

THE CHARLOTTETOWN GUARDIAN

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

WEDNESDAY, JUNE 21, 1939

The Women's Institutes

The opening today of the 26th annual convention of the Women's Institute of Prince Edward Island is a reminder of the splendid work achieved by this organization.

The convention meetings will be carried on today and tomorrow in the Prince of Wales College hall, the guest speakers being Dr. Carleton Stanley, president of Dalhousie University, who will speak on Canada's place in world affairs, and Dr. R. F. Seaman, whose subject will be Cancer, a disease which like Tuberculosis has an alarming death toll.

The meetings should be productive of value not only to the Women's Institutes, but to the public in general which will follow the proceedings with more than ordinary interest.

The Tientsin Situation

Japan seems determined to push its military blockade measures at Tientsin to the point of forcing Great Britain to adopt economic reprisals. The original dispute over the surrender of four Chinese suspected of murder has, as pointed out in yesterday's despatches, developed into a far more serious matter involving the position of foreign settlements as a whole and the British Government's attitude towards Japan's China policy.

The Ottawa Journal correspondent at Tokyo sums up the situation as follows: "The Japanese army and nation have convinced themselves that their failure to obtain China's submission after two years of war is due to foreign support to China, and as Britain's interest in China is largest and her preoccupations elsewhere most intense, she has been selected for the effort to terminate foreign interference."

Behind this bold front is the fact that the cost of Japan's undeclared war in China has been tremendous. Promises of swift victory, made again and again, have failed to fulfilment. There has been an appalling drain upon Japanese treasury and also on the morale of the Japanese people. On top of everything, there is the spectre of Soviet Russia.

Canned Food Trade Survey

In a handy volume of 170 closely printed pages, the Imperial Economic Committee surveys the international trade in each of the five main groups of canned food over the period 1932-37, with special reference to Empire supplies and the United Kingdom market.

milk and milk products) from the chief producing countries now exceed 24 millions cwt. annually. Two-fifths of that total are shipped to the United Kingdom. Although the United States is the largest producer and consumer of most canned goods, the prominence of the United Kingdom as an import market is evident in the survey. To quote a few of many examples, 85 per cent of the canned salmon exported from the United States, 88 per cent of the canned vegetables from Canada, 83 per cent of the canned fruit from Australia, 60 per cent of the canned meat from Uruguay, and 73 per cent of all the canned fruit entering world trade, go to the United Kingdom.

A Modern Fairy Tale

In the village of Morchard Bishop near Exeter in England, disaster fell a few weeks ago upon Miss Anna Edwards and her brother Walter. For years Miss Anna had pinched and saved out of her brother's wages as a farm laborer. She had two cake tins. In one she placed the pound notes she saved; in the other she placed the ten-shilling notes. Then fire destroyed the row of four cottages, in one of which they lived. The village policeman rushed to save the two cake tins, but the contents were burned to a crisp.

Enter the local bank manager. "If it can be proved how much was in the tins, the bank will pay," he said. Alas, brother and sister did not even know how much they had placed in the tins over their years of saving.

Carefully the ashes were taken to the railway station and entrusted to the guard. At Waterloo station a special messenger of the Bank of England was waiting. The ashes were sent to experts for examination.

Judge of Miss Anna's surprise when the bank notified her that they were satisfied the tins had contained £398—and that they were issuing her new notes to that amount.

Editorial Notes

Queen Victoria's Jubilee this date, 1887.

Rt. Hon. Malcolm Macdonald, Secretary of State for the Colonies underwent a stiffer cross examination at the League of Nations Mandates Commission than ever he had done in the British Parliament, and came through with flying colors. The subject of interrogation was the future Palestine government.

Mr. John J. Hearne, legal adviser to the Eire Department of External Affairs, has been appointed High Commissioner to Canada. This makes history as it is the first time a section of the Empire other than the United Kingdom has sent representatives to another Dominion with the title of High Commissioner. At Ottawa, Mr. Hearne will have two Empire colleagues in the diplomatic corps. Sir Gerald Campbell is British High Commissioner and David de Waal Meyer is the accredited representative of the Union of South Africa.

