

THE DURHAM CHRONICLE

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Whoever is afraid of submitting any question, civil or religious, to the test of free discussion, is more in love with his own opinion than with the Truth.—WATSON.

Thursday, March 31, 1932

THE RAILROADS AND BUSINESS

The majority of weekly newspapers are to lose their passenger transportation privileges on at least one of Canada's big systems, the C. P. R., this year, if a current rumor is correct. Owing to the decline in the passenger business there will be no more advertising contracts issued "in exchange for transportation."

Heretofore the newspapers have had yearly contracts for advertising in varying amounts, this advertising to be taken out in passenger tickets for the editor and his family, or for members of the staff. In some instances this "transportation" was used up by the different newspapers; in a good many instances it was not.

The railroads, we believe, are making the mistake of their lives in this move, but if they have made up their minds, there is nothing to be done. Generally, the newspapers will not care, but the railways will lose.

For a long time now we have thought that railway business has been run too much in departments. There is the passenger department, the freight department, the express department, and no doubt many others. These are headed by most competent men, but they are working for their own department, and none other. There is no relation between passenger, freight or express, the heads of which are as far apart as the poles. As a usual thing the success of a business is determined by its total earnings, and we believe there is no business in existence which does not carry certain lines, or do certain work, in which it would have been financially ahead if it had never seen them.

Not so the railroads. The Durham branch of the C. N. R. may make a million dollars on its freight service, but if it loses twenty-five thousand a year on its passenger business there is an immediate howl from the passenger department. On the whole, the branch may be a paying proposition. In our opinion there should be a get together between railroad department heads, and the financial success or failure of a certain line determined, not by the receipts of any one department, but from the earnings as a whole.

We may hear a lot about the "main line" passenger earnings, but what is responsible for this? Where would the main lines be without the feeder lines? A man may buy a ticket at Durham for Vancouver. The main line gets the credit. The Walkerton branch is still classed as a non-paying passenger division.

There is no side-stepping the question. The railway passenger business is at a low ebb. While the busses are responsible to a certain extent, it is the private passenger car that has brought about these conditions—and both the bus and the private car are here to stay.

Would the railroads not be well advised to pay more attention to their freight business? There is no reason we can see why they cannot regain a big share of this business if they go about it in the right way. Why not advertise? Heretofore, any exchange for transportation advertising we have inserted in the Chronicle has been for the passenger department. Why not advertise the freight department for a time?

During the past twenty-odd years, how much advertising for freight have the railroads done? None. Last year the C. P. R. in certain newspapers and magazines, carried full-page advertising telling of the wonderful feat of constructing that road as far west as the Pacific Coast. People are not interested in that nowadays. It made nice reading but it got no business. How much better off the C. P. R. would have been had they, instead of cutting down their advertising in the smaller papers, taken out larger contracts to advertise the advantages of shipping by rail rather than truck.

In the memory of the writer our Canadian railroads have made no effort to advertise their package freight business, and now that the trucking companies have come into the field and at regular intervals send representatives around to canvass, and on occasion even drop into this office to see if we have nothing to take to this, that or the other place, the railways are

"folding up" and making no effort whatsoever to regain or retain their business.

We believe it is a case of the passenger and freight departments being too far apart. We have no hesitancy in saying that a weekly message from both of our main railroads in every weekly newspaper in the province, telling of the advantages of rail transportation, would be a great help in building up their freight business.

This condition, however, will never be realized. The passenger and freight departments are too far removed from each other. Passenger transportation must be taken out in advertising the passenger service, and so far as we can see there is absolutely no hope of ever convincing our railroad heads that it would be quite possible to advertise the freight business and pay for it in passenger transportation. These departments are so far apart that they might as well be two separate companies.

With a pick-up and delivery scheme worked out, a freight advertising campaign in every weekly newspaper in Canada, and a consultation with country station agents who know the local conditions much better than the heads of departments, there appears no reason why the railroads could not win back a good deal of the business they have lost. This is a day of competition for the railroads. The mountain will not go to Mahomet, so Mahomet will have to go to the mountain, and the best way the railroads can do this is by advertising—but not altogether through the daily press and a few selected magazines. The country people's freight business can only be secured through advertising in country newspapers.

