

National Cheese Week, Oct. 28 Nov 2

Although Canadian cheddar cheese is equalled by few and surpassed by none of the 250 different kinds of cheese manufactured throughout the world, the Canadian people eat less cheese than most of the other great nations. For this reason, the Canadian Cheese Industry in 1934 promoted "National Cheese Week" in an attempt to call attention to the advantages of cheese as a food product, and Canadian at that, worthy of more general use. As a result of these efforts, the consumption of Canadian cheese in Canada increased by almost half a pound per head of population during the year, and heightened by its advance, the Canadian cheese industry has called the 1935 National Cheese Week for October 28th to November 2nd.

North America is not famous for its cheese-making propensity. Until the half-pound advance last year Canada's per capita consumption of cheese was less than four pounds a year. The United States was slightly better with four and a half pounds. Today Canada and the United States are about equal in cheese consumption which looks small in comparison with 16 pounds per capita in Switzerland; ten pounds in France; and for the small quantity of cheese eaten in the Dominion is that it is generally served as plain cheese at the end of a substantial meal and not as the principal ingredient of an enticing main dish followed by a light dessert. Cheese is a food in itself and it can be used in cooking in many different ways. It is one of the best muscle builders for older boys and girls, as well as for adults, but when served in crude bulk it cannot be said to be universally appetizing. Cheese does not lose its flavour or nutritive value in cooking, but it should be remembered that when cheese is subjected to high temperatures it is harder to digest. Eaten according to modern recipes, there can be no cause under ordinary circumstances for any digestive disturbances.

Missionaries Stick To Ethiopian Posts

Toronto, — Although they are in the danger zone, a number of Canadians are sticking to their posts as missionaries.

Dr. E. Ralph Hooper, with Mrs. Hooper and their daughter Helen, are still within five miles of Addis Ababa and are sticking to their posts.

John Trewin and Dr. and Mrs. Percy Roberts are stationed at Soddu, an hour and a half by plane and two weeks by foot from Addis Ababa. Mrs. Annie Forbes of Toronto said today she had heard from Mr. Trewin recently. He was happy and content to stay where he was she said.

Thomas Devers, and his fiancée, Miss G. Pogue, are stationed near Addis Ababa. Dr. and Mrs. T. A. Lambie and Dr. C. P. Rolls, who went into the interior recently are now back at Addis Ababa.

Lottie Blair, of Guelph is the only missionary who has had to return because of her health. Authorities of the Sudan Interior Mission said that none has thought of leaving on account of the impending war.

London — Three missionaries of the Sudan Mission left London for Ethiopia in answer to an appeal from Dr. T. A. Lambie, formerly of Toronto a naturalized Ethiopian and director of two hospitals there. The missionaries are John Stirling, Alan Webb and Harry Glover. They possess sufficient experience in medicine to help Dr. Lambie in his hospital work.

Putting An Idea Into Action

(Letter in Toronto Star)

To the Editor of The Star: Sir: Briefly, the scene started in a city office where the six male members were in heated discussion over the actions of Italy. Three favored Britain's attitude in supporting the League, two were on the fence while one decidedly favored Italy. "Let them take land, if they want it," said number six. "They've got to expand, and there is lots of room in Africa."

After the discussion had ceased the first three got together, with the result that they arranged for two husky friends to call on Italy's supporter. While the two office men remained outside in case of trouble, the two huskies called on Mr. B. They gained admittance to his home and straightway stated "that as he had no family and had a large house, they required it for themselves. Their families were large, very large, so they needed a larger house. He could remain in it if he wanted but they would move in at the end of the month."

There was a lively word scene inside, with threats on both sides. And when the police were going to be called the two men made an exit. As the front door was opened there were the two office men and the joke was soon out. Number six had been put in the position of Ethiopia and had appealed for help against the aggressor and he had changed his mind, and he was sport enough to admit it.

J.C.