Press representatives on the Royal pilot train throughout the tour of Canada brought home several tidbits from the tour. A few: Said His Majesty, after the train had passed through four times zones going westward: "If this keeps up, I'll lose a day's pay." Introduced to a correspondent from Boston, His Majesty mused: "Oh, yes, something about a tea party, wasn't it?" Broadcasters were instructed to pronounce the word "equerry" with the accent on the second syllable, slurring over the k sound. Reason for this, they discovered, was to avoid embarrassing the King who has trouble with k, usually says e-wary.

The General Assembly of the Presbyterian Church in Canada rejected a motion to set a definite retiring age limit of 70 for all paid officials of the church. It was agreed to consider all cases individually. Rev. C. Younger-Lewis of Swift Current, Sask., threatened to resign when a motion setting minimum stipend for retired clergymen at \$1,800 was adopted. Rev. A. L. Budge of Hamilton, presenting the historical committee's report, praised work of the publication "Presbyterian Record" in "maintaining its fine tradition of featuring articles on our history and giving attention to inspiring anniversaries." Toronto Presbytery's move to appoint assistants to the clerks of the general assembly, editor of the Presbyterian Record and secretary of the board on Sabbath schools was referred to a committee to report at next year's assembly.

The U. S. A. Government have seized and confiscated 40,000 imported lipsticks. Four varieties of lipstick were affected. These were a shipment of "rouge a levres clair Guerlain No. 144"; and others named "rouge a levres mandarine, Guerlain, Paris, France. No. 160"; "rouge a levres medium Guerlain No. 145"; and "Pomnade rouge medium Guerlain." All four varieties contained both cadmium and selenium. It was alleged. Cadmium was described as a bluish white metallic element derived from zinc ores and used in making fusible alloys and electroplating. Selenium is non-metallic and has special uses due to its varying resistance to electricity in light or darkness.

Scientific progress in transportation has little respect for age or tradition. Cranford, mentioned in Domestday Book, and now one of the few remaining villages in the London area, is to be pulled down to make way for Heston Airport extensions. Its population is about 800. One structure, however, will be spared—the church, Saxon and eighteenth century, which has some interesting monuments, including an alabaster effigy of Sir Roger Aston, a member of the household of King James I. The picturesque fourteenth-century rectory, in which in 1639 John Wilkins wrote a book about a flight to the "moone," will be taken down stone by stone and re-erected elsewhere.

NOTES BY THE WAY

Obscured among the many legends of the Spanish-American people of New Mexico is the story of San Ysidro. It seems that San Ysidro was plowing his garden one day when he saw a figure in the air. He called out to him, "The Lord wants to see you, Ysidro. Come with me." Ysidro plowed on. "I can't go now," he replied. "You tell the Lord that I'm busy in getting my corn planted and that I'll see Him later when I've finished." The angel nodded and disappeared. Soon another messenger hovered about San Ysidro's plow. "The Lord wants to see you right now," he said. "And if you don't come at once, the Lord says He'll send hot winds and droughts to ruin your corn." Ysidro paused only long enough to wipe the sweat from his brow. "I've had hot winds and droughts before, and they don't bother me," he said. "I'll carry water from the river. Tell the Lord I can't come now, but will see Him when I have my corn planted." Baffled, that angel, too, simply said, "The Lord says He'll send you a third angel, larger and sterner than the other two, to tap Ysidro on the shoulder. 'The Lord doesn't like your attitude,' the heavenly messenger said. 'He says if you don't come with me right now He'll send a plague of locusts to devour your corn from the top and a plague of cutworms to eat its roots.' That fourth messenger had not answered Ysidro, turning his plow and starting back. "He had plagues before, and with fires and hoisting and hard work, I've saved my corn. You tell the Lord all that to Him tomorrow." And so the third angel flew away. San Ysidro had plowed several furrows before the fourth messenger came to earth. "The Lord isn't going to give you any more," the angel announced, flapping his wings hard to keep up with the stubborn plowman. "He wants you to come with me right away. He'll send you a bad neighbor." Instantly San Ysidro stopped his mule and wrapped the rains around the plow. "For the first time that I was ever in my life, I was afraid," he said. "A bad neighbor!" he shouted. "No, no! I can stand hot winds and drought, locusts and cutworms—I can stand anything but a bad neighbor." "Go with you right now,"—Rotarian Magazine.

