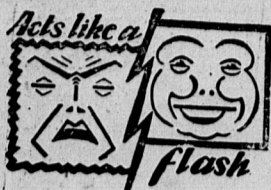


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THE SALT INDUSTRY OF CANADA

The salt industry of Canada is one of the oldest, non-metallic industries of the country, dating back to the early years of the last century when the Hudson's Bay Company obtained their local supplies from the brine springs of the MacKenzie basin.

The discovery of salt in Ontario in 1886 was, however, the real beginning of the industry on a substantial basis, and production from the Ontario field has been continuous since that time.

With the discovery of rock salt at McMurray, Alberta, and the more recent encountering of thick beds of salt in drill holes just south of Moncton, New Brunswick, the known resources of Canada in this mineral have been considerably extended.

Sodium Chloride or common salt as it is more familiarly called finds a use in a large number of industries, and the consumption for domestic use forms a steady demand, depending upon the population.

To meet the demand for information relating to the Canadian salt industry, the Mines Branch of the Department of Mines, has recently published a report by L. H. Cole, entitled: "The Salt Industry of Canada" this report supplementing and bringing up to date the previous report on the same subject issued by the Mines Branch over fourteen years ago.

The present report consists of 116 pages and is profusely illustrated with photographs, diagrams, and maps. It covers the salt occurrences throughout Canada, takes up the mineralogy, and technology of salt manufacture, and briefly describes the allied industries using salt in their process.

Copies of this report, No. 716, may be obtained on application to the Director, Mines Branch Department of Mines, Ottawa.

The Other View

Lord Charles Hope, a recent visitor to California, said at a dinner in Peble Beach:

"The modern girl is abused a good deal, but she's less materialistic, for all that, than her mother."

"A modern girl's mother at Newport said:

"Jane, Mr. Gotrox, the veteran financier, admires you very much. He praised you yesterday to your father and me in a marked way. If you mind your ps and qs—"

"Of course, mamma," the modern girl interrupted, "Mr. Gotrox is too old to be considered eligible."

"On the contrary," said her mother, "he's too eligible to be considered old."

A teacher had spent some time explaining the meaning of civil war, and the next day, at the beginning of the class she asked: "Now, children, can you tell me what is called when Canadians on one side fight Canadians on the other?" "Yes, teacher," said one bright child, "a general election."

The Oil for the Farmer—A bottle of Dr. Thomas' Electric Oil in the farm house will save many a journey for the doctor. It is not only good for the children when taken with colds and croup, and for the mature who suffer from pains and aches, but there are directions for its use on sick cattle. There should always be a bottle of it in the house.

Sees Bright Future For Prince Edward Island

Opportunities for Development, Industrially and Agriculturally, are emphasized in the following article specially written for this Publication

(By the Hon. FRANK R. HEARTZ, In the Golden Future

As a native and life-long resident of Prince Edward Island, as a close observer of its progress along many lines, and having had occasion from time to time to travel extensively, I feel sure that this Province will not suffer by comparison with other lands and that the praise bestowed on us by visitors of world-wide fame was made in all sincerity and amply justified.

Several years ago I had the honour of having as my guest the Honourable Stanley Baldwin, then Premier of Great Britain. He bore testimony to the scenic beauties of this Province which brought back to him memories of his native Worcester with its rich, red soil.

In the red soil of Prince Edward Island we have an asset valuable beyond calculation and our reputation as a farming province established years ago is spreading in ever widening circles as time goes on. I believe that our basic industry of agriculture is capable of still greater development.

Progressive Farmers

Our farmers on the whole are progressive and highly intelligent. They have kept pace with advanced agricultural methods, they have availed themselves of the expert instruction and the assistance given by Federal and Provincial Departments of Agriculture and they have applied scientific principles to the carrying on of their vocation.

