CANADA
THE EMPIRE

Voice of the Press

THE WORLD
AT LARGE

CANADA

NAME YOUR MAN.

Name badgers are now pinned on employees of Dominion Stores. And both customers and employees seem to like it. Customers find they can remember the employee's name better if they actually see it; employees are pleased because they prefer to be referred to by name rather than as "that thin, red faced man, etc. —Financial Post.

RECIPROCITY AMONG TOURISTS

The holiday exodus on the great American national day, July 4th, in terms of motoring tourists entering Canada this year, created a record, and moreover exceeded the returns in 1929, hitherto a peak year. This is most gratifying news to those Canadians who think of Canada's prosperity in terms of mounting tourist figures. Three days previous to this great American holiday trek to Canada, the Dominion herself celebrated a national day. It would be interesting to know the figures of international motorists crossing the international border on July 1st, but the comparison would have to be worked out on a percentage basis of total population.—Ottawa Citizen.

TAXES COMING ON.

The first six months of this year has seen $50,000 more paid in Edmonton taxes than did the first six months of last year. Here's hoping the increase will keep on increasing.—Edmonton Journal.

KEEP YOUR STUBS.

It will undoubtedly come as a shock to most persons in Ontario, that, under the amusement tax regulations now in force, failure on the part of a patron at any place of amusement to retain his stub of the amusement tax ticket is punishable by a fine of from $10 to $200 under the Primary Convictions Act.

The actual requirement in the regulations is that the person admitted must produce his portion of the tax ticket on demand of any inspector of the amusements revenue branch or police officer, and lack of such tax receipt is regarded as prima facia evidence that the act had been evaded.

If there are any illusions that these drastic rules are not to be enforced they can be dismissed.—Peterboro Examiner.

EARNED INCOME

The Edmonton Journal brings out the astonishing fact that if a citizen of Alberta had an income of one million dollars, all "earned," he would be able to keep only $79,292 for himself. Federal and Provincial income taxes alone would take $920,708.—Ottawa Journal.

In the first place, can anyone really "earn" a million dollars a year? In the second place, is there anyone who cannot manage to struggle along on $79,292 per year? It is more than most men earn in a lifetime.—Toronto Star.

A SHIP REBUILT.

Congratulations to the Halifax Shipyards on a big job of work well and ably done!

What has just been accomplished on and with the Silverview was no ordinary repair job, but the biggest and perhaps the most difficult contract of its kind ever attempted in Canadian yards. And today the Silverview is going back into commission "as good as new"—"Transformed from a badly-mangled, almost doomed ship, to a newly-painted, well repaired steaming unit." —Halifax Herald.

MARCH OF SILENCE.

A law has been passed at Essex Falls, New Jersey, making it illegal for a duck to quack, a rooster to crow and a dog to bark between the hours of 10 p.m. and 6 a.m. Owners whose animals or fowl disturb the peace may be fined from $5 to $25. While complaint had only been made about a canine prowler, the roosters and ducks were included "just in case."

You can go and live in Essex Falls, N.J., if you want to, but not for us. We want to keep our dog and we want him to be happy.—Windsor Star.

ROOM FOR CONFIDENCE.

In the very upset of things there is ground for confidence and optimism. The world-wide restlessness of the age is proof positive of the world's dissatisfaction with things as they are. History proves that man's dissatisfaction has always been the first step towards improvement and advance. It explains the progress from the cave, via the hut, to the modern home; from the horse, via the coach, to the automobile and the airplane.

Difficulties, perils and serious setbacks are inevitable — but not invincible. The forward look, plus the courageous heart, is the guarantee of victory.—Halifax Herald.

WHEN TWENTY WAS FAST.

Among the gleanings from its files of a quarter-century ago in the Renfrew Mercury is an item telling of the fining of an Ottawa motorist charged with travelling through the town at a rate of twenty miles an hour. In his own defence the motorist asserted that his customary speed was fifteen miles in the country and ten miles on town and city streets. One wonders if the speeds of fifty or fifty-five miles mentioned in cases of excessive speeding in our courts today will seem so amusingly low to the readers of twenty-five years ago columns in the newspapers of 1960.—Kingston Whig-Standard.

SPEED COMES LAST.

A group of automobile manufacturers has asked a million motorists to list the qualities they most desire in a motor car.

