# Voice of the Press

Canada, The Empire and The World at Large

### CANADA.

The Christmas Spirit.

has always been a time when great (Lib.). effort is put forth to make the children and those who are unfortunate and in need, happy. This is truly a wonderful spirit, and any organization that and economy in production less neceshelps to carry out this idea of good- sary than before; it is just as importwill deserves support .- Wingham Ad- ant as ever to see that our goods are vance-Times.

### Sales and Ads.

from what it was a decade ago. Today, a great deal of buying is done over Queenslander. the telephone.

This, in turn, means that opportunities for purchases advantageous to the buyers are now almost completely centred in newspaper advertising.

The modern housewife knows what she wants, knows by brand name, and orders in that manner-because advertising has taught her how she should rifice all around. Mammoth battle-

Imagine ordering from an unknown grocer: "Some breakfast food," 'som bacon," "some coffee," "some bread, and so on, as in the olden days befor national advertising became the pow erful force it is today.—St. Catharines Standard.

Canadian Turkeys for Tritain. Determination of Old Country col sumers to "buy British," the advantages established by the Imperial preferences, and the favorable publicity obtained by these poultry shipments. have opened up a new field of opportunty for Western farmers. Now that it has been satisfactorily demonstrated that an adequate export market is accessible, even with the disadvantage of the present disparity between sterling and the Canadian dollar, it may be taken for granted that the growth in poultry production will continue unchecked. - Winnipeg Tribune.

### Pay As You Ring.

People who are bothered with too many salesmen at their doors might he inclined to consider an invention now being used in Holland. It is one of those pay-as-your-ring affairs attached to the door bell. A coin must be inserted before the bell will ring. The more callers there are in the course of the day, the greater the revenue from the door bell.-Stratford Ecacon-Herald.

# Intra-Empire Trace Working.

Proofs continue to pile up that Brit ish opinion is solidly behind the poli cies enunciated at the recent Imperial Conference, and that the British Government intends to do all in its power to give practical effect to them every possible direction. The Govern the douse-Montreal Daily Star

# Starting Point.

When money is tight on the farm, it is tight every place else. Goods refuse sign of any kind may be erected on Novel Airport is and this turn causes a slackening in in view of the road can not be painted the pace of the wheels of industry, with advertising, and automatic signs And then the city wage-earner becomes worse off than his rural cousin cept with special permission, because anticipated. The proposal contem--he has no money, nor has he any they divert the driver's attention, and plates an elevated table over the pigs chickens or turkeys. There was thus constitute a traffic menace. no truer work spoken than that farming is the basic industry of this country. Put money into the pocket of the farmer and he will start the mill be cleaned or removed, and even signs wheel turning.-Stratford Beacon-Her-

# Stupendous Figures.

constantly patrolled by four inspectors Census figures just made public by to enforce the act, and offenders are the Chinese Government reveal the brought into court. fact that that sprawling, distressful country has today more than 470,000, adopted by other Canadian provinces 000 inhabitants. That figure, start- and might well be considered by comling enough from its sheer size, be- munities in the United States .- Portscomes deeply significant when you mouth (N. H.) Herald. stop to think about it a little. It stands for possibly the largest single homogenous group of people on earth. No Prizes For Wheat other has such tremendous, overwhelming man power.-Halifax Herald.

scientist, is caused by an unusually \$100,000 in prizes and many words of acute and active germ. That is a new high praise last week to those whom name for the monthly budget .- Ottawa he has led for seven years in his Journal.

### EMPIRE. Radio in Canada.

unrivalled wireless facilities. In ad- year came within 8 per cent, of the dition to adapting them to the normal country's normal consumption of 300,needs of entertainment and commer- 000,000 bushels. cial expediency, she is applying them more extensively than any other coun- initiated with the Duce's support, and try to educational uses .- Sir Clement | unofficially backed by his newspaper, Kinloch-Cooke in The Empire Review Il Popolo d'Italia. It was in 1925 that (London).

