

THE CHARLOTTETOWN GUARDIAN

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NEWSPAPER FUNCTIONS

Sir Emsley Carr, President, addressing the Annual Conference of the Institute of Journalists at Eastbourne, condemned the insane tactics of two London newspapers of entering the trading field in order to obtain subscriptions. "The advertisers in the provinces," he said, "would have no hesitation in cancelling their advertisements if any paper enjoying their support was foolish enough to give away goods upon the sale of which their trade depended. "Even gold can be bought too cheaply, and circulations based upon gifts are essentially fictitious, and do not improve the value of the property. "Long ago American publishers learned from bitter experience that nothing was to be gained by buying circulations in a bidding contest, but that much was to be lost. "After all, what is the real function of journalism?" he asked. "It is not to encroach upon the pastures of others; not to give away what others are selling; not to increase circulation by telling hard luck stories of poverty and degradation; but to present a true picture of world affairs, of news, both local and general, and to present it with the highest possible standard of accuracy and attractiveness."

MINING A SOLUTION?

The Northern Miner devoted a leading article in its last issue to the contention that Canada should cease its slavish dependence on wheat and give more attention to the great mining industry which has gone so far during the depression to maintain the national credit. The Northern Miner thinks that wheat must make way for mining and that governments, banks and the public should become mineral-minded. It says: "Canada must learn that it is not possible to depend upon wheat for its prosperity. The Canadian West must learn to develop other resources than those of its wheat lands. Manitoba and Saskatchewan and Alberta have mineral resources, particularly Manitoba. The rest of Canada is quite aware of the value of mining to the country and is responding generously to the urge for a bigger and more profitable industry. . . . In asking Canadians to recognize an actual state of affairs the Northern Miner is not trying to create a panic in any industry, but it is endeavoring to educate the country to a realization of the great volume of potential wealth which lies in our mineral deposits. It is trying to rouse people to a recognition of a new era of Canadian prosperity, soundly built on metals and minerals. This prosperity may become one of the greatest in the world. Where twenty years ago the name of Canada was synonymous with wheat, today foreign comment on this country is of nickel, copper, gold, silver, lead, zinc, asbestos and aluminum. "We need not go all the way with our contemporary, says the Toronto Mail and Empire, but it seems to be an undeniable fact that wheat farming should in greater measure give way to mixed farming and that the investing Canadian public should devote an ever-increasing proportion of its savings to a rapidly growing mining industry. We have seen what the gold mines have done for the Dominion during the depression, and everybody is aware— or should be aware—of the immense and only partially developed deposits of base metals which only await the return of normal world conditions to enrich the nation to an unprecedented extent."

SOME BIRRELLISMS

The death of Mr. Augustine Birrell, K.C., British author and statesman, has given rise to obituary notices recalling some of the witty statements attributed to him. We quote the following "Birrellisms" from a list compiled by the London Public Opinion: "The House of Lords represent nobody but themselves, and they enjoy the full confidence of their constituents." "Children nowadays are so mechanical that if their grandfather was run over by a motor-car they would know at once what make of car it was." "We are all nowadays, even the very young, humbler than we ever were before." "I must congratulate my right hon. friend on the firmness with which he has nailed his colours to his successor's mast." "Literature was meant to give

pleasure, to excite interest, to banish solitude . . . to give joy to those who are still capable of joy, and—why should we not admit it?—to drug sorrow and divert thought."

Lord Darling, famed for his wit on the Bench, found his equal in Mr. Birrell when the latter was pleading before him in a libel suit. "If," said counsel, "you are going to punish a man simply for having a lively fancy, I don't know where you will end." "There would not be many to punish," said the Judge. "I admit," retorted Mr. Birrell, "that not many judicial vacancies would be created, my lord."

Mr. Birrell related that on one occasion, fearing he might have contracted a mortal disease, he went to Harley Street post haste. It was a hot July day, and the specialist's waiting-room was warm. While waiting, Mr. Birrell turned the pages of a medical journal and came upon an article dealing with the very malady he dreaded. The first words that met his eye were: "The patient suffering from this disease never perspires." He wiped his dripping forehead, took up his hat and went home rejoicing.

