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President, Ian A. Burnett; Vice-President, Wm. R. Burnett; Secy.-Treas., G. M. Burnett; Editor and Managing Director, J. R. Burnett; Associate Editor, Frank Walker.

"The Strongest Memory is Weaker Than the Weakest Ink."

FRIDAY, JANUARY 3, 1947

All-Time Insurance Record

Life insurance companies' payments to Canadians during 1946 totalled about $165,000,000, the greater part of which went to living policyholders, according to Mr. Edwin C. McDonald, of Ottawa, president of the Canadian Life Insurance Officers Association, in a New Year statement. Preliminary figures indicate that during 1946 Canadians obtained about $1,450,000,000 of new life insurance— an all-time record—and that the amount now in force stands at about $10,500,000,000. This means that the average household owns about $3,500 of life insurance and that the average individual policy-holder, of whom there are close to four and a half million, has almost $2,500.

Mr. McDonald estimates the assets of purely Canadian companies including their holdings abroad at $3,750,000,000, an increase of about $300,000,000 during the year, and the American and British companies' assets within Canada at about $900,000,000. Those sums, invested to meet the current and ultimate liabilities represented by insurance policies, are employed in literally thousands of governmental projects, industries, public utilities, municipal developments and other enterprises.

One of the most satisfactory features of the past year's business has been the continuing low proportion of policy lapses and of surrenders for cash values which have amounted to only one-quarter of their rate 15 years ago, Mr. McDonald said.

"A problem facing the life insurance companies particularly, because of the long-term nature of our contracts, is the steadily declining rate of interest on our investments; the rate is now about half of what it was 20 years ago," he said. "We always assume when calculating premium rates for new policies that the invested funds held by the company will earn interest at a fixed rate; the higher the rate of interest assumed, other factors being equal, the lower the premium rate. However, one of the favorable factors influencing the rates has been the surprisingly low mortality rate in Canada during the war years, even including the casualties in the armed forces. I see no present indication that increases in premium rates for new policies will be any more general this year than in recent years."

Provincial Rights

"The more one ponders over Mr. King's letter to the Premier of Nova Scotia on the matter of Dominion-Provincial relations," says the *Halifax Chronicle*, "the less there seems to be in it. The more one examines the principles on which Mr. King takes his stand, the more one is compelled to wonder how much true Liberalism remains in the thinking of the Canadian Government.

"At the time of Confederation it was the Liberal party that stood firmly for Provincial rights. Sir Wilfrid Laurier, the pattern upon whom Mr. King professedly based his own political thinking, continued loyally in that tradition.

"Today that tradition appears to be forgotten in Ottawa, and the present Administration appears to have adopted a good deal of backdoor Socialism, with emphasis on the centralizing tendencies of that creed, and on its bludgeoning methods of compelling obedience."

No newspaper, comments the *Sydney Post-Record*, is better qualified than the *Halifax Chronicle* to discuss the correlation between Liberalism and Provincial rights, not only because it was in on every fight Confederation ever precipitated, but also because it is the oldest and most consistently Liberal publication in all Canada. One should like to hear Howe or Annand, Fielding or Laurier, in an address on the King Government's scheme for narrowing the legislative field for the Provinces. If Liberalism ever stood for one political principle without variableness from Confederation down to the arrival of Mr. Mackenzie King, that principle was eternal vigilance against centralization. Where does that principle find an abiding-place today? The answer is found in every news dispatch on these unfortunate and unforgettable Dominion-Provincial relations.

Laureate Poets

Away back in the mists of antiquity kings and conquerors had their retainer poets or minstrels. But the office of Poet Laureate in the United Kingdom dates no farther back than James I, that inveterate anti-tobacconist, who appointed Ben Jonson to the post in 1617.

Not until 1670 did the title become official, when by letters patent it was bestowed on John Dryden. The latter's pension was 300 pounds per annum, a handsome one in those days, plus a butt of Canary wine. It is distinctly depressing how few of the thirteen British Poets Laureate have left any worthy literary memorials. Wordsworth was the first to set an example followed by the present John Masefield, and disclaim any compulsion to write poems on royal birthdays or special State occasions. An exception to this caveat was Tennyson, who consistently rose to Victorian occasions.

The last five holders of the office have declined the Canary butt, compounding instead for a sum of 27 pounds. Most unlucky of all the court poets was Robert Baston, a friar whom the Scots captured at Bannockburn and compelled to compose an appropriate elegy.

