

**THE CHARLOTTETOWN GUARDIAN**  
 Morning Daily (Founded 1887)

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**"The Strongest Memory is Weaker than the Weakest Ink."**

**Insanity In High Places**

That the dictatorship obsession is just a form of insanity is realized in democratic countries; but few writers have been able to express this conviction as satisfyingly as Bertrand Russell does in his latest book "Power" from which we quote:

"Men who allow their love of power to give them a distorted view of the world are to be found in every asylum: one man will think he is the Governor of the Bank of England, another will think he is the King, and yet another will think he is God. Highly similar delusions, if expressed by educated men in obscure language, lead to professorships of philosophy; and if expressed by emotional men in eloquent language, lead to dictatorships.

"Certified lunatics are shut up because of their proneness to violence when their pretensions are questioned; the uncivilized variety are given the control of powerful armies, and can inflict death and disaster upon all sane men within their reach. The success of insanity, in literature, in philosophy, and in politics, is one of the peculiarities of our age, and the successful form of insanity proceeds almost entirely from impulses towards power."

**The Alaska Highway**

A large-scale discussion is going on in the English press just now about the construction of the British Columbia-Alaska highway. Sir Evelyn Wrench, who estimates the cost of building 600 miles of road through mountainous country at about \$25,000,000, urges its construction as a gesture of Anglo-American friendship, the financial burden of which could be borne by all concerned. Others suggest that the British Government should loan part of the money, because of its importance as a hands-across-the-sea token.

The uses to which the highway could be put are twofold. One is for the benefit of tourist traffic. The other is for military purposes, designed to assist U.S. military movements in the event of a war with some country in the Far East.

If the road is purely "touristic," says the Winnipeg Free Press, it will not matter if it is not kept open in winter weather, though it will have to be a good road, expensively built. Tourists won't use any other kind. But if it is mainly a military road, then it must be wide, extremely well built, and it must be kept open, cost what it may, for 12 months of the year. Maintenance charges will be enormous. Who is going to pay that maintenance?

Apart altogether from the very difficult problems involved for Canada in having a U.S. military highway built across its territory, it will be interesting to know just what real interests are involved in this most ambitious undertaking, and how real the support for it is from the British Columbia Government, whose premier, Mr. Pattullo, has publicly favored construction. Is the Federal Government supposed to take a hand in the work?

**The Busiest Season**

"Economic consequences of Santa Claus" is the subject of a timely and informative article in the current monthly Review of the Bank of Nova Scotia. It is pointed out that a relatively large proportion of every year's retail turnover in all Christian countries occurs in the last month of the year, stimulated by the custom of gift-giving and by the extra expenditures on food, decorations, etc. Indeed, indices of retail trade, when placed on a chart, resemble rather lopsided Christmas trees whose tops are represented by December sales, accompanied by small satellite trees with their peaks in the Spring. December retail turnover is usually 37% higher than the average for all months of the year and more than half again as large as in January, the low month. Indices for the United Kingdom and the United States are very similar, the December peak for the former being somewhat lower, and for the latter in about the same relation to the average for the year as in our own country.

Of course, every sort of commodity is not equally affected by the Christmas rush. Many consumers' demands—as for the more staple articles of food, clothing and furniture—either must be satisfied at a relatively even pace the whole year around, or are related primarily to climatic changes or to other conventional dates such as Easter. Thus sales of clothing and footwear (as distinct from the accessory item) tend to be heaviest in the Spring and Autumn. Furniture purchases are largest in August and September when new lines are introduced and when it has become customary to hold sales. Hardware stores sell more in the early Spring and Autumn when planting, harvesting, and building and repairing are done. Restaurants experience the most active period of business in the Summer when tourists are numerous and when husbands are left to fend for themselves while wives and children are holidaying. Sales by grocery and meat stores are relatively stable throughout the year until, as might be expected, they rise at the time of groaning Yuletide tables. Total sales of department stores, for instance, are normally 60% greater in December than the average for the year and more than twice as large as in July, when they are seasonally low. Candy stores sell 86% more in December than the average for the year and nearly two-and-a-half times as much as in June. Variety stores experience the most pronounced Christmas peak, December sales being twice as large as in the

average month and more than three times those of January when business is least active. The December turnover in women's clothing stores, reflecting the demand for the "accessory" lines which they carry, is 55% above the year's average, and 25% larger than in April and October when expenditure on staple articles of clothing is heaviest. Men's clothing stores show an even larger Christmas peak—66% above the average for the year, and 33% greater than in October when purchases of heavy clothing for Winter are at their maximum. Shoe stores also experience pronounced activity in December, owing in part to the popularity of bedroom slippers as a gift. Music and radio firms also do their largest business in December.

