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 "The strongest memory is weaker than the weakest ink."  
 WEDNESDAY, SEPT 29, 1954

Marketing Research

At the annual meetings of the American Farm Economics Association, held at Pennsylvania State University, Professor Willard W. Cochrane of the University of Minnesota had some interesting comments about marketing research. Over the next decade Dr. Cochrane feels that marketing studies may not receive quite as much emphasis as in the past ten or twenty years, according to a letter on Canadian livestock products. The reasoning behind this conclusion is simply that market research has already clearly demonstrated that farm-retail spreads or margins are largely comprised of the actual costs of providing specific marketing services. Margins do not narrow or widen quickly over time in line with farm price fluctuations because many marketing cost factors, e.g. labour, freight and materials, are fairly inflexible. There has also been a tendency for marketing agencies to provide an ever-increasing range of services. Some of these were formerly performed on the farm or in the housewife's kitchen but many were not previously offered at all. In most cases there is clear evidence that improved services have resulted in expanded markets.

Professor Cochrane suggested that producers could conceivably capture a larger share of the marketing margin for certain commodities by undertaking to provide more of the various services which consumers have now come to expect. But he also pointed out that it would be surely found that furnishing these services involves real and inescapable costs.

In the long run marketing services tend to be priced largely as any other commodities are priced, i.e. on the basis of the demand for them in relation to the competition of marketing agencies to supply them. This fact in itself tends to keep the introduction of expensive and unnecessary frills to a minimum and at the same time gradually eliminates the inefficient middleman.

Prehistoric Canadians

What happened to the Dorsets, ancient inhabitants of the Hudson Bay area, is very much a mystery. Explorers have uncovered remains of the largest settlement yet found of the ancient Dorset people of the Canadian Arctic, the National Geographic Society has announced.

The ruins of the Dorset site were discovered on the southeast coast of Southampton Island, Hudson Bay, by an expedition headed by Dr. Henry B. Collins of the Smithsonian Institution.

Little is known of the Dorsets, whose roots have been traced to prehistoric peoples of the Bering Sea area, but "a wealth of relics" was dug from the 20-acre Dorset site and the ruins of a 100-hut settlement of Sadlermiuts found nearby. The Sadlermiuts a much later group than the Dorsets, died out in 1903, presumably from typhus.

The expedition, sponsored by the Geographic Society, the Smithsonian and the National Museum of Canada, reported the explorers found a number of Sadlermiut skeletons but no burial grounds or bones of Dorsets.

Reassuring Report

To fluoridate or not to fluoridate the municipal drinking-water supply is a question that is being discussed at the present time by many a City Council; fluoridation has its protagonists and its antagonists in about equal numbers. However, according to a report in a recent issue of the New York Times, prepared by the paper's science editor, Dr. R. K. Plumb, opposition to the plan shows signs of becoming weaker as a result of accumulating evidence in its favour. In particular, Dr. Plumb describes the results of two studies involving communities in widely separated areas. In the small city of Newburgh, in upstate New York, fluoridation has been carried out for something like ten years, while in neighbouring Kingston the water has not been treated. It is now revealed that there is 47% less tooth decay among children in the former place than among those in the latter.

Out in the far West, in Colorado Springs, a noted health resort, the water has a natural fluoride content of 2.6 parts per million, which is twice that recommended for the prevention of tooth decay; yet, physicians in the area agree there is nothing to indicate that the heavy concentration is harmful in any way. The report says that 1000 communities in the United States are now using water that has been fluoridated artificially and that an additional 400 have ordered the necessary equipment. As a further good word for the practice the

American Dental Association has declared the technique in use to be completely safe and effective. In its latest issue the Association's official journal stated editorially that "no one, except the most biased, will now question the safety of water fluoridation." That may be putting the case for fluoridation a little too strongly; but, in any case, the evidence that has been made available will certainly reassure those communities which have been well-disposed towards the project but have hesitated to go ahead with it for fear of possible harmful effects.

