

THE CHARLOTTETOWN GUARDIAN

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Morning Maxim

Like religion and politics, advertising is a subject in which everyone graduates without going to College.

THURSDAY, OCTOBER 20, 1932

FOR BETTER BUSINESS

Quality and service, rather than drastic price-cutting competition in building up business, were emphasized in an address this week by Mr. P. A. O'Connell, president of the National Retail Dry Goods Association. This month, Mr. O'Connell announced, a nation-wide campaign is being launched for the promotion of quality merchandise. The campaign has been started by the National Retail Dry Goods Association but practically every group and industry is now carrying it forward. Newspapers from coast to coast are co-operating. The campaign is directed to enhancing the buying power of the consumer and speeding up the return to economic prosperity. "Just as we can now agree that the basic cause of the recent depression was that the majority of people tried to get something for nothing," says Mr. O'Connell, "so also is the reverse true—the way out of the depression lies in giving full measure of useful goods and services for value received. This means not only honest representation of what we have to sell, but also the selling of that type of merchandise and service that will be most economical and most beneficial to the consumer."

In this connection it may be pointed out that there is no better guarantee of quality than the established reputation of the leading local merchants in every community. These merchants belong to the community which they serve. They contribute, financially and otherwise, to every progressive movement and not infrequently they are the originators and sponsors of such movements. Their advertisements in the daily papers are statements of fact backed up by years of honest dealing with the public. This is something worth remembering during the Community Sunshine Days and all through the year.

STRANGE PROPAGANDA

"Pending the publication of an extended summary" our local contemporary publishes its own version of the points made by Mr. Mackenzie King in his speech repudiating the Ottawa agreements. Here is a sample of the arguments it advances:

"The Government is claiming it got concessions. Does that mean pressure was brought to bear upon the British Government and they were told that if they did not tax the food of the British people there would be no agreements? If that was the basis of the agreement, the sooner it fell to the ground the better. Military and legislative coercion have been done away with."

One wonders where the writer of the above statement got his ideas of the motives of British governmental procedure. They smack suspiciously of some of the anti-British propaganda in the Hearst press. "Coercion" is a word which only gross ignorance would apply by way of explanation to any action of the Government of the freest and most independent people on earth. The only "pressure" which the Bennett Government exerted, or could exert, at the Conference, was the pressure of logical argument, of facts and figures marshalled clearly and convincingly, of substantial preferences offered in return for equally substantial preferences to be received. That is the explanation of the success of Mr. Bennett's negotiations with the British Government representatives. Any other explanation is an insult to the intelligence of British readers.

A COMPARISON

The main difference between the Dunning budget and that which is about to give effect to the Ot-

tawa agreement, notes the Sydney Post, is that the former gave one-way preferences without condition or compensating advantages, whereas the preferences are now made reciprocal by express treaty. Mr. Dunning's idea was to give Britain and Empire countries wire preferences voluntarily, in the hope that they might return the compliment some time by extending similar preferences to Canada. This was a generous gesture with small prospect of any tangible results, for Canada had been giving Britain preferences for 33 years without any adequate return from the United Kingdom, which adhered to free trade and allowed all countries equal and almost unrestricted access to its markets.

To meet this situation, Premier Bennett adopted a course the precise opposite of that followed by Mr. Dunning. He declared that two-way preferences were necessary for two-way intra-Empire trade, and that Canada would expect and stipulate for tariff treatment from Britain corresponding to that given to Britain under the Canadian tariff. He was criticized for this on the ground that it contemplated "bargaining," which it unquestionably did. Why there is any odium in "bargaining" for two-way trade concessions has never been made clear, but that is beside the point. The important thing is that Premier Bennett's demand for preference has accomplished what the Dunning Budget, or a dozen such budgets, could never have achieved,—favored tariff treatments for Canadian exports to Britain as against similar Anglo-Canadian agreement confers mutual benefits on the two contracting countries by specific condition, thus establishing the principal of preferences by actual treaty. The difference between the Dunning Budget and the agreement now about to be ratified is the difference between a one-way free gift and a two-way contract. It requires no expert knowledge of trade tariffs or business to determine which is preferable to Canada, or which is fairer all round.

