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THE MILITARY SERVICE ACT.

In another column we give a summary of the Military Service Act which comes into force at the request of the Liberals immediately on passing. The third reading was down for yesterday and the measure will thereafter be sent to the Senate where its discussion is not likely to occupy more than a week or ten days. By the middle of next month therefore the new Military Service should be in operation and compulsory service will take the place of volunteering to maintain our army at the front.

The scope of the bill is confined to the raising of 100,000 men only. Should more be required another act or an amendment to the present one must be passed.

It is anticipated that sufficient men will be obtained between the ages of twenty and thirty-five to provide the 100,000 men, but provision is made for the calling out, if necessary, of men up to the age of 45.

As the system of compulsory service adopted is not general but selective conscription the general industries of Canada are not likely to be seriously incommoded by the operation of the measure. No one whose duties in civil life are essential will be called to military service. Agriculturists, as a class, come under this category and so the vast majority of the people of Prince Edward Island are entitled to exemption from military service. But that does not mean that they are free from reporting for service when the class to which they belong is called out. Every one within the prescribed ages is bound to report for service and if he be an agriculturist or otherwise employed in work of national interest and importance he may then claim exemption and have his case decided upon by the local tribunal. It will be seen from the summary which we give that the local tribunal and the appeal tribunals are constituted in a most impartial and unbiased manner. No pull of any kind is practicable in composing the courts. The local tribunal will consist of two men for each county, one of whom will be selected by a joint committee of the House of Commons and the Senate including an equal number of both sides of politics. The appeal tribunal will consist of the County Court judge and the central and final appeal court will be constituted by a judge of the Supreme Court of Canada. Moreover the rules and regulations for the governing of exemptions are to be drafted and prepared by one or other of the judges of the Supreme Court all of whom, it may be mentioned, were Liberals in politics before attaining offices. It has been the desire and aim of the government on preparing and carrying through this bill to accept every suggestion practicable that would make it beyond suspicion in the matter of favouritism or lack of equality in its administration.

Of course the measure is still to run the gauntlet of the Senate but it is unlikely it will be altered there to any appreciable extent and certainly the government would be no party in acquiescing to any amendment which would make the measure less democratic than when it left the House of Commons.

THAT ITEM OF INTEREST

The Patriot the other day in the course of its many effusions on the political situation triumphantly claimed that the interest payments in the Public Accounts showed there was an increase in the public debt. As has been said "a little knowledge is a dangerous thing" especially in dealing with financial statements and the Patriot's knowledge of public finances is in inverse ratio to its malevolence against the government. But lest its misrepresentations in the matter of the item of interest may mislead the unwary we think it well to give some details as much for the benefit of the Patriot and the Opposition in the House as for our readers in general.

In the matter of interest given in the expenditure statistics of the Public Accounts it may be stated that whilst the amount of interest paid indicates the amount of the debt it is not an exact proof of a debt that may be owing at any particular time.

For example, were the payments made in the last days of December large and the debt of the Province thereby increased the interest paid in that year would not be increased to any appreciable extent, but it would appear in the following year. The interest paid in the year ending 30 Sept., twenty,

1911, being the last full term under Liberal rule was as follows:

Table with 2 columns: Item, Amount. To Banks \$4649.20, On Debentures 30680.00, On Loans 3712.43

Total \$39,041.63

But within 60 days and during Liberal rule the bank overdraft was increased by \$83,281.50 and thus bore interest from the beginning of the next financial term. The full term following that ending 30th Sept. 1911 was 15 months to 31st Dec., 1912, and the interest paid was \$56,696.89 or at the rate of \$45,357.51, an increase indicating the amount of indebtedness carried from 1911 forward. In 1912 the debt was reduced and the interest fell accordingly in the following year to \$39,232.75. In 1913 there was another reduction and the interest fell to \$38,629.18. In 1914 there was another reduction, but the new item of the Lady Wood Estate and the larger call for interests on loans increased the interest to \$41,081.76.

