RATS FED LIKE BRITONS HAS BEEN PROVED BY EXPERIMENT

Experiments in feeding rats on a diet in this country were described in The Times on February 11, referring to a lecture by Major-General Sir Robert McCarrison to the Royal Society of Arts.

Two groups of rats were used, it was said. One group was fed on a good stock diet, consisting of cereal grains, milk, milk-products, legumes, root and leafy vegetables, and fruits, with egg or meat occasionally. The other group was fed on a diet such as was commonly eaten by the poorer classes in England, consisting of white bread, margarine, over-sweetened tea with a little milk, badly cooked potatoes, tinned meat, and tinned jam of the cheaper sorts.

It was noted that the former, well-fed group lived happily together, increased in weight, and thrived.

The other group lived unhappily together; the animals did not increase in weight and became stunted and badly proportioned, with poor coats. They were also nervous and began to bite the attendants. By the sixtieth day of the experiment they began to kill and eat the weaker ones among them.

The Gruesome Conclusions

There are some gruesome conclusions to be drawn from Sir Robert McCarrison's experiments. Firstly of all the rats of this country manage on the whole to live fairly well finding for themselves in warehouses and granaries, but 4,000,000 of our own people, as Sir John Orr is so urgently and repeatedly declaring, have barely 40. a week to spend on food. They cannot even afford to live as well as the badly fed group of rats.

For many millions more the normal diet is the same as that which around the rats. Preventive medicine has certainly made good in the main. We live longer and more healthily, than we ever did. But that is not all.

When he arrived in New York a few months ago the pressmen crowded into his cabin, and the first question put to him was: 'Tell us, doctor, was this medicine done anything recently?' (meaning during the past few days) 'to prolong life?' He replied, 'Surely, we live long enough: isn't the problem how to live more happily.'

Eight years ago Major Douglas said: 'It is an unfortunate defect in our attitude towards human affairs that we place an inordinate value upon human life, but a trivial value upon human happiness.'

The times are critical, Lord Horder commented. They are made so by the sense of imminent risk of a collapse which a few cool heads are doing their utmost to avert. If we fail to keep our poise as a nation we may help to precipitate the pandemonium.

"That is the answer to Lord Horder's order.

"The Voice Oracular"

Turn to the back page, read the Elector's Demand and Undertaking. That is the answer to Lord Horder's call.

The people of this country are demanding the results they want. One by one they are being approached and asked if they are in favour of a larger personal income with absolute security, and in freedom to enjoy it. Enough of the right food and shelter. It is not too much to demand.

In This Issue

Overseas Notes ..... 84
Uncle Sam's Cabin ..... 86
Say it by Postcard ..... 86
Hill Board.
Physical Jerks

We report elsewhere the "experiment" in New York in which the abundance of food to eat, in healthy surroundings, has also been noted. Admiral Sir William Froude, complimentary of the President of the U.S.A. for providing opportunities for his ships to have the food and shelter that they want.

Admiral Sir William Froude, complimentary of the President of the U.S.A. for providing opportunities for his ships to have the food and shelter that they want.

The impression wrought in them by a few weeks of luxury is a lasting one. They are well fed and happy, and their physical development is sound. In exceptional cases can human beings be induced to lead a life of sedentary indoor work during the best years of their lives. The only value to them of the currant formula is not without its dangers, for it may be noted that in many cases the only value to them of the currant formula is to lead a march on Brussels of 200,000 non-believers.-Mr. Hardwick.

With the old, who "know no better," at the back door of death, and with the young, who "have no cause to worry, for Socialists and Rexists alike are ardent supporters of orthodox poverty in plenty.

The Cockpit of Europe

It is our mission in life to urge people to work for its licence. He had lost the use of what the men of Jarrow actually want is to work for its licence. He had lost the use of what the men of Jarrow actually want is to work for its licence.

"Their determination to spread physical training among the youth. This must be added to the long series of phlegmatic events that is being deliberately fostered and exploited."

The Times-

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With the backing of his constituents he can pay for its licence. He had lost the use of what the men of Jarrow actually want is to work for its licence.

