

THE DAILY MAIL

NEW BRUNSWICK'S ONLY HOME COMMUNITY PAPER

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FREDERICTON, SATURDAY, JULY 3, 1937.

Nova Scotia Well Satisfied

The sweeping return of Premier Angus Macdonald's Government in Nova Scotia, while not unexpected, is an amazing expression of confidence in a commendable Administration. For the partisans it is capable of many interpretations, not a few misinterpretations. If Provincial elections can be said accurately to determine trends, the victory, following on Premier T. D. Pattullo's almost equally impressive triumph in British Columbia earlier in the month, confirms the view that Liberalism is firmly in the saddle of Canadian politics.

Indeed, there is considerable similarity between the British Columbia and Nova Scotia elections, and one sharp contrast. As was the case with Premier Pattullo, Mr. Macdonald called the election more than a year sooner than he needed to have done. He fought it out on the strength of business recovery and on his Government's record, a relatively more progressive one than the Pattullo Administration could show. Unlike British Columbia, Nova Scotia fought a straight two-party election, entirely free, except for a single Labor candidate, of the plethora of radical groups that cluttered the issues there.

Perhaps the only surprises in Nova Scotia were that the Government increased its strength—a possibility its own experts could not summon the courage to predict—and that the popular Conservative Leader, Colonel G. S. Harrington, went down to defeat in his own riding. Mentioned in many quarters as the successor to Right Hon. R. B. Bennett in Federal politics, Colonel Harrington had a personal stake in the election, which makes his defeat even more bitter. Had he been able to recapture the Province he lost in 1930 his prestige in national circles would have gained a great deal. But, this aside, Nova Scotia has lost, temporarily at least, the services of a capable politician which, considering the numerical weakness of the Opposition, it might have been wise to retain.

The Conservative defeat is explained more by the strength of the Government's policy than by any weaknesses in its own. Premier Macdonald has moved far in the extension of social and public services, unemployment has fallen under him from 75,000 to around 15,000, and he was able to show a balanced Budget without appreciable increases in taxation. The best the Conservative platform could do was promise reforms and extensions for the same program. It had little or nothing to attract business and industry, already making rapid strides back. The only weak spots in the Government's armor were a \$19,000,000 increase in public debt and the rumblings of labor unrest, which faded as the campaign wore on.

The electors' choice, boiled down to a question of confidence in two parties led by progressive and socially minded men. The record of one was before them, the memory of the last was not pleasant, and there was little purpose in making a change.

Threescore and Ten

This Dominion Day anniversary, marking seventy years of Confederation, may prove the end of a period. It has been a testing time, and a successful one, as nations measure life, but there are many signs that stock-taking is due. The Provinces are not yet welded into the national unity the Fathers envisaged, and until this is accomplished a serious task remains for statesmen and people. What little anti-Confederation spirit has developed need not be considered important, except as evidence of discontent to be overcome. When the people as a whole look on the Dominion as a fact, what remains to be done is to repair weaknesses revealed by the passing of decades.

If the Fathers of Confederation had been prophetic enough to anticipate the changes of seventy years they would have been more than human. As it is, they disclosed almost uncanny wisdom in drafting a Constitution. And although numerous authorities have risen to declare the British North America Act obsolete, there is truth in the statement that it still serves admirably on the whole, when willingness exists to interpret it in terms of today. The principles laid down are broad, sound and enduring.

The difficulties encountered have been due to circumstances rather than Confederation. The war and the resulting depression are responsible chiefly for the halting of progress and the unsteadiness revealed in complaints. Sectional grievances are not directed logically against the Confederation pact. Probably conditions would be much more serious without it, and there would have been missing the assistance made possible by a central Government. The fact is that the difficulties of the last few years have proved Confederation's value in bringing the stronger sections to the aid of the less fortunate.

Nevertheless, the seventieth birthday emphasizes an obligation to look backward and ahead on the part of Governments to consider measures for backward and ahead on the part of Governments to consider measures making for strength, and on the part of the people to dedicate their common spirit to a greater united Canada.

It is a coincidence that an investigation of taxation and public finance, involving Federal and Provincial relations, is about to be undertaken at this time. It promises a turning point, the beginning of a new era, but still under the auspices of the great work achieved seventy years ago. Its success should ensure a happier and more progressive period built on the lessons of the first.

Meet the Planetsimal Hypothesis

If we recall our old geographies correctly, the information was therein contained that the earth was once a gassy, flaming orb that still is in process of solidifying. Our memory may be foggy, but that's our offhand impression.

