Rural Canada's Opportunity To Get Large Share of Big Money

Mr. C. E. Neill, Vice-President and Managing Director of the Royal Bank, Points the Way to a Wonderful Opportunity

A REAL GOLD MINE

Bank managers can not usually be accused of optimistic promotion propaganda but that is really what appears in the January Letter of the Royal Bank of Canada. The gold mine to which Mr. Neill refers is Canada's tourist trade.

The Dominion Bureau of Statistics recently published the following table:

Expenditures of Tourists 1922-1930

1922	$ 91,686,000
1923	130,977,000
1924	158,876,000
1925	177,882,000
1926	186,791,000
1927	215,763,000
1928	250,501,000
1929	About 300,000,000

An increase of 233% in seven years.

Mr. Neill says in reference to this great influx of wealthy travellers.

"This great annual migration presents an unparalled opportunity for increasing our trade. As yet there has been no concerted effort to build the tradition that there are purchases which can be made in Canada more advantageously than in the United States. It is estimated that in France the amount of sales to each visitor averages $750. If we could make purchasing in Canada sufficiently attractive so that the average value of the merchandise taken out of the country amounted to only one-tenth of this sum, it would make a difference of more than one billion dollars a year in our trade."

There have been few careful studies of the subject, but those who are most familiar with tourist expenditures in Canada state that the preponderant amount is for lodging, food, gasoline, and beverages, and that it is probable that not more than sixty million dollars, or less than four dollars per capita, has been spent for merchandise which was taken out of the country. This small per capita expenditure is striking evidence that "Buying in Canada" has not been made an important feature of tourist visits. Concerted effort by the National and Provincial Governments, Boards of Trade and Tourist Bureaus could make merchandising to tourists a more profitable venture than the whole of the present tourist trade and the opportunity to buy in Canada should become an added inducement that would serve to increase the number of people who visit the country.

Our governments have a responsibility which can be plainly seen by the following paragraph from the same source:

In order to attract more visitors from the United States, the German government makes a large annual appropriation for advertising the attractions of Germany throughout the United States. In France, the appropriation for this purpose is in excess of one million dolars, but the French Government is not advertising on as large a scale as Germany. In a recent discussion in the National Assembly of France there was great emphasis placed upon the necessity for maintaining the prices of luxury products at reasonable levels in order to maintain the volume of tourist purchases at maximum levels. Opposition was expressed toward exorbitant prices which reduced volume of trade and led American tourists to do their purchasing in other countries. Advertising appropriations and legislative discussion of merchandizing policies constitute direct recognition of the importance of the tourist trade to national welfare.

Where the Small Town Comes in

People from the United States travelling in Canada by motor car coming largely from great cities searching for an outing in the "great outdoors" of Canada. By lack of proper hotel accommodation in the smaller towns and villages they are forced to keep on the main highways so as to see our country and always be near good hotel accommodation for the night. By preference these same tourists would never stop in a large centre if they could get a Good bed and bath in the rural localities.

Any of the present well run rural hostelries prove that such accommodation brings tourists. The writer is personally acquainted with several little hotels dotted here and there in mere hamlets throughout Ontario where business fairly booms throughout the season of motoring activity.

Form Local Companies

In places where there is at present no satisfactory tourist accommodation this lack can be supplied by the formation of a local joint stock company, which can purchase present poor hotels and turn them into attractive tourist Inns.

Apparently local bank managers can interest head offices in any such endeavors to the extent of securing information, supplying data and possibly credits.

It is worth while for rural sections to consider such opportunities, for with a hotel to house the transient a further paragraph from the Royal Bank letter is full of suggestions as to bigger and better sugestions for all. It is as folows:

"As a natural prelude to the movement to increase buying in Canada, there should be a concerted effort to build more adequate hotels and hostelries for tourist accommodation. The hotels in our large cities and in the better known resorts are excellent In small towns and villages the lack of adequate accommodation is deplorable. Many of the most attractive parts of this country are unknown because they have no facilities to house visitors. There should be sufficient local pride to insist upon proper accommodation for visitors. There should be sufficient local pride to insist upon proper accommodation for visitors. Those towns and cities which are well located with references to tourist travel can increase their wealth by making it more attractive to "Buy in Canada."

