

THE CHARLOTTETOWN GUARDIAN

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MONDAY, NOVEMBER 19, 1928

FEEDING THE MARKET.

THE secret of successful marketing lies in placing upon the market just what it can absorb of any commodity, but no more. To go beyond this limit is to cause a glut and a lowering of prices. It will be remembered when the South African diamond fields were discovered the precious stones were in such quantity that if allowed to go on the market as they were gathered, diamonds would have been no more valuable than much inferior gems. The men interested in the mines saw this, and took precautions to feed the market. The result was that the prices of diamonds have kept up to the mark which they held before the discovery was made. In this Province, with its limited area, the amount of produce that we can put upon the market at one time is so small that it would not affect prices to any considerable extent. There is one exception to this—namely, our potato crop. We are not the only producers of potatoes in North America, and therein lies our difficulty. We have one and only one claim to precedent, namely the quality of our product. If, as we claim, our potatoes are superior to any others grown on the continent—and we have good reason to believe they are—then we should have no trouble in finding our place in the general market. This, however, requires publicity and general advertising, and a reasonable control of our shipment. The consuming public are always ready to pay the price for the article they want, and it is our business to make them give the preference to our product because of its superior quality.

The intention of the committee recently appointed in Charlottetown by the shippers and producers of potatoes was to exercise a measure of control over the production and distribution. It is realized by all business men that if 100 car loads of potatoes are thrown into a market which can be comfortably supplied by ten, there is bound to be a glut and a decrease in price. The committee have in view the dissemination of information among the farmers as to what markets are available and when they are available, in order to guide them in their sales. There has been a great deal of indiscriminate buying, generally by outsiders, who have no hesitation in representing the market as well stocked and therefore demanding a lower price. When there is no other guide to the available market than interested outsiders, the farmers need not have any hope of making the most of their crop. Indeed, it would require an expert in marketing to give the necessary information as to where and when to ship; and no doubt the committee above mentioned has this matter in view. Competition has become so keen of late that the utmost care must be exercised in feeding the market, and it is believed that by the co-operation of both producers and shippers this control can be exercised. All will await the outcome of future deliberations by the committee, and it is hoped that all our farmers and our shippers will stand shoulder to shoulder in carrying out the decisions that may be arrived at by the committee.

THE CONSTANT FACTOR

THE deplorable loss of the steamship Vestris the other day off the Virginia coast with a heavy toll of human life is rather unique in the annals of modern seamanship. Ships today are calculated to withstand the buffeting of any storm and many ships survived the moderate gale in which this vessel perished. As to the immediate cause of the disaster, we are not yet in a position to know. One thing we do know, that out of this disaster, as may be brought to light. There is but of many similar disasters in the

past, tales of heroism have come which sustain our hopes for humanity. The well-known traditions of the sea were maintained; ships stood by until the last vestige of hope for rescuing human lives had to be abandoned; and it was due to this heroism on the part of sailors and officers, many of whose names are unknown to fame, that so many lives were rescued.

Of the many that figured in this heroism two names stand out prominently, those of a little Barbados negro, Lionel Licorice, a quartermaster on the Vestris who saved twenty lives by his own efforts, and a young Irish boy, O'Loughlin, who stood by his radio instrument, flashing out signals which brought scores of ships to the rescue. O'Loughlin's last message was: "Good-bye"; and he was one of the last to jump overboard. He perished, but his act of heroism will be added to the traditions of the mercantile marine to inspire others along the path of duty.

AS TO NAVIES.

PRESIDENT COOLIDGE in his recent Armistice speech has thrown a bombshell into the international pond. To put it mildly, his advice to Europe and particularly to Great Britain, and his insinuation that Great Britain was not playing the game, was indiscreet and ill-advised. Out of such speeches, as these have arisen international differences and even wars. He was misinformed as to the relative sizes of the British and American navies. His statement that the United States would have 40 cruisers as compared with Britain's 68, when the present legislation is carried out, is not in accordance with the facts. Including only the ships completed or under construction, Britain has 58 cruisers with a displacement of 360,000 tons, while the United States has 48 cruisers with a displacement of 334,000 tons. With the addition of 15 more 10,000-ton cruisers to the United States fleet, the American total tonnage would amount to 484,000 tons, while if all the five British cruisers now projected are laid down, the British tonnage would still fall short by 400,000 tons, allowing for more ships due to be scrapped.

