

THE GUARDIAN

Authorized as Second Class Mail Post Office Department, Ottawa. The Island Guardian Publishing Co. Editor and Managing Director, Ian A. Burnett, Associate Editor, Frank Walker. CIRCULATION "Covers Prince Edward Island like the dew" "The strongest memory is weaker than the weakest ink" CHARLOTTETOWN SATURDAY, DEC. 12, 1953

The Potato Marketing Problem

Maine potato producers are understandably concerned about their potato marketing problem; but the agitation for a 45 cents per bushel duty on Canadian potato imports would only lead, if successful, to much graver complications. The Canadian Government might be forced to retaliate and we should have a tariff war which would be detrimental to agricultural interests in both countries. A much better approach to the problem, so far as potato producers are concerned, lies in developing home markets to a much greater extent than at present.

That parallel conditions in potato marketing and consumption exist on both sides of the international boundary is evident from an article which appeared recently in a popular United States publication. Headed "Spud Drive Set To End Surplus," the article points out that too many potatoes—some of doubtful quality—have posed a huge problem for Maine growers. Aroostock County bankers have indicated that losses this year may run as high as \$25,000,000. Credit will be tighter in 1954. Sales production plans are already under way. This may help some but the general consensus is that Maine people must do better by consumers. Per capita consumption has dropped from 200 pounds a year to 100 pounds for numerous and various reasons.

The U. S. National Potato Council has launched a potato promotion campaign, aimed at increasing per capita consumption. This will in part consist of a merchandising campaign in association with the National Association of Food Chains, the National Association of Retail Grocers along with other retailers, wholesalers, distributors, restaurant and hotel groups and consumer organizations.

Under "Better Quality" the writer has his to say: There must be a greater effort on the part of growers to market better quality potatoes. The average consumer knows nothing of inspection methods, grading standards, branding laws, storing or shipping or the difference between a Cull and a No. 1. The average housewife does not know a Sebago from a Katahdin or a Green Mountain but what she does know is that some potatoes "taste like soap", others cook dark; she frequently finds too many bruises which means waste. The potato industry, it is emphasized, must pay more attention to what the consumer wants and cater accordingly.

All of this only goes to prove conclusively what representatives of the P. E. I. Potato Marketing Board learned recently when meeting with hundreds of consumers who visited the Island potato booth at the Royal Winter Fair, and who expressed their opinions in no uncertain language. The Board is seeking to stir interest in this phase of the problem, and Maine potato organizations would do well to follow suit. Here is one field of competition in which everyone would benefit. It appears to be the only practical way of placing the industry back on its feet.

Newfoundland Place Names

Under the changes made by the Post Office in the names of places in Newfoundland, complains the St. John's Evening Telegram, islands are becoming coves, rivers valleys, and coves hills. Other changes have been effected by adding to the original name the suffix, "ville", which is neither euphonic nor descriptive. "Why Wellington to Dover, it is impossible to guess," says our St. John's contemporary. "Why Sound Island should be replaced by Garden Cove or Broad Cove to Duntara, who can imagine? Neither glossaries nor encyclopaedias disclose the origin of the latter. But for the rule that places may not be named after living persons, it is understood that another settlement would have been named Pickersgill."

Under the Canadian Postal Act, the postal authorities are entitled to change names where such changes may facilitate the delivery of mail. A board on geographical names, which includes a special representative from each province, takes any proposed changes under consideration. The chairman of the Newfoundland Nomenclature Board has the names put forward submitted to him for affirmation. The Nomenclature Board was appointed in 1952, but it is claimed some of the changes were made prior to that date.

"It is of course desirable to eliminate duplications in names that may cause confusion in mail delivery," says the Evening Telegram; "but if each place is easily distinguishable by the inclusion in the address of the name of the district in which it is situated, the error can only be attributed to such careless sorting as the dispatching of mail matter fully addressed to this office to Port Saunders, whence it was returned, or airmail sent to a St. John citizen arriving via Wabana. The fewer alterations in place names, the better. It is a good rule to change no name which has historical associations. The difficulty is to determine which are historical. There are many names no less deserving to be retained because of their quaintness—Come-by-Chance, Seldom-Come-By, Heart's Ease, or, for that matter, Cut Throat or Famish Gut. They add immensely to the interest of visitors."