In 1915 there was a deficit of \$97,122.69 and the interest showed larger in 1916. The interest in 1916 was made up as follows:—

Table with 2 columns: Item, Amount. To Bank \$10,051.57, On Debentures 31,080.00, On Loans 4,384.87, Lady Wood Estate 382.50

\$45,898.94

The item on Loans varies from year to year just as the depositors may call. The average amount on deposit in 1915 was about \$90,000, which at 4 per cent. would show \$3,600 or \$784.87 less than that paid. Add to that the Lady Wood item of \$382.50 and we have \$1,167.37 above the normal and when deducted from the amount paid leaves \$44,731.57.

Compare this amount of \$44,731.57 with amount paid in the year following the close of the Liberal term, \$45,357.51, and we have a reduction that clearly proves there has been a reduction of debt since the Conservatives came in.

A short explanation of the Lady Wood item is necessary. This is a liability handed down from the former government. The Conservative government had to face it and pay the interest. However in fairness it is no extra burden as that money is credited to the Province by the Deaf and Dumb Institution, Halifax, to whom it is paid by the Trustees of the Estate. It reduces our annual payment to that Institution but it swells up our interest showing all the same.

THE DUTY OF THE HOUR

The war is approaching the end of its third year, says an exchange, but even yet there are many Canadians upon whose minds the sense of its awfulness, of its frightful bloodshed, of what defeat would mean, has not yet dawned. If the situation ever really took possession of the minds of our people, Canada would not be the easy, comfortable tranquil Dominion it is to-day. War feeling throughout the country would be constantly at high tension; nobody would feel safe unless all the men fit to bear arms were bearing them; the utterer of sedition, the anarchist or deft with they ought to be by public authority, no matter how many of our people still cling to their fool's paradise.

NOTES

Doctors have discovered that eating meat spoils people's tempers. Well, the tempers of most of us ought to be better than they used to be.

Don't let's bother much about these Berlin internal upheaval stories. We've had upheavals in London—several of them. And doubtless the German papers gave each of them a big scare-head. Let us keep our eyes on the front-line trenches.

Those Liberal papers who have been so loudly complaining of inefficiency and inactivity on the part of the Government in its conduct of the war have seemingly no complaints to make over the three weeks' delay in passing the Military Service Act, due to the desire of Liberal members to talk of civil war, revolution, and so on.

The process of "straining at a gnat and swallowing a camel" has never been better illustrated than by our Opposition friends in their hysteria over the one deficit during the Conservative regime of five years, while pointing without a blush to their own record of twenty deficits in twenty years. Four surpluses out of five creased to any appreciable extent, but it would appear in the following year. The interest paid in the year ending 30 Sept., twenty,

MATT HORTON AGAIN BREAKS LOOSE

TALKS ADVERTISING WITH A FRIEND FROM THE WEST — DOES RETAIL ADVERTISING PAY? — ACTIVITIES OF SOME LIVE RETAILERS — NEWSPAPERS NOT SLOT-MACHINES.

MATT HORTON, successful retailer, was sitting in an easy chair in his home, smoking his pipe. Opposite him sat a friend from the West. The friend had come for a visit to the Old Folks, the Old Town, and Old Friends. He and Matt had been school boys together. This friend from the West was Billy Freeman. He also was a retailer, in the West, in Saskatchewan.

Billy knew much about Matt Horton's success—this from the Hurston newspaper which he subscribed to; and now that he and Matt were face to face, and both disposed to talk over matters of prime interest to both Billy was curious to learn from Matt's own lips something of his philosophy and of his methods.

"Bully," said Matt, "are you ready to stand some plain talking? For if you are, I am ready to say to you some useful things."

"Go ahead," said Billy. "I'll stand for anything you've got to say, because I know anything you say to me will be said in kindness, for my good. I guess I can stand the wounds of a friend."

