

**The Beacon**  
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the rate of annual subscription.

The best advertising medium in Charlotte  
County. Rates furnished on applica-  
tion to the Publishers.

ST. ANDREWS, N. B., CANADA.

Saturday, 22nd December 1917

**PROGRESS OF THE WAR**

[December 13 to December 19]

PERHAPS in no week for many months  
past have scantier reports of hostilities  
come to hand than in the weekly peri-  
od under review: yet vigorous fighting  
was maintained on various fronts.

In the Western campaign no important  
changes of position were effected, nor  
were any heavy drives attempted on either  
side. Minor trench raids were frequent,  
and cannonading and aerial operations  
were constant.

An armistice having been concluded be-  
tween the Central European Powers on the  
one side, and Russia and Rumania on  
the other side, there was no fighting  
during the week on the Eastern front.

Civil war was in progress at many points  
in Russia, and the exact situation was  
difficult to understand, the meagre forth-  
coming news throwing but little light upon  
it.

The British made further progress in  
the Palestine campaign during the week.  
Successful operations were carried out in  
east, southeast and northeast of Jerusalem,  
and to the northwest as well. Of course  
the main objective of the British is the  
line of railway from Aleppo to Mecca,  
and it is probable that this will soon be  
reached. It is evident that the Arabs are  
rendering material assistance to the British.

Great activity was reported in the Balkan  
campaign, but no change in positions  
appear to have resulted.

Probably the heaviest fighting of the  
week was in the Austro-Italian campaign.  
The Austro-German forces claimed a  
large number of Italian prisoners taken,  
but no confirmation was forthcoming from  
the Italian side. The Italians appear  
to have held their ground well, losing  
only at one or two points.

Another air raid on England took place  
on the evening of the 18th, from sixteen  
to twenty hostile air planes taking part,  
five of them reaching the London area.  
Bombs were dropped at various places in  
Essex and Kent, and in London. The  
casualties reported were ten killed and  
seventy injured in London, and five in-  
jured outside London.

German submarine activity was main-  
tained with customary ferocity and ruth-  
lessness, and the results were only slightly  
less disastrous to British neutral ship-  
ping than in the preceding week. Re-  
ports were given out during the week of  
a minor naval action off the mouth of  
the Tyne on December 12. A brief ac-  
count of it is given in another column.  
The engagement is being made the sub-  
ject of an official inquiry, after which fur-  
ther details are likely to be made public.  
All the reports of naval and mercantile  
marine disasters published during the  
week in the daily press available are re-  
printed under the heading "News of the  
Sea."

**ONE PERSON OUT OF EVERY TEN  
IN CANADA BOUGHT  
VICTORY BONDS**

THE latest returns in the Victory Loan  
campaign show a total of 782,714  
subscribers, or one subscriber for every  
ten people in Canada. This establishes a  
new record with respect to the proportion  
of the population of a country subscribing  
to its War Loans. The previous record  
was held in Great Britain, where one  
person out of every twenty-three subscrib-  
ed to the last War Loan. In the Liberty  
Loan campaign in United States, bonds  
were sold to one person out of every  
twenty-seven of the population.

In many cities, towns and districts in  
Canada, the proportion of the population  
buying Victory Bonds was even higher  
than one in ten. In a number of cases it  
was as high as one in four.

The achievement in connexion with  
Canada's Victory Loan, while primarily  
due to the splendid spirit of patriotism  
that prevails the country, is another  
evidence of what may be accomplished  
through press advertising backed by an  
adequate selling organization.

Prior to the Victory Loan campaign  
there were comparatively few bond buy-  
ers in Canada. The third Canadian War  
Loan of last spring, which was the most  
widely distributed bond issue in Canada  
up to that time, had only 41,000 subscrib-  
ers. The Finance Minister deemed it  
essential that many times that number  
should subscribe to the Victory Loan.

He assigned to the press the task of edu-  
cating with respect to the Loan the great  
masses of the people who were not bond  
buyers, and in most cases had only a  
very vague idea of the meaning of the  
term "bond" as applied to securities.

For several weeks before the sale of  
Victory Bonds commenced Canada's need  
for money to carry on the war and to  
maintain her agricultural and industrial  
prosperity was presented to the people of  
Canada in display advertisements in the  
press. Emphasis was placed in those  
advertisements on the privilege and duty  
of every Canadian to assist in the war  
financing of his or her country, and upon  
the fact that if Canada's financial needs  
were to be met the great masses of the  
people would have to buy Victory Bonds.

