

Voice of the Press

Canada, The Empire and The World at Large

CANADA

Stop, Look and Listen
A full stop at railway crossings coats nothing in cash and little in time. It is cheap insurance against injury or fatality. — Toronto Telegram.

Romance and the Automobile.
"I hate all motor cars. I hate them almost as though they were animate beings. The internal combustion engine has spoiled England. There is no romance in travel now." Thus Lady Eleanor Smith, daughter of the late Lord Blythenhead, and herself a writer of no mean merit. It is true that the automobile has annihilated distance, but has it not also brought within the grasp of the multitude a whole world of travel from which they had formerly been banned? And has it killed romance? Is there no beauty left in the English Lake District, in Devon, in the Scottish mountains, or in the Yorkshire dales? So long as beauty remains in the world, romance cannot die. And beauty will live so long as man does not deliberately destroy it by trying to improve upon Nature's handiwork. It is not a matter of automobiles of any other forms of transportation, but what lies in the mind of the beholder and what he may feed upon. If the automobile helps him to appreciate the beauties of the Dominion of the loveliness of Shakespeare's land, then the automobile is surely a boon and not a curse. Lady Eleanor Smith has spoken out of turn. — Montreal Daily Star.

Scientific Discovery.
This would most assuredly be a bleak and uninteresting world without the scientists. One of them has discovered, after painstaking researches, that a frog is not ticklish under the arm. — Border Cities Star.

Thanks to Imperial Conference.
The lesson of the Ottawa Conference has first been learnt by the most refractory of all countries—the United States. For some months our neighbors have been gradually brought to the realization that they were on the point of losing their two best clients—Britain and Canada. And this realization, which made them foresee an irreparable disaster, has made them sympathetic to the idea of entering into a treaty on the basis of fifty-fifty. In proportion to their real readiness to depart from their habitually selfish point of view, the conversations at Washington will have fruitful results. — La Patrie, Montreal.

Headless Drivers.
The instance of a legless South Carolina man, driving a car after being denied a license, recalls the number of headless persons who do the same thing. — Buffalo Courier-Express.

Foresight.
The man who built a two-car garage in 1923 was foresighted after all. He keeps the car in one side and lives in the other. — Guelph Mercury.

Roosevelt's Magic.
President Roosevelt is the first President who has been able to make the rest of the world sit up and take notice with no other influence than his own personal weight, and his countrymen will respect him accordingly whatever their politics. It is astonishing the difference a man makes in any situation. History will agree that in the present juncture at any rate, Mr. Roosevelt is some man. — Hamilton Herald.

Just the Same.
Says Hamilton Spectator: "That Italian mother of 13 daughters probably gets so weary listening to the daily argument about whose turn it is to do the dishes that, she does them herself, half the time." She is, therefore, we take it, in the same position as the mother of one daughter. — Woodstock Sentinel-Review.

New Market.
Canadian cattle imported by the United Kingdom in the first two months of 1933 numbered 3,935 as against all in the same period last year. Of these, 3,209 were received in February and 726 in January. The two-month supply from the Irish Free State was 79,706, compared with 123,306 in the same period last year. — Charlottetown Guardian.

War's Aftermath.
It took England thirty-five years to recover from the Napoleonic War. The popo of to-day should exercise patience after a cataclysm such as the Great War, especially since it was followed by an orgy of extravagance and left a heritage of debts such as the world has never known. — Victoria Daily Colonist.

Rise in Prices.
After what they have experienced during the past few years, it is well understood why the grain growers should be dubious of the future, but there is a strong sentiment of optimism developing in all directions which itself may have an important

effect on the world markets. — Regina Star.

THE EMPIRE

Inevitably.
"Take off your clothes, lie down in a hot bath, and what do you hear?" asks a doctor. The telephone bell starting to ring in a hot bath, and what do you hear?"

Mr. Shaw's Bad Jokes.
The Americans are angry with Mr. Bernard Shaw, who has looked in on them during his world tour. They think his jokes are in bad taste. It is obvious that they neither understand nor appreciate our national playboy. All his best jokes have been in bad taste. — London Daily Express.

Britain's Export Trade.
The trade of the whole world has shrivelled, and we doubt if there is a single country, great or small, which can show the "moderate" expansion of exports disclosed in these Board of Trade figures for March. That in itself is a matter for real encouragement. Till recently our best boast has been that we were suffering less than others. Now it is possible to flatter ourselves that our export trade is actually on the mend. — London Daily Telegraph.

