

Use the left over meat.

Even the smallest portions can be made into appetizing dishes when combined with a small quantity of

BOVRIL

Canada Food Board, Licence No. 12-442

A GLEE FOR WINTER

HENCE, rude Winter! crabbed old fellow,
Never merry, never mellow!
Well-a-day! in rain and snow
What will keep one's heart aglow?
Groups of kinsmen, old and young,
Oldest they old friends among;
Groups of friends, so old and true
That they seem our kinsmen too;
These all merry all together
Charm away chill Winter weather.
What will kill this dull old fellow?
Ale that's bright, and wine that's mellow!

Dear old songs, forever new,
Some true love, and laughter too;
Pleasant wit, and harmless fun;
And a dance when day is done,
Music, friends so true and tried,
Whispered love by warm fireside,
Mirth at all times all together,
Make sweet May of Winter weather.

ALFRED DOMETT (1811-1897)

Mrs. Blank—"John, I spoke to papa about taking you into the business, but he says you have too many vague ideas."
John—"Hurray! That's clever of him. My first wife's father used to say I had no ideas at all."—*Boston Transcript.*

Before Breakfast



Do YOU take a cup of tea first thing in the morning? A great many people do, and know well its beneficial effect. They say it clears the head, and fits them better for the day's work. But at this time particularly, the Tea used should be of *Choice quality and purest flavor.* KING COLE Orange Pekoe is eminently fitted for this special service. It is indeed "The Extra" in Choice Tea.

KING COLE ORANGE PEKOE

Ask your grocer for it by the full name.
SOLD IN SEALED PACKAGES ONLY.



THE EXTRA in CHOICE TEA

Press Advertising Sold Victory Bonds

BEFORE the war, 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

overlooked. 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.

The 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 remarkable success of the Loan was due in a 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. Grundy, 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 the 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.

BOYS, R. N.

"I CALLS it child-stealing, that's what I calls it," said the Quartermaster to the Corporal of the gangway as the draft came over the side. Certainly they did look a bit juvenile, and the bags that came with them were in some cases about as tall as their owners. They'd had a forty-hour journey, but when they lined up on deck they looked as cheerful as a lot of cock-sparrows. They were good to look at in these days. These were no turned-down applicants from the Exemption Tribunals, for they need not have troubled the Tribunals for two years or more. The Officer of the Watch looks them over before sending them for 'ard to their Mess. "Here, my boy," pointing to a Signal Boy standing fourth in the row, "what have you got on your sleeve?" "Please, Sir, a wound-stripe." The Quartermaster gave a strangled cough and enhanced his reputation as a scholar by breathing into the Corporal's ear: "Hout of the mouths of babes and sucklin's." It was a fact, all right.

Some of the draft were proper old salts who had sniffed the air of the Mediterranean from the deck of a monitor, or that of the North Sea from a destroyer. They catch 'em young in this Service—make men of them quick. These are our Active Service Boys, destined to become the long-service seamen, signalmen, and wireless operators. The big training establishments are their nurseries, and there they get a thorough good grounding in their job, which when completed is rounded off by their being drafted to sea-going ships. Once on board a big ship they are very carefully looked after, and form the pupils of a kind of rough preparatory school, being put in messes to themselves. In many cases these messes are entirely separated from the rest of the ship's company. In charge of them is an officer specially detailed for the job, who is responsible to the Commander for their general welfare, and under him is a trustee P. O., generally of the Physical Training Staff, who lives with them in the Mess, and acts the part of Father, Instructor, and Friend.

When you realize that sometimes we have a hundred boys in the complement, it is easy to see that we have no light job, for the training and welfare of these boys is one of the most important and responsible duties in the Service. We pay so much attention to them because they are our future Navy. Many of the men of to-day one looks at in a kind of non-

committal and almost uninterested way, because one knows that they, are only birds of passage. Their chief subject of conversation is how long demobilization will take, and the chance of success of a fried-fish shop in Bethnal Green. With the boys, it is their future in the Service. One looks over the crowd and realizes that it is from this material that the Mates of the next decade will be made, and that much of the future of our great Service lies in the way we handle them now. Keep them happy, fit, and contented, and we shall see the fruits of it in after years. Yet the golden mean has to be carefully kept. There is no room for softness; discipline and restraint have to be rigidly enforced; but that is not incompatible with a very cheery boys' Mess. Why, in one ship, where we had a crowd of boys, the Captain used to rule them with a rod, not of iron certainly, but of a much more flexible material, and they loved him and had the happiest Mess I ever struck. The proof of the soundness of that Captain's treatment lies in the fact that I am continually knocking up against those one-time boys, and they all have a rate of Leading Hand, or higher. I tell you, if you once get into working amongst these youngsters, you never want to shift, especially when your work, as mine does, in their free hours and amusement times.

