who became a Greek subject. He has spent most of his life in France, with fleeting visits to chambers in Ryder Street, St. James', London. He is a bachelor of about 65 years, distinguished looking, with well-knit physique, shrewd, kindly blue-grey eyes, a white moustache and imperial.

He is a quiet talker and picks his words, and he has a wide and accurate knowledge of European politics and finance. His two splinter sisters, one of whom died recently, assisted him in his charities. It is said that he is worth £4,000,000, but the mystery and self-effacement with which he shrouds his liberality and the greatness and apparent casualness of his givings have led to other estimates of wealth almost fabulous.

An instance of this casualness was his gift to the Sorbonne. He strolled into the university buildings and asked a porter—as one who asks the way to the library—to whom one should apply if one wanted to found a Chair of Aeronautics. The porter told this stranger that £28,000 would be necessary. M. Zaharoff (as he was then; he was made a Knight of the British Empire a few months ago) rubbed Aladdin's lamp under his cloak, wrote the cheque for £28,000, and strolled out again into the streets of Paris.

Shipping, banking interests (particularly French banks), and holdings in armament works are the mystery millionaire's sources of vast income. He is reputed to be largely interested in Vickers and he controls shipping yards in the north of England.

How he laid the foundation of his wealth only Sir Basil Zaharoff knows. The mystery is probably no mystery if he cared to unfold it—thrift in youth, shrewdness, integrity, alacrity for opportunity, and iron in every gold fire—there is no royal road to millions but this. He has been a splendid friend of the Allied cause in the war and his

hobby is art, especially sculpture. Sir Basil Zaharoff was nearly captured once by a German submarine; his secretary was taken, and he presumably rubbed Aladdin's lamp (for himself for once, and not for others and escaped.

There was a young lady named Hill Who, alas! lost a ten dollar bill But through a Lost Ad. 'Twas returned by a lad Who got half (?) and is blowing it still.

Minards liniment cures garget in cows

Your Problems Solved BY REV. T.S. LINSKOTT, 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.

HAVE COURAGE Johnson H. writes: "I am requested by the directors of the company, by which I am employed, to take a responsible position for which I fear I have not the ability; what would you advise me to do?" Do not be a coward; accept the position, do the best you can, and put the responsibility upon those who appointed you. You appear to be too modest, for the chances are that the directors would not appoint you to the work unless they knew you were fitted for it. Have faith in God, and in yourself, and you will win.

ADVICE FOR A PREACHER: "L. M. O." If you are a preacher whom the people delight to hear, and have been refused ordination by your church because you failed in your examinations, I would advise you not to allow this to sour your disposition. If God has called you to preach the gospel some way will be opened up by which you can do so. Get a position by which you can make a living, and preach as you have opportunity. You may depend upon it that if it is God's plan for you to devote your life to that work the way will be made clear.

QUICK TEMPER: "An Earnest Reader" writes as follows: "I am a young wife and both my husband and I are quick tempered and I for one have tried hard to overcome this fault of mine for it is very often causing me grief and little quarrels between us. If you will kindly advise me what to do in the case you will certainly oblige." Anger is controllable insanity. It makes those who are its victims say and do things which they would not do when in their normal condition. But it can be controlled. When in anger compel yourself to think of the folly you are committing; keep your mouth shut tight for as long as possible. When you do speak let it be in a very low voice. Think of God and the angels and it is wonderful how much a thought will give you control over yourself. Then say to your husband "now my dear we will settle this matter tomorrow when we have both cooled off" or something similar. The manifestation of temper between husband and wife has wrecked many a home and made unhappy the married lives of an uncountable number more. Resolve, God helping you, never to show temper more, but should you ever break this good resolution make your self apologize to your husband afterwards and again renew your covenant with yourself and with God. Read Proverbs 16:32.

DO YOU BELIEVE IN A SQUARE DEAL

Is it a Square Deal for the Salvation Army to have One Drive in FOUR YEARS JANUARY 19-26

Let us Contribute Liberally to the Cause SALVATION ARMY DRIVE

TODAY'S OFFERINGS 1 doz. Dresses BLACK and NAVY

\$17.75 for \$15.00 16.50 " 13.75 15.00 " 12.00 new styles Sizes 38, 40. 18-20



Complete clearance of all our Ladies' Outing Hats, no matter what the former price was they will be offered today at \$1.98. EVERYBODY KNOWS WHAT PATONS HATS ARE. No old stock, everything up to date, but we want the room. Every hat in stock at one price, trimmed or untrimmed. Black velvet and Beaver.

PATONS LTD.

3511-1-20M31.

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.

By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No argument was 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.

GOFF BROS BARGAINS FOR THIS WEEK

We have placed on sale today a lot of men's size 9 HOCKEY BOOTS at \$2.75 WORTH AT LEAST \$4.00. Good reliable stock but we have too many size 9. Just received Ladies' Brown Rubbers in HIGH, MEDIUM AND LOW HEELS. Ladies, get a pair of Harem Slippers, beauties really, only 39c.

Protect Your Loved Ones

Insurance provides the only SAFE way. For full information call, write or phone. The oldest Insurance Agency in P. E. I.

Hyndman & Co. Limited

BRANCH MANAGERS The Great West Life Assurance Co., 61 QUEEN STREET, CHARLOTTETOWN