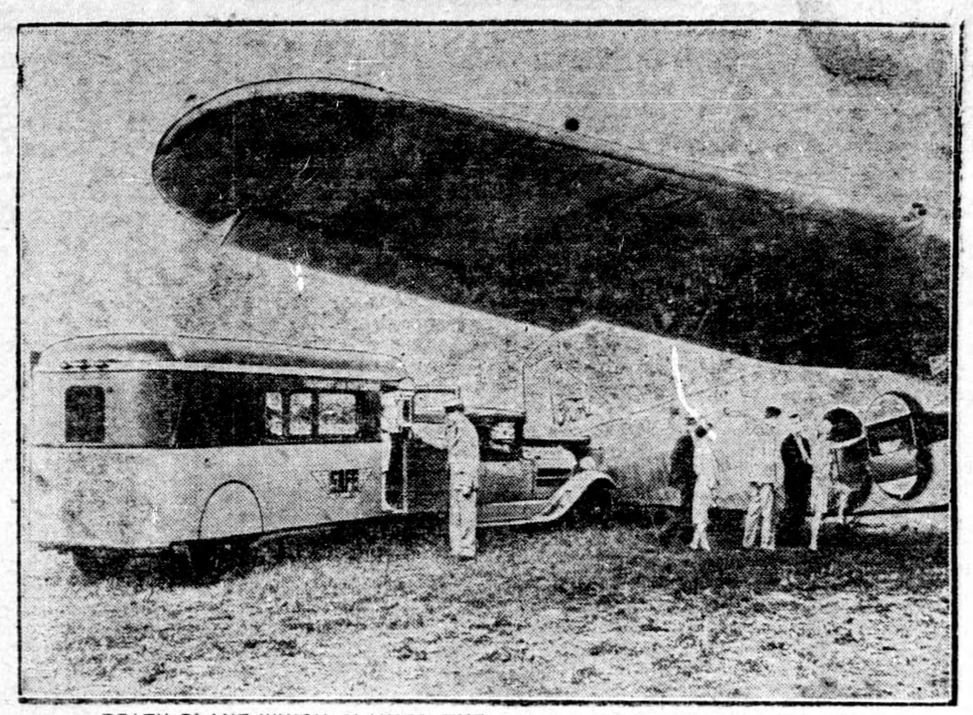
Don't forget and also play up the fact that each American visitor is permitted to take $100.00 worth of merchandise back to the U.S. free of duty.

Brings $3,000 to Relieve Veterans

WHERE BRAVERY AND BIG HEARTEDNESS GOES HAND IN HAND

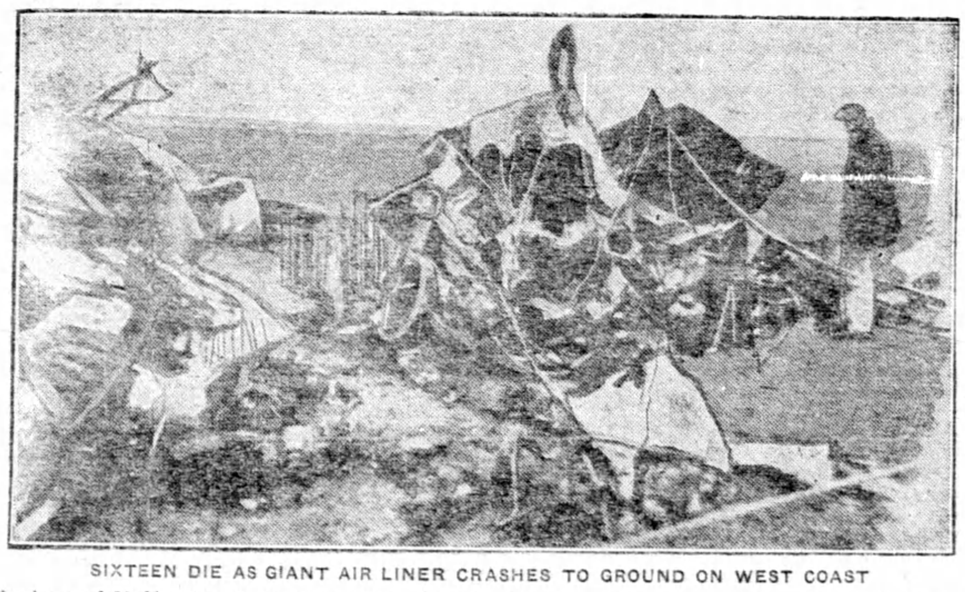
H. H. Robson, V.C., offered this menu card, prize souvenir of Prince of Wales' V.C. dinner, upon which are written signatures of the Prince and noted V.C.'s, to Poppy Day Fund to auction for funds. It brought in $3,000 at a "Maple Leaf" hockey game and was graciously returned to the generous hero.

Scenes Before and After Fatal Crash



DEATH PLANE WHICH CLAIMED THE LIVES OF PASSENGERS AND PILOTS

Here is shown tri-motored Ford plane No. 9688, which crashed near Oceanside, Calif., killing fourteen passengers and two pilots, bound for Los Angeles from air races in Mexico.



SIXTEEN DIE AS GIANT AIR LINER CRASHES TO GROUND ON WEST COAST

Wreckage of Maddux T.A.T. air liner, which crashed to earth and burned, near Oceanside, Calif., killing fourteen passengers and two pilots. Telephoto reproduction.