The decision of the railroads will not affect the Chronicle very much, as we have all along maintained that the business way would be for the railroads to pay for their advertising in cash, and the newspapers do likewise, but we refer to the action of at least one railroad to show that in taking the lead in severing a condition that has existed for years the railroads will lose much heavier than the newspapers.

THE GASOLINE TAX

A circular from the Canadian Automotive Trade protesting against the tax on gasoline for passenger cars, trucks, busses and other similar transports using the highways of Ontario was received in this office last week, but we can scarcely agree with the article when it says that the tax is not a fair one or that the users of the highways are paying too great a percentage of the cost. None of us is particularly anxious to have the cost of motoring any higher than necessary, and if some scheme were devised whereby we should pay no tax at all, no doubt we would be happier. The cost of building and maintenance of our highways has to be paid for, however, and it seems fair to us that we who use it the most pay a much higher percentage of this cost than others who use it scarcely at all. Surely we are all fair-minded enough to admit this.

During the past several years we have read and printed a good many newspaper opinions anent the transportation war between the truck transportation companies and the railroads, and contrary to the opinions often expressed by these companies, we do not believe there is anyone who is opposed to truck transportation in principle. It is here, is going to stay, and we shall have to make the best of it. The big argument has been because too many thought the truckers, in their campaign to pick up loads that would otherwise go by rail, have so slashed the prices that there could be no possible profit for the truckers, who, by this system, were not only headed for financial ruin themselves but were also taking our railways down with them.

As this argument now has the support of what is known as the transportation companies, who now complain of price-cutting by private competitors, it seems the press has not been very far wrong, and has shown considerable foresight in suggesting that some reasonable rate should be agreed upon and truck transportation placed under the supervision of the Railway Commission along with the steam transportation companies. This scheme may result, possibly, in a slight rise in rates as they are at the present, but will make for the financial solidity of our transportation systems and cost us less than at some future date when these systems are either bankrupt or giving the country an inadequate service.

One thing must be borne in mind by the ratepayers, be they the customers of the transportation companies, or the companies themselves: The railroads are yet, and will be for a good many years, our mainstay in transportation, especially during the winter months or for long hauls, and it is to everybody's interest to see they are allowed a fair operating profit.

We tender our congratulations to Malcolm MacBeth, publisher of the Milverton Sun, who was elected president of the Ontario Educational Association, in session in Toronto this week.

Toronto is opposed to the dole system. So is everybody else, except those who get the dole.

Toronto Mail and Empire news heading says: "Jail-breaking Bandit Shoots Detective in B. C. Four Times." What part of a detective is his B. C.?

Parliamentary closure may not be the nicest thing imaginable, but it is effective. It secured prompt relief for the drought-impoveryed farmers of Saskatchewan.

The bewhiskered Chicago bedroom window "peeper" now turns out to be only a goat. Nothing but a "goat" would spend its time snooping around bedroom windows, anyway.

Dentists were urged to "put aside their modesty" by a fellow dentist from Cleveland, at a meeting in Toronto this week. It is so long since they have used it, however, they may have trouble in finding it that they may follow the advice.

Baconrind, wealthy Osage Indian chieftain, died at his home at Pawhuska, Oklahoma, from grief over the death of a favorite daughter. Is the stoicism of the Indian disappearing? Or was the impassiveness credited them by old-time writers in the minds of the writers only?

Senator Haydon says that Hon. G. H. Ferguson asked for \$200,000. R. O. Sweezy, the man who was supposed to give it to him says he never heard anything about it. Mr. Ferguson says the statement is absolutely false. Still there are some who will insinuate Ontario's ex-Premier is guilty. Not very much British fair play stuff here.

Emil Sauer, United States Consul-General at Toronto, predicts an "upward trend" in the exchange rate as it affects the Canadian dollar. Mr. Sauer is right. United States business will look after this. Speaking of United States sales to Canadians recently, well, er, the old gray mare, she isn't what she used to be, and the United States business men seem to be the only ones so far to make complaint.

