

THE CHARLOTTETOWN GUARDIAN

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"The Strongest Memory is Weaker than the
weakest Ink."

SATURDAY, JUNE 6, 1942.

Publicity That Pays

Nothing has demonstrated more clearly of
late the value of well-directed newspaper
publicity than recent national campaigns of one
sort or another. So far as Government publicity

Another body of men equally appreciative of
the advantages of printers' ink in informing the
public and "selling their goods" is the Life In-

The present series of Life Insurance Institu-
tional advertising appearing from time to time in
our columns is characterized by great artistic
taste and unique appropriateness. The moment

Why The Change?

The new diet schedule announced for the
Canadian Army has been criticised, and with
good reason, in the House of Commons. The
schedule, among other things, provides for the

Why the foreign product should be preferred
by Army dietitians to the home product, is some-
thing which House of Commons members from
Ontario and Quebec—both large tomato growing

Antipodes Carry On

Judging by reports received by the Commercial
Intelligence Branch of the Department of Trade
and Commerce from Canadian Trade Commis-

From Australia, for instance, comes a report
from R. P. Bower, Assistant Canadian Trade
Commissioner at Sydney, to the effect that the
Australian Illawarra Shorthorn, a breed of cattle

Latest statistics from Auckland, New Zealand,
supplied by C.B. Birkett, Acting Canadian Trade
Commissioner show that on January 31, 1941, the
number of live stock in New Zealand was greater

than on the corresponding date of 1940. In that
part of the Empire there were 1,776,765 dairy
cows in milk; 31,771,395 sheep and lambs; and
766,837 pigs.

The bulk of the exports from New Zealand,
not only in meats, but in cheese, butter, etc., have
been to Great Britain, with which country an
agreement was made shortly after the war broke

EDITORIAL NOTES

Flags flying Monday.

Monday, King's Birthday, holiday.

The present magnificent cadet movement is
the outcome of years of quiet, persistent perse-
verance in face often of discouraging circum-

Noting that over 150 United Church ministers
across Canada had been drawn into full-time ser-
vice as chaplains, Rev. W.R. Johnston, president
of the Montreal and Ottawa Conference, estimat-

William Ralph Inge, emeritus Dean of St.
Paul's, London, born this date 1860; previously
Lady Margaret professor of divinity, Cambridge,

Quoting the counsel of an
old gardener, the best day to weed
is a hot, sunny day with the wind
blowing—and also that is the most
difficult day for inserting a consti-

If Mr. King accepts the Quebec verdict as re-
affirming the attitude of that province against
conscription he must with equal finality accept
the vote of the other eight provinces as a de-

The current issue of "The War Cry" will be
of particular interest to old-timers whose memo-
ries go back to the early days of General
Booth's evangelical work in the Dominion. It

Maj.-Gen. L. R. LaFleche, of Ottawa, Deputy
Minister of National War Services is quite satis-
fied that the Saskatchewan War Service Board
under the chairmanship of Justice Embury, is

While citizens of the United
States prepare somewhat apprehensively for the
application of price ceilings, our neighbor Can-

These are hard, and steadily getting harder
days for newspapers, whose revenues are de-
creasing while their expenditure on war features
are increasing. Over the border, and likewise in

Let's hope these cussful pants
serve as a reminder that the quicker
we kick the Japanese out of
the southeast Pacific, the sooner
will we have some with abbrevi-

NOTES BY THE WAY

The revelation by President
Roosevelt will come as a shock
to many—that our recent air raid
on Tokyo and the other Jap cities had
been planned and executed by a

Mr. Thorson, in Ottawa, can not
solve the military problem of the
Dominion. He is a simple man
and lets it go at that. There are
said to be 2200 of these able-bodied

In other words, the people of
Ottawa and the rest of Ontario,
who in the first three months of
this year consumed over 7,000,000
gallons of fuel, did not do it in

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A boom in "cut-throat" razors
is one interesting side line of the
growing contribution which is being
made by Sheffield cutlery to the

The Nazification of Alsace
goes on rapidly. New instructions
have been given to the tram con-
ductors in that, they must be polite,
"since the visiting card of a town

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The Plebiscite and National Unity

(Hon. S. Gobeil in Toronto Saturday Night)

The plebiscite has divided more
than the English and French
element in Quebec.