Probably more of the average consumer's gift dollar is spent, however, upon accessory articles of clothing than upon any other type of goods, and sales rise sharply in December. Importers, perhaps in the Spring or even sooner, are negotiating with foreign manufacturers for goods which must soon be fabricated if they are to make the long journey from say, Czechoslovakia, China or Japan. In the heat of Summer, Christmas-card salesmen carry heavy cases filled with printed reproductions of Winter scenes, flaming Yule logs and prancing reindeer. In New Mexico the mistletoe harvest begins and on Canadian farms the turkeys hatched the previous Spring begin to fatten to prodigious size. By December, when everyone begins to turn attention to gift shopping, Christmas activity is long past for many businesses in many parts of the globe.

That each year this long chain of transactions is successfully carried through to conclusion is an outstanding example of the achievements of present-day merchandising. But it is perhaps not entirely sentimental to say that the Christmas spirit to some extent oils the wheels of the process, for "sales resistance" is notably low at Christmas.

**Editorial Notes**

Innocent's Day. . . . .

Macaulay died this date, 1859.

Now the Pelt Show is the centre of attraction for everybody who admires furs or who has an interest in one of the Province's primary industries. . . . .

A cold spell has been prophesied, and at this, there can not be so much to complain about seeing the long period of comparatively mild weather the poor coal merchants have had to contend with. . . . .

An Ottawa correspondent says the breach between Ottawa and Toronto Liberals has been healed, but that Prime Minister King did not know even that there had been negotiations to bring it about. Happy ignorance! . . . . .

Demand for agricultural products in Canada should be better in 1939 than it was in 1938, the Dominion Department of Agriculture claim in an advance summary of its yearly publication, "Agricultural Situation and Outlook for 1939", to be released early next year. The betterment, it said, "does not necessarily mean that all farm prices will be improved, because supplies of some commodities may be larger and also farm prices are in many cases influenced by foreign demand." However, it adds, "the domestic demand section of the agricultural outlook for 1939 does indicate general improvement in the Canadian market."

Clifford Robinson, aged 12, had been warned by both parents never to use the automatic elevator, but to take the stairs in Argyll Mansions, Hammersmith Road, London. He disobeyed the other evening just as the elevator was most in demand by city men looking for a home dinner. The city men who made the discovery that Clifford was lodged between floors imparted the information to Mr. and Mrs. Robinson; the father took the floor above, the mother the floor below Clifford, hearing a medley of "Clifford, you come down", and "Clifford, you come up," knowing the impossibility of being in two places simultaneously, naturally responded: "I can't." As the negation was interpreted by the rapidly gathering crowd of dinnerless tenants and physical inability to budge the car, the fire brigade was called; because it was feared that the physical inability extended to Clifford's own person, an ambulance was also summoned. Meanwhile, the constable on the beat came in and took charge. While on the first floor a conference was being held by him, a fireman, and an interne as to the best way to rescue the boy without undue injury to the building, the elevator descended, stopped, and Clifford, who triumphantly waved a sheet of paper, stepped out. Undismayed by the gathering, unmindful of his mother's tears, his father's frowns, he cried: "See! I've done it! The cross-word puzzle."

According to preliminary calculations made by the Dominion Bureau of Statistics, there were 57,480 live births in Canada during the second quarter of 1938 compared with 58,815 in the same period last year. The equivalent annual rate was 20.6 per 1,000 population as compared with 21.2 for the second quarter of 1937. Deaths totalled 26,234 with a rate of 9.4 as compared with 27,937 and a rate of 10.1. The natural increase for the quarter was 31,246, giving a rate of 11.2, as against 30,877 or a rate of 11.1. There were 23,887 marriage performed, giving a rate of 8.6 as against 22,964 and a rate of 8.3 in the second quarter of 1937. The number of deaths assigned to certain causes in the second quarter of 1938 was as follows, with the figures for the corresponding period of 1937 in parenthesis in each case: Typhoid and paratyphoid fever 39 (42), small-pox nil (1), measles 62 (253), scarlet fever 41 (67), whooping-cough 128 (176), diphtheria 73 (49), influenza 544 (981), infantile paralysis 11 (12), tuberculosis 1,651 (1,918), cancer 2,908 (2,999), cerebral haemorrhage, cerebral embolism and thrombosis 463 (483), diseases of the heart 4,280 (4,210), diseases of the arteries 2,534 (2,435), pneumonia 1,828 (1,965), diarrhoea and enteritis 492 (482), nephritis 1,608 (1,714), suicide 260 (265), homicide 36 (32), automobile accidents 304 (363), other violent deaths 1,099 (1,147).