"All right," said Matt. "Now for a little preaching." Matt Talks To Billy. "Bully, you're 40—two years younger than you profess to be keen to do your business, but I doubt your sincerity very much. If I read you rightly, you're lazy."

"You admit that you expect to be in business for twenty years to come and you're counting on the growth of Dewar to make you a rich man. You've done pretty well, you say—this because you carry a stock of \$5,000 all paid for, and have a cash margin of \$2,000, and own some land."

"I am willing to grant, Billy, that you've done pretty well considering the fact that you started with nothing, but the fact remains that you haven't made your money out of your business. You made most of it by speculation. You made most of it when the boom was on. And the fact is that you neglected your business more or less during the boom years. You sold lots of goods at a good profit to farmers and local people who, like you, were prosperous, and bought freely and paid your prices without a murmur. But things have changed since then, and now you're pretty much in the same position as the rest of us—dependent on your business and on your energies for your livelihood. But you learned easy ways during those boom days, and you're finding it just a little hard to stir yourself up."

"You've told me that the mail order houses are cutting in on your business, and that there's a younger man recently settled in your town of whom you're just a little bit afraid. He is not up to you yet; but, according to your story, he's making progress faster than you are, and there's a chance that some day he will catch up to you, and pass you."

"Now Billy, you're really a young man—in your very prime; and, if you really want to, you can keep ahead of that young competitor of yours. But you'll have to work. You'll have to sit less on the seat of your trousers, and stand more on the soles of your two feet. And you'll have to do some things that will give you in brain and body."

"You don't need any more capital than you've got, or any larger stock, or any more populous community. What you must do is sell more goods to more people—at a profit. And you can't do this sitting in an easy chair."

"Content is a Poor Whip. The trouble with you is that you're doing enough business to keep you comfortably and you're content with this accomplishment. You lack ambition. As a matter of fact, you're just plain lazy."

"Now, I want to tell you, Billy, that to succeed big a man must work. He's got to be pushing his business all the time. If you want to be just a common or garden variety of storekeeper, do it a nice, easy, comfortable business, then what I've got to say will never touch you. If you just want to hear me, talk and show pep, tell me, Billy, right now, for I don't want to waste words on a corpse. How is it, Billy? Are you just an imitation of a real merchant, or are you a dead earner in your desire to make a big business?"

"Well, Matt," said Billy, "you've been biffing me all right, and I guess you're pretty nearly right in much that you've said about me. I guess I am and have been more or less lazy; but I am not fully fossilized yet; and I think there is still left in me enough of the old ambition and enough of energy to do things. So fire ahead. Hope, at any rate, that you're going to rouse my pride and my purpose to make my business a thoroughbred, and not keep it just an old family horse."

"You're blood be upon your head," said Matt.

Thereupon Matt took down a scrap book in which he had pasted many advertisements—his own and those of others, and which he had clipped He passed over his own, and pointed to those of Ashdowns, of Winnipeg; Elliott's of Brantford; H. B. Moore of Oakville; Baxter's of Windsor, and Mills' Hardware Co., of Hamilton, he said: "Do they tell you any story, Billy? Do these advertisements show you anything?"

"Well," said Billy, "they show a belief in advertising. I should say. They appear to be advertisements prepared in the conviction that they will sell goods—that people will read them and respond to them. They're big enough to indicate that the firms advertising have boldness and spirit. And I would say that the business these advertisements make suffices to pay for the advertising. They don't look like sudden gasps, the last gasp of a dying man. And they do look as if they were pretty continuous."

"Bully, Billy!" said Matt. "Your inner eye is not dulled. There's hope for you. You've sized up those firms correctly. I know something about the advertising history of each of these firms. There was a time when they were skeptical about advertising. They knew twenty good reasons why advertising in their towns and cities wouldn't pay. And always they were saying, 'Advertising costs like the devil. I can't afford it.' Well, they began, and they've kept it up. These firms are hustlers! I've been in their stores. You'll not find there half-hearted storekeeping. You'll find every man keen, confident, in earnest and working all the time with the one idea of selling more goods to more people."

