THE
FLESHERTON ADVANCE

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SOME HAVE A CONSCIENCE

In commenting on newspapers refusing liquor and beer advertising The Durham Chronicle asks "why should newspapers be picked out as the only industry in the country to refuse legitimate business." We have no doubt that The Chronicle has refused advertising on the strength of it being against the welfare of the community. Advertisements for quack patent medicines no doubt have been relegated to the waste basket by the editor of The Chronicle, the same as by other newspapers. If not he had that privilege. It is the same with the liquor or beer advertising. Many newspaper proprietors believe that beer advertising is in the above category and refuse to allow their columns to recommend the purchase of strong drinks. We know that no newspaper guarantees any products their advertisers may insert, but they can, if they know of any item that would lead the public astray, refuse to accept that part. So it is with liquor advertising. Strong drink as a beverage was and is no use to mankind and many newspaper publishers would not wish to know that some young lad was led astray by a liquor advertisement in his paper The beer drinker of today is the liquor drinker of tomorrow.

EDITORIAL NOTES

All government jobs should be given to returned soldiers when they are fitted for the task, but occasionally we find other appointments made without giving enough thought to them. They served us well and it is only right that they should be given first chance.

* * *

Monday, June 4th, has been proclaimed by the Dominion government a holiday in celebration of the King's birthday. The sovereign's birthday is June 3rd, but the holiday has been traversed to the following day. At last accounts we have the good news that King George, now approaching the sixty-ninth anniversary of his birth, is in very fair health.

* * *

We are now approaching the summer season of matrimony. Prospective participants are now told that in Great Britain not only is the average bride omitting the word "obey" in her pledge, but the groom is no longer called on to endow her with all his worldly goods. The substitute sentence spoken by a recent groom, Walter Elliott, Minister of Agriculture in the British government, was "All my worldly goods with thee I share." So honors are even!

* * *

"A cent-a-meal for missions," inaugurated by the United Church of Canada, is reported to have been a phenomenal success in the short period it has been in motion. On the dining table of many thousands of homes, the boxes have been in place, and the church authorities now announce that ten million coppers have been contributed and the boxes still in action. It is announced also that the Students' Volunteer Movement of North America have been so impressed by the Canadian experiment that it has followed suit and other organizations throughout North America are stated to be touched by the effectiveness of the device to prove the truth of the old Scottish adage that "Mony mickle mak' a muckle." Three coppers a family per day certainly count up when the scheme is kept working.

Thursday Half Holiday Commences Next Week

Commencing on Thursday, May 3rd, all business places in Flesherton will be closed Thursday afternoon each week during the summer months with the exception of garages and service stations. This Thursday afternoon holiday has been observed by the merchants for the past number of years. It has been proposed to continue the half holiday through the month of October, the finest month of the year, but this decision will be made later.

One of Irvin Cobb's best stories concerns an appraiser who was sent to a home to appraise the contents.

Then entries in his book halted when he came to a table on which was left a full bottle of old Scotch and then continued:

"One bottle of old Scotch whiskey partly full."

The next entry was:

"One revolving Turkish rug."

Budget Brought Down In Parliament

This has been a week crowded with interesting events and people. The budget came down, the S. Oxford election results came in, and Mr. MacKenzie King flayed with vigor and righteous indignation the Marketing Bill. Ottawa entertained the prophet of plenty, Major C. H. Douglas, of London, England, originator of the Douglas credit theory. The Prime Minister gave members and Senators the opportunity of meeting at lunch the Hon. Archdale Parkhill, Post-Master General of Australia.

A 10 per cent. levy on gold production was the principal feature of the budget, with a reduction on sugar from 2c to 1c a lb. coming second. It is expected the Treasury will lose between eight and nine million dollars by the reduction in sugar tax but this loss will be offset by the gold tax. Since governments have upheld the price of gold a tax on production of this metal seems a particularly fair one. Some modifications of the trade restrictions against United Kingdom constituted the chief tariff changes.

The deficit for the fiscal year 1933-34 was named as $135,200,000 as compared with $157,700,000 last year. On ordinary account the deficit was given as twenty-four million as compared with forty-three million last year. Controllable expenditures, the Hon. Edgar N. Rhodes, Minister of Finance, said, have been reduced to a point from which it would be difficult to effect further substantial savings without curtailment or discontinuance of services which are generally considered to be essential. The difference between this year and last year was over 38 per cent. and the reduction in staffs of Government employees was over 12,000.

