Voice of the Press

Canada, The Empire and The World at Large

CANADA

Eating More Meat

Canadians are becoming larger meat eaters, to the benefit of the livestock industry. The Ottawa Bureau of Statistics announces the consumption of meats in Canada in 1931 was astimated at 1,540 million pounds, an increase of 54 million pounds over the estimate for the previous year. Beef figures showed a decrease, and pork and mutton figures an increase. The per capita consumption of meats was estimated at 148.46 pounds for 1931, compared with 145.64 in the previous year.—Brandon Sun.

Canada's Second Big Crop

While all eyes are fixed on the wheat crop, it is pertinent to note that Canada is this year also producing a crop of oats that is estimated to run 422,000,000 bushels. Over the great part of Canada oats take the place that corn holds in the centrall states, as the standard feed crop. Only a small portion of the oat crop is exported as grain. A moderate percentage goes into the carton that figures in the kitchen at breakfast time. The bulk of the crop is fed to horses or turned into beef and pork and mutton and milk and eggs. A big oat crop is the signal that "mixed farming" is to hold its place, and a large place, in Canadian farm operations during the coming year. That is the only way in which the oats can be turned to occount.—Edmonton Bulletin.

Dining Car Simplicity

We are hearing much these days about reductions in the two great railway systems in their efforts to cut down their ordinary running expenses. This office and that is being done away with, and this economy and that is being affected, to help the system to its feet. But there is one side of things which does not appear to have received attention. We refer to the elaborate menus served on the trains from which travellers are compelled to select their meals, and from which it is next to impossible to get a decent meal with the cost running far beyond what any but the extremely wealthy are able to afford. There may be some few who are able to order what they will regardless of cost, but their number is few and it is decreasing. We suggest that some consideration should be shown to the rank and file and that simplicity in the diner and in the hotel would not onl. be in line with public sentiment, but would also bring in a better return to the railways and hotels, benefiting all parties. —Halifax Chronicle.

Beyond the Pale

Drinking and driving cannot be allowed to go together, and the man who insists that he is going to combine the two operations puts himself outside the pale of sympathy and deserves nothing better than to lose the right to operate a motor car.—Peterborough Examiner.

Juvenile Delinquency

The only question is, in breaking away from the inhumanity of the past, are we swinging too far in the other direction? There is much juvenile delinquency, and if it is habitually treated with sentimental forbearance, one despairs of any improvement. It is not fair to the young offenders themselves to be let off too lightly; they should be made to realize that laws are made to be obeyed by young and old alike and that no orderly community can tolerate acts of brigandage. If a boy—still more a group of boys—have wrong notions about the gravity of crime, it is kindness to them to pull them up short before their propensities land them into lasting truoble. The harsh methods of 1872 have gone, let us hope, never to return; but it is a moot point whether the methods of 1932 are perfect.—Hamilton Spectator.

Woolen Mills For Alberta

A recent announcement indicated that prospects are bright for the establishment of a woolen mill in Calgary. As Alberta annually produces about 3,500,000 pounds of wool, and as a fair-sized woolen mill operates at a capacity of some 500,000 pounds of wool in the grease, and a large mill from 1,000,000 upwards, it is obvious that the annual wool clip in this province is keeping several large mills outsde the province busy. The woolen industry, as distinct form others, enjoys perhaps the longest economic life of all industries for the reason that it is not extractive in the sense that other industries exhaust the sources of their raw material. Many woolen mills have been in existence a century in the same location. Hence the establishment of an up-to-date woolen mill in Calgary infers the establishment of a basic industry whose life, under proper conditions, should continue for generations. — Calgary Herald.

THE EMPIRE

Australia's Recovery

Australia has still a hard road to travel and privations still to endure. She will not fully regain her former prosperity until, by co-operative international effort, the trade and prosperity of the whole world have been restored. But it is already possible to say with confidence that the worst of her troubles are over and that the reward of her labours and of her sacrifices is now within sight. — London Times.

