

## Publishing And Printing Trades Statistics For 1932

Average Number of Employees in Canada Was 15,911.

Ottawa.—The Forestry Branch of the Dominion Bureau of Statistics has just released the principal statistics of the printing and publishing industry in Canada for 1932.

This industry includes all firms publishing newspapers and periodicals which print their own publications. Many of these establishments also do job printing, book-binding and allied work as a side line and should not be confused with firms belonging to the "Printing and Bookbinding," and "Lithographing" and other related groups.

There were 762 establishments engaged in the printing and publishing industry in 1932 as against 764 in 1931. The distribution by provinces was as follows: Ontario 285, Saskatchewan 126, Alberta 84, Manitoba 74, British Columbia 69, Quebec 68, Nova Scotia 32, New Brunswick 20 and Prince Edward Island 4.

Capital investment in these concerns decreased from \$65,573,014 in 1931 to 61,156,728 in 1932. The value placed on lands, buildings, machinery, etc., was given at \$46,242,164; materials on hand, stocks in process and miscellaneous supplies on hand amounted to \$2,025,143; finished products on hand were valued at \$283,760; and operating capital at \$12,605,661.

The average number of employees in this industry was 15,911, of which 7,199 were paid on a salary basis and 8,712 were wage-earners. Salaries and wages paid in 1932 amounted to \$23,406,606.

Cost of fuel totalled \$274,102, a decrease of \$12,728 from \$286,830 reported in 1931. The power equipment of the industry consisted mostly of electric motors and totalled 24,026 h.p. The total expenditure for electricity was \$425,678, representing the cost of 24,515,000 k.w.h.

The materials used cost \$11,193,930, the greater part being spent for newsprint paper. The total value of all products of this group, including revenue from advertising, sales of publications and sums received for other products and work done amounted to \$54,812,748.

The following table gives the

## PARIS TAXI DRIVER TEACHES LANGUAGES TO HIS PALS

Paris.—"Taxicab drivers here find themselves in difficult situations unless they can understand at least a little English, German and Spanish. That is why one named Phelizot has founded in a cafe a kind of school for his fellow chauffeurs. He teaches English, German, Spanish and Esperanto, giving the lessons over cups of coffee.

His study of languages dates from the time when he first began to drive taxicabs in Paris. He found that visitors who knew no French seemed to think that cab drivers who failed to understand them must be stupid. Stirred by that discovery, he set out to overcome the implied slur on his intelligence by learning other people's tongues. He now has round him nearly every evening in his cafe "school" a small group of men eager to follow his example.

Paris police already pride themselves on their accomplishments as linguists. Most of them on duty in this centre of the city wear badges indicating that they speak a foreign language. One who holds the record has seven such badges, and if he extends his linguistic studies much further there will be no room on his sleeve to indicate the fact.

principal statistics of the industry for 1931 and 1932.

Principal Statistics, 1931-1932			
	1931	1932	
Establishments	764	762	
Capital invested	\$65,573,014	\$61,156,728	
Employees on salaries	7,478	7,199	
Salaries paid	\$12,626,269	\$11,522,619	
Employees on wages	9,440	8,712	
Wages paid	\$13,749,394	\$11,883,987	
Fuel used	\$286,830	\$274,102	
Electricity purchased, k.w.h.	23,437,326	24,515,000	
Electricity purchased	\$423,575	\$425,678	
Cost of materials	\$14,029,548	\$11,193,930	
Value of products	\$65,700,122	\$54,812,748	
	286,830	274,102	

## PRINCE SELLS OWN BOOKS

Stockholm.—Authors who find difficulties in marketing their works could take a tip from Prince Wilhelm of Sweden. He sells his own books.

Behind the counter in one of Stockholm's leading department stores the Prince stands and talks to customers. They line up in front of him and buy. As an added inducement the royal salesman signs dedications in the books he sells. His salesmanship was enlisted in a campaign to stimulate public interest in books and raise money to help impecunious authors.

## German Army Chief



Transfer of GEN. WERNER VON BLOMBERG, above, chief of Germany's defense ministry, back into the active service as chief of the German army, has been indicated following the resignation of Baron Curt von Hammerstein-Equord from the army post.

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## DRAUGHTS

A question that is frequently asked is—How am I to know that my room is properly ventilated? The simplest practical test is to step outside into the fresh air for a few minutes, and then return to the room. If the room is "stuffy," then it is not ventilated and the windows need to be opened.

Many people who quite agree that fresh air is desirable are afraid to ventilate their rooms because they fear a draught. There is only one kind of draught that is dangerous, and that is the one which strikes and chills one part of the body.

You do not suffer ill effects from a breeze out of doors, and you will not suffer from one indoors, excepting, as we said, when it strikes one part of the body and chills that part.

Cold draughts along the floor should be avoided. When the feet are chilled by a draught along the floor, and the head is warm, the resistance is lowered and a common cold frequently follows.

None of these undesirable draughts is necessary in the ventilation of a room. The window in winter is raised sufficiently to allow a movement of air in the room. Such a movement of air is hardly perceptible and is not at all chilling to the body.

Ventilation demands the use of a little common sense in making the size of the opening of the window according to the temperature and direction of the wind.

Never fear draughts; just remember not to allow a breeze or current of air to chill one part of your body while the remainder is warm. Fresh air or cold air do not cause colds. Colds usually follow living in overheated, stuffy places, and the chilling of the body in one part, especially the feet, when the rest is warm.