England, the United States and Canada will attend the auction sale of the Newfoundland fisheries rights on April 7, which will go to the highest bidder. The price of fish will have to rise if the privilege is to be of much use to any of them. But watch for the nigger in the woodpile. Will the United States bid them in and then close them out?

We have it on the strength of a tobacco company's advertisement that the "imports of Canadian tobacco through the Port of London in 1930 amounted to 728,000 lbs., and in 1931 to 2,070,000 lbs., and still on the increase." Evidently Canada's High Commissioner in Britain has justified his position and the confidence placed in him by the Canadian Government.

The Collingwood Bulletin says: "There is something wrong with this 'hard times' stuff when an arena, like the Toronto Maple Leaf Gardens, reputed to hold close to fifteen thousand people, is sold out completely days before an exciting hockey match is scheduled and at prices as high as \$3 a seat." This is exactly the way we feel when we go to Toronto to see the game and find even the S. R. O. signs taken down.

The farmers in the vicinity of Dundalk, and all over Grey county, for that matter, are opposed to an open deer hunting season in Grey. The Department of Game and Fisheries, therefore, refused the request of some 200 petitioners, most of them non-land owners, for this privilege. Farmers generally, prefer the deer on their farms, even with the damage they do, to the army of alleged hunters who would flock all over the premises, as liable to kill the family cow as the deer.

We notice no less a newspaper than the Toronto Globe, and it has a good many others as company, speaks of a newspaper "fyle." Why? There is no such word. The proper spelling is "file," "a string or thread, a wire upon which papers are strung," or "a row of papers arranged for ready reference." Another misused and misspelled word is "alright." There is no such word in any dictionary in our possession. The correct usage is "all right," two separate words, although we believe "alright" was considered proper at one time, but is now obsolete and not recognized by any standard dictionary.

The first line to feel the effects of returning prosperity will be the dotted one.—Paterson News.

Another wolf in sheep's clothing is the circular letter which comes in an envelope marked "Personal."—Ohio State's Journal.

It's the heedless chicken that soon becomes the headless chicken—if the farm adjoins a motor highway.—Kitchener Record.

Return of short skirts is foreseen in Paris. But what that will do toward relieving depression nobody knows.—Port Arthur News-Chronicle.

Fire Marshal Heaton recommends salting crops to prevent spontaneous combustion in barns. In several of the barn buildings it is the old coal oil lantern that should be salted down instead of the hay to prevent fires.—Chesley Enterprise.

OTHER PAPERS' OPINIONS

Sunday Advertising Not Approved Of Radio listeners in Canada will follow with interest the movement in the United States to prohibit Sunday advertising. The proposed bill is offered as an amendment to the United States Radio Act. In brief it provides that on Sunday there shall be no commercial announcement setting forth the merits of this or that product. However, under its provisions the name of the sponsor of the program may be given at the beginning and at the end of each program, and with a period of one hour between announcements. Provided the bill becomes law, there will be at least one day in the week during which one will not have to listen to a barrage of windy sales talk from across the line. Anybody who wants to listen to ballyhoo advertising on the Lord's Day?—Blyth Standard.

A Practice That Should Be Stopped It has been drawn to the attention of the Telescope that some sugar and groceries were observed in town recently, being transported in a truck which had not been cleaned after being used by cattle.

The railways are very strict in this, as in other matters. Suppose a load of cattle arrived in Walkerton tonight in a railway car, and a dealer wished to ship out some cattle the following morning. That car could not be utilized. It would have to be returned to be thoroughly cleansed and disinfected.

Truck owners should be obliged to comply with the same regulations. The point is that a car used by cattle cannot be utilized for the same purpose a second time, before it is cleaned to say nothing of other types of freight being loaded into it.—Walkerton Telescope.

