

THE GOSPEL OF THRIFT

Economy the Guardian of the Empire's Life; Extravagance a Crime.

Savings of Common People Britain's Hope in Time of Stress—Means More Money For Merchant if People Avoid Wasteful Spending—A New Department in Which Every Citizen Reader May Help With Comment and Suggestion

A revolution in thought has taken place in Great Britain on the subject of financial policy, and as London, the capital of Great Britain, is the money centre of the whole world, that revolution must have a momentous effect upon every nation.

Before the war financial strength was estimated in the power of banks and other financial corporations and in the ability of great leaders on 'Change. But now it is seen and known that when a great crisis is to be faced, the financial strength of the nation lies in the thrift of the great mass of workers.

Great Britain has provided for the expenses of the war for herself and those of her allies who depend upon her for a year to come by borrowing from her own people the utterly unthinkable sum of \$3,000,000,000.

In the old days of leisurely finance, when comparatively small sums were needed, bonds were negotiated through the great banking houses. But in this case a sum many times greater than had ever been asked for before was required, and there were none to furnish it except the common people of Great Britain.

For, as the leaders of the nation have explained in so many words, other countries borrow from Britain but Britain finds no outside market in which she can borrow the immense sums which she needs in her world-leadership. Nor can she call upon the great banks and money houses, for these are the keepers and guardians of her Aladdin's Lamp of finance, that mysterious center around which revolves the world's economy, the God Reserve. One hope alone remains has always relied in time of trouble—the common people. And to the common people the great ministers of state appealed. A strong campaign of publicity was carried on through the newspapers and billboards and by means of public meetings and demonstrations.

When the subscription lists were closed and the tallies put together it was found that abundant streams of wealth had been tapped to fill the national treasury full to overflowing; the most stupendous financial operation in the history of the world had been carried to success.

Everybody sees now that there is one class alone to whom the credit for this success is due—those who love and practise thrift. The prodigal and the squanderer have neither part nor lot in this matter. Thrift, a russet-clad virtue which had been forgotten by many and scoffed at by not a few, is now known to be the strong guardian of the Empire's life.

The lesson does not end with the raising of even so vast a sum as \$3,000,000,000. This is but the beginning, and, should the war go on, the people who have given so much must give still more.

What then? Here is what the Prime Minister, Rt. Hon. H. H. Asquith, said at a great history-making meeting in London Guildhall at which the loan campaign was opened.

"This meeting was called not only to advertise the merits and advantages of this War Loan but to initiate a concerted national movement for what may be called war economy." And he pointed out that the great increase in the imports of Britain, if continued without being balanced by exports, must mean a balance to be paid out in gold; and that with the lowering of its gold reserve Britain must become a borrowing nation and lose its position of pre-eminence as the world's financial centre. Therefore, Economy, Thrift. He said, further: "There remains only one course, to diminish our expenditure and increase our savings."

Rt. Hon. A. Bonar Law, Secretary for the Colonies in the present coalition government, formerly leader of the Opposition, voiced the same belief and gave hearty approval to the campaign of thrift.

A parliamentary committee has been appointed to act in collaboration with the treasury department. Offices have been opened as headquarters, and a great national organization has been formed to sound in the ears of every man, woman and child in Great Britain the praises of Thrift and to make known everywhere how

individual and national welfare alike depend upon the small and too-often despised economies of everyday life. Extravagance has not only gone out of fashion, it is regarded with dislike and contempt. The man who today should flaunt his wealth and try to bring in again the fashion of lavish and ostentatious spending would be looked upon as a fool, or worse. Rt. Hon. Sir John Simon, Home Secretary, has given this word to the British people, and it is being repeated everywhere: "Extravagance, always a folly, becomes in war time a crime; thrift, always a virtue, becomes in war time a great national duty."

Britain has spoken: by her decree this world today is a world of Thrift.

WORDS OF THE WISE

"Frugality may be termed the Daughter of Prudence, the Sister of Temperance, and the Parent of Liberty."—Samuel Johnson.

"Men live best on moderate means. Nature has dispensed to all men wherewith to be happy, if mankind did but know how to use her gifts."—Claudian.

"A man that only translates shall never be a poet; nor a painter one that only copies. So people that trust wholly to others' charity will always be poor."—Temple.

"I earn that I eat, get that I wear; owe no man hate, envy no man's happiness; glad of other men's good, content with mine harm."—Shakespeare.

"Lose not thine own for want of asking for it; 'twill earn thee no thanks."—Fuller.

AT THE NICKEL

Take in the Week-End Programme at THE NICKEL—Its Great.

Arthur Huskins and DeWitt Cairns,

THOSE HARMONY BOYS IN THE LATEST NOVELTY NUMBERS.

"THE VAN THORNTON DIAMONDS"

A powerful two-act melo-drama by the Selig Players.

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THE USUAL BIG BUMPER MATINEE SATURDAY.

MONDAY—A beautiful three-part Vitagraph drama, MOTHER'S ROSES.

"No, when the fish begins within himself, A man's worth something."—Robert Browning.

"No change of circumstances can repair a defect of character."—Emerson.

"There are but two ways of paying debts: increase of industry in raising income, increase of thrift in laying out."—Carlyle.

THE NOBILITY OF THRIFT

There has never been a statement of the gospel of thrift quite so noble as that presented by Robert Burns, Scotland's immortal bard and the one greatest poet of the Common People. In his oft-quoted Epistle to a Young Friend he gives to all who are young enough to make thrift worth while this sage advice:

To catch Dame Fortune's golden smile Assiduous wait upon her.

