

Looks to 1939 to be Canada's Royal Year

Head of Big Insurance Co. Urges Unity and Progress.

In his address at the recent annual meeting of the North American Life Co. at Toronto recently, the president Mr. T. Bradshaw touched in very effective way on Canada's prospects for the present year. Mr. Bradshaw's address in part was as follows:

A Royal Year

Whatever the coming year may hold for all of us in the way of better business and material prosperity, we enter it with the knowledge that it will be a Royal Year, a year of Imperial and international significance. The coming visit of their Majesties to Canada is the sovereign expression of the imperial unity that binds us to the British Commonwealth of Nations. Is it too much to hope that all Canada in this Royal Year may reflect a better spirit of national unity than has been apparent for many months?

Unity in Canada.

Our strength within the Dominion, our strength within the Empire, our strength in the large sphere of world affairs can be no greater than the degree of unity that inspires us in the direction and in the administration of our own undertakings. Is our conception of national unity and is our conviction of national purpose less today than the conception and conviction that fired Macdonald and Brown and Cartier and Tupper and Howe and Johnson and all the fathers of Confederation at Charlottetown 72 years ago? One hesitates to think so. I believe that the spirit of unity still runs deep among us, but the evidences of increasing provincialism that are heard in Ontario and Quebec, that disturb British Columbia, and that have not been without expression on the Prairies or in the Atlantic Provinces, are to be deplored. In the way of mankind, unrest and discontent have sometimes led to beneficial reforms, but in the claims and counter claims of provincial rights and provincial autonomies there would appear to be little or no element of national constructiveness, but only a tendency to dismember and destroy.

A National Balance Sheet

In corporate affairs, this is generally a month of financial statements where assets and liabilities are set forth and a surplus or a deficit shown. The record of this company has been so presented to-day. Our General Manager Mr. Klougour's analysis and remarks have indicated reasons for pride in the achievements that members of this mutual company working together, have made. He has referred to the part played by our assets and those of other life insurance companies in the economic life of this country. Pursuing that thought further, I should like at this season of stock taking and account balancing to consider with you for a few moments a national balance sheet. Canada's assets and liabilities lie not only in her physical and material resources, but also also in the spiritual temper of her people, and it seems opportune that we should take stock of our debts along these lines, and try to see just where our national balance stands.

Great Assets

On the asset side for Canada we find democratic forms of government still triumphant. Neither Fascism, Nazism, nor Communism has prevailed to upset our fundamental heritage of free institutions. Freedom of speech, freedom of the press, and freedom to worship God are still the general order—treasured legacies that we should not permit to be imperilled.

As a part of the British Commonwealth of Nations, we find strength and inspiration. In our position on this continent and in our friendship with the United States, we enjoy a good fortune that we can appreciate only by reflection upon the anguish and distress and horror that are the daily

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WINTER GOLF TOURNAMENT Victoria - March 6-11, 1939

Full information from any ticket agent.

Canadian Pacific

WOLVES MAKE AIR HISTORY



For the first time in Canadian aviation history, wolves were carried as paying passengers when Trainer LaPlante brought his team from Gogama to Sudbury on the first lap of an exhibition tour which will take him to Montreal, Boston and New York. "Wolves are the most contrary creatures on earth," observed Joe LaPlante, here grasping one of his pack on the airplane's arrival.

tions of improvement now seem definite.

Commercial Position

The physical volume of business in Canada for the first eleven months of last year averaged only 92 per cent. of the corresponding period in 1937, whereas in the United States the decline was about 25%. The remarkable fact for Canada is that, for the first time in her history, she has had the economic strength and buoyancy to resist to a surprising degree the economic depression of her nearest and most formidable competitor.

Trade Position

In the face of such signal evidence of the strength of our economic fabric, we are surely justified in the absence of some major happening in looking forward with reasonable optimism to 1939.

As Canada progressed under Imperial preference a generation ago, and prospered again under the Ottawa trade agreement, so both domestic and export business will be accelerated by the successful conclusion of the tri-cornered trade negotiations between the United Kingdom, the United States and Canada. Only time, of course, can determine precisely what benefits this country will secure from the treaty with the United States, but there seems certainty of improved conditions for our farmers, fishermen and lumbermen, both as producers and consumers, and this improvement should be reflected in business in general.

Climate

Some may regard our climate as a liability, but with them I would disagree. The natural rigor of our northern latitudes develops a ruggedness and a hardihood and an individuality that are primary assets in our people, although the resulting seasonal character of so many of our occupations places a definite responsibility on industry to govern its operations that the peaks and depressions of employment can be leveled out, even if at greater cost to producer and to consumer. Nothing destroys morale more than enforced idleness when active mind and vigorous body crave steady employment.

