



# C. C. M. BIKES

## First shipment of 1936 models just arrived!

Bikes with C. C. M. Coaster Brakes SPECIALLY priced

# \$ 29 50

Balance  
1.00 weekly  
NO INTEREST  
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Summerside — Charlottetown



Two Day Sale  
Fri. and Sat.



### Prominent Lumber Merchant Dead

ROTHESAY, N.B., April 2—(C.P.)—W. Malcolm Mackay, 84, for years prominent in the Canadian timber and lumber trade died at St. Peter's hospital, yesterday, word reaching here last night. With Mrs. Mackay he had gone south for the winter and last week was stricken with pneumonia.

Mr. Mackay was born in Liverpool, England, although his father and grandfather were both members of a pioneer Pictou, N.S., family who had emigrated from Scotland. He came to Saint John in 1873 and immediately entered the lumber business, shipping from New Brunswick, Nova Scotia and Maine ports.

His wife and four sons, all of Rotheray, survive.

### PRE EASTER SPECIALS

Well groomed women prefer waves done by skilled operators.

To visiting Teachers we extend a cordial invitation to visit our Beauty Parlor. You will be pleasantly surprised with our rates.

With each Permanent we will give Free an extra Haircut, Finger Wave, and Hot Oil Treatment.

Our staff is composed of competent, experienced operators. Not Students.

ROSE MARIE BEAUTY SHOPPE  
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### HAVE YOU SEEN

OUR ATTRACTIVE NEW ARRAY OF COATS and SUITS  
TAILORED AND SWAGGER STYLES

ALSO THE LATEST IN MILLINERY

DRESSES

AND AN EXCLUSIVE LINE OF KNITTED SUITS

in all shades and sizes. Come in and look around at THE VOGUE

### PUBLIC FORUM

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

(Continued from Page 4)

making evidence, "Citizen" tries to include some assembled diseases of children to lay at the doors of prohibition to which they have no relation. It would be a waste of time and space to follow him further in refutation of figures without foundation, allegories of a special pleader, and conclusions and assumptions which are the antidotes of fact.

I am, Sir, etc.  
PROHIBITIONIST

### ECONOMICS

Sir—Since the revenue argument was not treated very fully in the debate between the advocates of Prohibition and those who advise a change to Government Sale, and since we do not doubt that the brewers and distillers still have hopes of getting our law changed sometime, we have somewhat to say on that subject.

The only persons to benefit financially from Government Sale are those who have a private interest in the liquor business. Four of the largest distilleries and breweries in Canada showed a total net gain in their stocks of over 73 million dollars, 315 per cent, following the repeal of Prohibition. But as a means of assisting provincial finance or helping industry, Canada's "Control" measures have turned out to be the most short-sighted kind of business inefficiency.

In Nova Scotia just before the plebiscite the opponents of Prohibition advertised "Vote Government Control to put three millions of dollars made by the bootleggers, annually into the Public Treasury for public uses." But what happened? In 1934 the liquor business in Nova Scotia put much less than half a million dollars into the public treasury, and to do this the people of the province had to drink nearly enough liquor to float an ocean liner. Several dollars had to be kept out of legitimate business and spent for booze in order to put one dollar into the public treasury.

Roger Babson, the noted economist, is not much given to exaggeration. We have already called attention to what he said—"For every dollar of whiskey revenue received, we have lost \$20 in the loss of legitimate trade, and the cost of damage done to society." Supposing he has exaggerated that ten times, there still remains one dollar gained and two lost. What kind of business efficiency is that? Whenever Government Sale has been introduced there has not only been money come into the public treasury, but there has been also money go out to take care of the wreckage caused by the increased flow of liquor, and income from other sources has been hindered. On the establishment of this law in Ontario, the cost of their jails and penitentiaries increased 42.5 per

cent, taxes became more difficult to collect, business failures increased, and unemployment was aggravated. A whole host of financial difficulties more than offset the revenue obtained from the traffic.

According to a competent authority, a million dollars invested in the distilling business gives employment to about 37.6 persons, in the brewing business to about 74.7 persons, in making bread and other bakery products, to about 355, in manufacturing men's clothing, to about 459, boots and shoes 483, women's clothing 642. And the diversion of money to the liquor industry is not only reflected in less direct employment, but in a large reduction of purchasing power, so that the vast increase in the liquor business in Canada under Government Sale is an important contributing cause to unemployment and general depression.