The replies are rather surprising. First and foremost these million motorists emphatically say they want dependability. In overwhelming majority the motorist likes to feel that his old car will keep on running, month in and month out, with a minimum of balking, breakdown and repairs.

The second requirement is economy, which is closely allied to dependability. Third comes safety, which also is very largely a matter of mechanical dependability insofar as it is a quality of the machine itself.

Next in order motorists voted for comfort, appearance, ease of control, low first cost, smoothness, pick-up, and last of all, speed. — Winnipeg Tribune.

EDUCATE THE ADULT.

An adult educational plan such as that fostered by the Provincial Government and a group of educationists in Manitoba has an immediate value and one that is prospective. It encourages men and women to take an interest in other things than their own businesses; and it gives them greater sympathy with education for youth. Where the Intelligence of the adult population is high progress is more certain. Manitoba is to be congratulated on its efforts to make education continuous. —Hamilton Spectator.

THE EMPIRE

TRADE AFTER OTTAWA.

A disposition in Great Britain and some of the Dominions to discount the achievement of Ottawa in fostering Empire trade should be corrected by more recent trade trends. Probably the mistake has been to look for results too quickly. It takes time to alter the direction of commerce. Last year the British returns showed an unmistakable and substantial increase in the proportion of Empire trade. More than 75 per cent. of £22,100,000 of growths in British exports was accounted for by sales within the Empire. Moreover, the Empire's share of total British exports was raised from 44.4 per cent. to 46.9 per cent. Lancashire's recent plaint that the Empire was a liability rather than an asset, taking little more than it gives, cannot find much support in these figures. — Weekly Times, Auckland.

LONDON-PARIS RECORD.

Again a British airplane has broken the London-Paris record. Flying the second of two Comet monoplanes ordered by the French Government, Mr. H. S. Broad, chief de Havilland test pilot, travelled from rest on Croydon airdrome to a standstill outside the customs buildings at Le Bourget in 52 minutes, breaking by seven minutes the record set by Mr. Hugh Buckingham in a similar machine three months ago. His time in the air was 48 minutes—an average speed over the 205 miles of 256.2 m.p.h.

Mr. Broad, who was accompanied by an engineer, has reported that he climbed above the clouds immediately after leaving Croydon. He did not see the ground again till within fifteen miles of Boulogne. The cross-wind was not particularly helpful.—British Aircraft Society.

TWO VOICES.

Two voices are crying in the Empire. One is crying earnestly for a maintenance of peace. The other is crying the demand for the preparation of defence. The two voices are creating a discord. Is it not possible to make concord? It is evident that no party in the British Empire wishes for a war. War is horrifying to contemplate, and a party which advocated it would not live a week. But war may be forced upon us, and when the time comes to defend our country and our people from an aggressor, the party which says there must be no defence would not live a week. The voice of those who cry for a continuance of peace should not be raised against those who prepare for defence; for preparation for defence is not preparation for war, but preparation to preserve the peace. For the time will come as surely as night follows day when a thoroughly prepared foreign nation will find a prey in a wealthy nation that has been left defenceless.—The Australasian.

Carry On Tradition

Following the footsteps of their noted parents, these youngsters, associated with the Lakewood Theater at Showhegan, Me., carry on family traditions. Left to right, seated are Owen Davis Jr., son of playwright; Eileen Byron, daughter of Arthur Byron; Keenan Wynn, son of Ed Wynn; Mary Rogers, daughter of Will Rogers; Virginia Dunning, daughter of playwright, and John Drew Devereaux, grandson of the late John Drew. Standing are Kathleen Kidder, niece of Kathryn Kidder; Frankie Thomas, son of Mr. and Mrs. Frank M. Thomas (Mona Burns), and Sandford Cummings, son of Jessie Cummings.

The Week In Ottawa

Before Prime Minister Bennett left for the seaside last week to rest up before getting into the election campaign he announced a number of long-awaited appointments, with the exception, however, of cabinet appointments. These he is expected to announce upon his return.

Ten Senate vacancies were filled by Mr. Bennett, and included in the list was Mrs. Iva Campbell Fallis of Peterborough, Ontario, wife of a farmer. Her appointment makes the second woman to sit in the Red Chamber. Mrs. Fallis has worked untiringly for the Bennett Government, and the honor bestowed upon her is regarded to be well merited. Four men were appointed to the judiciary, three to the Unemployment and Social Insurance Commission and one else was named commissioner of patents.

