

The Charlottetown Guardian

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Friday, May 10th, 1918.

SUBSTITUTE SERVICE

General Botha has outlined a scheme for military service in South Africa which has some features that might be seriously considered elsewhere than in South Africa and otherwise than for military service. Briefly the scheme is that those who are not represented by their sons at the front should undertake to personally secure at least one recruit and make the same provision for his family that he would have made had he remained at home. Premier Botha heads the list, sending two recruits in addition to his son who is now serving on the western front.

To send another's son instead of one's own were a cowardly act and would meet with little sympathy anywhere, but, having no eligible sons of one's own, it would be the act of a patriot to send one who was willing to go and to guarantee that his family should not want because of his going. Home and social and business obligations have prevented many a man from enlisting but there are many such cases where the hindrance could be removed by some one else assuming the obligation. This is but one phase of the subject. Those who have given their sons or fathers or husbands or brothers have made a sacrifice to which any sacrifices in cash contributions are not even comparable. If the wealthiest were to give all his wealth for the prosecution of the war he would still be giving less than the father or mother who has given a son, or than the wife who has given her husband. Substitute service in cash, where it can be afforded and where there are no representatives of the family at the front, would be a fitting expression of real patriotism and an evidence that one was worthily doing his duty.

General Botha's scheme is said to be proving very successful in South Africa. Through it many have the satisfaction of being at least indirectly represented in the war, of doing their share in ridding the world of tyranny and making it a safe and sane place to live in. But it is not always possible, and not even necessary, to secure a substitute in the shape of some one else's son. A cash contribution to any of the war funds, commensurate with one's wealth, is always a fitting substitute and if it were to take the last dollar, it would still be an infinitely smaller contribution than the giving of a son, a brother, a husband or a father.

FUR PROSPECTS

At the big annual fur sales held in St. Louis fur buyers discussed the probable effect on the fur market of the embargo on furs imported into the United States. The embargo shuts out Russian, Siberian, Japanese, Australian and South American furs. Importations are permitted from Europe, Canada and Mexico. The consensus of opinion among experienced fur men was that the embargo would be favourable to the home trade. While it will naturally limit the amount and varieties of furs for sale it is believed that American furs will meet all home requirements for a long time. It should certainly be a boon to the Canadian fox fur trade and we note that silyer fox skins at the April sale showed an advance of fifty per cent over the January prices.

FARMERS AND CONSCRIPTION

That men who are skilled workers in the production of food should receive special consideration as regards military duty goes without saying when the allied nations are short of food. This fact lends force to the criticism expressed in various quarters of the policy of conscripting farmers for the army. At the same time, a still more important fact should be admitted, namely that soldiers are more necessary just now than even farmers. No starvation exists among us, and no danger of starvation; but danger does exist of our losing the war for lack of soldiers. A good deal of rant is being talked about "the necessity of food production" in a way to convey the idea that unless everybody who is working on a farm is left there, the result may be fatal to the allied cause. This is pure humbug. Food production is tremendously desirable, nevertheless half the farmers of Canada and of the whole of the allied nations could be sent into the armed forces, and the Allies could still tough it

out for years. They might be half-starved, but a vast difference exists between starvation and half-starvation; people can be half-starved and fight on like tigers indefinitely. Germany and Austria have been proving that for two or three years already. On the other hand, nations can't fight on long when their armies are licked.

Neither fairness to the rest of the community nor common sense, therefore, supports the idea that farmers should be exempted from military conscription, unless for special individual reason—just as with other classes of the community. And there's the rub. The Government last year by its exemption tribunals tried to provide for the sensible consideration of special individual claims for exemption by farmers and all other classes of the people. But instead of this machinery being honestly worked throughout the Dominion by the local tribunals, and such men exempted, both farmers or others as were really necessary in their home occupations, the law in considerable part was made a deliberately dishonest use of by many tribunals to defeat conscription. The Government had done its best to provide sensible exemption for farmers or any others; the local tribunals, supposed to be composed of honourable persons representative of the people, replied in a great many cases to the trust confided to them by a course of action which completely broke the force of the conscription measure. Guided in some localities by a mawkish sentimentality, in other cases by a pure stupidity regarding the necessities of the war and the honor of Canada, and finally worst of all dominated in still other cases by a wilful malice against the act and the Government, a great number of the tribunals failed in their duty. What then could the Government do? Create new tribunals, try new compromises, risk further failure while our army died in France? What guarantee could there have been that any new tribunals, any new officers, would not have gone the way of the old ones? The Government took the only sensible course, the only certain thing to save our army under the circumstances, namely ordered the abolition of exemptions altogether for men of specified ages.