There are many pitfalls nowadays, however, so it behoves one to be careful. The boys, after a few months' experience, become imbued with the idea that there is but one kind of boy in the Service, and that is the active Service Boy. They get on toppling with the R. N. R. Trawler boys and others who are in the Service temporarily, but the fact remains to them that they themselves are R. N., and compared with that every one else is an "Also ran." Don't sneer, ye shorefolk, it's a fine trait, really. There's not an ounce of snobbishness in it; it's simply Pride of Trade. I nearly got into trouble about this the other night. I took thirty of these budding salts out to a kind of concert-conversation, where our hosts were the lads of a local parish club. Just before the end of the entertainment, one of my sportsmen comes alongside where I was sitting and says cheerfully: "Are yer going to sling a speech at 'em, Sir, thanking 'em and all that sort of guff?" I shifted nervously in my seat, and intimated that I had thought of it, if he didn't mind. I wondered whether he was going to give me a tip or two. He was. "Well, Sir, take care to say Active Service Boys, R. N., or they'll think we're 'dur ations'!"

These youngsters are very quick in learning the valuable lesson of handiness in an emergency. The whole of their training and the tradition behind them are responsible for it, and I was very glad of this adaptability one evening at a certain seaport where the ship was waiting. I had to provide some amusement for the boys in the evenings, as, unless they have a responsible chaperon, they have to be on board by seven. On one evening I received an invitation from the Missions to Seamen Chaplain of the Port to bring the boys to a concert at the Institute. It was a pouring wet night, but we got there all right, and found the Chaplain of the Institute tearing his hair because his concert party couldn't come. The only artist was a lady who had fought her way through the deluge. What were we to do? "Hi, 'Erbie, got yer mouth-organ with you?" "Erbie, proud man, stepped forward, and thenceforward for two solid hours, with the help of our lady friend, that party kept the concert going with a kick. What a sportswoman that lady was! Her accompaniments to the mouth-organ and other original items were masterpieces, her interest unabated, her sympathy real. I don't know her name—we sailed forty-eight hours after—but if this ever catches her eye, then just "Thank you."

It is not only in moments like these, though, that the youngsters show their worth. Time after time, I come across cases of how the boys have borne themselves in moments of stress and danger, which show that they back up their pride in the Service by actions worthy of it. No one hears anything about these things outside. They are too common to make a song about. Sometimes a story like that of Boy Cornwall catches the public eye, but for that one which is chronicled there are a hundred unsung.

We were sitting on the grass waiting to take our turns at the wicket one day when Boy S—, a survivor from a torpedoed merchant cruiser, said to me: "I 'ad a letter from the Captain this morning," and the precious document was pushed across to me. The simplicity and kindness of the letter were apparent in every line. It just said that the writer was glad the boy had recovered from his shaking, and that because he had done so well the Admiralty would allow him to be rated Ordinary Seaman six months ahead of his time, and that though this rating would not come for some time, the boy must work hard to take full advantage of it. That was the letter. I waited for a boyish recital, perhaps a little exaggerated of what he had done, but it was not forthcoming, and an hour or two later I had to pump it out of him. "I was on the Bridge when the 'mouldy' bit us just abaft of it," he told me. "We soon had a proper list on us. The Chief Yeoman 'ad a lot of important papers in his cabin, and he asked me to try and get them for him. It was a bit of sport wading about in the Chief's cabin with the water up to

KENNEDY'S HOTEL

St. Andrews, N. B.
A. KENNEDY & SON, PROPRIETORS
Beautifully Situated on Water Front. Near Trains and Steamboats.
Closed for the winter.
Rates quoted on application.

THE ROYAL HOTEL

LEADING HOTEL AT
ST. JOHN, N. B.
Conducted on European Plan in Most Modern and Approved Manner
NEW GARDEN RESTAURANT
200 Rooms - 75 With Bath
THE RAYMOND & DOHERTY CO., PROP.

EDISON'S SUBLIME GIFT TO MANKIND

As if by a miracle, that master inventor, Thomas A. Edison, has given mankind Music's Re-Creation—not a flimsy imitation, but music re-born, by means of

THE NEW EDISON

"The Phonograph With a Soul" which Re-Creates music so faithfully that no human ear can detect the faintest shade of difference between the original performances of the world's greatest vocalists and instrumentalists and Mr. Edison's Re-Creation of them. HEAR THE NEW EDISON at your nearest dealers.



W. H. THORNE & CO., LTD., Distributors, ST. JOHN, N. B.

my knees. When I got back the Captain sent me along to the Sick Bay to see if I were all right. Still, that was nothing compared to my last message for the Captain, as I had to find the Chief Engineer in the engine-room. That was almost a swimming job. Hello! it's my turn in: give us a bat, Nobby."