REMARKABLE INCREASE

There was, says the official bulletin of the Dominion Department of Statistics, a remarkable increase in Canadian domestic exports to British Empire countries and particularly the United Kingdom in November as compared with November, 1932. The total to British Empire countries was \$33,693,346 compared with \$22,644,307, an increase of \$11,049,039, or 48.7 p.c., while the export to United Kingdom was \$28,874,828 compared with \$19,232,731 an increase of \$9,642,097 or 50 p.c. At the same time there was also an increase in the exports to foreign countries. The total was \$26,991,344 compared with \$23,300,213, an increase of \$3,691,131 or 14 per cent. The November export to Empire countries was the largest since November, 1930, when it exceeded 35 millions.

CHRISTMAS TREES

Quantities of young spruce and fir trees are cut each year in Canadian forests to be shipped to the United States as Christmas trees. These are cut principally in Quebec, Ontario, New Brunswick and Nova Scotia. In the past fiscal year the export of Christmas trees, all of which went to the United States, was valued at \$206,372. This shows a decrease compared with the previous year's export, which amounted to \$226,076.

The development of the Christmas tree tradition, resulting probably from many vague stories and customs from different countries, was most marked in Germany. A German manuscript of 1606 refers to the tree as a regular feature of the Christmas season. It arrived in England at a much later date and, in fact, did not become a regular custom until the time of the marriage of Queen Victoria to Prince Albert, who popularized the custom. Mention is made in the memoirs of Grenville of trees being used in Christmas celebrations in 1526 at a fete given in honour of King Henry VIII. It reads: "Three trees, in great pots, were put upon a long table covered with pink linen."

EDITORIAL NOTES

The stirrings of conscience have brought money to the treasury of late. The twelve months period from November 1, 1932, to October 31, 1933, proved a profitable one for conscience money receipts at the port of Montreal. In that period receipts from this source totalled \$1,460. The largest single payment was made in April, amounting to \$700. In November last year one payment totalled \$400. The majority of individual payments of conscience money, however, runs between two and twenty-five dollars.

The popularity of the mistletoe as a Christmas decoration has come down from the ancient Druids who held it in great veneration. Only happiness could enter the house whose doorway was decorated with this plant, while evil woodland spirits were barred. Kissing under the mistletoe was an old Druidic custom and is still quite popular. Laurel was used in olden days in England at Christmas time in imitation of the ancient Romans to whom laurel stood for peace, joy and victory. A house decorated with laurel indicated that Christ had

Notes By The Way

In view of possible complications with Soviet Russia it is of the utmost importance to Japan to secure peaceful and stable conditions along the Manchoukuo frontier. Japan may hasten friendly relations with China by giving Imperial honors to Henry Pu-Yi in Manchoukuo. He is a Manchou and his ancestors were rulers of China for two and a half centuries. There are still strong supporters of the monarchy in Peiping who would even like to see Henry Pu-Yi restored to the throne of his ancestors.

Ten years ago Turkey was still living on seventeenth-century lines. There was no law outside the Moslem law, taught by the Mufti dating from the sixteenth century gave foreign consuls jurisdiction over foreigners; the system of the "Millet" gave the Greeks and Christians virtual autonomy under their patriarchs. The peasantry received their religious education, as expounded by the wandering dervish and the reader of the Koran, Mustafa Kemal small group of Westernized supporters have changed all that. They have applied to the assembly for recognition of a proud and virile people. Hence their success in sweeping ancient usages away without much opposition.

At the International Press Conference at Madrid, says the Baltimore Sun, a resolution was introduced condemning the practice of munitions firms of subsidizing newspapers. The resolution was promptly but quietly adopted. The suggestion came from France and the Little Entente countries. This should occasion no surprise. The Comité des Forges and the Schneider-Creusot interests in France. They are powerful in finance, industry and politics. Why should they not also be permitted to own or control a few newspapers? It helps them sell their wares. True they may touch off a new war resulting in the annihilation of ten million young men; but in that event the munitions makers will realize fat dividends. And that is all that really matters—to them.