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The control exercised by the Fascist Party to stabilise prices on the home market, in accordance with the decisions of the Cabinet when the lira was devalued, is now fully swing. The expectation apparently is that by observing the principles laid down, unscrupulous and unscrupulous, producers, and retailers, it will be possible to prevent any rise in the cost of living.

A start has been made by calling on all producers and shopkeepers to submit their accounts to the Control Bureau. For a period of 15 years, he said, had made possible methods of production which were achieving a higher standard of living than anything dreamed of in the past. Yet, because of economic conditions prevailing in the world, it was impossible for people to enjoy that higher standard of living. This was the way and just an agreement in making these benefits available, the masses of the people would revolt—"The Times", October 15. The effort must be made. Demand the benefits available before it is too late.

OPEN-EYED

A grown-up yet a young person, aged 12, in the street. Approaches of nothing, the child said, "Auntie, see we going to have war with Germany?"

"Why, whatever makes you ask that, John? Why does your mother think so?"

"Oh, mother does not want to think about it, the won't tell the truth.

Nothing much in that—But perhaps it is a portent. The mother, a woman without some saving, digging herself deeper and, and still deeper in an atmosphere of bridge, parties, theatricals and intellectual realities

The child, still a natural person, still open-eyed,-unhappy, and still struggling—wishing in her small way, to face facts.

For long time, in that atmosphere! When the war will be over, they will tell us what it was. We have to think of ourselves.

Believe it or not, it is a very queer time.

SUNDAY DISPATCH" CABLE FROM ALBERTA

"I am sure the pressure of the approaching crisis has gone beyond the ability of the (Premier) Aberhart to realize. It is not improbable that the only way of maintaining public confidence is by the arrest and imprisonment of a good share of the press—"The Times", October 15.

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NEWSPRROM AND PERFORMANCE

U.S.A. and Revolution

BLOG: Revolution is needed, so should President Roosevelt be elected for another term of office. This is the picture that the Republican press and orators, supported, incidentally, by Father Coughlin, the radio orator, are trying to paint of the mind of American voters by describing Mr. Roosevelt as a super-stinker. It is suggested that an American Lenin waits his cue in the person of Earl Browder, the Communist candidate for the Presidency. Both Roosevelt and that Communist are actually working for Roosevelt.

In his latest effort to make the people of the nation think good for them—and, faced with this Japan: like finance, benefits whichever favour that finance distrusts him.

There are more than five candidates to carry out his pledges, has resigned from the Party. In explanation of his resignation he said he would not proceed according to their word for it that under the present crazy

New Zealand Labour Goes

New Zealand will go to the polls on November 27.

Mr. William Lemke, who has been
decisive in his policies, is reported to be a candidate for a seat in the House of Representatives, which means the loss of their incomes. Businesses and other organisations of whom the people of the nation

1. There is obvious and vast poverty.
2. Most people lose less than they want.
3. There is a general failing of fear and insecurity. "Insecurity fear the loss of their homes, which means the loss of their incomes. Businessmen fear the loss or shrinkage of their markets, which means the shrinkage of their earnings, four on one another. The whole world fears the result of this one man."
4. The shops are full of goods which the shopkeepers want to sell to the public which want them.
5. The factories are full of goods which the workers want to sell in the supermarkets, where they can be sold.
6. The transport undertakings, and all whom provided have been made with the cooperative state ideas of Mussolini. New Zealand industry, which as far as I am aware has always been in the hands of the people, and the shops and finished goods, cheap foreign labour. But it was never intended to be a party programme, and recent Labour Party organisation bore the same inscriptions, like finance, benefits whichever party wins.

New Zealand Labour

Reference has been made in these columns previously to the Industrial Efficiency Bill, which was introduced into the House of Representatives on October 16, and, judging from press reports, it is a piece of legislation which means the loss of their incomes. Businesses and other organisations of whom the people of the nation

1. It is fatal to argue about causes, remedies, results which the people of the nation

THE FIGHT TREE

A penetrating survey of current affairs

ULSTER BELFAST ON TUESDAY, NOVEMBER 24 AT 7.45 P.M.

Admission 1/-, Reserves 2/-.

Tickets may be had from Members or by writing to the Secretary, Mr. J. C. L. Douglas, 70 Ann St., Belfast.

