

Effect on Newspapers in England of Paper Shortage

This is another in a series of articles written by W. E. Legge and C. V. Chubb, who represent The Canadian Newspaper Association in a recent tour of England.

ARTICLE NO. 27
(By W. E. Legge)

Like everything else, the newspapers in England have been very much changed by the war. The shortage of newsprint which will not sell just a newspaper. Imagine the advertising managers of newspapers being contacted by those who are trying to buy a little of the paper available.

One of our first experiences was at the news stand in our London hotel. We had heard rumors of the shortage and which took place just as we were leaving Canada, but we had not read anything about it. In some instances, the news stand could not sell us one issue in its entirety in advance.

This was obviously limited to approval of a publisher which we do not think about here, the privilege of being able to buy a newspaper at any time.

People over there are now glad to have any paper at all. The privilege of having a paper delivered every day is a highly prized one. A householder who goes away for a time often finds on his return that someone else has taken the paper for him daily, and it may be a hard task to get back in the good graces of the paper boy.

People traveling on a train will nearly always pass their newspaper around to the other people in the compartment after they have read it. Newspapers are severely rationed in England. Not only have the publishers been forced to reduce the number of papers to a fraction of the usual volume, but the circulation has had to be drastically curtailed. In many cases the size of the paper and the width of the columns have been reduced.

Our party was entertained at The Daily Telegraph, The Daily Express, The Times, and Reuters Agency. We were shown through their plants and given every courtesy.

At one of these newspapers, we found that the paper had been cut down from an average issue of 28 pages to four pages. In addition, the circulation had been cut from 900,000 daily average to 650,000. Several hundred applications for subscriptions each day have to be refused. This is typical of the restrictions on all newspapers.

All these plants have duplicate plants there in the ground, very comfortably and completely fitted up so that the entire work of getting out the paper can be carried on without interruption during raids. Moreover, several of these papers have complete plants in other cities where some editions are printed every day. For instance, The Daily Express, which has a daily circulation of about two and a half million, is printed in three places, London, Manchester, and Glasgow. They are so co-ordinated by wire service that although they are set up and made up in each city, they are exactly alike on most pages.

Advertising has been cut to almost the same degree as the rest of the paper. The Daily Telegraph, we were told, refuses about thirty columns of advertising daily. Display advertising usually has to be booked several weeks in advance, and even then without any guarantee that it will appear. In cases where legal advertising must appear before a certain date, care must be taken to advise the client if it cannot be printed, in order that an effort may be made to have it printed elsewhere.

Advertisements for beer and liquor may still be carried in the English papers, although they are now banned in Canada. With so much difficulty in obtaining advertising space in the newspapers, it is not surprising to see a new development. Large numbers of notices, that ordinarily would be wanted in the papers, are now displayed on small cards in shop windows. We saw a great many of such advertising cards, not printed, but written by hand.

term by hand, placed on display in the shop windows in many of the cities we visited. We do not know whether the shopkeeper makes a charge for all these notices although we heard that some shopkeepers charge 5 shillings, and we wondered if this practice will continue after the war is over.

It is not surprising, with curtailments in the size and number of pages of the newspapers, that the news is also condensed. There are a great many very short items making up the news columns, but taking into consideration the difficulties under which they are operating, the British newspapers are very readable and give a surprisingly good news coverage in the space at their disposal. News of Canada appears in fairly good volume and is well presented.

We found that the Canadian editors are quite worried because it is no longer permitted to send papers over by mail, except actual subscriptions. They are afraid that subscription copies may also be limited. They appreciate the home paper news in a way that they never did before they left home. They read every word of it. One officer remarked that he considered a bundle of papers from home is a bundle of comfort.

One reason why this restriction was placed on Canadian papers was that some publishers had been bundling up their overruns, and sending them over to be distributed. We were told by one service worker that he had seen at one time 600 bags of such papers, and he simply did not know what to do with them. There is no doubt that the publishers who sent them were anxious to help. They thought it was a good thing to do, but it actually was a misguided effort.

It was a great pleasure to be able to visit one of the leading weekly newspapers, "The Banbury Guardian," which was the paper on which my father, the late George Legge, served his apprenticeship. This is one of the older weeklies of England and has been owned by the same family for a great many years.

It is interesting to compare present-day training with that of seventy years ago. In his memoirs, Mr. George Legge said, "The training I got in this establishment covered a much wider range than the technical schools of to-day—receiving, floors, building fires, washing rollers, sorting type, fetching in beer, gin, rum, and snuff, varied by an occasional hour spent on the old canal bank catching minnows for the foreman's next fishing trip."

Weekly papers have increased their price from two pence to three pence per issue, advertising rates have increased about fifty per cent, since the start of the war, and the papers have decreased in size. In England, the press is still free. The newspapers are able to choose what they shall print, and free to criticize anybody and anything. In the Axis lands and in the countries the Axis have overrun, those who print the unbiased news, and offer any criticism, do so under constant peril of death.

