

"THE LIBERAL"

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HOW'S BUSINESS?

A candid survey of Canadian business conditions leads to certain clean-cut conclusions.

A careful weighing of our monthly reports from strategic centres shows that business activity is continuing to expand at a slow but reassuring rate. By no means are our sectional snap-shots uniform, yet on balance they blend to produce a background which is broadly favourable. While general business this year may be only 6 per cent better than in 1935, certain areas are beginning to stand out on our business map in bold relief.

Business for the remainder of the year, however, may be extremely spotty. The drought alone has intensified a situation which was satisfactory but slightly mottled. Even more sharply defined than the business trend is the tendency of commodity prices and the cost of living to rise out of the rut which has held them for some three years. It is a significant development.

Due largely to a 2 per cent increase in retail prices, retail trade in Canada has averaged about 3½ per cent higher than last year.

Consumer demand is not expanding at a very substantial rate, but a situation has been developing which could easily result in a moderate upward swing in prices.

Here is the present position. For six years the visible stocks of world commodities were unwieldy. During the past year they have shrunk to manageable proportions. In belated recognition of this changed situation, international commodity prices have been reaching pre-depression highs. For over two months, prices in Canada, the United Kingdom, and the United States have been trending upward. Buyers have been active not because of war scares, but through fear that dwindling supplies will mean naturally higher quotations.

The internal effect is of vital consequence. In addition to stocks of primary commodities being relatively low, inventories of finished goods on dealers' shelves are at a virtual minimum. The stage is set for an advance in general prices. A sudden spurt of buying might easily start it off.

And not only the underlying situation is conducive to a higher price level, but the subtle inflation which is dangerously distending the monetary structure of the United States (and to a lesser degree that of Canada) should inevitably result, unless checked, in softer dollars and harder prices.

While firmer prices should make for better international trade by enabling raw material countries to regain their buying power, the nationalistic tendencies of European countries is tending to block this movement.

Through a series of trade agreements, Canada is broadening its markets inch by inch. A new trade treaty with Germany is believed to have been arranged. In return for manufactured goods, Canada will ship raw materials and wheat, probably other foodstuffs, to the Nazis.

Trade with Russia is also on the tapis. Such agreements should lead to an increase in domestic purchasing power, but manufacturers must be keenly alive to still sterner competition.

Farmers have suffered severely during the past years. The decline in the prices of farm products was far more severe than that of manufactured goods. Two tendencies are now operating to correct this situation.

Agricultural areas are benefitting and will continue to benefit to a proportionally greater extent by the Government's foreign and domestic policies. And second, the rise in farm prices gives indications of being sharper than the rise in the prices of things which farmers buy.

In addition to the gold and base metal industries, most of Canada's export industries are enjoying encouraging activity.

The lumbering industry, particularly in British Columbia, is continuing to experience a stimulating export demand. While competition is keen in the overseas markets, lumber prices are good and exports from Vancouver have reached record levels. The continuation of the business boom in England, a widening of the Far Eastern market, and an acceleration in the rate of construction on this continent should result in still better operations in the basic forestry industry.

Tourists have been pouring into Canada. The Dionne quintuplets are playing to record audiences.

According to Leo Dolan of the Canadian Travel Bureau, 300 million dollars will be expended in Canada this year by visitors. This represents a gain of 15 per cent over last year. Ontario and Quebec will receive half of the total amount spent.

The contrast between our "export" and purely "domestic" business is being emphasized more than ever. Cramped by taxation, by wide-spread unemployment, by the failure of the building industry to make real headway, and by the scars of drought, domestic sales' volumes are still lagging far behind the country's export business. None the less, on balance, the weight of favourable influences pushes the scale upward.

The dismal reports of Canada's wheat crop are not being borne out in their entirety. The quality is exceptionally high and the yields are somewhat better than anticipated. And incidentally, the world statistical position of wheat justifies still higher prices unless the Argentine crop assumes bumper proportions.