There is no reason whatever why the British Government should change their policy in a panic simply because the ideal, which must remain the ultimate ideal of the collective organization of peace, is for the moment in jeopardy. There would be reason for alarm only if they accepted the advice of their critics and made their country either impotent or isolated. They can make an unchallengeable case for their policy in the past; they have great work to do for peace in the future; and, once their record and their intentions have been made clear, the British public will recognize the cause of peace as far safer in their hands than in the hands of those who are now seeking to misrepresent them.

Most significant of pertinent passages in the recent Soviet manifesto is that passage which says that a more powerful army is needed for defense despite the fact that the Red army now is stronger and more invincible than before. A glance at comparative figures of the strength of the armies of world powers sustains the Russian claim to its own superior force. Russia certainly has the largest and one of the best equipped armies in the world. Latest available statistics show the Russian army to comprise 848,000 on the active list and 18,000,000 in the trained reserves.

The Tobacco Association has decided to abolish the gift coupon and to liquidate all existing schemes of this kind within the next few days. It is a decision which is to be congratulated. The gift coupon is a thoroughly undesirable outgrowth of modern commercial practice. It depends for its effect on the human desire to get something for nothing, and seems to grow custom by what is, in plain language, a form of bribery. The public, of course, is deluded in supposing that it gets anything for nothing. The only beneficiaries are the firms who first launch schemes, and even their advantage is limited by the duration of their monopoly.—London Morning Post.

Empire shippers plan to meet in the spring and hope to build an Empire shipping pool. There's more sense in this talk than in inveighing against the Union of South Africa because they subsidize Italian shipping to open up markets for them in East and West Africa. If we had an Empire shipping pool we could arrange such deals inside the family. Then we could find work for some of the 60,000 idle British merchant seamen. We can't at present because the Italians, French and Germans with subsidized ships can knock us out of business, and do.—London Daily Express.

It is easy enough to follow the crowd or to agree, without thinking to every attractive proposition that comes along, but it takes real courage to stem the tide of "good enough" and to offer resistance to that which takes the heart out of progress. Life must be a continual giving up of treasured ideas and conventional ease, in order that the future may be more secure for those who follow us. To adopt such a procedure, merely for the fact that we are on the stage, is large wisdom—for it means progress for us, and better happiness as well. We must go on. That is the law of nature. Not only must we keep abreast—but we must get in line—and stay in line. We must pull together and learn the lesson of cooperation until it knits our purposes to one common good and universal ideal of happiness.

That Body of Hours

By James W. Barber, M.D. PRESERVING YOUR EYESIGHT

If every youngster could be shown that Babe Ruth, Bill Tilden and Bobby Jones, the outstanding performers in baseball, golf, and tennis respectively, owed their success as much to good eyesight as to any physical ability, more care would be taken of the eyes. The Sight-Saving Review tells us that throughout the entire country when the school term begins and the children have their eyes tested, in every eight is found to have defective eyesight. Fortunately almost all defective vision can be corrected if proper care is taken. Sometimes the defective vision is due to some infection in the system such as infected teeth or tonsils and when this is removed the eyes soon come back to normal. I have spoken before about an outstanding instance of the effect of infection on the eyesight; that of a famous flying officer who began to make such poor landings that he was sent to hospital for observation. The ophthalmologist found him to be defective, but as one of the tonsils was badly infected the tonsils were removed instead of prescribing glasses. A few weeks afterwards the vision was back to normal and he was able to make perfect landings thereafter. Although school buildings, blackboards, books and other equipment is provided to protect the eyesight, our homes and our own habits often result in poor eyesight. The National Society for the Prevention of Blindness suggest that the following rules be followed as closely as possible if we are to preserve our precious gift of sight. 1. Read with a clear, good light falling from above over your left shoulder. 2. Hold your book about fourteen inches from your eyes. 3. Keep your books clean; a soiled page is hard to read. 4. Always read with your head up. 5. Avoid books printed indistinctly, in small type, or on glossy paper. 6. Rest your eyes frequently. 7. If your eyes ache or if you have the feeling that things are double, you should have your eyes examined. As we think over the above rules most of us must admit that we regularly break most of them. Remember, your eyes cannot be replaced.