Canada's Buoyant Position

Under the heading "Young and Lusty", the London Times in a recent editorial, notes that the pace of Canadian development during the past decade has been tremendous, rivalling the period of settlement and development of the prairies at the beginning of the century. In an attempt to answer the question as to whether this great phase of expansion is drawing to a close, the editorial says:

"Certainly Canada will be a fortunate country if the past decade does not stand out to some extent in retrospect as a notable period of growth. A future economic historian may no doubt attribute it first and foremost to the blessings of nature, the extension of the frontiers by a technical advance and the abundant energy and skill of the Canadian people. He may no doubt also give credit to the quiet confidence with which public policy guided the economy during and after the war. No government came anywhere near perfection in running its wartime controls, in curbing inflation or in managing a return to freedom. But the Canadian government was far more successful than most. Inflation was always less a domestic product than an import from the United States; hence the upward revaluation of the Canadian dollar in 1946 and the adoption of the free exchange rate — with an upward revaluation in the market—in 1950. The return to freedom was steady with relatively little temporary backsliding."

Looking to the future of Canada The Times concludes its editorial with this observation:

"Some slackening of the pace of development need do no great harm. And so long as freedom of international trade and exchange expands rather than contracts, there is no reason why Canada should not maintain for a long period a rate of development at least comparable in broad terms with that which has been since the war. To Britain she must remain one of the most important markets in the world for trade and for capital investment abroad. Her needs and potentialities should be borne firmly in mind whenever questions of freedom of trade and exchange are discussed."

EDITORIAL NOTES

Michaelmas.

The Forum tonight will indeed be a forum for the discussion of matters of public concern. Potato marketing ranks high amongst subjects of importance in this Province and the meeting should accordingly be well attended.

It is possible to turn over a new leaf more completely than most of us think. Investigations with isotopes by the Smithsonian Institute reveal that 98 per cent of the basic materials of the human body are replaced yearly. On that basis none of us, whatever our legal age, is much more than a year old.

The result of the potato plebiscite in May and June, it will be recalled, was that of the 6,747 ballots mailed, 5,140 were returned. Of this number 3,282, or approximately 64 per cent, favored operation of the Board, while 1,845 were opposed to it. There were 13 ballots rejected. The figures given on this page yesterday were in error.

The annual conference of the British Labour Party seems not only less leftist than Aneurin Bevan but even than Clement Attlee. At any rate it turned down a series of left-wing inspired motions presumably presented by the Party leadership. At the same time Mr. Attlee proposed that the thing to do about Chiang Kai-Shek would be to retire him and his immediate adherents to some safe place where they could live their lives in peace.

Horatio Nelson, Viscount Nelson, Duke of Bronte, England's greatest admiral, was born this date 1758. He was of diminutive figure and delicate health but possessed remarkable powers as an officer, judge and statesman, together with a thirst for glory, or rather honour. His very impetuosity led to his being on half-pay for some years, the Admiralty apparently deeming him to be likely to cause trouble by excess of zeal in time of peace. There was little peace, however, during his career and his genius found plenty of opportunity for expression.



At The Bat

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.

POTATO MARKETING BOARD

Sir,—I ask space for this letter in your issue of Wednesday, September 29.

Of prime importance in any financial organization is the financial statement tendered to its members, to those whose money it accepts to help it finance and to those whom it desires to interest in its activities a copy of its yearly financial statement and to supplement it with explanations when requested. The P. E. I. Potato Marketing Board has never made any yearly statements readily available. Statements have been obtainable only by considerable effort and are then not informative.

Each of its four annual statements are written and related in such a manner that I accuse:

(1) The P. E. I. Potato Marketing Board with issuing annual statements incomplete, obscure and at variance with statements made on the floor of the House.

(2) The P. E. I. Marketing Board, who must receive annual statements of its subordinate Board, with being a party to the above mentioned unsatisfactory state;

(3) The Provincial Department of Agriculture with being inexcusably negligent in not insisting that the P. E. I. Potato Marketing Board, a branch of its activities, supply freely, to at least those whose moneys it has accepted to help it function, a complete statement of its activities.

Inasmuch as the accounts of the P. E. I. Potato Marketing Board are audited by a reputable firm and in view of a statement filed in the House in March last, which statement is not in accordance with the annual reports, I can only assume that some mistaken or improper information was given to the auditor by some Board official.