Few, if any, of the appointments came as a surprise. Col. the Hon. G. S. Harrington, former Nova Scotia Premier, will head the Unemployment Insurance Commission, with Tom Cantley, M.P., Pictou; F. P. Quinn, M.P., Halifax; J. L. Ralston, M.P., Halifax; J. L. Quinn, Moncton merchant-farmer, Maxwellton, Digby County.

Prince Edward Island—Hon. J. A. Macdonald, Minister without Portfolio.

Ontario—Hon. Donald M. Sutherland, former member of Parliament, Ingersoll; Col. James Arthurs, M.P., Parry Sound.

New Brunswick—Hon. George P. Jones, Apohaqui, Royal.

Quebec—Hon. Arthur Sauve, St. Eustache, Postmaster-General.

James Thompson Mitchell, Ottawa, at present acting commissioner, will be commissioner of patents.

Mr. Justice Patrick Kerwin, of Guelph, who has been on the Ontario Supreme Court bench for only three years, goes to the Supreme Court of Canada bench to fill the vacancy caused by the retirement of Mr. Justice Frank Hughes; Mr. Justice Kerwin will be succeeded by Charles T. McTague, K.C., of Windsor. Hon. Alfred Duranleau, Minister of Marine, succeeds Mr. Justice Cotterre on the Quebec Superior Court bench, and D. McKinnon, K.C., of Charlottetown is appointed district judge in admiralty, Prince Edward Island.

Official approval has been given the government's dairy products marketing equalization scheme, which is designed to assist in the maintenance of the cheese branch of the dairy industry. The scheme also aims to stabilize the price of milk entering into the manufacture of cheese at a somewhat higher level than can be realized from the proceeds of the sale of cheese. A fund has been provided by Parliament out of which it is intended that payments on the basis of the quantity of cheese manufactured will be made. Farmers who desire such payments must apply to the Dairy and Cold Storage Commissioner, Department of Agriculture, Ottawa. Payments received by factories from dairy products equalization fund must be apportioned among milk suppliers in the same manner as proceeds from the sale of cheese. In a very short time the government will announce the list of approved loaning companies to which borrowers may apply for benefits under the $10,000,000 government scheme to build new houses. This will be the first concrete step towards bringing the plan into operation possibly by the end of August.

This time it is a poet who throws the snowballs; not the first poet to do so, either, for Rudyard Kipling pinned the nickname "Our Lady of the Snows" on the Dominion. In a sense the Dominion is all that the nickname implies—in Winter, when a poet suggests that Winter conditions prevail the year round, Canadians make strong dissenting noises.

That, unfortunately, is what R. W. seems to intimate in his Byronic verses. Explaining, with respect to Lord Tweedsmuir, that poets have meant to him much more than just a passing whim," the land goes on to say:

"And that is why John Buchan goes
To Canada's eternal snows,
For now our author holds a grip
And honored office in the State."

The trouble with the word "eternal" is that it is apt to be misunderstood. The poet may have meant that Canada's climate will always be a snowy one—in which All right. So it is, and Canadians should not be afraid to say so. We are altogether too apt to have an inferiority complex with regard to our glorious and stimulating temperature. But to many readers of the poet's "eternal" will convey the idea that it is always snowy here.

If he really thinks so, it would be fine to have him in Toronto to watch his collar wilt and the sweat break out into beads of perspiration. It would be delightful to see him sit and drink a lot of—a lot of water—and ever he does drink—only to fall into a self hotter and more perspiring than before. Then he could listen to the weather man explaining over the radio that it really isn't the heat but just the humidity. And the public health sharp would tell him the best way to keep cool is to avoid worry and food. All the hotel guests would be getting hotter and hotter and repenting more and more, and thought that he had ever failed to line about "Canada's eternal snows." He would, no doubt, feel impelled to rewrite his poem.

"And that is why John Buchan
Mid Canada's infernal heat
Where Winter's Winter seems a myth
But Summer a quite different pith."

Different indeed! B. W. would have to kick himself, but wouldn't have enough energy left to do it.

COTTON MESH LINGERIE

Cotton mesh lingerie, which is trimmed with holes for extra coolness, will be very easily washed and ironed most while you wait. Very practical for daily wear during the sultry days.