Christmas Fire Precautions

It is all too easy to forget that the Christmas tree is one of the most combustible objects known. Once ignited, it burns so rapidly that extinguishing the flame is virtually impossible by methods ordinarily available. In the United States the National Safety Council is advocating simple precautions to prevent the gaily decorated trees from becoming instruments of destruction.

First and foremost the tree must be fresh and kept fresh by storing in a cold place until it is actually in use. At least an inch of the base should be cut off and the new butt kept immersed in water. The tree must be away from all sources of heat. Lights must be in good condition and of reliable make. Overloading a circuit must be watched against and particularly such dangerous practices as using too heavy a fuse or replacing it with a coin.

The tree lights should be turned off when no one is to be in the room for any length of time. Electric trains or other electric toys that may spark should be kept away from the tree. Gift wrappings should be disposed of at once. Only non-inflammable decorations should be used and care must be taken that metallic icicles cannot dangle into light sockets.

The tree should be discarded at an early date, before needles turn brown or start to fall and should be disposed of out of doors—not in the furnace, stove or fireplace—because Christmas trees burn with almost explosive violence.

Attention to these matters will not make Christmas one whit less enjoyable and they may well prevent it turning into a family disaster.

EDITORIAL NOTES

Tomorrow, 3rd Sunday in Advent.

Winter had to arrive sooner or later. Although the extremely mild weather was easy on fuel most people welcome more reasonable temperatures.

Tomorrow the Ground Observer Corps in this Province and Nova Scotia will get its first real work-out. "Operation Blue-Spud" will show what is required in order to have an efficient warning service in a populated area.

The Gouzenko incident seems to have been settled to the satisfaction of all concerned. The House committee will get the information it wants. Canada will be able to protect her interests and Gouzenko will continue to enjoy incognito and R. C. M. P. protection.

That Canadian prosperity will go ahead with a rising standard of living in the rest of the world is very generally accepted by economists today. The vice-president of the Canadian Manufacturers' Association points out that a direct result of our participation in the Colombo plan and other such measures will be more orders for Canadian firms.

"Farming has now reached the point where it must be treated as a commercial enterprise," according to a brief of the Ontario Federation of Agriculture calling for well-directed production programmes and adequate marketing systems. There is indeed as great a difference between modern farming and that of a few years ago as between having a kitchen garden and a prairie wheat farm.

Sir William Beechey, English portrait painter, was born this date 1753. He attended the Royal Academy as a pupil and in 1772 became an associate at the Academy. In the same year he was chosen to be portrait painter to Queen Charlotte, for whom Charlottetown was named. He received his knighthood and the title R.A. for a picture of a review of cavalry in which he portrayed George III, the Prince of Wales and the Duke of York.

A Brighter Picture That Could Be!



PUBLIC FORUM

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

MAIL COURIERS' PAY

Sir—There have been appearing in The Guardian a number of letters regarding the inadequate pay received by mail couriers who seem to consider themselves government employees, although they are in a sense no more government employees than the contractor who is constructing the Montague Public Building, who was the lowest tenderer, and they have no one to blame but themselves for tendering too low.

It has been found impracticable to put the mail couriers in the Civil Service, as no two mail routes are exactly alike in the condition of the roads or in length; but perhaps if the Post Office Department would, after careful investigation, compile a private list of all the mail routes in Canada with the estimated amount which should be paid each courier and then give the contract to the one who tendered nearest to the estimate, the problem might be solved.

Under the present system it is inconsistent for people to tender lower than their neighbours and then start hounding the Government for increases in their contracts.

I am, Sir, etc., TAXPAYER.

The Poet's Corner

ON FORTUNE

Fortune, that with malicious joy Does man, her slave, oppress, Proud of her office to destroy, Is seldom pleased to bless. Still various and unconstant still, But, with an inclination to be ill, Promotes, degrades, delights in strife, And makes a lottery of life. I can enjoy her while she's kind; But when she dances in the wind, And shakes the wings and will not stay, I puff the prostitute away. The little or the much she gave is quietly resigned; Content with poverty, my soul I arm, And virtue, though in rags, will keep me warm. —Martial, 1st Cent. A. D.

COOKING HINT

Vegetables lose much of their food values when soaked before cooking.

