

Spirited Salesmanship

Now it's our whisky exports that are threatening to disrupt friendly U.S.-Canadian relations, at least from the standpoint of American distillers. These gentlemen have complained before the tariff commission at Washington that Canadian whisky is taking over the United States market (no advertisement here intended). For this reason—and regardless of President Kennedy's free trade program—they want the commission to quadruple the present \$12.25-a-gallon tariff.

They charge that two Canadian companies—which together sell more than \$1,000 million worth of liquor in the U.S. annually—have used big profits to launch massive advertising campaigns, and that unless the tariff is pushed up again "our industry will soon become the captive of the Canadian distillers."

Arguments of this kind—according to the gentlemen who are maintaining Canada's go-getting prestige at so high a level among our whisky-drinking neighbors across the line—are all wet. The U.S. whisky market, they say, is simply "growing," and those who don't share in that growth are poor business men. Poor sports, they imply, by making such a long moult about a few hundred million dollars' worth of Canadian exports.

But it isn't fair, complains a spokesman for the American interests. One big Canadian advantage, he says, is that our distillers can age their whisky in old barrels while the U.S. industry has to use new ones or label their products as aged in "re-used caskage." He says the U.S. industry pays about \$32 for each new barrel and sells the old ones to Canadians for \$12.25. But the Association Coöperative Industries enters the picture here by revealing that the Canadians actually pay between \$2 and \$10 for the old barrels—because of tariffs and transportation costs—and this gave an advantage of only about 20 cents a gallon on production costs; and this was more than offset by the present \$12.25 tariff.

It would seem that in this line of trade, at least, there is no lack of Canadian initiative. Our wares are being pushed as indefatigably as even former Trade Minister George Hees could have wished. We imagine, if he were at the helm of this department today, he would be calling another trade conference and citing this example to our manufacturers generally, and urging them to go out and get inspired by the same invigorating spirit.

Calls For A Showdown

Mr. Arthur Krook, for 21 years chief of the Washington bureau of the New York Times and more recently a Washington correspondent for that newspaper, has made some revealing comments on what he calls "management of the news" by President Kennedy and his Administration officials. Mr. Krook's statements appear in the March issue of Fortune magazine, and have caused quite a stir.

The writer cites, for example, the "informational directives" prescribed for the Defense and State Departments when the crisis over Cuba began to harden. The weapon of news management in this case, he charges, was improperly used to inflate success or gloss over error ("in the aftermath of half-won showdowns—such as President Kennedy's

with respect to the Soviet rearmament of Cuba." "Direct and deliberate action in news management," Mr. Krook says, has been enforced more cynically and boldly than by any previous Administration in a period when the U.S. was not in a war or without visible means of regression from the verge of war. But in the form of "indirect but equally deliberate action," the policy has been much more effective in coloring the several facets of public information, because it has been employed "with subtlety and imagination for which there is no historic parallel known to me."

And there is a "narrow twilight zone between the direct and indirect methods" by which the Administration gets its own side of news stories across. "Vulnerable and/or discreditable acts in foreign policy—such as forcing the Dutch to surrender to Indonesian blackmail, promoting UN charter violation in the Congo, etc.—are explained on the purely assumptive ground that they were necessary to 'prevent a confrontation with Soviet Russia likely to result in nuclear war.' Executive decisions sure to be unpopular are explained as in line with or compelled by policies adopted by the Eisenhower Administration."

Mr. Krook then comes to a point of special interest to Canadians. "When the White House is the centre of such revelations of ineptness in the Kennedy regime as our public intrusion in the Canadian parliamentary debate on nuclear policy," he says, "his subordinates make oath that the President, though daily represented as omniscient, knew nothing about it and is 'furious.' (But nobody gets fired.)"

The New York Times was a supporter of President Kennedy in his election to office. Mr. Krook himself has an established reputation for accuracy and impartiality. He does not entirely blame the Kennedy Administration for what is going on; he says, indeed, that "the principal onus rests on the printed and electronic press itself"; but there is no question as to the gravity of his charges, and they will take some explaining.

Canadians will have no desire to enter into this controversy. Our political parties would do well to steer clear of it altogether in the current election campaign. But that shouldn't prevent us from watching it with interest from the sidelines, and drawing our own conclusions.

Stress On Bilingualism

Whether or not Britain ever joins the European Market, its educational authorities are convinced that young Britons should become proficient in the speaking of European languages, particularly French, German and Russian.

Sir Edward Boyle, minister of education, is in the midst of drafting plans for drastic improvements in the teaching of languages in the schools of the country. His plans are far reaching and should be of interest to educationists in Canada, where bilingualism is taking on greater importance.

