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#### THE NEW CENSUS VALUE

PRACTICAL VALUE OF CENSUS OF MERCHANDISING AND

SERVICE ESTABLISHMENTS The object of all science and research is to obtain light and knowledge concerning life and the world about us. Only by obtaining more knowledge and light can progress be made. Science has opened up one field after another; unlocked the hidden mysteries of chemistry, biology, physics, mineralogy and so forth. and in consequence has immensely improved the material conditions of man's life on the earth. The study of economics has greatly facilitated him in conducting the business of life by discovering the laws or underlying tendencies of international trade, business cycles, monetary Without all this fund of knowledge we should be groping our way blindly in fogs of ignorance and we should be very much less advanced in material progress. There can be no doubt at al' of the intimate connection between our present material progress and the strides made by science and research. The way of still greater progress lies along the same lines. Among the sciences closely allied E. Park Farm: to economics, that of statistics has been of signal help to the business man as well as to others. The statistician, by collecting the numerical facts about some phase of business activity, and putting these facts in proper relation to other facts, has thrown a clear light on business processes which has been an invaluable guide to action. In fact it is inconceivable how the complex business of to-day could be carried on nearly as efficiently without abundant statistical information. Statistics have helped in no small measure to make many phases of business as efficient as they are to-day, and accurate stat-

istics are absolutely essential in or der that they may remain efficient and become more efficient It is well known that we are still far from perfection in our business! activities. Some phases of it have advanced further than others. Pro duction has become extraordinari' efficient, transportation abundant and swift, and capital, as a rule, plentifu The distribution of goods from producer to consumer, however, has lagged in progress. It is generall; conceded that our system of distributing goods is not nearly as efficient as

been offered to and accepted by E. our production. This is a fact of W. Beatty, chairman and president of the Canadian Pacific Railway, great importance for the general wel fare, for distribution is one of the whose interest in boy welfare has long been recognized all over the chief of economic activities. Through lack of adequate information we do not know just how great its importance is. We cannot say how our the Canadian Pacific Railway for merchandising and service establishmany years and pensioned at the ments compare with our production age of 73, celebrated his 105th establishments as to number employbirthday April 2. He does not use

ed, wages paid, capital invested, value of sales and so forth. This is the one great field of economic activity concerning which there is a lamentable statistical ignorance. Because of the urgent need of more light on our merchandising and service activities, that is, those of distrib luting goods and services, there has

of distributing activities will be of

Immense value in helping to solve

are increasingly confronting business

In the census of merchandising and

180me of the urgent problems which

service establishments, the Dominion

Bureau of Statistics will collect from

every wholesale, retail and service

establishment in the Dominion data

concerning employees, wages, sales,

expenses (other than cost of goods),

type of store, capital investment, and

inventories. These data will be col-

lected with complete regard to secrecy

as to individual returns. Figures

supplied by individual firms cannot,

under the law, be made known to any

person or body either public or pri-

vate. They will be used only for the

compilation of statistics, and no stat-

istics can be published which will

reveal in any way an individual's

business. When the data are col-

lected, tabulated and compiled. a

broad picture showing the salient

features of our distribution system

will be available. This will include

Retail Stores

By types of commodities handled

By types of establishment (unit.

Expenses (excluding cost of goods

Special data on hotels and restaur-

Cash, credit and instalment sales.

Wholesale Stores

By types of commodities handled

By types of establishment (jobber.

Expenses (excluding cost of goods

Service Establishments

By types of services rendered 1

By types of establishment (unit

Special data on automotive industry

Manufacturers

consumer, through jobber, agent, com-

mission merchant, etc., through own

such a comprehensive picture of dis-

tribution, the Bureau seeks the co-

operation of every individual mer-

chant engaged in merchandising

service activities, all retail and whole-

sale associations. Chambers of Com-

merce, Boards of Trade, Manufactur-

nals, newspapers, and all others, who

The importance of this census

can in any way assist in this project.

invited to shop—at Milton's Big Busy

Store. Prices right. Pay Cash and

Buy for Lass. Store opens every Sat-

urday at 8,30 a.m., closing at 10,30 p.m. ton, May 28th.

ers' associations, trade papers, jour-

should be stressed far and wide so

realize its great possibilities

In view of the immense value of

multiple, chain, independent, etc.)

broker, manufacturer's agent, manu-

facturer's sales branch, commission

multiple, independent, chain, etc.)

the following:

and by localities.

