

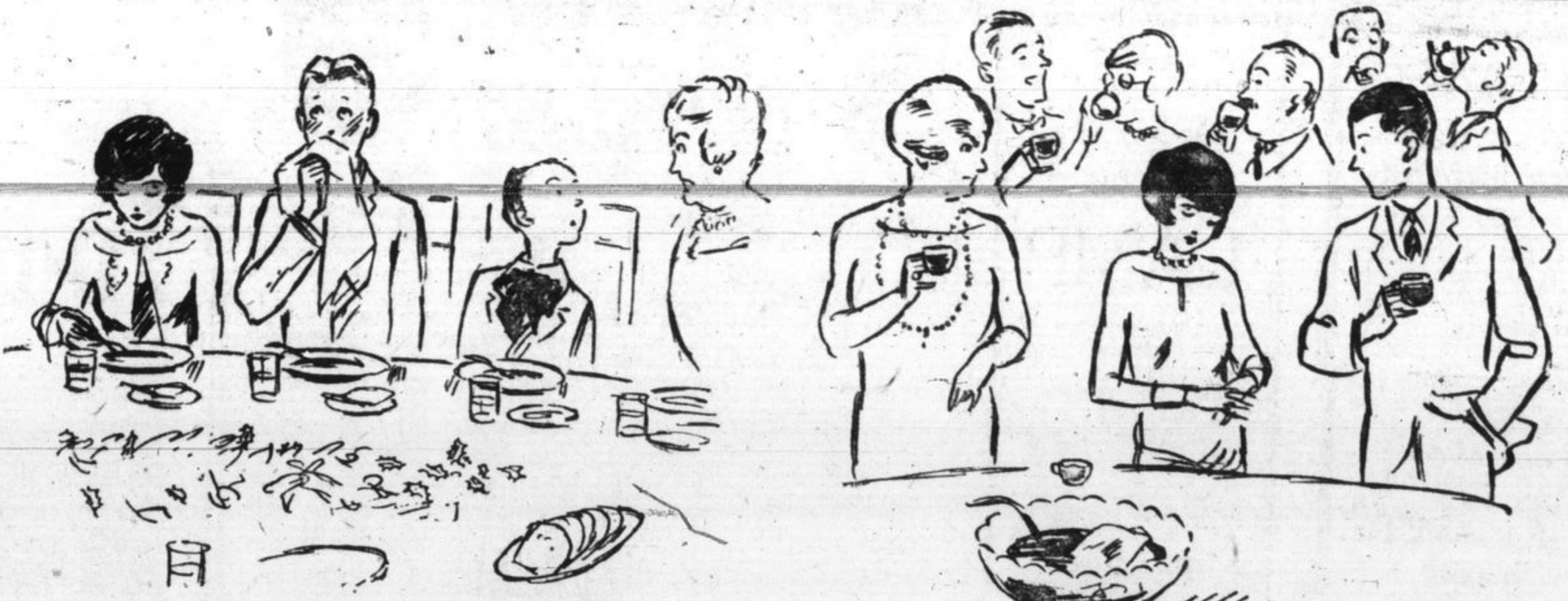
The YOUNGER GENERATION

By H.C. North & A.H. Palmer



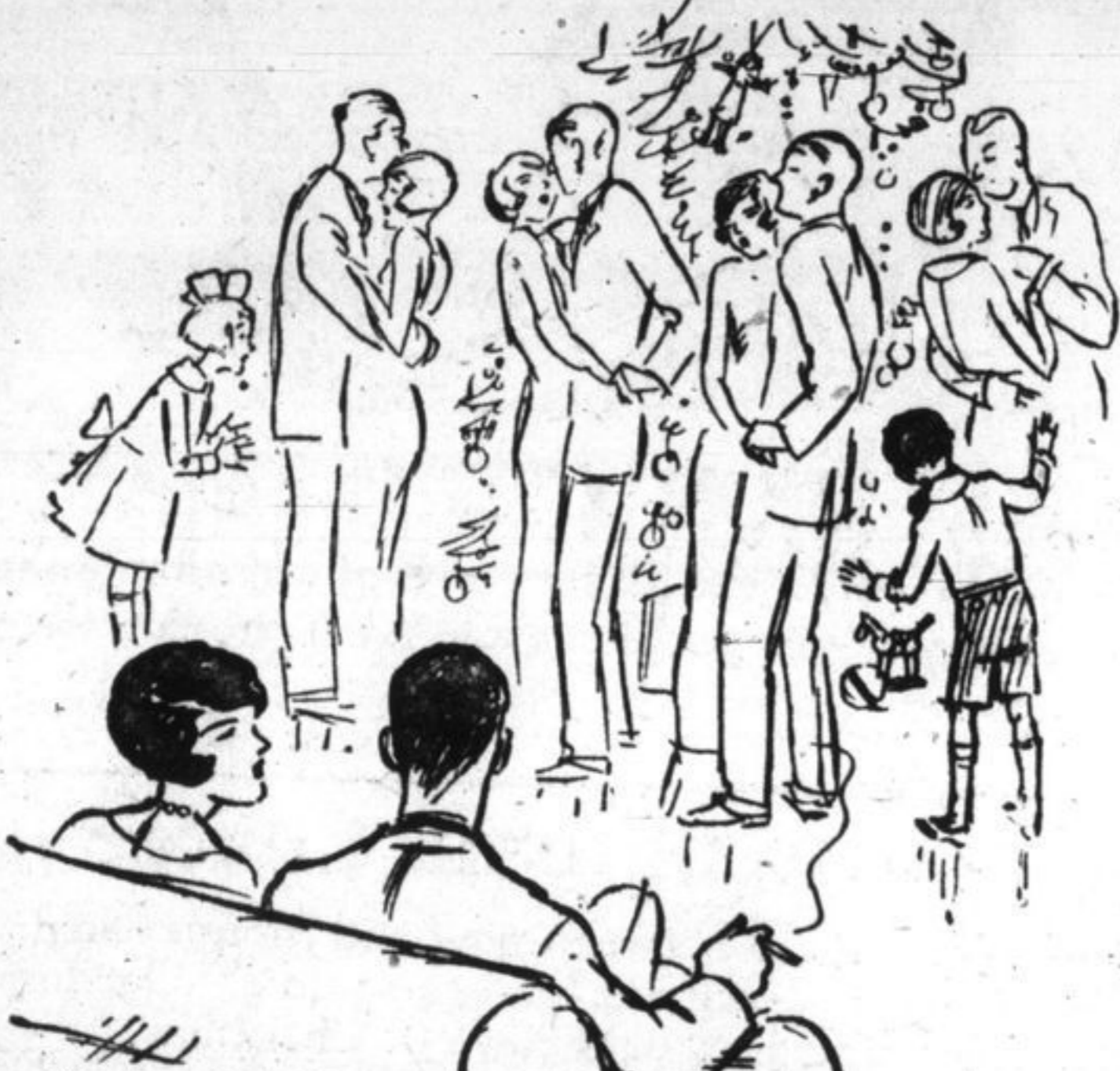
"Merry Christmas"

If members of the younger generation will submit snap-shots of themselves, sketches adapted from the most attractive will be used to illustrate this feature. Send your best snap-shots to "The Younger Generation" in care of this paper. Watch for a sketch of yourself to appear on this page.



"An, Mama, they weren't standing under the mistletoe, or anything!"

"Don't be afraid of it, Margie; it's the same stuff you've been getting right along."



"Such spoiled children—never happy unless they are in everybody's way!"



"It looks as if Lucy got a Victrola for Christmas."



Good Will Toward Man?

PROGRESS BY CANADA'S COMMERCE AND INDUSTRY

What the Land of the Maple Leaf Accomplished in Twenty Years.

By J. E. Dalrymple, vice-president of the C. W. R. Canada, like all other countries, has felt the effects of post-war depression. But Canada, unlike some other countries has not given way to melancholia in business or in industry. Unity of effort and a faith in the national future alone can serve as the compass with which a country can steer its way clean of the wreckage of wartime aftermath into the unhampered channels of national prosperity. Painful measures are often most necessary to cure pain. Canada has set herself this task, and by mastering it the Dominion is to-day once more upon the broad highway of success. The figures which broke the remarkable strides made by the Dominion in the last twenty years make most interesting reading and illustrate vividly the position which Canada is gaining rapidly among the nations of the world. The last official census (1921) showed the population of the Dominion as 8,788,482. Between 1901 and 1921 the population of Canada has increased by 65 per cent, as against an increase in the United States of 40 per cent. In the closely corresponding years of 1900 to 1920. Thus in the past twenty years Canada has outstripped in radius of growth the country which for a century or more the world has been accustomed to regard as the great pace-maker in the matter of national growth. The striking manner in which Canada has come to the front in rate of population increase em-

phasized by the fact that in the last twenty years of the nineteenth century that is, between 1880 and 1900—the population of the United States has grown by 50 per cent, while that of Canada had grown by hardly 25 per cent.

