

THE CHARLOTTETOWN GUARDIAN

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THURSDAY, DECEMBER 19, 1918

CLEAN THE SIDEWALKS

Now that the weather man has having the care of any such building or lot of land bordering on any street, lane, square or public wharf within the City of Charlottetown and Common thereof, where there is any footway or sidewalk, shall after the ceasing of fall of any snow—if in the day time—four hours after; and if in the night, before ten o'clock of the forenoon succeeding, cause such snow to be removed from such footway or sidewalk, so far as such building or lot of land extends along such streets, lane, etc. *** under a penalty of two dollars for every neglect and the further sum of one dollar each day for every day such snow shall not be removed.

Had this by law been enforced, either we would have had clean and safe sidewalks during the past few weeks of winter or we would have had an addition of several hundred dollars a day to our civic revenue since the first snowfall.

THE SPARTACUS GROUP

In answer to a correspondent who requests an explanation of the term "the Spartacus Group" in German politics an exchange publishes the following extract from Edwyn Bevan's book German Social Democracy During the War:

The extremist section of Liebknecht's carried on an active propaganda in 1916 by a voluminous pamphlet literature secretly distributed. These pamphlets were generally not printed but typewritten. Those which attracted most attention were the "Spartacus" letters. They were circulated amongst a carefully chosen circle of confidential correspondents. It is understood that they were the work of more than one author but that Liebknecht himself had a hand in their composition. Some copies of them fell into the possession of the Chemitz "Volkstimme" and were given publicity. Their salient characteristic was the mocking bitterness of their attack on those who followed Haase. The letters ridiculed them as weak-kneed, timorous and half-hearted. The accusations brought by "Spartacus" against the German Government were no less thorough-going. With Austria it had "deliberately contrived the murder of Serajevo" and had "kept back the documents bearing on the subject from publicity."

CLEMENCEAU CONTENT

Months ago, when the war situation was not bright and when he had much to do, Mr. Clemenceau, his health being poor, called in a doctor to find out how long he might expect to live so that he could regulate his activities accordingly. When the specialist, after examining him, mentioned a fairly lengthy period the "Old Tiger" declared six months would be enough as in that time his object in life, the salvation of France, would be realized. Returning now from redeemed Alsace-Lorraine, whence the Prussian beast has gone, and where he witnessed the joy of the people at their deliverance, Clemenceau referred to his journey through life—"which at times has seemed miserably long," as finished. Fatigued and suffering, he has lived long enough to see the goal of his life attained. He is content. Very appropriately he could now repeat the beautiful prayer of the Nunc Dimittis:

Lord now lettest Thou Thy servant depart in peace according to Thy word; For mine eyes have seen Thy salvation which Thou has prepared before the face of all people.

OUR ROLL OF HONOR

ably is incomplete. As it is our intention to publish the Roll of Honour as a lasting memorial of the part played by this province, in the great war we would ask our readers to go over the lists carefully and send us as soon as possible any corrections or additions that may be necessary to make it complete.

On pages 10 and 11 of this issue we publish the Prince Edward Island Roll of Honour. It will be seen that it is a very lengthy one and contains the names of no fewer than 428 sons of this province who have made the supreme sacrifice. The list has been made up from returns published from day to day in The Guardian and prob-

Daily Selections For Guardian Readers. Furnished by W. S. Louson.

LIFE IS PASSING. So this drary life is passing and we move amid its maze. And we grope along together, half in darkness, half in light. And our hearts are often burdened by the mysteries of our ways. Which are never all in shadows and are never wholly bright. And our dim eyes ask a beacon, and our weary feet a guide. And our hearts of all life's mysteries seek the meaning and the key; And a cross gleams o'er our pathway—on it hangs the Crucified. And He answers all our yearnings by the whisper "Follow Me." ABRAM J. RYAN.

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. SORROW AND JOY: "My life has been one of darkness and light, fighting and victory, sorrow and joy. Is it true that all Christians have these experiences as they pass through this life?" asks John J. I think almost any Christian, of many years experience, would say that his experience is very much the same as yours. If our lives were made up of all sunshine we should miss some of the best lessons which life teaches us. We learn from

ELOQUENT TRIBUTE TO CANADIANS BY FRENCH CURE

When the Canadians, under General Currie, accompanied by the Prince of Wales and a number of Canadian officers, entered Denain after its evacuation by the Germans, they were received in the church by the cure. The address given by the latter on this occasion was particularly striking in its eloquence. "Thanks be to God," he began, "and thanks to our brave liberators! Such is the cry which on the day of celebration of our deliverance springs from our grateful hearts. Thanks be to God! To Him firstly our homage is due. He is the author of all good. He is the Master and the Lord of all." The Divine instrument of their deliverance, continued the cure, they found in the effective help brought by the British nation, and he saluted the Prince of Wales as "the legitimate hope and sympathetic personification of a great people, devoted friend of my dear France." Proceeding to pay a tribute to "the valiance of tenacity" of the "magnificent army" of Great Britain, he said: "Among the various corps of this huge army, we have the honor, the joy and the duty to acclaim this morning one of the most glorious, the Canadian corps. We acclaim it with a joyful and profound gratitude, for it is the 4th Canadian Division of the Canadian corps, which, with such skill and bravery, has been the instrument of our deliverance. We acclaim it with admiration for the firm and wise direction given to it by its eminent commander, with the assistance of a