Sincerely yours,

DOUGLAS SOCIAL CRedit MOVEMENT
Belfast Group. Affiliated to the Social Credit Secretariat, Ltd.

You will be really happy when you've done your bit in the great economic war for freedom and sufficiency.
PRESS BOYCOTT

The interesting discussion upon “Social Credit” is boycotted by the Press, and the usual explanation given when indignation against the Press is registered, is that those who touch on Social Credit, only to ridicule or criticize, have not the economic knowledge to deal with the matter properly.

The excuse is not valid. There are hundreds of highly educated men and women who are not in the schemes of Social Credit, and in particular the Douglas scheme, for their economic knowledge is not sufficiently cultivated in understanding the contention of those who are in the Social Credit schemes. The motives of Social Credit when their motives are intelligent and have nothing to do with personal profit, could not have not the economic knowledge on which they are based.

Occasional discussion is allowed, but no more, and it is invariably accompanied by a sort of official ridicule.

How the “City” Works

The U.S. Government’s second estimate of the cost of fighting the war will be issued on Tuesday. The prospect that Townshend is going to be substantially reduced is reviving hopes that the crop may yet turn out profitable and that the annual billing of $776,317.

One of these is that the U.S. Department of Agriculture has lately published four detailed charts of diet and calculated the land needed for each. Even the lower, scale, meant to keep miserably the life span of 70 years, could not feed the adult.

The immediately strikes us is that the overwhelming majority of the people would have to live on 25 per cent less because the world does not possess anything like enough land for even the lowest grade of diets. For example, Japan, China and Java live on a fourth of the American agricultural production per person.

Then follows a series of supporting facts, such as the consumption of meat and milk per person. Because pork needs less land than beef or mutton, in Belgium the poor people eat meat and the rich eat other kinds. Canada, the New Zealand and the Argentine produce only four per cent of the world’s food supplies, and when they produce more they will have to feed the populations of cities and then the world food supplies.

“Thus it appears that every step made by agricultural science only concretes the conclusions reached at the beginning of last century by Malthus and his fellow-economists.”

The Alternative is to remove the artifact of starvation in a way by means of Plenty and allow everybody to enjoy the very greatly increased production of the earth.

Large families or small families could be discouraged by means of economic benefits. We should no longer be bombarded with the kind of education. “More Babies” by race-minded dictators, which love of England promoted and退税 defence.

If every Legisloque, if every reader of this paper only, would act, as this author urges, and not only those who belong to peaceful in peace, the artificial flight for export mar-

A VILLAGE TRAGEDY

Book REVIEWS

In England in 1980*

A dream picture of the future, being presumably a planned society contemplated as a desirable Utopia. Give us from Utopia!


The Wrong Tack

If burning your head in the sand like an ostrich is a quality of statesmanship, then this is the book for you. For Statesmen -- is fully justified.

For nowhere does the writer show a knowledge of what it means to be self-reliant or to prefer an outmoded and half-baked philosophy of his corners of her lips, which had been drawn down in an expression of deep dis- tress. She disappeared somewhere in the back of the room, and I presently realized that the jack which looked all right. I did not have to go another shop to get what I wanted.

As soon as she left me that I meant to do with raspberry jam and nothing else, she produced the real thing.

As soon as the people show that they are determined to have poverty abolished, any political party will do. If they exhibit recklessness, we must put out to them that there is only necessity in order to abolish poverty—the existence of plenty, and that only. Their only defence is a common knowledge there is plenty of everything.

The Ministry of Food enquires that the number of persons in receipt of poor relief in ag in 47 selected areas during August.

DESTROY

Every man a soldier

The Minister of Food enquires that the number of persons in receipt of poor relief in ag in 47 selected areas during August.

G.K. KENTON

THE NEW ERA

AUSTRALIA’S SOCIAL CREDIT WEEKLY

24 pages. Subscription Rates: 12 months, 12/-.

The New Era, Radio House, 296 Pitt Street, Sydney, Australia.

You will never be really happy until you’ve done your bit to protest against the destruction and restriction of goods.

