

The Ottawa Spotlight

By Wilfrid Eggleston

Ottawa, Sept. 8th. — External markets for Canadian products is a matter about which the present government is giving a great deal of time and attention.

One of its first acts was to conclude a trade agreement with the United States. A second was to exchange notes with Japan, bringing a tariff war to an end. Later there were agreements with Haiti, Brazil, Poland, New Zealand, Uruguay.

This summer Canada had 'three travelling salesmen' overseas on a similar mission. Now they are back, and the government is discussing the deals they made while they were away, which must, of course, be ratified before they take effect.

Messrs. Dunning and Gardiner were exploring the British market, which always ranks first or second (sometimes one, sometimes the other) among Canada's external markets.

Agreement May Continue

The Ottawa agreements, which gave Canada free entry plus tariff preferences for many products, were signed in August, 1932, and were for five years certain. But they do not automatically terminate in August, 1937. There is a provision that if either country gives six months notice they terminate after five years. But if neither country denounces them in this way they continue indefinitely, until six months after a notice is given.

Of course there is no likelihood of Canada serving notice next February that she wants the agreements terminated in August. It is true that there were features of the agreements which the Liberals denounced. But now it is pretty clear that the Ottawa pact gave Canada a good deal more from Britain than she gave Britain.

Britain is much more likely to give notice next February that she terminates the agreement with Canada. But there is no certainty about this. So far she has not intimated whether she will or not. Canada took the precaution to send Mr. Dunning over to London months before any action was pending, so that if any adjustment Canada can make will prevent the repudiation of the agreement, this can be done in time to keep the agreement alive.

These things are secrets of state. But my own guess is that Canada will be prepared to make fairly extensive concessions to Britain to retain the present free market she enjoys for her major products.

This does not necessarily mean that Britain will maintain her high duties against Canada's competitors. The present government is more inclined to be satisfied with free entry for Canadian goods. So that, by mutual consent, it is possible that the agreements will be varied to allow the Argentine and Denmark to escape some of the present duties against their goods. Britain is concluding a new agreement with the Argentine, and it is quite likely that it will be negotiated with this possibility in mind.

Longer Breathing Space

If Britain does denounce the agreement, the betting here is that she won't give notice until after the coronation in May. That would give Canada a little longer breathing space in which to come to terms with Britain.

In every budget since the Ottawa conference Canada has lowered duties against Britain. That she will again do so in the 1937 budget is virtually assured. It may be that by giving signs that she is willing to pay a little more for a continuation of the agreement, than she was to get it in the first place, she may be able to retain the benefits of a free market in Britain. This, with a rising tide of agricultural nationalism in Britain, would be a major achievement.

Whatever the explanation, whether it be improving business, increased prices or what, Canada's external trade is showing a great 'come-back'. The value of July exports was the best since 1929, and ran at the rate of nearly a billion dollars a year. In fact, in the past twelve months Canada's total trade has been in the neighborhood of \$1,500,000,000. That's a big improvement.

New trade agreements with Germany, Russia, Holland and Switzerland, such as Hon. W. D. Euler is said to have tentatively negotiated, are bound to add a little to this rising trend of Ca-

nada's external trade. There are those who belittle the importance of such commerce, but internal prosperity has always coincided pretty closely with healthy volume of international trade so far.

Manitoba's 'Drought'

Manitoba has a drought problem, too, though not so extensive as Saskatchewan and Alberta. It is meeting with the attention of the federal government also.

Preserve by all means in your power a sound mind in a sound body.

When you make a mistake do not look back at it long. Take the reason of the thing into your own mind, and then look forward. Mistakes are lessons of wisdom. "The Past cannot be changed; the Future is yet in your power."

GEOLOGICAL SURVEY INVESTIGATING SIX AREAS IN ONTARIO

In a statement on its field work in Ontario this year, the Geological Survey, Department of Mines at Ottawa, reports that it has investigations under way in six areas, two in Northern Ontario and four in the southern portion of the province.

In the Quetico area, to the west of Port Arthur, T. L. Tanton is mapping a 2700-square mile territory extending from the international boundary northwards to the 49th parallel. Many mining claims have been staked along the three belts of ancient greenstones and sediments occurring in the area.

L. J. Weeks, in addition to his work in the Amos area, Quebec, is spending a short period in the

Kapuskasing area, where details of a large project that was commenced last year are being completed.

The largest area being investigated covers the greater portion of the southwestern peninsula, where J. S. Stewart is continuing studies to determine the natural gas and oil potentialities.

Keen interest is being shown by farmers in the Toronto-Hamilton area, where John F. Caley is making an extensive survey of the ground water resources.

In Eastern Ontario M. E. Wilson is devoting a part of the field season to an examination of the mining properties in Hastings, Lenox and Addington counties. East of Ottawa, in Russell County, A. E. Wilson is mapping belts of Paleozoic rocks.