The difference between President Coolidge's figures of 68 cruisers for Britain and the real total of 58 is made up of five obsolete cruisers which are being scrapped and five cruisers which are merely projected and for which no money has yet been voted.

EDITORIAL NOTES.

If the relations of the new American administration to Canada are to be cordial, says the Vancouver Sun (Liberal), Mr. Hoover will need Mr. Hoover will need to make several "good-will" journeys if President Coolidge persists in misrepresenting the aims of friendly nations.

all his internationalism to restrain the high-tariff craze of his party. For Canada has come to the position where, if she cannot obtain a reciprocity of trade with United States, she must have a reciprocity of tariff.

An interesting experiment is being made in British Columbia. The job of "stool pigeons," or what was more euphoniously termed "secret service operatives," is gone in that Province under the new regime. Evidence dishonorably obtained is no longer to carry any weight in a court of justice. Mr. R. H. Pooley, the Attorney-General, has ordered that all cases based upon such evidence should be withdrawn, taking as to the immediate cause of the disaster, we are not yet in a position to know. One thing we do know, that out of this disaster, as may be brought to light. There is but of many similar disasters in the

Notes by the Way

MAKING the trip northward from Kano, in Nigeria, to the Mediterranean, across the desert of Sahara, a distance of almost 3,000 miles, was the dangerous and exciting adventure of two men who rode on a Canadian four-wheeled motor truck. The adventurers were Sir Charles Markham, British soldier, explorer and big game hunter, with his companion, Baron Blixen. Markham has told the story. They set out, on what had been declared to be an impossible journey, on 26th March last and arrived at Algiers on April 12th, the actual distance traversed being 2,718 miles. There were miles in which the car sank to the axle in soft sand and progress could only be made by laying down corrugated iron sheets on which they could move forward only four feet. Then the supporting sheets had to be removed from behind the car to the front. "It was stop, scratch sand, replace sheets, again forward four feet." With the heat at 125 degrees in the shade, water giving out and such slow progress being made, the journey was one incredible discouragement and hardship.

And yet thousands of square miles of the Sahara desert are lower than sea level and eminent engineers are planning a canal to flood the sands with water from the Mediterranean Sea. If their dreams come true, future generations may see the great desert "blossoming as the rose."

Between airships and airplanes there are opposite opinions as to which will best serve the purpose in transatlantic flight. Britain is building two great airships which are approaching completion and will be fully tested during the coming year. The Graf Zeppelin in his first westward trip has rather weakened the faith of German builders in the superiority of the airship over the plane, and just now the great Rohrbach company is building a series of eight three-engined flying boats designed for service between Germany and Argentina. The engines are each of 600 horsepower and the flying boats are the largest ever built. A much more ambitious airplane is under construction in Switzerland—a monoplane of 400 feet span, propelled by 12 engines of 500 horsepower each. It will have a maximum speed of about 200 miles an hour, and is designed to carry 50 to 60 passengers, with their baggage, besides the crew and fuel enough to last twenty hours. So we may look out for great doing on the wing next year.

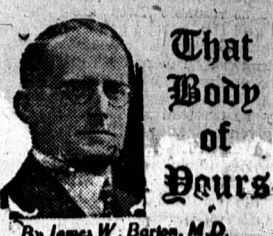
Hoover proposes goodwill journeys through South America and Mexico before his inauguration. Meanwhile Coolidge makes ill will speeches against friendly nations before making his exit from the presidency. Thus the strife between good and ill is maintained.

Can our potato problem be solved by pooling? We must hope that good shall come from the worthy intention, and the success of the grain pool in the West supports the hope, although it took some years to get the wheat pooling plan in successful operation. One difficulty seems to be that too many growers may prefer to stay out until the plan is tested. The co-operation of all from the beginning would be the best test and the one most likely to prove successful.

Concerning divorce, The Southern Methodist, a very reliable journal, tells that the rate in the United States is about one-half higher than in Austria, France and Japan, which next to the United States, have the highest divorce rates in the world—and 17 times higher than the rate in England. Already the number of divorces granted annually in the States exceeds 175,000. The rate is now nearly twice as great as it was 20 years ago, and more than four times what it was sixty years ago.