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IT'S NO USE just being SORRY

IT has been stated that it takes the average Englishman 14 years to grasp a new idea. This is certainly true of economists and politicians, but not of artists. Show an artist an apple and he does not ask where the ticket will come from to allow him to look at it. He knows it is there and paints what he sees. Therefore it is not surprising that artists are invariably in the vanguard of progress.

In the birth of the poster reproduced on this page, artists have not only shown their understanding of the need for large-scale publicity in this movement as a whole, but also a unique capacity for the presentation of ideas in a form which turns the minority of today into the majority of tomorrow, without which civilization would not progress.

The art of the commercial printer is represented by help from Mr. E. W. Silk. Finally, those Social Crediters who have, in association, made it possible to produce the poster by their donations have the satisfaction of knowing that we now possess a weapon which will, when given proper use, do untold good in the world to come. As the pen is mightier than the sword, so is the eye more potent that the ear, and Social Crediters can be the dynamic force compelling the world to see what it is prevented from hearing or reading.

Every Social Crediter cannot be a bill-sticker, but they can tackle shopkeepers or send a poster by letter to prominent local leaders, thereby giving a reverse jolt or new twist to public opinion. This can be done for the unprecedented cost of a copper for each poster, made possible only by the generosity of artists and private donors.

All the laws of costing have, therefore, been disregarded to encourage large-scale purchases, and orders may now be booked through the Social Credit Secretariat Limited, 703A, Strand, London, W.C.2, on the following terms:

- 1 Poster (useful) = 6d.
- 6 Posters (4 times as useful) = 6d.
- 50 Posters (more useful still) = 6d.
- 100 Posters (better and better) = 6s. 6d.
- 1,000 Posters (will wake your home town) = 1,000 for £2 10s. 6d. (about 6d. each).

A free distribution of posters has been made in satisfaction of the increment in association in those who made this possible. Orders under the above plan are designed to establish posters as a permanent feature for "telling the world through the EYE." A large initial order is looked for South Africa. Line up, New Zealand, Australia, and Canada! Groups, go to it, billposting and poster parading. Individuals! make a poster your visiting card. All SA Y IT BY POSTER.

G.R.T.,
The National Dividend Club

Announcements & Meetings

Notice will be accepted in this column from affiliated Groups at 6d. a line, minimum three lines.

Belfast Douglas Social Credit Group
Group Headquarters: 72, Anns Street
Office Hours: 2.30 to 5.30 and 7 to 9 p.m.
Supplies of the pamphlet "Social Credit Revisited," reprinted by the New Prof. Cocker, and other literature, can be obtained.

Glasgow Douglas Social Credit Association
Meetings will be held on Tuesday, November 5. Details will be announced later in this column.

Cardiff United Democrats
Meetings each Wednesday at 8.30, Charles Street, at 8 p.m.

Nevashire-on-Tyne Douglas Social Credit Group
Meetings held fortnightly as follows: October 26, November 13 and 27.

Doncaster and District
Meetings held regularly as follows: October 18.

Further information may be obtained from Box W.D, Social Credit office.

National Dividend Clubs

Electional Campaign
At all meetings time will be set aside for discussion, questions and answers, for the mutual assistance in the Campaign. Whether yet members or not, all are welcomed. The Campaign Supervisor invites inquiries from all.

There will be an Open-Air Meeting at 8 p.m. on Monday, October 26, at St. Leonard Street, B.M., near Victoria Station, please support.

All who have joined the Campaign are requested to send in their names to the Honorary Secretary: Capt. T. H. Story, 28, Abchurch Lane, London, E.C.2.

N.W. London Social Credit Association
Meetings last Monday in every month, at 8 p.m. at St. Alkmun's Hall, West Heath Drive, NW. (one minute from Gelders Green tube station) from evening Monday. October 26. The subject for this evening is 'The Future.' Further details only way is in 8th "Questions and discussion"

Miscellaneous Notices
Rate is a fine. Support our advertisers.

Do you read the Daily Mirror, Grosvenor Daily Telegraph, Economica, Daily Mail, Instinct Chronicle, or the New Statesman? If so, please write to Mr. J. L. Mason, Sec. Brewer, La Mery, Jersey, C.I.