Scientific "Progress"

Gone is the old unquestioning rapture of the scientist of the Victorian age, who assumed as a matter of course that every triumph of mind over matter, every new harnessing of the forces of nature to the will of mankind must be an unqualified boon, and that all movement must be progress to a better and a happier state. The reflective scientist of to-day is not so sure. Ultimately, and in the long run perhaps, there must be benefit. But he cannot shut his eyes to the fact that while the mechanical sciences have added enormously to the pageantry and variety of modern life, they have produced by no means unmixed blessings. Industrialism's glaring sins of ommission and commission; the perverson of science to the perfecting of instruments of destruction; the terrible ruthlessness of revolving wheels; the smashing effect which a single new invention may have upon the lives and homes of thousands—these have to be remembered when we worship mechanical progress.—London Daily Telegraph.

Another Little Drink

The beverage of the Army to-day is tea. It is estimated that in the region of Salisbury Plain, where manoeuvres were in progress. between twenty-five and thirty cups of tea are sold to every one pint of beer. And, according to an officer, the tea-drinking soldier compares "damned well" with the old "beer-swiper." Old-fashioned soldiers will hear this, no doubt, with disgust, and suspect that the officer is biased in favour of the present-day soldier. But customs change in everything, and old soldiers (who never die) would find some reason to disaprove of the new soldier whatever he did.—London Evening News.

Eiglish Irony

There are few things more mystifying to the foreigner or more satisfying to the student of national psychology than the vein of popular irony which crops out again and again in history in the English common man.

Shakespeare, of course, knew and loved it, witness (one example among many) Hamlet, Act iv., Sc. 6:

"First Sailor: God bless you, sir.

Horatio: Let him bless thee, too.

First Sailor: He shall, sir, an't please him."

That nonchalant mariner is the very ancestor of the troops who went into action singing "The Bells of Hell go ting-a-ling-a-ling": and today their younger brothers are facing the severest economic crisis of modern times with the chorus "Ain't it grand to be blooming well dead." England is all right.—Letter to The Spectator.

The Ottawa Agreements

If a revival of trade within the Empire is stimulated, as we may hope it will be, by the Ottawa agreements, then foreign countries stand to gain more from the rehabilitation of a great market than they may lose as a result of particular arrangements for Imperial purposes. It will be wise for critics both at home and abroad not to fasten on particular details of the agreements, but to judge them as a whole in the light of the object aimed at, which is to give an impetus to world recovery through tariff adjustments designed to promote the flow of trade between the largest group of nations in the world.—Glasgow Herald.

OTHER OPINIONS

Inevitable

A new war debts deal between the Allies and America has now become imminent as well as inevitable. There is reason to believe this country will accept its share of the necessary sacrifices when the time comes and with good grace—providing its sacrifices release constructive, not destructive forces.—New York World-Telegram.

Sermons in Stones

Roger Babson's gift of exhortation has impelled him to carve oratory inscriptions such as "Prosperity Follows Service," on various boulders in the vicinity of hs summer home on the Annisquam shores. Another summer resident of the Gloucester region, Mrs. Leila Webster Adams, has expressed disapproal of this defacement of common rocks, which, in her judgment, look much better without the carved mottoes. It would be idle to pretend that all rocks are beautiful, but most persons who love the countryside would probably agree that "sermons in stones" are preferable when not of the literal kind.—Springfield Republican.

The actor was in trouble about his rent. The landlord called, exerting pressure. "Look here,' said the tenant, "you ought to be glad to have a fellow like me in your flat. In a year or two's time people will be pointing to this house and saying 'Jones the actor used to live there'!" "Mister," said the landlord, "if you don't pay up, people will begin pointing to-morrow."

The Latest in Inventions

There isn't going to be much fun turning in fire alarms—especially "false alarms"—since they've introduced this contraption which holds you tight till the reels arrive.

Paris Claims Credit for Skyscrapers in United States

Paris has no skyscrapers—except, of course, the Eiffel Tower. Indeed, in all France there is no building that really could be called a skyscraper. Yet, writes the Paris correspondent of the Christian Science Monitor, M. Jacques Greber, well known French architect and professor at the Universite de Paris, who designed the Rodin Museum in Philadelphio, told a Paris audience that it was French, and particularly Parisian, influence on American architects which gave rise to the skyscraper style of building.

It was not until Americans began to come to Paris in considerable numbers to study at the Ecole des Beaux Arts, in the latter half of the nineteenth century, that the English influence on American architecture was modified. Then the French ideals of proportion and perspective began to be felt, and particularly, M. Greber holds, the American students of architecture were influenced by the vertical style of building which is the glory of so many late Gothic cathedrals in France.