# International Debts.

The European nations have been led by the hard teaching of facts and events to the conclusion that the trans- rightly disciplined, maintains all the fer of vast sums from nation to na- sanctities of life.-Ruskin.

I tion is an impossibility and that the attempt to effect it is as damaging to How often have we heard "It is bet. creditor as to debtor. The United ter to give than to receive." This States is a long way yet from this saying has passed down through the conclusion, and nothing but patient arages unchanged and to-day carries a gument and careful exposition of the significance greater than ever before. facts will bring it nearer .- J. A. Spen-Christmas in all Christian countries der in The London News-Chronicle

### Ottawa and the Producer.

The agreement does not make care of the best possible quality and are produced as economically as possible. All that the agreement has done is to Modern life is much different today give us an opportunity of competing on more nearly even terms.—Brisbane

### The Causes of War.

Not for a moment in any practicable scheme of disarmament can we separate the air-weapons, incomparably sinister as they are, fro: the other fell instruments of scientific war. If the Canada's Mines Yield nations mean peace there 1 of be sacdo it, and why it s profitable for her ships must be given up if submarines has been lifted by responsible states. Bureau of Statistics. in in The London Observer (Ind.).

### An Educational Force.

A series of Readers prepared in acin a generation or two. The character ber. in the Queen's Quarterly.

### AMERICAN. Safety on the Roads.

If we are ever to progress in our use of the automobile beyond the point of manual dexterity in its operation there must be developed a mutual tolerance between the pedestrian and the motorist and an habitual observance of the fundamental rules of safety by both.-Providence Journal.

# Following Canada.

Canadian towns are noted for the beauty, and tourists passing through Toronto have noticed especially the neat streets and perfect rows of trees!

They have now made another great which are being taken down throughties was due largely to increased It is now in process of manufacture tertainment of children. The Lyceum, in being the only Aztec settlement in rible price to the appearance of resiout the province at the rate of 75 to shipments of bullion from Alaska.

are not allowed along the highway, ex- for London if plans go through as

neglected signs already in place must expected to be introduced shortly. erected by a person on his own prop erty must be below a certain size, and are subject to a fee. The roads are

The Ontario regulations are being

Given By Mussolini Rome.-Signor Benito Mussolini, the Premier, who has undertaken to make Grey hair, according to a British Italy grow its own bread, gave about

"battle for wheat." Farmers from every province assembled in the Decennial Agricultural Exposition Hall to get their reward for Canada is making full use of her the increased production, which this

> This was the tenth annual contest Mussolini took over the job himself and announced formally in the Chamber that he would lead in the fight.

The intense instinct of love,



Mrs. Ely Culbertson and Oswald Jacoby, noted contract bridge players, are shown as they participated in the Shepard Barclay contest at New York. Judging from the smile, Mrs. Culbertson must have the makings of a grand slam or something.

\$5,231,152 In Gold Ottawa.-Canadian gold production are to be suppressed. Tanks must go in October amounted to 253,057 ounces of the country did \$104,055,733 in as well as the heavier guns, both mil. valued at \$5,231,152, as compared with business during 1929. There were 123 itary and naval. Yet all this by itself 260,538 ounces at \$5,385,798 in Septem | chain organizations and they operated is like proposing to mow down the ber and 239,691 ounces worth \$4,954,- 3,207 units, census reports disclose. tops of weeds without digging up the 853 in October, 1931. During the first roots. Armaments are symptoms, not ten months of 1932 the Canadian outcauses. The vital task is to begin to put totalled 2,534,899 ounces with a \$24,370,266. Newsdealer-restaurant remove the active reasons for arma. value of \$52,194,293; in the corresponments and the potential causes of ul. ding period of the previous year 2, timate war. This is as plain as a 213,805 ounces worth \$45,765,270 were pikestaff. But to that end not a finger produced, according to the Dominion