It is not necessary for me to dwell in detail on the progress made in various branches of agriculture as that will be dealt with by the writers of other articles. What the future holds in store may be forecast from the record of the past. Encouraging indeed is it to know that the farmers in Prince Edward Island lead Canada with respect to certain co-operative movements, such as the handling of eggs and poultry. Today they are also carrying on what is practically the greatest co-operative agricultural organization in the Maritime Provinces known as the Potato Growers' Association which has a membership of 3,000 and which has handled the 1929 crop over 1,500,000 bushels of potatoes and which estimates a turn-over for the year 1930, including the sale of fertilizer, spraying materials, etc. as well as potatoes, of two and one half million dollars.

Co-operative dairying has been successfully carried on here for nearly forty years. A great stimulus has been given to it in recent years by the establishment of Prince Edward Island as an area free from bovine tuberculosis. Our butter last year ranked highest in Canada and our cheese second. There was a great demand for our dairy cattle and it is safe to predict that dairying is bound to go on from success to success. By reason of what we have done in this branch of agriculture and in the raising of bacon hogs, our Province has earned for itself the title of "The Denmark of Canada."

The Island is admirably adapted, so far as soil and climate are concerned, to the safe and sane system of mixed farming, and the field crops grown last year were valued at nearly \$17,700,000, an increase of \$5,600,000 over 1928. Just as this Province is known as the "Cradle of Confederation," so it is also winning international prominence as the Cradle of the Silver Black Fox industry. The revenue from our ranches last year in pelts and live animals was about \$3,500,000.

The founding of this industry here has been the means of furnishing foundation

stock to ranches in North America, Europe and Asia, and has proven a valuable source of wealth to various other countries.

New and Promising Industry

Within recent years we have taken on another industry, which although it has not yet reached the magnitude of the fox industry, bids fair to rival the latter through time. I refer to the Mink industry which at the present time is more or less in its initial stages, but is rapidly developing, and it is anticipated that this year the revenue of the Province will be considerably augmented by the returns from the sale of Mink in foreign countries, principally Europe.

Next in importance to farming and fox ranching comes fishing, an industry that is even older than farming on Prince Edward Island and which yielded last year a revenue of \$1,427,152.

I have thus dwelt on the three F's, Farming, Fox Ranching and Fishing which are very important sources of our Provincial prosperity.

Another important wealth producing activity and which is possible of much greater development, is the tourist traffic. For many years the manifold attractions of this Province as a summer resort have been known, but have not been receiving the publicity commensurate with their importance.

One of the reasons may have been the lack of systematic advertising. In recent years, the railways and steamship companies have been devoting much attention to this Province in their advertising literature and the organization several years ago of the Tourist Association has been a long step forward in making the charms of this fair Island better known abroad.

Progress in Transportation

The building of the car ferry about thirteen years ago, and later the standardization of the railway gauge, have had an important effect beneficially on our freight and passenger traffic. The improvement of the public highways (rendered necessary as the result of the large increase in the number of automobiles), and the putting on of a through Pullman car between Montreal and the Island have been other advanced steps.

Do we fully realize the remarkable natural advantages which we possess, such as unrivalled summer climate with the heat tempered by the surrounding sea, abundant not only of fresh air but the ozone laden salt air, cool nights conducive to restful slumber, absolutely no fog, wonderful bathing all around the coast, surf bathing in the breakers on the North Shore with its miles of wonderful beaches, still-water bathing in the numerous bays and arms of the sea, landscapes and seascapes of surpassing beauty, sea trout for the catching in many of the tidal rivers running far into the country, abundance of brook trout in streams and ponds and deep-sea fishing at many points all along the coast, superb sailing reaches on sheltering harbours and up winding rivers?

All these attractions the Island can offer and more. The Canadian National Railways have begun the construction of a magnificent hotel to cost \$750,000 and its construction will materially assist in the inevitable development of the tourist traffic.

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The new car ferry which is to be built at a cost of two million dollars should tend to stimulate the trade of this Province in general and with its better facilities for handling cars should also greatly stimulate motor traffic.

Whilst the industries of our Province are few though profitable, I believe that a number of lines of manufacturing can be carried on here successfully.