24,074 New Titles Seen In German Book Output

German book production for 1931 amounted to 24,074 new titles, the lowest production for the previous nine-year period, with the exception of the year 1924. Production for the years 1927 to 1930, inclusive, follows: 1927, 31026; 1928, 27,794; 1929, 27,002; 1930, 26,961.

Over 90 per cent. of the books, or 22,066, were of German authorship, while the remainder were either translations, mostly from the English, Russian and French languages, especially French, English and Latin.

Prairie Provinces Value Fishery Output at Milliom

The fisheries production of the Priarie Provinces of Canada, Manitoba, Saskatchewan and Alberta, says "Canada Week by Week," in 1931 was valued at $1,909,040, over $500,000 less than in the previous year. Nearly the whole of the commercial catch is sold for consumption fresh; the only prepared products are smoked goldeyes and tullibee in Manitoba.

The fisheries of Manitoba are of first importance with an output in 1931 valued at $1,241,575. Saskatchewan is second with $453,056 and Alberta third with $184,859. The fisheries production of the Yukon Territory was valued at $29,550. Whitefish is the principal item for the three provinces and the territory as a whole, the value of the output of the variety in the year under review totaling $779,698.

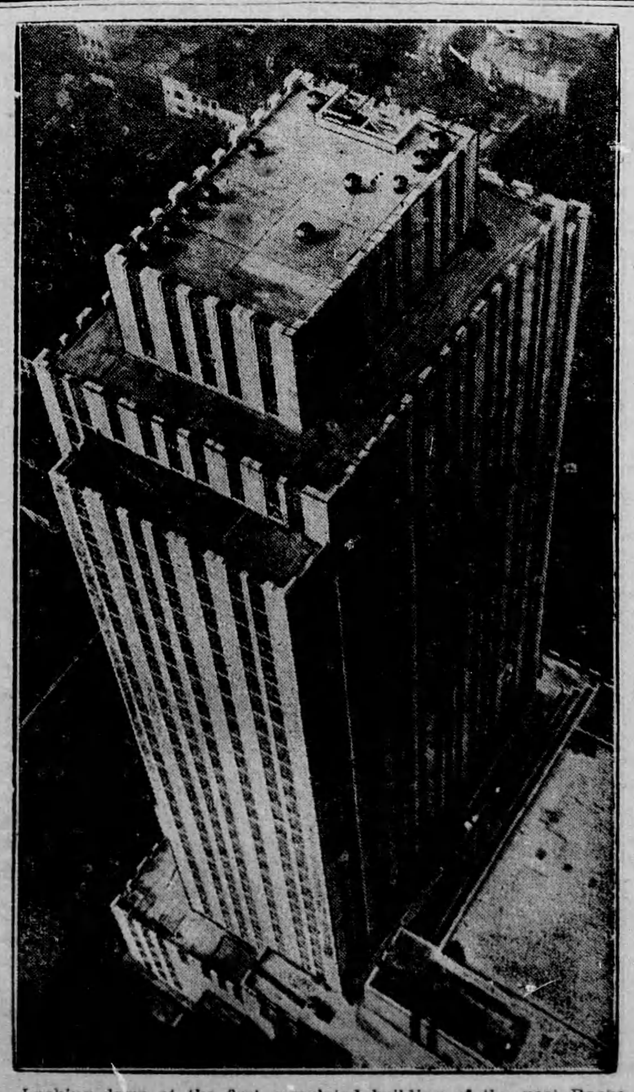
Pickerel is next in importance, followed by trout and tullibee.

Taking each province separately, whitefish is shown to be first in Saskatchewan and Alberta, while pickerel is first in Manitoba. Trout is found chiefly in Saskatchewan and Alberta, the catch in Manitoba being comparatively small. The total quantity of fish of all kinds caught in the three provinces and the territory in 1931 was 291,147,000 pounds.

Telephone Net Grows

London.—The Anglo-South African telephone service has been extended to include Johannesburg and Pretoria. The charge for a call from London to either of the places is £6 for the first three minutes, and £2 for each subsequent minute.

A man loses his time who comes early to a bad bargain.



