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

WEDNESDAY, DECEMBER 23, 1942

Mr Bracken's Suggestion

There seems no good reason why the King Government should not follow the suggestion of Hon. John Bracken, the new Progressive Conservative leader, and appoint under secretaries to relieve the ministers of the Crown from the increased responsibilities which they have to carry in wartime.

Mr. Bracken holds that it is the duty of every Canadian to see that the supremacy of Parliament is not denied and that it be re-established at the earliest possible time.

Price Regulations

Any move towards simplifying war time regulations is to be welcomed. This is doubtless the purpose of new price regulations which are to come into effect next month, under which retail ceiling prices for each type of food will be standardized in each community according to the type of store.

This, it is believed, will establish an easier method of determining what the top legal price is for any article. At present, each store has a different set of legal prices—ordinarily, the highest price that particular store charged for each article last March.

The Legion And Politics

As everyone knows, the Canadian Legion is a non-partisan organization of war veterans. An interesting editorial in the current issue of The Legionary, official organ of the Legion, discusses the question whether or not the Legion should change its long-standing policy and enter the political field.

First, as The Legionary points out, to engage in active politics it would be necessary for the Legion to form a Party, or become an appendage of a Party. It could not confine itself to expressing its policy only on the war effort, pensions rehabilitation and kindred matters; the country would demand to know where it stood on such contentious issues as finance and economics, taxation and tariffs, industrial dis-

putes and strikes, bonuses on agricultural products, and a host of other items which are debated hotly at every session of Parliament.

From the Legionary's observation of the political scene, there has been nothing to support the belief that the rank and file of soldier-Liberals, soldier-Conservatives and soldier-C. C. F.'ers would, in sufficient numbers, drop their Old Party affiliations to make the election of a considerable number of Soldier Party candidates possible.

Moreover, as a political force the Legion would attract the wrong men to leadership—men who, mostly for selfish reasons, would want to climb on the Legion's shoulders to power.

In conclusion it advises "Let's keep what we have." Every war veteran, it says, probably feels that the present management of the country could be considerably improved.

EDITORIAL NOTES

Have you concluded your Christmas shopping? Only today and tomorrow left.

Oh, to be in Russia with two month's such weather!

Horsemen should have an innings, or outing, Christmas Day.

This will be the last opportunity for mailing letters and cards for pre-Christmas delivery locally.

In these zero days let us realize potatoes will freeze at 30 degrees Fahrenheit, but if stored at temperatures above 40 degrees they will sprout.

Happy people! In Topoka, the Community Christmas Tree Committee decided not to erect the annual tree for the city's underprivileged children because there were practically no underprivileged children.

H.R.H. Albert, Prince Consort of Queen Victoria, interred amidst great display of national mourning this date 1861; he married the Queen in 1840, and died of typhoid at Windsor greatly mourned by the people throughout the Empire who had learned to appreciate his elevated character and beneficent influence; his last conscious words: "I have such sweet thoughts."

"My daughter," writes Mr. William Holt, the author, "said to me. 'The first thing I shall do when I get home on leave is look at my clothes. I want to see myself in blue. You get tired of always wearing the same colour.'" Yes. After this war the men will see that the women who have stood by them, even at the guns, will have their prospects opened up. Blue? Why... such women shall be dressed in all the colours of the rainbow! And why shouldn't they? Whatever changes may take place otherwise, women will always be vain of their attractions, and, men eager to adorn them.

The morale of a people at war, says Maurice Edelman, is based on its interpretation of experience. Victories don't necessarily create good morale; the Germans proved that in the last war. Nor, by themselves, do plentiful rations; the French in 1940 were an example of how bad morale can flourish in comfort. On the other hand, reverses like Dunkirk, or Kharkov, or hardships like last year's air raids on Britain and the looting of the Ukraine can fortify morale. The ultimate question before victory or collapse is, "Is the war worth while?" When the people answers "No!" the next stage is surrender, as in Compiègne in 1918 and 1940. When the answer is "Yes!" you have London and Moscow, 1941. The object of German propaganda is to interpret the whole of their current experience—the battlefield and factory, rations and heating, the death-rate and birth-rate, suffering and satisfaction, profit and sacrifice—so that each German can say, "Whatever our burdens now the war is worth fighting..." The old sleeping fears of Germany will only awaken through a doubt into panic when hunger and a second front become fact.