Larger Population Needed

Let us now look at some of our liabilities. We have gone into debt to build plants and equipment capable of supporting almost double our present population. We need to grow to the stature that our present over-expansion demands. We have just over eleven million people and we should have twenty millions or more. Our total direct Dominion debt (excluding a debt of a billion dollars guaranteed by the Dominion) is over three and a half billion dollars. It was about \$500 millions in 1914—or only one-seventh of the present figure!—per capita liability then of \$69 as against \$326 now. In the fields of provincial and municipal finance, per capita liabilities tell much the same story of over-development. Our vast territory, our tremendous natural resources, our elaborate government services, our over expanded railway plant and our ambitious industrial set-up cannot be economically maintained nor fully enjoyed except by a much larger group of people than are now living in Canada.

But we must exercise care in the methods used to build up our population. From the British and French who pioneered this country and who dominate its racial characteristics, we have found resourcefulness, courage, independence and fortitude. To create these qualities, we need first to give our own people—thousands of whom are unemployed—a security of income and opportunity. That is our immediate problem. After that immigration should be selected and controlled so that the fundamental character of our people and of our institutions will be preserved. In this way native industry and agriculture will not be too disturbed as the newcomers who are absorbed into our urban and rural life are given opportunity for employment or productive land for tillage.

After touching on railways, defence and other problems Mr. Bradshaw continued:

Employment Measures

Aside from defence, government measures are expected to lighten the burden of relief through the provision of employment. Every dollar that can profitably be spent in providing work to conserve or develop our great human and natural resources is to our advantage. We cannot too soon clean our body politic from the poison of direct relief that for years has sapped individual initiative and undermined individual morale. The continuance of unemployment is one of our most tragic liabilities, and I am not one who believes it can be magically wiped out, nor yet that governments alone can handle it. The wisest form of public policy is that which gives the greatest encouragement to re-employment by private enterprise rather than through government.

The need for economy in any proposed public works programme must be kept closely in mind. "How far can taxation go?" is already a burning question, and the concern of the people over the expenditures of federal, provincial and municipal administrations is becoming more acute. If the burden of taxation becomes so great that it discourages initiative and penalizes individual spirit and corporate success, we stand to lose something fundamental to our birthright.

There is upon you and over four million other savings bank depositors, upon you and three and a half million other life insurance policyholders, upon you and millions of other Canadian men and women who have governed their affairs with regard for their dependents and for their own retiring years, a clear responsibility to correct this apathy and to give to public questions that care and attention that you give to your private undertakings.

As savings bank depositors you own over one and one-half billion dollars. As life insurance policyholders you have created life insurance estates of seven billion dollars, behind which stand over two billions of life insurance assets invested in Canada, from which are paid out yearly one hundred and fifty million dollars in benefits to policyholders and beneficiaries. These savings, this life insurance, are national assets of the first magnitude, and there is upon all legislators and upon all who have concern for the national welfare a heavy responsibility to protect the interests of the thrifty, industrious men and women who are the backbone, the seed grain of this country.

More than this, the responsibility is on you individually to make your voices heard in the constituencies, to exercise your influence in the affairs of the parish and the province and the state. In a democracy it is the will of the majority that should prevail, and if you who represent the best of our citizenry persist in apathetic acceptance of extreme measures promoted by aggressive minorities, it is your fault if our elected representatives fail to interpret public opinion correctly.

Some Further Assets

In striking a balance between our assets and our liabilities, no credit has been given for the maintenance through these difficult years of the nation's very high and sound credit position; for the progress in our social services; for the advancement in scientific and industrial research; for our unsurpassed educational facilities and for our high standard of living. Many further assets might be enumerated in this connection; for instance, those conscientious civil servants, men and women in the federal, provincial and municipal arena, who administer their every day work in such a way that the affairs of all of our governments are carried out with an efficiency and regularity that greatly add to our comfort, our safety and our well-being. Their ability and knowledge provide continuity of action and policy under successive governments, and they deserve our warmest approbation. There is a further asset of incalculable value in our leaders and teachers of religion, and of our schools and universities. Without them and without the spirit which they impart, all of Canada's

other assets would be very much less valuable.

A Large Credit Balance

In short in a national accounting I find that on balance we have a large surplus of assets over liabilities, but I base this belief not so much on our vast physical resources as on the character of our people. Our national stature is no more than the sum of our individual industry, energy and honesty. Our national balance sheet is reckoned by the contributions you and I and all of us make to our country in the loyalty, zeal and quality of our citizenship.

We cannot but look to Canada's future with confidence because everywhere about us is evidence that Canada's people are still stirred by the pioneering spirit of our ancestors, who set their feet in difficult paths and progressed toward their goal in spite of all deterrents. Perhaps owing to the vast reaches of our country and the ruggedness of our climate, we as a people seem to accept the most challenging situations and calmly and quietly work our way out. To-day we are being challenged as no generation has been challenged before by problems both within and beyond the confines of our own country, but I am confident that we are capable of facing our problems with a spirit of integrity and zeal and understanding, and working together toward their solution.

