

THE CHARLOTTETOWN GUARDIAN

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THE FAIR IS ON

If yesterday's favorable weather continues there can be no doubt of the success of the Provincial Exhibition this year. Last evening's opening function was largely attended, and it is evident from the exceptionally large entry lists in the show classes and racing programmes that interest in the Exhibition this year has been greater than ever before.

SUPPRESSING IT

With the single exception of the local Liberal organ, every Maritime newspaper yesterday featured the Canadian Press report of the special advantages accruing to the Maritime Provinces as a result of the Bennett Government's negotiations at the Imperial Economic Conference.

The reason is not hard to surmise for our contemporary's omission of Conference news which other newspapers featured prominently. Only a few days ago, while responsible Liberal papers like the Toronto Globe were predicting success and upholding Premier Bennett's attitude in his trade negotiations, and while the question of Soviet Russia's trade relations with Great Britain was in dispute, Mr. W. M. Lea, provincial Liberal leader, delivered himself of the following oracular utterance in the Strand Theatre:

"As far as I can see, every move the British are making is in the direction of making the necessities of life cheaper for the consumers of Canada; every move the Federal Government is making is to make the goods of Canada higher and to prevent us getting a better market in Europe. What the British people are anxious to do is to promote trade within the Empire. The representatives of Canada have offered to let in such commodities as celluloid and strychnine, a few babies' toys at Christmas time, (daughter) 8,000 of these commodities the greater number of which are not produced in Canada."

Nor was Dr. Cyrus Macmillan, defeated Liberal candidate in Queen's at the last federal election, behind the provincial Liberal leader in his endeavour to belittle Canada's attitude at the Conference. "I notice," he remarked in his only reference to the offers made by the Bennett Government, "the much heralded list of 8,000 articles that Mr. Bennett was going to put on the free list has dwindled down to 200 in the last few days."

Truly it would have been a sorry let-down to these self-appointed champions of the obstructionist element in the United Kingdom had our contemporary published the expressed opinion of the leader of the British delegation at the closing session of the Conference. "It was fitting," said the Rt. Hon. Stanley Baldwin, speaking on behalf of himself and his fellow-representatives of the British Government, "that Premier Ben-

nett should preside over the conference. It is fortunate that we have in Canada's Prime Minister a man so admirably qualified for that difficult task. He possesses a driving power given to few, which is an essential element in the conduct of business of this kind. He has a grasp of detail which is astonishing and yet with it all, when one realizes what a grasp of detail involves, I have been struck all the time by his accessibility, that he always has been ready to discuss points as they arise with any delegation at any hour and in any place."

PLEADS FOR UNITY

Premier Bennett's onerous duties in negotiating trade agreements at the Imperial Conference did not prevent him from exerting himself tactfully in another important direction—that of peacemaker between the British and Irish delegations. In his remarks at the closing plenary session he voiced a profound hope of the early solution of the Anglo-Irish difficulties. Acknowledging the congratulatory remarks from the various delegations leaders, the Prime Minister said:

"Listening to the observations you have made I think I might be permitted to say one thing. I have only one regret and it is a deep regret to me personally, for one of four Dominions represented at times experienced slight—very slight—feelings of difference. But though the Irish Free State delegation may have experienced such feelings—they were never expressed—they were purely official, for they have established as a result of the conference the most cordial relations between themselves and, without exception, everyone of the delegations here assembled. "I should like to express the hope that these cordial relations so firmly established here, may pave the way for the solution of their difficulties."

"Applause," adds the Canadian Press representative, "broke from every delegate in the House of Commons Chamber in approval of this sentiment." T. Sean O'Kelly, head of the Irish State delegation, was seen "to give several decided nods of his head in agreement." So did Rt. Hon. J. H. Thomas, Secretary of State for the Dominions. Mr. Baldwin applauded. Lord Hallsam smiled his approval. And thus the Conference as a body imparted its ardent approval of Mr. Bennett's hope that an accord will be reached between the two Commonwealth nations which had so willingly joined in making the Conference a success.

