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WHICH DOES PURCHASING PUBLIC PREFER?

Premier Meighen talks of revising the Canadian tariff through and through. To his view it has never been revised in twenty years. How's that? We were very vividly impressed by Conservative protests in 1924 and 1926 that the King Government had been revising the tariff and had done injury to industry. So the Tory press declared. But how wrong they were is the fact that the implement factories were never busier and the automobile trade has waxed unusually vigorous. Never were so many workmen employed, never were Canadians so prosperous or so high-spirited. If two lines of industrial life have felt such impulses under the downward revision of the tariff what may be expected when the Liberal Government of the next four years devices generous and helpful schemes for the benefit of manufacturer, employee and consumer.

Of course the only kind of revision Mr. Meighen feels imperative is that of an upward trend, a tariff that will restrict business and decrease exports. His ally Sir Henry Drayton toured the country in 1920-1 and took reams of evidence about trade. He spent Canadian money quite lavishly—and then did nothing. To his view the old tariff was about right. Now Mr. Meighen has another thought, a twenty year old stable tariff is now ripe for revision. To his view the Canadian tariff must be revised in the interests of the few. The Liberal party takes the opposite view that the consumer must be considered. Its tariff revision has saved millions of dollars to the purchasing public. Which do the electors of Canada prefer?

BLUE MONDAY.

The Ottawa Reformer remarks that it is the British Whig of Kingston, which points out that nowadays Monday is the smileless day of the week, that the pace of the week-end leaves modern men and women in no condition for work. In the old days, the peace of the week-end freshened everyone for work. Sunday, says the Whig, is no longer used as it was intended to be used.

By all means, let everyone do what seems right in his own eyes so long as he does not endanger the lives and property of others. If he is not fit for work on Monday morning so his own master he standeth or falleth.

But is it sensible to use Sunday as it is being generally used in this generation, is the enquiry of the Reformer. It discusses the matter in this fashion:

In earlier times we slept longer on Sunday morning than on any other morning. We went to church. We managed to get another extra sleep in the afternoon. We read and we rested. In short, we recharged our vital batteries and were fresh for work on Monday morning. And Saturday afternoon was not a half-holiday generally then nor was there, as a rule, a half day off at some other time during the week.

The growing custom of the present is to rise earlier on Sunday morning than on any other day, to pack a receptacle with hurriedly-piled-up victims of any sort at all, to hurry off somewhere—no matter where so long as it is far enough away—to hustle around, get desperately tired, hurry home at an late

BIBLE THOUGHT

JOHUA SAID: Fear not, nor be dismayed, be strong and of good courage; for thus shall the Lord be to all your enemies against whom ye fight.—Jas. 10:25.

an hour as possible, and to wake up Monday morning feeling "absolutely rotten."

Moderns laugh at the man who wants an extra sleep on Sunday. What an old-fashioned thing to do! Why sleep? Why rest when there is so much to see and do? Why rest when enjoyment and a "good time" consist solely in hurrying somewhere and hurrying back?

The human machine operates on batteries just in the same way as many other machines do. The restoration of waste comes in rest. The nerves need rest. One day in seven was set apart for that especial reason. It is one of Nature's laws. Break any law of Nature and you suffer, now or later.

Monday was originally called "blue" because most people took much less than their accustomed physical exercise on Sunday and on Monday they felt sluggish for an hour or two. But that feeling soon wore off and they were better than ever. The other extreme, now in vogue, is much worse.

Putting it on no higher plane, to spend Sunday in a busy-busy of excitement is not honest to one's body nor to one's work. The weekly afternoon off is sufficient for a holiday; Sunday should be a day of rest.

THE NOMINATION OF J. J. DUFFUS.

In the nomination of J. J. Duffus to contest the West Peterborough riding in the interests of the Liberal party, they have chosen one of Peterborough's best known business men. Mr. Duffus was born in Otton Township, and though his business is mainly in Peterboro, he still retains an interest in the farm on which he was born. He has been prominent in many civic enterprises, serving as a member of the City Council for eight years, six as Alderman and two as Mayor. He was President of the Chamber of Commerce for two years and is now vice-president of the Ontario Associated Boards of Trade and Chambers of Commerce, and Vice-President of the Ontario Tourists' Association. Mr. Duffus is well known in Kingston through his association with these two provincial enterprises. That he has a very lively interest in the welfare of the country is indicated by his holding the office of President of the Ontario Plowmen's Association and Director of the Peterborough County Plowmen's Association, of which he is an ardent supporter. His interest in sport is evidenced by his being President of the Senior O. H. A. team in Peterborough.

