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The New Temperance Act

Now that the new Temperance Act has become law by acclamation, it behooves all our citizens to study its provisions, and govern themselves accordingly. In some respects the law is undoubtedly more severe than the measure it replaces. Interdicted persons—those who have been blacklisted by the Commission or by a Magistrate—are guilty of an offense if they even apply for a permit, or enter a vendor's store. For supplying liquor to such persons, directly or indirectly, or to persons under 21 years of age, the penalty for first offense is imprisonment with hard labor, one to three months, and, for subsequent offenses, four to twelve months. For illegal sale or possession there is a fine of from \$200 to \$1,000 or imprisonment with hard labor, and, for subsequent offenses, three to six months' imprisonment with hard labor and without option. Vendors selling otherwise than in the prescribed manner are liable, on conviction, to be fined \$200 to \$500, and, for subsequent offenses, \$300 to \$1,000, with corresponding jail sentences in default of immediate payment. As under the Prohibition Act, the burden of proof in prosecutions is on the persons accused. Authority is retained to padlock premises where convictions have been secured.

The Commission under the chairmanship of Mr. Haywood is obligated to make detailed reports, which are to be tabled annually in the Legislature. Its orders and acts are subject to no appeal, and its powers are very considerable. These include: the purchasing and selling of all intoxicants; the determining of the towns within which vendors' stores shall be established; the granting, refusing or cancelling of permits and licenses; the fixing of prices; the making (with the approval of the Lieutenant-Governor-in-Council) of such regulations, not inconsistent with this Act, as to the Commission seem necessary for carrying out the provisions of this Act, and for the efficient administration thereof; also the prescribing of "the kinds and quantities of liquor which may be purchased under permits of any class, including the quantity which may be purchased at any one time or within any specified period." In the case of individual permits, however, Section 15 limits the purchasable quantity to one bottle of spirits or wine or one case of beer in any one week.

Three different kinds of special permits are enumerated. The first two are similar to those authorized under the Prohibition Act and are issuable (1) for professional purposes to druggists, physicians and dentists, and (2) to clergymen for sacramental purposes. The third special permit provision is new. It may be applied "in the prescribed form, when authorized by the regulations, entitling the applicant to purchase liquor for the purpose named in the permit and in accordance with the terms and provisions of the permit, and of this Act, and the regulations." The meaning of this latter clause (Sec. 15.2.d.) is ambiguous to say the least; yet it passed without discussion in the Legislature last session. Apparently it applies to clubs and organizations requiring liquor for social functions. Another clause, under Sec. 54, may be intended to prevent abuse of this privilege by imposing a penalty of not less than \$1,000 nor more than \$3,000 if the offender convicted "is a corporation." If we rightly interpret the meaning of this measure, it is one which can very easily be abused. In any case it verges closely on what is called class legislation. There should be no privileged classes in our free democracy, and it is for the Commission and Government to see that the new Temperance Act does not create any.

Timely Reminder

Mr. J. M. Macdonnell, chief financial critic of the Progressive Conservative party in the House of Commons, took a strong stand in defense of farmers' interests during one of the closing debates on the report of the Parliamentary Prices Committee. He prefaced his remarks by saying that farmers had not, in the past, been receiving proper prices for their products, "and now that their prices are more in line we think it is an outrage." He added that he had long felt "that if the farmers suddenly decided some fine day not to work any harder than we in the cities work we would all starve."

Mr. Macdonnell also warned that leisure costs money and that the people in cities were getting too much money in contrast to the farmer, and thus were contributing to rising prices.

Most Emergent Liberal Issue

In anticipation of the forthcoming Liberal national convention, the Winnipeg Free Press, leading Western Liberal daily, warns that the Party is, or should be, flatly opposed to the doctrine that the state, rather than the individual, should regulate every kind of economic activity. "Nevertheless," it complains, "it must be said of the Liberal party that it has lately strayed far from its basic principles here. Most of its interferences in the free enterprise system were undertaken under the pressure of war but some of them have been maintained unnecessarily, in denial of Liberal principles and of the Government's stated policy. The socialization of the wheat industry, the embargoes on exports, the attempt to socialize the coarse grains industry, the imposition of a wage ceiling on farmers while other workers are free to seek higher wages, are

all examples of the anti-Liberal, socialistic trend now visible within the party.

