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FLIT spray clears your home of mosquitoes and flies. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get FLIT today.

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Oh! What a Lovely Flavor  
There Is To

**HICKEY & NICHOLSON'S**  
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**KEEP YOUR EYE ON LONDON**

**NEW EMPIRE MARKETING BOARD IS REACHING OUT FOR TRADE**

Historicus

Only one year ago the Imperial-Economic Committee, whose Chairman was to be Secretary of State for Dominion Affairs, conceived the idea of forming a Marketing Board and induced the British Government to place at its disposal the sum of £500,000 a year, and were promised the sum of £1,000,000 a year for the future.

It was not to be called upon to surrender any unexpended balance of its income and was thus free to plan out over a period the wise employment of its resources. The Parliamentary Vote, from which its funds were derived, indicated only that they were to be devoted to "the marketing of Empire produce in this country." The Imperial Economic Committee, recognizing that the Home Country was not less a part of the Empire than the Dominions and Colonies, had announced the unanimous view of both its home and overseas members that the policy of the Board should be to encourage the public to ask first for the produce of their own country and next for the produce of the Empire overseas.

The first annual report of this organization was sent out a couple of weeks ago and is now spread over nearly the whole Empire. Its Head Office and Address are as follows: "The Empire Marketing Board, 2 Queen Anne's Gate Buildings, Dartmouth Street, London, S. W. 1. Thus the starting of all the machinery of the project is now in full swing and bids fair to develop an immense volume of business with Canada and all the other Dominions and territories of the Empire. The pamphlet quoted above truthfully states that "Many Empire products are ripe for advertisement, and their producers need the encouragement which advertisement can give; but such publicity should be regarded as the last stage only in a sustained attempt to promote the organization of Empire production and Empire marketing. That is an enterprise greater than the task of any appointed body. It must depend for its success mainly upon the energy and foresight of the men and the women of the Empire, of numerous agencies and of many Governments; but it has seemed to the Empire Marketing Board that a definite part is marked out for it in this great cooperative endeavour. The Board's first year's work has been conducted in that belief, and this Report is an attempt to show what it has tried to do."

This pamphlet also mentions a number of lines which it will assist in opening markets, and applications for services of this kind will doubtless find a ready response. It also speaks of procuring grants for Research of the marketing of the following information: "This Report is printed at the end of this year."

**ARE YOU ALIVE?**

Condensed from The Nation.

Stuart Chase.

The following paper raises an interesting question for reflection. There seems to be an ascending scale of values in life, and somewhere in this scale there is a line—probably a blurred one—below which one more or less "exists" and above which one more or less "lives."

I have often been perplexed by people who talk about "life." Americans, they tell me, do not know how to live, but the French—ah, the French—or the Hungarians, or the Poles, or the Patagonians! When I ask them what they mean by life they do not advance me an inch in my quest of the definition of life.

What does it mean to be alive, to live intensely? What do social prophets mean when they promise a new order of life? Obviously they never before enjoyed by anyone, but rather an extension of vitality for the masses of mankind in those qualities of "life" which have hitherto been enjoyed only by a few individuals normally, or by large numbers of individuals rarely.

What is it which is enjoyed, and how is it to be shared more extensively? Can we be so fortunate for a moment while we examine it? What, concretely, is this "awareness," this "well-being?" I want in a rather personal way to tell you the facts as I have found them. I want to tell you when I think I live in contradistinction to when I think I "exist." I want to make life very definite in terms of my own experience. I want to show a classification of life in matters of data one has oneself. I do not know what life means to other people, but I do know what it means to me, and I have worked out a method of measuring it.

I get out of bed in the morning, gulp coffee and headlines, demand to know where my raincoat is, start for the office—and so forth. These are the crude data. Take the days as they come, put a plus beside the living hours and a minus before the dead ones; find out just what makes the live ones live and the dead ones die. Can we catch the veridical of life in such an analysis? The poet will say no, but I am an accountant, and only write poetry out of hours, and only write a classification of life in terms of being in which I feel I am alive, and five states in which I feel I only exist. These are major states, needless to say. In addition, I find scores of sub-states which are too obscure for me to analyze. The 11 "plus" reactions are these:

I seem to live when I am creating something—writing this article, for instance; making a sketch, working on an economic theory, building a bookshelf, making a speech.