Chronology Shows Growth Of Italo-Ethiopian Row

The following events trace the growth of the Italo-Ethiopian dispute:

1934

Sept. 29—Italian government issues dual statements pledging both Italy and Ethiopia to refrain from any acts of aggression and abide by 1928 friendship treaty.

Nov. 17—Italy protests attack by a mob on Italian consulate at Gondar, in which one Italian was killed and three wounded.

Nov. 28—Ethiopia pays indemnity of 1,450 lire (about \$123.54), after apology.

Dec. 5—Italian and Ethiopian troops clash near Walwal.

1935

Jan. 11—Ethiopia appeals to League for intervention.

Jan. 23—Italy blames Ethiopia for massacre of 97 in French Somaliland.

Feb. 1—Italy urges Ethiopia's status be changed from that of full member of League to that of a League mandate.

Feb. 11—Mussolini mobilizes 250,000 soldiers, and orders 50 airplanes to Eritrean border.

Feb. 12—Ethiopia charges Italian machine gunners attacked Ethiopian patrol January 29 near Gerogub.

Feb. 13—Italy and Ethiopia agree to establish neutral zone and appoint a boundary commission.

Feb. 18—Two thousand Italian soldiers board ship, starting month's long file of troops to Eritrea.

March 19—League urges both nations to refrain from war.

March 25—Italians announce one Ethiopian killed in new border clash.

March 30—Ethiopia breaks off direct negotiations with Italy.

April 3—Ethiopia starts troops for Italian border.

May 6—Italy charges murder of Italian soldier at Gogula shows Emperor Haile Selassie unable or unwilling to maintain order.

May 24—League Council adopts resolutions, accepted by Mussolini, arranging arbitration.

June 3—Italy charges Ethiopians killed a number of Italian soldiers on July 31.

July 1—Anthony Eden reveals he has offered strip of British territory as peace gesture.

July 6—State department advises 125 Americans to get out of Ethiopia.

July 9—Italo-Ethiopian conciliation commission adjourns indefinitely.

July 12—Secretary Hull urges observance of Kellogg-Briand peace pact vows.

July 26—President Roosevelt indicates avoidance of issues like Italo-Ethiopian dispute his present policy.

July 31—Eden, Laval and Litvinoff fail to agree on League formula as

council meets in extraordinary session.

Aug. 3—Ethiopia, but not Italy accepts League peace plan.

Aug. 9—Great Britain warns Britons to leave Ethiopia.

Aug. 15—Italy tells Great Britain military occupation of Ethiopia is Italy's minimum demand.

Aug. 23—Selassie offers Italy province of Aussa.

Aug. 26—Mussolini warns sanctions mean war, threatening to withdraw from League of Nations.

Aug. 29 — British Mediterranean fleet leaves Malta for strategic positions around Suez Canal.

Aug. 30—Francis M. Rickett, British promoter, reveals Ethiopian exploitation concessions covering half the country to interests which include Standard Vacuum Oil Company.

Aug. 31—Great Britain asks concession be withdrawn. President Roosevelt signs neutrality resolution to embargo arms of war breaks out.

Sept. 3—Secretary Hull announces oil company has withdrawn concession.

Sept. 4—Italian delegates leave League Council session, refusing to discuss dispute on equal terms with Ethiopia.

Sept. 9—Cordial welcome of new Italian ambassador to Berlin awakens Franco-British fears of Italo-German understanding.

Sept. 11—Sir Samuel Hoare pledges British support of League covenant "in its entirety."

Sept. 12—Hull appeals to Kellogg pact signatories to observe their obligations. Small nations bloc promises to back League's covenant.

Sept. 13—Laval tells League assembly France will defend covenant obligations. South African delegate warns black Africa may be aroused by illegal African partition.

Sept. 17—Great Britain, dropping pretenses as home fleet reaches Gibraltar and Mediterranean points, admits world's third largest fleet concentrating in danger zone as a precautionary measure, (only Japan and United States have larger fleets than those in Mediterranean area.) Haile Selassie refuses to accept any tripartite protectorate.