Mr. Rhodes, the tall and elegant Finance Minister, in his lengthy budget speech to an interested House, showed the silver lining of the dark cloud of depression. He forecast an operating surplus of eight million for the Treasury next March and told of rising prices and lowering expenditures. "Granting that a rise in commodity prices is highly to be desired, the record of the past year has been distinctly favorable. From February 1933 to February of this year, the general index of wholesale prices in Canada rose by 13.4 per cent. This rise has been less rapid than that in the United States, but more rapid than in most other countries." As an indication of the extent to which the maladjustments between various price groups have been corrected in Canada, I may add that while the wholesale price index was rising 13.4 per cent, the index for farm prices rose by no less than 34.9 per cent. Wheat at Fort William average 42% higher in February this year than in February 1933, while the corresponding increase for cattle (steers, good, 1,000 to 1,200 lbs) was 45.7% and for bacon hogs at Toronto 153.8%."

In dealing with debts the Finance Minister forecast legislation to be brought down at this session for the consolidating and easing of the farmers' debt burden. "For certain individual debtors the burden has become unbearable and the Government proposes to bring down at an early stage legislation designed to provide machinery whereby farmers who find themselves unable to pay the fixed charges on their outstanding debts will be able by an expeditious and inexpensive process to work out compromises with their creditors and to obtain new working capital. The guiding principle of this legislation will be to secure for the farmer a simplified debt structure, reduced in size to a point where the carrying charges will be within the capacity of the farm enterprise to pay. The Finance Minister coupled this statement with the assertion that the writing down of government debts was not practicable."

The Banking Committee was quite easily the attraction of the week. The largest committee room in the House of Commons was taxed to its capacity. The chairman, Mr. Hanson, in introducing Major Douglas, said he was no stranger in Ottawa, having appeared before the Banking and Commerce Committee 11 years ago. He is an engineer and economist, a graduate of Cambridge University and the author of the Douglas social credit theory which has made considerable headway in Great Britain, having among its advocates such eminent figures as the Dean of Canterbury and the Marquess of Tavistock. In Canada, the Chairman said, Major Douglas had a substantial following in the prairie provinces and it was out of deference to their representatives in the House of Commons that he was called before the committee.

Major Douglas gave eight major symptoms of defects in the existing financial system.

The first is surplus on purchasing production goods in excess of purchasing power.

The second is consequent unemployment due to the first factor.

The third is consequent poverty or lack of purchasing power.

The fourth is redundant industrial machinery due to the people's inability to buy goods.

The fifth is consequent cut-throat competition to sell.

The sixth is disappearance of industrial profit.

The seventh is industrial failures.

The eighth is increasing competition for export trade, causing international friction ultimately leading to war.

"Purchasing power." said Major Douglas, "which is fhat finance is, is connected with all of them. Is this condition of affairs satisfactory From the point of the banks it is Is it satisfactory to the government? They are being pressed to say whether they are associated or dissociated with the banking system. If they are dissociated it cannot be satisfactory to them. Then is it satisfactory to the public? From my contacts I say it is highly unsatisfactory to the public, which is becoming restless."

By following carefully the five or more speeches made by Major Douglas in Ottawa and the answers to questions by lawyers and others on the committee, one was able to learn something at least of this theory. In the long ago when round bits of leather representing cattle were money, these were issued by the owner of the cattle and each one represented an animal that lived and moved and had value, but as time went on and we get to the age when gold was the representative of wealth, we find the goldsmiths, who did not own the gold, keeping it in strong boxes and issuing gold certificates. The clever smiths soon found that not all the people who had gold stored for safe keeping came at once to claim their treasure, so that they were quite safe to issue more certificates than there was wealth. It was only a step from such a condition to the one existing today of the banks issuing figures in the form of loans to the people, this cheque money being given value by the willingness of the people to put up their assets as collateral.

Possibly the greatest result of the visit of Major Douglas is the recognition by Parliamentarians and the admission by bankers that money today—except for trival amounts issued by the Dominion Government—comes into being by way of bank loans and the purchase of securities. When a public issue of gilt-edged stock comes on the market it is often over subscribed in the first hour or so and one hears people say "what a lot of money there must be about!" When actually the issue is snapped up by banks who acquire it by the simple process of writing a cheque for the amount of the shares and in order to honor the cheque on themselves it is only necessary to transfer some figures from one book to another.

The amount of money ought to equal the volume of goods and services and it ought to be issued without cost other than that of getting it into being and circulation and it ought to go, in part at least, direct from authority issuing it—whether the banks or the government—to the people, thus enabling them to consume the goods which can be so easily and abundantly produced. Major Douglas made some suggestions for changes in the Bank Act which are highly technical but which, if adopted, would be a very small move toward putting his theory into practice.

House of Commons, Ottawa,
April 21st, 1934.

—AGNES MACPHAIL.