Art certainly vitalizes me. A good novel, some poems, some pictures, operas, many beautiful buildings and particularly bridges affect me as though I took the artist's blood into my own veins. There are times, however, when a certain artist over my perceptions which no artist can penetrate.

The mountains and the sea and stars—all the old subjects of a thousand poets—renew life in me. As in the case of art, the process is not automatic—I hate the sea sometimes—but by and large, I feel the line of existence below me when I see these things.

Love is life, vital and intense. Very real to me also is the love one bears one's friends.

I live when I am stimulated by good conversation, good argument. There is a sort of vitality in just dealing with ideas that to me at least is very real.

I live when I am in the pressure of danger—rock-climbing, for example.

I feel very much alive in the presence of a genuine sorrow.

I live when I play—preferably out-of-doors. Such things as diving, swimming, skating, ski-ing, dancing, sometimes driving a motor, sometimes walking.

One lives when one takes food after genuine hunger, or when burying one's lips in a cool mountain spring after a long climb.

One lives when one sleeps. A sound healthy sleep after a day spent in out-of-doors gives one the feeling of a silent, whirring dynamo. In vivid dreams I am convinced one lives.

I live when I laugh—spontaneously and heartily.

In contradistinction to "living" I find five main states of "existence" as follows:

I exist when I am doing drudgery of any kind—adding up figures, washing dishes, answering most letters, attending to money matters, reading newspapers, shaving, dressing, riding on street cars, or up and down in elevators, buying things.

I exist when attending the average social function—a tea, a dinner, listening to dull people talk, discussing the weather.

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FOR COWS, POULTRY, HORSES, HOGS is economical. One gallon is enough for sixty thorough sprayings, that is a month's requirements for a herd of six cows, providing two sprayings a day—after morning and afternoon. In winter, fall and other cool days, one spraying is sufficient. Every part of the cow should be sprayed over, the body, neck and legs as well as inside of legs and joints. A light all-covering spraying will be found the best. PEERLESS goes much farther than ordinary solutions. More milk and healthier cows will be the result of this treatment, and in a surprisingly short time.

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**HOUSEHOLD FLY SPRAY**

for flies and mosquitoes.

1 pint bottles ..... 40c  
1 quart bottles ..... 75c  
Sprayers ..... 50c  
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**THE ROGERS HARDWARE CO., LIMITED.**

**The Public Forum**

This column is open for the discussion by correspondents of questions of interest. The *Charlottetown Guardian* does not necessarily endorse the opinions of correspondents.

**THE RECENT VOTE**

Sir,—I am sending to you for publication, the letter which brought forth the statistical figures re the recent election in this province, which appeared in "The Patriot" of Aug. 5th, inst. And while I wish to thank the esteemed Editor for the information supplied, I wish to take issue with a statement made in his recapitulation, and to point out certain salient facts which the figures disclose.

He states: "To get the total voting power of the Province, a large addition must be made to those figures—'63,191'—now, I submit that the total voting power of the province, that is, the number of voters—is more nearly represented by the total number of votes cast for Assemblymen, viz: '36,711', and it is apparent that the Liberal majority out of this total is '2,517' or approximately 7 per cent, and in the Counties, the majorities are as follows:—Queens County total '15,876', majority of '642' approximately 4 per cent. Prince County total '12,793' majority '1,245' approximately 10 per cent. Kings County total '8042' majority '620', approximately 8 per cent. The figures also show the total number of voters who voted for both parties as follows:—Liberal 19,619; Conservative 17,102.

And in my humble opinion, those figures provide food for serious thought to those who act as if they considered the recent Liberal victory entitled them to think "the sky the limit" in their efforts to assert the will of the majority.

I am Sir, etc.,  
"ENQUIRER"  
Souris, Aug. 6th, 1927.  
(ENCLOSURE)

Editor Patriot:

Sir,—In the Patriot of July 16th appeared an article copied from "The United Churchman" in which a statement was made which is erroneous and misleading, viz: "In that election—1923—the total vote of both parties was 49,987. In the recent election the total vote was increased by 9,173—adding these figures will give 59,160, and I would like to ask whether 'votes' and 'voters' in this instance were synonymous terms in the writer's mind."