Sept. 18 — League proposes peace plan, declined by Italy in advance.

Sept. 25—Italy and British exchange good-will assurances.

Sept. 26—League council, acting without Italy, unanimously votes to take action under Article XV of the covenant, warning Italy and Ethiopia any hostilities before December 4 automatically will put aggressor in status of committing act of war against all League members.

Oct. 1—Italian ministers to Addis Ababa orders consulates evacuated.

Oct. 2—Mussolini mobilizes Italian nation to declare: "We will answer war with war." Ethiopia tells League Italians have crossed border. Roosevelt says: "The people of America intend to remain at peace with the world."

Oct. 3—Emperor Haile Selassie orders general mobilization. Reports of Addis Ababa bombed and battle in Agame Province.

IN THE NEWS

Mrs. Joseph Gadowski of Edmonton, last week contributed something new in obstetrics when it was revealed in Supreme Court that she had given birth to 11 children without once calling in a physician. Mrs. Gadowski was charged with concealment of birth.

From Hollywood the latest news of Dan Cupid's activities reveal Sally Blane and Norman Foster plan to trip to the altar next month. Foster's former wife, Claudette Colbert, divorced him in Juarez Mexico, recently.

Patricia Maguire of Chicago, the modern "Sleeping Beauty", is still sleeping, a helpless victim of lethargic encephalitis. As in the fairy tale the passing years have failed to leave their mark on the physical loveliness of Patricia who has suffered from this baffling illness for nearly four years.

It was back in 1932, when Pat a pretty, vivacious girl, aged 27, fell a victim on February 15 of this strange malady. She is now 31. "Pat has gained weight, and that might peeve her if she realized it," observes Mrs. Peter Miley, her mother.

George Vanderbilt became 21 years old recently and also became a millionaire 20 times over. At 35 he'll inherit the other half of his share of the millions left by his father, Alfred Gwynne Vanderbilt, who perished on the Lusitania.

Judge Dodson in an Old Bailey court trial found Lord Edward Montagu, second son of the Duke of Manchester, guilty on six counts, charging theft and forgery of a cheque. He was sentenced to nine months' imprisonment. Montagu received the sentence without emotion.

After the verdict the complainant, Mrs. Vanderlist, a wealthy widow to whom Lord Montagu had been secretary, jumped up and shouted "May I beg for leniency?" She was asked to resume her seat and she did so saying, "I must insist on leniency."

J.C.

THE MARKETS

Produce Prices

United Farmers' Co-operative Co. Saturday were paying the following prices for produce:

EGGS — With cases returned, "A" large, 31c; "A" medium, 30c; "A" pullets, 23c; "B" 21c; "C" 18c.

BUTTER — Ontario No. 1, solids, 23c; No. 2, 22c.

HAY AND STRAW

No. 2 timothy hay, baled, ton, \$10 to \$11; No. 3 timothy hay, ton, \$8 to \$9; straw, wheat, baled, ton, \$7, oat straw, \$6.

WHOLESALE PROVISIONS

Wholesale provision dealers are quoting the following prices to the Toronto retail trade:

Pork—Ham, 21c; shoulders, 16c; butts, 19c; pork loins, 22c; picnic, 15c.

