### Things for Which U.S. Money is Spent

The Chicago Daily News observes-Attacking the old problem of evaluating a nation's spirit from the new approach of finding out how the nation spend its money, Dr. Edward L. Thorncike, of Teachers' College, Co. lumbic University, offers statistical proof -f the belief that the ruling American passion is to keep up with the

Sterner moralists have frowned upon that as another manifestation of he nan vanity. But vanity is the twin of self-respect. Dr. Thorndike puts it in this manner: "We pay more to maintain self-respect and the good opinions of others, and to avoid scorn, derision and shame, than to keep our bodies fed and free from the distress of hunger.

Perhaps that is only another way of saying that man is a social animal and that the essence of civilization is producing a surplus of wealth above mere animal needs. Anyhow, Dr. Thorndike's analysis of the budget of the American people in 1929 is interesting although such estimates necessarily contain many minor quantita-

With the aid of a consensus of phychologists, Dr. Thorndike finds that, of the \$17,000,000,000 spent for food in this country in 1929, 56 percent, was to satisfy hunger; 15 percent, to gratify pleasures of taste and smell: 10 percent, for the pleasures of companionshi, and social intercourse, including courtship; 31/2 percent, to win the approval of others, and small percentages for protection against disease and cold, enjoyment of the comforts of others and the pleasures of

The \$8,000,000,000 spent for that other primary need-clothes-was distributed as follows: Forty-one percent, fo protection against cold, heat and wet; 10 percent, for protection against Gisease: 121/2 percent, to gain the approval of others 7 percent, for self-

metics and at beauty parlors; \$6,500,-000,000 for automobiles, and \$1,500, 000,000 for laundering, cleaning and dy ing.

For a good reflection in practical the key to success is the appeal to the most dominant.

### The Well-Dressed Man

Certain masculine minds seen unressed man, and for their benefit and the information of others the Merchant Tailor Designers Associaion has kid down the law.

To be termed really well-dressed one requires at least 19 outfits; six usiness stits, one sports suit, one 'informal" walking suit, a host jacair. Short of the above trousseau. you cannot be classed as a well-dres-

That being so, we feel cruelly dis-Husioned Some of our friends vom we have always considered well-dressed are actually pretty shabby. Let anyone who has the 19 indispensable outfits step forward What no takers? Come, come; surely some fastidious citizen has five overcoats. and the 14 other items in his kit! Step up gentlemen. Or is it possible that we have no well-dressed men in our midst? - Detroit Saturday

### Silence, Please!

What has become of the strong silent Englishman who used to sit in a corner of his railway carriage and never relax a facial muscle all the way from Liverpool to London, asks the New York Times. The question is a pertinent one because the most terrifying adventure which awaits the American tourists on English railways is traditionally the massive and impenetrable silence of the gentlenan in the corner.

Yet within the last few weeks omebody has been writing to the limes of London to complain that nglish railway passengers annoy each other because, Heaven help is, they talk too much! The Times orrespondent wants the railways to et aside compartments for "Nonfalkers" indicating them by labels on he windows just as smoking compart. cents are indicated. British trains re cut up into little compartments olding about a dozen compartments ach, and the Times correspondent hinks the compartment system is too regarious unless special provision is nade for non-gregarious passengers. Foreigners are apt to find the hole controversy an incredible one. he description "non-talkers" would em to the average foreigner to :e redundant on a compartment full Englishmen as on the way wer's t Madame Tussaud's

VOICE

CANADA THE EMPIRE

of the

THE WORLD AT LARGE

PRESS

### CANADA

Need Great Men

was a graver need to, great men, than there is today. Important events are journal. transpiring today which will shape the destinies of every nation on earth. New thought in the matter of govern ment, economic control, religion and most other departments of human activity, are appearing on the horizon, demanding the judgment of the best minds that the world can produce. The masses look to their leaders for competent guidance, and this is the task of great men.

Which recalls the words of Matt hew Arnold, who in defining the great men of culture stated they are "those who have a passion for diffusing, for making prevail, for carrying from one end of society to the other, the best knowledge, the best ideas of their time; who have labored to divest knowledge of all that was harsh, uncouth, difficult, abstract, professional, exclusive; to humanize it, to make it efficient outside the clique of the cultivated and learned, yet still remaining the best knowledge and thought of the time."-Chatham News

Cost of Carelessness 7.6 per cent., the number of traffic acdents increased 27.5 per cent, and the property damage was up 33.3 per cent Eighty-four persons were willed in these eleven months, against eightytwo in the same period in 1935, and the record of death has been at least maintained in December. Accident. injury, damage are up far out of proportion to the increase in motor traffic.-Vancouver Province.