Well enough! But along comes the dean of all American geologists, who quite bluntly tells the world that he has discarded the theory that the earth was made of hot gases. Instead, says Dr. Rollin T. Chamberlain of the University of Chicago, the earth resulted from a gradual accumulation of exceedingly small bodies called "planetsimals." They could be anything from a molecule up to a planetoid—star-dust, so to speak.

It is not our mood to attempt to be flip on the subject; rather do we point the news in order that more and more people may realize the open mindedness and courage of real scientists, literally searchers for truth and not merely for evidence to back up traditional scientific theories.

SNAPSHOTS

The married man who was caught down on the river bank by his wife whilst he was with two sporty women companions was rather surprised, especially when his wife started beating up the two sporty women. It is said that the matter may go to the law. Probably however they will decide to let well enough alone. Where did the man who was with the second woman go to in a hurry?

The residents of the lower end of George Street are up in arms about the high grade crossing. Some of them threaten to proceed against the city for damages. They estimate that the grade will be between six and seven feet and will ruin their properties.

The two girls from across the river seem to have a preference for the two married men who have nice jobs. But they are not in it with the little red headed gold digger. She knows her business.

Over in England on Coronation Day bets were made as to whether the blondes or the brunettes would do the most fainting while waiting for the parade. We used to know a blonde who used to faint whenever there was a good looking man handy. This was years ago and she has since married the worst looking man in the city. Now do you know who she is?

A politician is a man who can spend your money and bring in legislation to increase your taxes. A statesman is a man who can do the same thing—and make you like it.

Now that it is decided, presumably whether Louis or Braddock is the better man, what of it? What does it matter to the millions who have lathered themselves with excitement about it?

Explaining his world tour, Harry Lauder declares it is financed by 10-cent pieces he saved in his career. So far as known, he is the only Scotsman who was ever able to make a dime girdle the globe.

Probably the only pair of lovers who did not imagine that they were "absolutely different" from all other lovers in the world were Adam and Eve—who had no chance for comparison.

When Walter Scott, great English writer, came to die, he said: "I have unsettled no man's faith. I have corrupted no moral principle." It would be a better world if all the writers who have gained vogue in the last generation could say the same thing or anything like it. Too many modern novelists are not seeking to present truth at all. They are seeking to make the distortion of life appear to be truth.

DeValera

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tion slowed up the counting in many constituencies.

De Valera again captured his Clare County seat. He polled 14,012 votes, 6,838 above the quota needed for first ballot election under the proportional representation system, but 4,573 votes below his vote in the last general election, in 1933, when his constituency was smaller. More than 10,000 spoiled ballots were cast in Clare.

At Dissolution

At dissolution of the last Parliament de Valera's Fianna Fail party had 75 members including the Speaker, in a house of 153. The other members were: Fine Gael, 53; Independent, 12; Labor, eight and Independent Fianna Fail, two, with three vacancies.

The house has been redistributed and the number of members reduced to 138, including the Speaker.

Heat and Lack

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rain is needed. Many districts in the dry area fear loss of seed as well as feed.

The outlook continues promising in Manitoba though rains would be welcome in the western and north western sections. Wheat and other grains in this province are heading out at good heights. Elsewhere except where there is a reserve of moisture wheat has short stem and short head.

Showers and heavy rains in western and north western Alberta and in the extreme north western section of Saskatchewan brought relief in those districts but crops south of the Canadian Pacific main line from the Manitoba boundary through to Alberta are negligible.

BABY'S OWN SOAP
Best for You and Baby too

ADVERTISING BY WELL SATISFIED CUSTOMERS

Word of Mouth Praise Goes Long Way in Selling Goods

Advertising is a highly developed science. Not only artists and expert copy writers but also psychologists are a part of the staff that plans advertising.

But from the viewpoint of the ultimate consumer there is one tried and true maxim that is often overlooked by the man who has something to sell, and that is that a satisfied customer is the best advertisement.

A friend who has been having trouble with her feet, went to a store which advertised special attention and expert fitting for such cases as hers. She paid twice the price she usually does for a pair of shoes which had very little to commend them in the way of style but which she was assured would give her much comfort. The shoes failed to do so. In fact, the trouble seemed aggravated. She returned to the shop and asked for the manager, who is part owner. He was quite courteous until he found she had a complaint to make. Immediately his manner was curt, in fact, almost contemptuous.

"The trouble is with your feet, not the shoes," he said. "If we had shoes that could make over defective feet we could get \$50 a pair for them." And with that he turned on his heel and marched off.

To be sure, he saved himself the trouble and expense of making a satisfactory adjustment, but he lost a new customer. Probably many new customers, because my indignant friend has told the incident to others who will naturally not patronize a store that takes that attitude, if they need expert fitting.

