

THE CHARLOTTETOWN GUARDIAN

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

MONDAY DECEMBER 30th, 1918.

NOTICE

Wednesday being New Year's Day and a public holiday the Morning Guardian will not be published on the following day.

THE NEVERFAILING OCCUPATION

The prophets of evil are busy at present figuring out the industrial and commercial depression that is to follow the war.

market may be slumped and flooded, but the world must have its three meals a day and these three meals must be provided by the farmer.

NAVAL UNIFORMITY

Our recent telegrams announced the intended visit of Admiral Jellicoe to Canada and other overseas dominions.

As naval matters come to be developed upon a considerable scale by the Dominions it may be necessary hereafter to consider the establishment for war purposes of some supreme naval command.

GOVERNMENT POND

Nature gave the city of Charlottetown several special beauty spots and Charlottetown has added some touches to a number of them by way of adapting them to civic requirements and ornamentation.

of a rink ticket. The only outlay required in winter is the cost of a few electric lights during the skating season and an occasional flooding to keep the ice in good condition.

FORECAST OF CONFERENCE MADE

LONDON, Dec. 26.—The press of London prints tonight in late editions what seem to be semi-official forecasts that the conferences which President Wilson will have with the Prime Minister and his colleagues on Friday will be concerned with what the Chronicle terms the "extremely important aspect of the peace terms to be imposed upon Germany."

don over Christmas is due to developments of opinion which have become known to the President since his arrival in Paris.

PRICE OF POULTRY

Cost of Living Dept. Shows 82 P. C. More in Storage Than Last Year

OTTAWA.—The cost of living branch reports as follows to the Minister of Labor regarding stocks of food in storage on December 1st: The amount of butter reported is 16,240,695 pounds of creamery and 1,667,949 of dairy.

Table with 3 columns: Item, 1917, 1918. Items include Butter, Cheese, Eggs, Pork, Beef, Mutton & Lamb, Fowl, Fish.

Helps and Hindrances

The cheese in storage is 5,621,665 pounds which is about the same as a year ago. This is about enough for two months' domestic sales and ten days' export.

Sir.—Your recent article on trade hindrances was much appreciated. Such transactions as adding unlawfully to the weight of the Christmas turkey or the bale of hay, differ in degree only, but not in kind from the palming off of shoddy for the real article, or of good half cotton for pure and unmixed wool.

The eggs in cold storage have declined by about one-third. We are safe in saying that the decline would be still greater and our supplies short to-day were it not for imports of Chinese eggs.

While the first named offenders risk the penalty of the law for a petty gain, the latter may "ply the art of legal thieving" with impunity, and retire with plunder that makes the petty grafter look like thirty cents.

The stocks of meats in storage are a general greater than either last month or last year, the only exception being a decrease of 2.41 per cent. in dried pork.

Those there be, whose unrighteous gains, instead of being calculated in a few dishonest pennies, may be reckoned in thousands of dollars and who, instead of faring sumptuously every day, if paid according to service rendered, would be in want of shoe leather.

Pork stocks amount to 41,418,945 pounds, or nearly 16 per cent. more than a year ago.

It was formerly estimated that under methods of handling them in vogue, there was a total loss of ten per cent. in all eggs finding their way to the market.

Pork stocks amount to 41,418,945 pounds, or nearly 16 per cent. more than a year ago. This is due to large production this year and is a cause for congratulation rather than criticism.

It is now proposed to extend these methods to the handling of other farm products, having always in view the quality of the article and the interests both of the consumer and producers.

Daily Selections For Guardian Readers

I dreamt last year on New Year's Eve That you were coming home on leave; I saw the dawn creep cold and grey into my room on New Year's Day.

THE MOTHER

I used to lie at night and wait To hear your step outside the gate; I knew, however tired you came You'd smile and kiss me just the same.

THE BOLSHEVIKI

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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.

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!

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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

"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."

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.

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

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

GOOD BOOTS AND SHOES AT RIGHT PRICES AT GOFF BROS This is the FAMILY STORE. Here you will find good quality and moderate prices Small profits and quick sales for spot cash only.