Mrs. Simpson

No matter what turn events may she is bound to crop up in the news and is almost certain to find a place Future historians may appraise this place, future novelists and playwrights may clothe her as a ro mantic figure ranking with the glamdown their worldly possession if not their souls. Most of us in Canada know little about Mrs. Simpson except what we have found out for her on the part of certain people popular king and one of the most conditions most favorable to the Fas- was \$3,193,000,000. popular and sought-after men in the cist cause. Peace on these terms can After eliminating the value of maworld?-Regina ! eader-Post

The Good They Do

Cost of maintaining legations abroad is negligible compared to the benefits which can be achieved. They are well thrifty classes have piled up Britain's worth the expenditures, if only to pro- principal assets. Well over £1,000,000,mote more friendly relations; but 000 is invested in the Post Office Savthere are also the concrete benefits 123 Banks, and National Savings Cerin the way of increased trade to be tificates, and there are many hundreds considered. For some time there has of millions more in life assurance been talk of a trade agreement be policies and in the keeping of buildtween Canada and Belgium, and set- ing societies Analysis has shown ting up a legation at Ottawa should that the average holdings of stocks help to pave the way. - Windsor Star. | ard shares in the railway companies,

"What Is Needed"

ties, sometimes with the connivance of men which reared the pyramids, the the courts, are themselves to blame hosts of the "small men" have reared in large part for the added dangers to the great edifice of British wealth .highway travel in Ontario. They are London Daily Mail today reaping the harvest of light sentences and reduced charges and unless they change their ways, theris little possibility of the situation be ing improved

What is needed more than anythin, else in dealing with the minority that persists in conducting Itself without regard to the safety of others on the road is not further education, because that has been tried and found wantbut fearless enforcement of the laws that are already embodied in the highway code and an end of all the evasions that have been practised by the Crown authorities and the courts. -Brockville Recorder and Times.

Our Indians

The Federal efforts to better the position of the Indians have had good results in the ominion as well as in the United States. But it is felt that much more could be accomplished for them and an enlarged program was announced at Ottawa the other day, The department will devote particular attention to improving their skill as says Bill, "or I'll tell Tommy some trappers and to helping them to take things about you." better care of furs before these are marketed.

they can be given assistance that will enable them to reach a higher economic plane. The working out of the plans will be followed with keen interest, as the national responsibility world's history, probably, when there for the welfare of the Indian population is widely recognized.-Edmonton

Jingle In The Pocket

The year end brought with it more angible evidences of progress in Nova Scotia than for many dreary years. There have been the additional car order at Trenton and the prospect of more to follow: the order for steel rails at Sydney and the prospect

more yet to come and all time re-

ord shipment of coal up the St. Lawrence and the anticipated continuing demand; the even and a half percent. wa increase in steel and subsidiary plants; the doubled Christmas bonus in the pay envelope at Westville; and now another may be added to these with the extra week's wages found in pay envelope of the employees of the Oxford Foundry and Machine Com-

Laurier once said, folk did not need to b told when prosperity existed, they knew it by the jingle in their pockets. It would be far from the truth to say that everybody is prosper us, but this at least is true, that many have fel, more of a jingle in In the first eleven months of this their pockets han they have known for a long while,-Halifax Chronicle.

Ignorant Females

different feminine friends that if I Press at \$4,545,000,000, which was higher than \$2,559,000,000 in 1935. --- l have been warned by three take any more cracks at them about \$452,000,000 greater than in 1935 and not knowing what drafts on a stove \$1,351,700,000 greater than the low are there for, the said friendships year of 1933. will come to a sudden end. In a humcap fits, were it!

How about trying to catch them They could have toy stoves and the "ttle darlings could learn, at an early age, to shut the drafts. No more foolish than lots of the rubbish taught to take, Mrs. Wallis Simpson remains a the sons and daughters of the hardworking and hard-up) parents at the was estimated. present time.--Kamloops Sentinel.

Candid Admission the Press that has ever got me into big industries showed increases.