Mr. Duffus has given good service to the Liberal association, having been on the executive for many years, and being now also a member of the Management Committee of the Ontario Liberal Association. The British Whig wishes Mr. Duffus success. Clear cut business men like him are needed in Parliament.

ANOTHER NICHOLSON SPEECH.

"Spectator" writing in the Toronto Star notes that the charges made by Mr. G. B. Nicholson, ex-M.P. for Algoma East, reflecting on the morals of Ottawa civil servants, are probably as accurate as his famous speech on "bolts and nuts." In a profound and scholarly oration, this Conservative member quoted in parliament impressive figures purporting to be the value of yearly imports of these commodities.

Later enquiry revealed the fact that he had innocently used statistics covering nuts of the edible variety—hazel nuts or peanuts from South America. Of such stuff are Tory vapourings made!

BEAUTIFYING SILENCE.

"The latest form of face rejuvenation for women," explains a news story, "comprises a series of treatments that force the seeker to refrain from talking for nine days."

Silence is necessary because the face muscles must not be moved during the treatments. Food is given through a tube to avoid chewing.

It is obvious that in the treatment referred to the silence is only incidental. Yet what a suggestive idea it is!

Nine days of silence ought to do anybody so much good that artificial rejuvenation methods would be rendered unnecessary. Imagine nine days in which one did not have to talk to people who bored one, or give any orders, or make any explanations, or utter any sounds at all! To be a perfect system, silence should be enjoined on others as well, so that the "seeker" would not have to listen to any tedious talk or fault-finding or gossip.

Silence, meditation, an opportunity to compose the mind and spirit and to be a blessed peacefulness steal into one's being—doesn't it sound like a great rejuvenation scheme, worth employing every year or so?

Kingston's Industrial Exhibition is coming on and it will be a fine thing to have this great occasion and that greater occasion the election of Manager Babbell occur in the same week. Then there will be real excitement!

DAILY LESSONS IN ENGLISH

BY W. L. GORDON

WORDS OFTEN MISUSED: Don't say "has the work began?" Say "begun."
OFTEN MISPRONOUNCED: creek. Pronounce the ee as in "keep," not "krik."
OFTEN MISPELLED: moisten; note the t.
SYNONYMS: amazement, astonishment, perplexity, bewilderment, wonder, awe, surprise.
WORD STUDY: "Use a word three times and it is yours." Let us increase our vocabulary by mastering one word each day. Today's word: APPREHENSION; anticipation of evil. "She was in a constant state of timid apprehension."

EDITORIAL NOTES.

Fido is such a responsible care to Ottawa ladies that they cannot find time to register for a vote. And this is at the Capital!

The new bobbed hair style calls for hair to be cut so it looks long. Men want, however, hair that will look short even when it's long.

Pedestrians will hereafter have to have an upward look, for a pop bottle, dropped from an airplane caused serious injury of a woman in Kentucky.

The country roads are fine for travelling upon. And just now the scenery is at its best. The farms are real pictures. The whole landscape is alive with beauty.

Blackbirds at Burlington, Ont., are so lodged in trees that gunfire and water cannot dispossess them. John Theobald's trusty gun might be commissioned for service?

The school boy is lamenting that in fourteen days school will begin again. And to think he has only had half as many swims as he usually enjoyed in vacation time.

The campaign speeches are quite exciting these days. The Conservatives say things that are disastrous to their party. For instance, the unwarranted charges of Messrs Doucet and Nicholson.

Lincoln Ellsworth, who accompanied Amundsen to the Arctic, has inherited \$1,207,656—so now he can buy a heating system for the North pole, if he wants to, conjecture the Hamilton Spectator.

There were 240 fewer business failures in Canada during the first six months of this year than in the same period last year. The Ottawa Journal is fain to agree that it looks as if we had really got around that much advertised corner.