Expressing herself as being satisfied at the organization of a new Conservative Women's Committee to work in conjunction with the Dominion Conservative Association, Mrs. J. Leslie Hodges, president of the Notre Dame de Grace Women's Conservative Association and honorary organizing secretary of the new committee said in an interview that the plan now was to organize provincial associations where they do not exist. (Only four provinces have Provincial Women's Organizations.) This committee, which was formed rather than a separate National women's organization has as its head a president who will be a vice-president on the men's committee. The executive shall also consist of a representative from each province (two from the Province of Quebec, one English and one French). Mrs. Hugh MacKay, of Rothesay, N.B., was named president of the newly organized committee, and Mrs. J. Leslie Hodges, representing Quebec, honorary organizing chairman. Two other provinces have also nominated representatives. Nova Scotia, in the person of Mrs. W. R. Lowndes and British Columbia, in Mrs. A. S. Dennis.

NOTES BY THE WAY

"Hitler," remarks an exchange, "is running out of patience, gas and iron, respectively. He is waiting for the snow on the frozen steppes of Russia, you couldn't see him for dust.—Sudbury Daily Star

The Hungarians announce that they have only enough wheat this year for their own needs. Germany was not enough wheat this year for its own needs. Doubtless the "collaboration" in this matter, and then neither will have enough.—Peterborough Examiner

Newfoundland was down and out financially before the war, but there has been a great change. During the first four months of this year the government had a surplus of \$4,600,000 and was able to advance \$6,100,000 as a temporary loan to Great Britain without interest. Canadian and Americans must be big spenders.—Niagara Falls Review

Keep the home fires burning and the fires from burning the home.—Kitchener Record

In the canteen of a Glasgow office there is always a lot of talk about the members of the staff. The other day one of the company spoke nostalgically of blotters, which he fondly imagined to be indispensable in these parts. Whereupon his neighbor at the table mentioned the existence of a fish-curing factory down the river where blotters were cured every week. A half-dozen were therefore ordered delivered, and taken home. The fame of the blotte, has now so increased that the wretched good natured man who offered to procure a mere half-dozen comes up to town once a week with orders which weigh in the morning train the size of the blotte.—Glasgow Herald

Shops in Central and West London have come to their own again. The decline of London as a shopping centre had begun before the war owing to the spread of chain stores into the suburbs. Evacuation, air raids, and difficulties emptied the London shopping streets still further. The lowest point, it seems, was reached in August, 1941. Now the Board of Trade Journal, discussing the latest statistics of retail trading, states that there has been a great recovery. Month by month the value of sales in the capital, and to some extent in the London suburbs, has been relatively greater than the average for the country. That change, writes the Journal, is the result of the return of population and the influx of evacuees on leave and other visitors. Moreover, the "shopping expeditions" from the suburbs to the West End has come back into favor.—Manchester Guardian

One reason why landlords are not inclined to rent homes to people with children is that some parents have no consideration for the property of others and are careless of their own. Indeed, some children, the house doesn't belong to them and it is all right for children to destroy it.—Niagara Falls Review

How many Ph. D's have we not seen who are crammed with facts and theories but who really know nothing worth knowing? They are not more educated than those industrialists who went out to air their prejudices under the guise of what they call "learning in the school of experience," or "the university of hard knocks." The truest education perhaps is self-knowledge, as Socrates pointed out, and the real value of academic education lies in its ability to make the path of self-knowledge a little less stony than it would otherwise be. But the path is open to all, and those who have never entered a school may go farthings a penny more than those who have never entered a school may go farthings a penny more than those who have never entered a school may go farthings a penny more.—Peterborough Examiner

Many contributions reaching this office, expressing the views of writers on current topics, are too long for publication in the available space. There is difficulty in cutting down the office and presenting the argument presented and it is a liberty an editor does not wish to take. Articles of less than 500 words have a chance for publication; longer ones very little. Writers make the mistake of covering length every angle to the subject. Others might be considered as another time. For all newspapers and correspondents should be restricted in mind. The space condition is why many excellent, but too long, contributions are not published.—Toronto Globe and Mail

There are many people who are through war restrictions will continue after the struggle is over, that the net result will be the substitution of a program in which there will be less competition for wealth, for social position and for power. That intruded themselves on an age where simplicity and common sense were crowded to the wall, in the mad scramble for excitement, for artificial entertainment and for the doubtful fame accompanying the gaze to be in the public eye.—Garnia Canadian Observer