In Britain it is now planned to start teaching French, German and other modern languages long before the age of 11 years—and to make them regular subjects in the elementary schools. It is believed that by increasing the use of the aural method, the students will be able to speak foreign languages fluently, with six months with grammar and spelling of the foreign languages to come after.

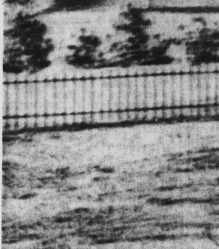
EDITORIAL NOTES

When the Legislature opens on March 14 the federal campaign will be in full swing for the April 8 general election. It will be hard then to get away from the political smog. It could help, however, if our legislators confined themselves to their own business as much as possible, without dragging federal issues in by the tail in their remarks.

ERNEST MUTCH MARION MUTCH

According to Mr Graham Towers, former governor of the Bank of Canada, even with Washington's vast expenditures on defense, foreign aid, space research, farm subsidies and so on, the cost of government is relatively higher in Canada than it is south of the border. The total spending by all governments in Canada represents 33 per cent of the country's annual production of goods and services.

Dr. John R. Doyle Jr. of Los Angeles recently reported on his experiments in which nerves are threaded through the skull and attached to a device in the ear. This organ of the nerve in the ear. This organ of the nerve in the ear. This organ of the nerve in the ear.



Dr. John R. Doyle Jr. of Los Angeles recently reported on his experiments in which nerves are threaded through the skull and attached to a device in the ear.

OLD CHARLOTTETOWN

Central Academy 1834. Became Prince of Wales College in 1860

Copied by Casswell Portrait Studio

OTTAWA REPORT by Patrick Nicholson

5-Year Probe Into The Drug Industry

The Government's anti-companies agency has reported in its 5-year probe into the drug industry. The mouse which that labor has produced is the assertion that "the only effective remedy to reduce the price of drugs in Canada" would be to abolish patents on drugs.

This report has predictably stirred up a mountain of criticism in medical and legal circles. For example, it assumes that drug prices are intolerably high, without thoroughly examining all sides of this question. True too, it assumes that patents on drugs could be abolished without, to use a relevant medical term, precipitating undesirable side-effects.

As for the price of drugs, there are certain facts set out in the recent survey by the Combines Director and other sources.

First, the price of drugs has not risen as much as the price of most daily needs during the post-war years of inflation.

Second, the cost of a prescription is seldom high. As the Canadian Pharmaceutical Manufacturers Association has calculated, nearly nine of every 10 prescriptions cost less than 30 cents.

Third, the biggest factor in the average drug prescription is not the wholesale price of the drug itself, but the retail markup of 67 per cent and the prescription fee of 20 cents to \$1.50 charged by the drug store.

The average Canadian buys two prescriptions a year, the cost of which is about \$1.50.

LIQUOR LEGISLATION

Brotherhood Week has come, and it has gone, but what about the weeks and months that lie ahead of us? In the present days, and in the days to come evaluate the quality of our character.

Another thing which requires consideration is the tendency to belittle the opposite character when conducting an election campaign. The debates may be hot at times, but let them be confined to the issues involved and not personalities.

Let no persons demean their character by offering a bribe, nor by accepting one.

I am, Sir, etc.

W. D. JOHNSTON, Montague, P.E.I.

UNITED FUND OBJECTIVE

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Let no persons demean their character by offering a bribe, nor by accepting one.

Electronic Aid For Deaf People

By Dr. Theodore R. Van Dellen CHESTER Gould, the creator of Dick Tracy, has utilized many electronic devices in his flight against crime. So far he has not invented a character suppressor, a radio receiver, a brain, unbelievable vision, or supernatural hearing. All this would take a clever surgeon to insert a microcircuit into the brain to provide unlimited memory, a radio device into the lens of the eye, or an electric scanner into the ear.

This is not as far-fetched as it sounds. The nervous system, including the brain and organs of hearing sight, perception, and motion, have counterparts in the field of electronics. Never and here in waves can be detected with special machines and muscle tissue will contract when stimulated with electrical currents.

Some victims of heart disease owe their life to a tiny, built-in pacemaker that stimulates the organ to beat. These men and women have a defect in the nerve structures that initiate the heart beat. To overcome this block, or broken connections, surgeons insert an electronic device under the skin which gives off an electric current at regular intervals. The instrument is attached to the heart by special wires. Some have been operating for years. The use of electronics in medicine still is in its infancy; we can expect almost anything from now on.

STERILIZING SHOES AND HOSE Mrs. M. writes: How do you sterilize hose and shoes?

Why? Cotton hose can be boiled for 10 minutes. Shoes may be placed in a box containing formaldehyde and kept covered overnight.