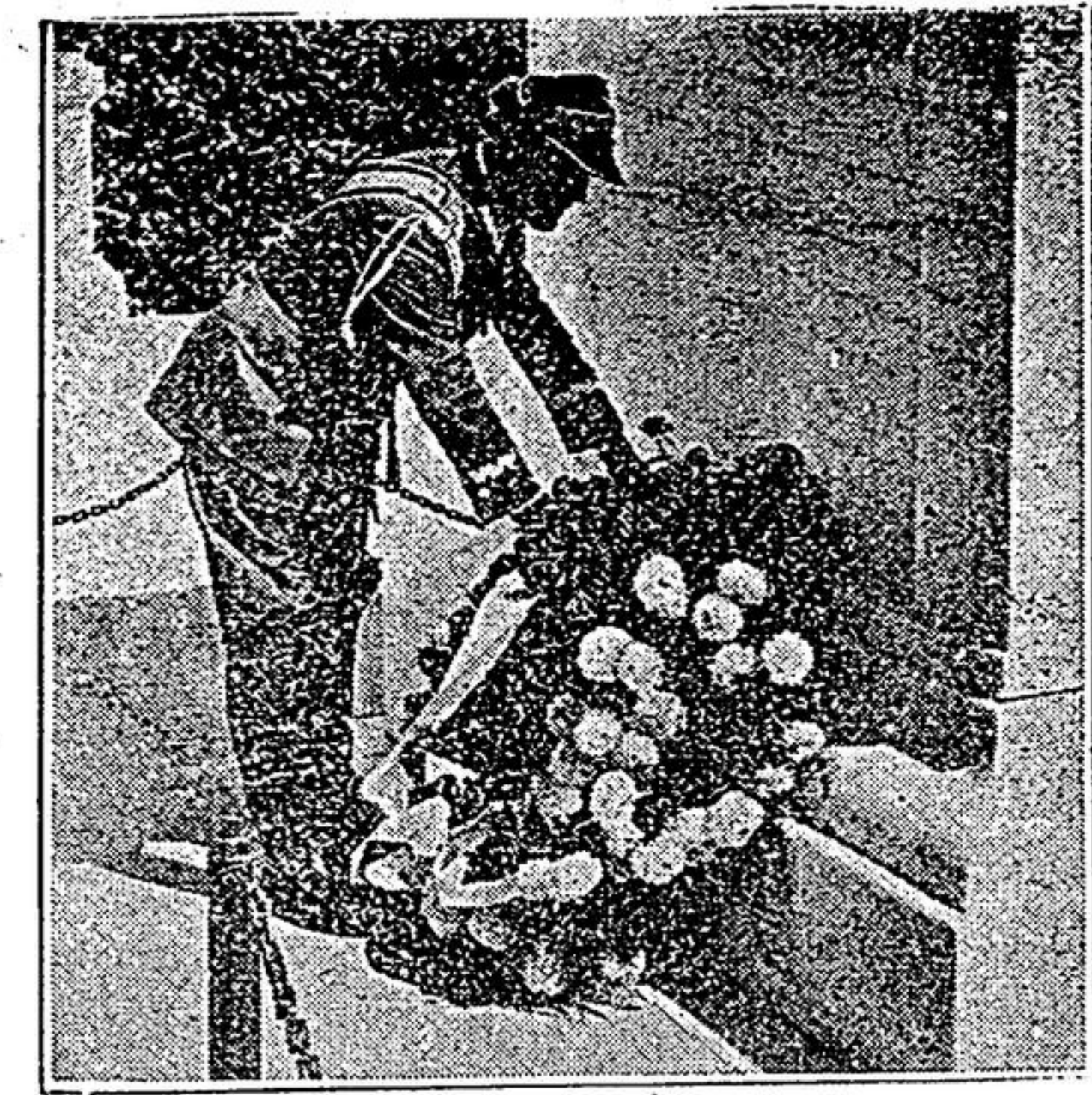
Lard — Pure tallow, 15c; tubs, 16c; pails 16c; prints 16c.

Shortening — Tierces, 10c; tubs, 11c; pails, 11c; prints, 11c.

Mr. Neville Barraclough, of Tallentire Hall, Cumberland, protested at the Cockerham Rural Council today against regulations, concerning the colors of chimneys. He was prepared, he said, to put red, white and blue chimney pots on his house in order to make a test case against the authority of the Town and Country Planning Order.

The declarations was made after the Council Town Planning Committee recommended permission for certain buildings, on condition that the chimney pots harmonized with the roofing material and ridge tiles.—Liverpool Post.

Polish Tribute



General Gustav Orlicz-Dreszer, Inspector of the Polish Army, places wreath on tomb of the Unknown Soldier at Arlington Cemetery in Washington, D.C. He led official delegation.

