Voice of the Press

Canada, The Empire and The World at Large

CANADA.

The Christmas Spirit.

How often have we heard "it is better to give than to receive." This saying has passed down through the ages unchanged and to-day carries a significance greater than ever before.

Christmas in all Christian countries has always been a time when great effort is put forth to make the children and those who are unfortunate and in need, happy. This is truly a wonderful spirit, and any organization that helps to carry out this idea of goodwill deserves support.—Wingham Advance-Times.

Sales and Ads.

Modern life is much different today from what it was a decade ago. Today, a great deal of buying is done over the telephone.

This, in turn, means that opportunities for purchases advantageous to the buyers are now almost completely centred in newspaper advertising.

The modern housewife knows what she wants, knows by brand name, and orders in that manner—because advertising has taught her how she should do it, and why it s profitable for her to do so.

Imagine ordering from an unknown grocer: "Some breakfast food," 'some bacon," "some coffee," "some bread," and so on, as in the olden days before national advertising became the powerful force it is today.—St. Catharines Standard.

Canadian Turkeys for Britain.

Determination of Old Country consumers to "buy British," the advantages established by the Imperial preferences, and the favorable publicity obtained by these poultry shipments, have opened up a new field of opportunty for Western farmers. Now that it has been satisfactorily demonstrated that an adequate export market is accessible, even with the disadvantage of the present disparity between sterling and the Canadian dollar, it may be taken for granted that the growth in poultry production will continue unchecked. —Winnipeg Tribune.

Pay As You Ring.

People who are bothered with too many salesmen at their doors might be inclined to consider an invention, now being used in Holland. It is one of those pay-as-your-ring affairs attached to the door bell. A coin must be inserted before the bell will ring. The more callers there are in the course of the day, the greater the revenue from the door bell.—Stratford Beacon-Herald.

Intra-Empire Trade Working.

Proofs continue to pile up that British opinion is solidly behind the policies enunciated at the recent Imperial Conference, and that the British Government intends to do all in its power to give practical effect to them in every possible direction. The Government yesterday announced in the House of Commons that the office of Public Works will use only Canadian or other Empire lumber after May 23 next—when present contracts expire—and the announcement was cheered by the House—Montreal Daily Star.

Starting Point.

When money is tight on the farm, it is tight every place else. Goods refuse to move off the shelves of city stores, and this turn causes a slackening in the pace of the wheels of industry. And then the city wage-earner becomes worse off than his rural cousin—he has no money, nor has he any pigs chickens or turkeys. There was no truer work spoken than that farming is the basic industry of this country. Put money into the pocket of the farmer and he will start the mill wheel turning.—Stratford Beacon-Herald.

Stupendous Figures.

Census figures just made public by the Chinese Government reveal the fact that that sprawling, distressful country has today more than 470,000,000 inhabitants. That figure, startling enough from its sheer size, becomes deeply significant when you stop to think about it a little. It stands for possibly the largest single homogenous group of people on earth. No other nation enrolls such numbers; no other has such tremendous, overwhelming man power.—Halifax Herald.

Grey hair, according to a British scientist, is caused by an unusually acute and active germ. That is a new name for the monthly budget.—Ottawa Journal.

EMPIRE.

Radio in Canada.

Canada is making full use of her unrivalled wireless facilities. In addition to adapting them to the normal needs of entertainment and commercial expediency, she is applying them more extensively than any other country to educational uses.—Sir Clement Kinloch-Cooke in The Empire Review (London).

International Debts.

The European nations have been led by the hard teaching of facts and events to the conclusion that the transfer of vast sums from nation to nation is an impossibility and that the attempt to effect it is as damaging to creditor as to debtor. The United States is a long way yet from this conclusion, and nothing but patient argument and careful exposition of the facts will bring it nearer.—J. A. Spender in The London News-Chronicle (Lib.).

Ottawa and the Producer.

The agreement does not make care and economy in production less necessary than before; it is just as important as ever to see that our goods are of the best possible quality and are produced as economically as possible. All that the agreement has done is to give us an opportunity of competing on more nearly even terms.—Brisbane Queenslander.

The Causes of War.

Not for a moment in any practicable scheme of disarmament can we separate the air-weapons, incomparably sinister as they are, from the other fell instruments of scientific war. If the nations mean peace there must be sacrifice all around. Mammoth battleships must be given up if submarines are to be suppressed. Tanks must go as well as the heavier guns, both military and naval. Yet all this by itself is like proposing to mow down the tops of weeds without digging up the roots. Armaments are symptoms, not causes. The vital task is to begin to remove the active reasons for armaments and the potential causes of ultimate war. This is as plain as a pikestaff. But to that end not a finger has been lifted by responsible statesmanship in Europe since the end of the World War at "the eleventh hour of the eleventh day of the eleventh month" fourteen years ago.—J. L. Garvin in The London Observer (Ind.).

