

THE GUARDIAN

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Associate Editor, Frank Walker

"The Strongest Memory is Weaker Than
the Weakest Ink."

CHARLOTTETOWN, FRIDAY, JULY 9, 1948

International Fur Conference

Charlottetown is honoured indeed in being
selected as the meeting place of the inaugural
International Fur Breeders' Conference which
takes place here next week. As its name im-

The Conference will open on Monday morn-
ing with an organization meeting, followed in
the afternoon by an historical review of the be-
ginning and development of fur farming by each
country represented. On Tuesday morning there
will be a statistical inventory presented by each
country, and in the afternoon reports on produc-
tion resources, by countries, will be re-

The delegates who have not already visited
Prince Edward Island are doubtless looking
forward to this opportunity with keen interest.
As the birthplace of the silver fox industry, the
Island holds a unique place in the minds of all
interested in fur farming. It is worthy of note
that our present Premier, Hon. J. Walter Jones,
is the author of the first and most authoritative
textbook on fur farming in Canada. This book,
which was published in 1913 by the Federal Com-

The Co-operative Movement

The reports submitted at the annual meet-
ings of the Credit Unions and Co-operatives at
Morell this week indicate a phenomenal growth
on the part of these organizations in recent years.
There is every reason to anticipate further mar-
ked progress, to the benefit not only of those di-
rectly participating but of the whole Province.
In this connection it is worth recalling the strong
emphasis placed upon the importance of this
movement by the Federation of Agriculture in the
brief presented to the Legislature last ses-

1. That the Government give sufficient fi-
nancial and moral support to the development,
supervision and promotion of co-operatives.

2. That careful attention be given to see
that co-operative legislation is fully enforced for
the protection and benefit of organizations con-
cerned.

3. That a forceful programme of education
be promoted through the Department of Agri-
culture and its fieldmen to enhance the benefits
and interests of farm people towards organized
planning and action.

EDITORIAL NOTES

Caen captured this date 1944.

Strawberries and strawberry festivals bring
cheer to palates jaded or otherwise.

All the good advice on how to keep cool in
hot weather is itself on ice for the time being.

The threat of a bachelor tax should induce
farmers to refresh their memories on the Prem-
ier's advice on how to choose a wife.

Vega is the brightest star to be seen in the
evenings this month, and Jupiter the brightest
planet. Jupiter is in the Southern sky.

Dairymen are invited to the annual meet-
ing of the Central Artificial Unit in the P. W. C.
this evening.

The Maritime golfers had a good time while
here, though the weather was not so kind to
them as it might have been.

If the Federal Government drops rent con-
trols, a year hence will the Provincial Government
grab it, as was done in connection with the
Amusement Tax?

His Honour the Lieutenant Governor will
present long service badges to a number of mem-
bers of the Post Office staff in the Confedera-
tion Chamber this afternoon.

Elias Howe, American inventor, born this
date 1819. He was greatly interested in the
English sewing machine invented by Singer, and
developed certain improvements upon its mechan-
ism. He was thereupon granted a patent in
1846 for the sewing machine which bears his
name.

Mr. Arthur H. Peake, LL.B., barrister who as-
sisted in conducting the Legion get-out-and-vote
publicity campaign has been added to the mem-
bership of the Temperance Commission. He is a
law partner of the Provincial Minister of Health
and Welfare, Hon. A. Matheson.

As a top mediator of labour disputes it
must have been sometimes embarrassing to Mr.
Cyrus Ching to hail from an Island where the
right to organize labour unions is strictly lim-
ited. As an Islander returning he will probably
give more thought to how the fish are biting.

The watchers of straws in the wind are
eagerly looking for other signs of a breakdown
of Russia's system of satellites. Marshal Tito's
loss of favor might indicate that, or that the
Communists at last feel strong enough to in-
dulge in the luxury of displaying conflicting
views in public.

It is not encouraging to be told we will face
the greatest butter shortage in history next win-
ter unless steps are taken immediately to avert
it. Mr. J. H. Duplan, president of the National
Dairy Council of Canada, has issued a statement
in which he says that a severe butter shortage
could only be averted by government action.

It costs money to emigrate from Britain to
Canada, these days, and even then emigrants
cannot bring it with them. Sir Stafford Cripps,
Chancellor of the Exchequer, told the House of
Commons he is unable to agree to increase the
amount of money British emigrants may take to
Canada. The amount now is £1,000 (\$4,000)
payable in four equal instalments.