NON-ADVERTISERS

Occasionally we hear of a group of merchants, says The Printer and Publisher, who have agreed among themselves to restrict the amount of advertising they will use. They make no public statement that such regulations exist, but the truth has the habit of leaking out.

When one contemplates what advertising has done to stimulate in the past, and what it will do in the future, it is difficult to understand this attitude.

Strangely, a certain lack of appreciation for the value and true importance of advertising still exists among a few houses. Some branches of industry in Canada have sought to curtail or restrict advertising and as a result some firms have curtailed their advertising effort to the extent that they may be regarded, practically, as non-advertisers. They apparently fail to realize that advertising is the thing that is keeping them in business—that is other people's advertising. They forget that if others entertained the same views as their own they would not have a market for their products or goods; there would be no reason for their existence.

On this subject, Advertising Age makes some observations worth quoting: "Far-seeing business executives like to see their competitors' advertising running as well as their own, because they realize that good advertising will build up and maintain

an interest in and demand for products of all those in the line, and thus protect the industry as a whole against the onslaughts that are bound to come from all directions." The competitors who tell themselves and each other that they will save money by not advertising are merely fooling themselves. They are assuming that demand is a static thing, and that they can count upon its continuance.

The group adopting the slogan, "Quit Advertising and Save Money," extends an open invitation to other like interests in other fields to step in and capture the market which they have assumed belongs to them.

Non-advertisers sometimes assume that there is a fixed amount of business in the market to be divided among the sources of supply and that advertising will produce no more. In that case, why not save travelling and other expenses necessary to a sales staff? Such a course is unthinkable, and the truth of the matter is that advertising is just as essential as salesmen to the firm anxious to keep in the van of progress.

MEN OF STATURE

"As the days have passed," says the Montreal Star, "the stature of Mr. Bennett has visibly increased. He has stood firmly for the fundamental interests of this country, as well as for the successful welding of the economic links that are to bind our free Empire together in this day of dissolving Empires and disappearing freedom. And through it all he has had the loyal and untiring help of his Ministers. It is a splendid thing to have shared in shoring up the defences of the greatest aggregation of genuinely free peoples in the world. Had we fallen apart and so dissipated our strength, the forces that make for liberty, an advanced civilization and unshackled democracy would have been robbed of their right wing. Their very stability would have been imperilled. But, thanks to the statesmen of our Empire, led by such men as Bennett, Baldwin, Bruce, Havenga and the others, the challenge of economic chaos, following the war, has been accepted. We have armored and engined our ship to face the unprecedented and unpredictable storms that rage today and darken tomorrow's sky. We ought now to outstride them and carry to a safe harbor the best hopes of mankind."

EDITORIAL NOTES

It is estimated by the New York Herald Tribune that the new Empire preferences will place about \$50,000,000 worth of American iron and steel exports at a disadvantage in Dominion markets as against United Kingdom competition, and perhaps another \$50,000,000 of American agricultural exports at a disadvantage in United Kingdom markets as against Dominion competition.

With a preference in the British market of well over a dollar per Canadian barrel even under present exchange conditions, Maritime fruit growers are looking for a great revival in the industry. The famed Annapolis Valley in Nova Scotia produces an average of 1,500,000 barrels per year, of which about 75 per cent is exported abroad. Plans are already under way in Nova Scotia to increase the production to 3,000,000 barrels by 1942. An excellent quality of apples can be produced in this Province also, and it should now be profitable for our producers to pay attention to this important industry.

The silver screen has been made to tell the story of Canada's tourist and sporting attractions and is looked upon as a valuable channel for distributing information in this regard by the Canadian National Railways. Motion picture libraries are maintained at various centres throughout Canada and the United States and a million people or more in theatres and fraternal and other gatherings have had brought to their attention the charms and advantages of Canada's great outdoors as a vacation country as well as her interesting cities. Similar libraries are maintained in Europe.