Sees Bright Outlook

As President of the Development Commission I endeavoured to awaken an interest in the establishment of new industries. Although the progress made has not been as gratifying as we might desire, nevertheless, now that there has been a marked advance in our transportation facilities, I hope to see more industries established which are directly associated with, or may be termed side lines of our present industries, such as more mills for producing flour, oat-meal, feeds and cereals and more factories for the canning of vegetables and other products.

In the light of the past, I believe I am warranted in taking a most optimistic view of the future of this Province. We have a sober, law abiding, God fearing and intelligent people of English, Irish, Scotch and French extraction. As products of our educational system, (which I am fully confident will be further improved as the result of the efforts of the Royal Commission held last year) we can point with pride to men

who have achieved international fame in the professional and business fields and in public life. We can boast of an almost crime free Province where presentation of white gloves to presiding Judges of the Supreme Court has come to be a common occurrence.

A new spirit is now abroad in our land. The automobile, the radio, the aeroplane, better means of communication with the outside world and the promise of still better to come are redeeming us from our insularity and making us feel more and more, figuratively, if not geographically, that we are part of the Mainland.

The magnificent new C. N. R. Hotel which I have already referred to will be the magnet to draw ever-increasing numbers of strangers to our hospitable shores. The opening of the new Public Library and Harris Memorial Art Gallery and the provision made for the erection in the near future of a Provincial Sanatorium indicate that the intellectual needs of our people and the great cause of public health are receiving worthy attention.

What we need is a greater realization of our natural resources and our possibilities. Faith without works is dead, but I have full confidence that the industry, integrity, progressive spirit and enterprise of our people will respond to the demands made upon them and that an era of greater prosperity, contentment and progress will soon be ushered in.

ADDRESS AND PRESENTATION

On Tuesday evening, Dec. 8th, the ladies of Morell East Institute met at the home of Mrs. Leith Webster for a jolly good time.

During the course of the evening the retiring president Mrs. Warren Webster and the secretary, Mrs. Gordon Hooper were pleasantly surprised, both being presented with useful gifts by Mrs. Arsenault and Miss Alice Tobin.

Addresses were read to each by Mrs. Leith Webster and Mrs. Russell Webster.

Following are the addresses:— Mrs. Warren Webster, Morell. Dear Mrs. Webster: We are gathered this evening as members of Morell East Women's Institute to participate in a pleasant social evening and hope to enjoy the good things that are prepared for us. In the meantime we wish to show our appreciation of your services as president of our Institute for the last two years. You have performed your

duties with untiring energy and we feel that our Institute has flourished and increased in membership during your presidency and we felt that we should show our appreciation of your services. We now ask you to accept this small gift as a token of the good-will of the women of this Institute and extend to you the heartiest greetings of the season.

Signed on behalf of Morell East, W. I., Mrs. Daniel McFadyen, President.

Mrs. Gordon Hooper, Secretary of Morell East Women's Institute. Dear friend:—

Once again another year is coming to an end, once again we are about to close our books on the past one and begin a new year, and for that purpose we your friends are here to take the opportunity to thank you for your untiring efforts to make our Institute the success it has been and to welcome you again and also thank you for taking on yourself the pains and trouble of attending to the work of the coming year.

It is indeed a pleasure and a consolation to one and all to know that a person like yourself is in charge again.

Now will you please accept this gift, small in value but value don't always count not in joining friendships links it is to be remembered and to remember we ask you to accept it, and we wish you and yours a merry Christmas and a happy and prosperous new year.

Signed on behalf of member, Mrs. Daniel McFadyen.

Although Mrs. Webster and Mrs. Hooper were taken completely by surprise they replied in a few words thanking the members for their thoughtfulness and their appreciation of their work.

Supper was then served to all by the members and a very pleasant evening closed by singing the National Anthem.

Even the instruments that stamp out letters "Buy British Goods" are made abroad—Lady Cynthia Hoxley.

By George McManus

BRINGING UP FATHER



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