Manitoba will probably produce more wheat than last year; Saskatchewan's harvest may be almost as large; but Alberta has been cruelly hit.

Oats are poor, so is barley. The feed problem is serious. In addition, the market for cattle in the United States has dried up as the import quota has been practically filled. Counteracting this is the Department of Agriculture's plan to spend \$300,000 on more aggressive marketing in the United Kingdom.

Other crops across Canada are spotty. Apples in Nova Scotia will be plentiful, a slightly less profitable crop in British Columbia, a fair crop in Ontario, and a poor crop in Quebec are the indications.

At the extremes of the country, the weather has been most favourable this year. The Maritimes were hit by Spring frost, but later conditions in those provinces and in Quebec were entirely satisfactory. In British Columbia, growing conditions were ideal.

But in the central part of Ontario south toward the U.S. boundary, drought took its toll.

It is usual to play up disasters. A careful estimate, however, of this year's crops reveals that farm income will be larger than the meagre returns of 1935.

Inferiority Complex Bar To Courtesy on Highways

Good Driver Must Know "What Makes Wheels Go 'Round'"
 Traffic Expert Says

OUTLINES TESTS

Toronto, Sept. 8.—The prime requisite every motorist must possess before he can be a courteous and careful driver is a thorough knowledge of how to handle a car properly and an intelligent understanding of "what makes the wheels go 'round'."

This was the conviction expressed yesterday by Phillip Robinson, representative of the Bureau for Street Traffic Research of Harvard University, who is in charge of the highway safety demonstration at the Canadian National Exhibition being sponsored by the Imperial Oil Ltd. in co-operation with the Ontario department of highways.

"Most motorists don't take driving half seriously enough," Mr. Robinson maintained. "No man starting in to play golf gives up learning and practicing as soon as he can tell a putter from a brassie," he said, "but of the 40,000 drivers we have tested over a considerable period, both in Canada and the United States, it is startlingly evident that many of them feel they have mastered the intricate business of driving a car the minute they are able to change gears without almost ripping them to shreds."

Psychological studies, Mr. Robinson claimed, revealed that a great amount of discourtesy on the highways was due to an inferiority complex on the part of some drivers.

"It frequently gives a man in a small or old car a false sense of superiority to cut in ahead of a motorist with a large, expensive, streamlined one," he explained, though he was unwilling to state that if every driver had a superiority complex (or a big, new car), the highways would be travelled exclusively by a race descended from "Alphonse" and "Gaston," famed cimoc-supplement exponents of courtesy.

"Psychologists have never quite agreed," he remarked with a smile, "where to draw the line between an inferiority complex and a superiority one, or whether there is any fundamental difference between the two."

Asked to give the necessary mental and physical equipment which research has indicated a safe and courteous driver should have, Mr. Robinson stated: "Such a driver must react normally to a color test, so that he can obey traffic light signals properly; he must have a 'braking reaction time' of one-half second or better, so that he can take his foot off the accelerator and apply his brakes promptly in an emergency; he must be able to estimate closely the speed of other cars, so that he can judge properly the time and distance he must allow in passing them; and he must be proficient in co-ordinating his eyes and hands, so that his steering ability will allow him to act quickly and correctly when necessary."

"If a motorist can do these things, and do them instinctively," Mr. Robinson concluded, "his mind will be relieved of a terrific burden of concentration of which he is not usually aware, and he will be free to observe on the highways the amenities and courtesies which he performs habitually in his business and social life."

"Idealism increases in direct proportion to one's distance from the problem."—John Galsworthy.

