

# Says Brooks Holding Own Against TV, Radio, Movies

ACKVILLE, N.B. (CP) — Governor General Massey says he doesn't believe books are losing their authority or charm to mass media — the telephone, movies, radio and television.

He said in delivering the 1957 Jesiah Wood lecture at Mount Allison University Wednesday night that "perverse use of bad language is a crime against humanity."

Mr. Massey said the printed word has given man "the opportunity, the hope of freedom and equality, because knowledge, sure knowledge, lay open to him, and knowledge was power. . . . It has helped to give us not only knowledge and freedom, but comfort and prosperity."

The current age, however, was one of the telephone, the movie, the radio and television.

**MORE BOOKS BOUGHT**

"Many now appear to believe—and fear — that the new 'mass media' will push the book into the corner, along with the spinning wheel."

But he was encouraged by "the assurance that, so far, books are not losing either their authority or their charm. Reviewers assure us that more books, and more good books, are being bought than ever before."

The danger was not that the reading public would desert good books but that abuse of the written language may ruin books.

"As for words, we are never at a loss; if they do not exist, we invent them. We carry out purposeful projects in a meaningful manner in order to achieve insightful experiences."

"We diatribe we earlierise; any day we may begin to tuturise. We also itinerise, and reliableise; and we not only decontaminate and dehumidify but we debureaucratize and we deintellectualize. We are, in addition, discovering how good and pleasant it is to fellowship with 'I' can only say, 'let us finalize all this nonsense.'"

**BAD IS STILL BAD**

"In this day, every kind of slovenly language finds its defender. I know that shallow and pedantic popularizers remind us that grammarians always lose in the end, when they struggle against 'the people.'"

"I know, too, that every one of dozens of new professions and specialties must have its particular jargon to establish and defend its status. Those who strive to a correct language today find themselves reviled at once by the 'expert' and by the self-appointed spokesman for the multitude."

"For all their talking, bad language is still bad, and the perverse use of bad language is a crime against humanity."

A vast number of people made their living by writing, reporting, recording, describing, explaining and directing.

**MUST TRAIN CRAFTSMEN**

"Very many of these people write badly. There are many reasons why they should do so. Some are ignorant and inexperienced and they write badly because they know no better. Others — or perhaps the same people — are not ashamed of writing badly but rather proud of writing at all, and — with a certain vanity — are attracted by gorgeous words which give to their slender thoughts an appearance of power."

Mr. Massey said he is getting tired of listening to those who scoff at the integrity of language and say that "the grammarians are always wrong." He wished that someone more competent than he would meet such linguistic democrats on their own ground and show them how little they know of either language or democracy.

"We have no lack of good artists, writers and no want of serious readers. But our language will be in peril until we can train the craftsmen who, abjuring all uncertain sounds, fix their hearts and minds on the good writing that is rooted in clarity, in honesty, in simplicity."

"The statements were included in the text of a speech issued to the press before delivery."



**FIRST BANNER GUIDE CO. IN P. E. I.**

1st and 3rd Charlottetown Girl Guide Co. have the honor of being the first Banner Company in P.E.I., that is they are 100 per cent in their subscriptions to the Canadian Guide. This Company also has two patrols with work completed for the Chief Commissioner's Patrol Challenge and hope to receive their certificates before long. The leaders are Miss Marion Rogers, Captain, Miss Mary Fielding, Lieut.

## PEI Hogs Highly Praised By Western Canadian Magazine

In an article appearing in the February issue of "The Country Guide", the high quality of Prince Edward Island hogs is recognized. "The Country Guide" is published in Winnipeg.

The following is the text of the article:

"One of the most remarkable transitions in the history of livestock has taken place with hogs on Prince Edward Island. The province has shown the way to Canadian swine producers who are faced with the need to produce lean bacon hogs to retain their industry."

From 1922, when Canada began selling its hogs on a graded basis, Island breeders have been trying to improve their pigs. In 1934, they got a hog-testing station at Charlottetown. Later, the province decreed that all hogs sold for breeding purposes must be out of dams qualifying in Advanced Registry. By 1941, with 31 per cent of Canada's hog carcasses grading A1 the Island's program was beginning to pay off, and their own hogs averaged 35 per cent Grade A.

"In the succeeding 15 years, the Island's hog business hasn't looked back. Now, with Canada well below 30 per cent in A-Grade hog carcasses, the Island is almost double that."