I write this with a full realization of the gravity of the accusations and its implications. My criticism is directed against the P. E. I. Potato Marketing Board as a whole—not against any one or more of its members. I can only assume that each annual statement has been approved at a legally called meeting of the Board by at least a majority of those present.

I am not a dealer; I am and have been for four decades and more a consistent grower of potatoes and markets and prices are important to me. While fully realizing the advantages of farmers organizing to group market their production, and I applaud them for their endeavours, I doubt seriously the advisability of forcing or endeavouring to force a basic producer through legislation to sell the production of his labor to or through any one organization and the more so through an organization that consistently has failed to have given freely and yearly a clear accounting of its activities. I think that this is an appropriate time to publish my criticism.

So that the producers of potatoes in this province, a highly intelligent class of people, can the better judge for themselves, it appears to be in order and highly desirable that our Minister of Agriculture, through the appropriate financial channels, sees that complete financial statements of the P. E. I. Potato Marketing Board for each of the four years ended May 31, 1954, are made available to them by being printed in the public press.

I am, Sir, etc.,  
AUSTIN A. SCALES  
Freetown.

SWEARING

Sir,—Nearly every time I go into town I hear some one taking the name of God in vain. I am sure if such people knew how patient and merciful God the Heavenly Father is they would not take the name of thy God in unto their lips. It is because of the Father's mercy and love we have this prohibition: "Thou shalt not take the name of thy God in vain." People fall, unconsciously into this habit, not thinking what it means nor its implication. Little children readily pick up this habit from adults. I have heard it

The Red Ensign

Grant Dexter in the Winnipeg Free Press

In London recently there occurred an event which, considered in the perspective of the 87 years since Confederation, implied a plain recognition that the Red Ensign is the official flag of Canada. The Red Ensign is the red duster with the Canadian coat of arms in the fly.

The event was the consecration of this flag on the altar of Westminster Abbey. The presentation was made on behalf of the boys' choir of St. George's Cathedral, of Kingston, Ontario, which led the Abbey services from August 10 until the end of the month. The Canadian Government was represented at the dedication service by Mr. Norman Robertson, our High Commissioner to the United Kingdom.

There could be no more striking recognition of a flag as our national emblem than that it be officially presented to the Dean and Chapter of Westminster Abbey, on state occasions. Sir Joseph, who had been Sir John A. Macdonald's private secretary and biographer, was an extreme Imperialist. His letter, banishing the Red Ensign, is chiefly interesting because he says that his decision was based upon an editorial which appeared in the London Times of September, 1902.

In view of the later nationalist attitude in Quebec, it is interesting to note that Henri Bourassa, then a member of Parliament and the political father of the nationalist movement in Quebec, severely criticized the change from the Red Ensign to the Union Jack. He regarded the Red Ensign as our national flag.

So matters stood until 1924. World War I stimulated our sense of nationality. The Canadian people desired a national emblem. The Federal Government, on the recommendation of Prime Minister King, approved a minute of council on January 26, 1924, declaring the Red Ensign to be the official flag of Canada abroad. It was to be flown outside Canada whenever a distinctive Canadian flag was required. No change was made within Canada.

This was the first time Mr. King showed his hand. It was to become clear, later, that he always favored the Red Ensign as our national flag.

With this official sanction for the streets in Charlottetown.

Swearers should be reminded that this 4th Commandment is placed beside that other one "Thou shalt not kill." I remember once going into the prison in Port of Spain and coming in contact with a young man who had been arrested and charged with murder. Through his cell window he pleaded his innocence and requested me to intercede for him. He was in a state of terror, pale and stricken with misery. Does the swearer know that he is under the judgment of God? "The Lord will not hold him guiltless that taketh his name in vain."

My concern is for the little boys who learn this habit from their parents, mothers and fathers. They come to school and spread the habit. Some teachers take serious account of bad language used in school. Some teachers do not bother.

In my teaching experience I took two years to rid my school of bad language. It was an unpleasant job but many a parent was thankful for a school where there was no bad language used. Quite small boys come home from school sometimes with bad words to the surprise and disappointment of their parents. The best way usually is to pay no attention, or at least to treat the matter cautiously. A clean school is a good school for children.

