

The Charlottetown Guardian

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Tourist Publicity

The need of funds in which the Tourist Association finds itself is not an uncommon complaint nowadays, but in this case, as emphasized at a special meeting of the Association last week, there are sound business reasons for increasing, rather than diminishing, our activities in the matter of tourist publicity.

The shortage of government funds occasioned the suggestion at the meeting that a \$1.00 tax on all motorists be levied for the purpose of raising tourist publicity funds.

Another suggestion was that the government tax all bill-boards erected on the roadsides and grant some of the resulting revenue toward publicity.

One reason for hesitancy on the part of the government to take the initiative in tourist matters may well be the example of the fate of its immediate predecessors, who in co-operation with the defeated administration at Ottawa did far more to promote the tourist traffic than any government since Sir Robert Borden's time.

Propaganda At Work

The Financial Post, (Independent Liberal) has this comment to make on a subject of timely interest:

"Those who negotiated the Canadian-American trade agreement were no doubt proud of their efforts. But were they quite justified in filling the Monday morning press with rather one-sided propaganda about it? Should the story of the agreement not have been presented a little more dispassionately so that people could have been better aided in weighing the likely consequences?"

"There was issued to the press on Sunday afternoon a statement of several thousand words outlining at great length the "benefits" to Canada and with little reference to the costs. It was the sort of thing a politician might say in Parliament if he were supporting the agreement. It was not a clear and unbiased interpretation.

"True the text of the agreement was simultaneously issued. But no Monday morning newspaperman saw this agreement until a few hours before his articles and editorials had to be in type. He had perforce to rely to a considerable extent upon the government's own interpretative statement of the treaty. And this interpretation was not an unbiased analysis; it was favorable propaganda from start to finish.

"The Financial Post refers to this incident because it is but another evidence that governments the world over are more and more using propagandist methods to mold public opinion and hamper informed discussion."

The Part Suppressed

"The seed potato quota allowed by the Canada-United States trade treaty was too small to give any great assistance to Canadian producers, Mr. J. W. BOULTER, manager of the P. E. I. Potato Growers' Association said here tonight. . . . We must not be carried away with the possibilities of any great advantages because the quota of 750,000 bushels is a small quantity to be drawn from all of Canada—particularly when we recall that our Association has in some years marketed as much as 1,250,000 bushels of certified seed annually. It may further be noted that the quota allowed cannot possibly injure the United States grower as the total represents only one-fifth of one per cent of their annual crop."

These were the statements suppressed by the local Liberal organ in publishing last Tuesday what purported to be a Canadian Press interview with Mr. BOULTER, which appeared in full in The Guardian and in other newspapers of Eastern Canada. Our contemporary's garbled report misrepresented Mr. BOULTER's attitude as being one of unqualified approval.

Advertising And Salesmanship

Advertising today is one of the most important factors in the creating of desires for the purchase of commodities, educating the public and establishing good will and confidence, Mr. Louis H. BUISCH, of the Merchants Association, Dayton, Ohio, told members of the Rotary Club of Montreal in his address on "Stepping up Profits This Fall and Winter."

In developing his theme, Mr. BUISCH pointed out that advertising in its most economical

form is in newspapers, because of their excellent coverage. He cited the fact that 20 per cent. of existing business concerns do 80 per cent. of the total volume of business because they are sold on the idea of newspaper advertising.

"Advertising is an investment from which we have a right to expect dividends, but, too often, a weakness develops in the human element represented by the salesman or saleslady who interests the public in making the purchase. Sales managements are doing splendid promotional work in releasing advertising that creates desire but their efforts lose force when not presented properly through good salesmanship," Mr. BUISCH continued.

Salesmanship, in the opinion of Mr. BUISCH is a profession deserving of equal ranking with the other recognized professions for the men and women engaged in this activity consecrate their lives to the building of goodwill and confidence in the merchandise or products they sell. He suggested as a slogan for successful merchandising "He profits most who serves best."

Editorial Notes

Santa is waking up and rubbing his eyes.

Congratulations to the Girl Guides in getting Miss MONA WILSON as Provincial Secretary—the most important executive position in the organization.

MARCONI was refused permission to broadcast in Britain because he, in Rome, publicly gave a pledge to utilize "art, science and culture to the resistance of the League of Nations."

Felicitations to an esteemed citizen and valued contributor on many occasions to The Guardian, Mr. HENRY SMITH, who today celebrates his 84th birthday.

The Tourist Association is off to a good start for another season. The wholehearted commendation of the secretary-manager, Mrs. MCFADYEN, was merited—she is "It" in the tourist business.

Evidently neither the bond-holders nor the financial Press are satisfied with the LEA Government's \$3,000,000 bond authorization—like those nearer the scene they want to know what has been, or will be, done with the money.