Jacques Cartier At Gaspé Bay

(From Quebec, London) Three years ago the Hon. Rodolphe Lemieux, passing through Paris, went to the home of the President of the Republic, M. Paul Doumer. The Canadian Senator had become acquainted with M. Doumer twenty-five years before, when the latter was elected to the Presidency of the Chamber of Deputies. M. Doumer had then graciously presented him with his volume entitled "To my Sons," his sons, who during the war, were to fall gloriously in the field of honor.

The Yule Festival

(Montreal Gazette) It is now generally acknowledged that Christmas Day was a recognized festive day before the Christian era. The festival of the Nativity was not casually or arbitrarily fixed. One of the reasons, the principal reason, that contributed in fixing this event was that almost all the older nations regarded the winter solstice as the turning point of the year—the beginning of new life and activity of the powers of nature, and of the gods, who were originally merely the symbolical impersonation of these. The Norsemen held the great Yule-feast in commemoration of the fiery sun wheel at the winter solstice, and fully believed that they could trace the movements, the interference and influence with the earth of Odin, Thor and other gods. Many of the old beliefs and customs of the Germanic tribes, and also of the Romans, were passed over to Christianity and have survived until today. Professor Tyndale, in "Primitive Culture," writes: "The Roman winter solstice festival celebrated on December 25 in connection with the worship of the sun god Mithra, appears to have been instituted in this special form by Aurelian about 274 A. D., and to this festival the day owes its opposite name of Birth-day of the Unconquered Sun. With full symbolical appropriateness, though not with historical justification, the day was adopted into the Western Church, where it appears to have been generally introduced by the Fourteenth Century." According to Bede it was a pagan festival in ancient Britain. In the fifteenth century in Scotland, the holy days of Yule were the seventh day after Christmas and continued until the day after Epiphany, January 7th, which was called Up-halla-Day, denoting that the holy days were at an end. Up-Hella is still celebrated in Shetland. About three hundred years ago a great emigration took place from Norway which lasted 200 years. At irregular intervals large numbers of Norwegian peasants went to Orkney, Shetland, Hebrides, Man, Ireland, the Faeroes, Iceland, and even the American Continent. We will not refer to the Continental emigration. In Scotland, generally speaking, the Old Celtic element maintained a numerical superiority until the end of the tenth century, when the Norse gained the supremacy. The greatest wave of emigration took place during the reign of Harold the Fair Haired; his opponents made these Norsemen their winter camp, but in the summer they raided the Norwegian Coast. These emigrations and raids took place in what we call the Viking Age. The Norsemen did not possess a literature, nor yet an architecture, which would give us a better understanding of their period. The great legends they bequeathed to Scotland is principally place names. Of course we have reference to battles and heroic deeds in many a saga, but these are the summer legends, and are not accepted as historically correct. The Vikings observed four great Fire Festivals, the Yule Winter Solstice feast, or Up-Hella-Aa, the greatest of their fire festivals. For two hours were the feast of Beltane, Midsummer and Halloween. The Yule Festival was held when the fiery sun-wheel had made the turn of his cycle. Yule is from the Old Norse Yule, meaning wheel. Fraser in his Golden Bough writes: "Considering the cold and cloudy climate of Europe, these festivals are believed to exert a great influence on the weather and vegetation. By counteracting the sun's progress through the heavens you really help the luminary to pursue his celestial journey with punctuality and dispatch. They are sun charms. When King Olaf Trygvason converted the islands to Christianity by sword-baptism, everything then possible was done by the church to eradicate the old pagan feasts, but all was in vain. The Yule festival was not eradicated until the time of the Reformation. The Christmas feast in memory of the Nativity of Jesus, the Midsummer Feast became the day of St. John, while St. Peter and other saints were honored on the winter days. In spite of this transformation Up-Hella-Aa is celebrated with more enthusiasm than the purely Christmas festivities. The preparations for the great Yule Feast began in December with brewing Yule mead, killing sheep and pigs, and baking of great quantities of bread, so that when the great day arrived, the Mother Night of Holly (holy) days, the 5th of January, everybody was ready for the processions and banquets. The "Dock's Boys," the famous galleys-builders, had been busy building their galleys, which were the principal items in the procession. The preparations for the shing away gracefully on the shing away in the distance are the blue silhouettes of Gaspé mountains, enhancing by their darker shade this admirable scene of nature. Jacques Cartier is surrounded by his crew, and to the sounds of the hymn Veni, Veni, Regina, they planted the cross bearing the inscription which proclaims the taking possession of the Canadian soil in the name of the King of France and Navarre. The savages have knelt down and appear to understand that this is a symbol of salvation. The figure of Cartier dominates the scene. It seems to obsess the artist; such is its inspired effect. This picture, which will be offered by the French Republic to the Government of Quebec, is destined later to adorn the Basilica of Gaspé, when, after three difficult times, it will arise facing the sea on the very spot where Jacques Cartier planted the cross. Meanwhile the Quebec Government will have in its safe keeping this precious gift in which momentary expression, spirit and surety of touch of a great French artist have gloriously evoked one of the proudest pages of our history.