Notes By The Way

Civilization, according to scholars, started 70 centuries ago. That's fine, but when did it get lost? —Hamilton Spectator

The dizziest news story of the week is the one about the motorist in Kansas City who drove his car into the side of a freight train at a street crossing. "I honked my horn," the driver told police. At that, this particular driver showed a little more quip than the motorist who slams into a train without even seeing it. —Fort William Times-Journal

The handicapped person, given an opportunity to do useful work, may bring to that work a greater sense of dedication to the job, a greater determination to make good. A substantial part of the creative achievement that has made our lives rich is the product of persons whose bodies were far from strong. Infirmary of the limbs or the sense organs need not mean infirmity of the spirit. We serve our own best interests, the interests of our communities, the interests of our future, as well as the interests of the handicapped, when we recognize this fact. —New York Times

A Toronto newspaper man found amusing the fact that though some two tons of fine Canadian Cheddar cheese was on exhibit at the Royal Winter Fair, it was impossible for a visitor to buy a sandwich of the same product in any of several Fair restaurants. Amusing perhaps, but indicative also, unfortunately, of the lack of enterprise shown generally in the promotion and marketing of our fine Canadian cheeses to feature those cheeses on display in varieties of dishes in the adjacent restaurant at the Fair. Even the finest products require salesmanship. —Brookville Recorder and Times

Three little boys were boasting about their fathers, when the conversation turned to earning capacity. One was the son of a doctor, another the son of a lawyer and the third the son of a minister. "My father makes money fast," said the first boy. "He just goes to the hospital, performs an operation, and sometimes gets \$500." "My father," said the second, "does better than that. All he has to do is go to the courtroom and talk for about a day and he charges his client \$1,000." The minister's boy, however, topped them all. "My dad," he said, "does practically nothing all week, then talks about 20 minutes on Sunday morning, and it takes four men to bring the money to him." —Presbyterian Life

The Age Old Story

Men and brethren, children of the stock of Abraham, and whoever among you feareth God, in me is the word of this salvation sent. For they that dwell at Jerusalem, and their rulers, because they knew him not, nor yet, the voices of the prophets which are read every sabbath day, they have fulfilled them in condemning him. And though they found no cause of death in him, yet desired they Pilate that he should be slain. —Acts 13:16-17

Old Charlottetown

(And P. E. I.)

NEWSPAPER ITEMS

From The Examiner, July 27, 1888.

The corner stone of the new St. Paul's Rectory was laid by the Rector, yesterday afternoon, in the presence of a goodly number of the congregation. After the ceremony the Rector delivered a short address.

Mr. Duvar, Inspector of Fisheries, held court at Alberton on Monday, and fined seven persons for having small lobsters in their possession. He also held court in this city yesterday, and imposed fines upon four persons for similar offenses.

A paragraph is going the rounds of the Provincial press to the effect that the men Hill and Fleming, in jail awaiting trial in the Supreme Court for robbing the store of D. MacKay, Esq., at Oyster Bed Bridge, are well-known Toronto crooks, and that a detective will visit the Island shortly to identify them.

The "Heather Belle" steamed merrily over the rippling waters of our harbor and bay yesterday forenoon to the music of St. Peter's Boys' Band. She carried a hundred citizens or more to China Point for a day's recreation and pleasure. A large number came from town and country in carriages and helped to swell the fund for the purchase of the organ in Cherry Valley Church.

Rev. James Simpson, headmaster of St. Peter's Schools, Charlottetown, announces the opening of the Michelmas Term on Tuesday next, with several vacancies in both the boys' and girls' schools; the boys' school being under the headmaster and assistant masters Rev. Fred E. J. Lloyd and Mr. T. H. Hunt, B.A., the girls' school under the Misses DesBrisay; course of instruction including the Classics, Mathematics, English and French.

Mr. Fenton T. Newbery, the agent of the Canada Atlantic Steamship Company, has received, per M. A. Starr, a beautiful model of the new steamer "Halifax", now building on the Clyde, which has been on view at the Glasgow Exhibition and in Halifax. It is intended to make the round trip with this steamer between Char-

The Passing Scene

By Observer SMALL INDUSTRIES

A Federal Government department head is quoted as saying he sees no reason why small industries should not be economically feasible in this Province. It has always been a puzzle to a lot of people just why it should be necessary for this Province to import large quantities of canned goods when the products which go into the containers could be grown as well here as anywhere and are in fact produced on practically every island farm. Mass production awaits only the demand that would make it worthwhile and profitable.