No new tribunals could be created or officers appointed specially to consider exemptions of farmers which could be guaranteed to work any better than the old tribunals or officers did. In other words instead of fair consideration of special cases, the result would be again in many places a wholesale unfair exemption as before, with corresponding injustice to other localities.

Accordingly the Gordian Knot was cut by the simple course of doing away altogether with exemptions by civil tribunals. And the farmers should realize that this was the course rendered unavoidable by the failure of generous exemption machinery and should be ready to put up with the same conditions in consequence as the rest of the people.—Ottawa Journal.

OTHER SLACKERS

There are other slackers than those who have hidden behind some temporary shelter to avoid military service. The Daily News of Toronto says: "The announcement of the new war tax on tobacco, cigars and cigarettes was the signal for many men to visit the cigar stores and lay in supplies of smoking materials for many weeks to come. They no doubt imagined that they were stealing a march upon the Public Treasury. One wonders what such people can be thinking of. Where is their patriotism? Why should they seek to escape their share of the war's financial burden? While hundreds of thousands of Canadians are offering their lives at the front these other selfish, home-staying Canadians begrudge a contribution of a few cents on the dollar towards the upkeep of the army.

The truly patriotic man would refrain from hoarding tobacco. He would deliberately wait until the tax went into force so that when he smoked he would be helping to win the war. Anyone who seeks to evade the Federal business tax or income tax is similarly a shirker and a slacker. We cannot understand his attitude of mind. Does he wish the Germans to win? Or is he merely neutral? What right has he to be only a bystander and onlooker while the real men and women of the country sacrifice themselves and their property for the noblest of causes? What right has he to share in the blessings of democracy and freedom if he will do nothing in their defence?

NOTES

"The new taxes do not touch any of the necessities of life, unless tea and coffee can be so regarded," says an exchange. It might have added incomes, which are at least as necessary to life as tea and coffee.

LYNCHERS MADE A FATAL MISTAKE

Perhaps the worst thing that can be said about lynching is that the right people go unlynched. The practice is defended on the ground that there are some crimes that the law does not adequately punish, and this has been the general view in the United States with regard to pro-Germans, men who hope in their hearts that the Kaiser will win this war, but who stop short of overt acts to bring about this happy issue. On this principle a German named Prager was lynched by a mob in Collinsville, Ill., the other day, and now it has turned out that the man was innocent of the crime of spying, that he was, in all probability, a loyal American citizen. Some half dozen of the lynchers are under arrest, and it is expected there will be many more of them. The town is thoroughly ashamed of the act, which has been unspurningly condemned from one end of the country to the other. In fact, the incident has inflicted a black eye on lynching in Collinsville.

First German Lynched

The wide publicity given the affair is due to the fact that this is the first case of a German lynched in the United States on the suspicion of being a spy. We have all heard stories of Germans being unceremoniously shot down in the streets and no questions asked, but these yarns are to be classed with the story of the Russians passing through Canada in the early days of the war. You probably remember this story, the one that was clinched by the statement that the blinds on the coaches were closely drawn. It also applied to Australian troops, and was used in England with great effect. Probably it was imported from England. One of the most horrible features of the lynching of Robert Prager, according to a staff correspondent of the New York Tribune who visited Collinsville, is that the mob did not intend to hang him. It was composed, for the most part, of half-drunk men, or men who would be flattered by this term, and Prager was a victim of an association of ideas. There was the man, admitted to be a German; there was the limb of a tree handy, and someone produced a rope. The impulse to coordinate these elements in a conventional manner proved overpowering and so Prager was hanged.

It appears that Prager when he drifted into Collinsville and applied for work in a mine sought to prove that he was an experienced hand by saying that he had been a miner in Westphalia. As a matter of fact, the man had been a baker. That he was a German was plain enough. His English was no better than that of many of his associates who had never been out of the State of Illinois in their lives. This deception of Prager's and his unfortunate habit of asking questions were really the cause of his murder. For a man who claims to have been a miner in Germany, he seemed to know very little about his work, and it was not unnatural for the miners to argue that a German who sought employment in a mine under false pretences was there for no good. Particularly would he ask questions about a slow fire that had been smouldering in the Done mine for ten years, and which was held back from the workings by heavy concrete walls.

An Unfortunate Editorial

Prager used anxiously to enquire what would happen if the concrete

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson

LEAN HARD

Child of my love, learn hard And let me feel the pressure of thy care I know they burden, child; I shaped it. Poised in mine own hand, made up proportion In its weight to thine unaided strength; For ever as I hold it on I said— I shall be near, and while she leans one me. This burden shall be mine, not hers; So shall I keep my child. Within the circling arms of mine own love; Here lay it down, nor fear To impose it on a shoulder which upholds The government of worlds. Yet closer come, Thou art not near enough; I would embrace thy care. So I might feel my child reposing on my breast. Thou lovest one? I know it. Doubt not then, But loving me, lean hard.