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Tattooing of Poultry

For some years poultry raisers in the Province of Ontario have suffered considerable loss through poultry being stolen. Sometimes when poultry, suspected of being stolen, was located by Law Enforcement Officers it was very difficult to establish ownership as no system of permanent marking had been developed. The Ontario Department of Agriculture, therefore, after consulting with various poultry interests in the Province, recommended that a change be made in the Brand Act which would provide for the tattooing of poultry and the registering of the marks so allotted with the Department. The Honourable Duncan Marshall was successful in having an amendment made to the Brand Act at the 1936 session of the Legislature whereby provision was made for this work.

After conferring with the Canadian National Live Stock Record Office a system was devised, setting aside the numeral "6" to represent the Province of Ontario, with the understanding that, should other Provinces of the Dominion wish to set up a similar system of registration of tattoo marks for poultry, other numerals would be used by these Provinces, thus making it possible to identify Ontario poultry when found either in or out of Ontario. With this numeral is allotted various letters of the alphabet, for example: "AA6", "AB6", "AC6", etc. Each poultry owner, on making application for the allotment of characters, is given a combination of letters which then become his outright property for a period of three years upon payment of the registration fee of \$1.00. These characters may be renewed after this time on the payment of the renewal fee of \$1.00.

Arrangements have been made with the following firms interested in the manufacture and sale of tattoo pinchers and ink, blocks of characters having been assigned to these parties so that they may have the tattoo outfits made up in readiness for sale:—

Canadian Baby Chick Association,
 143 King St. E., Hamilton;
 W. J. Freeman, Teeswater;
 Ketchum Manufacturing Co., Box 501, Ottawa.

Each of the above mentioned parties has paid to the Department \$1.00 for each combination of characters assigned to them so that poultry owners may contact these parties directly and purchase their outfit, paying their registration fees to them. These firms report weekly the characters which have been allotted and supply the application forms so that such characters are registered with the Ontario Department of Agriculture. Certificates of allotment, in accordance with the Act, are then sent to these poultry owners. Whenever a poultry owner wishes to make application directly to the Department for the allotment of characters he may do so and he can then secure his tattoo outfit wherever he wishes. He should, however, advise any firm with whom he is doing business that he has already secured registration for the characters with which he wants his pinchers equipped. Our information is that the tattoo outfit and ink is being sold at about \$3.00 which, with the registration fee of \$1.00, makes the total cost to the poultry owner approximately \$4.00.

Poultry may be tattooed any time after they are seven to ten weeks of age, the mark being placed in the web of the wing. The wing feathers are cleared off and, with the wing extended, a small quantity of ink is rubbed on the skin. The tattoo pliers are then forced together and the ink rubbed into the small holes made by the pliers.

Arrangements have been made with the Ontario Provincial Police whereby they are supplied weekly with a list of tattoo allotments. A poultry owner whose poultry is tattooed in accordance with the Act, having his poultry stolen, should at once get in touch with his nearest Provincial Police office, notifying them of the loss and advising the characters used in the identification of his poultry. Poultry owners having their birds tattooed should, when selling their poultry, give the purchaser a statement covering the number of birds sold and the identification marks on these birds, so that no question might be asked or embarrassment caused to the buyer by having birds marked with characters allotted to someone else.

"We have, to an extent, grown work-wise. In the future, we shall grow leisure-wise." — H. A. Overstreet.

The rancher beckoned to his foreman. "Jake I wish you'd ride into town and get the correct time."
 "But L ain't got no watch."
 "What do you want with a watch?"
 Write it down on a piece of paper."

"Poets have begun to think they are no longer wanted by the world."
 —John Masfield.