Can you vision it? The irrepressible H. G. WELLS has gone to Hollywood as the guest of the inimitable CHARLIE CHAPLIN. Oh, boy what high-brow tete-a-tetes there will be on art, science and pie splashing!

It is satisfactory to learn that Mr. J. O. HYNDMAN will still be a member of the Transportation Committee of the Maritime Board of Trade as the special representative of the Provincial Government.

Hon. B. W. LEPAGE, acting Premier, has his hands full these days, but it is hoped Hon. Mr. LEA will be sufficiently recovered to resume his duties at an early date. Meantime he is being represented by Mr. W. R. SHAW at the Toronto Winter Fair.

In Montreal a judge, whose sentence in a smuggling case has been appealed, has instructed his son, also a lawyer, to sue the Crown prosecutor for \$5,000 damages for alleging that he was lenient as the result of a previous interview with the accused's attorneys.

Is U. S. A. going to lose all its millionaires? That is the prospect held out by Mr. J. P. MORGAN on his return from a trip to Europe. He said that unless the Government reduced taxation and public expenditures greatly, every fortune in America would be wiped out within thirty years and initiative would be destroyed.

"Pigs is pigs, maybe," Farmer BROWN of Kinston, N.C., observed the other day, "but mine ain't." His pigs, the farmer told The Associated Press, "regard cleanliness next to godliness." That is why he rigged up a shower bath for the sow and her litter of six. "The pigs keep sleek and clean," he said, "and enjoy the shower immensely."

With Mr. J. W. BOULTER elected head of the Canadian Association of Exhibitions, Prince Edward Island is once more on the publicity map. It is a matter for personal as well as provincial congratulations that Mr. BOULTER should be chosen to succeed in the presidency the general manager of the Canadian National Exhibitions.

The Rev. CHARLES E. COUGHLIN, who began to turn a mildly critical fire on the Washington scene two years ago, has now definitely run up his battle flags as a foe of the Roosevelt administration policies. Declaring that the principles of the New Deal and those of his own widespread following, the National Union for Social Justice, "are unalterably opposed," Father COUGHLIN completed his break with the administration on questions involving money, labor and agriculture. When the Roosevelt administration entered the White House, Father COUGHLIN supported the President, and coined the slogan: "ROOSEVELT or Ruin," which Mr. KING later plagiarized here as "KING or Chaos."

In Saint John General Hospital there has been a dismissal of four internes, occasioning not a little sensation. Five internes had been doing the work of nine, and when one of them left the others demanded a successor should be appointed or his remuneration, \$25 per month, be divided amongst them. The Hospital Board delayed action, and the internes sent an ultimatum. The Superintendent called them individually and, on their admission they were parties to the letter, said: "You're through. Pack your bags and get out by four o'clock." Only a lady interne is left to do the work of nine, but the Superintendent says arrangements have been made so that patients will receive every consideration.

Notes By The Way

It is reported in Germany that a lion which escaped from a circus was captured and killed by one man. He was naturally applauded until it was learnt that he was a Jew. Then a headline ran: "Jew Murders Good Aryan Lion." It is also said that a new set of cigarette cards to be issued: "Goering in uniform—a series of 400."

In the debate the ultra-pacifists immediately took the ground most favorable to their view. They simply assumed that sanctions would bring general war. It is, of course, a highly unwarrantable assumption. Sanctions, certain and overwhelming, mean peace. What is certain to bring war is the collapse of world order and world law and the return to international anarchy.—London Daily Herald.

The policy of the United States, as represented by President Roosevelt, can reasonably be described as pacific. The semi-imperialism of the previous administration, in relation, for example, to Cuba, has been abandoned. The American objection to the League was that it was an exploitation of idealism designed to concentrate force against the vanquished in the late war. The United States has never been guilty of indiscriminate and rash commitments. In 1910 the Senate of the United States resolved that a commission should be appointed to constitute the combined navies of the world an international force for the preservation of universal peace. To that proposal Sir Edward Grey returned a sympathetic but ineffectual reply.—George Gatlin in The Fortnightly (London).

Admirers of the laconic style as well as persons whose interest is stirred by record of unusual occurrence will read with particular attention the subjoined Reuters news dispatch from South Africa describing a recent tragedy: "The elephant control officer for the Northern Rhodesian government, has been found in the bush near Fort Jameson. A dead lion, which had evidently attacked Mr. Hall after having been wounded, was found on top of the body." More words might have made no clearer the facts at the reporter's disposal. Perhaps other details may come to light, eventually justifying elaboration of this account. An artist in story telling may use it as the basis of a notable tale. But if the manner in which Mr. Hall came to death remains unexplained, no more satisfactory account of it is likely ever to be printed than is given in this succinct message.—New York Sun.