### THE EMPIRE

When War Comes

Europe is in no immediate danger of and \$117,000,000 in 1933. conflict. But this is merely another

"Mickle Maks Muckle"

The moderate investments of our the big banks, and many of our great industries do 10t exceed a few hun-. . . The truth is that the authori- dred pounds. Like the army of work-

### The Kind Word

Observes the New York Sun - A great many girls and boys have been encouraged in politeness by a little reward from a relative or an inti-

mate friend of the family. "You've been very nice to me Mary." says Aunt Almira as she departs after a visit, "and here's something to put in your bank." "Now, Mira," says mother, "you must not spoil the child; she only does as she should." "Well," says Almira. "this ain't agoin' to spoil her, and she is a nice girl."

"Tommy," says Uncle Bill, "you took good care of me; don't spend all this in one place." "Shucks, uncle, I liked to do it." says Tommy. "Bill," says father. "I won't have you givin' money to Tommy; it'll teach him bad habits; it'll make a beggar out of him." "Now Pete, you keep still,"

And Pete keeps still, the children are not spoiled, and if they think that There are many other ways in which perhaps good manners are not penalized they will help to make a plea-santer world.

Baby Weighs Nineteen Pounds at Birth

REPUBLICATION OF THE



When the eleventh child of Mr. and Mrs. Earl Brigner, of Waverley, Ohio, was born, he weighed nineteen pounds - only two pounds less than a year-old nor mal child. Two years ago Mrs. Brigner gave birth to twins, weighing a total of twenty pounds. She weighs 135.

Weather Handicapped Crops

pared with 96.7 last year.

per cent advance at 610,000 long

Acreage of wheat planted in 1936

was up 4.9 per cent at 25,289,000

the production of 233,500,000 bushels

Higher Farm Prices

bushels in 1935.

### Income is \$452,000,000 Higher Than Last Year

All Classes of Nation's Business Did Better - Manufacturing Takes Precedence of Agriculture

OTTAWA- Canada's national in- 1936 was about \$2,841,000,000, an income from all sources for 1936 was crease of 42.5 per cent above \$1,estimated recently by the Canadian 996,000,000 in 1933 and 11 per cent

The Dominion Bureau of Statistics ble and apologetic tone of voice I has records of the values created couls remark (couldn't I now?) if the covering a considerable portion of the year for five-eights of all persons in Canada gainfully employed. young by teaching it in the schools. With these figures as a basis and assuming the remaining three-eights of those actually working are equally productive of national wealth the national income for the 12 months

Manufacturers produced the greatest wealth with agriculture second mining third, tourist traffic fourth, "These is nothing connected with and forestry fourth. Everyone of the

such great trouble as the accuracy of Percentage increase for industries the reports of what I have said." con- in 1936 over 1935 were as follows:fides Lord Derby. And such admirable Agriculture 10.6, forestry 19.0, fishnest and candor is worthy of a eries 3.0, trapping 9.0, mining, 20.4 place in the erords.-St. Catharines electric power 9.4, construction, 3.5, repairs 8.6, manufactures, 6.

The tourist traffic is among the in-Pig iron production showed a 15.3 dustries unreported by the Bureau of Statistics. Estimates from other sources, however, place the value of As long as Hitler and Mussolini con- this industry at \$250,000,000 in 1936, tinue to get their way without war, compared with \$202,000,000 in 1935

At \$4,545,000,000 the 1936 grand ed by attention that appears to run to way of saying that when war comes total is 11 per cent above \$4,093,adoration from one who was the most | will be at the time and under the 926,000 in 1935. The figure for 1933

different headings, the estimate of \$170,333,000 last year. commodity production in Canada for All field crops had a value of loaded.

over \$509,000,000.

butter production increased 3.4 per cent at 238,266,000 pounds, and factory cheese output was up 15.5 per cent at 114,375,000 pounds.

improvement in mining, every branch of the industry except copper showed production increases in comparison. Gold was up 15.2 per cent at 2, 746,531 fine ounces, silver 9.6 Partly owing to crop reduction per cent at 13,110,327 fine ounces, due to adverse weather conditions in and nickel 6.2 per cent at 123,569,recent years, manufacturers now 125 pounds. Highest percentage in- me trouble, and there are unmistakdefinitely take precedence over agri- creases were gypsum, 44.4 per cent able evidences that I am on the culture in net value of production. at 568,138 tons, and asbestos, 44.1 verge of a cold. There is a shooting Since 1933, however, agriculture has per cent at 204,235 tons.

shown an annual increase in value. in November against 72.9 in Novem- of planks and boards for the same period were 1,565,756,000 board feet, Employment in manufacturing was an improvement of 47.8 per cent up to 103.1 for the 10 months com- Employment in logging was 3.7 per cent better, bringing the index to 127 Among factors showing heavy in- at the end of November. creases were raw cotton imports, up

### 31.5 per cent at 129,445,000 pounds in 11 months, and steel ingot produc- New Clipper To Have tion up 20.8 per cent at 1,010,598 2 Floors, Stairway ong tons in the same comparison.

