

Greater Stability In Foreign Trade

Not so very long ago, the great bulk of our exports went to the United States or the British Commonwealth, and we faced the constant threat that if any thing unfavorable happened in those countries we could immediately expect repercussions here, points out The Financial Post. Now we are building up important other customers for our goods—Latin America, Continental Europe, North Africa, Japan, the Near East and other countries outside the Commonwealth and the U.S.

To this third group we sold almost a billion dollars worth of goods last year—close to a quarter of our total exports. That represents very real progress toward greater stability of our foreign trade. The more we can spread our exports around the world the less chance is there for any violent ups and downs in this vital business.

Last year Canadian women working in Red Cross workrooms used \$165,541 worth of materials to make 789 cases of clothing—valued at many times that amount—for shipment to ten different countries and to the League of Red Cross Societies.

Books IN REVIEW

A SENSE OF URGENCY by C. L. Burton

"A Sense of Urgency" will have particular interest in this district because most of us here know Toronto quite well, and for many, a shopping expedition to the city includes trips to Eaton's and Simpson's. This book is the memoirs of the retired chairman of the board of Simpson's. From office boy in a Toronto law firm, C. L. Burton progressed to general manager of the big downtown store.

The book began in a small Ontario town where his parents kept one of those memorable old stores that doubled as a community centre. From there the family moved to Toronto.

As well as telling the story of his life, Mr. Burton pictures Canada at change. As a traveller for the company, he saw the West which was quickly growing up; as a buyer he noted trade rivalries; as a Toronto citizen he watched the city sprout and spread.

Personal, social and economic aspects combine to make a most interesting book that covers our part of Canada from 1880 to 1950. A few quotations may prove of interest.

"In 1891, the city I went to work in bore little resemblance to the Toronto of even ten years later, let alone to the metropolis it is today. That very year, the thirty-year old franchise for the street railway system expired. For one and a half million dollars and the assumption of a mortgage of \$500,000, the rising young city whose working ranks I now joined,

bought out the company that had been operating our transportation system. For that sum Toronto got 8,069 miles of single track; 90 two-horse closed cars; 56 two-horse open cars; 118 horse-drawn cars; 99 horse-drawn buses; 110 sleighs and 1,372 horses, sound in wind and limb."

As an office boy, he got \$2 per week.

"By a sense of urgency I mean more than merely the sense of the imperative nature of things requiring to be done. As soon as one thing is done, another immediately takes its place. It is the awareness of the ceaseless continuity of things requiring to be done that marks, in my view, the sense of urgency."

"That peerless leader, young Wilfred Laurier... a figure of sublime magnificence... Toronto always cheered him and then voted the other way."

"The commercial community of Toronto was largely confined within the limits of lower Yonge Street, Melinda, Colborne, Wellington and Front. Most of us who worked in this busy neighborhood knew each other, or, at any rate, knew who was who."

"No city in the world has been blessed with more luck than Toronto."

"At the southwest corner of Queen and Young Streets, stood the fine new department store of Robert Simpson. The idea of paying cash instead of running an account the device of stressing a price and boldly marking it, the institution of bargain sales on a continuous basis, were disturbing the easy-going spirit of Toronto merchant life... for a year or more after Robert Simpson's death, the business went begging for a purchaser."

Last year more than 90,000 individuals received treatment from Red Cross nurses in 72 outpost hospitals and nursing stations in the remote and sparsely settled areas of the country.

Many Changes Greet Actonians

(Continued from Page Two)

I.G.A. that was preceded by a Carload Groceries, operated by Mr. Neill, later by two partners, Caldwell and Mather, then by J. Kingshott who sold last year to the present owners. Talbot's Hardware was the first business located in the building that we can recall, however.

Our trip doesn't seem to be progressing very rapidly, but the town's business section has changed and expanded. We'll continue on up Mill St. next week.

Farming Future Depends on Land

In recent years, and particularly since the beginning of the last war, there have been significant changes in Canadian agriculture, points out The Financial Post. The number of farmers and the farm labor force have decreased sharply, yet production has continued to increase. Mechanization largely explains that.

With still more mechanization, especially in the more complex and specialized branches of agriculture, and with the aid of science in giving us better crops, better fertilizers and better control of pests and diseases, we can expect production to keep on increasing.

One limit we seem to be reaching, however, is the amount of available land can be used for cultivated crops. Without some drastic change in climate we cannot expect any great expansion in our present economic acreage. That caution applies to the United States and much of the rest of the world, as well



How many ways do they serve you?

Guess again!

All of these people serve you in useful ways through their jobs. But, like people in all walks of life, they may also be helping you in certain important unseen ways.

Take your postman, for instance. He may have helped to build your home through his ownership of life insurance. It's possible—because the money of thousands of life insurance policyholders is invested for them in building homes throughout the nation.

In the same way your milkman, lawyer or nurse may have helped build new highways, waterworks, schools, power plants or other essential public works in your community.

And—who knows—perhaps your job too was created by these life insurance policyholders' dollars, invested to develop new businesses and industries. So anyone who owns life insurance—including probably you—does more than provide financial security for his family. He also serves his fellow-citizens in all these useful ways!