The meaning of a "bond" and the securi-  
ty behind Canada's Victory Bonds were  
explained in simple, every-day language.  
Similar educational work was done  
voluntarily by almost all newspapers and  
other publications through their news and  
editorial columns.

By November 12th, when the sale of  
Victory Bonds commenced, the people  
had been educated very largely to the  
need for the money, the security behind  
the Loan and the reasons why every  
person who could possibly do so should buy  
one or more Bonds. The preparatory  
educational work in the press was follow-  
ed up by personal solicitation by a most  
efficient Dominion-wide organization of  
personal workers. Concurrently with  
that personal solicitation there appeared  
in the press a series of "selling" adver-  
tisements emphasizing the immediate privi-  
lege and duty of every Canadian to buy  
Victory Bonds, and many editorials and

**NEWS OF THE SEA**

—London, Dec. 15.—One of His Majesty's destroyers was sunk on Wednesday after being in collision. All the officers and the ship's company were saved except two men, who are presumed to have been drowned.

—Paris, Dec. 18.—The old French cruiser *Chateau Renault*, employed as a transport, was torpedoed and sunk in the Mediterranean on the morning of Dec. 15, and the submarine which attacked her later was destroyed, according to an announcement made by the French minister of marine. The passengers on the *Chateau Renault*, all of whom were soldiers or officers, were saved. Ten members of the crew were lost. The *Chateau Renault* displaced 7,890 tons.

**FOR THE LATE SHOPPERS**

Women's Black Quilted Silk Jackets, Long Sleeves, \$2.75  
New Wool Bath Robes \$2.50 and \$3.75  
New All-Wool Bed Covers or Blankets with fancy borders in colors \$3.75  
Fancy Knitted Underskirts 85c.  
Fitted Leather Shopping Bags 50c.  
Crepe-de-Chine Waists in new styles \$3 to \$4.98  
White Silk Waists in large sizes, 48, 50, 52  
SPECIAL SALE ON COATS  
**C. C. Grant**  
St. Stephen, N.B.

news articles along the same line were published in every newspaper.

The press publicity created an atmosphere and a knowledge of the situation that in addition to securing large numbers of subscribers without personal solicitation made it possible for the personal workers to do their work quickly and effectively and with infinitely greater results than could have been obtained without the educational, inspirational and selling advertisements in the press.

At the conclusion of the campaign Sir Thomas White, in a telegram to J. H. Woods, President of Canadian Press Association, Inc., expressed his sincere thanks for the fine spirit and splendid energy shown by the press and his opinion that the press had every reason to congratulate itself upon the character and effectiveness of the advertising propaganda.

**SIR R. BORDEN TO THE PEOPLE**

VICTORY NOT A PARTISAN ONE

Ottawa, Dec. 18.—Sir Robert Borden today issued a statement expressing his satisfaction with the result of the general election and thanking both Conservatives and Liberals for their efforts on behalf of the Union government. It is as follows:

"The people of Canada have fully realized and splendidly fulfilled their duty. The Union government will have a majority of at least fifty in the new parliament. The result of the soldiers' vote is not yet known, but it may increase the majority to sixty or more.

"It was not a partisan victory in any sense. If party lines are to be taken into account it is a triumph as much for Liberals as for Conservatives. The splendid elements of the Liberal party who worked so strenuously and with such magnificent results in every province except one are to be congratulated with the Conserva-  
tives. Equally fine was the spirit of the Conservatives, who, regardless of party affiliations, supported and elected Unionist Liberal candidates in many ridings.

"It was a notable test of democracy. The Canadian people, after more than three years of heroic devotion and untold sacrifice were called upon to say whether Canada's effort in the war should be maintained. In the midst of the campaign the test of compulsory military service had to be applied. No severer trial of the conviction, self-sacrifice and endurance of a democracy was ever made. Constitutional writers of central Europe had predicted during the past quarter of a century that under some such test democracy would fail. The Canadian democracy has given a triumphant refutation to every such prediction.

"The gallant men who have returned from the front after glorious and heroic service to their country in France and in Flanders are especially entitled to Canada's gratitude and thanks for their equally notable service in the campaign just concluded. Their vivid realization of the over-mastering issue, their splendid loyalty to their comrades still in the trenches, their complete disregard of all minor considerations, enabled them to exercise a strong influence upon the public opinion, both here and at the front.