NOTES BY THE WAY

Migration is the only way in which the unemployment problem at home can be solved. It is a fallacy to believe that by exporting men and women we are exporting wealth. Population in itself is not an asset to any nation unless it is fully employed and producing wealth at the moment, nor are they likely to do so with the present trade depression and continued unemployment. Migration offers the only safe remedy for overcrowding and unemployment. If the Government were to devise a scheme for practical migration throughout our Dominions, giving financial assistance and opportunity and the same reasonable economic security as one gets in the Motherland, they would receive the blessings of unborn generations, besides giving our Commonwealth a service which would add to its accumulated wealth and potential economic development.—Empire Review, London.

Mr. Baldwin, in an important speech in Ottawa, emphasized the necessity of restoring freedom of world trade, when he promised that the British Commonwealth of Nations would do nothing to harm the commerce of all. A policy of Imperial isolation, he said, was not desirable for the peace and prosperity of the world and he denied that such an arrangement was in the mind of any delegation to the Imperial Conference.

Remarks, says the Border Cities Star, were made about "spoil sports" and the like when an adventurer was prevented from diving from the Ambassador Bridge a few weeks ago. Thousands of people went down to Sandwich in the hope that the event would be staged and they would get a thrill from seeing a man risk his life and perhaps be killed before their very eyes. The police and others knew the danger and would not let the man perform the stunt. As if in answer to those who grumbled about "spoil sports," there comes news of a leap from the centre span of the new harbor bridge in Montreal. It is approximately the same height as the local span. The thrill-giver dived and did not come up. Death stalked in the river and reached out to take the youth when he leaped. In this case the police and bridge officials also attempted to prevent the escapade. They were unsuccessful. Had they stopped the man, they would have been called "spoil sports" by many in Montreal. Doubtless relatives and friends of the victim wish the dive had been balked.

Steps to curb the power of the Irish Free State Senate, and possibly to do away with it altogether, are reported to be under consideration by De Valera. Seeing that the reason given for this is that the Senate held up abolition of the oath of allegiance, and also opposed De Valera's position on land annuities, the situation doesn't look any too good for a settlement between Dublin and London. Which is a great pity.

The United States came out of the War enormously aggrandized, having supplied the Allies through its entire course at their own war prices; then—says Stephen Gwynn in The Fortnightly Review (London)—they washed their hands of the rest of the world, put up fences about their markets, and let the cash come in—and it came. For ten years all went like a fairy tale, and then the diseases of a stricken civilization began to spread in this land of plenty. Is there a country today more dangerously disorganized, or one which seems less able to cope with its own disorganization.

The British nations did not meet in Ottawa in any spirit of arrogant Imperialism, or to carve out a policy of Imperial isolation, to take leave of fair trade with "lesser breeds without the law." They met merely to work out a practical policy of co-operation among themselves, by this very act setting an example before the world, one which the world badly needs. It may be, indeed, that the work which has been accomplished in Ottawa these past weeks will mark the beginning of the end of tariff imperialism, of that mad race in economic nationalism which has worked such havoc in recent years. Canada will gain from what has been done, and Britain, and all parts of the Empire; but it may well be that in the long run all the world will benefit, which is to be desired. For there can be no enduring prosperity, not even in an Empire as vast as ours, if much of the rest of the earth knows poverty.

Admirers in many lands are relieved to hear that Sir James Barrie's indisposition, which has kept him to his bedroom, is nothing more severe than a summer chill. A close friendship exists between Mr.



That Body of Hours

By James W. Barrie, M.D. THE PSYCHOTECHNICAL SPECIALIST

A few years after the close of the war school teachers who had taught for a number of years began to find that they were getting more pupils who were difficult to teach or to properly discipline. It wasn't a matter of ability so much, as a sort of restlessness, nervousness, over-sensitiveness, or emotional disturbances.