German Models Smiling Again

They Don't Have To Do Year's Compulsory Farm Labor

Berlin—Mannequins in the Third Reich are smiling again—they can stick to displays of fur coats and beautiful gowns and avoid blistering hands and feet out on a farm doing one-year compulsory labor service.

The fate of the beauties and cuties who parade winter fashions in summer and vice versa, and sell frocks with smiles and streamlined figures, looked pretty black for a time when the Nazis commanded that every girl between 18 and 25 should get a taste of hard work by being "assigned" to a farm to learn and work.

But this calamity, as the mannequins looked at it, has been happily avoided for their part because the powers that be have recognized that beauty and a streamlined curve are, after all, a rare commodity, and one that cannot be provided from the rank and file of womanhood of Germany. Fashion shops left no stone unturned to convince authorities that a husky and heavy-footed "maiden from the land" quality—"frau" qualities in the world, but that brawny arms and milk-maid hips do not a mannequin make. So, without pulling it down on paper, the mannequin profession as amongst those where an individual is specially qualified, the authorities have left Dame Fashion keep its mannequins.

As a matter of fact, the mannequins in Germany always have held a sort of privileged position, for girls with the bowing acquaintance with beauty are not too numerous. Consequently, a mannequin in Germany can snap her fingers at the boss, and if she doesn't like the atmosphere or conditions in her shop she knows that other jobs are waiting.

Like all other "laborers" in Germany, the mannequin is organized and the same protective labor laws apply to her as to the office secretary. For years the same girls will be seen doing their stuff in the same fashion shops, and buyers making the rounds usually insist on having gowns and furs displayed by "Fraulein Schmidt, who worked here when I was here some years ago."

A customer coming from foreign shores, where he is perhaps accustomed to giving the mannequins the "once-over" and subsequently picking one for a date that evening, is certain to find himself sadly disappointed, however. He gets a cold stare in return for the glad eye, and thumbs down on his date. If the untutored should insist in getting in the mannequin's way, it is not uncommon in German fashion shops to request him to take his trade elsewhere. For mannequins in the land of pretzels and beer, to say the least, are independent.

Perspiring Writer Corrects Poem on Canada's Snows

(From the Toronto Star)

In that well-known English publication The Bystander there is a poem with the title "John Buchan" which repeats an old old libel upon voiced centuries ago by a distinguished Frenchman who described it as "a few arpents of ice."

Distant Star Hottest Place

Cambridge, Mass.—An unnamed, far off star, whose surface temperature is 180,000 degrees Fahrenheit, the highest heat ever measured anywhere, was described to the conference on spectroscopy recently at the Massachusetts Institute of Technology.

The sun's surface is barely 10,000 degrees Fahrenheit. The hottest temperatures, previously reported, all on stars, were 35,000 to 40,000 degrees Fahrenheit.

A blue ribbon—the distant star's ultra-violet light—revealed this inferno. This star is a peculiar object. It is a sun surrounded by a nebula, which in the telescope looks like a halo—a star surrounded by something like the ring around the moon.

It was this ring or nebula which made it possible to read the temperature with new instruments and new methods. These were described by Dr. I. S. Bowen, of the California Institute of Technology. The temperature of Sirius, the dog star, he said, was made by Zanstra, a Dutch astronomer.

The new method calculates the heat in a fashion analogous to studying a fire hidden under a tent, but not enough so that some of its light might be dimly seen through thin spots in the enveloping fabric.

The star tent is the nebula believed to be a cloud of gas.

Only the invisible rays from this gas cloud are used to calculate temperatures. They are ultra-violet and the new instrument which make this clear detection possible is an aluminum coated mirror, a device perfected at Cornell University.

Aluminum catches ultra-violet rays better than anything previously used. Some of the ultra-violet rays caught in the aluminum mirror are exceptionally strong. These rays are quite accurately calculated by the aid of the star tent. It is the calculation of their energy which reveals the enormous heat of the star's surface.

SCOUTING

Here · There
Everywhere

A brother to every other Scout, without regard to race or creed

Stockbridge (Hants) Scouts, digging a hole in preparation for their River Jubilee beacon, unearthed a mill which is believed to date back to the Bronze Age. Further excavations are being made.

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One hundred and fifty Scouts and Cubs attended the 8th anniversary banquet of the 1st Waterloo Troop. The Troop' is associated with Holy Saviour Anglican Church.