"The greatest single danger to the peace of the world," said Bishop Ashton Oldham, of Albany, "is a strident patriotism of the 100-per cent American variety, scorning other races, looking condescendingly on other nations, touchy about its own rights and prating about absolute sovereignty." The Bishop's address from which the above sentence is quoted, was delivered at an open-air service of the general convention of the Protestant Episcopal Church at Washington. It is the highest boast of many politicians across the border and frequently repeated in the press and on the platform that they are "100-per cent American." President Coolidge's Armistice speech places him distinctly on the list described by Bishop Oldham as "100-per cent dangerous to the peace of the world."

What is Canada's wheat and flour movement? A in the twelve months of the crop year ended July 31st, 1928, Canada exported 288,567,390 bushels of wheat worth \$378,746,890 as compared with 251,265,788 bushels worth \$348,237,878 in the previous year. Of the total, 7,624,566 bushels went to the United States direct; 201,732,699 bushels to the United Kingdom; 78,402,361 bushels to other countries. Of shipments to the United Kingdom, 135,323,618 bushels went indirectly by United States ports; 17,292,588 bushels by Canadian Atlantic seaboard ports. Of the total going to other countries 600,452 bushels went indirectly by United States ports; 39,680,285 bushels by Canadian Atlantic seaboard ports; and 38,121,724 bushels by Canadian Pacific seaboard ports. In the same crop year, Canada's flour exports totalled 8,865,754 barrels worth \$62,951,801.



By James W. Barton, M.D.

ONE CAUSE OF ABDOMINAL PAIN

A couple of years ago I mentioned the case of a chap who had an ache at the lower left side of abdomen.

As it was on the opposite side to that of the appendix, he was told by his physician that it must be just a gas pain at the lower end of intestine where an "S" or double curve is located.

However an X ray of a barium meal showed that there was an extra foot of intestine, in the form of a loop, in the region where he had his ache or pain.

The point about this was that it was not until he became an office engineer instead of a field engineer that he had any pain in this region. The sitting down at his desk all day caused constipation and gas formation.

Now as this condition was only discovered by the use of the barium meal, it is easily possible that a number of folks are suffering from this condition, and it is not suspected by themselves nor by their physicians.

Dr. F. W. White, Boston, suggests that a barium enema or injection, should be used in such cases, as it will show up the condition best and with least trouble.

The commonest symptoms are constipation, abdominal distress or pain, gas pains and distension of the lower abdomen from this gas.

He reminds us further that giving any abdominal condition is giving pain and distension in this region, it would be well to remember that this condition is not uncommon.

It often causes the stomach to assume all sorts of shapes owing to the pressure of the gas against it.

You may remember that in the case I mentioned two years ago, the patient was absolutely free of the pain for six weeks, during which time he was paddling a canoe for a number of hours every day. The pain returned when he got back to his office work.

And the lesson? That while there are cases that will need medical and diet treatment, and some even surgical treatment, the majority will be free from these gas pains if they take regular bending exercises.

Household Scrapbook

By Roberta Lee

Muffin Tins

Greased muffin tins will be found convenient for baking apples, stuffed tomatoes, stuffed peppers, and individual meat pies. Many other combinations can be cooked and held to their shape better in this way.

Needle-book

An ideal needle-book is one that is made of chamolite instead of flannel, as the needles will not rust in the chamolite.

Perspiration Stains

Perspiration stains on garments can usually be removed by mixing one part of oxalic acid to twenty parts of water and applying with a small brush.

Daily Lessons in English

By W. L. Gordon

WORDS OFTEN MISUSED

"Raise" always takes an object, "rise" never does. Say "I raised the curtain." "See the curtain rise."

OFTEN MISPRONOUNCED

incomparable; accent after the m, not after the r.

OFTEN MISPELLED

granary; neither spelled nor pronounced "grainery."

SYNONYMS: dainty, delicate, fastidious, rare, choice, exquisite.

WORD STUDY

"Use a word three times and it is yours." Let us increase our vocabulary by mastering one word each day. Today's word: INERADICABLE; incapable of being destroyed. "His popularity was due to this ineradicable good nature."

The Land We Love

By Frank Yeigh

Canada's Agricultural Resources

(Historical)

Some persons have written that the Peace River country has laid out a new frontier in the year 1928. This is doubtless a good title but scarcely as fitting as the Empire of Agriculture. However, let them lay off their New Frontier as they please, F. E. Island has only one objection—not until the great units out there get together and fork out the claim we have against them for our share of their Natural Resources. Let that be the new frontier.

