

THE CHARLOTTETOWN GUARDIAN

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MONDAY, APRIL 25, 1932.

NOTES BY THE WAY

When we look for an explanation of the high position of British credit it is not to be found essentially in the City institutions or in the machinery of the money market.

The present difficulties have caused us all to take stock of the position and to cast about for a way out of them. We have all taken too narrow a view of our special interests, and we have all been too ready to justify.

It has always been difficult to understand the extensive use of U. S. ports for the export of Canadian grain and the practice is still more difficult to justify.

WATER

In tourist literature advertising this Province emphasis is properly placed on the superior quality of drinking water everywhere available.

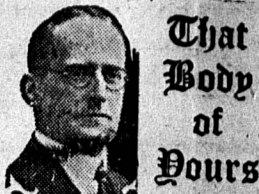
The Port of Baltimore Bulletin notes that a large chemical company of this city has leased space in Toronto and will commence production in the Canadian factory to supply export business especially to British Empire countries.

Mr. DeValera, says the Jamaica Gleaner, has seen that he has no sympathy to expect in any part of the British Empire.

ADVERTISING VALUES

In the course of his evidence before the special committee of Parliament which is now investigating the radio broadcasting situation, Sir John Aird, president of the Canadian Bank of Commerce and chairman of the Aird Commission on Radio which presented a report to the Government a year or so ago, mentioned the subject of advertising.

"On advertising Sir John said he was not opposed to indirect advertising of a high order. But he believed radio advertising would not survive much longer. It was not the natural or regular method. The newspapers were the national medium for advertising. What went on the air was 'gone in a breath.' The printed advertising had more utility."



By James W. Barton, M.D.

THE LIQUID DIET

You may remember that the family doctor of former days, when called in to see a patient who was 'ailing,' no special or particular disease, usually ordered a purgative—castor oil, calomel and epsom salts—and advised the patient to do without food of any kind for at least two days.

This was usually excellent treatment as it allowed the system to get rid of poisonous wastes in the body, and from the blood, and gave the whole digestive system a rest.

I believe that this is still the ideal treatment and your physician likely follows the same system as his professional brother of former days, but it must be admitted that this treatment would not be the ideal treatment for all cases.

Where the individual has been passing through considerable distress or anxiety and has reached a point where he is unable to eat or sleep, the above severe treatment would hardly bring him back to health and strength.

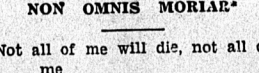
Now just as food eaten under stress, fails to give the necessary energy and strength to the body, so also can the proper food, along with fresh air, quietness, and favorable surroundings, give the body the energy and necessary building materials to restore health and strength.

It is in these tired out nervous cases that the physician usually prescribes a liquid, soft, or semi-solid diet.

As you know foods must be reduced to liquids before they can be digested and absorbed, hence a prepared liquid food is more easily handled by the system than one that is solid.

Dr. Jean Bogert reminds us that fluids may be made carriers of cocoa, malted milk, or malt sugar, which provide additional energy in easily digested form. Cream soups are also nutritious.

Fruit juices are useful to render blood less acid, and also as laxatives.



NON OMNIS MORIAR

Not all of me will die, not all of me Pass hence to unrelieved oblivion; Some quintessential spark must needs break free And soar and seek and touch at last the sun. Else were the very breath of life a liar.

—E. B. W. Chappelow.

\*Free translation from Horace.

men alone. It concerns every subject of the King in all parts of the world. Allegiance to the Crown is the essential link binding the British Nations into one Commonwealth.

DODD'S KIDNEY PILLS advertisement with logo and text: 'DODD'S KIDNEY PILLS... RHEUMATISM'

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.

FERTILIZER

Sir,—Though neither a farmer nor a potato shipper I have followed with much interest the various discussions on the proposed fertilizer contracts.

On one point I notice a difference of interpretation between Mr. McNeely and the farmer correspondents. I refer to the 25% commission. For example: "Farmer's Son" presents a supposed case in which seed potatoes sell for 40 cents per bushel. He deducts approximately 8 cents for various charges and 20 cents for fertilizer bill, leaving 12 cents per bushel of which he gives the company 25% or 3 cents, and passes 75% or 9 cents on to the farmer as his share of the excess price.