By the end of 1942 khaki-colored engines will be running on British Railways. They are part of an increase ordered by the War Office. These engines are described as "Austerity" locomotives as all embellishments have been omitted and the design has been simplified. For instance the steel castings of a comparable engine of ordinary design would weigh 21 tons and in this they are replaced by castings which weigh 4 tons.—Montreal Star

After two years of service in the British Army, Francis Gerard, a British army officer, says: "There are degrees of courage, and the rarest and purest form is that of fortitude—courage which endures, which faces terror, discomfort, pain and loss day after day, week after week, year after year—courage which goes on through sleeplessness, fatigue, disorganization and hunger." Malta is the valiant example. Stratford Beacon-Herald

Hitching posts are making their appearance in some towns as a result of gasoline rationing, thus justifying the ancient cry, "Don't throw it away! I'll come in handy some day."—New York Sun

Constitutional Question

(Fortnightly Law Journal) We note that there is to be a reference to the Supreme Court of Canada of questions to decide the right of delegation of legislative power to controllers. We are always suspicious of these references. There is much too good an opportunity for loading the dice where the authority propounding the questions is vitally interested in obtaining the answer its way. But we are more suspicious of this reference than ever because in this case there is no real way of obtaining representation from anybody really interested in opposing the view of the authority propounding the questions.

This suspicion is heightened by the choice of the particular controller whose powers are to be tested. It is reported that the controller in question is the controller of chemicals. We doubt whether there are very many people who knew such a controller existed, let alone who are vitally interested in the exercise of his powers. His sphere of action does not come near the man in the street. We wonder why the choice did not fall on some really controversial dictatorship like the Rent Controller. At least we do not really wonder why the choice was made. The answer is too obvious. Too many people would be really interested in seeing the powers of that bureaucracy restricted to constitutional limits and besides that there is in that case a real conflict of powers between the Dominion and the Provinces involved. The property owner who is so vitally affected not only by rent control but also by the inexcusable exercise of his constitutional rights involved in the provisions as to termination of leases and so on, has organized for his own protection through the medium of the Courts. We suspect all references, as we have said, and this reference more than any other. R.M.W.G.

Use Of Simple Words

(Brantford Expositor) Reflecting on the problems of language, and in particular the English language, the Kitchener Record recalls some instructions once given by the editor of a small town paper to the members of his staff. This is what he said: "In this office we do not commence, we begin. We do not peruse a book, we read it. We do not purchase, we buy. We have no souvenirs, we have keepsakes. A spade is called a spade. In like terms we do not reside in residences, we live in homes. We do not retire, we go to bed. We are not pass away, we die. We are buried, we are interred. We are not gentlemen, but we are all men. All are women, not ladies, but all women are women. Our lawyers are not barristers. Our real estate dealers are not realtors. Our plumbers are not sanitary engineers. No beauticians live here. All fires, remember are not conflagrations. All testimony is not evidence. And if any reporter writes of a body landing with a dull, sickening thud, he will land on the ground, not in my newspaper. We have no newswomen, but we do have newsmen. To some extent that is a case of course, but we are not to be no sensible rule against the use of "ien-karot words." Now and then they are useful for saving space or clarifying a thought. But in the main, the editor here quoted the right of it. There are exceptions to most rules, but the idea

Advertising For Victory

(Halifax Chronicle) Addressing a meeting of the Association of Canadian Advertisers recently, the director of the Information Department of the War-time Prices and Trade Board stressed the urgency of the need for the elimination of "everything except the irreducible minimum of goods and services needed to maintain health and efficiency, so that the maximum of combative effort and effectiveness can be achieved." This does not mean to imply that advertising has not an essential part to play in wartime as in times of peace, the speaker continued. What it does involve is a change of emphasis. People must be encouraged to conserve rather than to engage in needless purchasing, and consumers must be educated to the most effective use of available goods. That the War-time Prices and Trade Board has no desire to prohibit advertising is clear. It seeks, on the contrary, to obtain the co-operation of advertisers in its conservation and economy program is to be seen from an article

There is a silence abroad in the land today. And in the hearts of men, a deep and anxious silence. And, because we are still at last, those bronze lips slowly open, those hollow and weary eyes take on a gleam of light. Slowly a patient, firm-syllabled voice cuts through the endless silence. Like laboring oxen that drag a plough through the chaos of rude clay-fields, "I went forward as the light goes forward in early spring, But there were also many things which I left behind."

