

NEW PREMIER OF NOVA SCOTIA IS A GRANDSON OF FORMER PRINCE EDWARD ISLAND SENATOR

(W. B. TAUNTON in Halifax Herald)

The elevation to the premiership of Nova Scotia of Hon. Angus L. Macdonald reminds me that he is a grandson of the late Senator Stanislaus Perry, of Prince Edward Island, for some years a member of the provincial legislature of that province and at one time Speaker of the Island House of Assembly. Hon. Mr. Perry was a Liberal of the Coles-Whelan-Warburton class, the most prominent and highly regarded Acadian in his day. I do not remember what attitude Mr. Perry took on the question of the Island province entering Confederation, but I do know that he was closely allied with Hon. Edward Whelan, who was the foremost exponent of that scheme in the Maritimes. We must not get away from the fact that Hon. Joseph Howe was a strong believer in Confederation. He never changed his views regarding the necessity of a union of all the British provinces in North America; it was on the manner in which Nova Scotia was brought into the Union that he objected. Once Confederation became an established fact he threw himself into the scheme to the utmost of ability, became a member of the Union administration at Ottawa, and after accepting the governorship of his native province from that same administration. Hon. Edward Whelan was a protégé of Howe's. He learned the printing business and developed his ideas in the office of Howe's father in Halifax and when only 19 years of age went to Prince Edward Island and established a newspaper. Whelan was by far the most brilliant orator of his time in the Maritimes, and at that time oratory counted much in public life. He was for many years the leader of the Liberal party, but never premier. It was necessary, in order to give him that power and prominence his talents demanded, to couple his name with that of another leading member of his party. Thus the government over which he ruled was known as the Coles-Whelan administration. George Coles was a leading brewer, a keen politician, but no speaker. He was highly regarded, however, and the two pulled in double harness in perfect accord. I merely recite all this to show that Mr. Macdonald has family tradition of a peculiarly happy blend to fall back upon.

A Country Cabinet

The names of the members of the

new Cabinet having been announced, the shouting and the tumult is dying down and in a few weeks' time most everybody will have forgotten the election, its causes and result. There is no use in beating dead horses at this time, prophesy one way or the other. Its up to the new leader now to himself and his government, but particularly himself. He seems to be showing a firmness at the start, giving his friends an idea of what is in the back of his mind and they are perhaps encouraged to think that he has taken the measure of the "old machine" and will do his own thinking and acting. I notice that in the formation of the new cabinet, Mr. Macdonald has "gone into the country" for his timber. He alone, represents the city and county in the executive. That is something I have advocated all along, and for which I was severely "disciplined."

I am willing to accept that gesture as an evidence of the new leader's intention to remove that shadow which had been hanging over the Liberal party since 1923. That machine lost every election from that date on for the Liberals; the Liberal party won out on the 22nd of August, not because the Harrington Government was unworthy, but because of certain occurrences over which the Harrington Government had no control. This very often happens in politics and that is why at times men doing the best they can are constrained to pray to be saved from their friends.

A Salary Cut

I am in accord with Mr. Macdonald's decision to reduce the salary of the chief commissioner and to reduce the commission to one member. As a matter of fact, being a prohibitionist, I might be constrained to throw up my hat were he to abolish the whole liquor business.

I have no criticism to make of the personnel of the Cabinet. I do not know all the new "honourables"; but those I do know seem to be well chosen. I am pleased to see that "Joe" McQuarrie is the new attorney-general. I had an idea that Mr. Macdonald would have incorporated Mr. McQuarrie's colleague, Don F. Fraser, in his selection. Mr. Fraser has lived practically all his life "in the mines," both gold and coal. I had him slated as minister of works and mines. But Michael Dwyer got the prize. Thus it stays in Cape Breton.

BLUE EAGLE PARADA WAS A LARGE ONE

A Quarter of a Million Men and Women, In a Long Parade, Marched In New York — Mayor Booed.

New York, Sept. 13—A quarter of a million men and women waved Blue Eagle banners today as they marched to stirring music up Fifth Avenue between thousands of cheering spectators in a demonstration unrivalled in the United States since war-fevered 1918.

They left their machines, put aside their tools and closed their desks so that they might demonstrate their enthusiasm for a program designed by Franklin D. Roosevelt to bring higher wages, shorter working hours and recognition of the right of collective bargaining.

Eight Hours to Pass

For nearly eight hours they beat a rhythmic tramp past a reviewing stand, under a swirling blizzard of ticker tape—a gaudy panorama of color—sending up cheer on cheer as drums beat and bands blared their martial tunes.

General Hugh S. Johnson, national recovery administrator, his jaw set, stood bareheaded in a red, white and blue stand before the public library and waved his approval.

Beside him stood Grover Whalen, New York's NRA chief, a veteran of parades, his bristling black mustache raised in a wide smile, and Mayor John P. O'Brien.

The crescendo of cheers was broken once—when the Stock Exchange workers passed the reviewing stand and booed Mayor O'Brien. The Mayor has been advocating a tax program which Richard Whitney, stock exchange president, said would drive brokers out of Wall Street.

Turns His Head

General Johnson waved his arms in signal to stop the booing, but it continued to echo between the tall buildings until the exchange workers had passed the stand. The mayor turned his head from the marchers.

Curb and Cotton Exchange workers took up the booing and it continued for 18 minutes.

"The action is disgraceful, especially on an occasion like this," commented the Mayor to newspapermen. "The issue (involving the emergency tax measures passed by the Board of Estimate yesterday) was clearly defined yesterday. Not only is this an insult to President Roosevelt and the NRA, but a direct insult to General Johnson."

EPITAPHS

Above his grave the violets shake—
He mistook the accelerator for the
brake.
—Florida Times-Union.