• • •

A unique piece of practical Scoutcraft won a Medal of Merit for Patrol Leader Ronald Rhind of the 1st Cadnidle Halme (Cheshire) Scout Group. While at camp Rhind learned that a valuable monkey had escaped from its owner. He tracked it down, cornered it, and after a desperate struggle, during which he received a number of bites and scratches, captured the animal.

• • •

Some 200 Cubs, Scouts, Rovers and Sea Scouts, Girl Guides and Brownies participated in Owen Sound's annual church parade. The parade was headed by the Salvation Army Band. Scouts of the new 1st Wiarton Troop—organized through the efforts of Owen Sound Rovers—attended.

• • •

An attractive display booth of St. Mary's, Que., Scouts at a gathering of scouts of the Boy Scouts of America in Boston, distributed over a thousand sets of illustrated matter and road maps of the Province of Quebec.

• • •

The Catherines has added a Scout Group under the auspices of the local branch of the Canadian Legion.

• • •

Scouts from seven European countries — Denmark, Sweden, Holland, France and Norway, and Russian Scouts from London and Armenian Scouts from Paris, France — were guests at a West Country (England) Whitsuntide Scout Jamboree. The programme included campcraft, bridge building, signalling, first aid and boxing.

• • •

An autographed quilt worked by members of the Mothers' Auxiliary of the 1st Owen Sound Cub Pack contributed $30.00 to the pack's camp fund.

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Reminding that there are other folk in Oxford, England, than university students, a march past of Scouts and a "Grand Howl" by 500 Wolf Cubs was reviewed by Dr. Cyril Norwood, President of St. John's College. A Scout and Cub pageant depicted the "Landing of the Romans" and "Hiawatha."

• • •

Upwards of 200 Cubs, Scouts and Rovers participated in an Oshawa Scout rally, held on a farm near Kedron. A programme of Scout and Cub games concluded with a big camp fire and sing-song.

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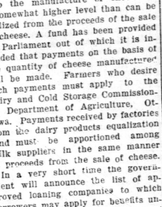
For the annual Junior Fair at Niagara-on-the-Lake special prizes for Scout exhibits have been offered by Miss K. E. Ball. These include a prize for the best decorated Scout stave.

SILVER JUBILEE

Wrigley Jr. Co. Of Canada Celebrates Twenty-Five Years Of Progress.



Allan Ross

TORONTO, — Twenty-five years ago Allan Ross, President of Wrigley's in Canada, and Vice-President of the Wrigley Company in the United States, came to Toronto to found a business that has grown to one of the largest in the country, Allan Ross, then only 22, had courage, a vision, energy, Mr. Ross, still a young man, is head of a business that stretches from coast to coast, and whose advertising has contacted every individual in the Dominion.

A survey of Wrigley achievements in Canada includes the founding of Marathon Swims at the Canadian National Exhibition, the invention of "Pedlo amateur night," the offer to the western wheat with all gum-dollars received, the establishment of unemployment hostels; the list is endless.

One occasion particularly is remembered when Wrigley's brought over 200 hundred children to see the Canadian National Exhibition, children who had never before visited the famous exhibition. Mayors of towns all over Ontario were asked to name their town's most deserving children, who then brought to Toronto by Wrigley's to be shown all the wonders of the C.N.E. for three days with all expenses paid.

"Without capable helpers," declares Mr. Ross, "no business can succeed." He has followed that principle and has surrounded himself with unusually capable men. Highly efficient teamwork has enabled Mr. Ross to build the Wrigley Company from a business whose yearly output would scarcely fill a room 10X10X10 feet. Today, after twenty-five years of cooperative effort the daily production would bulk tons upon tons. Wrigley's Gum is sold to the public through 75,000 retailers—three out of every five retailers in the Dominion.

Observes Mr. Ross, "There is only one way to make progress; it is to make it slowly. So far as I know there is only one way to develop oneself into valuable executive material. It is: Start to learn by actual experience—which it will take years to get—the fundamentals of whatever game you tackle."

Says Advertising is Best Medium

P. T. Hines, Advertising Manager of the Greensboro, N.C., News Record says:

"It is not unusual to hear a man say, especially some man from the professions, that he does not believe in advertising. The use of paid newspaper space is termed unethical and wasteful.