"The same is true of the womanhood of Canada. Their devotion and self-sacrifice has been wonderful throughout the war and more conspicuous than during the past six weeks. Unworthy appeals were contemptuously rejected and the higher considerations alone inspired their endeavors, which contributed notably to the result.

"And, indeed, throughout the country leaders of public opinion were responsive to the greatness of the appeal. The clergy, the teachers in the universities and in public schools, men in every walk of life who on ordinary occasions took no active part in party struggles, were constrained by the country's need and by the stern call of duty to throw themselves into a contest which concerned the national duty and the national honor.

"Canada's battle line is held three thousand miles away by men who went forth gladly and freely to fight and perhaps to die in order that peace might reign within our borders. Many of them have been in the trenches for more than two years; they look for aid and support to their country which sent them forth under the pledge of its honor. Some of them will spend their fourth Christmas beyond the seas. Canada now sends them the message for which they have longed; and it will bring joy and comfort to every heart among them.

"But that message will bring rejoicing not only to the Canadian army corps, but to the Mother Country and to every Dominion of the British commonwealth. To them and to all the allied nations it proclaims Canada's invincible and unalterable determination to maintain her effort and to take her part until the wild beast of German militarism shall have been smothered and such victory achieved as will bring assured peace to a war devastated world.

(Signed) R. L. BORDEN"

**NEW SENATOR NAMED**

Ottawa, Dec. 19.—George H. Bradbury, former member for Selkirk, Manitoba, has been appointed to the Senate.

Senator Bradbury, who is a native of Ottawa, was first elected to the Commons in 1903. He was re-elected in 1911. He organized and took over an infantry battalion.

**CANADIAN SOLDIERS ARRIVE AT U. S. PORT**

New York, Dec. 19.—The Associated Press to-day carries the following: An Atlantic Port, December 19.—Diverged from Halifax because of conditions due to the recent disaster here, a British ship bearing more than 2,000 Canadian soldiers, arrived here because of wounds or illness, arrived here to-day. The men will be sent to Canada by rail.

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**ICHABOD**

SO fallen! so lost! the light withdrawn  
Which once he wore!  
The glory from his gray hairs gone  
Forevermore!  
Reville him not,—the Tempter hath  
A snare for all;  
And pitying tears, not scorn and wrath  
Beft his fall!  
Oh, dumb be passion's stormy rage,  
When he who might  
Have lighted up and led his age,  
Falls back in night.  
Scorn! would the angels laugh, to mark  
A bright soul driven,  
Fiend-goaded, down the endless dark,  
From hope and heaven!  
Let not the land once proud of him  
Insult him now,  
Nor brand with deeper shame his dim,  
Dishonored brow.  
But let his humbled sons, instead,  
From sea to lake,  
A long lament, as for the dead,  
In sadness make.  
Of all we loved and honored, naught  
Save power remains,—  
A fallen angel's pride of thought,  
Still strong in chains.  
All else is gone: from those great eyes  
The soul has fled:  
When faith is lost, when honor dies,  
The man is dead!  
Then, pay the reverence of old days  
To his dead fame:  
Walk backward, with averted gaze,  
And hide the shame!

JOHN GREENLEAF WHITTIER  
(Born December 17, 1807; died 1892.)

**CHRISTMAS BARGAINS**

In Men's and Youths' Suits and Pants, Hats and Caps, Shirts, Collars, Ties, etc. Shoes for Men, Boys, Youths and Little Girls. Rubbers for Men and Women. Rain-coats, Overalls, etc.

ST. ANDREWS, N. B.  
Dec. 5, 1917.

**R. A. Stuart & Son**

**Settle the Flour Question**

BY USING  
**PURITY FLOUR**

Once you know how good Purity Flour really is, you will rely on it constantly for all your baking needs. It goes further, too, and is therefore the cheapest flour you can use.

More Bread and Better Bread---and Better Pastry, too.

These cool days warn us to  
**Get Ready for Winter**  
LOOK THESE OVER

Perfection Heaters  
Burn Kerosene; economical, a gallon lasts a long time. Safe, simple to operate, easy to keep clean. Try heating with oil for a change.

FLASHLIGHTS  
We are well stocked with Bulbs and Batteries.

Shingles  
We have just received a large and well assorted stock of shingles. We can supply your wants in Builders' Material, glass, paints and oils, nails, paper, and prepared roofing.