Australia Wilds To Produce Potash

Valuable Fertilizer May Come from Unproductive Territory if Plans go Through

Adelaide, S. Aust.—Prospects of the discovery of large deposits of potash salts in the bed of Lake Eyre in the sparsely populated regions of Central Australia, as a result of the Cecil Madigan expedition, are causing much discussion here. Should the deposits be found, there would result an important new industry that would go far to change the face of a territory that is proving one of Australia's most serious problems.

Mr. Madigan is working with a motor truck some 250 miles beyond the farthest limit of the railway.

A recent arrival from Northern Territory is Charles W. D. Conacher, attorney for the Vesey Brothers, whose meat works at Darwin on the north coast have been closed down for practically 10 years owing to unsatisfactory labor conditions. Mr. Conacher says Northern Territory can be made to progress only by private enterprise, which will be able to function only if there are prospects of making a profit. He discouraged attempts at expansion by large development schemes, for which, he said, the Government had not sufficient funds.

The Northern Territory Pastoral Leases Association, however, have submitted a number of proposals to the Bruce Government for placing the pastoral business on a sound basis. Among these is the construction of a railway to go across the Barclay tablelands—some of the richest areas in the country—into Queensland, opening up the northern section in a similar manner to the opening of the south through the new railway from Oddnadatta to Alice Springs. Commonwealth railway experts had reported that such a line would more than pay running expenses. The report was submitted to the Bruce Government prior to its resignation and the attitude of the new Labor Government toward Northern Territory has yet to be ascertained.

For the present the territory is virtually at a standstill, apart from the working of three silver lead mines, following an important discovery of the metal, but owing to deficiency in water supply, little expansion is expected. Motor lorries and camel teams form the main means of supply

There is deep in the hearts of men, with all their faults and all their wickedness, a kind of moral sense which makes it a horror when the weak are trampled on and there is no one to avenge them.—Maude Royden.

Temptation usually beginneth with the fantasy and appetite, and representeth some worldly, fleshly thing as very pleasant and desirable.—Richard Baxter.

Federal Parliament Plans Busy Session on Tariff and Rum

Arctic Rights, Tariff Schedules, and Rum Clearances to Be The Chief Topics

PLANS BEING LAID

Many Items of International Importance Will Face Our Federal Representatives When the Session Opens on February 20th Next

The tariff readjustments, legislation against clearances of liquor cargoes obviously intended for the United States, reiteration of Canada's sovereignity over wide areas in the Arctic regions, pronouncement of policy on the St. Lawrence River deeper waterway to the sea, consideration of a proposed plan for national control of radio broadcasting stations.

Readjusted Duties Favored

There is no quarrel among political parties as to the necessity of action to meet United States developments on the tariff. Prime Minister, W. L. Mackenzie King, proposes readjusted duties, as occasion warrants, on imports from the United States. This policy he would combine with further trade advantages to Britain and other empire countries; as well as to those of Latin America and the Far East, with which Canadian trade is growing. Expansion of government-owned or subsidized steamship lines and aid in establishing new services would be included.

Empire Conference Invited

The tariff issue gains added importance in view of this year's prospective empire economic conference. Canada has invited all the empire governments to hold the conference in Ottawa, the Canadian capital. London is the more probable choice, however. The meeting place is immaterial; the conference will almost certainly adopt plans intended to increase trade within the empire.

Liquor Clearance

The government's intention to ask Parliament to approve legislation ending issuance of clearance for liquor cargoes, which are undoubtedly destined for the United States, may meet some opposition from a few of its own supporters, as well as from a number of Tories. It will probably carry with a good majority.

Whatever the government may have thought of Washington representations, action of the nature indicated is regarded as inevitable in the face of insistent criticisms and demands.

In general their tone has been more hostile than that of some United States publicists and politicians, though their arguments have been similar. Apart from the absurdity of allowing rum cargoes for the United States to be loaded under a guise of legality, Canadian critics believe that too many of these shipments are still being short-circuited and sold in their own country in competition with liquor stores controlled by provincial governments.

Arctic Sovereignty Questioned

Norway as well as the United States is challenging Canadian claims of sovereignity over some parts of the Arctic region, approximating roughly 500,000 square miles. No doubt the issue will eventually go to an arbitration court. In the mean time Canada is carrying on her work of exploration and survey of the regions claimed.

The government has kept watch and ward over the nomad Indians and the Eskimos of the North for many years, the Royal Canadian Mounted Police posts and patrols being the visible signs of its authority. One post, that on Bache Peninsula, claims distinction as the most northerly in the world, less than 700 miles from the Pole.

When the government railway to Fort Churchill on Hudson Bay begins regular operation in the coming summer, carriage of supplies to the Arctic posts will be greatly facilitated. The questions as to the feasibility of the Hudson Straits route for ships carrying western Canadian grain to British ports will also be answered.