World War at "the eleventh hour of cent. in October to 191,869 ounces gift shop chains, of which there were the eleventh day of the eleventh from the September total of 189,721 thirteen, ran 106 stores and had sales month" fourteen years ago. J. L. Gar. ounces. Quebec produced 29,269 of \$3,270,270. Novelty store chains, ounces, at 14.4 per cent, decline from seven in number, accounted for \$811, the September output of 34,205 ounces, 537 in sales in their thirty-nine stores. but a 4.5 per cent, increase over the August total of 28,000 ounces. In cordance with a definite plan in a well- British Columbia, 17,182 ounces were national. The local chains operate organized school system can largely extracted during the month as com- 1,562 locations, with sales of \$11,727, remake the people of a country with- pared with 16,023 ounces in Septem- 900. The other chains operate in 320

per cent. falling off to 9,819 ounces from the preceding month's total of of all newsdealer chains. ter of the men who prepare them. Who 12,617 ounces. Flin Flon, Central the makers of our Readers are be. Manitoba and San Antonio were the ate eighty-seven units in section chains comes, therefore, a matter of great na. October shippers. Placer gold pro- and no units in local chains. Expenses tional importance.-W. Sherwood Fox duction in the Yukon was reported at of these chains run about a third of 4,834 ounces as against 7,554 ounces sales. Expenses of bookstore chains in September. Nova Scotia shipments to the Royal Canadian Mint amount- those of stationery chains are \$33.48 a ed to 34 ounces; in the previous \$100 of sales, while expenses of novmonth 418 ounces were shipped.

The world production of gold is es- \$100. timated at 2,033,000 ounces in October and the total for the ten months ending October, 1932 at 19,503,000 ounces. Transvaal's output rose to 974,965 ounces in October from the previous month's total of 961,501 ounces. During the first ten months 230 ounces, or 6.0 per cent. advance through the Ontario Department during the corresponding period of that border them. And this is true in ber amounted to 255,000 ounces as ly capitalized with British money. compared with 246,000 compared with 246,000 ounces in Sep- also to be received by the cancer

A novel airport is to be provided yards at Kings Cross and St. Pancras Signs are forbidden at turns in the stations, and a bill to obtain the nec- borhood?" Hiker-"No, I can't say I Little Theatre a compound version of road for the same reason, rusty and essary Parliamentary permission is have." "Then hand over your watch "Alice in Wonderland" and "Alice

Trelle "up to his ears" in prize wheat.

# U. S. News Dealers Total

Newsdealer chains numbered sixtyone, with 882 units having sales of chains numbered seven, having 1,802 units with sales of \$36,433,958. The thirty bookstore chains operated 349 stores, with sales of \$35,482,077. Five Fatalities in Ontario stationery chains had twenty-nine manship in Europe since the end of the Ontario's output increased 1.1 per units and \$3,750,616 in sales. Art and Of the sixty-one newsdealer chains fifty are local and eleven sectional or

Motor accident statistics of the Ontario Department of Highways also locations with sales of \$12,579,363 show a drop in the number of people Manitoba's output recorded a 22.2 Eight chains in 572 localities do more injured in the ten-month period of than two-thirds of the total business from 6.988 to 6.875, with a seven per cent. decrease in property damage. Newsdealer restaurant chains oper October and August were the greatest accident-producing months of this

amount to \$40.56 a \$100 or sales and elty store chains averaged \$40.09 a ----

### Radium Worth \$35,000 Bought By Dept. of Health Toronto.-A half gram of radium

worth about \$35,000, to be used in the curative and emanation cancer clinics of 1932 the Transvaal produced 9,594, in the province, has been purchased over the output of 9,050,282 ounces Health, Hon. Dr. J. M. Robb announces. The radium was produced 1931. The United States production in the Belgian Congo, and purchased (including the Philippines) in Octo- through a New York exchange, most-

Radium manufactured in Canada is tember. This advance, according to clinics, Dr. Robb declared, in speak- London's biggest and most famous the American Bureau of Metal Statis- ing to the Local Council of Women. theatres will be given over to the en- the same name. This village is unique housing being provided, but at a terado Gold Mines, Ltd., from ore obtain- historic triumphs, will house a panto- Otomi or Mazalma. ed in the Great Bear Lake mineral mime on the story of "The Sleeping | Ancient Calixtlahuaca is superficial- tions and building changes which were field. The Government expects to Beauty." Planned in Britain take delivery of radium from the company as fast as it can be produced.