And how about the farmer? "Citizen" complains that arguments "for Prohibition" have been scarce. Here is another one. The annual per capita consumption of milk in the United States increased from less than 750 pounds in 1917 (before Prohibition) to over 907 pounds in 1929 with the Prohibition law in force. And since those are figures for the whole nation, they have real importance. As a sample of the effect of giving up Prohibition in the United States, we have already cited the fact that the milk sales in the city of Chicago alone during the first year after repeal, dropped by seventy million dollars. The attempts of politicians in the other provinces of Canada, to make the country rich by securing revenue from the liquor business have been no more intelligent nor successful than a child looking for a pot of gold at the end of a rainbow.

Our main concern is not for money but for human values which liquor is so efficient in destroying. The increase under Government Sale of vice and crime of all kinds, in ill health, in broken homes and crippled lives, is our main objection. Even if easy revenue was thus secured, it would not be worth that price. But we oppose Government Sale also because it is a heavy drag on economic recovery and a certain enemy of financial and industrial well-being.

I am, Sir, etc.  
T. R. GOUDGE

### BREWERS AND PROHIBITION

Sir—Through the kindness of a friend who evidently saw "Citizen's" attempted oration on the failure of the prohibition era in United States, in reply to something that "R. S. P." had said in his replies to Mr. Rogers' comments on certain questions and answers, I have at hand some first class evidence as to the worth of that attempt on "Citizen's" part. And since it is information that should have been supplied to their press agents by the "trade" in way of warning them what not to say, one cannot help but feel sorry for "Citizen" and others that the promoters have so "let them down."

The surest way to refute any man's arguments is by words out of his own mouth. "Citizen" has labored to picture the prohibition era in the U. S. as a terrible period of education in the drink habit. If one were to believe what he says, for instance, there were over 18,000,000 illicit stills in operation during the period, the only conclusion one could come to would be that everyone was learning to drink. For instance, Hudson Maxin of New Jersey said, "Drunkenness among our young boys and girls has become a national disgrace." Clark Warburton, in "The Economic Results of Prohibition," said, "This change (to prohibition) was accompanied by a growth of drinking among young people and in 'smart society' which shocked and horrified observers" (wet observers of course). And on words without end, the "trade" agents and lovers of booze in general, vied with one another to misrepresent the situation so that Repeal would be brought about. Never was a cause so lied about. But now we have the truth from their own lips; the truth, this time, because it would not pay them to lie; indeed they would lose by so doing. Here then are samples of what they are saying today.

"In that language the 'trade' exhorts its retailers to greater efforts to round up consumers for their product. Lost ground during prohibition must be regained. And the point is that there was much ground lost; and it was this 'hope,' which we have said conviction, that the prohibitionists undertook the herculean task of putting the U. S. in the dry column. Now the 'wets' say that the prohibitionists' hopes were realized. 'Citizen' says any man is a fool to believe that prohibition could do this. Go easy, Mr. 'Citizen' don't call your back-ers fools in that fashion. During the prohibition era the 'wets' said 'Hell hath enlarged herself, and opened her mouth without measure' to admit all those, especially within the younger brackets, who were being damned by learning to drink. Now, after learning to drink, men are saying, with real tears, 'prohibition killed the beer tradition in a generation.'"

But the distillers are also alarmed for their share of the booze trade. Midas' Criterion, a "trade" journal, for Sept. 1935, and written by one Paul Studenski, a professor in N. Y. University: "The consumption of alcoholic beverages has apparently decreased greatly in this country since the pre-prohibition days. Many people have lost the drinking habit, and the younger generation has not acquired the same extent as had the generation of the pre-prohibition days."

The above quotations from statements and confessions made by the "trade" itself are sufficient to show that brewers and distillers recognize the fact that a generation grew up under prohibition without the acquired appetite for alcohol. And they grew up not only because of a law, but because of the teaching and idealism that was laid as a foundation for that law. They

I am, Sir, etc.  
BERT WAINER.