By value of sales.

bought for resale).

Sales breakdown.

Inventories.

and by localities

merchant, etc., etc.).

By value of sales.

purchased for resale).

Sales breakdown.

By value of sales.

Sales breakdown.

branches, etc., etc.

By capital investment

Inventories.

Expenses.

By capital investment.

Cash and credit sales

By capital investment.

men in this connection.

cycle Association, the Western Canada Motorcycle hill-climbing championships will be decided at arisen a demand for a comprehensive Banff in the Canadian Rockies on census of these activities on the part May 24 and will be followed the of business men all over the Domin same day by the Banff annual reion. It is in response to this demand that such a census will be taken along with the population census this sum-A shipment of 800,000 salmon mer. It is widely believed that the obtaining of a comprehensive picture

eggs has recently been forwarded to the Dominion Fish Hatchery at Flat Lands, Restigouche County to receive treatment prior to being deposited in the Nipisiguit River as a part of the 1931 programme for restocking New Brunswick fishing

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Annual value of forests products

in Canada is placed around \$500,-

000,000 by the Canadian Govern-

ment Forestry Service, and over

200,000 persons are employed in

\_\_\_\_

in Ontario for the first two months

of 1931 is placed at \$6,517,254 as

compared with \$5,352,395 for the

same period of 1930, an increase

of nearly 22%. If this continues,

all previous records of gold output

Position of president of the Boy

Scouts Association of Canada has

John Minard, section hand with

glasses, eats well, sleeps well and

enjoys life. He has no prescrip-

tions for exceeding the century

Sponsored by the Alberta Motor-

are likely to be exceeded this year.

Total value of crude bullion gold

this work.

deliver your milk.

but that he will play 3

Canadians, from coast to coast, heard the voices of His Excellency the Governor-General and Rt. Hon. R. B. Bennett, prime Minister of the Dominion, May 11, in endorsation of the work of the Canadian Red Cross through stations linked by the radio broadcast transmission system of the Canadian Pacific Railway Company's Telegraphs.

In the last analysis the railroad safety movement's success is traceable largely to teamwork. railroad worker is constantly reminded that safety is paramount. Safety practices have become habitual, therefore they do not lessen efficiency. Railroad passenger service is now more efficient as well as safer than ever before, says a prominent United States news-

tween montreal and Toronto, both ways, which came into operation on Canadian Pacific lines end of April, has proved highly popular on these trains is reported. Ottawa has also been brought half an hour closer to Montreal and passengers for Quebec have had 15 minutes clipped from the time of the journey.

Popularity of the reduced weekend fares which went into effect May 1 on all Canadian Pacific lines was assured from the start, according to reports from traffic officials of the railway. They represent a saving of approximately 33% to the travelling public with reduced fares available from noon Friday to noon Sunday and return portions up to midnight of the Monday following.

#### Must Answer Questions.

All persons in Canada are called upon to answer the questions of the he handed the villain a real wallop. census-takers, who will start making The bad man was laid out cold for their rounds on June 1st, it is stated half an hour, and the big laugh of in a Royal proclamation issued on Monday in the Canada Gazette. At- says Mr. Dashiell. tention is called to the fact that the Data on channels through which information obtained in the census goods are distributed, i.e., direct to can be used for statistical purposes only, and not for taxation, military or jury services or the enforcement any law, Provincial, Municipal Federal. Persons refusing to give information to the census enumera ors will be subject to a penalty. the protection of persons furnishing information, every officer, agent or other person employed in the taking of the census is bound by oath and Chief Charm Will Be the Lovelie under a heavy penalty to keep secret I the information obtained