> trouble you, sir, but do you happen to podrome in Leicester Square, there the Aztecs. have seen a policeman in the neigh- will be "Dick Whittington," and at the and wallet." Through the Looking-Glass".

The Wheat King at Home

When Herman Trelle, wheat king, of Wembley, Alberta, was asked what he thought of the rule

preventing him from further competition at Chicago's show, his reply was confidential. Here we see

# "We Believe in Canada"

(Editorial From Liberty) Is it possible for anyone not to believe in Canada?

Flanders' bloody arena. It marked the face of the globe. end of war. But it also marked the beginning of Canada's new greatness. had left in its wake a deathless trail ment.

ged morale, merely emphasized the serving any law-enforcement agency should reach \$25,000,000 a year. vale of Canada's great heritage.

Canada is no longer a geographicalof the world. The substantial total of over six billion dollars invested 44,620,736 persons crossed the border capital. The United States investor, and brings money into Canada. between Canada and the United States in particular, believes in Canada to in 1930, according to the Dominion the extent of \$3,726,745,000-almost

Canada no longer ranks as a minor of the Dominion. ance as a manufacturing country in was bestowed at the Imperial Econ- ding period of 1931. This is almost a the British Empire. During the past omic Conference in Ottawa. Evidence 100 per cent. increase. \$104,055,733 In Year twenty years the gross value of her of world-wide interest in the parley manufactured products has increased was indicated in the fact that over sweet potatoes grown in Norfolk by the amazing total of \$2,062,000,000. three million words in press dispatch- County. This means cutting down our There are 24,020 plants in Canada em- es were telegraphed and cabled to all imports and keeping our money in New York .- The chain newsstands ploying 644,439 persons and represent- parts of the world. ing a capital investment of \$5,203,316,-

Down in Ten Months

Toronto.-Sixty-six fewer people

ere killed in Ontario motor accidents

were fatally injured in the same per-

iod of 1931. The percentage of de-

crease is 14 and if continued for the

year. During October, however, the

cownward tendency noted throughout

most of the year was maintained and

the total number of accidents report-

the violations of the motorists involv-

ed during October.

London's Theatres

of over 80 lives.

# among the world's greatest. In Toronnual retail-store volume reaches the the ground is hard she scratches har-During these recent hectic years astonishing total of \$400,000,000.

stage. In each instance she has earn- markets. At the end of 1931 she held Cornellow relationship in the markets. At the end of 1931 she held Cornellow relationship in the markets. fifth position among the countries in Fourteen years ago a myriad bugles volume of exports. Her products months ended September 30th last dissounded the glad anthem of peace over reach practically every country on the bursed to stockholders in the form of

Canada has become the source of The Canadian Expeditionary Force forthright methods of law enforce responding period last year. metes out justice swiftly and surely. ain for the first eight months of this The eras of reconstruction and of And in her hall of fame are the glori- year total 69,000,000 feet, and constidepression which spelled fear and ous annals of the Royal Canadian tute an all-time record. By 1935 Canchaos for other nations of a less rug- Mounted Police—the finest tradition ada's lumber trade with Great Britain

The foreign investor believes in ly vast territory isolated from the rest | Canada—believes in her to the extent

Liberty, believing in Canada's pre-

The sophisticated Canadian shopper more closely identified with its peoneed no longer gratify buying whims in ple. For six months Liberty has been Paris, London, or New York. Cana- printed and distributed in Canada by town of Sussex, N.B., has no bonded dian department stores are ranked Canadians. Yes, we believe in Canada.

