THE CHARLOTTETOWN GUARDIAN

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FRIDAY, FEBRUARY 15, 1924

AN IMPORTANT LETTER

A letter, signed "C. H. D." in yesterday's Guardian is worthy of much more than passing notice and we commend a careful perusal of it to our readers generally and to the executive and members of the Tourist Association particularly.

Two points are specially specified in this excellent letter,, namely the generous appropriation by the Railway Department for publicity and the profitable return from that publicity.

It is mentioned that the P. E. Island Railway, at that time a modest appendix to the Intercolonial, very generously added to the time table folder some descriptive matter concerning the tourist attractions of Prince Edward Island with a view to increasing the passenger traffic of the railway. The result of this advertising was the founding of a summer colony at Fortune Bay, a colony which has been constantly added to year after year by friends of the originals and others who have learned from them of the climatic and scenic beauties of the Garden of the Gulf.

This is a striking illustration of what can be done by judicious advertising and the illustration, as already stated, has two very significant features. These are, first, that it pays the railway to advertise the tourist spots of the dominion and, second, that a few interested people, can distribute advertising literature to good advantage.

We have no doubt that the Canadian National Railway system is just as anxious today to bring traffic to the P. E. I. Railway as the latter was before it became merged and its identity almost lost in the greatest railway system in the world. Nor have we any doubt that when the P. E. I. Tourist Association applies to the C. N. R. for an appropriation for publicity it shall receive it.

The Tourist Association has undertaken to do on a larger scale what "C. H. D." and his associates of many years ago did so successfully with their 5000 little time table folders.

Who can doubt that the Tourist Association with its larger opportunities, with its branches and live workers spread all over the province, can do as much as the few private individuals did who founded the Tourist Colony at Fortune Bay? They have the same natural scenic beauty, the same unbeatable climate, the same trout streams, the same unsurpassed bathing and boating and driving opportunities to hold up as an attraction, with many modern conveniences added. What was done in those bygone years can be duplicated and quadrupled today and we have the fullest faith that the Tourist Association can do it. Let us stand by them, become one of them and give them a chance.

"FINANCIAL MADNESS"

The Finance Commissioner of the City of Ottawa, in submitting his annual report to the City Council, referring particularly to the additional expenditure for the year and the still larger appropriations demanded for the coming year, made this significant comment:

"It is not an extravagant statement to make that a sort of financial madness is over the whole land."

"Financial Madness" is right. The "orgy of extravagance," characteristic of the present, is not confined to Ottawa although Ottawa is doubtless leading the way; it is to be found in every walk of life. The wage earner, big or little, spends his or her weekly wage pretending to be rich; the trader on the verge of bankruptcy exploits his credit in putting the finishing touches upon his fashionable establishment and equipment and even farmers have been known to mortgage their farms to buy machinery which they only needed because some better off neighbor had it.

Extravagance, or better still, "financial madness" is a disease of today, as infectious as smallpox and as dangerous as leprosy for its effects do not end with its immediate victims but is transmitted to their children either in penury or in intolerable burdens of debt.

Many are immune, it is true, and can walk as comfortably through the mad wards as the vaccinated subject can walk through the wards of a smallpox hospital. Yet, apparently, the majority succumb to the madness. Poor as Lazarus they must appear to be rich for their world has use only for the rich and no questions are asked as to whether the "purple and fine linen" belong to Dives or have been borrowed or stolen by the beggar at the gate.

Is there a specific for the disease? There is at least one, perhaps only one, that is, honesty; to appear to be what one is and nothing more. Thousands prefer honesty to make-believe wealth and would scorn to plume themselves in borrowed or stolen feathers. These are the salt of the earth by whom the world is to be saved from what is perhaps the worst of its modern diseases, "financial madness."