"It is for the convention to oppose an extension of these policies or to admit, by approving them, that Canadian Liberalism has moved from its historic base and is travelling in the same direction as the C. C. F. at a lesser speed. This is probably the most emergent issue in the party and should be faced openly whatever its immediate political effect on the Government."

EDITORIAL NOTES

The Credit Unions and co-operators conclude a successful convention.

The order-in-council proclaiming the new Temperance Act has not occasioned much comment except to the effect that business will proceed as usual.

The Public Utilities Commission resumes its hearing at 4 o'clock this afternoon. Owners of summer cottages and tourist camps will be interested in the new tariffs.

There's an unpremeditated gathering of the Island Clans—from south, west, north and even east this summer. All are welcome to the old homesteads.

Charlottetown citizens have had to wait a long time for a housing project to get under way, but the 29 houses now being commenced should not be held up by shortages of material as they would have been if started earlier.

There is no better way of reducing the danger to life in boating accidents than learning to swim. Red Cross swimming and water safety classes which commence this morning present an opportunity which should not be missed.

Prince Edward Island has lost one of its finest citizens in the death of Mrs. W. J. McIntyre, whose brilliant talents, over a period of many years, were devoted to the service of her church, her community and her country. Her memory will be treasured by all who had the privilege of knowing her, and their name is legion.

A record number of tourists crossed the border at St. Stephen over the July 4 week-end. The record holds good over any fourth of July week-end in the past, with a total of 1,591 during Saturday and Sunday crossing into Canada. This number is 737 more than for the corresponding two days last year.

Are we returning to the days of hole-and-downer discussions where publicity might be advantageous in the formation of public opinion? The Anglican Bishops in London are sitting behind closed doors, and now Canada and the United States are considering in secret how far they can go in alliance with the Western European bloc for mutual defence.

Giff-gaff makes good friends, hence it is while a London newspaper magazine is donating gifts to Canadians, a Montreal newspaper magazine is dittoing it in England. A chime of 18 Canadian-donated bells were hoisted recently into the belfry of All Hallows Church, barking-by-the-Tower, England. The bells were donated by Mr. J. W. McConnell, president and publisher of the Montreal Daily Star. It may be recalled that neither made his money out of newspapers, but invested in them when each of them had become millionaires in business.

Five Canadian educationists, heading for the Quinquennial Congress of the Universities of the British Empire, to be held at Oxford, Eng., from July 19 to July 23, sailed Saturday on the Canadian Pacific liner Empress of Canada. They are Dr. F. Cyril James, principal of McGill University; Dr. W. T. Ross, Fackington, president of Mount Allison University, Sackville; Hon. Chief Justice O. S. Tyndale, chancellor of McGill University; Dr. N. A. M. MacKenzie, Vancouver, president of the University of British Columbia; and Dr. A. W. Trueman, latterly president of the University of Manitoba and now president-elect of the University of New Brunswick.

The Antarctic whaling season for 1948 ended a short time ago, and it was good news in a fat-famished world to learn that the full quota of 16,000 blue whale units—equivalent to 300,000 tons of oil—had been caught. But Ole Knudsen, a Norwegian journalist, told listeners to the BBC's "Radio Newsreel" of the other side of the picture, saying, "This season it has taken a week less to catch rather more whales than last year; so it looks on the surface as though this year there was quite a good season. But this year there were two more factory ships and about thirty more catcher boats. In fact, the average number of whales caught per catcher boat has actually dropped. These are not encouraging facts; they show that experts have already asserted—that there is certainly no abundance of whales in the Antarctic. The heavy, unrestricted-catch before the war has taken its toll."