Speed Blamed For Death Toll

"The national safety Council of the United States has recently had something to say about the death tolls on American highways that is of definite interest to us in Canada, since similar conditions largely apply here," writes the Montreal Star. The Council finds that the most disheartening factor of the present situation is that while all other types of accidental deaths have decreased, those caused by motor vehicles have steadily increased year after year. In 1913 the rate was 4.4 per 100,000 population; in 1923 it had increased to 17.16 per cent; and last year it mounted to the alarming figure of 28.5. There are almost one hundred deaths every day throughout the United States on the highways alone due to automobile accidents. In 332,000 motor accidents last year, 33,000 people were killed; 954,000 injured, and 105,000 disabled, with an economic loss, including property damage, of \$1,500,000,000.

The National Council, answering the question, what are the underlying causes of the deaths, declares that the blame in the great majority of cases rests with the driver, whose worst ally is speed. In nine out of ten mishaps chargeable to drivers, the cause was too great speed, and driving too fast was the dominating factor in the greater seriousness of accidents recorded in 1934. The greater speed and horse-power of modern cars has contributed materially to the preponderance of serious smash-ups.

The council recognizes that the problem has become too big and too serious to be handled with any hope of success in a haphazard manner, or piecemeal, but that the only way to bring down the death toll is by the united efforts and the co-operation of all parties concerned;—legislators, automobile manufacturers, motor vehicle administrators, highway engineers, traffic police, safety and school authorities—and the general public.

The situation in this Dominion is similar. There is so far lacking any approach to unity of action or a universal code. Yet that could easily be brought about through an inter-provincial conference and agreement. And it is becoming a vital necessity here, as in the States, to curb the steadily mounting percentage of fatalities through motor vehicle accidents.

June Holds Its Place

When a young Canadian couple decides to set up housekeeping and test anew the celebrated theory that two can live as cheaply as one the chance are considerably better than one in twelve that they will select a date in June for their marriage.

In all Canada last year 73,074 marriages were reported, and June, with 9,277 of them, led all the rest by a handsome margin. October, rather surprisingly, was in second place, with 8,082; September third with 7,355 and November fourth with 7,020. August was fifth and July no better than sixth.

March was the month least favored, with only 3,311 marriages—little more than a third of September total—but January and February were not much better. Weddings were more numerous in December than in April and May. But June, whether by tradition or through some more profound factor, is so outstanding a favorite that its supremacy is not likely to be threatened.

—Ottawa Journal

Four great condenser towers at Lister Drive Power Station, Liverpool, were destroyed last night by a spectacular fire, the origin of which is not yet known. The towers had been out of use for a year. The Lord Mayor attended the fire in evening dress.—Liverpool Post.

"Churches don't give half enough time to youth. They are run for the middle-aged and the old." —Burrill A. Jenkins.

Teaching Pupils To Avoid Slang

Teachers in London Ontario, schools are undertaking the task of educating the pupils to improve their voices and avoid the use of slang, observes the Sarnia-Canadian Observer. It is an excellent mission that ought to repay in cultural achievement the time and energy spent on it.

Canadians, as a class, are backward in voice training. As a general thing, voices in this country are high-pitched and harsh; we have the nasal twang to quite a degree and away from home, as in Europe, we are classed as Yankee.

A large percentage of the population will be surprised and offended at such accusations. They have never thought of taking stock of their own voices. If they will do that, they will find that there is much room for improvement.

As for the children at school, most teachers in the primary grades consider that they have enough to look after when they conform to the official curriculum. However, they have the best opportunity to influence their pupils to cultivate softer voices and to avoid the use of slang. The admonitions of the teacher usually make a permanent impression. It ought to be checked up on the use of slang, yet who can blame the youngsters, when so many adults are addicted to that practice?