The population of P. E. I. is something less than 80,000 and it must be perfectly obvious that we cannot have 59,160 voters.

Now Mr. Editor, please set us right on this matter by telling us, and producing figures to show:

The total of voters who voted for the Liberal party, and also the total for the Conservative party in each County and in the Province, and also the percentage of majority in each county.

"ENQUIRER"  
Souris, July 29th, 1927

Eating, drinking, or sleeping when one is already replete, when one's senses are dulled, are states of existence, not life. For the most part I exist when I am ill.

Old scenes, old monotonous things—city walls, too familiar streets, houses, rooms, furniture, clothes—drive one to the existence level. Sheer ugliness, such as one sees in the stockyards or in a city slum, depress me intensely.

I retreat from life when I become angry. I exist through rows and misunderstandings and in the blind alleys of "getting even."

So, in a general way, I set life off from existence. It must be admitted of course that "living" is often a mental state quite independent of physical environment or occupation. One may feel—in springtime for instance—suddenly alive in monotonous surroundings. Then even dressing and dishwashing become essential and one sings as one shaves. But these outbursts are on the whole abnormal. By and large there seems to be a definite cause for living and a definite cause for existing. So it is with me at any rate. I believe that I could deliberately "live" twice as much—in hours—as I do now, if only I would come out from under the chains of necessity—largely economic—which bind me.

I have indeed made some estimates of the actual time I have spent above and below the "existence" line. For instance, my notes show that in

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**Penniless Old Men**

**YOU** know many of them—men who in their prime made plenty of money, but who spent as freely as they earned. Old age finds them in a sorry plight.

**You** don't expect to be without means of support when you grow old, do you? Neither did they. But you can escape their bitter experience if you wish, and that quite easily.

A few dollars saved each year—now, when you can spare the money—and invested in an Imperial Endowment Policy will provide the means to keep you in comfort and independence in your old age. Or it will take care of your family should death call you early.

Just fill out and return the coupon below and we'll gladly send you complete information.

Delay is dangerous—tomorrow you may not have your health—and be unable to secure insurance.

195  
COUPON

You may send me your booklet about Imperial Endowments.

**THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA**  
HEAD OFFICE = TORONTO, ONTARIO  
Branch Office: 70 Prince Street  
CHARLOTTETOWN

one week, of the 168 contained therein, I only "lived" about 40 of them, or 25 per cent. of the total time. This allowed for some creative work, a Sunday's hike, some genuine hunger, some healthy sleep, a little stimulating reading, two acts of a play, part of a moving picture, and eight hours of interesting discussion with various friends.

It may be that the states of being which release life in me release it in most human beings. Generally speaking, one's salvation is bound closely with that of all mankind—the ratio of living, of growing with that of the mass of one's fellow-men.

James A. M. Gillis, pastor of St. John the Baptist Church, New Brunswick, died unexpectedly at his residence here on Saturday afternoon. After completing his customary round of duties during the day he went to bed and upon being called was found dead. Father Gillis had been in poor health for a number of years but had continued to perform his pastoral work regularly and energetically. He was 60 years old.

GLACE BAY Aug. 8.—Rev.

**Canadian Animals for South Africa**

Mr. and Mrs. Porcupine are at home everywhere as long as there is a bit of bark or hazel twig around and here they are shown en route to South Africa, ten thousand miles away from their native haunts. They are travelling in good Canadian company with four specimens of the Canada goose, bear and coyote cubs, striped gophers, black squirrels, herons and marmots. But of all these the ones most amenable to photography were the porcupine pair. The others were camera-shy, except the geese which were too proud to fight.

They came from Toronto and were carried by Canadian Pacific Express. As hors d'oeuvres, they were supplied with 50 lbs. of frozen herring and 50 lbs. of cabbages, but the babies are fed largely on bread and milk and dog biscuits soaked in milk.

South African Zoological authorities exchange the birds and animals of their country for those of the Dominion. This lot are going to Pretoria where the climate is not too hot in summer although much less cold in winter than in Canada.

**Two-In-One Shopping Bags**

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