SPOKANE, Wash., - A 40 passenger Clipper ship with two floors and a circular stairway is the latest idea in gigantic airplane designing. C. N. Monteith, of Seattle, exeacres, but yield fell 20 per cent and cutive vice-president of Boeing Aircraft Company, told the Chamber of was 15.8 per cent below 277,339,000 Commerce his firm is building the

have a top speed of 200 miles an fact I'm just terrible." Wheat prices mounted, however, hour from four 1,500-horsepower offer no security.—The Nation, Lon- terials consumed in the production with the result that the value of proprocess and making allowance for duction was placed at \$200,085,000, over-all length of 109 feet. The 82,- the same." some duplication in reports under which is 17.5 per cent higher than 000 pound plane will be designed to leave the water in 50 seconds, fully

\$594,000,000, a gain of 16.7 per cent

Contributing to the spectacular

An increase of 6.3 per cent in the ends in the small of the back. Based on 29 factors, the index of wholesale price index of the wood "My right elbow is sore. It feels manufacturing production in the first and paper group to 69.4 had substan- as if a tendon had been strained. My nine months of 1936 had risen to tial effect on the value of forestry eyes are tired from having used 107.8 compared with 97.6 in the same products. Newsprint production was them so much and I suspect that I do period of 1935. The price index, on up 15.2 per cent at 2,890,000 tons for need to have my glasses changed. A the base of 1926 equals 100, was 75.5 the first 11 months of 1936. Exports callous place on my left foot is giv-

### And With Many Acres Idle in U.S.!

A significant quotation from "Chemical Industries."

"With an eye to the large and the growing market in the United States for perilla oil, a drying agent now being used extensively by manufacturers or paint products, the Manchurian government plans to extend its perilla seed crop to approximately 600,000 tons per annum during the next five years, according to cable reports reaching C. C. Concannon, the Chief of the Commerce Department's Chemical Division."

Perilla seed can be grown in United States, particularly in South. In the Orient the seed yields twenty to thirty bushels an acre. The yield is 400 to 700 pounds, worth 8 to 10 cents & pound. The cake is lued highly in Japan as a nitrogen fertilized source, worth probably \$20 a ton. The oil is an indispensable supplement to our soybean industry. Mixed with soy oil, it cuts the drying time down to as low as twentyfive per cent.

The Manchurian government es- laired. teems our perilla oil market so highly as to take steps expanded planting. Our government takes the also take every practicable step toficials, the paint and varnish industry, interested in having an American supply, ha conducted tests that show the crop will grow here -- The During the 11 months creamery Country Home Magazine.

## Doesn't Say It

Christopher Billopp writing in the Baltimore Sun observes: Smith meets Jones and says "Hel-

lo, Jones, how are you?" To which Jones might, with perfect justice reply:

"I am beginning to feel my age. have several teeth that are giving pain that runs up my right leg and

"I was nervous last night and un

able to immediately drop off to sleep and this morning I awoke ahead of the alarm clock. My digestion is not what it was, and at the noon hour I did not eat my pie a la mode with the customary relish. I think I am sioner to France, suggests that so getting a little deaf in one ear.

about my heart. On the other hand. please. I am conscious of other symptoms disorder If I were the kind of man advice to the women: who easily grows alarmed about air giant for Pan-American Airways. himself I would go at once to a doc- the general background of art and tor and have him look me over. In history-then disregard the fashion

### To A Pekinese

Paul Rayson in the New York Sun Smug and imperious little beast A canine, caricature, no less, Your self-assurance is at least More than a lot of us possess.

With perfect poise and sober tread, You join the afternoon parade. Which is the leader, which the led? It's hard to answer, I'm afraid,

Your knitted jacket has a trim And tailored elegance. No doubt They humour every foolish whim A dog can think of, walking out.

Well, it's no wonder you've begun To have delusions. I admit That lording it is lots of fun-Who wouldn't make the most of it

stationed at the apartment door. You bark and bark with all your might.