NOTES BY THE WAY

Nothing makes you mentally tired quicker than constantly thinking about how physically tired you are.—Sherreroke Moore.—Chalmers News.

Historical researchers tell us that the ancient Celts wore the males, for instance, wore their hair long and smeared it down with sundry greases, thus producing an effect "like the mane of a horse." They were also fond of "producing a terrific din on bronze trumpets. In view of this, we must conclude, from half-dozen of some of our young men and the blast emanating from the so-called "Celtic Revival" in the form of a latter-day Celtic revival.—Brantford Expositor.

Student They Can't Forget

Montreal Gazette

James Howard Meredith has left the campus of the University of Mississippi. He may never return.

It might seem that a great effort was made to little effect. Meredith was there only a few months. Though he appears to have had an Intelligence Quotient sufficiently high to forget him, he was an indifferent student.

And yet coming to the university for only a few months of a student who paid little attention to his work has brought about a big change. At one of the white students at Mississippi says: "They're not going to forget him, no matter what happens. They'll never forget."

For though the University has gained a victory or sorts in having this one Negro student leave so soon, the cost of the victory has been unpalatable. It is not only that there was rioting in which two were killed. It is rather that Mississippi has proved to itself, as well as to the world, that it is not really a university. This may always have been largely true. But now the truth has been proclaimed.

This is seen most of all in the drifting away from the university of a number of its professors, and they include some of the best. One of them is Dr. James Silver, who has taught in the University for 27 years. He is one of the few who has said "I am in the m. i. d. 'Above all,'" says Dr. Silver, "everybody forgets that James Meredith is a human being."

One estimate is that up to 20 per cent of the faculty may leave in the hope of finding positions that will have associations less distressing or humiliating.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

TEN YEARS AGO February 23, 1953 A presentation to Peter Rogers featured the Kinsmen Club meeting last night at the Charlottetown. Mr. Rogers is leaving soon to take up residence in Valleyfield, Quebec.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

NOTES BY THE WAY

Nothing makes you mentally tired quicker than constantly thinking about how physically tired you are.—Sherreroke Moore.—Chalmers News.

Historical researchers tell us that the ancient Celts wore the males, for instance, wore their hair long and smeared it down with sundry greases, thus producing an effect "like the mane of a horse." They were also fond of "producing a terrific din on bronze trumpets. In view of this, we must conclude, from half-dozen of some of our young men and the blast emanating from the so-called "Celtic Revival" in the form of a latter-day Celtic revival.—Brantford Expositor.

Student They Can't Forget

Montreal Gazette

James Howard Meredith has left the campus of the University of Mississippi. He may never return.

It might seem that a great effort was made to little effect. Meredith was there only a few months. Though he appears to have had an Intelligence Quotient sufficiently high to forget him, he was an indifferent student.

And yet coming to the university for only a few months of a student who paid little attention to his work has brought about a big change. At one of the white students at Mississippi says: "They're not going to forget him, no matter what happens. They'll never forget."

For though the University has gained a victory or sorts in having this one Negro student leave so soon, the cost of the victory has been unpalatable. It is not only that there was rioting in which two were killed. It is rather that Mississippi has proved to itself, as well as to the world, that it is not really a university. This may always have been largely true. But now the truth has been proclaimed.

This is seen most of all in the drifting away from the university of a number of its professors, and they include some of the best. One of them is Dr. James Silver, who has taught in the University for 27 years. He is one of the few who has said "I am in the m. i. d. 'Above all,'" says Dr. Silver, "everybody forgets that James Meredith is a human being."

One estimate is that up to 20 per cent of the faculty may leave in the hope of finding positions that will have associations less distressing or humiliating.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

TEN YEARS AGO February 23, 1953 A presentation to Peter Rogers featured the Kinsmen Club meeting last night at the Charlottetown. Mr. Rogers is leaving soon to take up residence in Valleyfield, Quebec.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Over 40 per cent of the deaths in children between the ages of one and nine years are caused by accidents, said Dr. O. W. Curtis, Deputy Minister of Health and Welfare, in addressing the Red Cross First Aid instructors at the weekend refresher course.

Advertisement for ahoy! new CARIBBEAN FRANCONIA The Liners with the Lido Look ON CUNARD'S NEW CANADA-ROTTERDAM SERVICE. Includes a large image of the ship and a coupon for literature.

PLEASE MAIL LITERATURE TO: Transatlantic Travel, Mediterranean Cruises, North Cape Cruise, Great World Cruise 1964, Mediterranean Service.

TO: Name, Address, City, Province, Postal Code.

Getting There is Half the Fun! GO CUNARD! 375 Barrington Street Halifax, Nova Scotia Tel: 423-9363