How can we succeed in re-
establishing harmony between the
two great races of our country? Let
us first try to find the principal
cause of this division.

In 1917 the Liberal party consid-
ered the clearest move to oppose
conscription or overseas service, so
as to make it an electoral issue that
would assure them the support of

In 1918 the declaration of war
promulgated by His Majesty the
King was ratified by the Canadian
Parliament. All party leaders ap-
proved of Canada's participation to

That opened the door to our pre-
sent profound division. A political
party, with the sole object of gain-
ing political advantages, claimed the
right for the people of denying the

Twenty years have passed, during
which the breach has widened be-
tween those who believed in the
benefits derived from a constitu-

In September, 1939 war was de-
clared by His Majesty, Mr. King
called the two Houses of Parliament
into a special session, but instead of

We declared war of our own free
will, for the Government and
of the House of Commons said,
both inside and outside the House.

In making these contradictory
declarations, those who govern
started the country on the path
that has led to the most fatal dis-

It is untrue to say that only the
French-Canadians were at that time
opposed to conscription; Liberal
propaganda had made converts all

FOR AND AGAINST
Those who favored relieving the
Government of its promises have
reasoned as follows: You wish to
have total liberty of action in the

Those who refused to relieve the
Government of its promises no-
doubt thought this way: You wish
to escape your most sacred and re-

THE TWO MACS
Mail Orders Given Prompt
Attention.

miss it; our answer will be a cate-
gorical No. Do not try to change
our opinion, for you cannot un-

The Conservatives of Quebec have
not seen fit to openly support the
affirmative. Why? First, there is
not even a nucleus of Conservative
organization in Quebec; and no one

Canadians who desire to see har-
mony re-established between the
two principal races in Canada must
demand that the Conservative party

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Attention.

WAR EMERGENCY TRAINING

Training courses are now available in the following
classifications: Ship riveting, Ship plating, Machine tool op-
eration, Air craft metal work, Electrical work. Men under
30 years of age are not acceptable unless they produce evi-

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Charlottetown.

6-4-6.

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During today's conditions, your life insurance
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finance vital war expenditures.

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Offices: Charlottetown, Summerside, Montague
Allison P. McLean—District Manager at Summerside

WORDS OF CHALLENGE
"There must be no diminu-
tion of effort, for we must win
this war."—William H. King,
former United States Senator.

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Riley Building Charlottetown

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MONEY TO LOAN
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AND
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J. S. TAYLOR
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Evenings by Appointment
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J. A. BENTLEY, K.C.
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Law
MONEY TO LOAN
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Eastern Trust Building
Charlottetown

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BARRISTER, SOLICITOR ETC.
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secure their coal requirements early in order to avoid
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We handle all the high grade Nova Scotia Coals,
as well as Dominion Household Coke, genuine Welsh
Anthracite etc.
Kindly let us have your order at your earliest
convenience.
W. D. GILLIS & CO.
PHONE 176

The Poets' Corner
THE SPITFIRES
Suddenly, tumbling over the wad-
ded clouds
Like puppies playing, like mating
butterflies
The metal swallows, harbingers of
Spring,
Green as lapwings, scatter towards
the sun.
—Margaret Stanley-Wrench in
"Poetry."

DECLARATION OF WAR
In September, 1939 war was de-
clared by His Majesty, Mr. King
called the two Houses of Parliament
into a special session, but instead of

How Are Your Eyes?
If you are having symptoms of
strain — headaches, sore
eyes or dizziness — consult
specialist.
At your service with years of
experience and a thorough
refracting service.
Call in and discuss your
difficulties.
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G. F. HUTCHESON

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heartburn, pain and a sense
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and all stomach troubles.
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paration which restores,
strengthens and beautifies the
hair.
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its original color.
Promotes a new and super-
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ful in preventing dandruff and
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