Joseph Chamberlain, British statesman, died this date 1914. Known as "the Apostle of Empire" because of his fervent advocacy of Imperial preference for the developing and cementing commercial relations between the Mother Country and her outlying dominions and colonies. In 1895 he became colonial secretary in Lord Salisbury's cabinet and advocated old age pensions, breathing a new spirit into that department. In 1903 he withdrew from the Government because Mr. Balfour, then Prime Minister, hesitated to adopt as a party platform his policy of Tariff Reform. He founded Birmingham University of which he became its first Chancellor. Father of Austin and Neville Chamberlain—both distinguished statesmen in later administrations: "The day of small nations has passed away; the day of empires has come—and they must be organized."

Notes By The Way

A Chatsanooga (Tenn.) reader writes that his favorite local bus driver is one that yells. "All right, folks, fill up the back—act like you're in church!" — This Week.

The prize for mixed metaphors this season goes to an American politician who warned his colleagues: "Washing dirty linen in public leaves wounds that are hard to heal." — Edmonton Journal.

It is an interesting idea that Mrs. Eleanor Roosevelt should run for vice-president on the Democratic ticket, with Mr. Truman. Mrs. Roosevelt is a great woman in her own right, and few Americans stand as high in public respect and confidence. — Ottawa Journal.

Good Canadian speech can be very good indeed. The late John Buchanan said that there was a sound of cracking ice in Canadian voices; this is excellent, but too many Canadian voices sound as though the speaker had a mouthful of broken glass. — Peterborough Examiner.

"Primitive demands in modern man are in sharp conflict with ill-defined yearnings arising from the dissatisfaction of the higher and comparatively recently acquired critical and ethical tastes." — Quotation from a magazine article. Translation: People don't know what they want. — Kingston Whig-Standard.

A cheese that does not exude fat at tropical temperatures has been developed in Queensland, Australia, by officers of the state's division of dairying. A Queensland cheese factory has installed a plant for commercial manufacture and many enquiries have already been received from outside Australia, although export licences are limited. — Fredrick Gleaser.

The present system is not fair to either doctors or patients. A doctor who has a man operating on him is not being fairly treated if his patient is out half the night. Yet whenever a doctor refuses to answer a call he runs the risk of facing an outcry if the patient in the case should prove to be critically ill and if he should die as the result of any delay in the arrival of medical assistance. — Owen Sound Sun-Times.

Add pathetic figures department: The city traveller we met recently carrying two sample cases of smokers' supplies. His firm duly furnishes him with a car to cover his daily round. On its stationery, emblematic of world trade ambitions, are depicted—a plane, ocean liner, and an airplane railway train, with the terrestrial globe for background. What's wrong with the picture? He goes afoot all day—if he tried to park his car downtown he'd lose half his working day starting, stopping and picking up traffic tickets. — Montreal Financial Times.

Most of our price ceilings may have gone out of the window but those who sell merchandise would be well advised to bear in mind that to charge "other than reasonable and just" prices is still contrary to the law of the land. When scarcities occur, there is always a temptation for those who possess scarce goods to charge all that the traffic will stand and to profit unreasonably from the position they occupy. The \$3,000 fine imposed upon the Toronto dealer who profited excessively from the sale of nails he had in stock as a sideline should cause other dealers in different classes of merchandise to do some serious thinking. — Brookville Recorder and Times.

The use of the rocket net for the capture of wild geese alive and unharmed is described in the first annual report of the Severn Wildfowl Trust. The net was experimented with early this year on the trust's marshes at Slumbridge, Gloucestershire, in order to devise a technique by which geese could be ringed and their migrations traced. The first firing of the net resulted in the capture of 31 geese—one pinkfoot and the rest whitefront. One curious observation arising from the year's work is that, though in the winter of 1946-47 the flocks of whitefronted geese contained one specimen of the very rare lesser whitefronted goose in about each thousand; in 1947-48 no lesser whitefront at all were seen. — London Times.