Not much varnish there, a very ordinary yarn, and he hardly thought it would interest me much, but I was able to put the missing details in. I could see that Boy stumbling along with his messages and the ship with a heavy list. That's the type of the Boy, R. N., and there are hundreds like him, God bless 'em. Bish. The Spectator.

FREEDOM OF THE SEAS

Dewsbury, Eng., Dec. 11.—Viscount Grey, former Secretary of State for Foreign Affairs, speaking here to-night, devoted a part of his address to a discussion of the freedom of the seas. He said in part:

"This is a matter which, it is feared, may create difficulties between President Wilson and the British Government. I think it is a great pity that so much has been said about the freedom of the seas without it being defined. It is true there is considerable prejudice against the phrase. It is not German, but American. It was made in the U. S. and the Germans adopted and used it for their own purposes in a sense to which we have never agreed. Hence its unpopularity. But until President Wilson defines it, and comes to discuss it with our Government there is no need to anticipate difficulty about an agreement as to what it means."

AGREE IN PEACE TIME

"Freedom of the seas in time of peace. If so, we agree. Wherever the British navy has been in position to exercise its influence and power on the seas in times of peace it has exercised that influence impartially for the freedom of the seas for all nations without distinction. The U. S., I think, has some rule forbidding foreign ships to carry goods between the U. S. and the Philippines. Some other countries have rules of the same kind. We never had a regulation like that. We have been more completely for the freedom of the seas in times of peace than any other nation. However great our sea power has been, we have used it for impartial freedom of the seas for every other nation as much as for ourselves, and I think we ought to receive a little more recognition than we do for the fact that we have never used British naval power in times of peace to make the use of the seas easier for ourselves, without simultaneously making it easier for others on the same terms."

HELP OF THE U. S.

"If the question is one of the freedom of the seas in times of war, then I would say this: The U. S., as we all most gratefully recognize, has taken part in the last two years of the war. Without the U. S. we could not have had the success the Allies have now won. I cannot emphasize that too much nor express too much admiration of it. But since the U. S. entered the war, she has not only acquiesced, but I believe most strongly co-operated, in carrying out the blockade of Germany. In the early stages of the war the blockade was not nearly so complete, because the U. S. raised many questions about it, but in the later years of the conflict the blockade was made complete with the co-operation of the U. S. Without the blockade success could not have been won. Indeed, without the blockade, Germany might have won."

ESSENTIAL FOR SUCCESS.

"Suppose this situation should exist again, and it is impossible to suppose the U. S. would say the blockade, which was so essential for success, should not be al-

lowed. That would stultify everything sent me along to the Sick Bay to see if I were all right. Still, that was nothing compared to my last message for the Captain, as I had to find the Chief Engineer in the engine-room. That was almost a swimming job. Hello! it's my turn in: give us a bat, Nobby."

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COMPLETE AGREEMENT

"On these grounds I believe there may be complete agreement between the two countries only if a league of nations is formed. I do not see why this country should not accept the formula that if a league of nations is formed there is to be complete freedom of the seas, so long as the covenants of the league are observed, but if the covenants are broken then there is to be no freedom of the seas and every means are to be used against the power which has broken them."

BOLSHEVISM?

Viscount Grey protested against the election of a servile House of Commons, saying that in such case there would be a drift towards dictatorship or Bolshevism. While giving credit to the present Government, he said that the people must be fair to the men who preceded the present Cabinet in office and who made ultimate success possible. He praised Viscount Haldane, former Lord High Chancellor; Viscount Milner, Secretary of State for War; Colonel Winston Spencer Churchill, Minister of Munitions; Lord Kitchener, Premier Lloyd George and Walter Runciman, former financial secretary to the Treasury and Liberal member of Parliament for Dewsbury. Viscount Grey said that even the success that these men had achieved would have been impossible without the support of former Premier H. H. Asquith.

SHIPBUILDING

Speaking on relations after the war between Great Britain and the United States, Viscount Grey said: "If there is competition in naval shipbuilding between Great Britain and America it will be fatal to good relations. What is desirable in our naval policy is not domination or supremacy, but security. I do not believe a conflict between America and Great Britain possible. We must not be jealous of any shipbuilding on the part of the U. S."

Doctor's Formula

OVER 100 YEARS OF SUCCESS

JOHNSON'S ANODYNE LINIMENT

(Internal as well as External use)

A soothing, healing Anodyne that speedily stops suffering. Wonderfully effective for Coughs, Colds, Grippe, Sore Throat, Cramps, Chills, Sprains, Strains, and many other common ills.

For more than a century humanity's best "Friend in Need"

A Year's Subscription To the BEACON is an Ideal Christmas Gift