Expansion General. This same remarkable rate of expansion is to be found in practically every phase of industrial, agricultural and commercial life in the Dominion. The aggregate external trade, represented by exports of Canadian merchandise and imports of domestic use, has risen from \$342,000,000 in 1900 to \$1,734,000,000 in 1922-1923, an increase of 407 per cent.

Canadian exports of all classes of goods increased from \$169,000,000 during the period 1900 to 1923. In that period exports of "Agricultural and Vegetable Products" increased by over 1,300 per cent, and those of "Wood, Wood Products and Paper" by nearly 600 per cent. The exports of these two classes alone now amount to more than three times the value of Canada's total exports in 1900.

Canada's total trade with Great Britain grew from about \$141,000,000 in 1900 to \$520,000,000 last year. Exports alone rose from \$97,000,000 in 1900 to \$379,000,000 having practically quadrupled since the opening of the century.

Exports Increased Sixfold. Canada's total trade with the United States increased from \$160,000,000 in 1900 to \$910,000,000 in the last fiscal year, an increase of about 470 per cent. Canada's exports to the United States were six times as great last year as they were in 1900, increasing from \$58,000,000 to \$369,000,000.

Twenty years ago Canada's exports of wood, wood products and paper were about \$42,000,000 while for the last fiscal year they aggregat-

ed \$229,000,000, reflecting the enormous increase in the development of Canada's pulp and paper and other forest industries. Exports of wood-pulp and paper products alone have risen from less than \$9,000,000 in 1912 to more than \$105,000,000 in 1922.

The value of field crops rose from \$185,000,000 in 1901 to \$962,000,000 in 1922, an increase of nearly 400 per cent.

Since 1900 the acreage of field crops in Canada has almost trebled and nearly 37,500,000 acres of new land have been brought under cultivation, an area slightly larger than that of England and Wales combined.

Wheat Acreage Larger. The area sown to wheat rose from less than 5,000,000 acres in 1901 to more than 22,000,000 acres in 1923.

Before 1900 Canada's wheat crop had never reached as high as 70,000,000 bushels, while the crop for the present year (1923) is estimated at 470,328,000 bushels, or nearly seven times as great as it was at any time up to the opening of the present century.

Before 1900 Canada's exports of wheat had never totalled as much as 20,000,000 bushels, while exports for the twelve months ending July of this year aggregated nearly 230,000,000 bushels, and Canada has taken first place among the world's wheat exporting nations.

Mineral production rose from \$66,000,000 in 1901 to \$183,000,000 in 1922, an increase of 177 per cent.

The value of manufactured products increased from \$451,000,000 in 1900 to \$4,619,000,000 in 1920, an increase of over 700 per cent. in the 20 year period.

The number of persons employed in manufacturing more than doubled between 1900 and 1920, increasing from 339,000 to 884,000. In the same period of twenty years the capital invested in manufacturing industries increased from \$400,000,000 to \$3,400,000,000—that is by more than 700 per cent.

Water Power Developed. Dating from 1900, when the total installed horse power, was some 150,000 water power development in Canada has been very rapid, and today the Dominion possesses nearly 3,000,000 operating horse power and some 21,000 miles of transmission and distributing system. The total value of water power production for present installation is estimated at over \$83,000,000 per year.

Canada has just garnered the harvest crop in her history. In addition to 470,328,000 bushels of wheat, government reports estimate Canada has grown this year 535,124,000 bushels of oats; 80,048,000 bushels of barley; 25,159,000 bushels of rye and 8,000,000 bushels of wheat.

The estimated nominal value of these field crops is \$735,000,000. Railway traffic receipts in Canada for the year 1922 totalled \$70,340,000 and for the year 1923 \$442,000,000 an increase of about 525 per cent.

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MERRY CHRISTMAS

Everybody wants to give generously to welfare and gift funds at Xmas time, to make the Day brighter for those poor little kiddies whose Dad failed to provide for them.

Keep Santa Claus Coming to YOUR Home with a monthly reminder of your loving care—Consult our agent, or write Head Office about our Monthly Income Policies.

The London Life Insurance Company

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Santa Claus makes homes happy by the gifts and good cheer that he brings to the children. But we all know he is just a proxy for "Our Dad"

The London Life Agent keeps homes happy by supplying the means for necessities, gifts and good cheer. In many cases he is a proxy for "Our Dad"



FOOD KITCHENS FOR DISASTER VICTIMS

Floods in Italy, resulting from the bursting of a dam on an artificial lake, have caused the deaths of over 200 hundred people. Of one village of 400 inhabitants, only seventeen escaped death. The picture shows soldiers preparing food in open-air kitchens for the homeless.

District Representative, W. Walters, King and Brock Streets