**DUNSTAFFAGE BREEDERS**

"Breeders like Almon Boswell and J.B. Stewart have taken their breeding stock to the swine shows at Amherst and Toronto in Nova Scotia to win championships. They have gone all the way to the Royal Winter Fair in Toronto with carcasses and swept the board. They have shipped breeding stock to the other Atlantic provinces, to Quebec and Ontario, and right out to the prairie provinces.

"By buying grain shipped from prairie fields, skimming the milk from their herds and feeding it to pigs, and above all, by applying the dual yardstick to performance-testing and the 'practiced eye', Island hog men have bred and fed the kind of hogs that the swine industry is calling for today."

**KEY FIGURE**

"A key figure in the rise of the Island Yorkshire has been H.W. Clay, at Charlottetown, senior livestock fieldman, Production Service, Canada Department of Agriculture. This respected civil servant has brought all the zeal of an aspiring politician to his work there. Visiting him at his office, The Country Guide found him far from satisfied with the 60 per cent A-Grade hogs that Island producers are sending to market. He pointed to one test showing that 75 per cent of the Island's hogs would dress out Grade A carcasses if they were marketed at the correct weights. He had statistics from the hind test station to show that 92.8 per cent of the sows tested there qualified in 1955."

**CAREFUL CHECK**

"Mr. Clay maintains a precise record in his office of the top breeding animals on the Island. He led through it, pointing out that of the 125 hogs in use in the province, nearly all are out of sows scoring 85 or better under A.R."

"He stopped at one sow whose ancestry was as well documented as that of a royal family, to show that her seven nearest dams had all scored 85, or better, under A.R."

"He turned to the records of a particularly promising young boar. Three of his sires from different herds, had scored 94, 90, and 87 on test. Feed conversion and growth were good in all cases.

"The owner, he said, planned to mate this boar back to some of his own daughters to be sure that no ruptures, ridgings, or other defects would be passed on. He said he would show up, before making wider use of the boar, to see that it was marked for wider use."

**CAN STILL IMPROVE**

"Island hogs have advanced so far now that further improvement will be made only if the greatest care and wisdom is used by breeders. Swine improvement is taken so seriously that at the Charlottetown Exhibition, boars cannot be brought out unless they are from qualified dams; nor can sows over two and one-half years old be exhibited if they haven't qualified under A.R."

"These breeders of Canada's old Island province can't boast elaborate buildings, but their pigs are becoming renowned. Like the grain growers in western Canada, they must meet the challenge of markets that are distant. They are doing it with quality hogs."

## Young People's Meeting Held

The Central Christian Young People held their regular Tuesday evening meeting with a large number attending. Allan Dunbar led in the opening prayer followed by a lively sing-song of hymns and choruses led by Wallace Platts.

The devotional period was opened by the Scripture reading given by Gertrude Stewart. Dorothy Matheson gave the devotional thought followed by prayer by Maud Kells.

The business meeting followed during which several ideas were discussed.

Mr. Dunbar then gave an interesting talk during the Minister's minute. The young people then departed to their separate classes.

Mr. Floyd MacKinnon dismissed the meeting with prayer.

## Junior League Held Regular Meeting

The regular monthly meeting of the Junior League was held in the Nurses' residence on Tuesday, February 5th. Mrs. Jack MacEachern, president, opened the meeting with a prayer, this was followed by the minutes of the previous monthly meetings which were adopted, and roll call. The treasurer gave her report.

A thank-you letter was read from Mrs. Kennan. Expressions of thanks were also received from Mrs. MacKinnon and Mrs. Thom. Rogers. Mrs. Lewis Doyle reported for the sewing committee. Mrs. Alex MacIsaac reported for the Ways and Means. Mrs. MacIsaac stated that the annual Spring Bazaar Tea would be held on May 4th at the Community Centre.

Mrs. MacEachern, then asked for and received volunteers for the coming March of Dimes campaign. There being no further new business the meeting was adjourned. A delicious lunch was served by Mrs. Joseph Gill, Mrs. Percy MacDonald and Mrs. Frances Dorsey.

## Art Society Meeting Held

Members of the P.E.I. Art Society were guests of Mr. and Mrs. George DeBlois Tuesday evening, February 12. Vice-President, John Taylor occupied the chair and briefly addressed the unusually large gathering. Regular business was attended to and correspondence read.

An announcement was made of the coming of the Maritime Art Association Travelling Exhibition. Mrs. L.T. Lowther will convene the hostess committee. Volunteers for the hanging committee included Rev. Adrian Arsenault, Mrs. Cleveland Roberts and Miss Florence Simmons.

An offer from Ontario for the agency of selling Fine European Oil Paintings was declined by the society. Business was brought to a close on motion from Vic Runtz seconded by Mrs. DeBlois, and all adjourned to the rumpus room for the highlight of the evening, the beauty of self portraits which were a requisite of the meeting.