— EDITORIAL NOTES —

It is pretty bad in these days of food scarcity that four million bushels of wheat should go up in flame at elevators in Minneapolis within ten days at a financial loss of $5,000,000. The fires were supposed to be caused by friction touching off a dust explosion. But what a loss of essential food for devastated Europe

* * * *

Fred Rose refuses to resign his seat in Parliament though serving six years in prison for espionage, and it may be necessary to amend the Criminal Code to enable Parliament to oust him. What benefit his constituents in Cartier riding, Montreal, are likely to derive from a representative in prison for a longer period than the duration of Parliament, will puzzle others besides legislators.

* * * *

Prime Minister has appointed a Quebec lawyer, Mr. Paul N. Bouffard to the Senate to replace the late Sir Thomas Chapais. By selecting a citizen not in the House of Commons for the appointment, Mr. King avoids a by-election. There are still seven vacant senatorships to fill, two in Nova Scotia, two in Ontario, and three in British Columbia.

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The chairman of the N. B. Dairy Products Commission reports: "The commission is not going to order any increase in the price of milk in the Saint John area this winter. We cannot prophesy what the situation will be in the late months of 1947." Decision to remain on strike was made by the Association of Milk Producers-Suppliers of the Saint John area at a meeting held in Norton. Discussion was held also on the matter of forming a co-operative dairy and the committee appointed to study this project reported progress.

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Surely the powers-that-be at Ottawa are not finding obstacles unsurmountable in the appointment of a successor to Mr. Justice Arsenault. Several names have been mentioned as being in the running but it would not be surprising, due to the present strained relations between Parliamentarians and the Mackenzie King Government with a lawyer, instead of a politician, at the head of the Justice Department, were a "dark horse" to emerge.

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About 1,000,000 bushels of the U. S. A. 1,500,000 seed potato quota will be supplied by Island farmers. Something to boast about, though we are not much given to that sort of shop-window display. But it is worth while to read what Mr. W. R. Shaw had to say about our dominance in cattle, hogs, hens, eggs and dairy stock, and what Mr. Larrabee reported on our fisheries.

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Our Car Ferry service is not the only one likely to be interrupted by ice conditions. An ice jam in the St. Lawrence disrupted ferry service between Quebec City and Levis on the South Shore. The icebreaker N. B. McLean attempted unsuccessfully to break the ice barrier and the McLean's skipper, Capt. C. A. Caron said "temperature and ice conditions during the last 24 hours have been the most unfavorable we have ever encountered at Quebec." Resort to explosives was necessary to enable the McLean to get in its work.

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Prime Minister Richard Clement Attlee, British statesman, born this date 1883; after graduating from Oxford, joined the Bar, and became Tutor and Lecturer in Social Sciences at London School of Economics; was elected Labour Mayor of Stepney, and member of Parliament for Limehouse; was Parliamentary Secretary to Prime Minister Ramsay Macdonald, subsequently holding various portfolios in the Labour Government; from 1940 to 1942 was Lord Privy Seal and deputy Prime Minister in the Churchill Government; with the return of the Labour Party in 1945, became Prime Minister. Has published numerous books and pamphlets on social questions.

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The Washington Senate seem to be going to have as much difficulty in ousting Senator Theodore Bilbo, Democrat from Mississippi, as the Commons have over Rose. The effort to oust the 69-year-old Mississippian probably will be based on one or more of three allegations looked into by investigating committees. 1. That he solicited contributions from war contractors. 2. That he received money from a narcotics addict after getting the narcotics bureau to waive objections to supplying the addict with a daily morphine ration. 3. That he tried to intimidate Negroes to keep them from voting in last summer's primary when he was renominated over four opponents.

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Another non-member of the House received a Government lucrative position, viz., Mr. P. C. Casey, K. C., Montreal, who has been appointed Judge of the Court of King's Bench. Lawyer members of Parliament and members generally have long considered that appointments to the Bench and to the Senate are the "plums" to which they are entitled as a reward of loyal service to the party, in this case the Liberal party, since for obvious reasons it is the Liberal party which is mainly concerned as far as Quebec is concerned with this system of reward for merit. It is recognized that now and then there must be an exception made to this general understanding that members be elevated either to the Bench or the Senate, but as regards the present situation the feeling has become very strong of late, and accentuated by recent events, that exceptions have become the rule, and that the time has come to take action. Recent appointments, specially since Rt. Hon. Louis St. Laurent has been in charge, have far from followed the standard pattern. Why, ask angry Liberal members, should they face the people on behalf of the government and bear the burden, only to see men who are barely known to the public pick off the fine rewards?