### PROHIBITIONIST'S INTEMPERATE LANGUAGE

Sir—When the Temperance Federation announced the appointment of an "Educational Secretary," I believe everyone considered it an important step in the right direction, for through education alone lies the only hope of a permanent improvement of present conditions. Might I be permitted to suggest to the Educational Secretary that in his capacity as such he be a little more tolerant in dealing with those of us who do not agree with him as to the merits of prohibition. We may be "numb-skulls" as he classes us but I question the wisdom of an "Educator" so describing his pupils. I find that I am more attracted by courtesy than by abuse and a reflection on my mentality.

However, my reason for writing this letter is to call the Secretary's attention to his very unfair reflections on "Citizen." I have made the statement in the press that "Citizen" is well known to me. He is a clergyman of one of the large congregations in Charlottetown. I have been associated with him in philanthropic work. He has done particularly good work among the young people of his congregation and is very highly regarded. If anyone doubts my statement I am sure the Editor of either or both of the city newspapers will verify what I say. I claim therefore that the Secretary's reference to "Citizen" is very unfair, unjust and unkind. He says "My honest opinion of 'Citizen' is that he is the very incarnation of insincerity." If that is not the case he is stone blind or desperately selfish. "We know your subtle way." "You are, I believe, directly or indirectly greedy for gain." Speaking generally this discussion of a very burning question has been carried on with great courtesy by both sides and I consider it unfortunate that we should have had to do so. Might I, in all kindness, suggest to the Secretary that he do what any fair mind-

See our show windows and do your buying early as they are moving fast.  
E. A. FOSTER  
CENTRAL DRUGSTORE

recognize the fact, and are out to combat by every way possible, fair or foul, mostly foul, the efforts of prohibitionists and temperance workers in general to save the country from the curse of drink. Hear what one of master brewers, Robert Schwartz by name, said at the regular monthly meeting of the District N. Y. Master Brewers' Association, in Nov. 1935:

"Sensational and fanatical distortions and misstatements, all detrimental to the brewing industry" (contained in temperance publications, and so described by a conscienceless brewer) require "prompt and vigorous action of all in any way connected with the brewing industry" to the end of a repetition of national prohibition. Now what was there in national prohibition that the "trade" fears? The development of generations "that have lost the beer tradition"; that have grown up without acquiring the appetite for alcohol. Prohibition does prohibit after all. So says the "trade."

And that, Sir, is the present day valuation of prohibition by the liquor traffic itself. It is damning and destructive to their business. It must be combated at all costs, and in every way. And that is the answer of truth to "Citizen's" claims against prohibition.

And then, forsooth, he comes out as an advocate for liberty. A reply to that is succinctly put by Senator C. H. Critcher, in an address before the U. S. Senate on the anniversary of the 18th Amendment: "It (beverage alcohol) impairs the liquor, because liberty is the power to choose the right, and to take advantage of opportunity. An article whose consumption impairs this drinking habit, and the corruption of the springs of thought and of health and will, as does this liquor, is a destroyer of liberty, and its tolerance is not an emblem of freedom. It is a public enemy number one, and the only way to handle it is to destroy it."

I am, Sir, etc.  
BERT WAINER.

### CONFEDERATION LIFE INSURANCE

L-6798-7-12-312.

### PANSIES IN APRIL

The caretaker of the Cundall Home picked pansies in his garden yesterday, something unusual for April 2nd.

### CALVIN CHURCH, LOT 48

Sabbath worship will be held on Sabbath next at 2:30 p.m. Rev. G. C. Webster will preach. L-3531

### TRANSFERRED

Mr. C. H. MacLellan of the Royal Bank of Canada staff, City, has received word of his transfer to Halifax and leaves this morning to resume his new duties at that branch.

### OFFICERS ELECTED

At a regular meeting of Charlottetown Council No. 15 National Association of Marine Engineers of Canada (Incorporated) the following officers were elected for the ensuing year: President, Frank Payne; Vice President, G. E. Gillis; Secretary, Treasurer, L. Winchester; Inspector, Howard McDonald; Doorkeeper, G. Charles Batt.

### ISLANDER DEAD

Mr. Watson V. MacKinnon of this city received a telegram conveying the sad news of the death of his brother Mr. Leo W. MacKinnon who passed away suddenly yesterday morning at his home in Providence, R. I.