At any rate it will do no harm to think and talk and ask over the new creation until it is settled. The hundred miles beyond Edmonton the capital city of Edmonton, the Capital City of Alberta lies in the heart of the Peace River district, the last great agricultural frontier of the West—Canadian plains. This last inland resort more or less detached from the older settled plains by an intervening belt of rugged territory bordering the Athabaska river is now experiencing an active era of colonization and development such as each successive section of the Canadian prairie Provinces has witnessed during the past fifty years.

The Peace River country has no fixed boundaries, either natural or defined. The drainage basin of Peace River proper, exclusive of its headwaters, embraces an area approximately of 90,000 square miles. The upper or western part of this area is quite mountainous, while the lower part is somewhat the reverse. In the popular conception of the country these extremes are ignored, thus leaving for our complete mid-section belt of potential agricultural land that extends somewhat the actual north and south limits of the Peace untouched. This squaring up process results in a more or less arbitrary area as shown on the key map of the Peace River on a preceding page. It conforms to the boundaries of the Peace River and Grande Prairie land agencies, except that the northerly limit is here shown as the 59th degree of north latitude due north of the record, the Peace River land agency extends to the 60th deg., the northerly boundary of Alberta.

73,500 Square Miles

The tract of land thus designated as the Peace River agricultural country has an average of approximately 73,500 square miles, or in round numbers 47 million acres. This exceeds the combined areas of Ireland, Scotland and Wales. It is over six times that of Belgium, nearly five times that of Denmark, and slightly larger than the South American Republic of Uruguay. Compared with well known areas in the United States the Peace River country is larger than Oklahoma, Missouri, or North Dakota. It exceeds the combined areas of Pennsylvania, West Virginia and Delaware, North of the six New England States.

The great country comprises the northerly part of the portion of the Province of Alberta and a smaller area known as the Peace River Block in the adjacent Province of British Columbia. Very approximately its geographical boundaries might be described as follows: Areas of equal longitude include the eastern parts of Washington and Oregon, Nevada and the lower part of California. The centre of the Peace River country is nearly 1600 miles due north of the city of Los Angeles, California. Within the same range of latitude are found the major portion of Scotland and Denmark.

Dairy Cattle

Comparatively speaking the location of the country is somewhat northern and judged on this aspect above its agricultural possibilities have been doubted by many. It has been demonstrated beyond question, however, that the combination of favorable climate, moderate precipitation and deep soil of surpassing fertility guarantees this area as being one of the world's great wheat and mixed reserves. Its development is merely getting under way and the immediate future promises to witness rapid strides.

It is exceedingly attractive to a Canadian thus feasting his eyes on such literature unquestionably there is no more fascinating, excepting perusing the accounts we see printed of our own delightful heritage—Prince Edward Island—Abegweit!

We heartily make these assertions because Islanders are generous, and because our Gem of the Sea is so unsurpassed, we can afford to extol all other parts of our country without detracting from our own.

Daily Selections for Guardian Readers

November 19, 1928

A PESSIMIST—Then I said, I have laboured in vain, I have spent my strength for nought, and in vain; yet surely my judgment is with the Lord, and my work with my God.—Isa. 49:4.

PRAYER—We know, Lord, that our labor is never in vain in Thee.

THE LAND OF DREAMS

Awake, awake, my little Boy! Thou wast thy Mother's only joy; Why dost thou weep in thy gentle sleep? Awake! thy Father does thee keep.

"O, what land is the Land of Dreams, What are its mountains, and what are its streams? O Father! I saw my Mother there, Among the Lilies by water fair.