Looking down at the first completed building of the vast Rockefeller centre project in the heart of old Manhattan. Thirty-one storeys of iron and steel.

Mercantile Wonder

Milton MacKaye in The New Yorker

S. Klein grew rich by breaking all the well-established laws of retailing except those of honest value and honest dealing, and now his ramshackle store on Union Square, New York, does a gross of $25,000,000 a year. His personal income s more than $1,000,000 a year. Klein is to-day one of the wonders o fthe mercantile world, and the heads of great department stores come to his converted loft building to study his methods. Just this April, Gordon Selfridge, famous London merchant, sailed over to survey Klein's store, and commented that the ways of commerce had once more undergone revolution.

The Klein store deals only in women's and children's wear and it is the largest women's-wear shop in the world, despite the fact that its average sale price of a dress is less than $5. It is one of the bonafide "sights" of New York. On a Saturday thousands of ruthless and voracious women fill the aisles and elevators, pushing, jabbing, clawing, slugging their way toward bargains. All's fair and the only rule s a rule of self-preservation: keep a stiff knee in your neighbor's midriff and a firm hand on your pocketbook.

Klein doesn't dare use advertising. Every time he has anounced special bargains in the newspapers there have been riots. The size of the crowds has forced him to close his doors, people have been injured, traffic has been paralyzed in the Square, and police reserves have been called out. Therefore, he advertises only to announce that the store is closing for a holiday, thus saving customers a futile trip to 14th Street.

The answer to Klein's success is low prices. Some of the prices just can't be believed: a sports dress for $1, a silk suit for $5, an evening dress for $7.75. Excellent styles and neat getups can be located by the occasional patient and well-armored shopper of taste.

Klein has adapted the cafeteria system to ready-to-wear. Monstrous racks run angular miles through the store. There are no clerks, no showcases, no folderol. Every customer thumbs through the racks, grabs what she wants before the woman behind her does, and carries her prize off to the dressing-rooms. On busy days the less modest gals have been known to hoist their skirts and get on with the business of fitting right in the middle of the store, but that practice is discouraged. In the dressing-rooms no overweening fastidiousness is tolerated. You can undress with 500 other women or you can go somewhere else to trade.

Klein has a stock of between 200,000 and 300,000 garments and the stock changes constantly. If a dress does not sell in two weeks, it is automatically reduced in price. A garment priced at $4.45 is reduced in a fortnight to $3.45. If it fails to sell in two weeks fore it is cut to $2.45, and the process continues until the customer may have it for $1. Klein, to whom every inch of floor space is so much gold dust, cannot afford to have it in the shop. A system of stock control, which he devised, allows him to take inventory twice each day, an unheard of thing in business.

The son of a tailor, Klein was born in Russia, and came to New York when he was five. He attended public school only a few years. He obtained his first employment running errands for a clothing concern. hen he learned the cutter's trade. By scrimping and saving, he amassed $0 and started the manufacture of skirts in 1906, in one room. After six years, with a capital of $600, he se up shop as a price-cutting retailer. In those early days Klein's greatest assets were a pocketful of cash and the nose of a terrier for manufacturers in trouble. He knew goods and he knew workmanship and he could locate infallibly the firms which were about to close their doors. At the last minute before the sheriff came, Klein, his stocky shoulders hunched in an old brown coat, would appear with $500 in cash to buy the $2000 stock. He was hardboiled; and the bargain he drove he passed on to his customers.

It was i nthose days, too, that he developed his "Beware of the Dog" methods of dealing with the shoplifter problem. Self-service is a great temptation to the light-fingered; so Klein has plastered all over the store great signs, printed in English, Italian, and Yiddish. They bear such legends as "Don't Disgrace Your Family!" and "The Punishment for Dishonesty is Jail," and each placard is adorned by a rude chromo of a distraught maiden peering from behind big, black bars. Girls on high platforms maintain a constant surveillance of the customers, and patrons in the dressing-rooms receive the comforting assurance that "Detectives Are Always Watching You."

Klein says that he loses $100,000 a year through shoplifting. When he apprehends a professional shoplifter, he prosecutes to the limit; it is a sort of insurance that his store should be known as tough hunting grounds. The kleptomaniac wife of a prominent man pidfered most of the Fifth Avenue shops and got away with it because of her husband's influence.h She was caught at Klein's and sent away to the Island for three days despite everything her husband could do.