The Thames no doubt in some of its reaches can disseminate odors which are not precisely those of Araby, and samples of its waters taken at Godstow and at Greenwich might on analysis show some difference. But the historic river must not be malign, and when the Bermondsey Borough Council seeks to discourage local bathers by putting in poster forth the question, "Would you swim in a sewer?" it is not surprising that a sane over-river council think this is going a bit too far. And the Thames, after all, has improved quite considerably. Time was when it was thoroughly fetid even at Westminster. It worried Lord Malmesbury, Foreign Secretary, more than once in the middle of the nineteenth century, quite a lot. "The pestilential smell from the Thames," he wrote in June, 1837, "is become intolerable, and there has been a question of changing the locality of Parliament," and again a year later, the heat is become fearful, and the smell from the Thames so bad in Whitehall Gardens, where we live, that we cannot open the windows." Speaker's adjuration to "sweet Thames" must have needed substantial reservations. — Janus In The Spectator.

PUBLIC FORUM

This column is open to the discussion by correspondents of questions of interest. The Charlottetown Guardian does not necessarily endorse the opinion of correspondents.

SEEKING PEN-PAL

Sir, — I am writing to you because I think that you may be the only one who can help me in my hunt for a Canadian pen-pal. If you can, I would be very thankful. The type of person I would like to correspond with should be— A boy of about 15 or 16 years of age, interested in all sorts of music, art, books and films, animals (horses preferably). This boy must be of a sporting nature, etc.

Myself—hobbies are drawing, horses, dogs (and some other animals), reading all sorts of books, dancing, writing, Sports are, horse riding, ice skating, tennis, swimming, football. Description— 5 ft. 10 1/2 inches tall, aged 15 (nearly 16), dark brown wavy hair, grey green eyes. I have a good taste for clothes, dress well and respectably and do not believe in drab colours. I was born in Australia and like my country very much and would only leave it for "wide open spaces" for travelling purposes. I hope you will help me in my quest, as I like Canada and her people very much.

I am, Sir, etc., BRIAN J. COLEMAN 13 Banco Street, Roseville, Sydney, Australia.

THE QUEEN CHARLOTTE ISLANDS

Sir,—Lest you may misunderstand the purpose of this letter, I wish to say that I am only interested in having people learn of these islands, and what they have to offer those who are interested in finding a home here. I have nothing to sell. There is an abundance of good land open for pre-emption on this land. The duties and costs of this here are same as for homesteads on prairies.

However, conditions out here are quite different from those on the Prairies and the appeal is not so great in some ways. First I will enumerate our advantages: We have the mildest climate on the Queen Charlotte Islands to be found in all of Canada. We have about 5-12 to 6 months frost-free weather, and very little frost and only short cold spells in excess of two weeks. Most of the winter temperatures are around 45 above Fahrenheit.

All the ordinary garden plants grow well except those requiring hot weather. Corn (maize) is grown for roasting ears in favorable spots but is not a general success, nor are melons grown. All the bush fruit does well here as do certain varieties apples, pear, plums, damsons and cherries and all the grasses and some of the clovers. All of the clovers do well on suitable soils. Trouble with them is not climate but the quite general acidity of the soils. That, of course, can be corrected with applications of lime. There is an abundance of game and some will tell you there are far too many deer, as we must necessarily fence all gardens against them. However, there is a compensation for the lack of deer, and that is venison at all seasons for their own consumption. Fish are abundant and the seas about the islands afford the best fishing on the Pacific Coast. There is plenty fuel and building material in the timber.

Now for the disadvantages: We have a rather heavy rainfall. The precipitation varies from about 48 inches to 73 inches annually, with high coming in winter. It usually comes in the form of rain, but on some of the days are much overcast and the daylight period is rather short during midwinter. Zero weather has not yet been officially reported from any of our weather stations and about 18 degrees frost is usually the coldest day in our short cold snaps.