Upon his tomb this epilogue:
He was doing 50 in a fog.
—Taylor County News.

He died one day—and this is how:
At 60 per he met a cow.
—Hendry County News.

Play the dead march and sing a
dirge:
He couldn't control the speed-bug
urge.
—Stuart News.

A woman who can speak wittily
watches the dumb man sheer off when
she does; and as they are very numer-
ous, she wonders, "Does it pay?"

Well Qualified

Hon. Angus L. Macdonald assumes the high position of Premier of Nova Scotia with honorable family tradition, with education, with youth and enthusiasm. He has strong backing in the legislature. He has the undivided support of his own party. The future—his future—is in his own hands. His great danger is from within. He knows all about that. From the very nature of things a section of his support is bound to become troublesome. If he can overcome that—a not too easy task, I must admit,—he will be in a fair way to retain the greater part of the support I have indicated. I wish him well, both for his own and Nova Scotia's sake.

MONTREAL AND QUEBEC MERGE ICE LEAGUES

Quebec, Sept. 13—The Chronicle-Telegraph today in its sports page says: "Serious efforts to merge the Quebec Railway-Paper Hockey League with the new Montreal Week-End Afternoon League that is to be formed to replace the disbanded Mount Royal League are being made in both Quebec and Montreal, according to information disclosed here. The Mount Royal League in Montreal as all hockey fans know, has been operating for a number of years every week-end afternoon, but this year we learn from an authoritative source in Montreal the league will be disbanded and a new circuit formed. Hockey officials in Montreal have brought the matter to the attention of Quebecers that it would be interesting to merge the two week-end afternoon leagues and inter-lock the two schedules, so that one Montreal club would play in Quebec every week and one Quebec club would play in Montreal, thereby creating greater interest, and at the same time drawing in four new clubs to the respective organizations.

"That such a move would be met with the approval of the public is a certainty, and as it would only mean one trip a month to the metropolis for Quebec clubs, and vice versa, there is every reason to believe that should the question be properly presented to both leagues, it would meet with the approval of all concerned. Of course, at this writing the new Montreal loop has not been organized, though it is understood that the preliminary work has already started, and will undoubtedly be brought to a successful conclusion. In the meantime the railway paper league is to meet here in Quebec tomorrow evening."

WOMEN TELL WHAT SORT OF ADVTs. THEY REMEMBER

Chicago, Ill., Sept. 13—Ten thousand American women recently told psychologists what kind of advertisements they remembered best, and their answers were reported to the American Psychological Association today.

The psychologists asked questions framed to reveal what "ads" spur women into actual buying. Prof. S. N. Stevens of Northwestern university, who made the report, said he believed they had discovered the secret.

The questions were put to housewives in forty cities between April 1932 and the present summer. Trained psychology students, quoted well known advertising slogans about a food, a soap, a toilet article and a brand of gasoline to the housewife. She was asked what company made the respective articles.

The advertising headlines were selected to represent all varieties of smash hits, from simplest facts to humor, drama and technical knowledge. The highest score of correct answers went to a soap slogan, which did not directly mention soap. Sixty-nine per cent named this manufacturer correctly. The worst record was 7 per cent.

One ad which cost \$8,000, inserted only once in a single publication, was found six times as effective as another costing \$1,000,000 and running for a year.

The ads which drew the high scores in the psychological memory test, Prof. Stevens said, were those that sold the most goods.

When these most successful ads were analyzed, they were found to be worded in terms of "concrete and well understood meaning," rather than in "abstract artificial symbols." They had a definite, vital connection with the habits, interests, emotional patterns and everyday experiences of a large part of the population.

"Brush Peddler Slain; Police Puzzled," says a New York headline. Probably he rang some one's doorbell just when the baby was getting to sleep.

Already, we have more than 57 varieties of marriage to choose from. You can take it straight, as grandmother did—the old-fashioned marriage, in which the husband bosses the house and brings home the bacon and the wife sews on his buttons and says "Yes, darling."

It is hard to tell whether the acute crisis passed or just became chronic

ORANGE PEKOE BLEND "SALADA" TEA

"Fresh from the Gardens"

COLUMBIA'S FIRST NIGHTS

The Columbia Dramatic Guild took a step last week toward solving the fears of parents concerning the effect of exceptionally tense radio programs on children. A dramatization of Edgar Allan Poe's horror story, The Black Cat, was preceded by the announcement: "Young children are advised not to listen to the following program."

October (date not scheduled), Fridays at 9:30 P. M.—MARCH OF TIME—Dramatizations of the week's news, returns to its old Friday spot. This news feature, comprising a cast of 40 and an orchestra directed by Howard aBrow, will be prepared by the editors of "Time". Sponsored by Remington-Rand.

Labor sweetens rest. Rest can reciprocate, too.

Come to— A Printing Office FOR YOUR PRINTING Requirements

Envelopes
Programmes
Bill Heads
Books
Dodgers
Menus
Receipt Books
Posters
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Butter Wrappers
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The Entire Printing Department of
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Mail Printery
Phone 67 627-29 Queen Street
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Printing That Combines Price With
Satisfaction

"Since Tom's Salary Was Cut 10%

I've had to let the maid go...we've missed a payment on the furniture...we've even had to cut down a little on groceries. It's hard managing."

But what of the day when her
income will be cut...100%?
How will she manage then?

Nearly a million thoughtful people have found their answer in a Sun Life Policy. Over Five Hundred Million dollars of new life insurance was taken out in the Sun Life last year.

Consult a Sun Life representative or return the attached coupon to the local or head office of the company:

Forward leaflet "Is It Enough?" to
Name.....
Date of Birth.....
Month.....Year.....
Full Address.....

SUN LIFE ASSURANCE
COMPANY OF CANADA

Head Office: MONTREAL