A five-legged calf supplies no known human need that four-legged calves do not supply. Its five-leggedness is utterly without purpose. It is a freak and it should never have been born. Yet, from the point of view of news value, it is of more worth than a hundred ordinary members of Parliament, who have only two arms, two legs, two eyes, a nose, a mouth and the usual appurtenances of humanity. Why? We cannot say. But such is the inexorable law of human selfishness, that people will pay to read about that they are interested in, interested in. Five-legged calves have it over the virtuous like a tent. And there is not a single moral justification for this particular fact.—Hamilton Herald.

By a recent decree of the Chinese government, men sentenced to be executed are first to be anaesthetized. It would appear that the Chinese are not barbaric in their method of punishment as some of the nations which claim to be further advanced in civilization.

There is many an adult today who can thank some lady school teacher for having had a profound influence on him during the years when he was open to receptive suggestion. She may have sent him out to the school pump to wash his hands and face; she may have shamed him to the point where his hair would be brushed and his teeth cleaned; and it may have been the teacher who insisted that the boy should tip his cap when he met the teacher or any other lady out of school hours. Actually she was doing a great deal more than teaching things which were set forth in the text books. Possibly the boys in school may have thought at the time the teacher was a "sour old maid," but they know now he was not. Mature judgment has stamped her as a great force and a helpful influence in their lives and as such they will continue to remember her.—Peterboro Examiner.

Let the American housewife protest until she is heard on the question of prices, whether of food, clothing or what not. And let her get the complete picture of what artificial trade restrictions are costing her in nearly everything she buys. There she will advocate not only removal of agricultural processing taxes, but also further reciprocal trade agreements by the United States and eventual general reduction of the tariff.—Christian Science Monitor.

There is one baker for every 667 head of the population in Holland where about half of the total bread baked comes from small bakeries. 60 per cent. of the wheat used to come from the Argentine with Canada's holding second place with about 15 per cent. of the total.

At the moment Thiesalon is inclined to subscribe to the view that the beaver is a dam nuisance—its view being colored by the fact that its lights were shut off the other day as a result of beaver dams having cut off the supply of water to the town's power house. That is something of a nuisance, all right, but there is a brighter side to the question. This is perhaps a sign that

That Body of Ours

By James W. Barton, M.D.

FALLING OF THE FRONT ARCH OF THE FOOT

When we talk of foot troubles we usually have in mind flat feet; that is the arch of the foot is down on the inner side so that the toes are turned outward and the weight of the body is on the inner side of the heel instead of the outer.

However there is another arch running across the sole of the foot near the toes and this arch can fall down just as does the other arch which causes flat feet.

Just as the arch at the middle of the foot gives the body spring, so does this arch, farther forward, give spring to the foot itself, relieving jars on the body, especially the spinal column.

When this arch "falls" the heads of the bones come down to the ground, instead of being off the ground in the form of a claw. When the heads of the bones thus come down big calluses form on the soles of the feet.

Narrow shoes cause the majority of these cases of the forward or front fallen arch and most of the victims are women.

Infection from teeth, tonsils, gall bladder or other part can cause arthritis (rheumatism) in these joints just as in the knee, hip, shoulder or other joint. In fact these joints are typical ball and socket joints.

Sprain or strain can cause this type of fallen arch and it is thus often seen in toe dancers.

The symptoms are pain and spasms of the muscles of the foot.

The treatment consists in removing the cause—infected teeth, tonsils or other organs, the use of properly fitted shoes and a support to this front (metatarsal) arch.

In severe cases, rest in bed is the first thought to give rest to the aching, inflamed joints and tired muscles. Hot applications are soothing and healing.

Shoes must be made wide, with round toes and a heel of medium height. Into the shoe felt pads properly shaped and beveled off to support the fallen arch should be put and held in place with glue or adhesive tape.

In addition to rest, hot applications and the use of supporting felt pads, exercises such as trying to pick up a marble or a golfball with one foot, and carrying over to the other foot for it in turn to pick up, raise the arch and develop the muscles that keep it raised.

Benito Africanus

(Exchange) When the Great War broke out, Benito Mussolini, editor of Avanti, a Socialist paper, advocated Italy's entrance on the side of the Allies. "Neutrals have never dominated events," he said. "Blood alone moves the wheels of history." So Mussolini was run out of the Socialist party, and founded Popolo d'Italia, still his mouthpiece, in which he could advocate intervention to his heart's content.

His attitude then probably gives a keynote to his character. The role of a neutral was not spectacular enough, and to him force alone rules the world. It is no wonder that his much publicized Corporative state, a revival of the guild system, which met the approval of his medieval mind, offered no solution to present economic problems. Its failure leaving to Mussolini, steeped in the lore of ancient Rome, only the alternative of force to accomplish his desire of making Italy once again "an empire of far renown."