What jet propulsion is to aircraft the gas
turbine may well be to ships of the future. Over-
coming the difficulty of developing metals which
will stand up to the extremely high tempera-
ture involved the Admiralty have successfully
evolved a gas turbine powered gun boat having
a speed of over 34 knots. The craft is also
equipped with two conventional engines.

The City of London has a long history and
is a centre of finance and commerce but peo-
ple don't live there any more. "The City" will
be represented in Parliament by one member in-
stead of two under the re-distribution because
it has fewer than 5,000 resident electors while
the average English constituency has 55,000.

The Mother Country is spending a fortune
in carrying relief to Berlin because of Moscow's
embargo. The airlift to Berlin is costing her
about £6,000 (\$24,000) daily, Hector McNeil,
minister of state, told the House of Commons.
McNeil said that when barge, road or rail was
used for transport in Germany the cost was met
in marks and the charge sustained by the German
economy.

Four Canadians will sail for Europe to rep-
resent Canada's 60,000 university students at the
second annual meeting of the International Union
of Students. The meeting, originally sched-
uled for Prague in August, was recently post-
poned until September, and no one is quite sure
now where it will be. Both Paris and Budapest
have been suggested. Canadian students are not
yet a part of the world student group. In Janu-
ary, through their National Federation of Cana-
dian University Students, known to college men
and women from coast to coast as "Nifcus," they
moved to affiliate with the international union,
and aroused country-wide comment. Grant Liv-
ingstone, Vancouver, past-president of British
Columbia University's student government, will
head the party. Immediate past-president of
N.F.C.U.S., Maurice Sauve of the University of
Montreal, will represent the French-speaking
central region; Miss Nancy McCormack, Uni-
versity of Toronto student from Milwaukee, Wis.,
the English-speaking central region. The Mari-
times will name the fourth man.

-Notes By The Way-

The statement of an astronomer
that there is only one chance in
20,000,000 years of a comet hitting
the earth is the best bit of news
since word came in that trout will
be biting early this spring. But has
he double-checked for possible error
in the computation? We would
hate like blazes to get a swish of
a comet's tail when we least expect
it. —Ottawa Citizen.

An inventor has patented a key-
board with keys that do not move
and that make no sound. It can
be used on typewriters, musical in-
struments, calculating machines or
any other electrically operated de-
vice controlled by keys. Each key
is a concave, transparent plastic or
glass beneath which is a photo-cell.
When a finger is placed on the key
it interrupts a light beam, thus
actuating the mechanism. — In-
vention News and Views.

A new method of handling pen-
cillin enables this wonder drug to
be used in combination with oxy-
gen so that the patient can be sup-
plied with an oxygen-penicillin
mixture through an atomizer. This
new combination produced under
the name of oxylin has been suc-
cessfully used already in a number
of the largest London hospitals,
especially for bronchial infections.
A calibrated container shows the
doctor how much penicillin is being
received by the patient under the
oxygen tent. If at the end of treat-
ment a small amount of oxylin
remains in the mixing chamber of
that apparatus, it is a simple mat-
ter for this to be returned to the
container. — Brandon Sun.

A syndicate of wealthy Britishers
is secretly working in Florida on
a fabulous project to revolutionize
vacation habits — and vacation
spending. They're planning to build
a 3,000-room hotel right on the
Florida ocean, a hotel so immense
it really would be a vacation-city
in itself. They intend to surround it
with cafeterias and stores where
people can eat cheaply and buy in
expensive quantities. They want to
make the top rooming area \$4 a day,
far under-cutting any regular hol-
iday rate. Britain has resorts of
this sort, huge vacation spots
where average wage-earners can
take their families for long week-
ends or regular holiday periods;
house and feed themselves inex-
pensively; have as much fun as the
most exclusive and wealthiest of
folks. But nothing of this kind was
attempted in the U.S. —
New York Post.

Off the beaten track, away from
the highways and motor traffic,
the woods are still gay with the
trilliums, the anemones and
Dutchmen's breeches, emblems of
Spring and beauty. The delicate
blue violets, yellow adder's tongues,
jack-in-the-pulpit, blood root, and
a dozen and a half varieties of native
flowering plants that brighten the
countryside, are to be found in all
their loveliness. Not enough atten-
tion is being paid to the conserva-
tion of the wild flowers. Steps
should be taken to impress upon
the public the necessity of protect-
ing the floral beauty that graces
Ontario's woods and meadows. In
May and June the trillium is as-
sociated in our minds with the
gladness and fresh hope of Spring.
It would, indeed, be a pity, were it
to be exterminated. — Chatnam
News.