The Board of Trade is justified in insisting upon a fine modern station at the Junction as compensation for giving up conveniences long enjoyed by the citizens and in view of the monopoly the C.N.R. enjoys in passenger and freight business.

A boy of six put his arm into a water hydrant in New York. It took the fire brigade half-an-hour to wreck the hydrant so that the little arm could be liberated. And it will cost several hundred dollars to replace the shattered hydrant. Some kid.

Down in Pasadena, William was found guilty of reckless driving, speeding, making excess noise, driving with no license plates, no muffler, no ownership certificate and no driver's license. The one omission noticeable is that he did not seem to have been drinking.

At a recent banquet in Pittsburgh a traffic semaphore was used. A flash of green told the speaker to start, an amber flash to slow up, and a red signal to sit down. The red signal, suggests the Vancouver Province, might be flashed after the political speaker has complimented the "large and intelligent audience and number of handsome ladies present."

QUEER QUIRKS OF NATURE

THEY ALWAYS DIED OF OLD AGE (By Arthur N. Paek, President American Nature Association).

Agos ago, when the rough plain of Western Alberta was a huge swampy delta on the border of a shallow inland sea, filled with weedy marshes and sluggish, muddy rivers, there roamed there thousands of strange reptiles.

Some were huge—thirty or more feet in length; others were small and delicate, and furnished food for the stronger ones. The carnivorous reptiles hunted relentlessly and the lives of the weaker ones were spent in dodging imminent death.

But there was one big reptile who went his way undisturbed by fear of death or desire to kill. This was the "Dreadnaught Dinosaur," or "Pelecodon," as he is called by scientists, and greatly resembled the big armour-plated waxy chariot.

News and Views.

Hope: New York Herald-Tribune: A contemporary says that pedestrians ought to have wings. Most of 'em soon will if they don't stop trying to cross the street.

Efficient at Seventy: Chicago Mail: A person may not be "most efficient at 70." In the sense of being most constructive, inventive, original and alert, but he may be most happy at that age because of attained serenity, freedom from worry, ability to do good without thought of pecuniary reward and ability to satisfy his highest aspirations.

Advertising Lowers Cost: World's Work: The old indictment that advertising adds to the cost of goods has been quashed by experience. Advertising is a machine to aid in distribution. The public never questions the cost of a machine in a manufacturer's plant which adds to volume production. If the public didn't pay for the most costly hand labor. No more is the machine of modern advertising, wisely employed, a subject of query and speculation as to cost. It takes the place of older, more expensive, methods of selling and distribution.

Progress Possible by Co-operation: Neepawa Press: It has all along been alleged by Progressives that there is practically no difference between Conservatives and Liberals in administration. But events of the last five years teach that there is considerable difference. It is now the conviction of experienced Progressive leaders that it is only through Liberal co-operation that agricultural interests can be promoted in parliament. But that some Liberals are really Tory has been proven in every election. In the present campaign there will be Liberals—and Progressives too—get into the Tory camp; but they will be swayed by prejudices—not by their own economic interests or adherence to professed principles.

Two Parties: The Difference

(Toronto Star) The two Liberal budgets of Hon. James Robb in 1924 and 1926 have had a wholesome effect on the business and industry of the country that the high protectionists must regard as almost unbelievable.

Yet there are the facts. Those two budgets have had a tonic effect—and the country is in the full swing of an unprecedented prosperity. No better illustration of the difference in the point of view of the two chief political parties in Canada could be given than their attitude toward the income tax. The Liberals in making a general reduction in this tax wiped out altogether the taxation on a host of small incomes. The Conservatives would not have thought of that. Their criticism, from the first has been against taxing excess profits, against the surtax on big incomes and their view has been that such profits as these should be "left in business" to be invested in new enterprises.

The solicitude of the men who direct and control the Conservative party is always for the big fellows. But as we have said in a previous article it is better for the country that \$100 be left in the pockets of a thousand men than that \$100,000 be put in the pockets of one man.

Two different points of view are brought into contrast in this statement, and, in a general way, they are the contrasting points of view of the two political parties.

The man who votes for one party

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