**J. A. SHIRLEY**  
Hardware, Paints and Glass

**Remember this! Paint insurance**

on your buildings is just as important as fire insurance.

**Sherwin-Williams**  
Paints and Varnishes

Fire may never come, but the deteriorating effect of the weather on buildings of every kind is certain, unless protected by paint.

Unprotected wooden surfaces crack and become open and porous, then decay and rot starts. This means expensive repairs, which can all be avoided by the regular use of paint.

Examine your buildings now—A little money spent in painting at once may save you much larger expenditure a little later.

Sherwin-Williams Paint, Prepared, is the ideal paint for outside use. It is made of the purest and best materials, thoroughly mixed and ground by powerful machinery according to special formulae; the result of years of experiment and experience in paint making.

**G. K. GREENLAW**  
SAINT ANDREWS

**For The Late Shoppers**

Women's Black Quilted Silk Jackets, Long Sleeves, \$2.75  
New Wool Bath Robes \$2.50 and \$3.75  
New All-Wool Bed Covers or Blankets with fancy borders in colors \$3.75  
Fancy Knitted Underskirts 85c.  
Fitted Leather Shopping Bags 50c.  
Crepe-de-Chine Waists in new styles \$3 to \$4.98  
White Silk Waists in large sizes, 48, 50, 52  
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**Social and**

Mrs. James Mc... from visiting her daughter.  
Mrs. Lloyd Murray... her parents, Mr. & Mrs. G. Murray.  
Mrs. Charles... Christmas season with Mrs. Thomas Wood.  
Miss Amelia Kemp... from the Chipman Hotel.  
Mrs. Herbert S. B... the first time since her day afternoon, and aged.  
Miss Laura Handy... Mrs. John Business... the Christmas season.  
His Lordship, Bishop... J. J. Walsh and Murray, of St. John's, O'Flaherty, of St. Stephen, of Rev. Dr. Wood, of Peterborough, and Duke the guests of A. E. O'Mearhan, was the guest of the clergymen were funeral of Rev. F. Brad...  
Mrs. Alex. Grant... have been visiting Mr. Miller have returned to Rev. Wm. Fraser... Halifax.  
Capt. N. M. Clarke... port, Conn.  
Mr. Benj. Toal has... Stephen.  
Miss Ethel Mc Laren... Memorial Hospital, has Mrs. Gus Rigby.  
At a meeting of the Canadian Club held on it was decided to contribute a Christmas dinner for Mr. Royden Smith has Corps at Toronto.  
Mr. A. K. Grimmer, on in town on Election Day.  
Miss Kathleen O'Neil from St. Stephen.  
Miss Helen Mc Kibbin and Ronald Hewitt the Wentworth-Hewitt Montreal.  
Mr. Kenneth Cummins home.  
Dr. and Mrs. Archie guests of Rev. Wm. the Christmas season.  
Miss Alice Porter, of Boston, was in town for a few days.  
Mr. Henry Quinn left evening for Boston to spend the remainder of Mrs. Randolph Langford East Lynn, Mass., spend two months with...  
We have received from 25th Battalion, some Christmas new... the Regiment, 26th Battalion.  
Mayor Greenlaw has from Col. R. S. Low, M. struction, Halifax, N. Mayor's assistance in urgent need in Halifax various kinds. The for hour are offered: Glaziers, 45c; Plumb Masons, 50c; Bricklayers 30c; Single Trades 40c; 65c; Other trades 50c. Union wages prevail. \$4.50 per week.  
Mr. Harry Russell left week for Halifax, where played for some time in toring the devastated city.  
Mr. Douglas Everett attending school in Free for his Christmas vacation.  
Mr. Henry Storr is visiting Mr. and Mrs. Isaac Storr.  
The Misses Frances Marjorie Clarke, student College, St. Anne de Baling their vacations with Mrs. Burton Hume, son, Mrs. Earl Stine Williamson went to Thursday and returned Dr. Henry Gove was in...  
JAMES...  
Matilda made a pot... She put it on the sh... I know Matilda put it... I saw her my own s... James saw her too--th... Fin mentioning no... But I have wrong soup... The jam turned into... Elizabeth Grisdon...  
"Is Mabel still devo... man who owns the twe... No. She passed him...  
"What did the doctor... Brown's pulse, and sa... ing the matter with him

Advertising Pays---Try a Beacon Adv.