A British Triumph.
Fresh laurels are added to the fame of British cars and racing drivers by the 1,000-mile road race round Italy, in which Captain G. E. T. Eyston and Lord Howe won the first two prizes in their class. This was the first time a specially prepared British team had been entered. It was almost an impudent challenge. Three small British cars were pitted against giant competitors driven by the finest "aces" of the Continent in a terrific test for men and engines. Capt. Eyston was the first home, having completed the arduous course at a speed of 56.90 miles an hour, including stops, and Lord Howe was only a few minutes behind him. — London Daily Mail.

National Character.
A public conscience is the sum of private consciences. The vision without which the people perish is a personal vision. The Christian gospel of goodwill—to which the world is slow to listen—is an individual message. "Thou shalt love thy neighbor" is more than a general injunction. It is for each of us, assiduously, hopefully, to seek that which will give light in darkness and guide our feet into the way of peace. — Sir Alfred Ewing in The Hibbert Journal (London).

Advertising, Ancient and Modern.
Advertising is not a fancy development of modern times. It has always existed from the earliest days of buying and selling. The towncrier making announcements at the street-corner, the hawk shouting loudly to attract attention in an eastern bazaar—all are advertisers. The difference between ancient and modern advertising corresponds to the changes in methods of production and distribution. Between the producer and the distributor today stands the advertiser, performing a function which becomes more and more important in proportion as industry is conducted on a larger scale, and as potential consumers are more widely scattered. — Spectator (London).

THE UNITED STATES

National Tree.
An organization of nature lovers is asking Congress to pick a national tree. Without wishing to prejudice the thing, we'd say, offhand, that the plum appeals most strongly to most of the chosen representatives of the people. — Boston Herald.

Source of Power.
At the mouth of the Severn, England, the waters rise and fall 47 feet at the equinoxes. Even the spring tides have a range of 40 feet and the neap of 22. Why not build a dam to hold back the water and pay it out gradually through turbines which would be coupled with dynamos to generate electric energy? Moon and sun would turn the wheels of British factories. — New York Times.

Not Brilliant.
A slender and pretty young lady took a taxicab the other day and said, in clear and lovely tones, that she wished to go to the corner of Fifty-first street and Park avenue. When next she looked up, she beheld herself being driven past Fifty-first, well on toward Fifty-second. She spoke to the driver sharply, "Why are you going to Fifty-second St.?" she demanded, "I said Fifty-first." He shrugged, and then unhappily explained how it was possible for such mistakes to be made. "If I was brilliant, lady, I wouldn't be driving this cab," he said. — New Yorker.

Home Tumbles Into Ravine



Close-up of the demolished home of Mayor Thomas Murphy of San Clemente, California, showing how it tumbled into a deep crack when the bluff on which it was built gave way.

8 Nations Declare A Tariff Truce

Conference at London Passes Necessary Resolution—July 31 Limit Set

London.—The cornerstone of the World Economic Conference was laid Saturday by the adoption of a tariff truce which was declared immediately effective in the eight key nations represented on the conference organizing committee.

The text of the truce will be sent to other nations by Prime Minister Ramsay MacDonald, who will ask them to adhere to it until June 12, when, upon the opening of the conference, the United States will formally propose that the armistice be continued throughout the parity.

The truce was made effective by the following resolution which was unanimously approved: "The governments of the United States, France, Italy, Japan and Norway, represented on the organizing committee for the monetary and economic conference, convinced that it is essential for successful conclusion of the conference that measures of all kinds which at the present misdirect and paralyze international trade be not intensified pending an opportunity for the conference to deal effectively with the problems created thereby, recognize the urgency of adopting at the beginning of the conference a tariff truce, the provisions of which shall be laid down by common agreement."

Urges Participation
"The said governments being further convinced that immediate action is of great importance, themselves agree and strongly urge all other governments participating in the conference to agree that they will not, before June 12 nor during the proceedings of the conference, adopt any new initiatives which might increase the many varieties of difficulties now arresting international commerce, subject to the proviso that they retain the right to withdraw from this agreement at any time after July 31, 1933, on giving one month's previous notice to the conference."

One of the main motives which brings the governments together in the conference is to surmount the obstacles to international trade above referred to, and the said governments, therefore, urge all other governments represented at the conference to act in conformity with the spirit of this objective."

Alberta Now Enters Fruit Tree Statistics

Edmonton, Alta.—In the past, when visitors from other parts of Canada have been boastful of their apple, plum and cherry trees, Albertans have been unable to join in the discussion, as this province "grew everything else but."

The lack has now been overcome, as fruit trees of hither strains were introduced here. A recent report shows that there are now 2365 non-bearing apple trees in Alberta, 2237 bearing; 13 non-bearing peach trees, 51 bearing, and 33 bearing pear trees.