An Educational Force.

A series of Readers prepared in accordance with a definite plan in a well-organized school system can largely remake the people of a country within a generation or two. The character of the nation will be the character of its Readers, and the character of the Readers will depend upon the character of the men who prepare them. Who the makers of our Readers are becomes, therefore, a matter of great national importance.—W. Sherwood Fox in the Queen's Quarterly.

AMERICAN.

Safety on the Roads.

If we are ever to progress in our use of the automobile beyond the point of manual dexterity in its operation, there must be developed a mutual tolerance between the pedestrian and the motorist and an habitual observance of the fundamental rules of safety by both.—Providence Journal.

Following Canada.

Canadian towns are noted for their beauty, and tourists passing through Toronto have noticed especially the neat streets and perfect rows of trees that border them. And this is true in many other Ontario towns.

They have now made another great forward step in the way of beautification in the removal of billboards, which are being taken down throughout the province at the rate of 75 to 100 a week.

The Ontario law provides that no sign of any kind may be erected on or hang over the highway, barns within view of the road can not be painted with advertising, and automatic signs are not allowed along the highway, except with special permission, because they divert the driver's attention, and thus constitute a traffic menace.

Signs are forbidden at turns in the road for the same reason, rusty and neglected signs already in place must be cleaned or removed, and even signs erected by a person on his own property must be below a certain size, and are subject to a fee. The roads are constantly patrolled by four inspectors to enforce the act, and offenders are brought into court.

The Ontario regulations are being adopted by other Canadian provinces and might well be considered by communities in the United States.—Portsmouth (N. H.) Herald.

Prizes For Wheat Given By Mussolini

Rome.—Signor Benito Mussolini, the Premier, who has undertaken to make Italy grow its own bread, gave about $100,000 in prizes and many words of high praise last week to those whom he has led for seven years in his "battle for wheat."

Farmers from every province assembled in the Decennial Agricultural Exposition Hall to get their reward for the increased production, which this year came within 8 per cent. of the country's normal consumption of 800,000,000 bushels.

This was the tenth annual contest initiated with the Duce's support, and unofficially backed by his newspaper, Il Popolo d'Italia. It was in 1925 that Mussolini took over the job himself and announced formally in the Chamber that he would lead in the fight.

The intense instinct of love, rightly disciplined, maintains all the sanctities of life.—Ruskin.

Mrs. Ely Culbertson and Oswald Jacoby, noted contract bridge players, are shown as they participated in the Shepard Barclay contest at New York. Judging from the smile, Mrs. Culbertson must have the makings of a grand slam or something.

Canada's Mines Yield $5,231,152 In Gold

Ottawa.—Canadian gold production in October amounted to 253,057 ounces valued at $5,231,152, as compared with 260,538 ounces at $5,385,798 in September and 239,691 ounces worth $4,954,853 in October, 1931. During the first ten months of 1932 the Canadian output totalled 2,534,899 ounces with a value of $52,194,293; in the corresponding period of the previous year 2,213,805 ounces worth $45,765,270 were produced, according to the Dominion Bureau of Statistics.

Ontario's output increased 1.1 per cent. in October to 191,869 ounces from the September total of 189,721 ounces. Quebec produced 29,269 ounces, at 14.4 per cent. decline from the September output of 34,205 ounces, but a 4.5 per cent. increase over the August total of 28,000 ounces. In British Columbia, 17,182 ounces were extracted during the month as compared with 16,023 ounces in September.

Manitoba's output recorded a 22.2 per cent. falling off to 9,819 ounces from the preceding month's total of 12,617 ounces. Flin Flon, Central Manitoba and San Antonio were the October shippers. Placer gold production in the Yukon was reported at 4,834 ounces as against 7,554 ounces in September. Nova Scotia shipments to the Royal Canadian Mint amounted to 34 ounces; in the previous month 418 ounces were shipped.

The world production of gold is estimated at 2,033,000 ounces in October and the total for the ten months ending October, 1932 at 19,503,000 ounces. Transvaal's output rose to 974,965 ounces in October from the previous month's total of 961,501 ounces. During the first ten months of 1932 the Transvaal produced 9,594,230 ounces, or 6.0 per cent. advance over the output of 9,050,282 ounces during the corresponding period of 1931. The United States production (including the Philippines) in October amounted to 255,000 ounces as compared with 246,000 ounces as compared with 246,000 ounces in September. This advance, according to the American Bureau of Metal Statistics was due largely to increased shipments of bullion from Alaska.