The octogenarian minister of a
Presbyterian church at Cumber-
nauld, East Dunbartonshire, Scot-
land, Rev. John Ogilvie, was not satisfied
that the people of his 40-square-
mile parish were attending the ser-
vices, so he decided to take the
church to them. On two Sundays
a month he visits different parts
of his parish and holds services in
a farmhouse. The neighbors to the
number of about 30 turn up, sing
hymns to the accompaniment of a
portable organ. Mr. Ogilvie gives
a short address and a social. The
Rev. Ogilvie says the Rev. Ogilvie
could not come to the kirk, I would
take the kirk to them." The idea is
not original. Years ago, before the ad-
vent of the automobile, it was quite
common for ministers in scattered
parishes, or an elder, to hold
church and Sunday school services
in a farm kitchen. — St. Thomas
Times-Journal.

A foe to all unnecessary labor,
Editor Horace Tattersale of a small
Alabama weekly newspaper, per-
mits a lot of stuff to appear in
his publication without adequate
proof reading. But not society news!
After what happened recently, he
examines every social item with an
eagle eye before it appears in his
paper. One night, it seems, there
was a great ball at a nearby plan-
tation, and Editor Tattersale per-
mitted an account of the affair to
appear in his paper without the
proper advance scrutiny. And, lo,
it carried this intriguing passage:
"Miss Lucy Starbelle wore white,
symbolic of her inner life. Miss
Theora Wilkins wore black." It
took a lot of persuading to keep
the Wilkins family from annihilat-
ing Editor Tattersale. — Wall Street
Journal.

In case you hadn't noticed, the
British are invading America again
— this time with automobiles. At
least nine British manufacturers
are offering cars on the American
market that sell from \$1,500 to \$15-
000. And the way British shipments
to this country have increased is
indicative of the way Americans
are buying. The commerce depart-
ment reports that Britain exported
to us 890 automobiles during all
1947. In January of this year, the
indicative of the way Americans
motorists are attracted to British
autos for the same reason Ameri-
can GI's were attracted to British
girls during the war. There isn't
anything a British car hasn't got

The Advertising Business

Royal Bank Letter

(Concluded from yesterday's issue)
Advertising has done much in
the past quarter century to estab-
lish nation-wide standards of good
practice. All of the big advertise-
ments are substantial concerns, and
their success has been built on
maintained quality. The money-
back guarantee is commonplace,
and even when such a guarantee
is not given specifically the reputa-
ble firm is ready to make any
reasonable adjustment to meet its
advertising claims.

Magazines and newspapers are
not keen about questionable adver-
tisements. They recognize that un-
truthful advertising lowers the
tone, influence and desirability of
their publications. Many include in
their policy statements words to
this effect: "It is the policy of this
periodical to eliminate from its
columns all questionable medical,
doubtful financial and all other ad-
vertising which fails to measure up
to the best standards of advertis-
ing practice."

Old Charlottetown
(And P. E. I.)
STANCH SEA ROVER
"Few of our Island vessels can
show a better record than the
barque 'Ralph B. Peake'. She was
launched in 1876, and was taken
in command by Captain Andrew
Hoban, a master whose energy and
skill does credit to our Island sea-
men. Her first trip was to Charlot-
tetown, S. C., and thence to Liverpool
with a cargo of cotton, where she
arrived in 20 days. In the January
of 1877 she sailed for Tybee, where
we find her in February, after 47
days passage. In Savannah she
loaded with lumber, and after a
voyage of 108 days arrived in Cal-
lao, Peru. From Punta de Lobos she
sailed with a cargo of guano for
Queenstown, making the passage in
the unusual space of 83 days. In
less than twelve months the vessel
has completed her round trip, and
rounded the Horn twice. She is a
barque of 756 tons, well and care-
fully built by Messrs. Peake, Bro's.
& Co." — Charlottetown Herald,
August, 1878.

The Advertising Worker

The advertising business seems
to have a perennial lure for young
people. They see the glamorous as-
pects of what is really a business
of exceedingly hard work.