Notes By The Way

A leading American motor manufacturer says that if all wheels had been left off his 1946 car output a profit would still have been impossible. It was therefore decided to leave the wheels on — Hamilton Spectator.

A 100-ton West Virginia furnace erected by Westinghouse to overcome wartime glass shortage, according to Newsweek, is turning out 800 miles of glass tubing a month—enough to make a million flourescent lamps.

There are worse starts in business life than service as a newsboy. Hon. Paul Martin and Lt. Col. David Croll, M. P., are two former Windsor "newsies" and many other men of prominence are proud to make the same claim. — Brockville Recorder and Times.

Farmers who talk of going on strike in order to enforce their demands on society, should not forget that they are a privileged class, privileged in that they are allowed exclusive possession of a portion of the earth's surface, on which the human race depends for food—The Melita (Man.) New Era.

Each year, when the first cold spell arrives, motorists are warned against the dangers of monoxide fumes. Running the car motor in a closed garage can be fatal. Many lives are taken each winter among those who keep garage doors closed until the motor has warmed up. Drowsiness—and accidents—can be caused by motorists driving with all car windows closed and the heater on. Motorists cannot be too alert against the stealthy monoxide fumes.—Bostfon Post.

In Bermuda the other day, a local motorist slowed down his car to a walk, inched in a wide arc around two pretty girls who were wobbling along on bicycles. His American passenger commented, "You certainly would not see that in the United States. The cyclists there, when you find them, have to take their chances with motor traffic." "Well," replied the Bermudian genially, "those are tourists—American ones, too. We can't kill them—they're our bread and butter." — Town and Country.

A new peak in Britain's post-war coal production was announced recently by Mr. Shinwell, Minister of Fuel and Power. He stated that the output in a recent week was 3,852,000 tons, the highest since 1944. Rise in Britain's coal production—output has been increasing every week despite decline in manpowr—is due partly to the increased effort of individual workers and partly to the introduction of one of the most noteworthy coal-mining machines ever invented, the Meco-Moore combined cutter and loader. — Fort William Times-Journal.

Amazingly dull about science — as well as a number of other things —we were stumped to know how they grilled a hot dog in eight seconds by radar. But Science Illustrated lets the cat out of the bag: "The magnetron oscillates at 3,000,000,000 cycles a second. This causes the molecules of the food to rotate 180 degrees in synchronism. Resulting friction generates the heat inside the food, but the container stays cold!" So now you see how easy it is to cook a Welsh rarebit in a plug hat without hurting the hat. —Ottawa Citizen.

From the time we get up in the morning until we go to bed at night our way is made infinitely easier by pushing things and pulling things, or what is the equivalent, turning a dial to right or left. By this simple means we provide ourselves with light, we regulate the temperature of our houses, we do our cooking, wash and iron our cloths, remove dust and dirt without resorting to a broom. Or, we dial a number, speak to a long-distance operator and in a remark ably short time are talking to somebody several hundred or several thousand miles away. Few of us are very clear as to the way these miracleg are performed. Assuming we had the necessary intelligence, it would take us months to learn the theory that lies behind them. If we made a resolve never to push another button or turn another dial until we really knew what we were doing, we would be all gravely handicapped. — Christian Science Monitor.

Little boys are strange creatures. Big appetites, enormous imaginations, sound sleepers, occasionally the world's best fibbers and always loyal to their parents. Just about a certain age they learn that their name is no longer "Billy" but "Bill". This generally happens about the fourth grade, then as they go on to junior high they find they have a middle name and commence using the initial. By the time they are in high school they have gained an almost adult poise. The interest at the age of ten turns from cars and wild radio programs to the wonders of the games of basketball or football. They commence learning to kick, pass and run with the ball. Their stories at home are filled with tales of long basket shots or touchdown runs at school. In the evenings instead of reading comics they spend hours figuring out ball plays on paper and some of them are about as complicated as high school coaches use. Little boys are little people. Always interesting, generally predictable and most of the time inclined to be just a little lazy. The childhood of a little boy ends almost as suddenly as it begins. Their real interest in things does not generate until they are about eight and then within four years they are in their "teens" and suddenly become grownup. Any hours spent with a son or neighbor boy is an education to both the boy and the adult. —Vancouver News-Herald.

PUBLIC FORUM

This column is open to the discussion by correspondents of questions of interest. The Charlottetown Guardian does not necessarily endorse the opinion of correspondents.