**NOTES BY THE WAY**

If it is true that whom the gods destroy they first make mad, what's the big delay in Europe?—Winnipeg Tribune.

Virgine Gayde, Mussolini's mouthpiece, says Italy "is ready to march—even against France—if it is necessary." Take it easy, Virgine! The French don't go into the street with umbrellas.—Windsor Star.

The Reich has renewed its demands for the return of its colonies because of the rule of modern warfare, "Loser take all."—Sherbrooke Record.

Mother Nature is forever "springing" something new. The latest: Next spring's pussywillows on sale in a Boston florist's store on the last day in November.

A noted woman movie actress told a Court the other day that she sensed something was amiss when she saw in a Boston florist's store on the last day in November.

Archduke Otto has been made a double Pretender by the turn of events. He is the pretender to the throne of the pretended Austria.—Quebec Chronicle-Telegraph.

President Cody of the University of Toronto suggests asking the City of Toronto for a grant of \$100,000, in view of the fact that Varsity is responsible for bringing the city annually \$4,500,000.—Kingston Whig-Standard.

This conception of the State as a means of safeguarding human rights and conserving liberty for the individual is now challenged by the dogma that man was made for the State and not the State for man; that the problems of the individual are to be solved within the framework of democratic government, and that personal liberty and freedom of speech and freedom of worship are mere shibboleths which time has brushed aside, empty ideals to be sacrificed to the larger and compelling and quite ruthless interests of the State itself. . . . .

"What an appalling situation it is!" I said to a friend. "To support rearmament and contemporary wars, to see a man, a murderer: to be a pure pacifist and argue that rather than run any risk we ought to hand Hitler anything he wants, including people who he and trusts us and who wants to make slaves of, makes me feel even worse. Is it better to feel like a murderer or a skunk?"

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**That Body of Yours**  
 By James W. Barton, M.D.

**HEAT IS VERY HELPFUL IN RHEUMATISM — ARTHRITIS**

When it was discovered about thirty years ago that infected tonsils caused rheumatism and arthritis, many good teeth and slightly enlarged tonsils were removed, such was the desire to prevent rheumatism and the heart disease which frequently follows rheumatism.

"While a vast amount of good was accomplished it was nevertheless discovered in due course that all cases of rheumatism did not recover when tonsils and teeth were removed."

A little later it was found that had food all the defects in personal hygiene, exposure to dampness and cold, poor housing conditions, worry and fatigue could all be factors in causing rheumatism or arthritis, and that these conditions must be corrected or removed as were infected teeth and tonsils, if relief were to be obtained by their removal.

"First, heat expands and softens the tissue of the body, while cold tightens them. Arthritis, therefore, suffers less in summer time as a rule."

"In the second place, a warm climate not only makes these patients feel better but also aids in their recovery because it makes possible direct sun bathing."

"Finally, in the case of those arthritides whose arthritis is kept active by sinus, and bronchial infections, the organisms causing these infections disappear, as a rule, within a few weeks in the warm, dry climate."

"For while the sun cannot leave their homes to live in a dry hot climate, but there is some sunshine everywhere and what is lacking is the heat and dryness."

"As it is mostly the heat and dryness, not any special rays of the sun, the use of heat in any form is helpful. It should be remembered that the cause of the arthritis should be sought and removed before and during the treatment by heat."

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**Fundamentals of Silver Fox Ranching**  
 (By G. Ennis Smith)  
 Superintendent, Dominion Experimental Fur Ranch, Summerside

**Full Silver Foxes**

The blind attempt by short-cut methods to obtain full silver has been a great curse of silver fox ranching in recent years and has probably been the chief contributing cause of the wholesale production of undesirable fox pelts.

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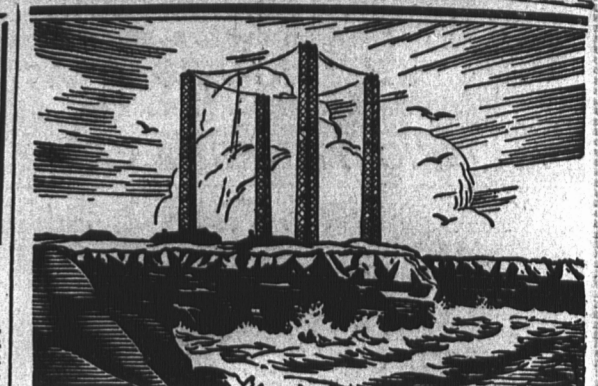
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**First Trans-Atlantic Radio**

In 1901 Marconi sent his first signals across the Atlantic—signals only. In March, 1903, the wireless station at Table Head, Glace Bay, sent to the London Times the first radio message from the American continent.