CLEAN SPORT

Everyone loves a clean game, loves to see strength matched against strength, quickness of eye and hand and foot bought into play against competitors worthy of the encounter. This universal love of sport is demonstrated whenever and wherever the opportunity presents itself. "Play the Game" has become a watchword in the world of sport, it was the watchword on the cricket fields in England where we are told, England's naval victories were won. It has come across the Atlantic and although the slogan has lost much of its freshness in the unsportmanlike passion to win rather than play the game, it is still the slogan of honest, manly sport.

Occasionally a field of onlookers is shocked by an act of treachery or a foul on the part of a player who places more emphasis on the winning than on the playing, who takes advantage of an opportunity to "get square" with, or to avenge an opponent. Such acts are never countenanced by a sport loving public, and are not tolerated where games are largely patronized. An act of treachery or of foul play has more than once resulted in the guilty party being hooted off the field, or the ice and this is probably the only curative treatment. The well expressed disapproval of the fans of an unsportsmanlike act, carried even to the extent of demanding the withdrawal of the guilty one from the field, would do much to keep sport within the bounds of respectability.

The main purpose of sport is to encourage our young people in physical and mental culture, to develop poise of mind and body and to afford the entertainment and enjoyment that young lives need for all round development. This training in youth will assure a healthful poise of mind and body in after years when the real game of life begins.

"It is not for the sake of a ribboned coat
Or the selfish hope of a season's fame,
But his captain's hand on his shoulder smote—
'Play up, play up and play the game.'

* * *

"This is the word that, year by year,
While in his place the school is set,
Everyone of her sons must hear
And none that hears it dares forget."

Notes by the Way

There are just now a large number of ambitious schemes for costly public work, international, federal and provincial in which busy promoters and engineers are striving to interest our federal and provincial governments. Nearly all of these have to do with the creation or development of water powers for the production of electric energy to serve industrial uses. Foremost among these big projects and combining hydro-electric and transportation improvement is the creation of an enlarged waterway from the Gulf of St. Lawrence to the Great lakes, to enable ocean going ships to pass with full cargoes. This would involve the expenditure of hundreds of millions of dollars by the Canadian and United States governments and it is claimed would develop vast hydro-electric powers invaluable to both countries.

Another big engineering project of an international character and of greater interest to the Maritimes than the St. Lawrence waterway, is to enclose Passamaquoddy Bay, at the month of the St. Croix River which forms the boundary between Maine and New Brunswick. The bay is some 10 by 15 miles in area, and is surrounded by islands which it is proposed to connect by dams. The great rise and fall of tides in the Bay of Fundy, it is claimed could be here harnessed to supply hydro-electric energy to the New England States and New Bruswick.

A hydro-electric project which makes a direct appeal to the people of the three Maritime Provinces because of its central location is one to dam the Petitcodiac River between Dorchester and Hopewell, where that river and the Memramcook join their forces. Mr. Turnbull, C. E., has made plans and has written extensively on the subject and succeeded in impressing the New Brunswick and Ottawa governments with the great alleged possibilities of the scheme. The prime object would be the generation of electric energy by water power, for the three provinces by the sea. It seems to be almost as easy as rolling of a log, if only a solid rock foundation can be found for the necessary dams and the necessary millions can be found to construct the works.

The Sackville Post tells that it is estimated the cost would not exceed $16,000,000. What would that amount to for three rich provinces that are just pining for more light and power? Anyway things are beginning to move. The first thing is to bore and find the rock for the dam foundation. Will they do it? Certainly they will! Already the Hon. C. W. Robinson, Minister of Lands and Mines in the New Brunswick government has received word from the Hon. A. B. Copp. Secretary of State in the Ottawa Government, that he has talked the matter over with the Hon. C. A. Stewart, Minister of the Interior and with Mr. Challies, Director of the Water Powers Branch and that he finds the Department is not only willing but anxious to co-operate in having the borings made.