"Have you forgotten your graves? Listen long to their unstrid lips. From your hostages to silence Learn there is no life without death, no dawn without sun-setting. No victory but to him who has given it all." —John Gould Fletcher

"COMPLETE INSURANCE SERVICE"

W. K. ROGERS Agencies Ltd. Phone 540-541

Advertisement for Rosebud Pipe Tobacco. Features an image of a tin of Rosebud Cut Plug Smoking Tobacco. Text: "Justly Famous! A half pound can of Rosebud is the friendliest gift you can give a man for Christmas... Rosebud PIPE TOBACCO THE MARITIME SMOKE FOR OVER TWO GENERATIONS"

that simple English is often the most effective. English is sound enough. In any case, it should be a "must" for beginners at the writing game. The Fowler brothers, editors of the Oxford English Dictionary, and authors of "The King's English," put it this way: "Anyone who wishes to become a good writer should endeavor, before he allows himself to be tempted by the more showy qualities, to be direct, simple, brief and lucid. How does one do that? By preferring the familiar word to the far-fetched; the concrete word to the abstract; the single word to the round-about phrase; the short word to the long; the Saxon word to the Romance (meaning borrowed from Latin, either directly or through the Italian, French or Spanish). This homely simplification must not be overdone to the point of being either ridiculous or awkward, but as a useful rule of thumb it could be followed to advantage by many writers and speakers.

recently published in the "Retailers' Bulletin," which is the official organ of the Board, suggesting that the promotion of sales through the use of advertising media is a legitimate aid, indeed, essential function of commerce, providing government regulations are consistently followed. Certain phrases of advertising, it is acknowledged, are indispensable to the efficient conduct of business transactions. For instance, the government itself, through the form of public advertisements, makes known its regulations and explains their purpose. In this way, too, shoppers are informed of the availability of goods and unfounded rumors regarding alleged shortages contradicted. In this fashion, tendencies towards hoarding and panic buying are corrected. The "Retailers' Bulletin" further points out the need for advertising to guide buyers quickly to "available, perishable goods or other goods in plentiful supply." It is an invaluable agent, also, in "interpreting priority or simplified practice rulings by giving reasons for rationing, limitations of supply, reduced deliveries, or other curtailments of service." There is no objection, it is explained, to merchants advertising comparative prices in order to move perishable, out-of-season, or broken stocks offered at specially attractive prices so long as the general object of discouraging extravagance or hoarding is kept constantly in view.

PUBLIC ORDER COMMENDED

LONDON.—(CP)—Home Secretary Morrison told Parliament he thought conditions of public order were a great tribute to the British people and that the increase in blackout cases did not justify an increase in street lighting.

Public Order Commended. LONDON.—(CP)—Home Secretary Morrison told Parliament he thought conditions of public order were a great tribute to the British people and that the increase in blackout cases did not justify an increase in street lighting.

Advertisement for Sorex Lamps. Features an image of a Sorex lamp. Text: "Sorex Lamps. Now 15¢ each. 24, 40 and 60 Watts. 100 Watts. 20¢ each. HOLMAN'S 2 BIG STORES SUMMERSIDE & CHARLOTTETOWN"

Advertisement for E. R. Brow & Son. Text: "E. R. Brow & Son Fire, Auto, Life, Accident, Sickness and Plate Glass Insurance at Lowest Rate Agent at Summerside, Lloyd Lewis 144 Richmond St. Charlottetown"

Advertisement for Raw Furs. Text: "Raw Furs Purchased and handled on consignment basis. Daily shipments for private sales. Immediate returns. Pelting and Cleaning Plant now in operation. FOR SALE Used fox wire in excellent condition, Cedar Posts, Used Lumber, Fox Houses. G. R. MacQUARRIE Summerside"

THE TWO MACS

Give Him Men's Military Sets, Schick Electric Razor, Yardley, Woodbury, Palmolive, Colgate and Williams Shaving Sets. A large assortment of Pipes, Tobaccos, Foscoban, Cigars, Cigarettes and Moirs Chocolates. Come in and select your gift.