Forty-seven years before this epoch-making message, in fact sixteen years before the birth of Marconi himself, the Canada Life had issued its first policy to a resident of the Maritimes. The company was even then in its ninth year.

Over a period of ninety-one years, the Canada Life has established a reputation for absolute dependability. It has paid to or accumulated for its policyholders, annuitants and beneficiaries more than \$650,000,000—over \$50,000,000 more than it has received in premiums.

**The Canada Life**  
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M. C. STEWART, Manager, R.E.I.  
 Representative:  
 R. P. Jamieson, Summerside

the changes in the law, and the extra powers they desired to obtain, did they think they could cope with the evil, effectively? They got all the changes, additional powers and help they asked for. I spoke to them frequently during the following two years and asked them how they were getting along? They told me they had encountered far more difficulties than they had anticipated, but they were still hopeful. Along in the third year they told me they had been completely defeated; that the traffic was more widespread and far more deeply entrenched than they expected; that it had more influential friends in high places, who seemed to have a financial interest in the business, than they had even dreamed of; that the only way to move the traffic was to reduce the duties to at least the pre-war level, thus taking away the profit motive. They also stated what Premier Campbell mentioned at the Federation meeting a few weeks ago, that if you succeeded in reducing the traffic in one direction it bulged out in some other place, and thus left you no better off than you were. That while a minority of the people were earnest and sincere in their efforts to suppress the traffic, that at least an equal number, with apparently illimitable means, were determined to maintain it; a very large number sympathized with it and a still larger number were indifferent. All this involves a species of civil war which must be very detrimental to the national character. Messrs. Bredner and Cowan also stated that, in their opinion, no law of a semi-social character will or can be enforced in Canada unless it has a considerable majority of the people in its favor, and unless the business men of the country, as a class, will actively support it. They may be, and doubtless is, one of the weaknesses and one of the defects of "Democracy" but there it is, and we must if we accept the defects with the advantages.

The statements of Messrs. Bredner and Cowan confirmed the opinions I previously held, and since they have advocated on all possible occasions a drastic reduction in the Customs and Excise duties on malt and spirituous liquors, if the illegal traffic could be suppressed it would surely be a long step in the right direction. The provincial law-making bodies could then make whatever laws they deemed advisable, or whatever laws they thought the people would support in regard to sale and consumption, and in this way we might get fairly reasonable law observance.

In some respects I cannot follow Premier Campbell's reasoning in his speech before the Federation. He seems to be opposed to what is called "Government Control." Surely we have government control on P. E. Island now. If we haven't government control, what have we got? I would not be frightened by names, if I could get results, and is there anything inherently wrong in the government controlling the traffic? Is there any other body on P. E. Island that can control it? Furthermore, I would be in favor of all the publicity that could be given. This traffic lives, moves and has its being in secrecy, therefore publicity is the best means of combating it. To my mind, the

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EVERY HOUR every day and night twenty buildings on this continent are LOST BY FIRE.

Adequate insurance protection is your ONLY SAFEGUARD

**W. K. ROGERS Agencies Limited**  
 CHARLOTTETOWN

**The Poet's Corner**

**THE SEA-GULL**  
 By hunger tamed, how close those flying wings  
 In number corporate and yet alone,  
 Storm-driven ashore, for safety flown,  
 To sheltered inlet, until sunlight brings  
 Subsidizing waves. Then Nature's senders, things  
 Who sought a refuge on a coast unknown,  
 Perceive a changing wind more friendly down,  
 And life's shrill call with less insistence rings.

A wider flight o'er that uncharted sea,  
 Where horizons elude perpetually;  
 And the lone, questing spirit eversmore  
 Dives down the wind, seeking desired goal,  
 Where quiet interest blessing heart and soul,  
 Like guiding lantern sheds a light before.

and the percentage of decrease are: Austria, 4.0; Poland, 4.5; Canada, 13.5; Czechoslovakia, 18.2; the Netherlands, 18.6; France, 21.3, and Belgium, 32.1.—Brandon Daily Sun.

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**Union Commercial College**  
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 ROYAL BANK BUILDING  
 CHARLOTTETOWN P. E. I.  
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production was lower than in 1939.