PREMIER LLOYD GEORGE HAS THE ADVERTISING CAME DOWN TO SCIENCE

Britain's Premier and Previd nt Wilson Keep on Repeating Thir War Aims to Keep Their Views Before the People.

"You will admit," said Stockdale, "that Premier Lloyd George and President Wilson are good advertisers. They have the advertising game down pat. You will note that they repeat and keep on repeating what the war aims of the Allies are, and they will keep on doing so as long as the struggle lasts. They want to keep these aims before the people. You read them over and say that's right and imagine to yourself that you could have stated them just as well—but you couldn't offhand, in fact wouldn't try. Now that is what the advertiser must do—keep his service and goods before the people."

"The successful advertiser is never a quitter." This was one of half a hundred sharply epigrams thrown at a big and intensely engrossed audience last night by Frank Stockdale, the famous merchandising expert.

Stockdale was at his best last night and kept the audience highly interested, in fact so interested that when he announced that the meeting was at an end, but that anyone desiring could remain to ask questions, not a person left the hall, but all remained to join in the open-meeting which followed. The talk was the third of the series by Stockdale in the Y.M.C.A. Hall, Ottawa, and interest never lagged for a moment. A business lecture is too often a dull affair, but not with Stockdale.

W. T. Grant, of the H. J. Daly Co., presided, and after paying a tribute to the work Stockdale was doing, said he had attended all the meetings so far and received many practical suggestions. He would be on hand for the balance of the series and urged business men and salespeople to take advantage of the opportunity afforded them in the visit of Stockdale.

Truthful Advertising

"Opportunities in advertising," was the subject of the evening and the speaker dealt with it from many different standpoints. Stockdale impressed upon his audience in his opening remarks that successful advertising must tell the truth and that a store

walls were blown down. This was enough for the nervous miners. They calculated that Prager's curiosity was on the point of being satisfied by Prager himself, and that he harbored the idea of dynamiting the mine. They decided to run him out of town, just as hundreds of suspected pro-Germans have been run out of American towns in the past year. They may have been stimulated by an editorial which appeared in the Collinsville Herald referring to a German spy story and headed: "A Little 'Far-Might Help.' Incidentally the paper afterwards apologized for this article and it is to be hoped that a copy of the apology may be sent to Prager's father and mother in Dresden. Somebody coupled Prager's name with the spy article. On the night of the lynching the paper was being eagerly circulated by the groups of semi-illiterate that later formed the mob of lynchers. It appears that Prager had an inkling that he was to be handled and had applied to the mayor for protection.

The March to the Tree

The mob started out to find him and eventually got hold of him hiding in a cell in the municipal buildings. He was dragged out and marched through the street, being struck now and then by people in the crowd. He was forced to kiss the American flag, and to sing the "Star Spangled Banner," which was indeed a cruel and unusual punishment, since it is improbable that three American citizens in twenty can sing their National Anthem in a way that would not make Francis Scott Key turn over in his grave. The victim was taken outside the town, but nobody at this time appears to have had any idea of hanging him. No doubt if far and feathers had been easily procurable, he would have escaped with this form of punishment. But the sight of a stout limb and a rope proved too much for the bemuddled patriots, and Prager was strung up. The last thing he did was to ask permission to kiss the American flag.

must have the goods to back up the advertising. One of the greatest things in business was integrity. The speaker then dealt with the relation of women to advertising, and said leading authorities on the subject in the United States believed before long more than half of the "ad." writing would be done by women. The reason for this was that the purchasing agent for the home is a woman, and a big per cent of the merchandise sold is bought by women. "Ad." writers of the fair sex would better understand how to interest the women.

Constructive Advertising

Continuing, Stockdale said: "Whenever you feel you have something that you would like the public to know, get busy and tell them about it—that is your opportunity to advertise and get business. Too many merchants do not understand advertising in its proper light. They look upon it merely as a competitive measure, and a large per cent. of them admit that they advertise simply because their competitors do. That is the poorest kind of policy. The only real advertising is constructive. Advertising will pay its own way if it does not sell an extra penny's worth of goods. If the business of the firm is spread over each day of the week instead of its influence, instead of being crowded into certain days especially Saturday. Yet many merchants make their Friday 'ad.' the big feature, and pile up business for Saturday, a day which is already assured of a rush of business. A better plan is to advertise earlier in the week, and lighten Saturday's business, which often means the putting on of extra and inexperienced help."