Other farmers have adopted the same method of figuring the commission, but, to judge by his letter, such is not the view taken by Mr. McNeely. He plainly says that the potatoes are pooled, the net price is then determined, presumably after deducting handling charges, the company then takes 25% of the net proceeds and pays the farmer the remaining 75%, less his fertilizer bill.

Applying this method to the above-mentioned case we get the following: Sale price 40 cents per bushel; charges (assumed correct) 8 cents; net price 32 cents; company's commission 25% of 32 cents, or 8 cents; farmer's share 75% of 32 cents, or 24 cents, from which 20 cents is deducted in payment of fertilizer bill and remainder of 4 cents is paid to farmer as his share of excess price.

Not having seen a contract, I am not prepared to say which of these methods is correct, nor am I offering any opinion as to the merits or demerits of the contract; I am merely pointing out that an important difference, amounting to 5 cents per bushel, exists in the commission and the resultant farmer's share when one figures by the method adopted by farmer correspondents as compared with that indicated in Mr. McNeely's letter.

I would suggest that Mr. McNeely, or someone else thoroughly conversant with the matter should explain the above by means of a concrete case. There would then be no danger of a misunderstanding.

I am Sir, etc., INTERESTED ONLOOKER.

FERTILIZER

Sir,—I read with much interest the letter under the date of April 16th, signed by M. G. McNeely, in reply to my letter of the 14th. I was surprised to find that he passed over the first paragraph without any explanation; that is, why such a strong company preparing to handle upwards of 100 carloads of fertilizer in such times of depression could not get quite a substantial cut in price and give the farmers the benefit of it, less their own usual commission. But I do believe that they did quite a cut in price but are keeping that to themselves and charging the farmer much more this year than ever before.

It is certainly a good thing for the fertilizer company, as they would not sell one-half the quantity if farmers were left to shift for themselves. This plan will no doubt increase production, but I think it must be quite obvious that supply and demand controls any market and the only way at present to try for a better potato market is to lessen the supply by limiting the acreage. No doubt this plan increases the volume of business in the shipping business for those men and makes a sure profit for them as they take no risk of a low market on themselves.

Mr. McNeely agrees with me that storing potatoes in the consumers market has a tendency to give the consumer the advantage of fixing his own price. But I would like to know what better it will be to have them stored here with this company and then wire pulling every day forcing sale of them. The only thing that will better conditions is when trade adjusts itself back to the old cog when farmers held their potatoes to such time as the shipper came across with the price. In those days the market was looking for potatoes and under the new system the potatoes are looking for a market, which gives the consumer the opportunity of fixing his own price. Mr. McNeely says that the company will pay current prices less their commission, 25%. How is the farmer to know

Canada's Tourist Trade

(Montreal Gazette)

Reasons for last year's decline in Canada's tourist trade, as reported by the Dominion Bureau of Statistics, are not far to seek. The Dominion's natural attractions are no less appealing than they always have been, but human ability to respond to them has been latterly curtailed. It is not to be expected, when the prices of commodities decline, when production indices fall to low points, when dividends and wages are cut and unemployment prevails, that expenditures on travel and entertainment will bear favourable comparison as between fat years and lean years. There was a decline last year of \$29,000,000 in the total expenditures by tourists in Canada. Nevertheless, this trade, which has become one of the Dominion's major industries, brought into the country a sum of money no less than \$250,776,000. Tourists entering Canada at the several ocean ports spent \$12,018,000; those coming from the United States by automobile spent \$118,129,000, and other visitors coming into the country by the railways spent \$50,629,000. Contrast as between the one class of traveller and the other is significant of the continuing growth of motor car traffic. As the transportation companies adapt themselves to the changed conditions and cater more enterprisingly to potential visitors by running special excursions, we may expect to see a more even balance of trade between automobilists and train passengers, and as economic conditions improve we may not unreasonably anticipate a better comparison of the total tourist business this year with that of 1931. The indisputably great national asset that Canada possesses in her scenic wealth and in her health-giving climate stands unchallengeable and irresistible.