#### Dates of School Fairs.

that those who have to fill in the schedule will do so with the utmost completeness and accuracy. The success of the census will depend largely nounced for the school fairs to be derstead, in Surrey. upon the efforts which those who held in Halton County this year: value put forth to give it publicity Hornby ..... and to "put it across' to those of Brookville ..... Trafalgar ..... Sept. 18th be served by the new line are at Watch for date of St. Paul's United Limehouse ..... Sept. 21st station. But to many people the chief Church Choir Concert. Particulars Strathcona ...... .. Sept. 22nd charm of the new railway will be the Palermo ..... Sept. 23rd vistes which will open up as the train Read the WALKER STORE 8 ad. | Agricultural Representative Kirstine | runs along from station to station—

"Untangling Tony," town hall, Mil-

on this page. Shop where you are will be in charge at the various fair.

#### UNIVERSITY OF TORONTO

Do you know, asks Fred Williams

First Corner - Stone Was Laid 89 Years Ago-Everybody Was There.

in the Toronto Mail and Empire, that St. George's Day was the 89th anniversary of the 23rd of April when Sir Charles Bagot laid the foundation stone of King's College "near Toronto"? An official history of the event is interesting as portraying the very small Toronto of the period, as well as the Torontonian characteristic of laying stress upon the importance of that (and every) occasion. Early in the morning, we are told, the St. George's Society, the Sons of St. Andrew and the Sons of St. Patrick repaired to the cathedral of St. James, where divine service was said and an eloquent sermon, appropriate to the festival of England's patron saint, was preached by Rev. Henry Scadding, M.A. Immediately after the service the societies, and the other folk presumably (they are not mentioned) proceeded to Upper Canada College to join the procession.

which included the First Incorporated Dragoons, the pupils of the Home District Grammer School, followed by the head master and his assistants. the porters of King's College and of Upper Canada College, the bedels (not beadles) and bailiffs, and the fire and hook and ladder company, with other less important people bringing up the rear. "His Excellency the Chancellor"

was received by Dr. McCaul, the president of the university, the lord bishop of Toronto, and the principal and master of Upper Canada College. and was presented with an address in Latin, to which he replied in the same language. Then the college bell (presumably that of U.C.C.) tolled and the procession moved to the site of the university on foot down the College avenue, which was lined with soldiers of the 93rd Regiment. It was a typical Toronto spring day, for we are told that The sun shone out with cloudless meridian splendor upon perhaps the fairest scene that Canada has ever beheld! On marched the long and glittering line through the fine bud-

ding plantations of the avenue, innumerable groups striding the sidewalks, but not marring the outline of the procession. The gallant High landers, scattered through the crowd. added by their national garb and nodding plumes to the varied beauty of the spectacle." The ceremony of laying the cornerstone was carried out with strict attention to the requirements of the occasion. There were prayers by Rev

John McCaul and Rev. H. J. Grassett an address by Bishop Strachan, and the usual "well and truly laid" by he Vice-Regal Chancellor. In the evening there was a grand banquet in the refectory of Upper Canada College, where, in addition to the usual speeches by the rovernor, the bishop and other dignitaries, these present listened to a Latin ode read by W. G. Draper, and a Greek oration given by Norman Bethune It was a day of triumph for Bish Strachan. Seventeen years before he had secured the charter for the uni

Simcoe, and had steered the embryo college through years of political and other opposition and there was every indication that he had achieved his ideal of a university for Upper Canada, directed and controlled by the Church of England. Who would have redicted that ten years and seven days afterwards he would be himself laying the corner-stone of another university, to replace that wreated from his control by those pestilential reformers who had thrown the deors of King's College open to students of other denominations? Or who would have foretold that Trinity, founded by c. Strachan as a protest against the

HEART OF MONTROSE.

fraternity?

"Godless university," would become

affiliated to it and live in peace and

armony amongst its broad - minded

Has Been Presented to the Royat Stuart Society. What is believed to be the embalmed heart of the great Marquess of Montrose has been presented to the Governor-General of the Royal Stuart

Montrose, after the final defeat of his efforts to regain Scotland for the Stuarts, was captured by his Covenanting enemies and hanced as a traitor at Edinburgh on May 21 1650. A little casket was made from the blade of Montrose's sword, and The new 61/4 hour service be- in this the heart was placed after being embalmed.