Some advertising became a liability, instead of an asset, as the old stock-in-trade arguments were used, and people, instead of becoming interested, became weary of reading them. Firms who did this kind of advertising were simply throwing away money. Advertising had made competition nation-wide, and through its influence time and space were almost eliminated. Dealing with mail order selling, Stockdale said it could only become a menace if it seriously affected a local community. He didn't think this was likely to happen if the retail merchants kept up their work of organization and planned to keep pace with the house that sells by mail.

WHAT ADVERTISING IS

"Advertising is the voice of business, but your advertising can't say anything worth while unless your store has something worth while to offer the public. Advertising must speak the truth and command the confidence of the people. It should not be based on a competitive but a constructive plan. Some advertising is more of a liability than an asset. Advertising has made competition nation-wide. If you want to get your feet on bed rock get it thoroughly into your mind that advertising is a system of education."—Stockdale.

Creates Good Business

One of the biggest things in advertising was to create a steady flow of business throughout the year. "What is advertising?" asked the speaker, who announced that he would let the vice-president of the American Bell Telephone and Telegraph Company answer the question. That official when addressing a big convention of advertising men had said: "Advertising is a system of education." "To my mind there could be no better education," said Stockdale, "and if you want to get your feet on bed rock get that thought into your system. Advertising is not beyond the reach of the average man. One of the best universities I know of for the study of advertising is hard knocks and experience. I am not discounting education, but simply because a man can use a lot of fine words does not make him a good advertiser. He must be a man of ideas as well. Look over your 'ads' and see how much of an educative nature they contain, and you will know of what value they have been to you. It's a broad statement to make, but less than 50 per cent. of retail advertising is efficient according to the best available facts. Look around and see who is going ahead in your city and you will find the shrewd advertiser. What is needed today is a closer study by merchants of the whole advertising question. Too many men put their money in advertising without putting their brains behind it. Advertising must be constructed to educate as well as to inform. It must be simple and to the point. The man who uses big words and makes big claims, usually has nothing really worth while to offer or he would not need the frills."

Hammering it Home

"Advertising is the poorest game in the world for a quitter. If you have a yellow streak keep out of advertising. The successful advertiser is never a quitter. Advertising pulls steadily. You can speed it up at times, but don't expect it to jerk up business. The jerking process is bad. You jerk

people in in the morning and your competitor jerks them in in the afternoon. That is mighty poor advertising."

About Window Displays

During the time for questions after the meeting, Stockdale was asked how he regarded window displays in comparison with advertising. The reply was: "You will realize that the merchant who trusts to his window displays usually camps next door to the fellow who does a whole lot of advertising."

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. 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.

A POOR MAN:—A man in poverty wants to be assured that there is a way out. The proof is found in the fact that multitudes, despite the war and high prices, are emerging daily out of poverty into plenty. Susan Stock-shader, of California, with an impoverished father and sick mother and no capital, began six years ago by digging up the garden and planting citrus seeds and by study, industry, and perseverance has amassed a fortune and become a noted authority on citrus growing.

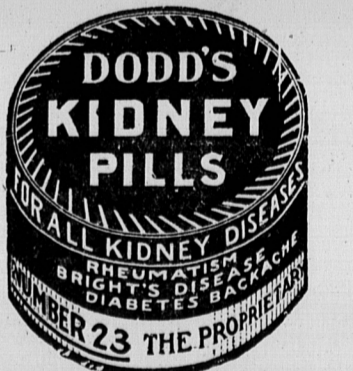
THEOLOGICAL STUDENT:—A theological student asks why a God of love and mercy permits the innocent to suffer. Nature is a great machine governed by internal forces which work according to laws of their own. Nearly all our misconceptions of God and religion originate in the old notion of a divine personality interfering with, altering and modifying in some arbitrary way these laws and forces. Nature must be judged not by particular incidents but by general and final results. Suffering is not an arbitrary infliction but a teacher and purifier; its mission is to instruct, warm and perfect human character.

SHEEP FOR THE RANGES

LETHBRIDGE, Alta., May 4.—Ten thousand or more sheep will be sent to the mountain ranges from this district during the coming summer. This number is likely to be considerably increased if plenty of range is made available. It is stated that the Pincher Creek ranches will send about 8,000 to the reserve alone.

GERMAN TO PAY HIGH FOR WHEAT

ZURICH, May 9.—Germany, according to Berlin despatches, has agreed to pay Ukraine 406 marks per ton for rye and 487 marks per ton for wheat, and in addition will bear the expense of collecting and transporting the grain, which will bring the prices to 540 and 640 marks per ton respectively. The fixed price of wheat and rye in Germany at present is 190 and 170 marks.



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Black, Grey, Mahogany and others pretty shades on all the newest lasts.

GOFF BROS