That the events of the world war upset everybody and everything is admitted, and much of the restlessness or nervousness in these youngsters could be accounted for in this way.

However it was then discovered that a great many of these cases of nervousness were found to be among youngsters who were born during the war. "The horrors, the strong emotions and the sorrows which their mothers experienced had left their mark. They are over-sensitive individuals, who try to control or hide their feelings, tremble at the slightest remark, however gently spoken, who are tortured for a continual need for useless movement, and whose impulses are often violent. It is necessary to employ mental hygiene and medical treatment in the case of such individuals, because these nervous cases—neurotics as they are called—can be cured if the origin of the ailment can be discovered."

The school teacher naturally complains of the time and attention these youngsters require, and the results are uncertain. Naturally something must be done in these cases to save the school teacher from wasting time, to open the eyes of the family to the facts and to remove the painful confusion which these unhappy individuals must feel in a society for which they were not made.

In Great Britain, the Congress of Technical Teaching has called physicians in and asked them to give expert advice on a choice of a career for students. This means that these students who were born during the war will not only receive the best advice from the technical standpoint as to a choice of a career, but will have, what is equally, or perhaps more important, the advice of a physician with special training in nervous ailments and with a just appreciation of the difficulties confronting such students.

These physicians are called psychotechnical specialists.

Parks, the stationmaster was particularly keen that the men in his charge should appear the smartest on the line.

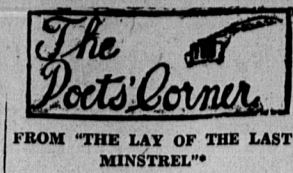
For some weeks he had noticed that Pat, the porter, was becoming slovenly in his appearance, and he decided to talk to him on the subject.

"Pat," he said very gravely, "why is it that you no longer wear a clean shirt to work?" "Sure, sorr, and it's sorry I am," the porter replied, "but my wife's too busy!"

"Too busy!" echoed the stationmaster. "What at?" "She takes in washin' now, sorr," replied the Irishman.

"Just look at old Phillips over there—thoroughly enjoying himself, and I've always understood he was a woman hater." So he is, but she's not with him tonight."

Baldwin and Sir James Barrie, perhaps based on a mutual reverence for pipes and a joint passion for whimsical philosophy, Barrie's flat is a regular asylum for Mr. Baldwin when parliamentary debates grow tedious.



FROM 'THE LAY OF THE LAST MINSTREL'

The way was long, the wind was cold, The Minstrel was infirm and old; His withered cheek and tresses grey Seemed to have known a better day;

The harp, his sole remaining joy, Was carried by an orphan boy. The last of all the Bards was he, Who sung of Border chivalry; For, welloaday! their date was fled, His tuncful brethren all were dead; And he, neglected and oppressed, Wished to be with them, and at rest.

No more on prancing palfrey borne, He carolled, light as lark at morn; No longer courted and caressed, High placed in hall, a welcome guest, He poured, to lord and lady gay, The unpremeditated lay; Old times were changed, old manners gone; A stranger filled the Stuart's throne; The bigots of the iron time Had called his harmless art a crime.

—Sir Walter Scott. This metre was suggested by the hearing of a part of Coleridge's "Christabel."

Fur Trading In The 17th Century

(National Revenue Review) The life of a fur trader in the seventeenth century, as revealed in journals and letters written by employees of the Hudson's Bay Company at the lonely outposts, never lacked adventure. Trading with the Indians never became humdrum. It was conducted, at first, by barter, the exchange value of skins being decided by the Chief change was fixed by the Company, and uniformity amongst the many outposts was obtained. The medium of exchange was the castor or made beaver or simply a skin. If the trader assessed the value of certain furs at, say fifty made beavers, he handed the Indian fifty sticks, quills or other tokens, each representing one beaver. The Indian then selected the goods he wanted out of a great store which included cloth, capotes, blankets, caps, shirts, guns, powder, horns, knives, hatchets, kettles, needles, pins, scissors, thimbles, fish hooks, paint, string, glass beads, etc. He paid for his purchase in sticks or quills. Never would an Indian leave the store until he had spent all his temporary fortune. When his "coin of the realm" was exhausted he continued to buy on credit, and he seldom defaulted in his payments.