France is Strengthening Gold Protection Wall

Paris.—France has strengthened the wall of gold protecting her francs by adding \$1,900,000 at current exchange to the Bank of France reserves in the week ending May 5. The bank's gold, it was announced, amounts to \$0,907,107,737 francs (\$3,722,000,000). This makes 95.49 per cent. coverage of all sight obligations.

House Passes Pensions Bill

Amendments Creating New Court of "First Instance" Approved

Ottawa.—Third reading was given in the House of Commons Friday to the legislation which, amending the Pension Act, abolishes the Board of Pension Commissioners and also pension tribunals, their place being taken by one court of first instance—the Canadian Pension Commission. The bill completely overhauls the pensions administrative machinery, while at the same time preserving the best features of the old enactment.

The principle of travelling quorums who will hear pension applications in various parts of the country is retained, but the personnel of these quorums will be drawn from the commission. To provide for this the commission will consist of not less than eight and not more than 12 members, a circumstance which will allow for at least two and possibly four itinerant courts.

A reviewing officer, whose duty it will be to determine if appeal is to be taken on behalf of the Crown against decisions of the quorums, will be appointed. He will function directly under the Governor-in-Council.

Ford Company Plans Spring Advertising Drive

First Selling Campaign in a Year Announced By Canadian President

Windsor.—"Business looks promising. Trade reports from many lines of industry show an encouraging upturn. A new spirit is everywhere. People are doing more buying than in many months."

In these words W. R. Campbell, president of the Ford Motor Company of Canada, Ltd., announced a campaign of ten advertisements in a wide list of Canadian newspapers. The company has not advertised for almost a year, and Mr. Campbell's announcement is considered particularly important because of this fact.

In a communication entitled "Full Speed Ahead" to Ford dealers throughout Canada, Mr. Campbell states that, in his company's opinion sound newspaper advertising plus hard selling can now turn the tide of depression. The communication says:

"Right now — at this psychological time — we are putting an aggressive advertising campaign behind Ford cars and trucks. This is the thing you have been wishing for and it ought to mean a sizeable increase in business for every dealer."

"Everything is in your favor. You have the products and a real advantage on price. Never have you had so much real value to offer at such low cost. All that is needed is to tell more people the complete story of what we have to sell."

"Let's work together to make this the most successful season in years. The time is right. The products are right. The advertising is right. Now let's go, full speed ahead, for sales!"

French Minimum Tariff Given To Canada on 185 Items

New Treaty Opens Market Lost to Canada Seven Years—Apple Growers Benefit—Textile Men Disappointed

Toronto.—Ontario farmers may look forward to the opening of an apple market virtually closed to them for the past seven years, one result of the Franco-Canadian trade treaty, Hon. T. L. Kennedy, Ontario Minister of Agriculture, declared Friday night. Under the treaty just announced at Ottawa the Canadian producer is given fruit and vegetable tariff concessions which will undoubtedly benefit the farms of the province; the minister believes.

Harsh criticism of the treaty was heard on the other hand from textile manufacturers of the province. Tariff concessions made to France on plush and velvet fabrics and ribbons will hit Ontario and Quebec factories, it is claimed. But still more important, they point out, is the fact that these concessions apply not alone to France but to 23 countries who have favored nation treaties with Canada and who automatically receive the same reductions.

Apple shipments to France, Hon. Mr. Kennedy said, have been negligible in past years.

"Ontario will benefit to a very large degree," said Mr. Kennedy. "A wide potential market is opened and the Ontario Government will make every effort to aid its farmers in taking advantage of it."

"In years past," he revealed, "Canada and particularly Ontario have shipped golden russets to France."

The farmer and canner will benefit jointly through the minimum tariff on canned fruits and vegetables, especially pears, while a smaller market might be found for Ontario tobaccos. Livestock concessions, 40 per cent. off the intermediate tariffs, will have little effect, he points out.

Last year, incidentally, Canada exported to France goods valued at \$14,468,798, of which more than \$10,000,000 was in vegetables and other agricultural products.

MAY HELP BASE METALS.
While local mining representatives adopted the broad attitude that Canada should be able to increase sales of base metals in France as a result of the tariff adjustment, they did not care to be too positive until some key points could be cleared up. One of the essentials would be to know what other countries, if any, are already on the minimum tariff list. That would apply in particular to copper, lead and zinc.

"Lead and zinc should get some benefits," said G. C. Bateman, secretary of the Ontario Mining Association, "unless Belgium, at France's elbow, is also on the minimum list."