"Watch any one of them serve a customer. There is briskness in the service. You won't see any dullness. Each salesman is full of energy. His body shows it. He has always something new to show a customer. Not always is he trying to sell what he shows. Often he is just planting a desire. He has been well instructed in demonstrating the goods—taught to view everything in the light of the customer's needs."

"Let me illustrate. 'In one store I happened to be in the customer noticed a rather curious-looking thing on the counter and wanted to know what it was. It was a new kind of egg-beater, and was purposely placed on the counter where she and others would see it. 'That's a new egg-beater,' said the salesman. And he showed how it operated. 'You can see how easy it is to work, how much easier it is to work this arrangement than to turn a wheel. You see that this is a complete egg-beater, for it includes a glass jar in which to beat the egg—and glass is better than tin—more easily cleaned, and is transparent; and use and time won't wear it out. You will notice how firmly this egg-beater can be held, and how easy it is to operate; and how easily everything can be cleaned. * * * Thirty-five cents. * * * Thank you."

Real Salesmanship. "Always in that store, when time permits, the salesman are demonstrating with animation some new things—a new electric device, a new refrigerator, a new stove, a new paint, a new lock, a new cooking utensil. They are trained to do this work. They practice on each other, before the boss. 'But, Billy, this illustration is just by the way, yet it has significance. 'Perhaps you know that I have the advertising bug in my system I use advertising freely in newspapers, and printed matter, window-tricks, and other forms of getting attention. But this advertising is just the expression of a tremendous energy in any store. I don't rely on advertising wholly. Advertising is the offshoot of

(Continued on page seven)

Just Received 1 Car Improved Beaver Board About 100,000 Sq. ft. 1 Car "Rogers" and Kuberoid Roofing 1 Car (1200 Bags) of Portland Cement The Rogers Hardware Co. Limited Wholesale and Retail 1740-7-19M31

Buy Your Shirts Here and Save You can save good money by buying your shirts from us. Our prices are lower than you pay in other stores, and as we sell only the product of the two best Canadian makers "Tooke" and W. G. & R." you are always sure to get a good shirt here. We have every style of shirt, and in a big variety. We know you will be pleased with our shirts, the Quality, Fit and Price. McLELLAN BROS QUEEN ST TAILORS & FURNISHERS 1575-7-13Mtt

Hire's Root Beer GREATLY IMPROVED The Biggest and Best Drink Sold only by THOMAS WHITE 1603-7-13Mfmwif.

Ford Automobiles No need for us to write large ads for the FORD, she is the Standard Motor Car of the World; no use for knockers to advance flimsy faults, they are only helping to advertise the Ford Motor as each year has seen Ford Cars increase in demand by the thousands, because under almost every conceivable condition the Car has proved itself Superior. It has sold on its record for dependable, economical service for pleasure or for business. The Ford Car is the Car for you. The Ford Car is made in Canada by Canadian Workmen in the largest factory in the British Empire. BUY A FORD not because it is the cheapest, but because it is a better car. There are over 700 Ford Service Stations in Canada, where a full stock of Ford spare parts are carried, Repairs and replacements may be quickly made. We are now stocked and prepared to do all kinds of repairs and put on any accessories required.

Grant & Kennedy Ford Dealers.

Fire Insurance A Necessity Then insure in good strong stock companies, which never contest an honest claim such as is represented by E. R. BROW Charlottetown

CHEAP SUMMER FOOTWEAR FOR CHILDREN Childrens white strap Slippers 59c Misses size 11 to two 69c We have now a line of good sandles sizes 3 to 7 1-2, \$1.10, 8 to 10 1-2 \$ 1.25, 11 to 13 1-2 \$1.45. Infants black boots 3 to 7 69c, also black strap slippers, 65c. Other lines of boots and shoes on our bargain counters. GOFF BROS