

At Home Come in & Chat Awhile

—Ruth Raeburn.

Back to the Land

This is the title of an interesting article in McLean's magazine, written by Richard Churchill, in which he tells us something about the machinery at work placing unemployed men on the land. Over six thousand families and over 12,000 single men and altogether 42,882 have been taken from the ranks of the unemployed and established on the land.

"When the Hon. Wesley Gordon became the Minister of Immigration and Colonization our country was in the grip of depression. There were somewhere over 200,000 unemployed.

"Mr. Gordon toured the Dominion for the purpose of obtaining first land information. He found a well-defined desire among many unemployed in all parts of the country to return to the land.

"Mr. Gordon found one large land-owning organization, the Federal Land Settlement Branch. The Branch had many vacant farms of which it desired to dispose. He found two other departments—the colonization departments of the Canadian Pacific and the Canadian National Railways.

"Mr. Gordon initiated his policy by inviting the presidents of both railways to Ottawa. They agreed to co-operate with the Land Settlement Branch, so that almost at once he had the nucleus of a large land marketing machine at his disposal.

"A central clearing house was not only desirable but essential to efficiency. Mr. Gordon found one close at hand, in the Colonization Branch of the Immigration Department. This department became the connecting link between the various organizations. Through unemployment organizations and through direct newspaper advertisement the unemployed were advised that every assistance short of money would be given.

"Hundreds of unemployed persons who had come from the farm to the city, whose savings were still substantial, heard of the opportunities now afforded for land settlement. Many of them applied and applications were made to either railway company or to the Land Settlement Board. If the organization receiving the applications had suitable property for sale the deal was put through at once and full details sent to the central office. If this organization did not have suitable land then the case was referred to the central office at Ottawa, and thence was forwarded to the other two organizations. If a suitable property was still lacking, the field staff of the Land Settlement Branch was canvassed and private owners were approached.

"For the purpose of this scheme, all rivalries, all competition, were eliminated. The Land Settlement Branch owning hundreds of vacant farms, desired to sell them. The railway colonization services ordinarily were active rivals in the sale of farm lands. But in this movement all three buried their desire for individual success in order that the general good might prevail.

There is no record at Ottawa of more unselfish, more sincere co-operation in a common cause than in this strange back-to-the-land movement.

"Mr. Gordon began his settlement scheme in the fall of 1930. Since then, land to the value of \$11,500,000 has been sold, the average price paid was \$2,000. Easy payments are arranged with the purchaser. A carpenter purchased a five-acre market garden near the city in which he resided. The price was \$1,500 and the down payment was \$150, the balance to be spread over eleven years at \$171, interest and principal, each year. This man intends to make carpentering a side-line, to build up his property until he is a successful produce farmer. He is hopeful and ambitious. His wife likes the farm and the children were never happier or healthier. His whole outlook is changed. Instead of looking forward to the time when savings would be gone, to the bread line, or to living with his father—this carpenter has started on a life-work—farming.

"The single men for most part are not proprietors, but have found jobs with farmers. They are in a position to save money against the day when their chance to buy will come. Meantime they are obtaining invaluable experience. This placing of some 43,000 on the land has been done without Government subsidies, without one dollar of cash assistance. This is the achievement in the most unusual "Back to the Land" movement this country has experienced.

PRAYERS I DON'T LIKE

I do not like to hear him pray,
Who loans at twenty-five per cent.;
For sure I think the borrower may
Be pressed to pray for food and drink;
And in that Book we all should heed,
Which says the lender shall be blessed,
As sure as I have eyes to read,
It does not say "take interest."

I do not like to hear him pray,
On bended knees about an hour,
For grace to spend aright the day,
Who knows his neighbor has no flour,
I'd rather see him go to mill,
And buy the luckless brother bread,
And see the children eat their fill,
And laugh beneath their humble shed.

I do not like to hear him pray,
"Let blessings on the widow be,"
Who never seek her home to say:
"If want o'takes you come to me."
I hate the prayer so loud and long,
That's offered for the orphan's weal,
By him who sees him crushed by wrong,
And only with the lips does feel.