On the other hand, witness the experience of a woman I know who purchased a gas range. She had been attracted to that particular stove because of certain glowing advertisements which featured an automatic control which greatly simplified cooking. From the first the stove failed to measure up to her expectations. The company from which she bought it made every attempt to adjust and correct the difficulties but after a period of months over which the trouble recurred, they took out the stove and gave her an entirely new and more expensive model with out any obligation whatever on her part.

Naturally, she was delighted with the treatment which was even more generous than she had hoped for. The company probably sustained a cash loss on the transaction but they will gain by it in the long run. In fact, they already have. Through her complete satisfaction with the new stove and the fair deal she received, she has spread the story and two of her friends have bought stoves there in the last two months.

Advertising, however attractive and alluring, will not bring repeat orders, if it is not backed up by that best sales promotion feature of all, a satisfied customer.

Gibson Memorial United Church
11:00 a.m., Mrs. R. W. Barker of Korea will speak in Devon church; 3:00 p.m., L.O.L. Unity Lodge will parade to Nashwaakiss; 7:00 p.m., The theme of the evening service at the Devon church will be "As seeing the Unseen." Minister, Rev. W. A. Burge.

Avoid Swimm ing Accidents

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The Prone, or Schafer Method of Artificial Respiration is advocated by practically all life saving agencies and medical authorities and is the one that everyone should understand and be able to use. "Don't roll a drowned person over a barrel or hold him up by the heels for the water to run out," Dr. Fraser warns. "Such practices are dangerous."

In administering Artificial Respiration, place the patient face down on the ground, one arm extended forward, the other bent to form a cushion for the head which is turned on one side. The body should lie on a distinct pitch, the head being lower than the feet.

Using your fingers, force the patient's tongue to the front of the mouth, assuring free passage of air into the lungs. This is very important and must be accomplished. Now straddle one of the patient's knees, facing the same direction as the patient, placing yourself just behind the buttocks. Place your palms on the small of the back with fingers pointing down over the two lower ribs. Keep the arms straight and bend forward so that your entire weight is gradually brought to bear on the patient. Then swing yourself smartly backward, removing all weight from patient's ribs quickly, while the thorax expands and draws fresh air into the lungs.

Learn to apply artificial respiration by "count". Place your palms in position with the count of "one"; with the count of "two" let the weight come forward on your stiffened arms; with the count of "three" remove all weight and return to the first position.

Repeat the cycle of movements and keep on repeating for three or four hours if necessary, getting in from 12 to 15 complete cycles to the minute. "Two hours is the minimum period for applying artificial respiration. Dr. Fraser reminds those giving it." "Keeping everlastingly at it is even more important than being a highly skilled operator. Remember, you have everything to gain and nothing to lose."

One good way to become proficient in the "prone" method is to work with a friend, taking turns being patient and rescuer, until you have mastered the simple movements and have the little trick of the "one, two, three" count.

Wild Animals

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of the golf course. Their frolicking antics have gone over in the big way with the early visitors. Just to show its appreciation a mother mule deer gave birth to twins yesterday morning only a few yards away from the 16th tee. The new arrivals are fine healthy youngsters and in honor of this being coronation year, the guests have named them Elizabeth and Margaret Rose.

Beaver will be quite plentiful and have commenced an early program of home building on the shores of Lac Beauvert indicating an increase in the population of the Lac. They are confirmed believers in the recently launched home improvement plan. Groundman Glass is the only man in the Lodge who gets a headache from the animals. He has to employ a man to ride a bicycle all night around the lodge grounds to keep the deer from eating up his bedding plants.

100 Canadians

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Overseas Education League. From across the border was a party of some 20 tourists from Kansas City, Mo., who will also return to this side via the St. Lawrence and Montreal.

Will Sell Arms

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placed in France before the uprising, they said, would be filled. The orders were suspended when the non-intervention committee was organized last fall.

Spanish Premier Juan Negrin, accompanied by his foreign minister, Jose Giral Pereira, were in Paris. They conferred at length today with Yvon Delbos, French foreign minister, and were understood to have left for Valencia, temporary seat of the Spanish government, shortly afterwards.

Foreign Office sources said the premier outlined "in great detail" the present state of the Spanish government forces and their requirements in war material.

It was rumored the Spanish statesman had come to arrange for delivery of war materials if and when "normal commercial relations" were restored.

May Extend Patrol

Delbos earlier was reported to have informed the Chamber of Deputies' foreign affairs committee that France and Great Britain might extend an Anglo-French patrol around all Spain, overriding Italo-German objections.