In recent years a few farmers who don't mind experimenting with something new have been persuaded to devote an acre or two to the production of string beans and it is reported that some of them have been well pleased with the results. The whole thing, however, has been whisked off the island for processing elsewhere. One does not have to be an economic expert to realize that provided a canning industry is feasible this whisking-off business is economically unsound. It may be that it is not feasible but so far as I know no comprehensive survey of the possibilities has been carried out which might answer the question intelligibly. Of course there are a lot of things going on about which I have no knowledge and it is possible that this is one of them. Just the same I am inclined to believe that no one on this island can say definitely whether or not it is a good place for the canning business.

If my premise is correct, then one man's opinion is as good as another's, and mine is that the canning of beans or peas or beets or almost anything in that line would be just as feasible as growing them. There is, of course, the matter of capital to be considered, but capital always has been available wherever a good case for industry, large or small, has presented itself. It almost looks as if the chief difficulty in the way is not lack of capital but, to put it bluntly, the traditional feeling that this island is too small and too far from the main centres of population to warrant any kind of industrial expansion. I do not happen to be one of those who be-

lieve that big industry is the doorway to the good life and I have never longed to see this land subdued by "oil booms" or other things of similar bluntness. The pastoral way of life our people have inherited is worth preserving, but I am not foolish enough to imagine that a few small industries (small, but much larger than anything we have at present) would do any damage to that way of life. Indeed, they ought to strengthen it in its weak places. If the "it can't be done here" tradition is holding us back indistinctly, what has happened in Newfoundland in recent years? From the time in 1953 when Sir Humphrey Gilbert took possession of this island in behalf of the first Elizabeth to the day in 1949 when Joseph R. Smallwood took possession of the premier's office, Newfoundland was as insular in thought and practice as any place on this planet. For many generations the catching, curing, salting and buying of codfish, and scattered lumber operations, were about the only industrial avocations considered practicable or even possible. Then about forty years ago paper-making made its debut and gradually was accepted into the economic structure. Today it constitutes a major source of employment. Not until Smallwood brought his cheerful vision and faith to bear on the thought and manner of the new province did anyone entertain the notion that small and diversified industries should contribute new economic life to the population. Gradually the barriers have been broken down and, with the aid of government, small factories have been started in various parts of the island, not to do damage to the fishing industry, which is still basic to their economy, but to strengthen it in many hitherto inconceivable ways. If, say, thirty years ago or even ten years ago, a Newfoundland fisherman had been told that in 1953 his son would be working in a local glass factory, he would have laughed loudly and scornfully at the suggestion. Well, a good many of them are now working in glass factories, glove factories, cement factories, and even I understand in factories making watches and optical instruments.

Nobody seems to know how all these "new-fangled" ventures are going to work out, but everybody knows that for the time being at least all the economic eggs are not in one basket. I am not inferring that anything like the Newfoundland experiment should be or could be attempted here. Our respective ways and means are dissimilar at many points. But, until some competent authority dissuades me from it, I shall continue to hold the view that there is no reason why the leaders should be obliged to see their pennies in Ontario or be canned in Nova Scotia.

It's Later Than You Think Do Your Christmas Shopping NOW

Table with 2 columns: Item and Price. Items include: REG. \$34.50—Men's 3/4 Length STATION WAGON COATS 19.95; MEN'S DRESS SHIRTS—Regular \$3.95 2.49; Men's Regular \$8.95 Pullover & Coat SWEATERS 4.95; Boys' Pullover SWEATERS—Regular \$2.50 1.95; Boys' SKI PANTS—Regular \$3.95 2.49

The GREENDAL Co. Ltd. MEN'S STORE 144 GT. GEO. ST.

PROFESSIONAL CARDS

Professional cards for MacPhee & Trainor, J. S. Taylor, R.O., J. Elmer Blanchard, Allison M. Gillis, L.L.B., Byron J. Grant, O.D., J. A. Carruthers, R.O., Dr. A. L. MacIsaac, Dr. K. A. MacEachern, and McDonald, Currie & Co. Includes contact information and services offered.

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