### Ancient Village Found in Mexico

n the first ten months of 1932 than Pre-Aztec House Uncovered Found to Contain Bathroom

Mexico City.-The ancient peoples rest of the year will mean a saving fore the Aztecs, had bath rooms their dwelling houses, it appears from were used a discovery made in Calixtlahuaca. north of Taluca, in the State of Mex-

> Ancient peoples rarely used durable materials for building their homes and dence is rare. The house was unearthed by Senor Jose Garcia Rayon, and has walls of stone and earth two feet thick, with floors of plaster. The roof has gone and the walls

ed decreased over 6 per cent. from 1,026 to 963, while the number of the house was of two storeys, with fatalities was reduced from 59 to 54. eight rooms. It had a bathroom with Almost one-quarter (24 per cent.) a "tamancal" or steam room, such as of October's accidents happened on Aztecs and other Indian tribes are Saturday. About one-third (33 per cent.) occurred between 5 and 8 p.m.

"Driving too fast for road and traffic and it lies at the foot of hills crown- extra families. In a number of inconditions," "driving on wrong side | ed with pyramids and other public of road" and "failure to give right- buildings. Calixtiahuaca is the most were built on top of buildings which of-way" comprised 75 per cent. of recent archaeological city to be discov- were considered substantial enough ered, but it is one of the largest. It to carry the burden. No regard was

temple to the Wind God. Excavations at Calixthlahuaca are Feature Children's Plays being sponsored by the State of Russian city. London.-This Christmas some of Mexico. At the foot of the ancient

Daly's Theatre, celebrated at the other remains indicate that several enbeginning of the century for its mu- tirely distinct and probably non-Aztec, the building that the protest that issical comedies, will have another pan- cultures underlie it. Archaelologists sued finally reached the ears of the Polite Wayfarer-"I am sorry to tomime, "Mother Goose." At the Hip- hope to identify the predecessors to authorities and the procedure was

### Canadians Talk Less Over Phone During '31

Ottawa.-Telephone conversations to the number of 2,565,641,000 were carried on in Canada during 1931;

tained its place as the second most the village of Limestone. assiduous telephonists in the world, with 13.15 instruments on the average | turesome explorer was so drunk that for every 100 of the population. Un- it was picked up bodily and carried ited States is the only country in the to the Allegany State Park, where it world with a greater density of in- was placed in a cage and did not restruments. In Germany, Great Bri- turn to normal consciousness for two tain and France the figures are 5.0 days. Confidence is felt in the comper cent., 4.3 and 2.8, respectively. | plete reformation of the animal, since The Prairie Provinces were res- it will be given no opportunity fursponsible for most of the drop in the ther to indulge this unfortunate appefigures, Saskatchewan having fallen tite while it remains in the park. 12 per cent., Alberta 10 and Manitoba

# Albania's Harbor Completed

Durazzo, Albania.—The first stage Paris.—The weekly statement of of Albania's chief harbor is finished. the Bank of France shows the follow-This means that big liners may now ing changes in francs: Gold increasland directly at the wharf here. Here- ed 18,000,000; sight balances abroad tofore steamers have had to unload increased 159,000,000; bills discounted onto little boats, and in bad weather at home decreased 684,000,000; bills the waves sometimes have been so bought abroad decreased 222,000,000; high the liners could not stop at all. advances increased 95,000,000; circula-Now the end of a bay has been in- tion increased 1,664,000; current acclosed with solid masonry and the counts decreased 2,159,000,000. port is protected from storms.

# Gloom Chasers

(R. T. Kelly, in Marketing.) The Hen is a great philosophe, If

Canada no longer confines her ex- it's wet she digs where it's dry; if she major roles upon the international ports to a few commodities in limited strikes a rock she works around it.

