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

CHARLOTTETOWN, TUESDAY, AUGUST 1, 1950

Mr. Attlee's Warning

Britain's Labour Government, through its leader Prime Minister Attlee, has taken an unequivocal stand against Communist aggression in Korea, and has called not only for greater enlistments in the British armed forces and civil defense organizations, but also for an all-out fight against sabotage and fifth-column activities at home.

The attack on South Korea, Mr. Attlee warns, is but one step in a world-wide conspiracy against the way of life of the free democracies. "If the aggressor gets away with it, aggressors all over the world will be encouraged. The same results which led to the Second World War will follow, and another world war may result."

This blunt reminder of the fiasco of Munich which preceded World War Two, and of the failure of appeasement in dealing with threats of totalitarian aggression, was directed primarily at the members of Mr. Attlee's own party. While the trade unions are solidly behind the Government's anti-Communist stand, there is another element known as the Independent Labour movement, consisting chiefly of professional and white-collar workers who have no trade union affiliations but are lined up as socialists with the unions in support of the Government generally.

The British Prime Minister's statements should have their effect in Canada as well as in the Old Country, in lining up public opinion solidly behind both governments in giving every possible support to the appeal of the Security Council of the United Nations for effective aid to the U. S. forces in Korea.

Growing R.C.M.P.

Today, August 1st, the Royal Canadian Mounted Police take another step forward in policing this country by taking over the Newfoundland Rangers, a famous force with similar traditions to their own and in fact very largely trained by the R. C. M. P.

Founded in 1873 as the North West Mounted Police, later to have added the epithet "Royal", the force was from the first semi-military in nature and took over from the military the duty of keeping the peace on Canada's Western frontier. It is interesting to learn from the Ottawa Journal that consternation was aroused in the United States by the news that an armed Canadian force, the North West Mounted Rifles, was heading Westwards, perhaps to do a bit of boundary changing. To ease the tension, Sir John A. Macdonald picked up his pen, struck out the word "Rifles" and substituted "Police".

Costly Fiasco

British doctors attending the annual conference of their association in Southport, Lancashire, have pledged their support of a resolution urging preparation for withdrawal from the state-run National Health Service. Statement of one member of the British Medical Association to the effect that the existing health scheme was showing "every sign of being the most costly and complete fiasco in our social history", drew a round of applause from the four hundred medical men attending.

Health Minister Bevan describes the attitude of the British medical profession as a "squalid political conspiracy." Few people in the United Kingdom or elsewhere will be content to accept at face value so contemptuous a dismissal of considered judgment of the British Medical Association.

Socialist advocates of state medicine charge that the basis for criticism of Britain's National Health Service by the doctors is the limitations which it places upon their earnings. In reality, the ground of concern among medical men is entirely different. They fear that state medicine undermines the ethics and professional standards which form so important a part of the medical tradition not only in Britain but in other countries as well.

Canadians would be well advised to study the issues involving national health services in the United Kingdom before pressing for a scheme of state medicine in Canada. More doctors, better research facilities, and improved hospital care are es-

sential if Canadian health standards are to be maintained and improved. If all doctors are to be made civil servants, subject to the whims of the government of the day, however, chances are that the losses will far outweigh the gains.

Fewer Tax Gatherers

Income tax division officers across Canada have been notified that they must reduce staffs by approximately 25 per cent. This instruction does not envisage mass dismissals, but rather a gradual curtailment of staff as present employees leave to seek new positions and to get married.

Decision to reduce the present income tax payroll reflects a right-about-face on previous policy, which, as recently as three months ago, envisaged increasing the number of employees in the Department of National Revenue by more than 5,000. Opinion expressed in income tax division offices suggests that reduction of staff can be accomplished without imposing any undue burden upon those retained.

This is the first positive indication that the Government's professed desire to effect economies is being implemented. The Minister of National Revenue is to be commended for the steps already taken. Taxpayers of Canada will look with interest to figures which will be tabled during the next session of Parliament showing the actual savings achieved by this action.

EDITORIAL NOTES

A new month, and usually one of the best, including as it does Old Home Week.

The annual shoot of the Provincial Rifle Association begins today.

Your new car may cost you more, as some of the motor companies are re-converting their plants into munition factories.

Today Queen's County has a new village. Congratulations are in order to the villagers of Crapaud and to their newly incorporated municipality.

The late Dr. G. L. Smith was a quiet, unassuming citizen, always "on the dot" where duty called. He will be greatly missed by a large circle of friends and patients whose sympathy goes out to the suddenly bereaved wife and daughters.

It would be well worth-while for the Government to subsidize the Ran-A-Tan Tourist service in the harbour and vicinity and likewise lay the buoys in the rivers. We have too few such attractions, and it is the business of government to see they are maintained and developed.