### COMMISSION FISH MERCHANT

The firm of Lincoln-Wiley & Co., Boston, have announced the appointment of Mr. J. D. MacLeod as their representative in this Province. Mr. MacLeod will ship shipments of live lobsters for the above named firm. See advertisement in this issue.

### VISITS SCHOOL

The pupils of Grade Ten in Rochford Square School enjoyed a delightful visit yesterday morning from Mr. C. H. B. Longworth, Chairman of the City School Board. Mr. Longworth listened to the recitation of lessons in History, Geography and Latin. He questioned the pupils and examined some of their written work. At the close of his visit, Mr. Longworth presented Miss Vernita MacKenzie, Miss Catherine Feayvour and Miss Dorothy Regan, who attained first, second and third rank respectively in the March examinations, with generous prizes. Needless to say the pupils are most appreciative of Mr. Longworth's kindly interest and encouragement.

### Y.M.C.A. ROUND TABLE CONFERENCE

Contemplated policies in the work of the local Y.M.C.A. were discussed at a meeting of Association directors, ex-directors and interested business men at a round table conference held in the Association building last night. The president, Dr. J. A. Clark, was the chairman. The work of the Y.M.C.A. for the past year was reviewed by the meeting. The program for the next twelve months is to have incorporated in it as part of the regular work a section for women and girls. The coming financial campaign was discussed and recommendations were made to be passed along to the campaign committee. His Worship Mayor Turner was present and as chairman of the committee contributed to the discussion. The association is to ask for \$5,000 this year, the campaign to start on April 14 and to continue until the 17th.

The many friends of Master Sammy Robison are pleased to see him out again, after his trying illness.

Dr. J. A. Clark, R. E. Mutch, J. O. Hyndman left yesterday morning by plane for Moncton to attend a meeting of the Maritime Transportation Committee.

ed man does when he finds he has made an incorrect statement reflecting on the character of another.

I am, Sir, etc.  
W. K. ROGERS  
Charlottetown, April 2, 1936.

(As this correspondence has been exhaustive and has apparently served its immediate purpose, it may now be profitably discontinued.

Ed. G.)

### The Central Guardian

This column is reserved for news of local interest but advertising of a new nature may be inserted at a cost a word strictly payable in advance.

### George G. Ritchie Dies Suddenly

Funeral services were held Sunday afternoon in Tacoma for George Gilbert Ritchie, 63, who died suddenly last Thursday morning from a blood clot while apparently making a rapid recovery from a recent operation on his knee.

While his home was at 3556 Monroe Street, Tacoma, Mr. Ritchie and his wife had resided here for the past several months, or since the death of Mrs. Ritchie's mother, Mrs. C. A. Reddy. Before coming here Mr. Ritchie had worked for a Tacoma creamery company for fourteen years as a salesman. He was forced to give up his work some time ago because of an injured knee.

He is survived by his widow, Mrs. Bessie Ritchie of Winlock, as well as his aged parents, one brother and five sisters, all of whom reside at the birthplace of deceased at Prince Edward Island, Canada.

Following the service at Tacoma, interment took place in Tacoma cemetery.

### SASK. MOTOR REVENUE HEAVY

REGINA—Revenue of \$1,900,000 reached the Saskatchewan government through motor licenses and gasoline taxes during the fiscal year 1935-36, official figures reveal. Of this amount \$1,289,916 was voted for Department of Highway expenditures, \$580,910 going to the provincial treasury.

### EASTERN GUARDIAN

"ODDFELLOWS HALL, Montague, April 13th. Amateur Performance. L-3525-4-3-7-10.

### THE MONTAGUE LEGION

will start a series of Amateur Nights in Oddfellows Hall, April 13th. L-3525-4-3-7-10.

### DRIVING CLUB MEETING

The Montague Driving Club held a well attended meeting Monday evening, March 30, with good attendance, despite the bad condition of the roads many horsemen from distant points were there, which is a sure sign that the racing fever is on. Edward R. Murphy was elected president, Geo. McIntyre, Archie Llewellyn, Alex McLeod and Edward R. Murphy, race committee; Gordon McLean, clerk of course. Secretary to be elected later. Many important suggestions were made by Mr. W. McKenna of Vernon Bridge, Mr. H. Killam, owner of Star Dillon and Toie; Mr. Edward Murphy, Mr. James Lan- one owner of Billie Cope, and Mr. James Murphy, owner of Because and former owner of Johnnie Miles, Mr. Archie Llewellyn and Mr. Geo. McIntyre. Plans are in the way for a series of matinee races at the Montague track this summer. The next meeting will be advertised in the Charlottetown Guardian, at which meeting the Club will look for a bumper crop of horsemen who will be anxious to hear the word "Go," and get off together to a good start. H.