CANADA'S FISH WEEK

Mr. F. R. Sayer, C. N. R. publicity department, notes that along with others Canada's National Fish Week, October 24th to 31st, will be observed in Canadian National dining cars and hotels. Some interesting figures have been prepared as to consumption of fish in Canadian National dining cars. Whitefish head the list with 75,000 pounds. Lake trout comes next with 66,100 pounds, salmon 51,850, halibut 45,280, haddock 40,000, fresh cod 35,000, 3,400 pounds of smelts are served in a year and 2,150 pounds of sole, along with flounder, swordfish and sturgeon, 8,000 dozen oysters on the half shell were served, or 400 gallons all told, which includes stews, etc. 3,500 pounds of lobsters were served and 2,500 pounds of clams, scallops 1,700 pounds, crabs 1,400, shrimp 1,100. The figures for the shell fish would indicate that approximately 1,300 passengers order oysters on the half shell. This will give some idea as to the value of any movement which will increase the consumption of fish by Canadians, which incidentally means much to the Maritime fisheries.

ONE PARTY, TWO VOICES

Espousal of the cause of Scottish home rule by those Liberals who withdrew from the National Government lately is seen by the Montreal Gazette to be significant in many ways. Sir Herbert Samuel and his associates left the Government rather than, as they explained, violate their free trade principles: it was said in their behalf, however, that they would continue support-

ing the Administration in a general way. Being out, perhaps to their surprise, they found themselves with nowhere to go. The Liberal leader, Mr. Lloyd George, who is also guardian of the Liberal war chest, gave them very cold comfort and made it abundantly clear that he did not propose to be saddled with their inconsistencies, being already burdened with the record of his own political agilities. Thereupon, it seems, Sir Herbert and his friends took the bit in their teeth, encouraging to do so by the National Liberal Federation, which formally approved their conduct. Lloyd George and his relatives dissenting. Sir Herbert and his supporters have been active. They have formulated a five-barrelled scheme of unemployment relief, and they have agreed that home rule for Scotland is a desirable thing. The most striking feature of their position in this respect is that they profess to speak for the Liberal Party and it remains to be demonstrated by Lloyd George and company that they do not. When Sir Herbert conferred with a deputation of Scottish Nationalists in Glasgow he said: "With unanimous concurrence I am able to state that the Liberal Party will regard establishment of a measure for home rule in Scotland as among its purposes."

It is not surprising, notes the Gazette, that Sir Herbert Samuel and the other ex-ministers should strike out thus independently, since Lloyd George welcomed the returning prodigals so coldly, but it is much more important that they are speaking and acting for the party of which Lloyd George regards himself as the presiding genius. If British Liberalism is to speak henceforth with two voices the outlook is for a very pretty row indeed, and it would be extremely hazardous to speculate upon the probable outcome of a test of strength between the former Home Secretary and the resourceful Welshman. For the present, Sir Herbert has got himself to the centre of the party stage and the situation is full of lively possibilities; but the expert scene-shifter is still in the wings, and in energy, experience and vocabulary he is a long way off the superior of any member of the Samuel group, and he dislikes competition.

THE TARIFF BOARD

It is intimated from Ottawa that Mr. Justice Sedgewick, of Toronto, a member of the Supreme Court of Ontario, may be chairman of Canada's new Tariff Commission. The new organization will have a different standing from the Advisory Tariff Board which functioned as a political bumper under the Mackenzie King regime. The new board will be, to a large extent, judicial in its character, British manufacturers having the right to appear before it in order to ensure "full opportunity of reasonable competition" in the Canadian market, "on the basis of relative cost of economical and efficient production." Above all things, it is desirable that the Commission be as far removed as possible from ordinary political considerations. Appointment of a Supreme Court Judge as its head would start the new organization off in a satisfactory way, establishing public confidence from the inception and doing much to make the work of the Commission effective and generally acceptable.

EDITORIAL NOTES

There were no mourners as Old Man Depression, "passed out" in yesterday's auto-da-fe.

The chronic grouchers took to the woods yesterday and the Weather Man turned out in almost summer regalia to participate in the Sunshine Days programme. Nothing like a little community spirit to usher in the business upswing.