The Poet's Corner

THE ELFIN ARTIST In a glade of an elfin forest When Sussex was Eden-new, I came on an elvish painter And watched as his picture grew. A harebell nodded beside him. He dipped his brush in the dew. And it might be the wild thyme round him That shone in that strange, dark ring; But his brushes were bees' antennae. His knife was a wasp's blue sting; And his gorgeous, exquisite palette Was a butterfly's fan-shaped wing. And he mingled its powdery colors. And painted the lights that pass On a delicate cobweb canvas That gleamed like a magic glass. And bloomed like a banner of all-land. Between two stalks of grass; Till it shone like an angel's feather With sky-born opal and rose. And gold from the foot of the rainbow. And colors that no man knows; And I laughed in the sweet May weather, Because of the themes he chose. For he painted the things that matter, The tints that we all pass by. Like the little blue wreaths of innocence That the wild thyme breathes to the sky; Or the first white bud of the Hawthorn. And the light in the blackbird's eye; And the shadows on soft white cloud-peaks That carolling skylarks throw.— Dark dots on the slumbering splendours That under the wild wings flow. Wee shadows like violets trembling On the unseen breasts of snow. With petals too lovely for color That shake to the rapturous wings, And grow as the bird draws near them. And die as he mounts and sings.— Ah, only those exquisite brushes Could paint those marvellous things. —Alfred Noyes.

The Huberdashery

Gift Suggestions For Last Minute Shoppers TIES 50c, 75c, \$1.00 boxed BRACES 75c, \$1.00, boxed GARTERS 50c, 75c, boxed. MUFLERS \$1.00, \$1.25 and up SOX 60c, 75c, \$1.00, boxed PYJAMAS \$2.25, \$2.50, \$2.75, boxed FINE SHIRTS \$1.00, \$1.75, \$1.95 and up SWEATERS \$3.00, \$3.50 and up CAPS \$1.00, \$1.25 and \$1.50 HATS \$1.75, \$3.00 and up BOY'S SWEATERS \$1.25, \$1.50 and up MEN'S SOX 3 pairs for \$1.00 LEATHER JACKETS \$7.50, \$8.95 and up LEATHER COATS BELTED \$12.50 to \$16.50 TRAVELLETTE CASES \$7.00, \$8.50 to \$12.00 LEATHER CLUB BAGS \$5.00, \$6.50, \$8.50 up SPORT COAT BLUE \$5.00 BOY'S OVERCOATS \$10.00 to \$12.00 MEN'S OVERCOATS \$15., \$16.50, \$18, and up. MEN'S SUITS \$15, \$18, \$20 and up. GENUINE PIGSKIN GLADSTONE BAG \$28.00 HENDERSON & CUDMORE MEN'S WEAR

Which all the gods in sport had idly thrown At Balder, whom no weapon pierces or clove; But in his breast stood flat the fatal hough of mistletoe, which Lok, the accuser, gave To Hoder, and unwitting Hoder threw; 'Gainst that alone had Balder's life no charm. An old, old story, the Sun dines in all his glory at the end of the day, struck by the powers of darkness or at the end of the summer season, stung by the thorn of winter. Sun worship has been universal. St. Francis in his Cantin del sole sang—"Frased be my Lord God with all his creatures, and especially our brother the Sun, who brings us the day, and brings up the light, fair is he and shining with a very great splendor, to us, O Lord, he signifies Thee." J. S.

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The Chew for You HICKEY & NICHOLSON'S BLACK TWIST CHEWING