I do not like to hear her pray,
With jewelled ear and silken dress,
Whose washer-woman toils all day,
And then is asked "to work for less."
Such pious shavers I despise;
With folded hands and face demure,
They lift to heaven their "angel eyes,"
Then steal the earnings of the poor.

I do not like such soulless prayers,
If wrong I hope to be forgiven;
No angel's wing them upward bears—
They're lost a million miles from Heaven.

—The Canadian.

It will pay you to advertise in
The Chronicle.

How It Works



One of childhood's choicest queries has ever been and ever will be: "How does it work?" and it seemed a wholly enthralling idea to two young passengers, who recently travelled from Nottingham, England, to Lemberg, Sask., when Engineer Fred Munt, of the Canadian Pacific Railway, invited them into the cab of his huge "2800" type locomotive. The young travellers were Walter and Willie Wilson, aged 12 and 10 years, who journeyed alone from their grandmother's home in the Old Country to join their mother. They crossed the Atlantic in the Canadian Pacific liner Montclare and the Dominion on C. P. R. lines, making many friends and seeing many absorbing sights en route. Pictures show the interested pair and their kindly tutor in a brief explanation of the mysteries of the gauges of the great engine. And what boy, either in Canada or England, would not envy them?

THE FIVE POINTS OF WISE BUYING

(By R. S. Rider, Vice President Canadian Steel Corporation, Ltd.)

The five points of wise buying, as we see them, are: Know what you want. Know why you want it. Know who makes it. Know what it costs. Know how to use it.

The first point, "Know what you want," needs little elaboration for the farm owners. They, of all people, probably know their purchase needs best. But, generally speaking, it is amazing to mark how few people buy according to program or budget their purchases. As a result, about half retail salesmanship today rests on the weakness instead of the strength of human nature. How often both men and women buy something they don't want because, for the moment, the critical opinion of some clerk seems more important than their financial welfare. Men, in general, are actual victims of propaganda to the effect that they are too sensible to shop around when, very often, it is merely a sort of pride that satisfies no one so much as the sales person able to take advantage of it. This is to be found in current humor where harassed husbands are depicted as martyrs to their wives' eminently sensible attitude that, as buyers, they are just as entitled to get the most for their dollars as the sellers are entitled to get the most profit for their goods.

"Knowing why you want it," is a very important point in wise buying. A young married couple, for example, may purchase six dining room chairs. Left in the dining room, they can give only part time service. In most newly established homes, reflection if not experience would show that those chairs will find their way over the whole

house. They accommodate unexpectedly numerous guests in the living room; serve in the kitchen during rainy spells to dry the week's laundry. Later on, very likely, they can be used as a cage for the first little toddler. All this is to indicate that most things can be and should be used for other purposes than the direct need which leads to their purchase. One of our fencing products, for example, protects cattle in a field from lightning. Not entirely, of course, and we make no such claim. But the man who loses a valuable bull by lightning would have been glad if he had considered that point when he purchased his fence. Hired men work at all jobs and, the more intelligent ones, with a minimum of direction. Materials will often do several jobs also, but somebody has to think for them and usually in advance.

"Knowing who makes it" is mighty sound advice. No farmer expects good crops from poor land. There is no more reason to expect value in a product if there are not outstanding resources at the command of the manufacturer. Resources mean capital to buy the best materials at the lowest prices—that is, in quantity when the market is in the manufacturer's favor. If that capital isn't available, it stands to reason that in the purchase of materials to sell at a competitive price there will be some tendency to sacrifice quality. The only philanthropists in this mighty business of selling and buying are the buyers. Resources also mean equipment. Doctors aren't the only people who bury their mistakes. They can be buried in the heart of the metal that makes a milk bucket. In "Knowing who makes it," ask about the maker's resources, his equipment, the type of labor employed, and find out from your dealer not how far the maker stands behind his product, but how long he will stand back of it.

Next, and in importance second to no other point, is "Know what it costs." Approach this question from the standpoint of the successful banker. He measures all things in terms of interest not because he likes to, particularly, but because all cost includes interest cost. This fundamental fact about buying is rarely considered. But whenever you exchange your own money for some product, no matter what its use, you never cease paying for that product so long as you live and your estate, when you die long afterwards, will be the poorer because of that purchase.