Rum, which played such an important part in the early days of the fur trade, was eventually debarred by Governor Simpson, after witnessing a revolting brawl. Outfitting a ship in London, England, for the fur trade, required a first hand knowledge of the red man's tastes or requirements. His desires varied, and gradually his demands turned to things of a practical nature, and the rush on beads and trinkets declined. The outfit of one of the Company's ships that sailed from London in 1672 consisted of 200 fowling pieces with powder and shot, 200 brass kettles, 12 gross of knives, 1,000 hatchets.

The red man's ways were little understood by the white traders. The Indian would undertake a long,

difficult journey of fifty miles or more if, by so doing, he could purchase his powder or shot a little cheaper. Yet he would sometimes leave a valuable gun lying in the rain until it was ruined. Out of mere bravado, or in a spirit of boastfulness, he would sometimes destroy quantities of his most valued possessions. Wars between neighbouring tribes were frequent and most destructive. These happenings caused the Company officials great concern. The Governor and Committee in London finally instructed a Governor at one of the forts to keep the Indians from warring with one another, that they might bring a larger quantity of furs to the factory. On receiving the reply from the Governor, "Perhaps your Honours will tell me how

I am going to do it," the Committee devoted a whole meeting to the question, and decided that nothing was easier, provided its instructions were implicitly obeyed. They wrote the Governor as follows—

"Tell them what advantages they may make, that the more furs they bring, the more goods they will be able to purchase of us, which will enable them to live more comfortably and keep them from want in a time of scarcity. Inculcate better morals than they yet understand; tell them that if do nothing advantage them to kill and destroy one another, that thereby they may so weaken themselves that the wild, ravenous beasts may grow too numerous for them, and destroy them that survive." The record does not state whether or not the Governor was successful.

Wampole's MAGNOLAX. Forceful Laxatives Are No Longer Necessary. If you are accustomed to using forceful laxatives as cathartics, you can break away from this habit and bring back the bowel action to a normal condition, or better so, by the use of Wampole's MAGNOLAX. In appearance and taste Magnolax is pleasant and palatable. It is a stable combination of Mineral Oil with Milk of Magnesia—embodying the virtues of both. It softens and lubricates the contents of the bowels, causing natural evacuation without discomfort or griping. Wampole's Magnolax mixes readily with milk, and may be given in this way to infants and very young children. 1/2 oz. Size, 50c. 2-oz. Size, \$1.00.

TO ALL VISITORS TO THE EXHIBITION. We extend our best wishes and express the hope that the Exhibition of 1932 will be the most successful one in the history of this Province. We invite our many friends and customers throughout the country to make our office their Headquarters while in the City—a warm welcome awaits you. DEBLOIS BROS., Limited. 45-47 Queen Street, CHARLOTTETOWN, P. E. ISLAND.

Sixty Years Continuous Progress. For sixty years this Insurance Agency has been serving the Producers, Shippers, Industry and the Home—and endeavoring to promote the trade and prosperity of the Province. We welcome an opportunity to be of assistance in solving your Insurance problems—there is no obligation. HYNDMAN & CO., Ltd. Lower Queen St., Charlottetown. Fire, Life, Marine, Automobile and all Casualty Lines. 1872—Sixtieth Anniversary—1932.

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Man! Look up at this sky scraper, the size of the good twist you swap a few cents for when you ask for HICKEY NICHOLSON "BLACK TWIST" CHEWING. The Two Macs Mail Orders Given Prompt Attention.

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