Nautical Terms

A Customs officer whose duties at one of the large seaports bring him into contact with ships and sea-faring men, and who has evidently made a study of nautical terms sends the National Review the following: Admiral is not an English word. Its origin was Emir el Basrah, which is Arabic for Lord of the sea. The term captain comes to us direct from the Latin caput, meaning head. The coxswain was originally the man who pulled the after-oar of the captain's boat, then known as the cock-boat. Cockboat itself is a corruption of the word coracle, a small boat used for fishing. Commodore is nothing more than the Italian Commendatore, or commander. Frequently we hear about Davy Jones. There was, of course, no such person, but should you speak of Duffy Jonah's locker you have the original phrase. Duffy is the West Indian Negro term for the spirit of Jonah. The term dog watch is a corruption of doge watch, the doge being an arrangement to prevent men from being on duty every day at the same hours. The starboard side of a ship was at one time the stern-board side, in memory of the Anglo-Saxons who used to steer their boats by putting out an oar on the right-hand side of the stern. The larboard (now known as the port side) is a corruption of lower board, which was always considered inferior to the starboard.

Sweetness And Light

(Toronto, Ont., Advertiser) One of the questions asked as a test of knowledge of literature was, "Who was responsible for the phrase 'Sweetness and Light'?" The answer, as might be expected, was Matthew Arnold. Had any one suggested that the originator of the phrase was the mordant and cynical Dean Swift, there would have been a chorus of derision. But Swift's authorship is beyond dispute because Arnold expressly credited it to Swift. It occurs in "The Battle of the Books," a humorous account of a conflict between the ancients and the moderns. Aesop, taking the side of the ancients, compared them with the bees, and the moderns with the spiders. The ancients are made to say: "As for the ancients, we are content, with the bee, to pretend to nothing of our own, beyond our wings and our voice; that is to say, our flights and our language. For the rest, whatever we have got has been by infinite labor and search and ranging through every corner of nature; the difference is that, instead of dirt, we have rather chosen to fill our hives with honey and wax, thus furnishing mankind with the two noblest of things, which are sweetness and light."

Trade Shortcomings

(Mail and Empire) Hon. H. H. Stevens, Minister of Trade and Commerce, says the department's representatives in Great Britain are handicapped in their efforts to maintain the flow of Canadian products in that country by lack of uniformity of quality and indifference regarding continuity of supply on the part of Canadian exporters. The complaints regarding lack of continuity of supply have been made in regard to a number of commodities, including cattle, bacon, eggs, butter and canned goods, while lack of uniformity of quality has been periodically alleged against certain others. These are

The Danger Line—Age 40! AFTER middle age men divide into two classes—the dependent and the independent. Your position in later years will not be determined by the amount of money you have earned, but by the amount you have saved. An investment of fifty cents a day in Endowment Insurance is the sure road to independence. THE MANUFACTURERS LIFE INSURANCE COMPANY. B. H. HUGHES. District Manager for Prince Edward Island. Cameron Block, Charlottetown.

MALLET'S BATTERY SERVICE The undersigned has opened a Battery Service Station, and is now fully equipped to give Prompt and Efficient Service in Battery Charging and Repairing, Starting Motors, Generators and Radiator Repairing. Will also handle a Complete line of New Batteries. Your patronage will be appreciated. ELMER W. MALLET 207 Great George Street In connection with Hub Service Station

Periodic—Eye Examinations Don't wear your glasses for five or ten years, as some do, without re-examination, for in that time serious changes are vitally important, whether one's eyes are good or otherwise. may take place, which if not discovered, may work permanent injury to the most precious sense you possess. Guard your eyes. G. F. HUTCHESON OPTOMETRIST

House Cleaning Necessities Smoky City, (Wall Paper Cleaner), 25c. tin. Tiffany's Silver Polish, 25c. Pure French Castile Soap, 10 lb. bar, \$2.00; 1 lb. bar, 25c. Apex Moth Cake, 25c. Moth Gas (New Clothes Saver), 65c. Camphor, Cedar and Lavender Flakes, 15c. pkg. Moth Bags, 75c. \$1.00 and \$1.25 Larvex (For Moths) Youville Floor Wax, 50c. Formaldehyde Fumigators 1 oz. 65c.; 2 oz., \$1.00; 4 oz., \$1.50. THE 2 MACS 149 Great George Street All Mail Orders Given Prompt Attention