MILK PRICE INCREASE

Sir,—As a consumer of milk in this City I would like to know why the price was raised in the worst financial month of the year. Those in authority did not take into consideration the fact that three recent disastrous fires have caused a great hardship to many workers.

Who asked for this second price raise? I see that the notice in the paper was signed by two members, only, of the Milk Board, Mr. H. J. Macdonald, Dairy Supt. and Claude Smith, who I believe is one of the producers. The third member, Dr. W. R. Carson, it seems did not favor the increase.

Why do we as citizens have to stand for such a high price, when, I am correctly informed, the price of hay and bran is less than it was when milk sold at 11c per quart? It looks as though the producers are going to kill the goose that lays the golden egg.

To my mind the only method to meet the greed on the part of some of the milk producers is to cut our consumption as was done in Ontario, where in the month of October according to press reports, sales of milk fell off by nearly 2,000,000 qts. over the same month of last year. We could do the same here.

I am, Sir, etc.,
CONSUMER

WHY A NEW RELIGION?

Sir,—You will recall that Charlottetown was recently visited by Mrs. Dorothy Baker of Lima, Ohio, chairman of the National Spiritual Assembly of the Baha'is of the United States and Canada. Mrs. Baker's talks made a profound impression on some of her hearers and from some brought forth the question: "Why do we need a new religion? Why cannot the progressive principles advanced by the Baha'i faith become equally effective within the framework of existing religions, especially Christianity?" This question has been put repeatedly during the past few years to the Charlottetown Baha'is and their visiting speakers and we believe it must be a question which exists generally in the minds of the readers of The Guardian. The following answer is submitted in the hope that you will print it in your columns as a matter of general interest.

In one sense, the Baha'i Faith is not a new religion, but a renewal of religion. Baha'is believe that there is but one religion and that all the religious systems of the world are different expressions of the one true religion. This one religion has had different names at different times. In a statement ascribed by the "Anthology of Mysticism' to St. Augustine, he said: "True religion always existed, and there never was a time when it did not exist; and this religion began to be called Christianity after the coming of Christ".

But the Baha'i faith is undoubtedly a new religious system. It is the product of an age when modern transportation and communication methods have brought the peoples of the world closer together than was ever possible before. The ideal of one unified world seems now to be attainable if mankind desires it whereas formerly distance made it impossible. Is it not a blessing to the world that the Baha'i faith, (reiterating the spiritual teachings of Christianity and the Golden Rule, which Christianity shares with the other religious systems), is able to confirm the teaching of Moses and our Lord Jesus Christ, that "thou shalt love the Lord Thy God — and thy neighbor as thyself"? The Baha'i faith moreover points out the meaning of this always-true law in terms of modern life as exemplified in the following principles, the exact enumeration of which I quote from one who is not only a Baha'i but a prelate of the Anglican Church, George Townshend, Canon of St. Patrick's Cathedral, Dublin, and Archdeacon of Clonfert: "1. Unfettered search after truth. 2. The oneness of mankind. 3. Religion a cause of love and harmony. 4. Religion hand in hand with science. 5. Universal peace. 6. An international language. 7. Education for all. 8. Equal opportunities for both sexes. 9. Justice for all. 10. Work for all. 11. Abolition of extremes of wealth and poverty. 12. The Holy Spirit to be the prime motive power in life".

When these great principles were first enunciated as part of a great composite plan over seventy years ago they were considered very radical and dangerous. However, public opinion has gradually accepted them academically. The Baha'is believe that their faith can offer not only the plan but the spiritual dynamic to make these great social principles effective not only in the new spirit which will come to animate national governments, but also in the world government which we believe will grow out of the present confusion and distress.

Let us be fair. Can the prestige of religion suffer from the statement of such ideals? Can Christianity suffer from the diffusion of teachings which Christ would undoubtedly have enunciated Himself if those around Him had been prepared? Will not the status of religion be enhanced by the combination of social principles with those of personal sanctity, and become attractive to many who were formerly indifferent to religion?

In the creation of the coming world-government (foretold by Bahau'llah, founder of the Baha'i Faith over seventy years ago) Christian statesmen must co-operate with statesmen from the non-Christian nations. The leaders from other faiths are loyal to their traditions and each knows that his religion has in its time created a civilization and inspired its own saints and men of God. A great service can be rendered in the field of reconciliation and the leaders can find a wonderful basis for mutual trust and agreement in the teaching of Baha'u'llah that all the great religious systems of the world are valid and from the same source and have been the result of Divine Revelation to a particular time and place. The prophets of the older religions have never denied this. Do we not urgently need that the new Faith should emphasize this great truth in explicit terms?