"While I have always considered newspaper advertising the best means of securing paid publicity, my definition of advertising is broad and all-inclusive. To me, advertising is anything that brings merchandise or service to the attention of prospective clients.

"Any man who does not believe in advertising, if he is consistent, will avoid the use of signs, lettering on office doors, display windows and will discourage word of mouth praise of his business, skill or trustworthiness. He will force people to search him out, with nothing to guide or direct them.

"When you say all this to such a man, his answer will usually be 'Nonsense!' In truth he is really answering himself and does not know it, for 'Nonsense' is the right word to use when a man tells you that he does not believe in advertising. No business practice in America today is better established than advertising. Advertising is a necessary public service. It is the cheapest way of spreading business news—and the spread of such news is essential to both consumer and advertiser.

"Good advertising is news in the truest sense—and, being classified as news, it is welcomed by the reader as helpful and informative and is recognized by the alert merchant and business man as being essential and a necessary part of good service."

Magistrate at Willesden: It is not legal. It is common sense.

THE ART OF EARNING MONEY

AN inspirational working treatise is offered in a well-written article presenting AUTHORITATIVE COUNSEL on winning prize contests for Artists and Authors, and a Monthly Service.

FULL INFORMATION which puts our subscribers completely in possession of practical working knowledge how to become a money earner. A year's subscription for $2.00, or we will send you interesting notes for a 3c stamped addressed envelope.

GIFF BAKER, 39 LEE AVENUE, TORONTO, ONT.

Sheep Identification Official Registration

The new system of sheep identification for registration under the Pedigree Act allows the choice of two methods, namely, by tatooing or by ear-tagging. According to the regulations, all lambs must be identified prior to September 1st of the year of birth by tatoo-marking or by ear-tagging. If the breeder decides upon the system of tatoo-marking he must tatoo in the right ear of the lamb the letters allotted him by the Canadian National Live Stock Records, Ottawa, and in the left ear the flock number followed by a designating-year letter.

If the tagging method is chosen, tags must be ordered through the Canadian National Live Stock Records. These tags are placed in the right ear of the lamb and show the letters allotted to the breeder by the Canadian National Live Stock records, and the flock number, followed by a letter naming the year. As soon as each lamb is identified by tatooing or by tagging, a record of identification must be entered in the private flock record of the breeder.

Difference between the old and new regulations may be said to lie in the fact that under the old system a breeder purchased his own tags stamped with a name or letter of his own choosing. This method has been discontinued, and in future the Canadian National Live Stock Records tags will not be issued. Commencing January 1935, only one tag will be used for each lamb born in 1935 and subsequent years. Animals born in 1934, or previously, may still be registered bearing the tags that were placed in their ears.

Under the new system, a breeder must apply to the Canadian National Live Stock Records for letters which will be allotted for his exclusive use to identify 'sheep lambed his property' as the regulations state. As adopted by the Canadian Sheep Breeders' Association, the letter "N" will signify that the animal was born in 1935; the letter "P" that the year of birth was 1936, and that the letter "R" 1937, and so on. The letters "I", "O" and "Q" are not used as year letters. All tags must be ordered through the Canadian Live Stock Records, Ottawa.

Beef Now Most Popular Meat

There has been a sharp decline in the consumption of pork in Canada in recent years and a moderate increase in the consumption of beef. As a matter of fact beef has taken the place of pork as the most popular meat in Canada, according to a bulletin just issued by the Agricultural Branch of the Dominion Bureau of Statistics for the years 1931-1934 inclusive and entitled "Estimated Consumption of Meats, Poultry, Butter, Cheese and Eggs in Canada". One reason for the change is that the price of beef in the years under review was, for the most part, less than pork, due in part to drought, which was serious in some parts of Western Canada, an important beef raising country.

In 1931 the per capita consumption of pork in the Dominion was 83.17 pounds; in 1932 it rose to 86.61 pounds, but in 1934, it was down to 66.39 pounds, while beef, which rose from 57.79 pounds per head of population in 1931 to 68.66 in 1934. The consumption of lamb has not varied substantially. It was 7.08 pounds in 1931 and 6.28 pounds in 1934. Canadian may be classified as considerable meat eaters for the per capita consumption of beef, pork and lamb was 141.39 pounds in 1934. In 1932 it was down to 136.99. The highest point was 148.60 pounds in 1932. In 1931 the total was 148.04 pounds.