The relic, according to Captain Wheatly-Crowe, remained safe on the continent until the French Revoluwith travellers, and heavy traffic | tion, when it was brought back Scotland by Mrs. Johnston, of Cairns. aloch, a member of the Campbell-Johnston family. During her husband's service in India this case was stolen and bought by the Nabob of Arcot, who restored it later, however, to the Johnsons when a son of the family saved his life.

> Too Much Realism. Willard Dashiell, who plays the leading role in that delightful play! "Strictly Dishonorable," is one of the real old-timers of the American stage and in his forty years of acting he ihas had some amusing—and near tragic—experiences. Once in Ottawa he was playing in a melodrama ir which the hero knocked the villain into a coal bin. The laugh came! when the villain climbed out of the coal-bin—all covered with soot. On the night of which Mr. Dashiell speaks, however, a new leading man was on the job, and being nervous. the play was ruined.

On British Railways. The fastest daily run on British railways is the 3.45 p.m. from Swindon to Paddington, a distance of 77.3 miles in 70 minutes, or 66.3 miles per hour. More trains travel at

"You can have too much realism,"

NEW SCENIC RAILROAD.

than in any other.

55 miles an hour in the Old Country

Views In England. Some of the loveliest views in Enland—and that means some of the loveliest views in the world-will t seen from the trains running on new light railway which is to be buil The following are the dates and to link Orpington, in Kent, and San As, planned, the railway will cu across the ridge of the North Downs and will put some of the most inter-.. Sept. 15th esting vilages in Kent and Surrey "on .Sept. 17th the map." Some of the hamlets to

views over the Weald of Kent and

Surrey, stretching right away to the '

South Downs. These views will make

the new venture a real "scenic rail-

The Census of Canada 1931

In the opening weeks of June every family and every home in Canada will be visited by a repre. sentative of the Government for the great national purpose of taking the seventh census of Canada.

The census is really a stocktaking. That is, it provides the information to enable the Govern. ment and others interested in the development of the country to formulate progressive policies for the happiness, comfort and prosperity of our

All the information supplied is strictly confidential, and the officers of the Government are subject to severe penalty if they disclose any of the information which is given to them by residents in the country, to any other than the Government.

Furthermore, it has nothing whatever to do with taxation, or military service, or compulsory school attendance, or immigration, or any such matter; and the Government itself cannot use it except for statistical totals.

The Government representative will put the same questions to all and it is your duty as a resident of this country to answer promptly and truthfully. The Government is very anxious to avoid forcing anyone to answer these questions, but it is empowered to do so in the few cases where individuals may refuse.

Issued by

HON. H. H. STEVENS, Minister

DEPARTMENT OF TRADE AND COMMERCE — OTTAWA

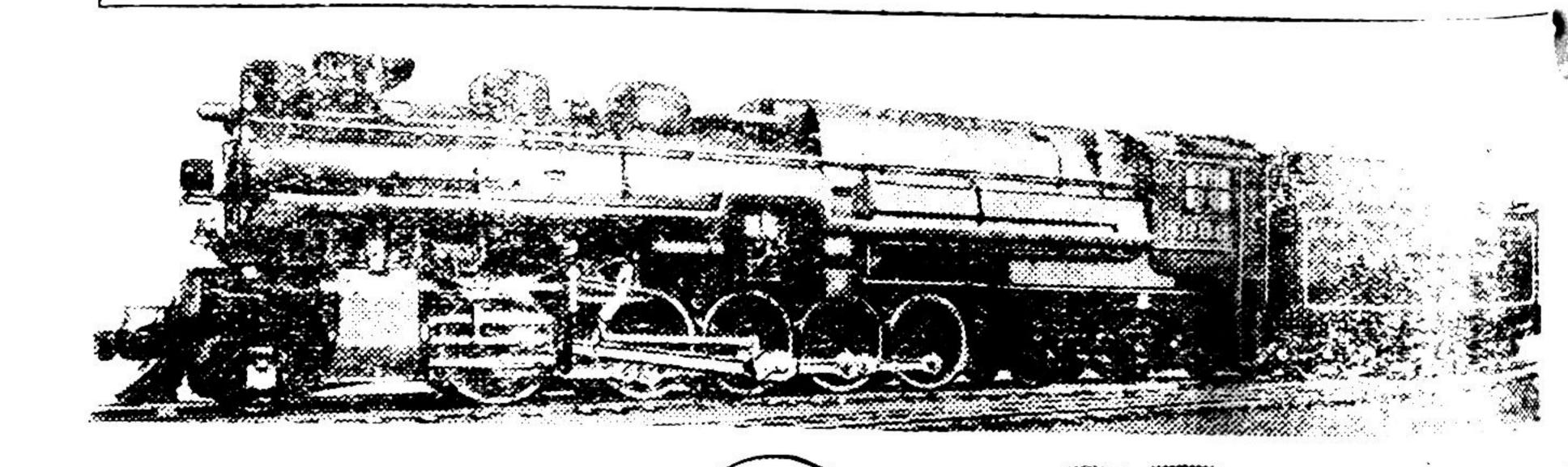
## Jimmie Sheppard Goes to Camp After All