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Lv. Southampton 6.00 p.m.	Lv. Palmerston 8.00 p.m.
Port Elgin 6.10 p.m.	Moorefield 8.15 p.m.
Turron 6.21 p.m.	Dreyton 8.21 p.m.
Fairley 6.35 p.m.	Goldstone 8.28 p.m.
Pinckton 6.45 p.m.	Alma 8.36 p.m.
Cargill 6.50 p.m.	Fergus 8.51 p.m.
Dunkeld 6.55 p.m.	Elora 8.57 p.m.
Walkerton 7.03 p.m.	Guelph 9.45 p.m.
Mildmay 7.15 p.m.	Stops West Toronto & Parkdale
Clifford 7.30 p.m.	
Harrison 7.45 p.m.	
Ar. Palmerston 8.00 p.m.	Ar. Toronto 11.00 p.m.
1-84 stop	

Tickets reading from stations between Warrton and Harrison and between Kincardine and Listowel will be honored on this train.
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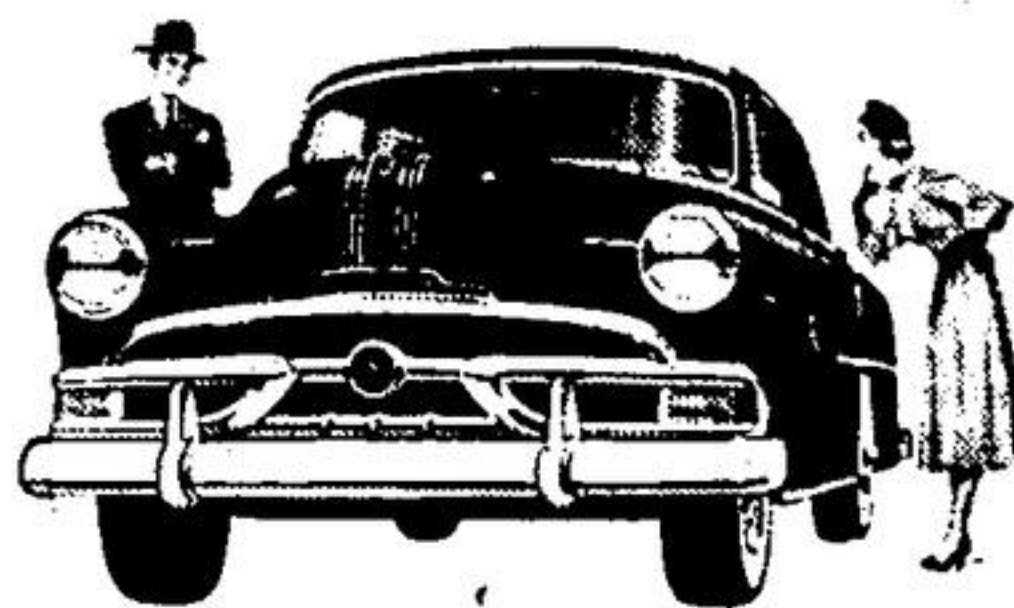
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NEW FRONT SUSPENSION on Chieftain Series inclined four degrees to rear of vertical to allow front springs to absorb more bump shock, smooth out rough roads.

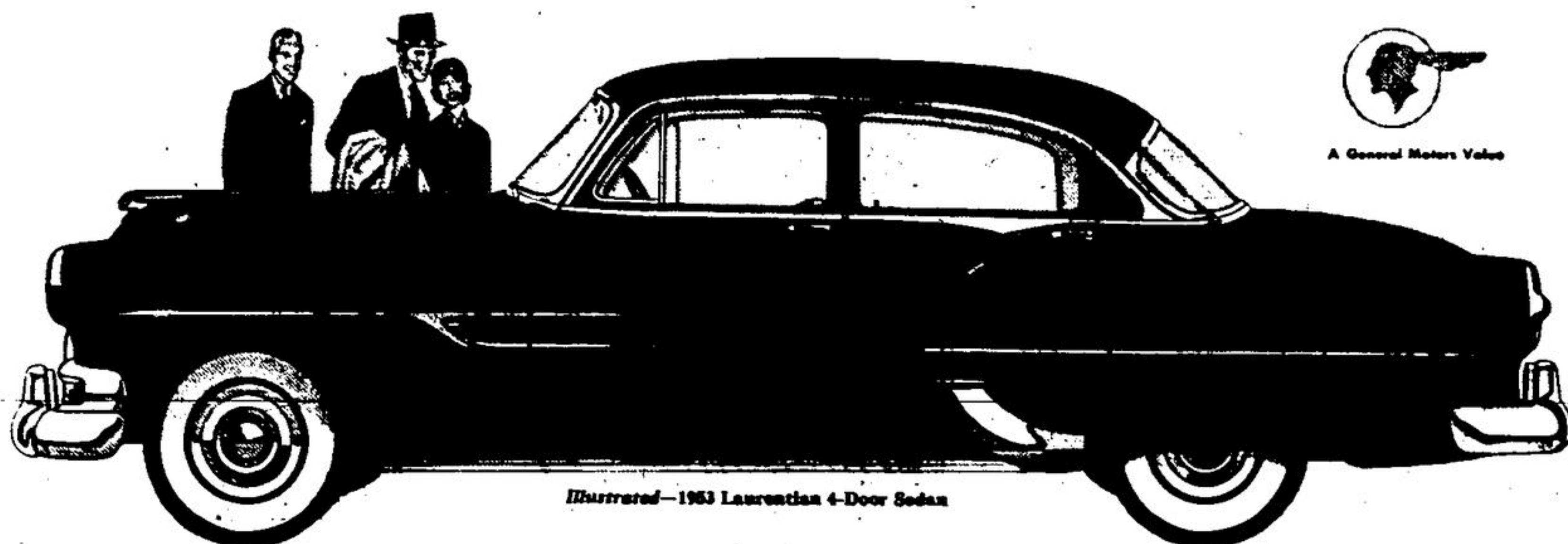
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Illustrated—1953 Laurentian 4-Door Sedan

P-10230

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