Supplied with pencil and paper the guests were asked to draw who each of the numbered portraits represented. Dr. Creelman with the highest number of correct answers won the prize.

On a blank canvas a painting grew in a crazy sort of way, as each member added a few brush strokes. This painting will appear in the annual spring exhibition. Refreshments were served in the dining room where Mrs. J.A. Fraser presided at the urn. A sing-song led by Father Arsenault, who also did the honors at the piano, brought to an appropriate ending a thoroughly enjoyed evening.

## Coming Events

- Bingo Hope River tonight
- Regular Meeting Charlottetown Black Preceptory, Friday, 8 p.m.
- Pantry sale, Simpsons - Sears, February 15th at 2.30 p.m. Clyde L.O.B.A.
- Unloading Old Sydney coal, at Milton today. Vernon Gillespie, Milton.
- Dance Grand View Hall, Thursday February 14th. Music by MacPherson and Singleton.
- Annual Box Social, Bingo, Dance - St. James Parish Georgetown, Wednesday February 20.
- Valentine social and bazaar at the Andrews' home on Thursday, 14th. Sponsored by Mayfield W.I.
- Dance Cardigan Legion Hall every Thursday night. Websters Orchestra, P. A. System and Canteen service.
- Coming to Murray River March 7 Sher-Gain Amateur Cavalcade. Send entries to Mrs. Peter MacLean, Phone 16-34.
- Double Header Intermediate C at North River Rink tonight. Canada Packers vs. Cornwall 7.30 sharp. Glasgow Road vs. Seven Mile Road, Skate after. Admission 25 and 35 cents. Friday night Elvis Presley skate.
- Showing at Morell Friday, Jane Wynan, Sterling Hayden and Nancy Olson in "So Big" by the author whose books became world-famous motion pictures. This one Edna Ferber's Prize novel. Presented by Warner Bros. Showtime 7.30 p.m.

## MAIN BRACE NAVAL VETERAN'S ASSOCIATION

**VALENTINE DANCE**

**CLOVER CLUB**

Thursday, February 14th

10 p.m. to 1 a.m.

Members and their lady friends

Dress optional Couples only

## 5% PLUS

**Government and Corporation Bonds are available today at the best yields in over a Quarter Century:**

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## Monthly Report Of Police Chief

Four cases of breaking entering and theft, in two of which the offenders were apprehended and punished, were reported by Police Chief C.W. MacArthur at Monday night's meeting of the City Council. During this period city police arrested 44 persons for the following offences: common assault-3 breaking entering and theft - 2; drunk and incapable-21; drunk and disorderly - 3; D.T.'s-Alcoholism 3; driving while impaired-1 possession of stolen goods-1 theft of money, goods-2; uttering forged document-1; vagrancy - 1. There were 38 convictions, 3 dismissals, and 3 removed to Falconwood.

Other cases coming before the police court either by way of summons or voluntarily: falling to stop at a red light-1; operating motor vehicle over fire hose-1; operating unmarked taxi-1. Among other duties performed by the local police were: escort duties-33; overnight transients in jail-34; motor vehicle accidents reported and investigated-68; telephone calls received and answered-171; monies collected-treasury violations-\$20.00; meter rentals, taxi stands, etc.- \$52.50.

## Valentine Party Held At Zion

On Tuesday, February 12, Zion Young People's Society met at the church hall for the annual Valentine party. A sing-song was led by Ariene Larter.

The young people then adjourned to the lower hall for a program of games led by Roberta Shaw and Louise MacEachern. The games included a guessing game, a quiz, and others appropriate to Valentine's. The hall was gaily decorated by Deanna Matheson and Mary Farquharson.

After the evening program of games, the social committee served a delicious lunch. The devotional period led by Corina Steel was an appropriate closing.

## Dairy Company Reports Another Successful Year

The annual meeting of the Wiltshire-Dairying Co. Ltd. was held in North Wiltshire Hall on Monday, February 11th, at 2 p.m. There was a fairly good attendance of shareholders and students.

Mr. Edwin Edwards, president, opened the meeting with a short address reviewing the year's business which beat the previous record of 1955 having manufactured 536,031 lbs. butter, an increase over 28,000 lbs over 1955, and having made a net profit after income taxes of \$3,254.50.

Mr. Earl Adams, assistant Dairy Superintendent, Department of Agriculture, was present, and gave a report of butter production and butter stocks for 1956. He said that North Wiltshire showed an increase in production, an increase in percentage of First Grade Butter, also an increase in the percentage excellent in the yeast and mould count over 1955.