A return by France and Great Britain to "freedom of action" concerning the Spanish civil war pending another "reconsideration" of the problems of non-intervention was one of several possible alternatives, authoritative sources said.

They indicated "all possible means" would be used to woo Rome and Berlin back to collaboration in the committee's work in isolating the Spanish conflict.

Rejects Proposal

LONDON, July 2 — Great Britain tonight rejected a proposal of Italy and Germany that the naval patrol of Spanish coasts be abandoned and belligerent rights be accorded both parties in the Spanish civil war. French and Russian rejection was indicated as certain.

The Italo-German plan was laid before the directing sub-committee of the 27-nation committee seeking to isolate the Spanish conflict.

Capitol

NOW PLAYING

Plenty of excitement when a private sleuth trails a diamond and a dame—but finds only one phone!

"COUNTERFEIT LADY"

Ralph Bellamy
Joan Perry
Douglass Dumbrille

Added Attraction —
Murder marches on! Thrill ples on thrill! Even Philo Vance is baffled by this weird and eerie murder mystery!

"NIGHT OF MYSTERY"

A Paramount Picture with
Roscoe Karns, Grant Richards
Ruth Coleman
Elizabeth Patterson
Harvey Stephens

HERE MONDAY!
'Dangerous Number'
with ROBERT YOUNG
ANN SOTHERN

Lady Astor

(Continued from Page One)

"Make no mistake, the attempt to stir up an 'anti' feeling is very dangerous. The anti-German campaign is bound to cause permanent ill-feeling. I am not pro-German. I have no interest in either communism or Hitlerism. But why always talk of the German horrors and forget the Russian? You can think that over."

As to European conditions Lady Astor said: "If England has to mix in the Spanish war you will get a world war." She feels England's policy has been to keep the world out of another war. Because of England's attitude in the present Spanish situation people are saying that she is favoring the Reds. "That," said Lady Astor, "is ridiculous. England wants peace."

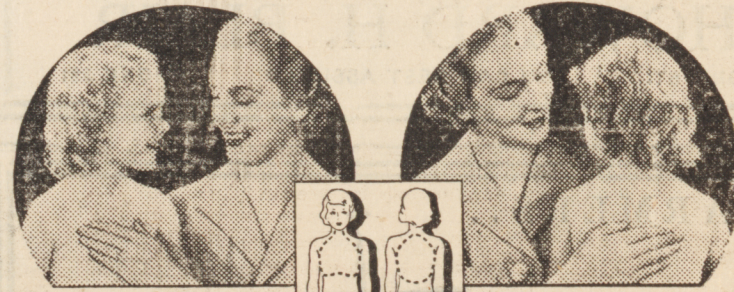
U. S. Too Big For One Union
Although her two weeks were spent in Virginia visiting her brother, Col. Langhorne, Lady Astor had not missed the reports of strikes. She declared "You must realize the United States is undergoing an industrial revolution. Capital has always been organized and now labor is organizing. The United States is too large for one big union (obviously the C. I. O.) and it will not be long before you have a system similar to that in union of a number of trade unions."

"The small unions must have responsible leaders. Don't get excited because the present leaders have gone haywire. America will not lose its head."

The sub-committee adjourned until next week, when other nations in the full committee will be called in for a review of the situation, which diplomats admitted was grave.

In an earlier session of the sub-committee today Italy and Germany turned down the proposals of Great Britain and France that the naval patrol of Spanish coasts be reconstructed. Britain and France offered to use their own warships to replace German and Italian vessels withdrawn last week.

This Safe, External Treatment Helps END A COLD Quicker



The 3-Minute VapoRub Massage

Massage VapoRub briskly on the throat, chest and back (between and below the shoulder blades). Then spread it thick over the chest and cover with warmed cloth.

Almost before you finish rubbing, VapoRub starts to bring relief two ways at once—two direct ways:

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2. Medicated Vapors. At the same time, its medicated vapors, released by body heat, are breathed in for hours—about 18 times a minute—direct to the irritated air-passages. This combined poultice-and-vapor action loosens phlegm—relieves irritation—helps break congestion.

GAIETY

NOW PLAYING

Welcome, Fred and Ginger, to our fun-loving midst!



Music by GEORGE GERSHWIN
Lyrics by IRA GERSHWIN
Directed by Mark Sandrich
A Pandro S. Berman Production
RKO RADIO PICTURES

— NEWS —

HERE MONDAY!

Loretta Young
Tyrone Power

— in —
"CAFE METROPOLE"

BEBBINGTON'S GARDENS

FLORISTS

834 Charlotte St.
Phone 254