It would be splendid if all teachers appointed themselves censors of the voices and languages of their pupils. It is a fine asset for a boy or girl to grow up into the world to have command of a nicely modulated voice and to be careful to use correct English on all occasions. How many young people are taking pains to assure themselves of such education. The school board; ought to take steps to make instruction in these matters a regular part of the scholastic program.

Hit With A Poker

Walter Harris, 54, a bailiff's officer in Toronto, went to a house to seize a washing machine on which payments had not been kept. The man of the house resented the visit from the officer, and also resented the purpose of the visit. He gave vent to his resentment by hitting him on the head with a poker and now faces a charge in court.

It is not likely that the bailiff's officer or the bailiff himself in similar circumstances would receive much sympathy. It would cause no surprise to find that a number of people thought the man in the house did about the right thing. That feeling has shown itself a number of times, not only in cities but in bailiff's sales on farms in this country and across the line.

Plain fact is that the bailiff or any man he sends is merely doing what the duties and functions of his office call for. He is merely the visible part of the process of law, and for that reason he is the one target which presents itself when some individual wants to register protest. In the case of the washing machine the person who took action in the first place would be the man who sold the machine and was not getting his payments. Or it might have been some creditor who had seized the machine for non-payment of other debts. But none of those people get hit on the head with a poker. Such treatment is reserved for the bailiff or his agent.—Stratford Beacon-Herald.

"The opera needs to be humanized and popularized, and Hollywood is the medium to accomplish this."—Lawrence Tibbett.

"Most people who drive about the country do not realize that their ease and comfort as well as safety are the result of experiments made on racing cars."—Sir Malcolm Campbell.

Tax Collections

Minister of National Revenues Reports Large Increases

Ottawa.—Income tax collections during the six months of the fiscal year ended September 30 showed increases over the corresponding period last year, according to a statement issued recently by Hon. J. Earl Lawson, Minister of National Revenue.

Net receipts in the six month period totalled \$63,767,436, a net increase of \$16,465,978 in comparison with last year.

Toronto and Montreal districts again registered the largest gains. The former with a total income tax revenue of \$20,339,481 showed an increase of \$5,881,387, and the latter with a revenue of \$19,176,767, an increase of \$4,673,852.

Other districts showing gains were: London, \$6,175,801, increase \$2,116,420; Hamilton, \$4,503,054, increase \$1,529,503; Vancouver, \$3,966,483, increase \$863,642; Ottawa, \$3,522,509, increase \$464,044; Winnipeg, \$1,593,023, increase \$359,215; Calgary, \$883,210, increase \$230,389.

Income tax revenue received in September amounted to \$2,479,024, an increase of \$381,111 compared with September 1934.

In the 19 collection districts, two, Quebec and Regina, showed declines. Quebec collections were off \$124,490 at \$72,881, and Regina's down \$3,787 at \$151,040.

Other increases were: Charlotte-town, \$49,551; Halifax, \$172,470; Saint John, \$126,550; Kingston, Ont., \$31,110; Belleville, Ont., \$33,553; Fort William, Ont., \$30,404; Saskatoon, \$13,034; Edmonton, \$18,503; Yukon, \$623.

Elmira's Name

"How did Elmira come to be named Elmira?" asks the Elmira Signal. The origin of the name "Elmira" is somewhat legendary. In a book of the Waterloo Historical Society it is told. Surprising as it might seem now, the people were mostly English in the early days about Elmira. A certain type of English people are prone to drop the pronunciation of the letter "h" in words. For example, they would say "eel" for heel and "ome" for home. In these early days an Englishman and his wife, Mira, were driving along with an ox-team on a heavy road when Elmira now stands. When his oxen and cart mired in the mud, helplessly stuck, he called to his wife: "ell, Mira, let's go 'ome!" By dropping an "h" and writing a small "m" we have the name Elmira.

"The Englishman is profoundly even unconsciously patriotic; he is superficially rather superficial."—G. K. Chesterton.

"Through all the changing ages known to history and changing the essential elements of Life have not changed."—Harold Bell Wright.