Communications are not too good. We have fortnightly winter services from both Vancouver and Prince Rupert and a service at ten days intervals from both these ports in summer. There are few roads on the islands and only about 40 miles suitable for motor traffic. That road does not give access to the best land. Soil varies widely over very small areas at times. It varies from clay to gravelly, from peat through muck to loam. Much of the land is swampy requiring drainage or timber requiring heavy clearing operations. There is a limited area market for the timber either, though prospects look favorable for such a market developing within next few years.

This sort of climate requires of a settler a very considerable amount of adaptability but I think any one willing to work can feel assured of plenty to eat and wear—a reasonable salary. No one is going to get rich here in the immediate future. A lot of money has been earned fishing and logging during the past few years and those occasions are quite likely to afford employment to experienced men for a long time to come.

There are lots of pre-emptions where a person could start right in keeping a cow or two and plenty opportunity to raise a garden the first summer in occupation but there are no great range areas. Properly managed pasture can be expected to supply lush grass for at least eight months of the year and the native grasses and browse have kept alive winters possibly

SUIT SPECIALS

Friday and Saturday

Last week-end our Suit Sale brought hundreds of people to our store. In the rush many were turned away. On Friday and Saturday we are repeating the same bargains. Extra clerks will enable us to serve you.

COME EARLY FRIDAY — THE PRICES ARE UNBEATABLE

100 MEN'S SUITS—An Outstanding group of English (Yarn dyed) Suits—in all the newest shades—Greys, Blues, Browns, Fawns. Sizes 36-42. Regularly Priced at \$62.00. SALE \$50.00

50 WORSTED SUITS—Single and Double Breasted models—featured in all the popular shades. FRIDAY and SATURDAY—

20% off

- 10 Dozen MEN'S SHIRTS \$2.50—White or neat stripes. Worth \$3.50— 2.50 ON SALE
3 Dozen Fine POPLIN PYJAMAS. Regular \$6.50— 3.95 ON SALE FRIDAY AND SATURDAY
MEN'S TIES—Fine Silks—Regular \$2.00 value— 75c LESS THAN 1-2 PRICE — SALE
MEN'S TIES—5 dozen in the lot—\$1.00— 39c LESS THAN 1-2 PRICE — SALE
MEN'S BLACK RUBBER RAIN COATS—\$9.50— 5.95 SALE
MEN'S POPLIN light weight Zipper JACKET, \$7.00— 3.95 SALE
MEN'S SWEATERS—Slightly Soiled—ON SALE 1-2 PRICE

SALE OPENS FRIDAY MORNING 9 O'CLOCK CASH ONLY

HENDERSON & CUDMORE WHERE QUALITY IS SURE

The Advertising Business

Royal Bank Letter

(Continued from yesterday)

It is good for the advertiser to spend 90 per cent of his time thinking about the prospect, and only 10 per cent thinking of what to say. From this there arises research into the buying habits and preferences of the consumer. One marketing research company lists 32 points about which research is conducted in connection with the marketing of goods.

All business men, regardless of their specific work, can benefit by study of marketing and merchandising. It is the duty of research to find the facts to interpret them, and to enable business to make the most of them. Marketing research aims at securing facts about consumers, competitors, trade channels, market conditions and media; while psychological research aims at discovering the reactions of human minds to elements in the conduct to be advertised and the means planned to advertise it. From this comes improvement in the product, in the packaging, in distribution methods and in presentation.

Markets change more often than is usually assumed. Take, for example, the year-by-year change due to births and marriages. In the five years ending December 31, 1946, there were 1,454,500 new consumers born in Canada. There were 562,000 marriages—and every marriage changed the pattern of the market in some degree. These are the changes in a mere five years; consider the changes in a quarter century, which is not long in the life of a business concern, and the need for continuous research and advertising becomes obvious.