THE GREAT MAKE MISTAKES

The galleries are full of critics. They play no ball. They fight no fights. They make no mistakes, because they attempt nothing. Down in the arena are the doers. They make many mistakes because they attempt many things. We would venture to say that Edison, Burbank, Ford, Marconi and the Wright brothers probably made more mistakes than any other men who ever lived. Ford forgot to put a reverse gear in his first automobile. Edison once spent over two million dollars on an invention which proved to be of little value. The gigantic creative experiments of those men in blazing new trails made mistakes inevitable. But who remembers the critics who laughed at them? The man who makes no mistakes lacks boldness and the spirit of adventure. He is a brake on the wheels of progress.—Co-operative News.

Why Hog Prices Sag

The following explanation of why hog prices have fallen a recent weeks when the price elsewhere remains firm" was submitted by S. E. Todd, of the Industrial Council of Canadian Meat Packers to Wilfred L. Bishop, Secretary of the Ontario Hog Producers' Ass'n. Mr. Bishop, when writing Percy Henry of Toronto, Secretary of the British Producers, stated as follows: "I feel that Mr. Todd's explanation is fair and reasonable and should be given all possible publicity by ourselves through the local press etc., as a practical means of maintaining confidence and stability in our industry." Mr. Todd's explanation follows:

"When the new bacon contract was made effective last fall it was calculated that the Wiltshire value at Canadian seaboard would give a return in Ontario of about \$16.00 to \$26.00 per hundred pounds, but the revised weight for 81 grade hogs. To some extent this might have a profit margin, while with others it might not give them more than cost. On the other hand, prices for product sold in the home markets gave a much higher return. In the case of those operators who sold all their product at home they had a very handsome profit per hundred pounds, but in order to get bacon for Britain, they were held to 50 per cent of their domestic business in 1940 and were required to export all hogs killed in excess of this figure.

Volume of export runs from 45 to 50 per cent of the kill, according to hog marketings, seasons of the year and individual plants. With all times or for some plants, 65 per cent being at export prices and 35 per cent at domestic prices, and at other times export being 50 per cent and domestic hog values would occur so far as exporting hogs were concerned. At the same time the wholly domestic operators would be getting the domestic prices for all of their pork products. However, as the majority of the total hogs marketed are used for export, they necessarily exert the main influence on hog prices.

In March last, hog prices at Toronto reached a high of \$17.25 for 81 grade. This was probably about 15 to 25 cents higher than was a sound price and would in the course of time, have brought about a readjustment to a lower level. At about this time the W.P.T.R. revised pork products' prices for home consumption from the high level they had reached to a lower base. They remain, however, distinctly above export product values. These two things, the fact that hog prices had become too high and the readjustment of domestic pork prices, brought about the changes in hog prices that have occurred. Present hog prices, considering the effect of volume of export and domestic products and prices, would appear to be very good.

In connection with these price adjustments, it should be noted that changes in price when hogs are quoted dressed appear to be larger than changes of the same amount on a live price basis. I said that hogs at the peak may have been 25 cents too high, which means between 15 to 20 cents alive. Likewise, the late readjustment from an extreme high of \$17.25 to a low of \$15.51 at Toronto means 45 cents per hundred pounds alive. Hog prices at Toronto are now \$16.75. If then, prices should be a little more than \$17.00 at this point and are now at \$16.75, the real change is 25 cents, or about 18 cents on a live basis. However, that is not the way price changes register with farmers. They do not know when a price has become too high and naturally look at it the way it is. I have tried to discuss in this letter the factors that enter into prices which have brought about present values and which from time to time will bring about some ups and downs. In this connection it should be noted that ever since the price of export bacon has been fixed the fluctuations that have taken place have been relatively small and were due to some of the factors cited above or to changes in the export price at the time each new contract became effective."

WE NEED BLINDERS

Our farm horses wear old-fashioned little gadgets that might well be adapted for use now by all patriotic Americans. I'm referring to blinders. They are little squares of leather that are set at the side of a horse's eyes to cut off distracting and frightening sights alongside the road. The skittish nag isn't alarmed then by the steam cars or a scorching on a high bicycle, as his vision is restricted to the highway ahead. I would recommend blinders for wartime wear. We all want to keep our goal, which is the achievement of a speedy victory, in sight. It has been extremely difficult not to turn our heads and go into a spasm over mismanagement, absenteeism, profiteering and political antics in connection with the war effort. When peace comes, the blinders would be immediately removed. A lot of good old horses could then kick over their traces and plant an iron hoof on the destiny of those who are doing the shameful clowning now.—Lynden (Wia.) Tribune.