Keep the feet dry. Damp or wet shoes result in chilled feet, and chilled feet pre-dispose to colds.

## JOCKEY HOST TO CHILDREN

Marlborough—Gordon Richards, champion jockey, gave a party for 800 school children at the town hall.

# What Is the Matter With New Brunswick?

(Continued from Page 9)

Upon the issue at Washington much is staked by the Americans—but the British Empire has much at stake upon the outcome, too; and no part of the Empire is so intimately concerned in this matter as Canada; no part of the Empire will so feel the shock of American disaster, none be so helped by American success in finding its goal, as Canada.

Not to see it is only to be blind to a fact clamorous for recognition.

While that is true, and while recognition of it is essential to any informed survey and sustained betterment of our own conditions, we are not proposing to "Yankeeify" either our methods, or our outlook—much less to seize upon Mr. Roosevelt's scheme ready-made and apply it to Canada or New Brunswick.

The philosophy which is the driving force behind the movement he captains, and to which he given direction, is as old as the oldest of the two groups of words to be found at the beginning of this article. It is to be found both in St. Luke and in Lincoln, and before both those two great human instruments.

Let none forget it.

"A better balanced national life," says Mr. Roosevelt, in defining the objective he has set before himself and his people.

"A new way of national life" was St. Loe Strachey's repeated and clarified message to the people of Britain in the days before the Great War. He did not profess that the philosophy was of his discovery. Nor does Mr. Roosevelt.

Nor was Strachey the first to proclaim it in Britain. He had many predecessors. It remained for statesmen of later days to give this idealism in public life and public affairs a fresh and vigorous leadership, as they are doing at present, with what final outcome remains to be seen.

Certainly their example, their public courage, their depth of insight, their elevation of the altruistic to its right level in weighing public issues and measuring objectives of public policy are inspiring to the Empire, and to many who dwell elsewhere in a world haunted by night and by day with the dread apprehension of a greater and worse assault by all the dread Four Horsemen.

What of it? Why this, primarily: We way well look to Britain first for example in leadership; and in doing so, what is found? This, that touches our problem and our attitude toward it most closely: that many of the old rules of the game have been scrapped in providing for survival and improvement, in actually seeking out a better-balanced national life, instead of being content with pious aspiration and loose dreaming about it; that Britain and the British Commonwealth—which is today the very corner-stone of modern civilization—may live and grow, and serve its own people, and those of the world, through the exercise of its proper function—British leaders are thinking in terms of the whole people—45,000,000 at home and uncounted millions under the flag elsewhere—and legislating in ever fuller recognition of the great basic truth—that true liberty and justice, Christianity itself, rightly understood, mean a greater measure of well-being and contentment, a broader life and a higher one for the great masses, who till the soil, and create wealth, and fight the wars.

The conflict we face in New Brunswick at this hour—for conflict it is, if we are not to believe and stultify the faith and the

patriotism, and even the enlightened self-interest we profess—and if we are not to invite even greater evils in our public life than those that have cursed at short intervals hitherto—is first and foremost a conflict of philosophies.

On one hand is the philosophy that engines crash and predatory materialism, and, opposing it, and challenging it anew, is the philosophy as old as the Bible, and now risen into a new vigor and militancy through the sharpness of human need and human distress—the philosophy that says gold is humanity's servant, not its master; that Mammon is not forever enthroned; that the money-changers have too long fouled the temple of humanity and usurped the seas of power and authority, the very power of life and death—and that they must be driven out, that the world's masses, the plain people who constitute an immense majority, may breathe, and live and have their being, on a new scale of spiritual and physical health and joy in living and working.

The conflict of these philosophies shakes the world today.

In very fact the Great War was but one of its manifestations. In very truth it may spawn another such conflict at any hour. Nor can there be reasonable assurance of lasting peace until the better cause gains manifest ascendancy. No; the millennium is not just around the corner. Fear not that we shall not keep our feet on the ground in dealing with the problems of the hour here—but do not hesitate, in devising even emergency measures, or in organizing first aid and temporary relief, to look to the root that you may know the stalk for what it is.

If you are too timid, too indolent, too immersed in your own affairs, to apply to public affairs, to provincial housekeeping, to Dominion economic and political affairs, the only effective weapons at your command, you will develop no more than spasmodic flashes of public interest, public indignation, public action; once the shower is over the crows will return to the cornfield—at your expense:

The dog will return to his vomit  
As the sow goes back to her mire,  
And the burnt fool's bandaged finger  
Goes wabbling back to the fire.

Mr. Kipling is, on occasion, in the habit of employing plain English speech. That is the more profitable in that there can be fewer whom the meaning escapes.

Anyhow, we must stiffen our public courage in New Brunswick, realize honestly what conditions are, and proceed to deliver ourselves.

It can be done—though it will require an aroused, militant, and sustained public opinion, and in the process there may be a considerable disturbance of the unhealthy calm, or apathy, or complacency, with which we have too long been content, or which we have lacked the courage to change for sharp, clearly considered and well concerted public action. The time is Now.

(The fifth of a series of articles by JOHN FARMER will appear in next week's issue of "The Maritime Broadcaster.")

## BIG SUM FOR PROGRESS

Lourenco—With approval of the home government at Lisbon, authorities of Portuguese East Africa are arranging for a loan of \$5,000,000 for the irrigation of the Limpopo Valley and various railway extensions.

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