Thus animated by hope and incited by desire Hon. Mr. Robinson aforesaid and His Worship Mayor Edgett of Moncton, and others will confer at once with regard to the appointment of a representative committee to go to Ottawa and go more fully into the matter with the Federal Government. The Transcript tells confidently that it is expected that borings will be begun at Hopewell Cape "as soon as possible."

Premier Veniot has from time to time given intimations that he thinks the St. John River at Grand Falls and the Nepisiquit and other rivers on the North Shore of his fine Province really ought to be dammed. These projects if carried out would involve a cost that would quite dwarf that of the Dorchester-Hopewell scheme. All of which goes to show that the engineers, contractors and politicians are thinking in millions and hundreds of millions these times.

Which all looks like an election near at hand. In former times railways were the bait for the dear electors, and the engineers made surveys and set stakes. Now it is hydro-electric power and they make borings. What does it matter whether Mr. Fielding can balance his budget or not? Or that the Dominion is still borrowing money to pay its annual interest bill? The promise of cheap light and power is hoped to so dazzle the eyes of the electors that they cannot see the valley of the shadow of debt into which they have already strayed so far, nor the deeper shadow that lie ahead. There are splendthrift governments in power at Ottawa, at Quebec, at Halifax and at Fredericton and watering and hydro-electric schemes are as plentiful as Bell government road projects were in recent years. Yes, it looks like getting ready for another election.

Among the big projects put forward to bait the different provinces we have not noticed any to be constructed in this Province. Our Solid Four may perhaps bethink them to build a few more bungalows.

Lest We Forget

FRIDAY, FEBRUARY 15.

CYRUS H. McCORMICK

American manufacturer, whose invention of the reaper for harvesting grains revolutionized that branch of agriculture, was born February 15, 1809.

SUSAN B. ANTHONY

Pioneer social reformer and agitator on the questions of temperance, and of the franchise and equal civil rights for women, was born at South Adams, Massachusetts, February 15, 1820.

SIR ROBERT PEEL

Noted English statesman, founder of the Conservative party in English politics, as a free trader, introduced a bill for the repeal of import on 350 articles, on February 15, 1845.

GENERAL LEE WALLACE

American soldier, diplomatist and author, United States minister to Turkey, died February 15, 1905. Among his books are "Ben-Hur: a Tale of the Christ," "The Fair God," and "The Prince of India."

THREE RIVERS

Today, sandaled monks, with shaven heads and rough, brown robes, belted with cords, still add a picturesque note to Three Rivers, Que., the city which stands where the St. Maurice empties into the St. Lawrence. On this day in 1634 the Jesuits were granted 500 acres of land by the Company of a Hundred Associates upon which to establish the first religious house in the little settlement which had been established only the previous year. It was one of their earliest possessions. The Jesuits were men of great tenacity of purpose, and succeeded in the years to come in securing the finest lands in New France for settlement and agriculture, and by the time of the conquest in 1759-60 they owned one-eighth of the property in New France, totaling 850,000 acres.

That Body of Yours

By James W. Barton, M.D.

YOUR HEIGHT AND WEIGHT

Years ago we were taught the ideal height for a man was 5 feet 7 inches, and for a woman 5 feet 4 inches.

That is for an adult of twenty five to thirty years of age.

It was said that the atmospheric pressure at this height was ideal for the human body.

What about it?

Well most men would like to be at least 5 feet 10 inches, whilst for women 5 feet 4 inches is the most popular, as that is the height of the Venus de Medici.

That about it from a health standpoint?

Well insurance companies prefer the heights of 5 feet 7 inches for men, and 5 feet 4 inches for women, so that our early teachings must have been founded on facts.

It would appear that where a man or woman is a great deal taller or a great deal shorter than the above heights that they are not considered as good a risk. Of course this does not tell the whole story, because the family history is more important even than the height.

These companies have thousands of cases from which to draw their conclusions.

Of course the height is important in relation to the weight.