I am, Sir, etc.
WILLARD J. McKAY,
Member Charlottetown
Baha'i Assembly

A CHEST COLD *Is Serious* If Neglected

A neglected Cold can travel fast. First, in the throat—then lower down—finally the Lung area may be affected. Fight your Chest-cold before it gets a solid grip.

Start now and destroy the virulent bacteria that causes the trouble. The specialized medication in **Polson's Cough Syrup** does a good job. Get prolonged freedom from attacks—get the proper medicine, **Polson's Cough Syrup**, and start on the road to greater freedom from sickness due to Colds. Sold by all Druggists in 35c bottles.

POLSON'S COUGH SYRUP

A Farmer Looks at The Factory Worker

(Farmer's Advocat»)

III

How do the earnings of farm people compare with the earnings of factory people? As business men, we farmers have all of your basic problems, plus the weather. Some few of us are big business. Most of us are small business. Almost all of us are farm hands. Our wives and children do considerable farm work. The average gross cash income on Canadian farms in 1945 was approximately $2,300, earned by the combined efforts of men, women and children. When the non-cash farm income is added and the many farm expenses deducted, the probable average net income per farm family, earned by at least one full-time worker, and one part-time worker, on the basis of a low 60-hour week, might be $1,500. or $1,000 per worker, earned at the rate of 33 1-3c. per hour, with allowance for an imaginary two weeks' holiday.

The foregoing is an average income. Many incomes will be much higher and many much lower. Agriculture has no dead levels established by union regulations. The chief reason why good farmers keep on farming is that they are able to get all they can earn within prevailing prices. They get no overtime rates but they can work as many hours as they wish and they can get the benefit of all the skill they can put into their work. But they will not be satisfied until their industry and skill bring returns comparable with yours. You will not do as much business with them as you should until equity is established between your prices and theirs. Average farm incomes are the only basis on which comparison can be made between farm and factory earnings.

* * *

The work of farm people and factory people cannot be protected or increased by rising costs and higher prices. Farm prices are too low now in relation to factory prices but they are too high in relation to potential markets. Higher prices for farm products will work harm to everyone. Factory costs and prices, in relation to farm markets of the near future, are injuriously high. Both factory people and farm people may go on for a brief period increasing costs and raising prices but we are only adding height to the fall we will take when we are pushed off the peaks by our own folly.

Miracles of increased production and greater efficiency might correct unit costs on farms and in factories but miracles are so rare that it appears we have place too much faith in our hopes and potentialities and paid too little heed to the realities and the probabilities.

In order that we may proceed wisely to restore the exchangeability of our labour we should consider how we destroyed it. A brief review of the history of farm and urban prices and earnings is necessary to our understanding of the problem:

* * *

The following history is taken from a pamphlet published by the Canadian Federation of Agriculture in 1941:

"People living on farms drawing their support from agriculture comprise just about one-third of the population of Canada. Their share of the national income of Canada for the years 1926 to 1929 averaged just one-sixth of the total and the average total income per farm for the period was $1,007.00 per year. The average cash income for the same period was $791 per year, the difference being the value of farm produce consumed on the farm, allowance for house rent, etc.

"In the eleven years, 1930 to 1940, the average income per farm family dropped to $468 per year and the farmers' share of the national income dropped to 9.8 per cent. In the same period the average cash income per farm family dropped to $329 per year. In other words, the average total farm family income dropped by 53 per cent, and the average cash income decreased by 58 per cent.

"If we compare these figures with those for manufacturing industry we find that the average annual wages per worker for the years 1926 to 1929 were $1,017, and for the succeeding nine years to 1937 they averaged $902, a drop of 12 per cent, as contrasted with the 53 per cent in the case of the farmer. In the same period the average salaries paid in industry were $1,894 and $1,724 respectively, a drop of only 10 per cent. No one has envied the position of the worker in industry during the past decade with his short time and low income but in comparison the position of the farmer is desperate.

"According to the figures of the last census the average investment in a Canadian farm was $7,000. in round figures. In spite of this fact the average income for the good years 1926-1929 was slightly less than the average wages of a worker in industry with no personal investment whatsoever. And the drop in the income of the farmer was four or five times the drop in the income of the worker in industry."

The present gross income of the approximately one-third of Canadians who live on farms is roughly estimated at 20 p.c. of the national income.