It is safe betting that there will be an exceptionally large crop of Georges and Elizabeths baptized in Canada this year.—Brockville Recorder and Times.

The Times has its good points. After reporting that King Victor Emmanuel has conferred the Order of the Annunziata on Herr von Ribbentrop, it adds: "The last two foreign recipients of the Order of the Annunziata were King Zog and the Emperor Haile Selassie.—London New Statesman and Nation.

In St. Thomas a memorial fountain erected years ago for the watering of horses is to be moved to a park and filled with flowers. For the first time in the new horses left to use it and become a nuisance. Like the hitching-post, the watering-trough is today an urban eyesore. It may soon be replaced by the cigar-store Indians in the museum.—Brockville Recorder and Times.

An event of surpassing importance at any period of the life of a nation placed as Canada is by geography and history made and in the making, the coming of Their Majesty King George VI and Queen Elizabeth, at this time takes on particular significance. The strain put upon international relationships calls for a tightening of the bow of Empire. The new developments in methods of government in nations, where state absolutism is the order of the day, invites a new appreciation of the liberties which are the full enthusiasm for a greater measure of unity in the Dominion itself is ministered to by presence of those who are as truly the King and Queen of Canada as they are the King and Queen of the British Commonwealth of Nations.—Catholic Register.

Twenty-four large cities in the United States had no deaths from diphtheria in 1938. The list does not seem to contain any as large as Toronto, however, and this city had none among its residents in 1924 and again none in 1937. Toxoiding of children is having a continent-wide effect in eliminating the disease. In Toronto where this treatment is available. Toxoiding as a preventive for diphtheria, and eradication of the water-borne diphtheria, as a precaution against typhoid, have reduced the menace of these two diseases to a minimum. The ravages of tuberculosis have also been almost wholly reduced. But cancer continues to take its toll of human life.—Toronto Star.

Several thousand men, women and children were attracted by the hop harvest to the Derwent Valley (Tasmania). Every year for more than a century the annual harvest has provided city families with an opportunity for a working holiday in delightful surroundings. About 500,000 is paid to each year to cash to the pickers, and the individual amounts earned are an important item in the annual income of many. The industry has seen important changes. Growers of the Derwent Valley have shown a readiness to introduce the best possible methods of drying, and it is because of this enterprise in this direction that the hop has held their own with the best in the world.—Australian Press Union.

Adelaide gained fresh renown as the garden city of Australia when it staged its annual Flower Day. Using millions of Autumn blooms, an army of voluntary workers made carpets, flags, banners, emblems and other floral designs which covered lawns in main thoroughfares with a blinding mantle of color. Following all previous displays, the festive day attracted hundreds of inter-state visitors and overseas travellers from liners in port. Many of these best cameras busy in the main displays, and were enticed to prize the city's big effort. Most remarkable Flower Day feature was the magnificent display.—Australian Press.

MORE ROMAN POTS
CANTERBURY, England.—(CP)—Excavating a site for an A. R. E. control-entirely to provide the earth's surface feet below the surface a Roman pottery kiln.

PUBLIC FORUM

This column is open for the discussion of current issues of interest. The Charlottetown Guardian does not accept and is not responsible for the opinions of correspondents.

THE ROYAL VISIT

Sir—I read with interest the letter in yesterday's issue signed "Two Rural Teachers" and believe that it is an able portrait of what was in the mind of many other teachers, and others who had charge of groups of children on that memorable day, June 14th. As one who was so engaged on that day I can heartily endorse all that "Two Rural Teachers" have said. When we consider that hundreds of these small but very loyal subjects of Their Majesties had travelled many miles in open trucks in a deluge of rain, bravely smiling and eyes sparkling with eager delight and expectation at the thought of seeing the King and Queen, only to be doomed to return disappointed, when we realize what a terrible mistake this has been. And someone is responsible.

On Great George Street there is a splendid arrangement of plan of any kind. There were children enough to line the whole route of procession in single file on each side and these were all travelling in the same way from Water Street to Richmond. As to the speech, at which the Royal car travelled—well, whoever was responsible for that must bear the blame. It was a race to come to see. We certainly do not expect us to see to any advantage our King and Queen while they were carried by at such a speed. I understand that the speed maintained during the procession was to have been eight miles per hour. But I am willing to wager that the Royal car was travelling at nearer twenty-eight miles per hour. It passed up Great George Street from the Marine Wharf to the Province Building. It is true that it was travelling at a slower rate on the return, but the view from the view was completely obscured to all except a few who were on the inner lines.