For instance the man 5 feet 7 inches should weigh about 140 to 145 lbs at twenty five years of age, and about ten pounds more than that at fifty to be considered a first class risk. For every inch over this add 5 lbs, and for every inch less subtract 5 lbs. If he weighs twenty pounds less or twenty pounds more he would not be as good a risk.

In the one case, although older they might suspect tuberculosis or some wasting condition, and in the other heart or kidney trouble.

As a matter of fact to be a little, just a little lighter in weight as you grow older is really an asset, and the companies will tell you that those of lighter build stand the acute illnesses better than the heavy type.

Another thing they point out is that very old people are generally light in weight.

What lesson in this?

That as you grow older that you do not permit yourself to get more than ten to fifteen pounds overweight at the most.

Simply cutting down on your food intake will keep your weight down.

A little light exercise like walking will keep you nimble and light on your feet.

I haven't said anything about the two types of build—greyhound and bulldog—I've just used the insurance companies figures.

Daily Selections FOR Guardian Readers

THE BELOVED UNSEEN

Dear secret friend, who stays with me
To minister invisibly,
You laugh or sorrow with such zest
You lend my life fresh interest.

It matters not that I have passed
Into the Quiet Years at last,
For when you take my hand I find
New pathways ever for the mind.

My days are full of stirring things
Wrought by your far imaginings.
With you I heed nor time nor space—
I hit the ball, I run the race.

I sped the motor flaring by,
I guide the plane that trails the sky,
Or sail for billowing miles on miles
To reach the luring South Sea Isles.

I ride, I ride with shining lance
Across the border of Romance,
And then beneath your magic sway
I sing the song, I act the play!

Your Name? Tis Youth. Oh, fond and free!
Once you were maine for all to see
But though 'tis said that you have flown,
Beloved, my heart is still your own!

The Public Forum

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

APPRECIATION

Sir,—The results in the civic elections of yesterday prove that the citizens of Charlottetown appreciate the recent good work of the Councillors and honor them for it. Every Councillor who stood for re-election was re-elected—two of them by acclamation. It is notable that these included the Chairman of the Finance Committee and the Chairman of the Streets Committee.

We all hope that they and their fellow Councillors will, under the supervision of His Worship, Mayor McKenna, be as attentive to business and as careful of the interests of citizens as they were under that of Ex-Mayor Jenkins; and that no party or other differences will interfere with their good judgment in respect to improvements to be made or economies to be practiced.

I am, Sir, etc.,

A VOTER

THE C. N. R. AND THE POLITICIANS

Sir,—You say, truly, that "the railways were never kept out of politics." Yet, as you must admit the control and management of the C. P. R. Company have not been interfered with by the politicians. Why can't the control and management of the C. N. R. Company, in like manner be left in the hands of its President and Directors and Managers?

The C. P. R. Company was conceived and born in politics. For years after its incorporation it was nursed and helped by the Government of Canada. One of the most striking successes in the long and successful political career of the late Sir Charles Tupper followed his advocacy of a government loan to the C. P. R. Company. But for that loan—every dollar of which was repaid—the C. P. R. Company would have been financially ruined. By it the life of the Company was, at a critical moment, saved. Yet, neither Sir Charles nor any other politician ever interfered with the control and management of that great public utility. The result is that, left to its railway experts, the C. P. R. has been well managed and has, consequently been popular and successful—a great agency in the growth, unity and wealth of this country.

Why cannot the Canadian National Railway Company be left to the control and management of Sir Henry Thornton and those managers and superintendents who are responsible to him and who, with him, are held by the shareholders—the people of Canada—responsible for its efficient and successful operation. Granted that the C. N. R. Company—as the C. P. R. Company—may at times, need the co-operation and help of the Government, are the politicians who support the Government to be justified in continued interference with the functions of its President and directors?