And gather gear by ev'ry wile That's justified by honor;

Not for to hide it in a hedge, Nor for a train attended,

But for the glorious privilege Of being independent.

POST OFFICE SAVINGS BANKS

There has always been a feeling on the part of many people that, as the government gives incorporation to banks, insurance companies and other investment concerns, so it ought to guarantee against loss through dishonesty all those who do business with those concerns. But such a plan would be workable only by making the officers of these corporations government officials, a plan which is not advocated by many. But the Post Office Savings Bank has been provided by the government for the benefit of those who seek public guarantee for

the security of their savings. If a person will simply go to the post office and hand in his spare money at the wicket, the government will accept the money, give him a receipt, pay interest while the money remains in their hands, and pledge the credit of the country for the payment of the last cent, principal and interest. The Post Office Savings Bank may be called the primary class in the kindergarten of thrift. Other plans may involve certain picking and choosing as to institutions and methods, making necessary some opinions on the subject and therefore some knowledge, real or supposed, of financial affairs and the ways of practical business. But the simplest child, the foreigner most ignorant of our ways and our language, if he will simply entrust the government with his money, will find the business completed and the results assured, by that very act.

The Post Office Savings Bank system is practically as old as the Dominion itself, for it was organized after the first session of parliament in 1868. The first full year of operation saw a little less than one million dollars on deposit. In the following year this was increased by over fifty per cent, and the third year showed an increase of over sixty per cent upon the second. This rate of increase, of course, could not be maintained, for even the rapidly growing wealth of Canada would not provide such an amount of savings. The largest amount ever on deposit at one time was \$47,564,284, standing to the credit of 165,691 accounts, or an average of \$287.07 to each account. This was in 1908. The good times of that period seem to have tempted the depositors to withdraw their money for the purpose of making other investments,

and the hard times that followed soon after apparently have compelled further withdrawals—possibly to keep the said investments good. In any case, there was a falling off in the amount at the credit of depositors, which falling off has not yet been checked. The falling off even at the worst is only about twenty per cent; the vast majority of depositors held steady. In March last, the last months of the fiscal year, the aggregate of deposits was \$39,995,406. The present era of thrift is pretty sure to add to the number of accounts and to the total on deposit in the Post Office Savings Banks.

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1 lbs. and 1-2 lbs.

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Are stretching their Dollars by having us renovate the old garments, and make up remnants of cloth.

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LOSSES BY FOREST FIRES

The total amount of standing timber in the United States is nearly 2,900 billion board feet. At least 76 per cent of this, is privately owned. About 21 per cent, or 600 billion feet is in the National Forests. About 3 per cent, or 90 billion feet, is in some other form of public ownership—Federal, State, or municipal. The original stand of timber in the United States has been roughly estimated to have been 5,200 billion feet covering approximately 800,000,000 acres. Fire has destroyed at least as much of this as lumbering has.

The amount of merchantable utilized. As much again has been wasted. saw-timber in Canada has been roughly estimated at 600 billion board feet, exclusive of a vast amount of pulp wood, the extent of which has not been estimated. Thus, Canada has probably between one-fifth and on-fourth as much timber as the United States. Undoubtedly, the amount of timber in Canada uselessly destroyed by fire is several times as great as the amount that has been utilized. However, the fire loss is being materially reduced by the exercise of greater precautions on the part of governmental agencies and of lumbermen. The outlook for the practice of forestry in Canada vastly improved by the fact that the fundamental ownership of a very large percentage of non-agricultural lands has been retained by the Crown, instead of passing into private ownership, as has so largely taken place in the United States. Very seldom can private land owners afford to hold cut-over forest lands for successive crops of timber. This is essentially a governmental function, on account of the long-time element involved—Conservation.

Specially Low Prices in LUBRICATING OILS.

Up to the 15th June, we will deliver "POLARINE" Oil at the following prices:—

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"(Signed) N. Ritcey, "MANAGER."

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We have used all kinds of Cylinder Oil in our Motor Boats and are now using "Polarine" which gives us better satisfaction than any oil we have ever had.

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Last 3 Days of Mr. Jack Russell in Descriptive Songs

Their Heads Nestled Closer Together.

Recital Shooting of Dangerous Dan McGrew.

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"Broncho Billy's Double Escape"

A Western Drama with G. M. Anderson.

"The Gipsy Talisman"

A fine Comedy Drama.

"Little Miss Make-Believe"

A Melo-Drama produced by the Biograph Company.

"The Fable of Aggie and the Aggravated Attacks"

Written by George Ade, America's greatest Humorist.

"Bud, Bill and the Waiter"

A Kalem Comedy with Lloyd V. Hamilton and Ruth Roland.

The Usual Extra Pictures at the BIG SATURDAY Matinee.

Harry Collins—Irish Tenor—Singing Classy Songs and Ballads

Good Music—A Cool and well ventilated Theatre.

The Usual Extra Pictures at the Big SATURDAY MATINEE.

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Dear Sir,—

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With my trap boat I am able to make seven knots an hour. Last Summer I had my trap set four miles away and I made two trips daily with three dories in tow, and never had the slightest mishap.

I would advise any fisherman who requires an Engine that can be operated easily and give good results to buy a 6 h.p. COAKER Engine.

Yours truly,

WALTER HILLIER.

Point-aux-Gaul, Lamaline,
April 1915.

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