British Columbia lumber producers, notes a Maritime exchange, are showing a fine example of enterprise to the rest of Canada. Before the terms of the Ottawa agreements were made public in Parliament they had completed arrangements to send a strong delegation to Great Britain to investigate the possibilities of extending the market for their product overseas.

NOTES BY THE WAY

The Prince of Wales has replaced one retiring Scilly farmer with two unemployed Welsh miners and has sent an expert from his Duchy of Cornwall to teach them the intricacies of agriculture. Meanwhile, since they have been taken off the dole, he is paying them from his own pocket until their first crops are harvested. It is little incidents like this one that continue to send our estimate of His Royal Highness still higher.

In this city and in the neighboring cities, says the St. Catherines Standard, it is well known that the Bennett tariff on textiles was a matter of salvation for the industry and it cannot be charged that the industry abused its privileges. The amount of employment during the most severe part of the world depression which the textile industry provided, was no minor consideration in helping the country through. Those who had work can best tell the story, and this city felt the beneficial results.

People in recent years have demanded expensive services of one sort and another unheard of in earlier days of Confederation—paved roads in thousands of miles, a thousand and one other forms of assistance to the taxpayer in his life and business. All of these things have to be paid for, have developed public debts and annual expenditures to figures which are the subject of much study these days. If we were willing, and if it were possible, to cut them all, to return to the simpler living of a few decades past, we should be able to get along with much less money, lower and fewer taxes.

It was realized at the outset, that is to say, well in advance of the holding of the Ottawa Conference, that Canada could not hope to obtain substantial preferences in the markets of the United Kingdom unless the Canadian delegates were prepared to offer in return equally substantial benefits to British manufacturers and exporters in the markets of this country. It was just as clearly understood that the principal beneficiaries in Canada would be the primary producers and that the cost would fall not upon them, but upon manufacturing industries exclusively, or nearly so. The ground having thus been prepared, the actual proceedings of the conference from day to day, as made available to the public at the time, occasioned no surprise.

The Poet's Corner

TO A SPROUTING POTATO

It must have fallen there at harvest time, And rolled beneath the stairs and out of sight, And lay all winter in a sheltered spot In some dark corner, far from air and light. And so today when I went down for wood, Up through the steps, I saw a blade of green, Like pale new fingers reaching for the light, From that dark place where it had dropped unseen.

Hidden and yet within its rusty coat The seed of life with majesty and power Worked out its destiny and claimed the right To bring itself again, to fruit and flower.

O blind and holden eyes that will not see The flaming miracle of common things; Faith has no power to lift you nearer God Than one small butterfly with trembling wings.

—Edna Jacques.

Australians are jumpy again about Japan. Reports that the Japanese were considering the purchase of the Portuguese section of the Island of Timor in the Malay archipelago sent Australian blood pressure to new highs. Timor is only 400 miles north of Australia and the Antipodeans immediately saw the threat of Japanese intrusion. Since Japan went into Manchuria and took it over without so much as asking a by your leave, the Australians have been fearful lest Japan begin to look at Australia with hungry eyes. They could imagine Australia becoming a second Manchuria under Japanese aggression. This idea of Japan buying Timor merely added to the terror that is already deeply seated in Australian minds.

Canada's Forces

(Ottawa Journal) Mrs Macphail to the contrary, Canada is not a military state, certainly cannot justly be accused of seeking a place in the sun through armed force. The report of the Department of National Defence for the fiscal year to March 31, 1931, makes this very clear. In the personnel of the non-permanent militia at the end of this period were 51,287, or 4,000 fewer than in 1914. In the year there was spent on military affairs



By James W. Barton, M.D.

That Body of Hours

NOISE AND HEALTH

Research men tell us that the ear is a very delicate instrument. It was meant that it should hear the slightest sounds so that man could protect himself in emergencies.

As man is now able to take care of himself against animals, there is not perhaps the same need for acute or great delicacy of hearing, yet the ear drum is the same in structure as it has been for many centuries.