District Ore Shipments

From July 31st to August 28th, 1936, shipments of ore from the Cobalt mines reached a total of 1,005,162 pounds, according to the report of the T. & N.O. Railway. There were 12 cars sent out, seven of which were shipped by E. C. Peterson with a total content of 638,617 pounds. The O'Brien mine had two cars in the list, containing 168,000 pounds, and the balance was made up of a car from the LaRose, the Imperial Bank and the Temiskaming Testing Laboratory.

A DAY'S WORK

If you sit down at set of sun,
And count the acts that you have done,
And counting, find
One self-denying act, one word
That eased the heart of him who heard,
One glance most kind
That fell like sunshine where it went,
Then you may count that hour well spent.
But if through all the livelong day,
You've cheered no heart by year or nay;
If through it all
You've nothing done which you can trace
That brought the sunshine to one face;
No act most small
That helped some soul, and nothing cost.
Then count that day as worse than lost!

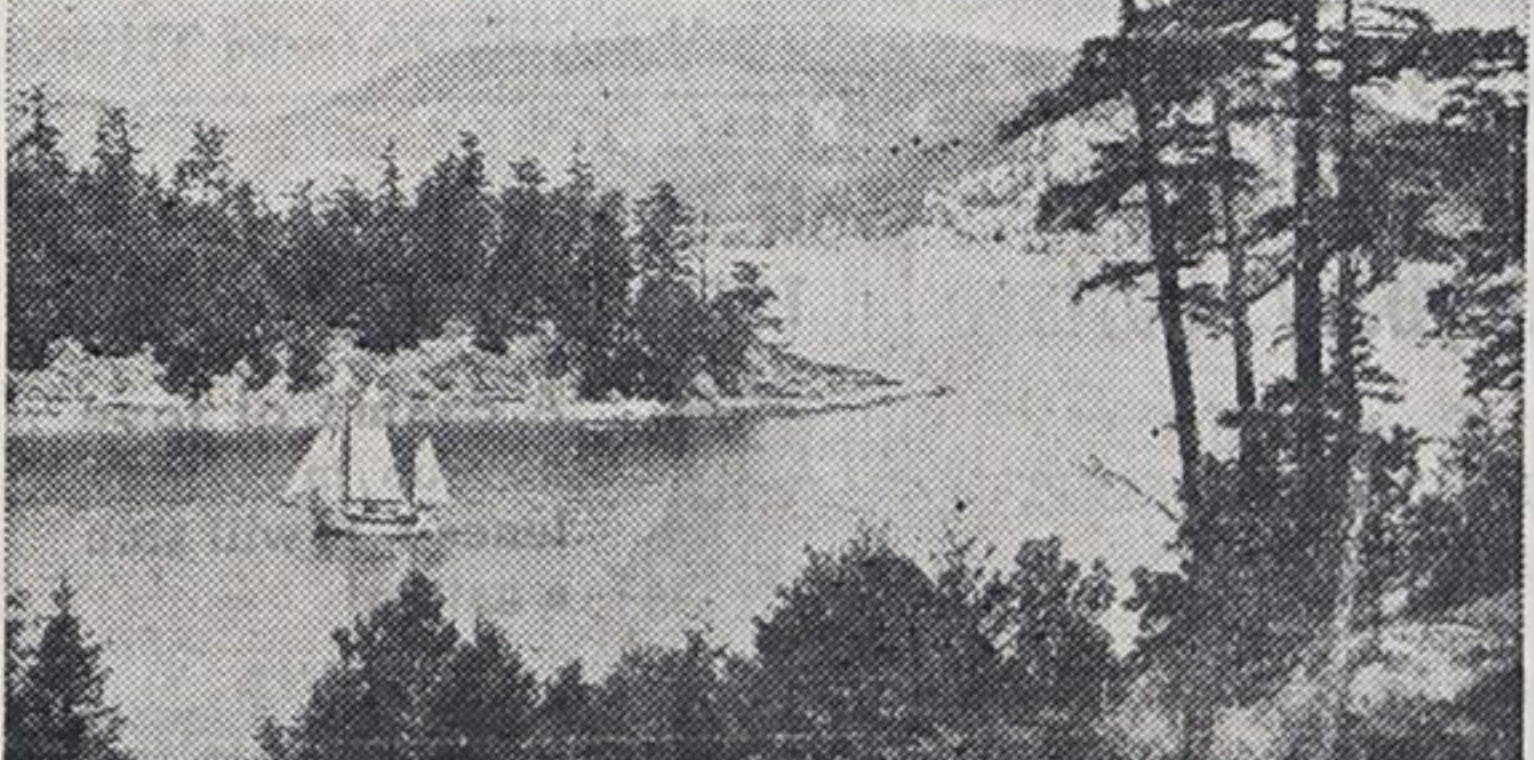


—Jerry Costello, in Associated Gannett Newspapers

The SNAPSHOT GUILD TAKE YOUR CAMERA ON VACATION TRIPS



Pictorial beauty and scenes of human interest may be captured almost anywhere by the vacationist who keeps his camera ready, as shown in these pictures taken on an automobile tour. The picture-taker stopped the car, instead of whizzing by.