National Dividends are money to buy the things that are now destroyed and the production that is restricted.

TAXES SHOW PROSPERITY

BANKS TAKE THE KITTEN

The total revenue of Canada for the fiscal year ended March 31 last was $575,949,449 of which the P.B. taxpayer contributed $314,949,449. Expenditure was $593,949,469, of which $549,949,469 went to pay interest to banks and other financial institutions.

But the Montreal Star, the degree of whose control by central financial houses our readers may guess, has said since: "Canada and Canadians must be getting away from the depression when income tax revenue in such a year as this [1936] beats all records." The reason for this remark being that after the poor Canadians stumped up a record income tax payment last year they are being made to fork out an extra 25 per cent. this year.

THE NATURE OF SOCIAL CREDIT

1. The World in Revolt.
2. The Nature of Social Credit.
5. Our Cultural Heritage.
6. The Monetary System.

This new and important pamphlet will be found a great aid in grasping the full significance of the Social Credit Movement. Price 6d. Postage for single copies 1s. READY NOW.

CORRESPONDENCE
Hans Andersen Churchill
It is appropriate that as I read your comment on page 70 (Social Credit, October 9) upon Mr. Winston Churchill's remarks of September 10th about the British Fleet, the Daily Telegraph of October 15 publishes an account of a speech he made three weeks later (October 14), in which he is reported to have said:
"Our Navy is in a high state of efficiency after the alarm of last autumn. At this moment it is capable of coping with any European power."
Splendid work! Last autumn the Navy was weak, inadequate and obsolete according to Winston Churchill. There was alarm! Three weeks ago it was better than 1914. Today it is ready for any emergency. But now it is the Air Force which is weak. With the remarkable speed at which the Government have reconditioned the Navy we are consoled to think that we shall be safe against air raids before Christmas.
Who's a propagandist then? I trust you will draw attention to this as a follow-up to your last comment.
East Ham
John S. E. Rendle
Orkney and Shetland Campaigners
I have just returned to Shetland from a four days' tour of Orkney. May I, through the courtesy of your columns, convey my thanks to the Orkney Social Credit Group, the Campaigners, and all interested for their kindness and hospitality, and also for the excellent arrangements which enabled the tour to go with a swing. Thanks to that hard-working, determined group, who manage to find time in the midst of their professional duties to get on with the Campaign, the result is that which we obtained together - the results which we obtained together are most encouraging.
Orkney is realising that individual responsibility is the foundation of democracy, and that democracy should never petition—but demand.
J. Croagh Scott
We have been fortunate in securing the services of Li-Com. J. Croagh Scott, O.B.E. Colonel Scott has delivered addresses in Kirkwall, Stromness, Dounby and St. Andrews. His subject was the Congregational Church, who had served during the war in the same regiment as Mr. Learmonth, the Rector of the Kirkwall meeting. A number of listeners came, and one of the local papers, the Northern Iris, gives this report:
"The world is suffering from many evils, and the work of the Congregational Church is being preached in a variety of ways that may not come to your notice."
Gatehead (R.C.) H. T. Walters
so Shines a Good Deed"
I have been guilty and I think there are probably many others who fail to pass on every copy of Social Credit they receive to a friend or stranger or to "leave it on a bat.
May I remind them of what they know that every copy of Social Credit is a light shining in a world of darkness?
I'm sure they will agree that in "saving" their copies they are hiding these lights under a bush.
I hope they will consider it their Duty to read every copy promptly, and pass it on to some likely fellow-citizen, with the request that he or she read it and, in turn, pass it on with a similar request (to a different individual each week—the more prospective subscribers, the merrier.) Having considered this their Duty they can be trusted to do their Duty.
California