Confidence Returning

Do you remember how it was said last fall that we would not get through the winter without serious riots of unemployed and disturbances of all kinds? Well, here's the winter practically over and the sun is shining more brightly than ever. Undeniably there has been widespread suffering, but with the whole on short rations there has been evident a much greater ability to appreciate the plight of those less fortunate than oneself, and those in dire need have been taken care of somehow. Probably the worst is now behind us. While there has been no general business improvement as yet, there is evident a very real strengthening in public morale. Confidence is growing fast, and as it grows the fetters on the limbs of business are thrown off. A basic situation is developing that apparently can scarcely fail to be reflected in greater trade and industrial activity before long.

Someone remarked to me the other day that we have had our toboggan ride, that we found the descent much longer, steeper and with more hairpin bends than we expected at the outset, but that we have managed to stay on the toboggan and negotiate them without mishap and now find ourselves at the bottom of the hill with nothing worse in front of us than a long tramp back to the top.—P.M.R., in Toronto Saturday Night.

Joe—"I travelled as a salesman the entire summer and only received two orders."

Sympathetic One—"Too bad; who gave you those?"

Joe—"Everyone; get out and stay out."

There is no worse species of usury than an unjust way of making bargains, where equity is disregarded on both sides. All bargains in which the one party strives to make gain by the loss of the other are here condemned.—John Calvin.

SOYBEANS

Soybeans can be grown for hay or for seed.

For hay the usual method of planting is to drill solid, using the ordinary grain drill. This will require about 1 1/2 to 2 bushels of seed per acre, depending on the variety and the size of seed.

Soybeans make an excellent emergency hay crop in the event of clover or alfalfa failure and under average conditions should yield from 1 1/2 to 2 1/2 tons of hay per acre, depending, of course, upon the variety used and the locality. The crop should be cut for hay when the seeds in the pods are about half formed.

Soybean has a feeding value equal to alfalfa hay.

For hay the crop can be drilled solid, although it is usual to plant in rows about 28 to 30 inches apart. The grain drill can be used and the width of rows adjusted by covering the feed cups not in use. The plants in the rows should be about 3 inches apart and this rate of planting requires about 30 pounds or one-half bushel, of seed per acre.

Cultivation should commence just as the beans are coming through the ground, using the spike tooth harrow. This will destroy freshly germinated weeds and break any crust which may have formed. Row cultivation should be frequent enough to keep down weeds. This is essential for the production of a good seed crop.

Southwestern Ontario is especially suitable for soybean seed production. In this district, at the Dominion Experimental Station, Harrow, several of the varieties tested have averaged over 30 bushels of seed per acre over a six-year period.

Varieties recommended are A.K. and Early Koran for extreme Southwestern Ontario; O.A.C. No 211 and Manchur for Western Ontario generally, and Mandarin for Eastern Ontario and districts with similar conditions.

Generally speaking soybeans should be planted about the middle of May or when danger of frost is over. Inoculate the seed with the proper culture if planting the crop for the first time.

Character is the foundation of successful business.

This Week's Specials

- Ladies' Full-fashioned Silk Hose, chiffon and service weight. Values up to \$1.50. All shades, for per pair 79c
Ladies' Crepe Blouses, all shades and sizes each \$1.95
Ladies' Silk Neck Scarves, New pattern each \$1.00
Special China Tea Sets, 23 pieces \$1.98
Wooden Coat Hangers, 3 for 10c
Green Glass Mixing Bowls, large size 25c
Fancy Wrought Teapots, good size, special 49c
New Stamped Goods: Buffet Sets, Centre Pieces, Vanity Sets each 15c
Good 5-String Brooms 35c
Large Size Glass Pitchers 25c

The Variety Store R. L. Saunders, Prop. PHONE 4 DURHAM

Featuring Economy FORD HOTELS TORONTO Buffalo Ave. near Dundas St. 750 ROOMS RADIO IN EVERY ROOM BUFFALO Delaware Ave. near Chippewa St. 750 ROOMS ROCHESTER Elm and Chestnut Sts. 350 ROOMS ERIE, PENN. State St. at Perry Square 400 ROOMS MONTREAL Dorchester St. at Bishop 750 ROOMS RADIO IN EVERY ROOM FORD HOTELS