Novel Airport is Planned in Britain

A novel airport is to be provided for London if plans go through as anticipated. The proposal contemplates an elevated table over the yards at Kings Cross and St. Pancras stations, and a bill to obtain the necessary Parliamentary permission is expected to be introduced shortly.

U. S. News Dealers Total $104,055,733 In Year

New York.—The chain newsstands of the country did $104,055,733 in business during 1929. There were 123 chain organizations and they operated 3,207 units, census reports disclose.

Newsdealer chains numbered sixty-one, with 882 units having sales of $24,370,266. Newsdealer-restaurant chains numbered seven, having 1,802 units with sales of $36,433,958. The thirty bookstore chains operated 349 stores, with sales of $35,482,077. Five stationery chains had twenty-nine units and $3,750,616 in sales. Art and gift shop chains, of which there were thirteen, ran 106 stores and had sales of $3,270,270. Novelty store chains, seven in number, accounted for $811,537 in sales in their thirty-nine stores.

Of the sixty-one newsdealer chains fifty are local and eleven sectional or national. The local chains operate 1,562 locations, with sales of $11,727,900. The other chains operate in 320 locations with sales of $12,579,363. Eight chains in 572 localities do more than two-thirds of the total business of all newsdealer chains.

Newsdealer restaurant chains operate eighty-seven units in section chains and no units in local chains. Expenses of these chains run about a third of sales. Expenses of bookstore chains amount to $40.56 a $100 or sales and those of stationery chains are $33.48 a $100 of sales, while expenses of novelty store chains averaged $40.09 a $100.

Radium Worth $35,000 Bought By Dept. of Health

Toronto.—A half gram of radium, worth about $35,000, to be used in the curative and emanation cancer clinics in the province, has been purchased through the Ontario Department of Health, Hon. Dr. J. M. Robb announces. The radium was produced in the Belgian Congo, and purchased through a New York exchange, mostly capitalized with British money.

Radium manufactured in Canada is also to be received by the cancer clinics, Dr. Robb declared, in speaking to the Local Council of Women. It is now in process of manufacture at the Port Hope plant of the Eldorado Gold Mines, Ltd., from ore obtained in the Great Bear Lake mineral field. The Government expects to take delivery of radium from the company as fast as it can be produced.

Polite Wayfarer—"I am sorry to trouble you, sir, but do you happen to have seen a policeman in the neighborhood?" Hiker—"No, I can't say I have." "Then hand over your watch and wallet."

"We Believe in Canada"

(Editorial From Liberty)

Is it possible for anyone not to believe in Canada?

During these recent hectic years Canada has been spotlighted in many major roles upon the international stage. In each instance she has earned the respect of the world.

Fourteen years ago a myriad bugles sounded the glad anthem of peace over Flanders' bloody arena. It marked the end of war. But it also marked the beginning of Canada's new greatness.

The Canadian Expeditionary Force had left in its wake a deathless trail of glory.

The eras of reconstruction and of depression which spelled fear and chaos for other nations of a less rugged morale, merely emphasized the vale of Canada's great heritage.

Canada is no longer a geographically vast territory isolated from the rest of the world. The substantial total of 44,620,736 persons crossed the border between Canada and the United States in 1930, according to the Dominion Bureau of Statistics.

Canada no longer ranks as a minor manufacturing unit in world markets. In 1930 she became second in importance as a manufacturing country in the British Empire. During the past twenty years the gross value of her manufactured products has increased by the amazing total of $2,062,000,000. There are 24,020 plants in Canada employing 644,439 persons and representing a capital investment of $5,203,316,760.

The sophisticated Canadian shopper need no longer gratify buying whims in Paris, London, or New York. Canadian department stores are ranked among the world's greatest. In Toronto, a city of 631,000 population, the annual retail-store volume reaches the astonishing total of $400,000,000.

Canada no longer confines her exports to a few commodities in limited markets. At the end of 1931 she held fifth position among the countries in volume of exports. Her products reach practically every country on the face of the globe.

Canada has become the source of envy and admiration in her honest forthright methods of law enforcement. Her non-political judiciary metes out justice swiftly and surely. And in her hall of fame are the glorious annals of the Royal Canadian Mounted Police—the finest tradition serving any law-enforcement agency in the world.

The foreign investor believes in Canada—believes in her to the extent of over six billion dollars invested capital. The United States investor, in particular, believes in Canada to the extent of $3,726,745,000—almost two-thirds of the foreign investments of the Dominion.

Canada's accolade of complete acceptance as a ranking world power was bestowed at the Imperial Economic Conference in Ottawa. Evidence of world-wide interest in the parley was indicated in the fact that over three million words in press dispatches were telegraphed and cabled to all parts of the world.