staff d'elite. We acclaim it for the bravery and endurance of its soldiers; for the science and devotion of its admirable leaders; for the reciprocal confidence which binds together so intimately officers and men; for its unbreakable power of resistance—for it is known to all that the Canadian corps has never retired; for the light hearted animation of which we have been witnesses in its advance. The Canadian corps! We acclaim it with deep and heartfelt sympathy. "O Canada! Canada! Is it not a brother people of our France! Brother by the blood which runs in its veins; brother by the community of chivalrous feelings; brother by the sentiments of the heart. "I do not need to look for proofs in the history of the past; it is the history of yesterday. When it was known there, far across the ocean, that dear France was invaded and endangered, four hundred thousand Canadians arose to come to its help—understand fully, four hundred thousand volunteers. And since then how they have fought, how they have suffered, God knows—how many are dead, perhaps fifty thousand—brotherly work or devotion; they still continue after four years, and now their heroic effort has delivered us. "O brothers! O noble and valiant sons of Canada! Proud and admirable officers, brave and courageous soldiers, let us offer to you in the enthusiasm of this never-to-be forgotten celebration the heart homage of our cordial and imperishable gratitude."

NEW INDUSTRIES. Sir,—I have been very pleased to notice during the past few weeks, the various articles in your paper, dealing with the establishment of new industries in our Province. This has long been, an outstanding want in our industrial life, and has resulted in draining our province of its young men and women, who have gone abroad, to seek in other lands, the employment denied them in their own.

LIVING FOR OTHERS: "Is it possible for a person to live the Christian life while seeking his own welfare only and doing but little to help others?" Mary wants to know. I fear there are a great many such people, but they are certainly not living the Christian life. Christianity is pre-eminently unselfish; it is a life of love for God and for all mankind. The very essence of Christianity is love and that makes us eager for the opportunity of gratifying our love through doing good, by helping somebody or some benevolent cause. SWEET SIXTEEN. I first thought of printing your letter in full and then giving you as good an answer as I could, but I am in doubt whether the best of people who read this column would think such a letter ought to be printed. I am therefore holding it for a while for some light. Your tragic and sad story greatly stirs my sympathy, and I will help you all I can. If you will give me your address I will write you privately and I trust shed some light upon the dark and thorny path in which, through your sin and folly you have to walk. In the meantime give your heart to God; become a follower of Jesus. God the Holy Spirit can transform you into one of the best and purest of women that ever lived and make even that event, the coming of which you so much dread, result in great blessedness to you and to all concerned. "The blood of Jesus Christ God's Son cleanseth us from all sin."

Mr Fox Rancher---This Means You

I want to have a heart to heart talk with you. You have invested all your savings, and the savings of your neighbours, bosom friends and acquaintances. They made their investments because they had confidence in your honesty and integrity. You have spent many a sleepless night wondering whether you will have the good fortune to retrieve your reputation and good name, due to the fluctuation caused by the war. The time has come when the entire Fox Industry has changed; it is not so much classified as a breeding proposition, but one of value—a legitimate commercial proposition. NOW STOP AND THINK. Do you know or can you guess within a valuation of one hundred dollars what your fox pelt is worth? After you have taken it off the stretcher and made it ready to ship, you may admire the pelt because it is your own, but as far as valuation is concerned with you, it is guess work. Do you know the reason? Let me tell you, it is because you are not qualified, no matter what experience you may possess to prepare your pelts. You are not in a position to bring out its beauty. In order to get a thorough valuation of your ranch merchandise, you have to entrust it with some house, either in New York, St. Louis or London, and before they offer your merchandise for sale the same has to go through a thorough cleaning process. Were you to

examine it after it has gone through this cleaning process you would feel proud of the fact that you have seen a wonderful fur, or if there be any blemishes you would be in a position to easily detect same, with the result that it would not take you very long to familiarize yourself with values, at any rate you would be accorded the privilege of guessing at the value the same as the other fellow who claims to be an expert. Very few of the people on this island know that I have an up to date cleaning plant, for the cleaning of all pelts, so that you do not have to ship your merchandise to the different markets in an unclean condition and be at the mercy of the buyer, who is looking out for himself. The Fur Sales Board, Dr. Leo Frank, and W. K. Rogers appreciate my work, and know that my argument is true, and what I tell you is worth its weight in gold. They are giving me their business, and other concerns of high standing too numerous to mention. Bring in your pelts, let me demonstrate to you my process of cleaning. Let me show you the difference between a clean pelt and one unclean, and I am satisfied that I will prove to you that every dollar you spend with me in having your furs cleaned, I will save you a hundred. My Address is J. B. ROMBOUGH 128 Great George St. Charlottetown

"The Haberdashery" CHOOSE HIS GIFT HERE. HENDERSON AND CUDMORE. List of items: Holeproof Silk Hose .85c, White Cashmere Hose \$1.25, Black Cashmere Hose .75c, Fine Heather Hose .85c, Knitted Mufflers \$1.50 up, Fancy Silk Mufflers \$2.50 up, Grey Suede Gloves \$2.35 up, Cape Gloves \$2.00, Lined Mocha Gloves \$2.00 up, Buckskin Gloves \$3.75, Fur Lined Gloves \$5.00, Mocha Mitts \$2.25, Fine Pyjamas \$1.50 up, Fine Medras Shirts \$2.50, Silk Shirt \$5.00, White Pique Srts \$2.00, Borsalino Hats \$6.00, Club Bags up to \$18.00, Suit Cases up to \$10.00, Dressing Gowns \$17.00.

Press Advertising Sold Victory Bonds

BEFORE the 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 overlooded. 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.

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. Every kind of Boot, Shoe and Rubber for every member of THE FAMILY. Notwithstanding still advance in prices we are marking new goods at old prices. See our children's felt slippers at 70c.