Mr. Walter Clark of North Wiltshire was again the winner of the silver tray, donated by the manager, Mr. G.B. Noye, for having been the highest patron of the year.

Other prize winners were: Largest increase in Butterfat over 1955: 1st Prize-\$25.00 to LeRoy MacNeill with an increase of 1818 lbs Butter fat; 2nd prize \$15.00 to George Smith with an increase of 1464 lbs. butterfat; 3rd prize \$10.00 to Wilfred MacKinnon with an increase of 1176 lbs. butterfat.

Prizes for largest amount butterfat sent by patrons who were not patrons in 1955: 1st prize \$10.00 to Nelson Matheson having sent 2710 lbs. butterfat; 2nd prize \$5.00 to Preston Neill having sent 1,792 butterfat.

Following are the ten largest patrons for the year: Walter Clark \$4,478.12; Keir MacNeill \$3,905.74; Neil MacNeill \$3,592.73; Gordon Weeks \$3,356.7; Alex Henderson \$3,293.38; Balderston Bros. \$3,003.02; Edson Mutch \$2,713.26; Sheldon Eastes \$2,697.80; W.R. Clark \$2,554.45; Millar Henderson \$2,453.22.

## AGRICULTURAL SHORT COURSE

Sponsored by St. George's Junior Farmers

**ST. GEORGES HALL**

**FEBRUARY 18, 19, 20, 21 AND 22**

**MONDAY—FEBRUARY 18th**

8:00 p.m.—Electricity on the Farm—Howard MacLean  
8:30 p.m.—Quality of Cattle Shipped for Beef—Vernon Fraser  
9:00 p.m.—Film  
9:30 p.m.—Dairy Cattle Nutrition—Keith Clay

**TUESDAY—FEBRUARY 19th**

8:00 p.m.—Efficient Swine Production—H. W. Clay  
8:30 p.m.—Panel Discussion on "Potato Marketing Trends". Panel Members—Hon. Eugene Cullen, W. R. Snaw Chairman—Roland MacDonald

9:00 p.m.—Film  
9:30 p.m.—Artificial Insemination—Dr. George Fisher

**WEDNESDAY—FEBRUARY 20th**

8:00 p.m.—Fishing Industry—Hon. Dougald MacKinnon  
8:30 p.m.—Fishing Industry—Eugene Gorman  
9:00 p.m.—Film  
9:30 p.m.—Shipping Cattle Rail Grade—Harold Heartz

**THURSDAY—FEBRUARY 21st**

8:00 p.m.—Department of Agriculture Policies—S. C. Wright  
8:30 p.m.—Veterinary Diseases—Dr. A. E. Ings  
9:00 p.m.—Film  
9:30 p.m.—Nutrition and Meal Planning—Miss Theresa MacLeod

**FRIDAY—FEBRUARY 22nd**

8:00 p.m.—Farm Crops—Keith Lelacheur  
8:30 p.m.—Mechanized Farming—W. S. McMurtry  
9:00 p.m.—Film  
9:30 p.m.—Clothing and Fabrics—Mrs. Nelson Henry

EVERYBODY WELCOME!

PROVINCIAL DEPARTMENT OF AGRICULTURE

## STUDENTS PUT RIGHT

PEIPING (Reuters)—The official Communist newspaper People's Daily says 80 per cent of Chinese university students are from non-proletarian families and their way of thought must be criticized and put right "as we would cure a patient." Events in East Europe are known to have been widely discussed among students here.

## BARGAIN SALE

Get your GEHL grain hammer mill at a special price while they last—

\$207.00 at

**FRED KITSON**

Hunter River

## Miracle Cushion Holds False Teeth Tight

**Sore Gums**

Denture Cushions are a triumph of science, a sensational new plastic resin that gets rid of the annoyance and irritation of loose, badly fitting false teeth. Sore gums, sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobbling plates stay firmly in place—gives perfect comfort. Fast acting—talk, laugh—plates "stay put." Harmless to gums or dentures.

Sore liners can last from 2 to 6 months. Stay soft and pliable—does not harden and ruin plate. Pops right out when replacement is needed. No daily bother with adhesives. Get Sore brand Denture Cushions today! 2 liners for upper or lower plates \$1.50. Money back if not satisfied. All druggists.

G. T. FULFORD CO. Ltd., Brookville, Ont.

## No Delays In Insurance Claims

OTTAWA (CP)—Labor Minister Gregg said Wednesday there have been no unnecessary delays in processing unemployment insurance claims in the Atlantic provinces.