Let us remember that "the race is not to the swift, nor the battle to the strong, nor yet favour to men of skill; but time and chance happeneth to them all." We have, all of us, our time and chance now to make our greatest contribution as interested and loyal citizens of Canada.

Sudbury Star: It may be true that in an island paradise of the Caribbean you can get the makings of a quart of cocktails for a quarter and an orchid for a nickel, but what of that? A fellow cannot ask a girl to step out on a couple of thousand miles for a date, can he?

Stresses Value of Children's Aid Work

Hon. Eric Cross Points Out C. A. S. Saves People Money as Well as Giving Help.

Toronto, Jan. 31.—"There is a general misunderstanding of the work of Children's Aid Societies in Ontario," observed Hon. Eric Cross in a brief summation of the work of the Department of Public Welfare under whose direction the Societies operate.

"Taxpayers of Ontario are saved thousands of dollars annually as a result of preventive work done by the Societies," the Minister declared, "and because of the very nature of this work, the public generally has had slight inkling of its effectiveness. We fully recognize the importance of keeping children in a proper home environment wherever possible, and this is a fixed policy of the Societies. The former system of utilizing shelters has been discarded in favour of adoptions, boarding homes and free homes, a plan which has met with marked success. There are untold instances where Societies have succeeded in bringing about an improvement in home conditions so that the children would not become upon the community and the Province."

Ontario has 53 Children's Aid Societies, he continued, and in the year ending last March, these had supervision over the lives of 19,769 children living in their own homes. This is a service rendered by the Societies which is not generally appreciated and represents a direct financial saving to the Ontario taxpayer.

Mr. Cross pointed out that the maintenance of children is not met by the municipality until such children are made wards of the Society. Of the 19,769 children mentioned before, only 1,976 have had to be made wards.

"There is much misunderstanding of

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The functions of the Societies," the Minister of Public Welfare asserted. "They are, in reality, private organizations, dependent upon the good-will of private citizens for the financial support that enables them to give the protective service to children in their own homes. In addition they look after the matter of adoptions of which we had more than 800 last year. Another feature is the work of supervision of children placed in "free" homes. There were more than 6,000 youngsters cared for in private homes last year by people who were willing to do this out of the goodness of their hearts and at no cost to anyone save themselves. To these people the citizens of Ontario owe a debt of gratitude for they are giving these children something that money cannot buy—a proper home life and the affection which is the birthright of every child."

For all these services, Mr. Cross continued, the Societies cannot legally obtain any assistance from municipal finances, in spite of the fact that the Societies' work saves hundreds of thousands of dollars in public expenditures by circumventing the necessity of making many children public wards.

From all sources, private, municipal and provincial, Children's Aid work costs approximately \$1,200,000 annually. For this sum the Societies provide care for as many as 35,000 children each year, the individual cost ranging from \$40 to \$45 per child per year.

Power Company Again Reduces Rates

Reduces Initial Rate to \$3.00 per Horsepower per Month for 1940

Canada Northern Power Corporation, Limited, announces that as a result of reductions in rates charged by its subsidiaries, savings aggregating \$300,000.00 per year should result for the mining companies operating in the subsidiaries' territories.

In accordance with the Company's policy of passing on to its customers the benefits of increased business, the Company has consistently made successive reductions in rates during the past nine years, amounting with this one now announced for 1940 to \$1,310,000. per year.

In 1930, by the inauguration of an optional residential rate, savings to domestic customers amounting to \$50,000.00 per year were effected.

In 1933, by the inauguration of an optional commercial rate, savings to commercial customers amounting to \$47,000.00 per year were effected.

In 1934, business having again increased, a further reduction to both domestic and commercial customers effected additional savings of \$84,000.00 per year.

In 1935, a reduction in the rates to mines using over 8,000 horsepower was made, which effected savings to these mines of \$60,000.00 per year.

In 1936, another reduction was made to both domestic and commercial customers effecting further savings of \$70,000.00 per year.

In 1937, another reduction was made to mines using less than 8,000 horsepower, which effected savings for these mines of \$150,000.00 per year.

In 1938, a further reduction in the rates for power to mines came into effect, which is producing savings to the mines of \$275,000.00 per year.

In 1939, another reduction became effective which is producing an additional saving to the mine using less than 8,000 horsepower. This saving will amount to a still further sum of \$275,000.00.

In 1940, another reduction becomes effective which will mean an additional saving to the mines amounting in the aggregate to \$300,000.00 per year.

The cost of power, effective January 1st, 1940, will be as follows:

Table with 2 columns: Horsepower (H.P.) and Monthly Rate. Rows range from 1,000 H.P. to 10,000 H.P. with corresponding rates per month.

and in proportion for intermediate amounts.

As these are monthly costs, the yearly cost, based on yearly peak, and on our past experience with the majority of customers, would be approximately 10% less than the above figures multiplied by twelve.

Following this policy it is the intention of the Company to continue making reductions from time to time as conditions warrant.