Do you know, Mrs. Sheppard, I was thunder-struck when I heard you and Mr. Sheppard all go to the Willowvale Camp?" said Mrs. Johnston as the two women sat chatting. "Knowin, you are, I could hardly believe it."

"You may well be surprised, Mrs. Johnston. The fact is Mr. Sheppard and I just did not say when James pleaded so hard to go to camp with the other boys. You'll hardly credit it, but let him go was because he learned from some of the boys that they had a telephone line into the came rushing home with the news, saying that every few days he could call us on long distance. "Mr. Sheppard made arrangements to have the charges made on our account, and I can to Johnston, those talks, short as they are, just take away the worry."

#### Newest Locomotive is Monster Indeed



I locomotive of its kind in the world has just been completed in the Angus Shops of the Canadian Pacific Railway, Montreal, for service in the Rocky Mountains. The new "8000" locomotive represents a new era in the advancement of steam motive power of greater efficiency and higher sustained capacity. It is called a "multi-pressure" engine because it generates its steam in three separated portions and at three different pressures and, because of its radical departures in boiler design, is creating something of a furore in mechanical and railroad circles.

The largest and most powerful

Facts and figures of the "8000" will give some indication of its magnitude, efficiency and strength. It is only a scant nine inches short of 100 feet in length. Weight of engine is 485,000 lbs. and of tender 300,000 lbs., making a total of 785,000 lbs. or 392 ½ tons. It has five driving wheels on each side, each of which is 63 nches in diameter. Its tractive effort is 90,000 lbs. which means that on a level

representing a total weight of 6000 tor of fuel oil enabling it to make ! and a half miles of seamless size An outstanding feature

track it will haul a freight train, over a mile in length, made up of one hundred and fifty 40-ton

Its tender has a capacity of 12,000 gallons of water and 4350 ga vithout replenishing. There are 18,695 feet or slightly es used in the construction of the boiler units alone. "8000" is the firebox unit which is a closed circuit in which of distilled water are continually circulating without loss by evaporation. Distilled water is used prevents accumulation of sludge and scale so common in water tube boilers. The closed cir unit extends into the high-pressure boiler drum in the form of 16 coils, called heat transfer coils There are three locomotives of this type in Europe and they show excellent savings in from 25 to 35 per cent, as compared with the conventional type of locomotive. But the largest pean locomotives of this type is only 42 per cent of the weight and develops only 36 per cen'

of the "8000." It will be used in the Rocky Mountain territory of the company. H. B. Bowen (inset) Chief of Motive Power and Rolling Stock, Canadian Pacific Railway. co-operation with the American Locomotive Company and the Superheater Company, of New designed the "8000" after he had made a special trip to Europe in 1929 to study locomotive t development. The construction of this monster locomotive was handled under direct supervision of J. Burns, Works Manager, Angus Shops, and Mr. T. Donald, of Mr. Bowen's staff. Lay-out shows full length view of the "8000"; front-end view; and, inset, Mr. Bowen, designer of when your sweet tooth says. CANDY Your wisdom tooth says BARNARD'S

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