But looming on the horizon are the questionings of other nations, particularly as to jurisdiction over the rich fishing areas of the Straits and adjacent waters, which have been surveyed, mapped and studied by the Royal Canadian Air Force in an epic series of flights. The government will make its position clear, once more, in respect to these northern territories.

Incidentally it is likely to give some information as to prospective development of Fort Churchill as a great airport, since aviation experts are of the opinion that it will be the favored landing and re-starting place of flyers from either the west or the Far East bound on voyages to their opposites, as well as for travelers between this continent and Europe.

A definte pronouncement is expected from the government as to its readiness to proceed with the United States in the joint development of the St. Lawrence waterway project. There are confusing cross-currents in this matter, more or less tinged by local political views, and involving also power rights of the provinces of Ontario and Quebec.

Ontario's V. D. Law Demands Secrecy

Doctors Forbidden by Law to Divulge Names of Patients

Toronto, Ont.—Every person in this province undergoing treatment for venereal disease is protected by law against publicity, states Dr. W. J. Bell, Deputy Minister of the Department of Health in an article on the Venereal Diseases Prevention Act of Ontario; appearing in the current issue of the Canadian Public Health Journal. This article written to facilitate the co-operation existing between the physicians and the Department, stresses the fact that secrecy is legally imposed upon the physician in such cases.

The Act also provides for free treatment for indigent persons, for payment of physicians in such cases, for the establishment and maintenance of clinics and for the distribution of literature and drugs to physicians.

Infected persons are compelled to take treatment and continue it until declared non-infective, and penalties are provided for persons who, not being physicians, administer treatment. Responsibility for the treatment of indigent persons is placed upon the municipality, through the medical officer of health. Penalties are provided for persons who, having reason to believe themselves infected transmit the infection, and any person accused by an infected person as the source of the infection may be compulsorily examined.

"The public when under arrest or in custody constitutes a group more easily reached," Dr. Bell states. Special provisions are made to look after inmates of public institutions. Every hospital in receipt of Ontario Government aid is required to make effective provision for the treatment of these diseases, excepting exclusively child-treatment and isolation hospitals.

The physician is required to report such cases, but even there the strictest secrecy is maintained, since the physician is not instructed to furnish the patient's name, but merely a number or other designating mark.

"Eighteen clinics have been established in the Province of Ontario at various points," the article states. "Six of this number are located at various hospitals in the City of Toronto. The balance are located as follows: Hamilton General Hospital, Brantford General Hospital; London, Victoria Hospital; Windsor, Bank of Montreal Building; Ottawa, 180 Canal Street; Owen Sound, 10th St. West; Fort William, McKellar Hospital; St. Catharines, General Hospital; Kingston, General Hospital; Peterboro, City Laboratory, Sault Ste. Marie, City Laboratory; Kitchener, Waterloo Hospital.

The establishment of a clinic approved by the Provincial Department of Health is aided by a grant of $1,000 for apparatus, etc. $500 per annum is voted toward the salary of the social service nurse attached to the clinic and $500 is granted as a yearly honorarium to the physician in charge of the clinic. The Department is empowered by the Regulations to grant honoraria to assistant physicians in the clinic.

In addition the Department pays to each clinic established in a hospital for the treatment of out-patients, fifty cents for each treatment for gonorrhoea and fifty cents for each treatment of syphilis. The Regulations stipulate that not more than one treatment per day for a patient will be paid for, and impose certain limitations as to the length of time during which the treatment of any individual case may be charged to the Department.

For in-patients at hospitals in which clinics are established, the Department pays fifty cents per day for each day of treatment up to three months, but does not pay for any patient as an in-patient and an out-patient at the same time.

It should be remarked in passing that treatment of cases of venereal disease is not administered primarily for the purpose of clearing up a case or curing an individual. Treatment, as prodvided for in the Act, is for the purpose of clearing up a focus of infection as a means of controlling the spread of venereal disease.

Sixteen years after the sinking of the Titanic by collision with an iceberg, 461 dependents of the 1,492 persons drowned are still receiving periodic allowances from the $2,000,000 fund raised by Mansion House, London. The fund possesses invested property, according to the latest annual report, amounting to $1,436,000. In the United States the Women's Titanic Memorial Association is about to erect in Washington a memorial to the lost—a symbolic marble sculpture by Mrs. Harry Paine Whitney.

Rushing to the rescue of "Miss June," a London stenographer who had made a parachute drop into a tree a crowd recently found her sitting on a bough unhurt and smiling happily.

Industrial disputes in Great Britain have caused the loss of 338,000,000 working days in the last eight years.

"Never let yourself think that you cannot accomplish what you set out to."—Henry Ford.