CONCERNED ABOUT DISCOUNTS

Two manufacturers of ribbons, one

in Ontario and the other in Quebec, will be hard hit by the new tariff, according to a textile group official. At the present time imports of ribbon silk and artificial silk are subject to a duty of 35 per cent. Under the new tariff, France gets the intermediate tariff of 32½ per cent., less 15 per cent., on silk and 10 per cent. on artificial silk.

"The new treaty," it was explained, "gives France all intermediate rates, except where discounts have also been given. The fact which chiefly concerns the textile men, however, is these discounts."

"At the present time," the official explained, "there are 22 countries which have intermediate tariffs under favored nation treaties with Canada. These countries now obtain the lower duty rate wherever discounts have been given to France."

"Velvets and plushes, for example, previously were subject to a duty of 35 per cent. Now France and the 22 other countries get a rate of 32½ per cent., less a reduction of 10 per cent., where the fabric exceeds 24 inches in width, and what is still worse, less 25 per cent. where it is under 24 inches in width."

WHEAT BENEFITS DOUBTFUL

Benefits to Canada through reduction in the French tariff on wheat from \$1.75 a bushel to 85 cents per bushel depend to a very large extent on whether or not France has lifted or revised her milling quota laws in favor of the Dominion, exporters here said.

If the quotas, which range up to 90 per cent. domestic, have been lifted, the tariff concession becomes an important factor in the treaty.

"I don't think Bennett would touch the treaty without the quota lifted," an informant asserted.

Canada's wheat exports to France before the imposition of a prohibitive tariff reached a peak of well over 20,000,000 bushels a year. In 1927 under the \$1.75 duty and the quota legislation this had dropped to 3,247,588 bushels. In 1928 it was 4,747,578 bushels. In 1929 6,083,695 bushels. In 1931 as a result it is claimed of Premier Bennett's threat to cancel the French treaty exports jumped to 18,807,676 bushels, the peak for the past seven years.

"If the quota law stands in France," a Toronto exporter declared, "the benefits from the reduced tariff will be negligible. It allows only 10 per cent. foreign wheat to be imported at a time when Canada needs most to export. In other words, no matter what tariff, Canada can only share with other wheat exporting countries in providing one bushel of every ten consumed in France."

The Markets

PRODUCE.
Toronto dealers are buying produce at the following prices:

Eggs—Prices to farmers and country shippers: Ungraded, cases returned, fresh extras, 13c; fresh firsts, 11c; seconds, 9c; cracks, 8c. Graded, cases free, 15c for fresh extras, 13½c for fresh firsts, 11½c for seconds.

Butter—Ontario 'creamery solids, 20c.
Churning cream—Special, 23c; No. 1, 22c; No. 2, 19c, f.o.b. shipping points.

Cheese—No. 1 large, colored, paraffined and government graded, 9½ to 9¾; twins, 9¾ to 10c; triplets, 10 to 10¼c.

Poultry, A grade, alive—1933 spring broilers, over 2½ lbs., 18c; over 2 to 2½ lbs., 16c; over 1¾ to 2 lbs., 13c; under 1¾ lbs, no market. Young chickens, not staggery, over 5 lbs., 11c; over 4 to 5 lbs., 10c. Stags class as old roosters.

GRAIN QUOTATIONS.
Following are Saturday's closing quotations on grain transactions for cash lots, prices on basis c.i.f. Bay ports:

Manitoba wheat—No. 1 hard, 72c; No. 1 Northern, 69¾c; No. 2 Northern, 68c; No. 3 Northern, 66¾c.
Manitoba oats—No. 2 C.W., 35¾c; No. 3 C.W., 32½c; No. 1 feed, 31¾c; mixed feed oats, 21c.
Manitoba barley—No. 3 C.W., 42¾c; No. 1 feed screenings, \$14 per ton.

Ontario grain, approximate prices, track shipping point: Wheat, 72 to 75c; oats, 28 to 30c; barley, 35 to 38c; corn, 56 to 58c; rye, 35 to 38c; buckwheat, 28 to 30c.

HAY AND STRAW PRICES.
Toronto dealers are paying for hay and straw, baled, car lots, delivered, per ton:

No. 2 timothy, \$9.50 to \$10; No. 3 timothy, \$7 to \$8; wheat straw, \$6 to \$6.50; oat straw, \$6.