To Mussolini, today, the British Empire seems to stand a barrier in his way. When Anthony Eden visited Rome last August, Mussolini is said to have told him bluntly that the moment had arrived for a showdown between England and Italy. In effect Eden's reply was that if Mussolini had the Mediterranean in mind, there was no doubt in whom control rests. Eden's point was later emphasized by the swift move of the home fleet to Gibraltar.

There can be no doubt that the idea has been assiduously spread in Italy that Britain is a decadent power. The eclipse of "the blond paladins of the black peoples" is momentarily expected by the ignorant. The English, it is said, will be on their knees before the Fascist power and the genius of Mussolini. In Milan, after the recent manoeuvres, Italian soldiers carried banners with the inscriptions: "England, beware! We are not afraid of you," and "England, your fleet and army are old and weak; our fleet and submarines and aeroplanes are new and strong and our army is young." The same idea permeates all classes. A writer in The Nation quotes an Italian economist as saying: "Italy will blossom on the grave of the British Empire."

In the Gazzetta del Popolo, of Turin, Marinetti, a prominent and picturesque Fascist journalist, writes that a "new, young, virile race of Italians created by the Duce" is about to succeed Britain as mistress of the seas. "What has England given the world?" he asks and

beaver are coming back in this district—and once upon a time the trade pelts brought a very substantial revenue into Algoma.—Sault Star.

It is an odd little scrap of history that the Faculty of Law of the University of Pees, Hungary, should have "submitted a petition to the Norwegian Storting proposing Signor Mussolini as a candidate for the Nobel Peace Prize for 1935." The trouble in Ethiopia began in November, 1934.

Quite A Dictator

(Mail and Empire)

Mr. Mackenzie King made scarcely a single speech during the election campaign in which he did not upbraid Mr. Bennett for conducting a one-man government. The new Prime Minister has deemed it necessary to include that charge in every statement he has made since polling day. What about Mr. King himself? He has surely acted ever since the election as something of a dictator.

In forming his Cabinet he played a lone hand, consulting with only two or three of his colleagues. It was boasted that he took into his confidence only one of the Provincial Premiers who had helped him throughout the campaign. It is on record that he did not even thank Mr. Hepburn for his sensational coast-to-coast trip in support of the Liberal cause. Not only did he ignore the Premier of this province but he deliberately refused to take any of the Hepburn group into the new administration.

It is only fair to add that scarcely any mention has been made of any member of the new Ottawa Government, except Mr. King himself. Mr. Dunning is the new Finance Minister. It might have been expected that he would have been allowed some part in negotiating a new trade treaty, with Washington. Mr. Dunning's name has never been even broached in that connection. The Prime Minister went to Washington without Mr. Dunning, thus monopolizing the whole of the spotlight, and taking the entire credit for the treaty, though he did go to Ottawa to have it agreed to by the Cabinet.

These considerations are, perhaps, not very important, and we would not mention them but for Mr. King's habit of calling Mr. Bennett a dictator, and but for his boast that he would not take any important action without consulting his colleagues and his party and without having them play their full share in the business. The fact of the matter is that Mr. King is in some ways far more autocratic than Mr. Bennett. The former Prime Minister never shut the press out of the East Block at Ottawa, which houses the Cabinet Council Chamber. Another incontrovertible fact is that Mr. King was during his former term of office and still is, the most inaccessible and remote of potentates.

The Poet's Corner

THE BIRD A bird came down the walk; He did not know I saw He bit an angle-worm in halves And ate the follow, row.

And then he drank a dew From a convenient grass, And then he hopped sidewise to the wall To let a beetle pass.

He glanced with rapid eyes That hurried all abroad, They looked like frightened beads, I thought He stirred his velvet head

Like one in danger; cautious I offered him a crumb, And he unrolled his feathers And rowed him softer home

Than ours divide the ocean, Too silver for a seam, Or butterflies, off banks of noon, Leap, plashless, as they swim.

—Emily Dickinson.

answers: "Tea, a concoction for dreary old maids and dried up professors; the dress suit, the uniform of slaves in a land bereft of sunshine," and so on, down to the pipe, "a substitute for thoughts."

Whether Mussolini believes any or all of this nonsense is not evident. Frank Simmonds speaks of his ambition to be known as "Benito Africanus." To suggest any comparison between the relations of modern Italy and barbarous Ethiopia to those of ancient Rome and imperial Carthage is ludicrous enough to be the product of a demented mind. Indeed, if Mussolini be really dreaming of world empire, it must be with a madman's hallucination of grandeur. Psychologists who have examined his life history find such a theory much too plausible for the comfort of Europe.

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