Total farm purchasing power is great but farm costs are rising and individual earnings of farm people are declining. The average individual earnings of farm people are probably one-half of factory workers' average earnings for comparable skill and effort; and this estimate leaves out all consideration of investment which exceeds $7,000 on the average farm.

* * *

The first move toward restoring the exchangeability of farm and urban labour should be the lengthening of the factory work week to a minimum of 48 hours without increasing the weekly pay. Few Canadians realize that a reduction in the work week from 48 to 40 hours means a loss of more than two months in production in industries and businesses which are on one-shift operation. The enormous capital costs of buildings and equipment are all greatly increased by radical reductions in the work-week. In addition to reductions in the work week which mean the loss of one or two months of production per year, many workers gets vacations with pay, thus gaining a total of from six weeks to eleven weeks holidays with pay. Farm people cannot bear the cost of this idleness in the prices of their needs.

The hard working, thrifty people of Canada, who work long hours, have been compelled to surrender their rights and an increasing part of their earnings to relatively high-paid, short-hour people who have forced uneconomic costs and prices upon everyone in the pretense and sometimes the belief, that they were sharing employment. What they have accomplished is to ensure future idleness that they will share as unemployment.

Creating and sharing idleness has, however, become established practice in Canada. Unemployed persons, except single men, may refuse farm work or housework, which is "unsuitable" to them, and draw unemployment insurance benefits. Both farm work and housework are regarded as suitable for farmers and housewives who are obliged, through taxes and purchases, to pay the unemployment insurance of idle people who refuse to help them. This is another of your costs that farmers bear most reluctantly. It is incredible to them that Canada, which was built by resourceful people who were able and ready to do any work anywhere, has become so unwise as to foster idleness.

When a farmer looks at factories, he looks to them for his needs produced by people who are willing to exchange their labour with him on a basis which will lower his costs and increase their real wages. He sees in Canada's factories a potential industrial production that will raise the standard of living for farm people, factory people and all Canadians. He sees the prospect of an expanding Canadian market for his produce and greater opportunities for his children. He sees the possibilities of unprecedented progress and he is ready and eager to join with you in restoring and maintaining those principles which will ensure equity to farm people and factory people, and prosperity for all Canadians.

The Poet's Corner

BEFORE THE PORTAL

If you should reach a door you cannot pass,
Oh, do not cry and beat with futile fists,
But sense the peace beyond the tender grass,
The bright cascades of leaves, the verdine mists.

Before the portal sit and meditate,
And silently affirm that you belong;
Absorb that leaf-mould fragrance as you wait
Let sorrow fill you like remembered song.

And then will come a stirring from inside;
The trees, all trembling with the notes of birds,
Will move the gate. Walk freely in with pride
Beneath a leafy rain of bright new words.

—William D. DeCoste, formerly of Charlottetown.

Old Charlottetown (And P.E.I.)

HOW LAUNCHING GOT ITS NAME

There is a spot on Prince Edward Island that is known as Launching Place, but no vessels were ever built or launched there. Why then, was this particular spot called Launching Place? Well, away back in the early days when the first settlers took up land in the eastern part of the Island it was necessary for them to always travel by boat along the coast, as there were no roads through the thick forests. Those settlers living at Georgetown, Sturgeon part of the Island, who southern part of the Island, who wished to travel to Souris, Bay Fortune or Annandale on the north had to make the trip in large flat bottom boats which were driven by long sweeps. In order to cut ten miles water travel off their journey, the settlers would come by boat down Launching Bay to the beach that connected Boughton Island with the mainland. In the early days the tide never came over this beach, and as there was not enough water to carry their boats the settlers built a crude launching way over the sand, across which they could take their flat bottomed boats with little difficulty, and so escape having to face the rough water if they went around Boughton Island, and so this place came to be known as The Launching Place, which later was shortened to Launching, and to-day it is commonly referred to as "Launching, Prince Edward Island."—Maritime Advocate and Busy East.

THE HEART AT FORTY

While life may "begin at Forty" medical science knows that, after that age, more people die of heart disease than from any other single malady. The Department of National Health and Welfare, in noting this fact, urges special care of the health at approach of middle age, with sensible diet and exercise, and avoidance of strain.

G. F. Hutcheson & SON

OPTOMETRISTS

"Specialists in the fitting of glasses for the correction of ocular defects."

53 Grafton Street

QUICKIES By Ken Reynolds

"The Guardian Want Ad said 'catfish' — what did you expect?"