In poultry, hens and chickens are the most popular on the Canadian table. Last year the per capita consumption was 6.92 pounds compared with 7.86 pounds in 1931. Each person in the Dominion at 1.31 pounds of turkey in 1934; .38 of a pound of duck and .79 of a pound of goose.

The reputation that the people of Canada enjoy being amongst the largest eaters of butter is evidently not likely to be lost, taking the statistics for the four years under review as a criterion. In 1931 the per capita consumption was 30.76 pounds and in 1934 it was 30.92 pounds.

Canada's Best Laying Birds

The figures for high laying birds in the egg laying contests conducted by the Dominion Experimental Farms throughout Canada, when eight individuals only are considered, are found for the 36th week in no less than seven contests and are scattered from Kentville, N.S. in the East to Saanichton, Vancouver Island, in the West. They comprise representatives of three breeds, namely four Barred Plymouth Rocks, three White Leghorns and one Rhode Island Red.

The first and second for all Canada are at Ottawa, the leading bird being in the Canadian Contest, owned by G. S. T Tayler of Bloomfield, Ontario. She is a Leghorn and has to her credit 256.5 points for 222 eggs. The second bird is in the Ontario Contest, and is a Barred Plymouth Rock owned by A. J. Urquhart of Greenfield, Ontario, having 254.1 for 225 eggs. Third place goes to New Brunswick Contest with a Barred Plymouth Rock for C. M. Grieves, Harvey Station, N.B., with 252.2 points for 216 eggs. The fourth and fifth places are in the British Columbia Contest at Agassiz, are both White Leghorns and are owned by F. C. Evans of Abbotsford, B.C. and C. Headey of Cloverdale, being tied for points with 251.9. The Evans bird has 211 eggs while the Headey bird has 217.

Sixth place goes to a Rhode Island Red in the Vancouver Island Contest, owned by Robinson's Red Farm of Prospect Lake, B.C., with 245.9 points for 204 eggs. Seventh place goes to a Barred Plymouth Rock in the Manitoba Contest for Mrs. W. Allen of Erikadale, Manitoba, with 237.9 points for 206 eggs. The Nova Scotia Southern Contest at Kentville claims eighth place with a Barred Plymouth Rock for N. F. Eagles, Grand Pre', N.S. with 237.5 points for 230 eggs.

HAVE YOU HEARD

A man is said to have entered the fish market and said to the clerk:

Man—Just stand over there and throw me five of the biggest fish you've got.

Clerk (in amazement)—Throw 'em! What for?

Man—'o I can tell my friends I caught them. I may be a poor fisherman, but I am no liar.

• • •

You can always tell a wise man by the smart things he does not say.

• • •

Lady—Is this the Fidelity Insurance Company?

Clerk—Yes, madam. What can we do for you?

Lady—I want to have my husband's fidelity insured.

• • •

Aunty pushed the cake toward her small nephew.

Aunty—Have another piece.

Lad—No, thanks.

Aunty—What's the matter, Tommy? You seem to be suffering from loss of appetite.

Lad (agzing longingly at the cake)—It isn't loss of appetite. What I'm suffering from is politeness.

• • •

Mrs. Crabber—And you have the nerve to ask $5 a bottle for this nerve tonic?

Clerk—Certainly, madam. It shows what it will do. I take it regularly.

• • •

You're is much fun as a snowflake, as sparkling as a star,
You're twice as sweet as sugar—at least, I think you are.
You're as comfortable as kitty's caressing velvet paw,
But woe betide the luckless guy who overlooks your claw!

They had been having one of their frequent squabbles. And he was getting the worst of it.

Man (in exasperation)—I wish that some brainless idiot had proposed to you before we were married.

Wife (calmly)—He did, darling.

Man (the wind being taken out of his sails for a time)—Well then, I wish he had married you.

Wife (still unperturbed, cooing)—Yes, darling, he did.

Some people are in trouble on account of their debts, others are in debt on account of their troubles.

EVERY DAY LIVING

A WEEKLY TONIC
by Dr. M. M. Lappin

LEARN TO RELAX

Everybody wants to make money. Hard times have left our coffers empty, and we are all open for instruction on how to replenish them.

Well, I have just been reading what a self-made millionaire has to say about this "getting rich" business.