The ship's bell of H. M. C. S. Wentworth is being presented to the town of Dartmouth. That town, and others holding such bells, may be called upon to return the bells to succeeding ships of similar name should a large scale ship-building programme be embarked upon.

Marconi's of Chelmsford (East England) announce a \$180,000 Canadian order for two mobile television stations. The order, which is from the Canadian Broadcasting Corporation, follows a contract placed a few weeks ago to equip two studios in Toronto and two in Montreal. The second order means that Britain will be supplying the entire studio and outside broadcasting TV equipment to start a Canadian television service.

The Battle of the Nile between the British and French fleets in the Bay of Aboukir, this date 1798. Hearing of the French appearance at Malta, Nelson rightly judged Egypt to be their secret destination, but, arriving at Alexandria before the French fleet, supposed he had made an error and sailed away; he returned to find the French in possession, but surrounded them in Aboukir Bay at the mouth of the Nile, and destroyed their fleet. Napoleon for four months was thus cut off from France.

By a peculiar coincidence, the first contingents of the 2nd and 3rd Canadian Infantry Divisions arrived overseas in the Second World War on the same day, but a year apart. On August 1, 1940, the 2nd Canadian Division arrived safe and sound at a British port and a year later, to the day, men of the 3rd Division strode down the gangplank to join the ranks of Canada's rapidly expanding army in Britain. Of the two divisions, the 2nd Division was the first to bloody itself in action. To it fell the task of carrying out the raid on Dieppe, August 19, 1942, which was almost entirely a Canadian operation. To the 3rd Division went the glory of being the first Canadian formation to hit the Normandy beachhead when D-Day dawned June 6, 1944. The division, under command of Maj.-Gen. R. F. L. Keller, was well in the van of the terrific assault which, within the space of a year was, to liberate Western Europe and put an end to the Third Reich.

Britain Studies The Canadian Consumer

Canadians like strawberry jam way ahead of any other; they mostly buy chocolate bars and don't go much for coffee; and most live in a country districts are the biggest buyers of suspenders, but young men everywhere prefer belts; and there is more consumer demand in Canada for packaged garters than for packaged suspenders or belts. These and many other interesting aspects of Canadian consumer habits are recorded in a neat little booklet published today by Britain's Stationery Office under the title "Packaging Consumer Goods for the Canadian Market" (H. M. S. O. London, 3s. 6d. or 50 cents by post). It was prepared by a non-profit making research organization called BETRO (British Export Trade Research Organization), at the request of the U. K. Board of Trade and, with its meticulous study of Canadian buying habits, exemplifies Britain's determination to sell to Canadians the things they want the way they want them.

As well as making a detailed survey of Canadian packaging requirements the Report provides a shrewd market research study which should prove invaluable to Britain's manufacturers and exporters. It is based on a "pilot" study carried out by BETRO officials in Canada, followed by wide-scale "sampling" in cities and rural areas throughout the country. Hundreds of Canadian housewives and others were interviewed, and so that these questioned were not tempted to give answers biased to please British ears—all interviewees were Canadian. In Quebec, questions were asked in French by French Canadian interviewers. Searching questions like "Should garters be packaged?" and "Do you normally put the pickle jar on the table at meal times?" were asked and replies are carefully analyzed by Province and age-group. In fact, it was found that 82 per cent of purchasers consulted did have the jar on the table, so it seems this practice is not confined to Britain.

BETRO recommends British manufacturers to take a close look at their existing packaging—some of it is described as "colourless and out of date", though it is made plain that this does not apply to all British lines. "Packaging for Canada must," says the Report, "be all bright, colours, simple, printed designs consisting of simple, abstract patterns, giving an impression of smartness and modernity". Manufacturers are urged to use more transparent film and sheet and to use "windows" in boxes for display purposes.

The Report explains patiently that "in Canada, consumer goods reach the final customer through a variety of outlets, and the pattern of retail distribution undergoes constant change." Puzzled Englishmen are told that handkerchiefs are now selling in drug and cigar stores, while at least two men's wear stores in Montreal sell radios and home appliances likely to be bought by men. The remoteness of the Canadian drugstore from its distant British cousin the chemist's is emphasized—"As well as the usual lines of pharmaceuticals and cosmetics, the Canadian drugstore stocks magazines, confectionary (candy), stationery, ice cream, and a variety of novel items." The Report observes that "approximately one-third of Canadian drugstores have a soda fountain, which both attracts extra trade, and constitutes the traditional social centre of the younger members of the neighbourhood."

Special products investigated include pens, knives, carving sets, socks, flatware, cookies, sauces, and ketchup ("... 86 per cent of sauce and ketchup purchases are of tomato ketchup"), jams (Canadians prefer the large-sized jar, which is later used for home preserving or 1 by 1 per cent—for keeping nails and screws in), packaging medicines, candy, perfumes and toilet water ("... boxes should help to make the scent bottle look bigger than it really is"), toilet brushes, handkerchiefs ("women buy as many men's handkerchiefs as men do and at Christmas time, they buy more"), belts, suspenders, garters, studs and wallets. The Report finds that the only selling item in the Canadian market not presenting special problems is the wallet.