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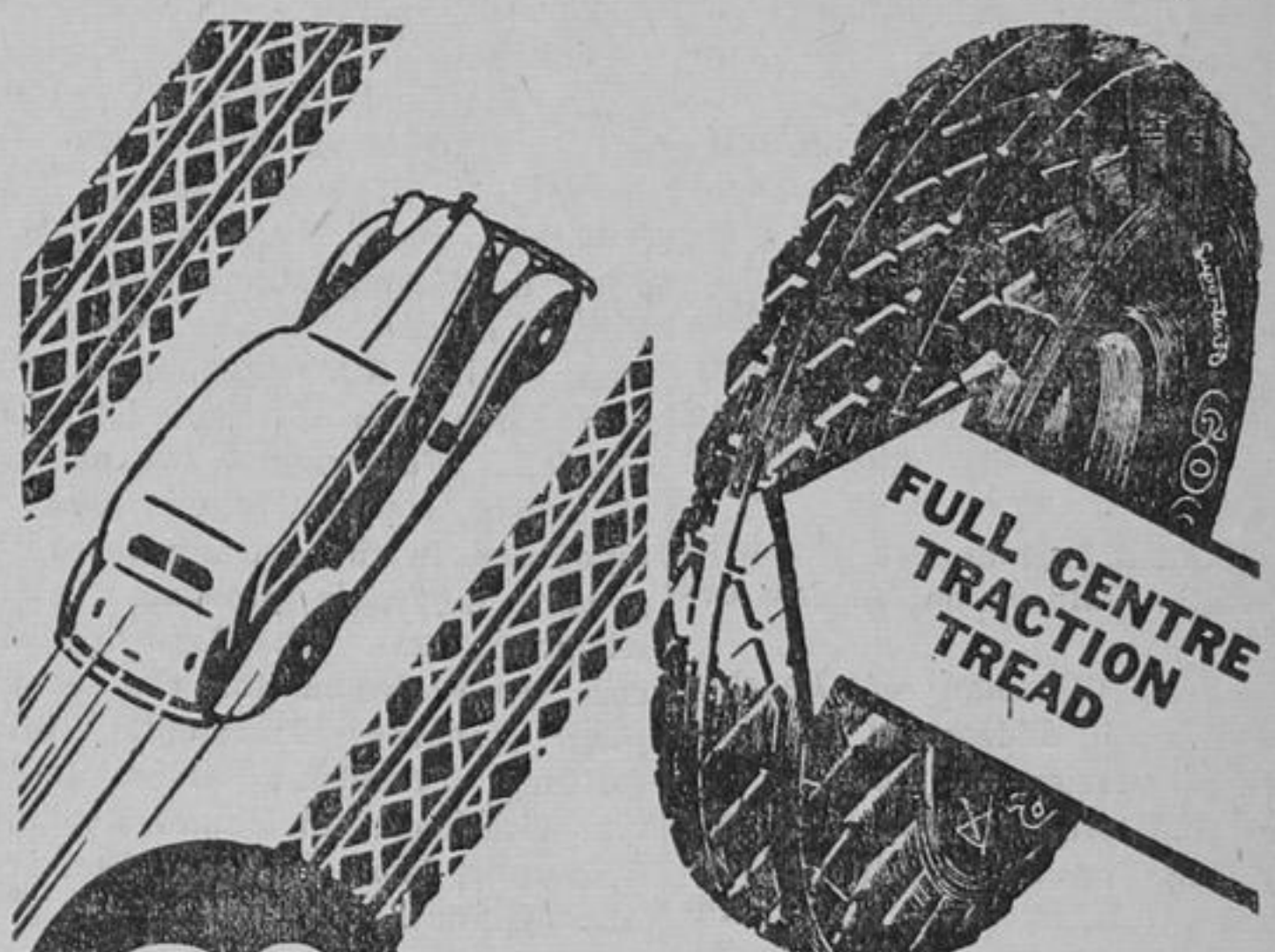
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CANADIAN NATIONAL

LOWER RATES
 on
LONG-HAUL
TELEPHONE CALLS
 Effective from September 1st

Again rates for long distance telephone service have been revised. Reductions on calls to points over 130 air-line miles distant became effective from September 1st. This is the sixth long distance rate revision in the past seven years. It will mean substantial savings for users of the service. And remember, low night rates on both Station-to-Station and Person-to-Person calls, now apply every evening after 7 o'clock, and all day Sunday.



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