One purpose of research is to find the most suitable sales channels and sales appeals. How are we to reach this changing and ex-

more cattle than have been fed. My own few head cattle usually come in for handout about mid-February and I feed one full feed hay a day until about mid-April when they again take to the range. Of course, in this climate weeds thrive too. I am very busy these daysulling weeds and "volunteer" sprouts. Every darn spud winters in ground and persists in sending up shoots throughout summer if one can't dig it out. In fact we dug some of our best spuds May 3rd, last year's crop. They kept better than in the root house. I am, Sir, etc. W. N. GIEGERICH. Tiel, B.C. June 27

Advertising stretches all the way from a one-line want-ad in 6 point type (1-12th. of an inch high) to the sky-writing in which the letters are a mile from top to bottom, and the message spreads over 15 to 20 miles. Which shall we use?

The principle we mentioned of looking at the product from the consumer's viewpoint applies also to advertising. An undelivered message is wasted, so the advertisement must be the kind best calculated to attract the reader's attention, and secure his interest. It should be clear, informative, and colorful.

Two examples, from opposite ends of the scale, will illustrate better than any amount of preceptual writing. The first is an exact reproduction of the wording of an advertisement from a moving picture show which ran in newspapers in the 1920's, surrounded by gargantuan teardrops: "Come out and see Cleo Madison weep. Did you ever see Cleo Madison's tears? Jupiter Pluvius, but they're wet and big and slippery. In 8 minutes and 9 seconds in Damon and Pythias. The best previous record was 6 minutes and 4 seconds, held by Olga Nethersole in Carmille. When Cleo Madison cries,

The Poet's Corner

FROM: ESSAY ON DEITY

Narrow brain, how thought You thinking to shut out The undimensional mind? And you, most narrow sight, You glass set in the skull, Reflecting the least leaf, The littlest flake to fall, How thought you to lie blind To the absolute light? Yet since he everywhere, In water, land and air, Moves as everything— The gull on stony wing, The sliding rock, the fish, In the sea's dim mesh, Then, minute breast of bone, Behold how all unknown You drew him home as breath In crystal lapse and flood. Hear that returns God. You bear him for your blood. Obdurate mouth, he is The food that fed your hunger. Deny him then no longer— You took him for your bread. Behold how, unaware, In breathing the wild air, In seeing, being fed, In knowing, even now, These words, this mist and — These birds at the earth's rim, Whether you will or no, You have accepted him.

It's hard to keep the rest of the cast from crying, she's that affectin'." Contrast this overdone pathos with the story told of a blind beggar who had a sign reading "I am blind." When he changed it for one that read "It is springtime, and I am blind," his cup was filled and running over.

Blatancy and Exaggeration

A question was asked us when we was learned we were doing an article on advertising: "Is the suggestive, quiet type of advertising better than blatant advertising?" It depends on the audience. Its environment, upbringing, sensitivity, education and susceptibility to suggestion. Obviously, he would be a daring advertiser who invested his advertising appropriation in running advertisements in a pulp magazine similar to those he used in a scholarly journal.

Somewhat allied to this question is the matter of exaggeration. Sometimes and with some people exaggeration pays. We live in a

Old Charlottetown (And P. E. I.) PIONEER THRIFT

An example of what could be accomplished by pioneer thrift is cited by Walter Johnstone in his "Travels in Prince Edward Island" in 1820, in the case of Mr. Archibald McMurdo, founder of the well-known Island family of that name, who came here from Dumfriesshire on the advice of a former neighbor. "His friend," says Johnstone, "had a land ready bespoken for him on his landing at Bedouque; and the second day after setting foot upon the island he was at work felling the trees where his house was to stand and his first crop of potatoes was to be planted. He got his house erected for eight pounds, after purchasing boards at a saw-mill for the floor and cover; he dug the cellar and built the chimney himself, assisted by his three sons. He sold a pair of fanners which cost him \$4 in Scotland for \$9; a plough which had new timber and old irons he sold at \$5, and by giving a pound in with the plough he got a good cow. He had as many potatoes planted the first year as served the family till the end of April, and after earning \$15 with victuals for sinking a draw well to a neighbour he had ten acres of land ready the second spring. His wife told us they had only missed one thing, to take as much oatmeal with them as to serve them 12 months; but they could have done had they known flour was to cost them three pence per pound."