In a foreword, Mr. Harold Wilson, President of the U. K. Board of Trade, says the Report should "kill two birds with one stone" by helping U. K. manufacturers to sell consumer goods and giving them an introduction to the North American technique of market research.

Much About Cows

(Saturday Review of Literature) Editor Weeks brought home with him from England, for Atlantic Monthly, an essay by a ten-year-old that he swears is the genuine article. It is called "A Bird and a Beast" and reads as follows: "The bird that I am going to write about is the Owl. The Owl cannot see at all by day and at night is as blind as a bat. "I do not know much about the Owl, so I will go on to the best which I am going to choose. It is the Cow. The Cow is a mammal. It has six sides—right, left, an upper and below. At the back it has a tail on which hangs a brush. With this it sends the flies away so that they do not fall into the milk. The head is for the purpose of growing horns and so that the mouth can go somewhere. The horns are to butt with, and the mouth is to moo with. "Under the cow hangs the milk. It is arranged for milking. When people milk, the milk comes and there is never an end to the supply. How the cow does it I have not yet realized, but it makes more and more. The cow has a fine sense of smell; one can smell it far away. This is the reason for the fresh air in the country. "The man cow is called an ox. It is not a mammal. The cow does not eat much, but what it eats it eats twice, so that it gets enough.

The Neighbors

By George Clark



"If I'd got that job when school let out I'd be on vacation about now."

The Poet's Corner

FROM LAST POEM

We'll to the woods no more, The laurels all are cut, The bowers are bare of bay That once the Muses wore; The year draws in the day And soon will evening shut; The laurels all are cut, We'll to the woods no more, Oh we'll no more, no more To the leafy woods away, To the high wild woods of laurel And the bowers of bay no more. —A. E. HOUSMAN.

Not In One Canoe

(Financial Post)

The Ontario Department of Lands and Forests says that a question often put to its rangers is: "Is there such a thing as an ideal list of groceries for a two-week canoe trip?" There are so many complications that the rangers, accustomed to making long wilderness treks, hesitate to answer it. But the department says that one list suggested for two persons on a two-week canoe trip—provided that fish will provide the bulk of at least one of each three meals a day—is:

"Flour, 20 pounds; baking powder, 1-2 pound; cereals, 10 pounds; granulated sugar 10 pounds; table salt, two pounds; pepper, one can; whole milk powder, three pounds; white navy beans, seven pounds; bacon, seven pounds; tea, one pound; coffee, (concentrated), two jars; dried fruit, 10 pounds; sweetened butter, three pounds; sweet chocolate, three pounds; maple syrup, one quart; potatoes, onions or fresh fruit, as desired." Essential cooking utensils are: "Medium-size double boiler; frying pan; coffee pot; saucepan; light wire boiler; can opener; folding reflecting baker; large spoon; cake or egg timer; butcher knife; kettle; deep pot with swinging wire handle; plates, cups, cutlery, etc." Did you say two people? Did you say a canoe?

Books Received

CANADIAN INCOME TAX ACT, 16th edition (CCH Canadian Limited, 329 pp., \$2.50). This Income Tax consolidation reproduces the current law in large, easily read type. Following each section is the full text of the section as it read prior to amendment and also of the analogous provision of the Income War Tax Act. There is a two-way cross reference table to the old and new Acts. The Excise Tax Act and Tax Conventions with the U.K., U.S. and N.Z. Governments are also included and a supplement provides the consolidated depreciation and depletion regulations. A welcome feature, typical of this series, is the comprehensive 34-page index.

The Age-Old Story

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Notes By The Way

A University of Michigan survey discloses that nearly half of all Americans apparently don't read books. Since the survey does not take account of private borrowing, it is likely that half the American people read books borrowed from friends and relatives. Canadian experience would probably be very similar. —Ottawa Citizen.

It's a confusing world. Speaking of that volcanic island, The New York Times spells it Krakatau. The National Geographic Society insists on Krakatau, and the Encyclopedia Britannica allows both Krakatau and Krakatau. However, Lawrence of Arabia used to say in such a predicament, "It's all the same place." —Brantford Expositor.

A motor car driver had an accident this week. It happened at 5.45 a. m. when he was returning home after he had driven his mother to work. At first reading, this looks like a modern version of the old song "Little Bo," who held a lantern while his mother chopped the wood." —Fort William Times-Journal.

They still have tramps in England. But they are no longer called tramps. Nor are the casual wards called casual wards. Instead they are "Reception Centres for Persons Without a Settled Way of Living." This means a change in the lyrics of at least one favorite folk-song.

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