> envy and admiration in her honest 35 per cent over payments in the cor-Coast lumber shipments to Gt. Brit-

Canadian Canners shipped on November 15th an entire boatload of canned fruits and vegetables to the United Kingdom. This is plus business

During the eight months ending with August, 1932, a total of 8,950,568 lbs. two-thirds of the foreign investments of Canadian tobacco valued at \$2,545,-380, was exported to Great Britain as Canada's accolade of complete ac- compared with a total of 4,917,128 lbs. In 1930 she became second in import- ceptance as a ranking world power valued at \$1,429,892, for the correspon-

Commercial crop of 5,000 bushels of

McIntyre-Porcupine has realized a sent and future greatness, has become profit of over \$180,000 per month so

> King's County municipality and the over liabilities of almost \$100,000.

### New Traffic Light Tested in London

London, Eng. - An experiment in traffic signal lights was carried out in Oxford street recently which motorists and omnibus drivers alike consider dangerous.

The amber light, meaning a "warning," was not used, and only the red fight "stop" and the green light "go"

It was thought that the change would speed up traffic. A number of motorists expressed the opinion that the abolition of the

amber light would be dangerous. "I would suggest," one motorist said, 'that the amber light could be say, five seconds was made between the red and green signals on the

### House Shortage Cured By Adding Extra Floors

A housing shortage in Moscow, Russia, has been relieved by altering The house is more than 75 feet long, houses to provide accommodations for stances an extra floor or two floors has the only known round Aztec "pyra- paid whether or not the architecture mid" on the Mexican mainland. This of the additional floor corresponded pyramid was the superstructive of a with the original structure, with the result that there are many architectural monstrosities in the famous old

city lies the modern Indian village of has been solved sufficient additional at the Port Hope plant of the Eldor- the scene of Sir Henry Irving's great a region where all the villages are dential sections of the city. Soviet ly Aztec in structure, but pottery and carried out with so little regard for changed and the newest information is that the reconstruction of small residential property has been stopped because the situation has been solved.

# Drunken Buck Captured

Salamanca, N.Y.-The migration but despite their vast number the con- of the wild things of the woods back versations were fewer than they were toward their old haunts, despite the in 1930, according to the Dominion presence of man, continually bring Bureau of Statistics. For the first the least cautious of the poor creatime on record the year showed a de- tures into contact with new perils of crease as compared with the previous civilization. A fine yong buck, scouting evidently from the Pennsylvania The total number of telephones in mountains, was found recently lying Canada in 1931 was 1,364,200 or 36,- in a helpless drunken slumber beside 661 fewer than in 1930. Despite the a pile of mash which had been dumpdecrease, however, Canada still re- ed from some nameless source near

In true police language, this ven-

# Bank of France

Weekly Statement

Italy Rest Anc

Nine Years constructe

Rome. - The ng, where the de world were decid after nine years o This historic a the heart of the Hostilius, added a 3d 1. 52 B.C., rec Agesar and finall gustus. Some of vas Christianized nto a church, p

cy arrived at oor. On each aree tiers where n togas who settl incien empire. ats was in confe ite a method of w d. that is, the ide, the mays to I als number exactl Prescoes have h sicate that the of

Frolish, Ancie

is a constantly new me nings; ry their characters: to respectability-Examples are g one time did not n but the thing con meant full of care for a long time my ther than gay

worthy of applaus

room artificially boy, and "offal" w or that which fall plinters of wood. Of course, "offai" in sawmills and w ishments, though pronder meaning a the "nervous" arm ald prayer books w hat there was f that authorities of minister the law another containing inst: all bishops instances in which

site meaning has co plied by "let" and King James Bible writing to the Ro prosed to come \$ le Litherto," Wo. are translated: "Le cies prevent us."

C. K. Howard, of

al Railways tou that the dictionary tw. additional vor the work under his sts that "tourist be introduced, as forms of the French "tourism," which respectively "perts traffic" and "tours! Among modern nust appear strang applied in England or nurse-governess. The Times contain advertising these a "Mrs. Boics right perienced, trustwork lent with babies a

"Will lady recor reliable Nannie, d nearly three?" "Mrs. H. A. Lui mends thoroughly Nannie: with her # stock Sentinel Revie

dren."

"How do you li Jack? I bought it plan." "Better take few more instalme to a respectable pai