The beginner in advertising must
realize that, as in most other busi-
nesses, drudgery in early years is
essential to development. Our ad-
vertising manager informant says:
"If a man has a creative urge,
and is willing to accept the principle
of truth in advertising, avoiding all
methods of misrepresentation and
falsification." Advertising and Sales
clubs, organized in all big business
centres in Canada, have as their
general objective the advancement
of knowledge and sound practice
in advertising and selling.

Notes From Another Island

By "Anson"

LONDON, England — Walking
the other evening, as I was taking
up to the bus stop to catch a
bus home, I happened to notice a
bigish saloon car standing at a
corner waiting for the red light
to change to green. It was only
because it is a habit of mine to
glance at the occupants of bigish
saloon cars that I saw that in the
back seat of this particular car
was — Her Majesty the Queen,
no less!

No fuss no escort of police or
troops; simply one detective in
plain clothes sitting beside the
chauffeur. The lights changed, the
car moved off quietly, and the
Queen went on her way.

Earlier in the week I had bump-
ed into Cabinet Minister Herbert
Morrison when he got out of his
car and walked across the side-
walk without looking where he
was going. (That is not intended
as a back-handed political com-
ment, by the way!) It only goes
to show that you never know
when you might see around and
about.

Like any other metropolis,
London is always pretty full of
celebrities of one kind or another,
and though the visiting "big
names" keep fairly well out of
sight except when making their
formal or official appearances, the
scores of what one might call
"resident" celebrities — those who
have their permanent homes in
London — go about their business
with no more bother and ado
than any of the eight million
people who live in the capital.

There was a time when the
famous personalities of the
English scene were able to main-
tain a certain aloofness by the
unlimited use of large cars to
get them from one place to an-
other. Now, however, with petrol
— or, gasoline, that is! — severely
rationed (for a long time its use
was prohibited except for essen-
tial purposes), they have grown
accustomed to taking the chance
with everyone else in the rush
and bustle of London passenger
transport.

So it is nothing surprising
nowadays to see a famous British
film or stage or radio star wait-
ing patiently in a line for a bus,
or waving his or her arms in an
effort to catch the eye of a taxi
driver, to whom the fare he gets
from this year's film award winner
counts for no more than that
from a middle-class housewife
whose parcels are too much for
her to manage in a crowded un-
derground train.

Well-saged, well-published
personal appearances of the stars
still draw the crowds of fans,
but the same stars make a good
many other personal appearances
which are never noticed. They are
only ordinary folk then, doing
ordinary things, expecting no
preferences and certainly getting
none.



SCOTTISH FESTIVAL

In the tender glow of the western
sky,
In the hush of the eventide,
The birds return to their haunts
of birth
And stars of old in the night
abide.

To the mystic glen of a distant
day
Come the hallowed hours as the
pipers play.

On the hills of Arran you see the
glow
From the tinge of the setting sun;
The Isle of Skye or perhaps Three
Now calls to you as the day is done.

From a loch that broods by a
heather brae
Come the treasured dreams as the
pipers play.

—McLeod Orford, in the Hamil-
ton Spectator,
284 Napier St.,
Hamilton, Ont.

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Advertising can be a great force
for good, if it is approached ethically
by the advertiser, and with com-
mon sense by the consumer.

SCOUTHORPE, Lincolnshire,
England — Lord Quibell,
who for several years was mem-
ber of parliament for this division,
is to become Scouthorpe's first
freeman.

that an American car doesn't have.
But for some auto-hungry Ameri-
cans the British car has got it
here and now. — Minneapolis Star.

GOOD LOOK AHEAD
NOW IS THE TIME TO ORDER YOUR COAL SUPPLY,
WHILE THE BEST COAL IS AVAILABLE
We are unloading:—
HARD COAL, OLD SYDNEY, SPRINGHILL, ACADIA,
and other good Coals.
A. PICKARD & CO.
PHONE 240

but what's the important news —
what's the latest Test Match score?
That's this other island at the
moment!
EXETER, England — (CP) — A
new 40-mile trunk road from Ex-
eter to Plymouth, approved by the
transport ministry, will cost £200,000
(\$400,000) a mile.
G. F. Hutcheson
& Son
OPTOMETRISTS
"Specialists in the fit-
ting of glasses for the
correction of ocular de-
fects."
53 Grafton Street

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NOTARY
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Dr. W. R. Carson
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MONEY TO LOAN

EYES EXAMINED
AND
GLASSES FITTED
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