But where first offenders are concerned he shows a rich vein of understanding, and calls in a representative of some welfare agency. If the girl has responsible parents, he talks to them. Often the matter ends with his presenting an outfit of clothing to the guily girl together with an admonition to go and sin no more. For years the fluttering school girls of Washington Irving High School around the corner were considerably more than a nuisance. Finally Klein made a rapprochement with the school principal. Schoolgirls now are rarely arrested wen they sneak a dress. Moreover, Klein has created a special fund in custody of the principal. Instructors are told to keep a lookout for youngsters whose poverty shames them before the other girls. There is always a free outfit at Klein's for anyone who comes with proper credentials, and judges and social agencies often draft the store into service.

Fifth Avenue stores must often pay one-tenth of their gross income for rent; Klein's occupancy charge is three-fourths of one per cent. They may turn over their stock complete four times a year; Klein turns over his 35 to 45 times a year. He has almost no window space; he has no deep carpets on his floors, and shopping in his store is as brutal as running a gauntlet. But his overhead is less than six per cent. and that is why he can make money on a ten per cent. profit.

Since he has no taste for cultural matters—he never goes to the theatre, never reads a book—or for personal swank, Klein's store and not Klein has become his career. And thus, quite unself-consciously and quite automatically, he has become a social force in New York. His overwhelming production of cheap dresses has made it possible for the merest shopgirl to give, at least to the untutored eye, the appearance of chic. Someone told Klein recently that he had made more girls York. He wants to believe it is true, happy than any other man in New and it probably is.

Now, in a nannex, he is planning to drum up trade in the higher-income brackets. Klein has made the poor folk happy; perhaps he will do something for the rich Somebody ought to.

Wild Life of Canada Valued At $53,000,000 Annually

The value of the wild life resources of Canada has been estimated at $53,000,000 annually, the Honorable Thos. G. Murphy, Minister of the Interior, told those in attendance at the Provincial-Dominion Game Conference held in Ottawa. This figure, he says, would embrace the worth of pelts and carcasses sold, the value of the trade in firearms and ammunition, in supplies for hunters and sportsmen and their transportation, guides and accommodations.

Murphy also pointed out that many of the people of Canada, especially the Indians and Eskimos, depend upon wild life as their chief means of livelihood, and called attention to the esthetic value, the joy and delight which the songs and the plumage of birds and the study of their habits afforded millions of citizens.—Detroit News.

Soviet Merges 7 Words For Linguistic Economy

Moscow.—The Soviet custom of combining one syllable each from a group of Russian words to make a single word, usually in cases of names of government departments and organizations, has produced the twenty-nine-letter appellation "Mosobljeldorshosporttransport."

It is a contraction of the Russian words meaning "Moscow Province Railroad, Highway and River Transport Bureau."

Some of the combinations now holding a definite place in the Soviet lexicon are:

Narkominydel Commissariat for Foreign Affairs; Narkomtrud, Commissariat for Labor; Narkomsnab, Commissariat for Supply; Sovnarkom, Council of People's Commissars; Narkomzem, Commissariat for Agriculture; Narkomput, Commissariat for Transport; Gosizdat, State Publishing Society.

600 Miles an Hour Foreseen For Planes of Present Type

Ultimate top speed for airplanes with present wing characteristics is 600 miles per hour, according to conclusions reached by the National Advisory Council for Aeronautics following a series of experiments in the world's highest speed tunnel at Langley Field, Va. These tests, run at air speeds as high as 800 miles per hour, demonstrated that racing-airplane wing designs now employed develop prohibitive "drag" above 600 miles per hour, says "Popular Mechanics Magazine."

Present-day propellers which turn at 1,800 revolutions per minute also may waste power, the experiment showed. At that speed the tip of the blade is travelling so fast that it hinders rather than aids performance.

281,250 Seal Pelts Expected in St. Louis for Furs this Year

Approximately one out of every twenty-five seals in the United States government herd of 1,225,000 animals that this summer started their long swim from the tropical Pacifis to the Pribilof Islands in the Alaskan waters of the Bering Sea finally will come to St. Louis. That is, the pelt, the only part of a seal in which the civilized world, and especially the feminine world, is interested, will reach St. Louis for treating and dyeing.