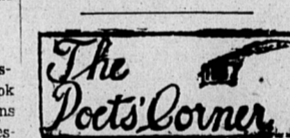
To-day however the ear drum is forced to hear loud noises which it was not intended to hear or withstand and these loud noises are actually causing a thickening of the ear drum. The thickening of this delicate membrane interferes with the movement of the three little bones that carry the sound impulse to the brain. In fact the joints between these little bones become like solid bone. The nerve that carries the sound to the brain becomes gradually exhausted thus tending to cause deafness.

Noise interferes with mental work by keeping the individual's attention on the noise itself instead of on the work he is trying to do. As mentioned before the loud noise in an office has lowered the efficiency of office workers by as much as 40 per cent.

Dr. D. Fraser, Australia, in discussing the subject of the relation of noise in its effect upon the nervous system has shown that the noises of a city produce a wearing effect upon the nerves.

While civilized man has grown used to noises and can shut them out of his home to a comfortable extent, nevertheless noise is what makes any animal become alert or attentive, and with that attentiveness is fear. Man may not fear noises in a sense, but when noises strike his ear his whole being—body and brain—becomes or is kept alert. And you know from experience that when your brain and body are kept tensed, fatigue—tiredness—comes on quickly.

In other words, noise is harmful to the hearing, harmful to the brain itself, lowers ability to do work, and puts a real strain on the whole body that it was never meant to carry. As mentioned before, noise has passed being a nuisance; it is a real menace to health.



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only \$1,221,945, or almost \$800,000 less than the bill of eighteen years ago. In 1914 there were 32,391 Canadians who had each 12 days of camp training. Last year 2,182 men had four days each. In the Canadian permanent forces are 3,703 men of all ranks. Those who can vision in these significant figures a picture of a nation bent on conquest, on military glory, have not the least trouble in seeing a school cadet corps as a class in blood thirstiness. Few nations in the world spend as little per head of population for defence purposes as this Dominion, and when general armament comes down to the Canadian level we can assume that the world has reached that happy state where wars and rumors of wars will have ceased.

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More Prairie Claims (Montreal Gazette) That the ancient dispute between the Prairie Provinces and the Dominion regarding the transfer to these provinces of their natural resources still remains in part unsettled will be news to most Canadians. Such, however, seems to be the fact. It will be recalled that for a generation these provinces agitated more or less vainly for control of the natural resources which had been administered by the Dominion through the Department of the Interior since early territorial days. The organization of the provinces of Saskatchewan and Alberta in 1905 brought two strong allies into the field with Manitoba, a much older province, and these three made common cause of the natural resources question. For many years the negotiations failed because, although one Dominion Government after another stood willing to turn over the lands and other resources to the provinces, it was found impossible to accept all the conditions which the local governments sought to impose. Some of these conditions would have affected the financial relations of the remaining six provinces with the Dominion and the whole issue became exceedingly complicated. The King Government did, finally, come to terms, and the transfer of resources took place as one of the final achievements of the Liberal Ministry. The first formal transfer was that of the resources of Manitoba, and took place on the sixtieth anniversary of the formation of that province. This was thought to be the end of a very long period of negotiation and litigation, and of a great deal of political manoeuvring. The question of compensation, however, is still undetermined. It arises from demands made for financial consideration based upon the alienation of resources by the Dominion. Alberta limited its demand in this respect to the period beginning in 1905, when the province was established, but Saskatchewan insisted upon compensation for alienation prior to that date. This was a tall order, having regard to the fact that up to 1905, when the western autonomy bills were passed there was never any question of provincial rights, since these two provinces at least were not in existence. The Saskatchewan demand, being naturally unacceptable to the Federal Government, was referred to the courts, and being argued before the Privy Council was denied by

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that tribunal two years ago. Alberta, which had been waiting for a decision for or against Saskatchewan, is now pressing its own claim for compensation leading back to 1905, and in this respect Alberta and Saskatchewan now find themselves on common ground. Premier Brownlee of Alberta has been in Ottawa and in conference with federal ministers on this subject, and on his way home to Edmonton he discussed the matter with Premier Anderson of Saskatchewan. A joint case has been prepared and it is probable that some sort of commission of investigation will be appointed.

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