AS EVERYBODY knows, one of the important pleasures of a vacation trip is talking about it afterwards. It is a rare person who has no desire to tell his friends what a "grand" time he had, of the places he visited, the beautiful scenery, the interesting people he met, and various entertaining experiences. If he is a good raconteur with the ability to make word pictures, his friends are likely to listen for quite a while, but, on the other hand, if he doesn't know how to tell his story interestingly, he may have to give in to bored "Yeah's," or a counter attack from his listener who, the chances are, has been on a vacation trip himself, and wants to tell his story.

However marvelous and interesting a trip is, and however well one is able to describe it, in the course of time the memory of it becomes dim, too vague to be inspiring any longer even to oneself. How much are you now able to tell about scenes, people and places on your first auto tour, say fifteen years ago?

There is only one sure way to keep these memories from fading and that is to take a camera with you on your trip and take pictures. With a camera, at least a half dozen rolls of film and a determination to take advantage of all picture-taking opportunities, you can create a picture story of your trip that no words, written or spoken, can tell so vividly, and it will live. You always will enjoy looking at these pictures—and, as to telling the story to your friends—be sure they will always be ready to look when they won't listen!

Too often it happens that when starting on a vacation trip, he who has a camera neglects to take it along, or, if he does, too often fails to take advantage of picture opportunities. For example, it is easy, when one is rolling along the road in an automobile to let an interesting or beautiful scene go by without stopping the car.

Make up your mind before you start on a vacation tour, whether by automobile or otherwise, that you are going to bring back a picture record of the principal and most interesting things you see; and tell any traveling companions without a camera that when you see a good picture they must give you the chance to get it. Remind them that this is a pleasure trip, and, especially if you go by auto, that this business of whizzing by the scenery just to get to the next place in the quickest time is silly. Impress upon them that stopping to record an interesting picture will be worth incomparably more in permanent value than the few minutes gained at the end of a day's journey. Get the pictures as you go.

JOHN VAN GUILDER

Injuries in Collision Not As Serious As Reported

Injuries sustained by Peter Wyatt, New Liskeard, and Rev. Father Marlet of Laverlochere, Quebec, in a motor collision on the road between Guigues and North Temiskaming on Wednesday last, were not as serious as at first reported. Mr. Wyatt is said to be out of danger, though still confined to hospital in New Liskeard, while Father Marlet's

condition is satisfactory. He is being treated at the Ville Marie hospital, where he was taken following the crash. Both were reported fatally hurt.

Reports are that Father Marlet passed another vehicle on a slight rise in the road and that his car and that of Mr. Wyatt, going in the opposite direction, met head-on. One report since the accident was to the effect that a charge of reckless driving was to be laid against the former.

MAKING UP A SHOPPING LIST

The hall needs a new rug. More towels are needed for the bathroom, and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car will soon need tires. Well, we buy a hundred new things every year.

Scattered throughout Canada are manufacturers who make the very things we need. Their products are on sale in certain stores within easy reach. Certain of these products, and certain of these stores, are especially fitted to take care of our special need. But which products and which stores? Which can we afford, and which do we think best? We must look to advertising for advice.

Advertising is the straight line between supply and demand. It saves time spent in haphazard shopping. It leads you directly to your goal. By reading the advertisements, we can determine in advance where the best values can be found. With the aid of advertising, shopping becomes a simple and pleasant business, and budget figures bring more smiles than frowns.

From the pages of this paper you can make up a shopping list that will save you money!

Advertisements Are a Guide to Value

- ★ Experts can roughly estimate the value of a product by looking at it. More accurately, by handling and examining it. Its appearance, its texture, the "feel" and the balance of it all mean something to their trained eyes and fingers.
- ★ But no one person can be an expert on steel, brass, wood, leather, foodstuffs, fabrics, and all of the materials that make up a list of personal purchases. And even experts are fooled, sometimes by concealed flaws and imperfections.
- ★ There is a surer index of value than the senses of sight and touch—knowledge of the maker's name and for what it stands. Here is the most certain method, except that of actual use, for judging the value of any manufactured goods. Here is the only guarantee against carelessness workmanship, or the use of shoddy materials.
- ★ This is one important reason why it pays to read the advertisements and to buy advertised goods. The product that is advertised is worthy of your confidence.

MERCHANDISE MUST BE GOOD OR IT COULDN'T BE CONSISTENTLY ADVERTISED

Buy Advertised Goods