But although it is to be greatly regretted that through faulty arrangement so many, especially the children, were denied the honor and privilege of seeing their King and Queen, still we must not criticize the arrangements. We must remember that it was an unprecedented event and was a mammoth programme to carry out. I am sure that none of us are so lacking in imagination as to have visited our province; and I for one am glad I went to Charlottetown that day. I believe that even though we did not get as good a view of our beloved Sovereigns as we had hoped and expected, it was worth all the effort and expense to see these loyal little subjects wave their flags and while they themselves suffered the discomforts of cold, wet, and bitter disappointment. And I am sure that Their Majesties were as proud of the welcome given them by their Island subjects as they were received during their most wonderful and triumphant tour of our great country.—Canada.

ISLAND SUBJECT

"THE POLITICAL PENDULUM"
Sir—Captured, "Before And After the Battle," the Patriot, May 20th, with over a column of quotations from the Guardian, referring to the campaign meetings, made the sorry attempt to discredit the accuracy of those Conservative reports. Beyond question it failed. Every item which it tries to minimize was abundantly justified, both as indicated by the full enthusiasm and by the results at the polls. Fighting an unscrupulous horde of workers, with the federal treasury in one pocket, the provincial treasury in another and balls such as free Rocky Point ferriage, and every conceivable exploitation of work and patronage, they saved the skin by anything but encouraging margins. And yet, the same Patriot columns prophesied increasing Liberal majorities, and a repetition of the 1938 results.

PRINCE COUNTY

1st. Dist.—Premier Campbell's majority reduced 217. Gallant's reduced 394 votes. Was this a Conservative or a Liberal "swing"?
2nd. Dist.—Dennis reduced 24; Barbour, 10.
3rd. Dist.—Linkletter reduced 97; Gallant reduced 213.
4th. Dist.—Wright reduced 472 votes; Dennis reduced 614; both almost defeated. What a "swing" to Liberals?
5th. Dist.—Robinson reduced 150, and Foley reduced 188. How are these "swingings" behind the empty Liberal boat?

QUEEN'S COUNTY

1st. Dist.—Stewart reduced 270; McKay reduced 397.
2nd. Dist.—LePage reduced 334 and McPhee reduced 231. These enormous reductions in spite of "Free Ferry" and other herculean efforts to save the President of the Council, who now shivers on the brink of a trembling majority of 2 votes. What a "swing"!
3rd. Dist.—McGuigan increased by 20 votes; Clark, 20.
4th. Dist.—Jones reduced 246 (almost defeated), and McKinnon reduced 113.
5th. Dist.—Charlottetown & Royalty gave the phenomenal turn over of 1655 votes against Prowse (the power behind the throne), and 684 over his colleague, apologist of this article. Acted their majorities reduced, respectively, by a complete wipe out, and a plurality against them equal to the combined Liberal majorities in the whole county.

KING'S COUNTY

1st. Dist.—Property vote reduced or rather wiped out by an adverse decrease of 200 votes, and franchise by a minority of 51 votes. But by a change, Acorn running franchise and Molasse property, both succeeded in by respective majorities of 76 and 79 votes. A narrow escape, and a decided Conservative "swing."
2nd. Dist.—McIntyre, with the public works and road services behind him managed to retain his former majority without gain or loss. His colleague Cox reduced

Newspapers Best Advertisers Told

(Montreal Gazette)
Newspaper advertising, the basic advertising medium, above all other advantages sells goods quickly and economically, a group of representative national advertising men were told at a dinner in their honor given by the newspapers of Montreal in the Mount Stephen Club. The speaker was T. G. Vatcher, national representative of the Canadian Daily Newspapers Association Bureau of Advertising, who was discussing a recent graphic presentation of the American Newspaper Publishers Association and C.D.N.A. advertising bureaus on the benefits of advertising in daily newspapers.

Some 50 members of the Association of Canadian advertisers and other leading national advertising executives attended the dinner, which was presided over by W. J. C. Sutton, advertising manager and a director of The Gazette. An address was also given by E. W. Keightley, immediate past president of the Association of Canadian Advertisers and advertising director of Canadian Industries Limited.