That was his Commons reply to a question from J. C. Van Horne (PC — Restigouche-Madawaska) last week in the course of which the New Brunswick member called Mr. Gregg a "saboteur" of the rights of working men.

Mr. Gregg made no reference to Mr. Van Horne's name-calling, which had resulted in a suggestion by Speaker Rene Beaudin and a demand by Finance Minister Harris that the member retract the word "saboteur." Mr. Van Horne refused to do so and the accusation finally was allowed to remain on the record.

The labor minister said 51,451 claims were received by the Unemployment Insurance Commission in the four Atlantic provinces in January. By Feb. 7, only 108 claimants had three or more weeks' benefits due.

These delays, he added, were caused by failure of some claimants to provide their insurance books or some similar difficulty. Any unusual delays in paying benefits had been caused by conditions beyond the commission's control.

## The Guardian Page 3 Thursday, Feb. 14, 1957

**BIG INCREASE**

Motor vehicles registered in Switzerland in 1956 totalled more than 600,000 an increase of 100,000 over the previous year.

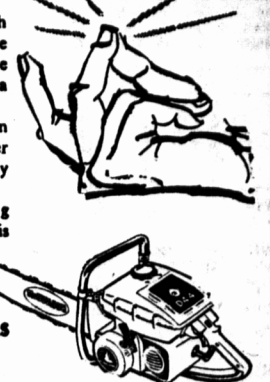
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You'll be pleased as can be with the smooth performance of the McCulloch direct-drive D-44—the only chain saw that starts with a light touch!

A touch of the choke control, an easy pull of the large rewind starter and presto... the D-44 is ready to cut.

For all types of woodcutting where a speedy, lightweight saw is called for, the D-44 is tops... it easily outperforms all other direct-drive saws!

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## SOMETHING Special FOR YOUR VALENTINE

**GRADE "A" CHOICE**

**FOWL**  
Lb. - 35c

**Valentine SCOTCH COOKIES**  
Doz. 40c

**YORK—(ICE BOX JAR) BOTH FOR**

**PEANUT BUTTER**  
PLUS LARGE 6 OZ. TIN PEANUTS **59c**

**ROSE PURE—12 OZ.**  
**Marmalade, Reg. 35c size for 25c**

**SILVER SEAL**  
Molasses, qt. 33c

**GRAVES VITAMINIZED 48 OZ.**  
Apple Juice, . 32c

**KRAFT—8 OZ.**  
Cheese Whiz 39c

**ROSEDALE CHOICE**  
Peas, . . 2 tins 39c

**COLGATES BEAUTY Soap, . . 4 for 29c**

**ROBIN HOOD Rolled Oats . . 55c**

**SAVE ON SOAP**  
Regular Size  
**VEL, pkg. . . 35c**

Regular Size  
**FAB, pkg. . . 35c**

**ROBIN HOOD FLOUR**  
25 LB. BAG  
**1.79**

**BREAKFAST SLICED**  
**BACON - Lb. . . . 69c**

**COUNTRY STYLE BULK**  
**SAUSAGES - Lb. . . 43c**

**ROBIN HOOD (New Family Size)**  
CAKE MIX  
White or Chocolate  
**Pkg. 39c**

**PERFECTION Cherry Vanilla ICE CREAM**  
1/2 gal. . . . . 89c  
Pint brick . . . . 29c  
For your Valentine Table

**YOUNG TENDER**  
**BEEF LIVER - Lb. . . . . 35c**

**FRESH RIB AND BRISKET**  
**STEWING MEAT - Lb. . . . 29c**

**TASTY RIB AND BRISKET**  
**CORNER BEEF - Lb. . . . . 29c**

**FLORIDA SWEET & JUICY**  
**ORANGES**  
2 Doz. 79c

**Fast, deep-down relief from Arthritic and Rheumatic Pain**

with the skin-penetrating power of "Deep Heat"

If you suffer from those agonizing arthritic and rheumatic aches and pains... if you can't rest comfortably at night, here's welcome relief.

Just massage New Menthohatum Rub on the sore places until absorbed. In 30 seconds this penetrating "Deep Heat" action starts bringing you welcome relief. First a warm, soothing glow! Then a comforting ease for aching knees, shoulder, hip, fingers and other painful joints and aching muscles.

New Menthohatum Rub contains a special combination of medicinal ingredients to give deep skin-penetrating power. Agonizing pains are soothed, eased, comforted. Greasiness, stinkiness. Get a tube of New Menthohatum "Deep Heat" Rub today.

**Deep Heat**

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