For money, in the form of owned capital, can draw interest if invested. If you pay \$500 to fence your land, the reasonable rate of interest which you could have obtained on that \$500 each means what you are paying for the use of that fence which must, eventually, be replaced.

Wise buying means taking this into account so that your purchases of material will not be so soon duplicated that you will be losing double interest for a service which should have been obtained by one investment of capital.

No land is rich enough, no labor by the farmer is effective enough to overcome the handicap of the invisible mortgages you incur through unwise buying.

What farmer would run two parallel rows of fence about one piece of property? But many properties, nevertheless, have phantom double or triple rows of fence because the first erected—a "bargain"—didn't stand up and had to be replaced again and perhaps again.

There is, of course, nothing that can be done about the loss of interest on money you expend except to spend so wisely that profits, elsewhere, will more than make up for that loss. Only in that way can independence be achieved. The final point in wise buying is

"Know how to use it." This means don't take chances on utilization of products you buy. Products worth buying come with full instructions how to erect, to install or to put into use. Reputable manufacturers will go to almost any length to help you erect, install or use properly. For the best made products cannot get a chance to show their true worth unless the man who uses them does as directed.

Knowing farm fence as we do, we also know that improper erection is the cause of many thousands of dollars being lost yearly on many farms. But fencing is only one example of how important it is for the wise buyer to know how to use his purchase.

If you have any doubt about how to handle any product, use His Majesty's mails. Write to the manufacturer directly and you will not only get any information or assistance desired, but you will get that manufacturer's deepest appreciation for your courtesy.

EVEN SPARROW CAN TEACH US SOMETHING ABOUT LIFE

In the midst of a driving snow storm with drifts piling high in the streets below, a dozen or more sparrows gathered in the shelter just outside my office window, singing lustily. The wind and cold were equally powerless to silence their song, for it came up from within, a part of their nature. And, singing, they forgot the storm. Their song silenced the wind and shut out the cold.

Nothing in existence is so important as attitudes! By them we fill life with happiness or wretchedness. They make all our friends and enemies for us. As a result of them life becomes a constant triumph or uninterrupted woe.

All the rewards and real disasters of life are by-products of our attitudes. If we extend the open hand to the world it will give us friendships. If we stick out our jaw and clench our fists life becomes a succession of blows some of which are more than we can stand.

He who takes the attitude of suspicion toward all men peoples his world with enemies and threats. He who trusts the world finds it rewarding him with friendships and confidence. He who looks for faults in his fellowman

is never disappointed, neither is the man who looks for virtues.

The prophet of Galilee, the wisest student of life that mankind has ever known, once said, "The Kingdom of Heaven is within you," and He might have said with equal truth, "The Kingdom of Hell is also within you," or that which makes life heaven or hell is not outside, but inside each of us.

We cannot be happy by trying to be. It is only as we try to be something else that we discover happiness has come as a by-product. As we forget our own happiness and give ourselves to certain great attitudes we find that happiness has crept in on us unawares.

Nor are we failures because of forces outside of us which are beyond our control. We become failures only as we lose our mastery over our own attitudes.

I have observed," said a sales manager who has oversight over more than a thousand men, "that the man who comes home whipped at night, is the man who went out whipped in the morning." It was not his customers, his territory, nor his price list that defeated him, but his own attitude.

And the significant thing is that each man chooses his own attitudes.

No man can compel me to grow angry if I choose to keep good humored. No man can make another man bitter, or envious, or jealous. He becomes bitter, envious or jealous as a result of his own personal choice.

Other people can determine the circumstances under which I must live, but no one on earth, except me, can decide how I am going to react toward those circumstances.

I cannot change my features but I can control my expression. I cannot run the town I live in but I can be absolute master over my own state of mind.

Even a sparrow can teach us something about life.—James Pohlman in the Rotarian magazine.

Woman—"I was to have met my husband here two hours ago; have you seen him?"

Floorwalker—"Possibly, madam. Anything distinctive about him?"

Woman—"Yes. I imagine he's purple by this time."

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