The constant hunger for news is part of North America's history, said Mr. Vatcher in discussing the presentation. The smoke signal, the town crier and the pony express were early methods of news transmission. Today, news is more vital than ever before, and the news of the day vitally affects the small town family, the big city dweller, the farmer and the great masses of wage-earners everywhere. One thing all these people have in common is the "hunger for news."

But people turn to their newspapers now for more than the bare news of the day, they turn to it for interpretation, for pictures, for advice, entertainment and instruction, to see life as it is today.

41,800,000 READERS DAILY.

And only the local newspaper serves the demand for local news. To read an average of 41,800,000 papers daily on weekdays and 30,900,000 on Sundays in United States and Canada last year people paid more than \$16,000,000. There are 2,045 daily newspapers in the U. S. and Canada, the meeting was told.

Newspapers are the basic advertising medium because every one who reads a newspaper, the presentation of the associations declared. With newspaper, advertisers can tell their story to the largest number of people, at the most complete coverage, and reach people of all income groups, all ages, all classes and occupations. Advertising is news information, and people look for advertising in newspapers.

The nation is not one market, Mr. Vatcher pointed out, but a collection of markets widely differing in many factors. With newspapers the advertiser can select the market, avoid waste, give his advertising a local touch, fit his advertising to new developments and changing conditions, get quick action, build a good dealer co-operation and get market information and aid from local newspapers.

A careful independent survey of newspaper advertising showed without doubt that newspaper space has high potential attention value. How much attention and reading each advertisement gets depends on the use of the space occupied. All scientific studies on advertising prove, said Mr. Vatcher, quoting from the presentation, that newspaper space, when used well, delivers the most impressions at lower cost than any other medium.

Above all other advantages newspaper advertising sells goods quickly and economically, said Mr. Vatcher. He cited figures for department-stores, other retail stores, classified advertisers, national advertisers and many other groups which showed the advantages of newspaper advertising to each. Also, newspaper advertising sells institutions as well as goods, it was pointed out.

I am, Sir, etc. LEWIS P. TANTON.

Gassy Stomachs Relieved

Every person who is troubled with gas in the stomach and bowels should get a bottle of Dr. Evans Stomach Mixture and see how quickly it will relieve all distressing symptoms. Sharp pains in the abdomen or about the heart are often due entirely to gas pressure. Dr. Evans Stomach Mixture taken at meal time, not only prevents all bad effects from gas, but it promotes the functional activity of the stomach, assists digestion and improves the appetite.

Dr. Evans Stomach Mixture is sold only in the Two Macs at 85c per bottle. Get Your Bottle Today. BATHING CAPS We have just received a new supply of Bathing Caps and Beach Bags in the very latest styles and colors. Prices from 25c to \$1.00. SPECIALS DODDS KIDNEY PILLS 39c per box PABLUM 45c per box VINOLIA CASTILE SOAP 10 Cakes 25c The 2 MACS 149 Great George Street

For Vitality always use BRAHMIN ORANGE PEKOE TEA

That Body of Yours

TREATMENT OF CHRONIC BACKACHE AND SCIATICA

In former days, when a patient got a pain in his back which went down into his hip, and then down his leg to his foot, it was called lumbago and sciatica and he took the usual remedies for rheumatism. When he recovered from the acute attack, there often remained a "shortened" leg, and a stiff back which was expected to remain with him for years if not permanently.

The exercise of walking on outside of feet, raising on toes, and picking up an object with the toes, will gradually correct flat feet. If feet are "rigid," arch supports may be necessary. Manipulation by an orthopedic or osteopathic physician if given early, often corrects any slight displacement of the bones of the foot.

DODDS KIDNEY PILLS

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

HICKEY'S BLACK TWIST HAS FOLLOWED THE SAME COURSE FOR MORE THAN FIFTY YEARS, THE COURSE OF QUALITY. A CHART OF THE ISLAND WILL SHOW THAT IN EVERY PORT BIG OR SMALL IT HAS THE RIGHT OF WAY. HICKEY'S BLACK TWIST 10c Per Fig "EAST POINT TO NORTH CAPE" Manufactured By HICKEY and NICHOLSON Tobacco Co., Ltd., Charlottetown