Among the lambs clothed in white, She walked with her Thomas in

THE HABERDASHERY Dollar Day Sale Tuesday and Wednesday November 20th and 21st Wholesale Prices on Everything Not Listed

- Heavy Work Sweaters ..... \$1.50
Good Heavy Work Sweaters, brown, to clear Dollar Days \$1.50
GOOD QUALITY COAT SWEATERS ..... \$2.50
These sweaters are worth up to \$4.50. Dollar Days ..... \$2.50
BOYS' CASHMERE SWEATERS ..... \$1.00
Fit boys 4 years to 10 years, pure wool, Tuesday and Wednesday, Dollar Days ..... \$1.00
MEN'S CLOTH WINDBREAKERS ..... \$2.75
Clearing of all odd cloth Windbreakers up to \$5.00. Dollar Days ..... \$2.75
WHITE JUMBO KNIT COAT SWEATERS ..... \$2.95
Splendid for girls 12 to 16 years. Dollar Days ..... \$2.75
HEATHER WOOL SOX, 2 PAIRS ..... \$1.00
Special price wool heather sox, 75c value, 2 pairs for \$1.00 on Dollar Days.
Grey Flannel Shirts, \$1.45. Good sturdy grey or khaki flannel Shirts, large cut, \$2 regular ..... \$1.45
SMALL BOYS KNITTED WINDBREAKERS ..... \$1.35
Fit boys 4 to 8 years, \$2 value. Dollar Days ..... \$1.35
WORK SHIRTS, 75c. Odd sizes in work shirts, regular \$1.00, 75c Dollar Days.
FINE SHIRTS, \$1.00. A complete line of fancy broadcloths, prints, etc. Regular \$1.75. Dollar Days ..... \$1.00

YOUTHS' ULSTERS, EXTRA SPECIAL. \$10.00 Plain tweed ulsters, tweed lined, belt models, sizes 32, 33, 34, 35. Your choice on Dollar Days ..... \$10.00 COME EARLY

- BOYS' SOILED SHIRTS, 50c. Sizes 12 1/2 to 14 Regular \$1.00 Dollar Days ..... 50c
GOOD WOOL UNDERWEAR, including Stanfield's. Dollar Days wholesale prices.
PENMAN'S SPECIAL FLEECE UNDERWEAR. Dollar Days wholesale prices
HEAVY WOOL SOX, 39c. White or grey, regular 50c value. Dollar Days ..... 39c
HEAVY WINTER CAPS, \$1.25. Eastern Storm King, regular \$1.75 and \$2.00. Dollar Days ..... \$1.25
BOYS' BLUE CHINCHILLA OVERCOATS, \$4.50. Fit boys 3 to 8 years. Special Dollar Days ..... \$4.50
YOUTH'S SUITS, TWEED, \$10.00, long pants, D. B. Suits. Size 32, 33, 34, 35, 36. Special Dollar Days ..... \$10.00
YOUNG MEN'S SUITS, \$15. Tweed Suits, new patterns, new models, sizes 36, 37, 38, 39, 40. Regular to \$25. Dollar Days \$15.
MEN'S BLUE SUITS, \$22.50. Pure wool English blue suits. Regular \$30, to clear Dollar Days \$22.50. All sizes.

MEN'S BLUE CHINCHILLA OVERCOATS WHOLESALE PRICES ON DOLLAR DAYS Regular \$18, \$20, \$22, \$25, \$28 \$30, \$32.50, 35.00 and 38.00 Dollar Days Wholesale.

WHOLESALE PRICES ON ALL MEN'S SUITS AND OVERCOATS, DOLLAR DAYS.

Henderson & Cudmore MEN'S WEAR

sweet delight. I wept for joy, like a dove I mourned! when shall I again return? Dear Child, I also by pleasant streams Have wandered all night in the Land of Dreams, But tho' calm and warm the waters wide, I could not get to the other side. "Father, O Father! what do we here. In this Land of unbelief and fear? The Land of Dreams is better far Above the light of the Morning Star." —William Blake.

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with the object of improving the quality of the milk and cream, to be able to point out to the producer the mistakes he may be making in the handling of these important dairy products, and to give suggestions as to how these mistakes may be corrected. A meeting is called for Friday, November 23, at the Royal Winter Fair, Toronto, of all those interested in the production and shipping of milk, and particularly those entered in the milk and cream classes. At this meeting the milk producers' problems will be thoroughly discussed by those competent to give advice and by producers whose methods have proved satisfactory. The competition and meeting is under the auspices of the Ontario Milk and Cream Producers' Association.

FOUND That the consistent use of PURE COD LIVER OIL will soon build up all run down systems. As a prevention of colds and coughs or as a Blood Builder it has no equal. We would advise starting taking it at once—now is the time. Just received a large consignment at prices ranging from 50c to \$1.25 per bottle. All orders by mail given prompt attention.