I am, Sir, etc.,  
W. I. GREEN  
Stanley Bridge.

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NOTES BY THE WAY

The amount of sleep required by the average person is about five minutes more. —Brandon Sun.  
 Fifteen chaplains this week bailed out of a crippled transport plane over California. On a wing and a prayer! —Windsor Daily Star.  
 We only regret that Hurricanes Carol and Edna did not come late enough in the season to blow the leaves in the yard somewhere else. —Boston Post.  
 And now we note that a "Yankee furniture firm" sells "museum pieces" which you can make yourself. That's letting the cat out of the bag. —St. Catharines Standard.  
 Two-headed garter snake near Sudbury has difficulty in deciding which way to go. Shucks! You don't need two heads to have that difficulty these days. —London Free Press.  
 The laws of supply and demand do not control prices in every case. For example the demand for living murely is no greater than it was 10 years ago, yet the cost of living is about twice as much. —Kitchener - Waterloo Record.  
 President Eisenhower has had a wonderful vacation since when he gestures with the hands a yard apart they don't know whether it's another fish story or how he sunk that putt for the "birdie". —Ottawa Citizen.

Old Charlottetown

and P. E. I.

FISHERIES EXHIBIT

"We hear that Mr. Hunter Duvart, Inspector of Fisheries, has nearly completed his arrangements for the due representation of the Island fisheries at the forthcoming Exhibition in London, England. He still wishes to be favoured with the loan of any private collection of stuffed fish, fish-destroying birds, and shells from our Island shores. These will be duly cared for and returned. The Government collection will be shown at the Exhibition en bloc as one exhibit. We trust that private exhibitors will at once do their utmost to expedite the task imposed on the department. It is extremely important that our fishing industries, which represent about three-fourths of the total resources of this Province, should be fully and creditably represented before the face of Europe and of the world." —The Examiner, Sept. 11, 1952.

overseas display, the use of the Red Ensign within Canada steadily increased. But it was not until 1934 that there occurred the first of a dozen official acts which have advanced the Red Ensign to the point where it has been accepted as our national emblem for consecration on the altar of Westminster Abbey.

The Age Old Story

O God, thou art my God; early will I seek thee, my soul thirsteth for thee, my flesh longeth for thee in a dry and thirsty land, where no water is; to see thy power and thy glory, so as I have seen thee in the sanctuary. Because thy lovingkindness is better than life, my lips shall praise thee.

VOCATIONAL SCHOOL Night Classes

Registration for evening classes commencing the week of October 4th will be held in the main office between the hours of 7:00 and 9:00 p.m. on Monday and Tuesday, October 4th and 5th.

It is requested that all persons taking evening courses in the school, report to the office on either of the above mentioned nights.

- The following is the list of courses for which applications are invited to fill existing vacancies:
- AUTOMOTIVE MECHANICS
  - DRAFTING
  - PLUMBING
  - SHEET METAL
  - ELEMENTARY SHORTHAND (Pittman)
  - REFRESHERS SHORTHAND (Pittman)
  - WOODWORKING

Notice To Potato Shippers

In the past shippers have made a practice of allowing growers to use new sacks for digging purposes with the result that when the sacks were returned for shipping, they were in a much soiled condition. Three years ago a Provincial measure was passed forbidding used sacks to be brought into the province, as a protection against Bacterial Ring Rot and other diseases; and another regulation one year later by Federal and Provincial authorities to the effect that nothing but new potato and turnip sacks be shipped out of the province. Last year many complaints were received at this office from destination points regarding the soiled condition of our potato sacks. This year any new sacks used for the purpose of digging and returned in a soiled condition will be classed by all inspectors as used sacks, and will be refused for shipping. Growers also are sometimes careless while putting up a pack of potatoes and allow sacks to be tramped upon in muddy places, rendering the sacks unfit for shipping.

Just recently a buyer from the U. S. A. while in this province made the following statement, and I quote: "Potatoes in clean sacks are worth 10c per sack more in the trade than soiled or dirty ones."

W. P. MacLeod,  
District Fruit & Vegetable Inspector.