E. J. Atter
Under Which Flag?
"There is plenty and there is poverty, and yet the one cannot correct the other."
"The world is suffering from many evils, largely due to its own system." These are two quotations from last week's Observer by one of our economic pundits who finds the land ownership open to them weekly or (is it weekly?)
I will add a third quotation from Thomas Carlyle and conclude with a Limerick: "England has a population of thirty million, but no food!" Endued with a world full of food, we certainly ought to make good. But what do we see?
Experts can't agree.
All ends in confusion and blood.
With love, Mary Wiktorek
(In doubt look at Spain).
What Use are Cabbages?
Oppose my sitting-room window two social Creditors are now busy in a field of cabbages. Can nothing be done about this? There are plenty of unem- ployed men and women in the district, and many people have nothing else to do but sit at home and do nothing. The fact is that they are now growing cabbages at Romford soup-kitchen. It seems such a shame that four plough-horses should be doing this work, thus depriving the unemployed of the Blessing of Constant Work.
Upton
T. H. Stooker
A Clarion Call to The British Legion
Buy it to Read.
Buy it to Pass On. Flood the Legion With it.
OR DEFAMOCRACY
VERSUS DEMOCRACY
The sharpest blade you can use in a packet for sixpence.
MONEY
A Social Credit Tabloid Paper
G. L. REID
M.AJOR C. H. DOUGLAS will speak on The Tragedy of Human Effort at a PUBLIC MEETING in the CENTRAL HALL, LIVERPOOL on FRIDAY, OCT. 30 at 8.00 p.m.
Early application for reserved seats (5s and 17s) is desirable and should be made in writing to Miss F. Hall, Percy Streets, Liverpool, R. Major Douglas's meeting is arranged under the auspices of the Liverpool Social Credit Association (affiliated to the Social Credit Secretariat Limited).
IMMACULATE USED CARS
1935 Vauxhall Velox Sports Saloon, unregistered, free demonstration, blue, £475
1936 Supercharged Aubeme, Allowheath Phaeton body, cost over £500 with extras, mileage 6,000, faultless.
NINE EXCELLENT ROVERS
1935 10 h.p. 6-light Saloon, Black, Brown trimming.
1935 14 h.p. 6-light Saloon, Blue, Black trimming.
1934 12 h.p. 6-light Saloon, Black, Brown trimming.
1936 12 h.p. 6-light Saloon, Green, Black trimming.
1936 12 h.p. 6-light Saloon, Green, Grey trimming.
1936 12 h.p. 6-light Saloon, Blue, Blue trimming.
1935 14 h.p. 6-light Saloon, Blue, Blue trimming.
1936 14 h.p. 6-light Saloon, Black, Brown trimming.
1934 14 h.p. 6-light Saloon, Black, Green trimming.
Of special interest to American and Continental motorists. Sale through dealers of late owner, left-hand drive, Cadillacs, 8 cars in stock, local mileage 17,000 only. Car actually stored for 34 weeks. Registered June, 1933.
ERNEST SUTTON, LTD.
24 BRUTON PLACE
LONDON, W. 1.
MAYFAIR 4/7/69
Made in a "40-HOUR WEEK" FACTORY
KLEEN BLADES
FIT ALL J-PEG HOLDERS
The sharpest blade you can use and only a six in a packet for sixpence.
SMITH'S SHARPEST
Get your SOCIAL and COMMERCIAL STATIONERY, and your PRINTING from WOLLINGTON-GREIG 32 Carnaby Street, Regent Street (baked Liberty's)
THE FORM BELOW CAN BE USED TO RECRUIT A NEW READER GET THAT FRIEND OF YOURS TO SIGN ONE OF THEM
NEWSPAGENT'S ORDER
To Mr. ................................................
Send SOCIAL CREDIT to
Name______________________________
Address__________________________
For 12 months I enclose 10s.
Post this to SOCIAL CREDIT, 16A, Strand, London, W.C.2.
SUBSCRIPTION ORDER
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For 6 months I enclose 5s.
Address__________________________
Post this to SOCIAL CREDIT, 16A, Strand, London, W.C.2.
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S. E. B. A. N. T. E. R. A.

SociAL CREDI'T.

October 13, 1936

SEBASTIAN MARCHANT was a farmer's son who struggled hard to learn to plough. "I was one of our 'Institution.' At one time she had been a prize-winning dairywoman, but the old lady was getting on in years and could no longer potter among the crows, and fill the new milk into waxen discs which went pop when you "Institution." At one time she had been a prize-winning dairywoman, but the old lady was getting on in years and could no longer potter among the crows, and fill the new milk into waxen discs which went pop when you...}