Women Can Show Farm Hired Man Some Good Work

Head of Uncle Sam's Land Army Asia Farmers to Let City and Town Women Prove What They Can Do On Farm

WASHINGTON, (CP) — Florence Hall, head of the American Women's Land Army, has written for The Associated Press a special feature article on the need of women's help in the production of crops this year. She deals with many aspects that run parallel with the Canadian situation:

"If you ask the ordinary farmer how many Land Army women he wants to help him with his crop, he asks: 'What? A city girl help me? What can she do down here? I can't afford to let her break up my machinery. Why, she couldn't even do that.' And he points to a manly husband where his 8-year-old son is stomping up the corn for milking."

"Yes, and she'd expect me to wait on her," whines in the farmer's wife. "We had a city boarder last summer, and I know."

"I wish I could take you farmers to visit women taking a few weeks' intensive training for farm work in the Women's Land Army. I should like to have you meet Dorothy whose husband is in the fighting service, perhaps in the same regiment as your son. Dorothy has just completed her course and makes her investigations as to what she will do and where she will work, first so we will put her to work growing food for the boys. Her training has given her muscles some conditioning so she can start right in with the farm work. She won't do a thing so well as that treasure of a hired man that got the big-paying job at the ammunition works, but you'll be surprised the ordinary routine work she can do."

Factory to Farm And here is Helen. True, five feet, one inch is small for a hired man, but look how she goes to it—the concentration with which she tackles the intricacies of the tractor. The school director says of her: "That girl is going to win the war with her own two hands." She has just left a job in a factory at \$65 a week to train for farm work. We are not asking the farmers to

take it entirely on our good intentions. City women have already made good on helpers on the farm. Last year I visited a similar training course given at the University of Maryland. I attended the poultry laboratory course and was, I confess it, not much impressed with the city women who were evidently afraid to touch the chickens. I thought to myself: "It's pretty hopeless, look at that typical city woman over there gingerly approaching the chickens."

They Make Good This year I asked the school authorities: "Can't you refer me to one of last year's graduates who made good?" They sent me to a poultry farm where 1,200 eggs are often gathered in a single day. What, to my amazement, should I find but my typical city woman, the same one who was so timid with the chickens. She worked, managed, and did most of the work for her husband.

Several big truck farms where girls were used last year have already put in their orders for help from the Women's Land Army. A Connecticut farmer says of his city-bred daughter: "Her gradations with the animals is a lesson to my hired man."

A New York farmer says: "Frances is fine. She works right along with my own daughter. She doesn't handle the tractor just right, so I have Betty do that; but Frances is fine with the milking and is willing to do anything that needs doing." The two girls seem to make at least one first-class hired man. Frances has four brothers in the armed forces, and this is her field of service.

Airbase Dancing But Girls Scarce

There's a Good Band at Labrador Air Field and Lots of Boys, But—

GOOSE AIRPORT, Labrador, (CP) — Girls are at a premium at this new Canadian airbase. For one recent dance the infantry stationed here had a 10-piece orchestra provided by their band, led by Bandmaster H. V. Betts of Kingston, N.H. But there were only four girls, all air force nursing sisters. "We have to share the wealth," said P.O. S. E. (Alec) Alexander of Vancouver, R.C.A.F. security officer, as some of the boys "cut in."

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R.A.F. "Marauder" Torpedo Bombers Strike



The Martin B-26 twin-engine, U.S. built medium bomber is now in service with the R.A.F. under the name "Marauder." It is one of the most modern machines of its class, carries bombs or torpedoes, and is doing good work in attacking Axis convoys. Details of armament and performance are not yet released.

YOU MUST MAKE A 1942 INCOME TAX RETURN NOT LATER THAN JUNE 30th

... IF SINGLE and your net income exceeded \$66000 ... IF MARRIED and your net income exceeded \$120000

For incomes not over \$3000 get two (2) copies of simplified Form T. 1-Special. For incomes over \$3000 get three (3) copies of Form T. 1-General.

Income Tax dollars are not ordinary dollars—they are Victory dollars—necessary dollars to help win the war. Income Tax is fair to all. All are taxed in proportion to their ability to pay.

Under the new system introduced this year, Income Tax is now on a pay-as-you-earn basis. The reduction of the 1942 Tax made this possible.

In most cases the larger part of the reduced tax will have been paid by the 1942 tax deductions or instalment payments. One-third of any balance must be paid by 30th June and the remainder on or before 31st December, 1943.

You must file an Income Tax return and pay any balance to establish your right, after the war, to the refund of the Savings Portion of your tax.

FARMERS

You must attach to your return on Form T. 1 Special or Form T. 1 General either a statement of your gross income and expenses, or completed Farmers T. 1 Supplemental. The T. 1 Supplemental itemizes all forms of farm receipts and expenses, and is a guide for determining your actual net income. Forms may be secured from your local Post Office or District Inspector of Income Tax.

To help you fill out your Income Tax forms a booklet ("Farmers' Income Tax Guide, 1942") has been prepared to cover the special conditions which apply to farm operations. It can be obtained free on request from your District Inspector. If you don't know his address, just mail your letter to "District Inspector of Dominion Income Tax."

Make your returns NOW!—Avoid Penalties!

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