### READY RECKONER

How many sheep do you think there are in that flock? Forty-nine. How do you know so quickly? Easy! Count the legs and divide by four.

### REMEMBERED DOORKEEPER

LONDON, (CP)—Edgar Chapman, for 20 years stage doorkeeper at the Duke of York's Theatre, received a legacy of \$500 from the estate of Miss Melnotte, the late actress-manager, who left \$67,000.

### Six Solid Advantages

See what an IMPERIAL Income Protection Policy will do for you

1—It Creates a Future Income of \$100 a Month, which will commence when you reach age 60, and continue as long as you live.

2—It Creates a Cash Fund of \$16,470. In case you prefer a lump sum at age 60, instead of the monthly income, you could take \$16,470 in cash.

3—It Creates a Minimum Estate of \$10,000. From the time you made your first premium deposit you were sure that your dependents were protected to the extent of at least \$10,000.

4—It Creates a Death-by-Accident Estate of \$20,000. Should you die by accident before you are 60 the

payment to your beneficiary will be \$20,000.

5—It Creates a Guaranteed Reserve Fund which will serve you in any special emergency and be immediately available.

6—It Creates an Investment Plan which assures the absolute safety of your savings, and compares favourably with any other sound investment you could make.

You should have for yourself and your dependents an Imperial Income Protection Policy with all these features.

Send today for particulars of this remarkable policy.

MAIL THIS COUPON FOR COMPLETE INFORMATION  
The Imperial Life Assurance Co., Head Office, Toronto, Ont. 41  
Please send me full particulars of the Imperial Protection Policy.

Name .....

Address .....

Age .....

381/A

### Robin Hood Flour Contest Winners For This Week

The millers of Robin Hood Flour have announced the winners of this week's contest for the best answers to the question "Why did Mrs. Brown change to Robin Hood Flour?" These are the winners of the contest which closed Saturday, March 28th:

1st prize of \$25.00, Mrs. W. O. Jones, 3 Grove St., Glace Bay, N.S.

2nd prize of \$10.00, Mrs. A. B. Smith, 7 Erskine St., Dartmouth, N.S.

3rd prize of \$5.00, Mrs. Titus Mossman, Rose Bay, N.S.

4th prize of \$2.00, Miss Myra M. MacDougall, West Gore, N.S.

5th prize of \$2.00, Mrs. H. Gaudet, 229 King St., Charlottetown, P.E.I.

6th prize of \$2.00, Mrs. W. W. Somers, 331 Mountain Road, Moncton, N.B.

7th prize of \$2.00, Mrs. E. T. Harmer, Norton, N.B.

8th prize of \$2.00, Mrs. Elizabeth T. Pace, Trenton, N.S.

The following won prizes in the children's contest for the best answers to the question, "Why do you like the stories of Robin Hood?"

1st prize of \$5.00, Esther May Hill, 21 1/2 Victoria St., Glace Bay, N.S.

2nd prize of \$2.00, Marie Kingston, R.R. 6, Fredericton, N.B.

3rd prize of \$2.00, Douglas Allen McKee, 150 1/2 Leinster St., St. John N.B.

4th prize of \$2.00, Anita Savage, Chatham, N.B.

5th prize of \$2.00, Fred Morrow, New Glasgow, N.S.

6th prize of \$2.00, Marion Nicholson, Louisburg, Cape Breton, N.S.

### Eckener Banned In Press Report

(A. P. By Guardian's Special Wire) BERLIN, April 2—The officially controlled press of Germany, under orders from the propaganda ministry, will no longer include the name of Dr. Hugo Eckener in reports of Germany's two giant airships.

Dr. Eckener's refusal to write an endorsement of Chancellor Hitler during the recent election campaign led to the ban. The aerial technologist refused the request on the grounds he is not a politician.