LIVESTOCK QUOTATIONS.
Steers, up to 1,050 lbs., good and choice, \$4.75 to \$5; do, med., \$4.25 to \$4.60; do, com., \$3.50 to \$4.25; steers, over 1,050 lbs., good and choice, \$4.85 to \$5.50; do, med., \$4.50 to \$4.75; do, com., \$3.75 to \$4.25; heifers, good and choice, \$4.75 to \$5; do, med., \$4.25 to \$4.60; do, com., \$3.50 to \$4; fat calves, good and choice, \$5.50 to \$6; do, med., \$4.50 to \$5.25; cows, good, \$3.25 to \$3.75; do, med., \$2.75 to \$3.25; do, com., \$2.25 to \$2.50; canners and cutters, \$1 to \$2; bulls, good, \$2.75 to \$3.25; do, com., \$2 to \$2.50; stockers and feeder steers, good, \$3.75 to \$4; do, com., \$3 to \$3.50; milkers and springers, \$25 to \$50; calves, good and choice veals, \$6 to \$6.50; do, com. and med., \$3 to \$5.50; grassers, \$2 to \$2.50; hogs, bacon, f.o.b., \$5.35; do,

"War Scare" Shakes Europe

"War or Peace?" London Newspaper Asks As Result of Von Papan in Germany

London, May 15.—A speech by Vice-Chancellor Franz von Papan of Germany at Munster Sunday night, in which he said Germany would demand "the right to the same security as other nations," was reflected in morning newspapers here as intensifying the recurrent European war scare.

A large headline in the Daily Express read "War or Peace?" The Express said that Europe is in the throes of nationalism, and its readers were exhorted to demand "No more war." The statement that "Not one British soldier shall cross the channel to fight in a European war" was underlined.

The News Chronicle, referring to the Von Papan speech, printed this line: "Mothers to provide cannon fodder." This reference was to Von Papan's statement that "Mothers must give themselves to bearing children and fathers must fall on the battlefield to assure the future of their sons."

The News Chronicle said that the vice-chancellor's speech shocked the world.

The Daily Herald printed this banner line: "Is Hitler secretly arming Germany?" The Herald asserted that the French intelligence service reports that Germany is manufacturing heavy guns of a type prohibited in the Versailles Treaty.

Large headlines in other newspapers were: Daily Telegraph: "Von Papan Attacks Britain." Morning Post: "Germany Sticks to Her Guns." Times: "Tension in Europe; Critical Week."

Wheat Planting Ahead in Russia

Nearly Double Amount Seeded This Year, as Compared With Last Soviet Nears Goal

Washington.—Far ahead in its wheat-planting program, Russia is moving steadily nearer its goal of becoming once again a major wheat-exporting nation.

Its progress this year comes at a time when the four major wheat-exporting nations—Canada, Argentina, Australia and the United States—through representatives at Geneva are seeking a preliminary agreement on plans to control their output, stabilize international wheat trade, and bring better prices to growers long depressed.

The United States Bureau of Agriculture Economics reported Saturday that on April 25, the last date for which unofficial Russian planting statistics are available, Russians had planted 46,136,000 acres of spring wheat. This is far ahead of the progress made last year, when 24,695,000 acres had been sown on the same date, and 1931, when only 16,793,000 acres had been planted.

On collective farms, which last year accounted for 70 per cent. of Russia's wheat output, the assembling of seeds—an important part of the operation—was three per cent. in advance of plans on April 20. These plans were laid to cover the entire planting movement and were stepped up from the program of other years.

Peiping Is Threatened By Japanese Forces

Peiping.—On Friday a Japanese bombing plane roared over this, the Forbidden City, and from it rained handbill warnings of war. Chinese machine gunners opened fire, but the plane, at a safe height, completed its mission and flew away.

"Our army," said the handbills, takes pity on your ignorant soldiers, and delivers this solemn command: "Cease opposing the Japanese and Manchukuan. Break away from Marshal Chiang Kai-Shek."

If the Chinese fail to heed the "solemn command," the warning said, then: "The tragedy of Kupeikow will occur in Peiping and in Tientsin."

The import of that was clear enough to the 2,000,000 residents of this city. There were many casualties at Kupeikow.

Tourist to Canada Bring in \$300,000,000

Ottawa.—"Tourists," perhaps Canada's greatest single source of income, returning over \$300,000,000 in the best years, continue to pour into the woods and cities and seacoast villages of "the North." Last year a total of 1,103,777 tourist automobiles crossed from the United States, spending, it is estimated, \$200,000,000 in board and purchases of all kinds. Over 3,000,000 cars entered by way of Ontario, 500,000 by Quebec Province, and 287,000 by New Brunswick. The principal port of entry was Windsor, Ont., where 6 entries numbered 1,186,000, of which 983,000 were for periods of 24 hours or less. Fort Erie, formerly Bludgeburg, Ont., where the Peace Bridge is situated, held second honors with 944,000 entries, while Niagara Falls was third place with 652,900 entries.