Judging of the future by the effects of the past, failure and ruin, or transfer to a private company, must be the effect of political interference in the control and management of the C. N. R. Capitalists and others in Montreal—whose views are represented by the Montreal Gazette and other capitalistic organs—are anxious that the C. N. R. shall be handed over to a private company. But think what the results would be. No Company would or could take over the C. N. R. property and pay for it. The immense interest change incident to its cost—the "fixed charge"—would, therefore, have to be defrayed by the taxpayers of Canada for all time to come—or until the Railway Debt should be paid out of the ordinary revenue contributed by the Canadian people. Moreover, a private company, would of course, operate the "paying lines" and leave un-operated the non-paying lines. Dividends to its shareholders, must, at all events, be paid every half year, or every quarter.

Let us now look at this "railway problem" in the light of the present and the future—if the politicians cease to interfere. Lately there has been, at considerable cost to the public, a readjustment and assimilation of the various branches of the C. N. R. service. Already the effects are seen in reduced expenditures and larger receipts. A decided improvement is apparent. In the opinion of Sir Henry Thornton the receipts of the C. N. R. will, ere long, cover working expenses and also, to a considerable extent, the "fixed charges." That is to say, if the President and directors of the C. N. R. Company are given the same "free hand" as the officials of privately owned railways, the C. N. R. will, in the future, be a National asset instead of a national menace—and there will not be, as in the case of a private company, dividends to be paid shareholders in all parts of the world.

Before this end can be achieved the Canadian Government and its supporters may, as in the case of the C. P. R., have to supply or guarantee a loan or loans to enable the C. N. R. to "carry on." or add other paying lines. But they need not, on that account, interfere to control the President and Directors of the C. N. R. Company;— and the people of Canada should insist that they shall not!

I am, Sir, etc.,

A BYSTANDER

W. G. Y.

FRIDAY, FEBRUARY 15

790 Kilocycles (380 Meters)

W G Y (Schenectady, N. Y.)

General Electric Company

Eastern Standard Time

11.55 a. m.—Time signals.
12.30 p. m.—Stock market report.
12.40 p. m.—Produce market report.
12.40 p. m.—Produce market report.
12.45 p. m.—Weather forecast.
2.00 p. m.—Music and fashion talk, "Dress Accessories," Ralph L. Smith.
6.00 p. m.—Produce and stock market quotations; news bulletins.
6.30 p. m.—Children's program.
7.35 p. m.—Health talk, N. Y. State Department of Health.
7.45 p. m.—Radio drama—Comedy, "Anne," by W G Y Players.
Instrumental selection, "Dunlap Commandery" ..... Hall
W G Y Orchestra
Comedy, "Anne" Lechmere Worrall
W G Y Players

THE CAST

The Very Rev. Samuel Hargraves (Dean of Manchester) Frank Oliver
Edward Hargraves, his son ..... Edward H. Smith
Mrs. Hargraves .... Helen Campbell
"Billy" (William Lloyd) ..... Edward E. St. Louis
Evangeline Linscomb ..... Lola Sommers
Anne Anning (an American newspaper reporter) ..... Rose Cohn
Scene — Edward Hargraves' Chamber in a residential hotel, London.
Act I.—Night.
Instrumental selection, "Memory's Garden ..... Denni
Orchestra
Act II.—The following afternoon.
Instrumental selection, "My Forget-Me-Not" ..... Fowler
Orchestra
Act III.—The following evening.
Instrumental selection, "Cadets" ..... Hall
Orchestra

Correct Styles Reflected in Advertising

By SETH BROWN

There are a great many women who take considerable pains to read different fashion publications on correct dress and at the same time overlook the fact that, as a rule, the local newspaper advertising can be relied upon as expressing the best statements in regard to styles.

Dealers have to view this matter quite differently from the ordinary writer in a magazine. They have to know what the people want and what they will buy and therefore their knowledge in regard to styles is practical and up-to-date.

The average article on styles is prepared at least six months before the styles are supposed to go into effect, and therefore it is only natural that these styles frequently miscarry.