Liberty, believing in Canada's present and future greatness, has become more closely identified with its people. For six months Liberty has been printed and distributed in Canada by Canadians. Yes, we believe in Canada.

Fatalities in Ontario Down in Ten Months

Toronto.—Sixty-six fewer people were killed in Ontario motor accidents in the first ten months of 1932 than were fatally injured in the same period of 1931. The percentage of decrease is 14 and if continued for the rest of the year will mean a saving of over 80 lives.

Motor accident statistics of the Ontario Department of Highways also show a drop in the number of people injured in the ten-month period of from 6,988 to 6,875, with a seven per cent. decrease in property damage.

October and August were the greatest accident-producing months of this year. During October, however, the downward tendency noted throughout most of the year was maintained and the total number of accidents reported decreased over 6 per cent. from 1,026 to 963, while the number of fatalities was reduced from 59 to 54.

Almost one-quarter (24 per cent.) of October's accidents happened on Saturday. About one-third (33 per cent.) occurred between 5 and 8 p.m. "Driving too fast for road and traffic conditions," "driving on wrong side of road" and "failure to give right-of-way" comprised 75 per cent. of the violations of the motorists involved during October.

London's Theatres Feature Children's Plays

London.—This Christmas some of London's biggest and most famous theatres will be given over to the entertainment of children. The Lyceum, the scene of Sir Henry Irving's great historic triumphs, will house a pantomime on the story of "The Sleeping Beauty."

Daly's Theatre, celebrated at the beginning of the century for its musical comedies, will have another pantomime, "Mother Goose." At the Hippodrome in Leicester Square, there will be "Dick Whittington," and at the Little Theatre a compound version of "Alice in Wonderland" and "Alice Through the Looking-Glass".

Ancient Village Found in Mexico

Pre-Aztec House Uncovered Found to Contain Bathroom

Mexico City.—The ancient peoples who inhabited Mexico immediately before the Aztecs, had bath rooms in their dwelling houses, it appears from a discovery made in Calixtlahuaca north of Taluca, in the State of Mexico.

Ancient peoples rarely used durable materials for building their homes and for that reason the finding of a residence is rare. The house was unearthed by Senor Jose Garcia Rayon, and has walls of stone and earth two feet thick, with floors of plaster.

The roof has gone and the walls are crumbled, there is evidence that the house was of two storeys, with eight rooms. It had a bathroom with a "tamancal" or steam room, such as Aztecs and other Indian tribes are known to have used.

The house is more than 75 feet long, and it lies at the foot of hills crowned with pyramids and other public buildings. Calixtlahuaca is the most recent archaeological city to be discovered, but it is one of the largest. It has the only known round Aztec "pyramid" on the Mexican mainland. This pyramid was the superstructive of a temple to the Wind God.

Excavations at Calixthlahuaca are being sponsored by the State of Mexico. At the foot of the ancient city lies the modern Indian village of the same name. This village is unique in being the only Aztec settlement in a region where all the villages are Otomi or Mazalma.

Ancient Calixtlahuaca is superficially Aztec in structure, but pottery and other remains indicate that several entirely distinct and probably non-Aztec, cultures underlie it. Archaelologists hope to identify the predecessors to the Aztecs.

Canadians Talk Less Over Phone During '31

Ottawa.—Telephone conversations to the number of 2,565,641,000 were carried on in Canada during 1931; but despite their vast number the conversations were fewer than they were in 1930, according to the Dominion Bureau of Statistics. For the first time on record the year showed a decrease as compared with the previous year.

The total number of telephones in Canada in 1931 was 1,364,200 or 36,661 fewer than in 1930. Despite the decrease, however, Canada still retained its place as the second most assiduous telephonists in the world, with 13.15 instruments on the average for every 100 of the population. United States is the only country in the world with a greater density of instruments. In Germany, Great Britain and France the figures are 5.0 per cent., 4.3 and 2.8, respectively.

The Prairie Provinces were responsible for most of the drop in the figures, Saskatchewan having fallen 12 per cent., Alberta 10 and Manitoba six.

Albania's Harbor Completed

Durazzo, Albania.—The first stage of Albania's chief harbor is finished. This means that big liners may now land directly at the wharf here. Heretofore steamers have had to unload onto little boats, and in bad weather the waves sometimes have been so high the liners could not stop at all. Now the end of a bay has been inclosed with solid masonry and the port is protected from storms.

The Wheat King at Home

When Herman Trelle, wheat king, of Wembley, Alberta, was asked what he thought of the rule preventing him from further competition at Chicago's show, his reply was confidential. Here we see Trelle "up to his ears" in prize wheat.