Lamb and Wool Prices

Wool prices are an important factor in maintaining lamb prices. Lamb pelts are now in the dollar range of values, and this is an essential item in reducing wholesale carcass costs. Already, as a result of more encouraging lamb and wool prices, there are many inquiries for breeding ewes. It is to be expected, that there will be a broad market for all classes of ewe stock in 1934. The strong demand for wools on British, Australian, and New Zealand markets indicates a very healthy condition, in so far as the outlook for 1934 is concerned. World production is estimated to be lower and the wool market for 1934 is encouraging.

10 LB.
SUGAR
69c

Tomatoes lb. 15c
Celery, bunch 15c
Carrots, 3 bunches 25c
Head Lettuce 10c
Lovely Oranges .. 39c

Large Tins Pink
Salmon
3 for 25c

COFFEE
Ground while U wait
39 and 49c Lb.

Why Pay More
FOR GROCERIES AND MEATS?
try Kennedy's and be convinced

Men's Wear
Overalls ..... $1.00 up
Caps ..... 69c up
Work Shirts ..... 75c up
Real Good Pants $2.00
Socks ..... 19c up

Ken Kennedy
We Deliver in Town
Phone 37

ROSE
Baking Pwdr.
16c Tin

Free 10c pkg. of Princess Flakes with 3 bars Palmolive. All for 21c

Pork & Beans
I Lb. Tins
6c Tin
4 for 23c

Meats
Fresh and Cured

300% Interest
"Absurd," you say
Yet
Official records show that the average return in increased crops for every dollar spent on fertilizer is $3.

C-I-L

FREE FLOWING FERTILIZER
ensure even distribution and give greatest returns

See Your Local Dealer
OSPREY & ARTEMESIA
Farmers' Co-operative Co.
Flesherton

CANADIAN INDUSTRIES LIMITED
C-I-L
Fertilizer Division
West Toronto 9, Ont.

12 QUESTIONS . . . 12 ANSWERS

CHEVROLET
GM GENERAL MOTORS PRODUCTS

Tell you how
Chevrolet Gives
Revolutionary Value
in the
Low-price field

1. Does Chevrolet give the FLOATING RIDE?
Yes — with genuine "Knee-action" wheels and these exclusive contributing features: Improved steering, balanced weight and springing, large-section balloon tires and new "YK" frame.

2. Is the new "Blue Flame" Cylinder Head exclusive?
Yes. Only the Chevrolet engine gives you this revolutionary new advancement that will save Chevrolet owners thousands of dollars on gas, with smoother performance.

3. Is it true that Chevrolet gives greatly increased horsepower with even greater economy?
That is a fact. The new Blue Flame head gives more power, more speed, quieter operation and livelier "pick-up"—at even lower cost for gas and oil!

4. Are the Fisher Bodies roomier?
Yes. They offer greater leg room; and the seats are several inches wider. Interior upholstery and appointments are finer. New instrument panel with glove compartment.

A General Motors Value

5. Is Chevrolet the Sales Leading Car?
Yes. The strongest endorsement for Chevrolet is the fact that car-buyers have given it outstanding sales leadership over *all other* cars in Canada (and the world!).

6. What type of Frame has the new Chevrolet?
The new, exclusive "YK" type. Built like a bridge, this modern Chevrolet frame is many times stronger than any formerly used. Maximum resistance to twisting, weaving strains.

7. What are the features of the new Brakes?
They are larger, more powerful and positive in action. Sealed against dirt, oil and water. Linings are wider to last longer. Drums have machined cooling fins for long life.

8. How does the Starterator simplify starting?
This feature does away with the conventional starter button. You simply press down on the accelerator and the engine starts. The danger of stalling is abolished.

9. Is Chevrolet priced lower?
Yes. Reduced prices of the Master Series Chevrolet begin at $844—delivered at factory, Oshawa, Ont., inclusive of everything except freight and license. The Standard Series Chevrolet as low as $710. G M A C terms.

10. State the 4 great advantages of improved No-Draft Ventilation?
The genuine Fisher system of *built-in* ventilation. Rain or snow cannot enter. Plenty of fresh air without drafts. No clouding of windshield or windows.

11. What are the improvements in Gear Shifting?
Refined Syncro-Mesh Transmission prevents clashing of gears. Easy to shift from high to second on hills and in emergencies. "Silent Second" gear is helical-cut for quietness.

12. How does Chevrolet's "Dependability" record compare?
Chevrolet is the *proved* low-priced car. Thousands of Chevrolet Six owners will tell you that no other low-priced car gives so much trouble-free service for so little money. Ask your nearest neighbor with a Chevrolet.

Produced in Canada
C-74C

CHEVROLET
. . . for economical transportation

D. McTAVISH & SON
FLESHERTON, ONTARIO