Election Costs

Public Treasury to be Drained Of Four Millions For Voting

Ottawa.—This general election cost the public treasury of Canada four million dollars at least, which is about double the expenditure of 1930. The outlay of the political parties cannot be estimated completely, but it was stated that, five years ago, it cost the major ones four millions. It is likely increased in view of the fact that a new party sought a place in the sun.

The main contribution to the increased cost to the public arises from the new method of preparing lists. The revision was in progress from last October till June. All are printed where, previously, typewriting sufficed. The idea was to have closed lists making possible an election with four weeks' notice but this year, for various reasons, the election period, in place of being abbreviated, has actually been lengthened. The longer it lasts the greater the outlay. The cost of preparing and printing the lists and the supervisory service by the franchise commissioner was two million dollars.

Another two million, at least, was required for the election itself—the pay of 243 returning officers, poll clerks, rent of polling places and other costs. Because there was over 800,000 new voters, the number of polls were increased from 28,000 to 33,350. Each poll cost about \$40.

Returning officers received a minimum of \$500 and from this the scales ran up to about \$1,200 depending on the size of the constituency and the number of polls. The largest voting strength was Ottawa West, with 55,727 voters.

It has been figured out that the cost of each vote polled this year, including the public expense and that of the parties, averaged \$1.60.

BUSINESS TREND

MUCH IMPROVED

Reports From Many Sources Reveal Upward Movement

Toronto—Customs and excise collections in September heaviest for that month since 1929 and 12 percent above September, 1934, total. Kitchener, Ont.—Building permits in Kitchener for first nine months of this year greater by 80 percent than total for like period of 1934.

Sydney, N.S.—Dominion Steel and Coal Corporation's steel plant has present working force of 3,100 men, largest since 1929.

St. Thomas, Ont.—Hundred shopmen in employ of Pere Marquette railway here returned to work this week for an indefinite period.

Victoria—British Columbia's industrial production this year will exceed that of 1934 by eight to 10 percent, trade indices currently indicate.

Halifax—Apple shipments through port of Halifax in September 139,491 barrels compared with 90,355 in same month last year; bulk of the shipments going to England.

St. Catharines, Ont.—Customs returns at this port for September \$66,956 greater than for the same month of last year, increase of 78 percent.

North Sydney, N.S.—Construction of \$50,000 cold storage plant for fish and other commodities to be started here next week.

Montreal—Production of news print in Canada in August, greatest on record for that month with shipments reaching new high for any corresponding month.

3-1 Chance of War

According To Lloyd's

London.—The chances are three to one that there will be war in Europe before the end of the year, according to the men who figure risks for Lloyd's.

War risk insurance, on the basis of any two European nations becoming involved in conflict, is being offered on the basis of a 75 per cent premium. In other words, the man who wants to protect himself against war must pay a premium three-quarters of the full amount he would receive if war came.

Lloyd's also is insuring the incomes of businessmen, who are reservists, against the possibilities that they will be called to the colors. The premiums on such insurance range from five per cent to 10 per cent of the face value of the policies, according to the age and nationality of those seeking insurance. In other words, the chances against businessmen in Europe being drafted range from 5 to 1 to 20 to 1.

Marine insurance underwriters report that premiums for vessels passing through the Mediterranean in November is 10 per cent. For December passage through the waters over which war clouds are hovering the premium is 15 per cent—half as high again.



DID YOU KNOW THAT

Andy Blair is the only player in the National Hockey League who sports a moustache?

Blair has a very strong crowd appeal, this is readily realised when one sees his whirling rushes and immitable stick handling.

Blair was born in Winnipeg in 1908 and tips the scales at 185 pounds. He is a graduate of the University of Manitoba where he was a topnotcher in many sports.

Sport seems to be this great centro man's hobby. At one time Andy was a star baseball pitcher, rugby halfback, sprinter and golfer. He has been with Toronto for some time now, however, there was talk of a trade to the Rangers, but lets hope not.