In other words, it is frequently found that the public refuses to buy what Dame Fashion decided is correct, and therefore the true index of fashion is always to obtain through the dealers.

Up-to-date dealers reflect such information in their advertising.

It is really the only up-to-the-minute and correct standard, because it tells you just what the best dressed women are now buying.

Not what somebody thinks about it.

Stock Taking BARGAINS At Goff's

Women's Wool Hose in Greys, Fawns, Browns, etc., reduced to 68c

Our famous dollar Wool Hose for 80c

The best women's rubber made for 95c. This quality costs 89c at the factory where they are made. (No big profits here.) We also keep a cheap grade.

20 per cent off all Gaiters and all felt slippers and all hockey boots for men, women and children.

Big discounts on men's small sized Lumberman's Rubbers.

See our windows for a few other bargains and our counters for many more.

GOFF BROS., LTD.

FRIDAY, FEBRUARY 15
(Late Program)
Eastern Standard Time

10.30 p. m.—Musical program.
Trio selections,
a. "Andante" ..... Haydn
b. "Poco Adagio Cantabile"
c. "Rondo"
The American Trio
Edward A. Rice, violin; Earl A. Rice, piano; Ernest Burleigh, cello.
Clarinet solo, "Allegretto di Polka" ..... Bereson
Peter Schmidt
Soprano-contralto duet, "The Enchanted Glade" ..... Barker
Isabelle Franklin and Theresia Berberich
Cello solo, "Romance" ..... Popper
Ernest Burleigh
Piano solos,
a. "Au Rouet" ..... Schutt
b. "Nocturne F Sharp Major" Chopin
Earl A. Rice
Soprano-contralto duet, "Marcheta" ..... Schertzsinger
Isabelle Franklin and Theresia Berberich
Violin solos,
a. "Arietta Espagnole" .... Manen
b. "Cherry Ripe" ..... Scott
Edward A. Rice
Soprano-contralto duet, "O'er the Winter Fields" ..... Ware
Isabelle Franklin and Theresia Berberich
Clarinet solo, "Italian Romance" ..... Bohm
Peter Schmidt
Trio selections,
a. "Melodie Mignonne" .... Sinding
b. "Andante" ..... Reissiger
Trio

Plans For Opening of Parliament

(Canadian Press)

OTTAWA, Feb. 13. —Plans are nearing completion for the opening ceremonies of the third session of the fourteenth parliament of Canada. The work in the Senate chamber is almost completed. A striking feature of the senate-chamber will be an elaborate new crimson velour canopy which will be hung above the throne. Princess Louise Dragoon Guards will supply the escort to His Excellency the Governor General.

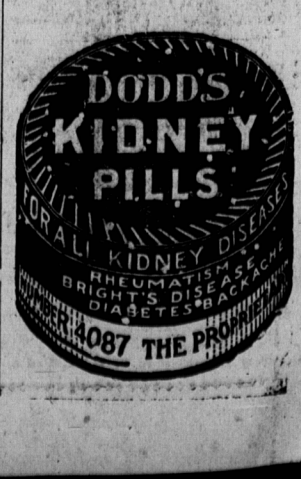
Feed

FEEDS ?

Yes we have them, and the best obtainable

—For—

Horses, Cattle, Sheep, Pigs and Poultry. Sold in any quantity at lowest prices Wholesale and Retail.

Feed Oats, Baled Hay, Baled Straw (for bedding), Cow Chow, Oil Cake Meal, Cotton Seed Meal, Cracked Corn, Feed Cornmeal, Rolled Oats, Oatmeal, Cracked Oats and Barley, Distillers Dried Grains (for Cattle), Blatchford's Hog Feed, Scratch Feed for Poultry, Crushed Oyster Shells and Grit for Poultry and a full supply of Poultry Foods, Poultry and Stock Regulators.

Carter & Co., Ltd.
GRAIN FEEDS