Naturally, he talks about his own experience, and he tells how he managed to accumulate his "pile". What he has to say is worth considering, and it is interesting to learn that, it was not when he was deliberately trying to make money that he made it, but, contrawise, it was when he gave up "trying hard" that money came floating toward him.

We ordinary folks can learn something from what this man who has arrived has to say. Most of us are apt to forget the power and value of thought—I mean, of course, real constructive thought. Not that which often passes for thought, but the kind of thought that lies behind every successful man, business, and institution in the world. And one thing that is often overlooked in this connection is just that long continued concentration on work of any kind is a tax on the brain. And a tired brain cannot think constructively.

After all, it only requires a little reflection to enable us to see that our bright ideas and brain waves are, for the most part, born in our moments of relaxation. Perhaps that is why so many worth while ideas are lost beforethey ever have a chance of reaching fruition. They come to us in our unguarded moments and, when we are off guard, we do not think it worth while to take the trouble to note them down. Result—they are strangled at birth.

Now this millionaire, whose story I have just been reading, tells us that he learned his lesson from other men. He gathered all the information he could about the men who won success. He studied their habits and methods, but best of all, he studied the men. He learned to know all he could about them. And one thing that he learned was that, without exception, everyone of them had indulged in some sort of hobby or recreational pastime.

But notice particularly, he does not say "over indulged". Ah, no! I rather guess that they knew how to hold the balance and rightly divide work and play, they worked all the better and attained success.

It is good to be able to relax now and again. We all need relaxation. In our periods of relaxation we replenish the energy that we burn up in our periods of work. "All work and no play ..... but there, need I complete it? .....Be wise! Learn to relax.

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NOTE: The writer of this column is a trained psychologist and author of several works. He is willing to deal with your problems and give you the benefit of his wide experience. Questions regarding problems of EVERY-DAY LIVING should be addressed to:—Dr. M. M. Lappin, Room 421, 73 Adelaide Street West, Toronto, Ontario. Enclose a stamped (3c) and addressed envelope for reply.

Good Chances For The Hired Man If Really Ambitious

"Twently dollars a month with board and room." It does not suggest a paradise on earth, of course. It is not a lazy, comfortable and carefree life that is offered. But when one hears of 500 farm jobs at about this wage being offered in this province alone, one wonders if the young men of the province are not overlooking a good bet.

The cities are full of young men who "can't find jobs," and who think they are ill used in consequence. And the farms are crying out for labor.

The worst of it is the young men themselves do not seem to realize that they are passing up an opportunity.

"Not experienced in farm work," they say. Not so many years ago there could be found many a ribbon-counter clerk from London, many a cotton-spinner from Manchester, working as hired men on Western farms. Because they were inexperienced, they got a little less than going wages. But they learned, they saved, and they acquired homesteads. Today they are among the most substantial farmers in Western Canada. Are Canadian youths less resourceful, less hardy, less adventurous, less brainy?

Homesteads are not so freely available, it is true, although there are still some homestead lands. But men who have reached the retiring age or for other reasons wish to sell. Capital is not necessary, at least no more than a young man can save in a couple of years. Farms can be bought on crop payments. There are many farms in Manitoba, bought on crop payments in the last two or three years, today completely free from debt.

Let any young man go into a good farming district, gain a reputation as a hard-working, thrifty, and stout-hearted young fellow, over the course of two or three years, and he will have no difficulty in buying a good farm.

Hard work? Of course. Is there any choice between hard work with a definite purpose of later independence and years spent in idleness on government relief?

Half the outstanding successful men of Western Canada got their start working as hired men on Western farms. And still, when the newspapers are full of stories about relief camp strikers and young men in idleness, thousands of farm jobs are going begging.

Young men cannot be driven out to take these jobs. But surely the situation calls for some earnest thought on their part. They are overlooking a good bet.

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FARM LABOR IS AVAILABLE

SINGLE UNEMPLOYED MEN ARE PREPARED TO TAKE JOBS ON FARMS

FARMERS Who Need Harvest Help Should Apply to the District Employment Office, Agricultural Representative or Relief Inspector, or Direct to Public Welfare Department, Parliament Buildings, Toronto.

Transportation Arranged if Necessary

YOUR CO-OPERATION IS REQUESTED

ONTARIO DEPARTMENT OF PUBLIC WELFARE.
ONTARIO DEPARTMENT OF AGRICULTURE.
ONTARIO DEPARTMENT OF LABOR.