A midget Cerberus whose roar Is more disarming than his bite!

# Cows Demonstrate

GREENFIELD, Ind .- Almon Wickard installed a radio in his cowshed a week ago so he could listen to his favorite programs while milking. It didn't occur to him, he said, that

the contraption, but it had some sur- there has been a coal mine fire ragtion a three-gallon bucket would hold it now covers seven square miles. It all the milk his two cows gave, Wick- was started by miners on strike in ard said, but now their lacteal output 1884 and has caused a oss of \$50,shows a daily increase of two gallons. 000,002 which was an expensive

### Is Descendant Of Pocahontas

comes Chippawa Indian Living In Sarnia Believed Great-Great-**Great-Great-Great** 

> SARNIA, - A Chippawa Indian woman, living in what is believed to be rarnia's oldest home, is the great great-great niece of Mrs. John Rolfe, better known to North Americans as the Indian heroine, Pocahontas, who like the English colonists so well she saved them from scalping and married another.

The Sarnia descendant, who has what is believed to be oil painting of the famed Indian Princess made in England in 1616, is Mrs. Agnes Wawanosh Sands Mern, until recently a Brooklyn, N.Y., resilent of many years. The miniature of Pocahontas carries the date 1616. Oftentimes, Mrs. Mern said, her grandmother spoke of Pocahentas, "Many or the stories I've forgotten, for most of them were told to me when I was a young girl," she ex-

"Historians seem to be accurate in recording the main incidents of Pocahontas' life. Mos. school children trouble to get a cabled report about know she was supposed to have saved that. Why shouldn't our government the life of the adventurous Captain Jol Smith, by her pleas in his be ward hastening perilla production by half, as the Indians were about to put American farmers? So far as we him to death. I've also been told she know, it has done nothing whatever. warned the English of an impending More statesmanlike than public of attack by the Indians, and then gave

after being converted to Christian ity, she narried John Rolfe, an Eng lishman, who ventured to America early in the seventeenth century, Two years later-in April, 1614-she went to England with her husband.

"My grandmother said it was lone someness that caused Pocahontas' death in 1617," said Mrs Mern. "She was greatly feted in England, but she longed for her home

Pocahontas had a son, Thomas Rolfe, who settled in Virginia, and from whom many prominent Virginian families claim descent, Mrs. Mern's great-grandfather, Joshua Wawanosh was a famed chieftain of the Chippa was. Many of his descendants were well educated, some securing university degrees.

### Choose Fashions Which Suit Taste

Mrs. James P. Manion Suggests Women Should Study Background Of Art

TORONTO.-Mrs. James P. Manion, wife of Canada's Trade Commisfar as dress is concerned women "I find that I am rather short- should study the background of art winded and I am a little disturbed and history then wear whatever they

Mrs. Manion, visiting North that lead me to suspect that there is America for the first time, was forsomething radically wrong with my merly Claire du Soulier, daughter of liver, appendix, gall-bladder and the Vicomte du Soulier of Tours. other aternal organs. Sometimes I've She saw her first blizzard in Ottabuzzings in my head that lead me to wa and found Montrealers speak suspect the beginning of some mental French with "l'accent Norman." Her

magazines and wear whatever you please Whenever you get a dress or a suit from even the greatest couturier always feel perfectly free to change it to suit yourself-even if the change is sticking a 15-cent store jewel on a \$200 creation."

### Author Talks Of Dogs In Relation To History

NEW YORK .- "A dog can go to sleep standing and not know the reason why.

"A man can go to sleep standing and that is the reason why, he can go to sleep standing, but he prefers not to. For this there is no reason why." This is according to Gertaude

Stein in her new book, "The Geographical History of America or the Relation of Human Nature to the Human Mind." Miss Stein uses dogs as a kind of

landmark. She refers to them most of the time when she wishes to indicate identity. Sample: "The old old woman said I am I because my little dog knows me, but the dog knew that he was he because he knew that he was he as well as knowing that he knew she.

"Dogs like knowing what they know even when they make believe Music Appreciation that they do not that they do not like it but that they do not know."

### An Expensive Strike

Writes the St. Catherines Standthe cows would pay any attention to ard: In the Hocking Valley of Ohio prising results. Before the installa- ing and spreading for 52 years until And the farmer finds that while strike to say the least. The WPA of turning away from the feed box the the United States now is attempting

