

SHOPPING AT THE MADEIRA ISLANDS



Statue of Zargo, Funchal

Empress of Scotland in Madeira Bay

To buy, or not to buy,—that is the question. 'Tis a simple question to answer at the Madeira Islands, where cruise boats usually make their first stop, because everyone knows the fineness of the embroideries which have done so much to advertise the pretty little islands where Columbus chose his wife! The difficulty is, which pieces of the thousands displayed should be selected. Madeira lunch-eon sets, pillow cases, tea cloths and dollies are both attractive and practical, and if you have tiny friends or petite nieces at home, you will not be able to resist the adorable little baby dresses of the sheerest linen and daintiest embroidery.

At Funchal, first stop of the Canadian Pacific liner "Empress of Scotland" on its Mediterranean cruise, there are dozens of shops where this embroidery is sold. The natives also make intricately woven baskets and reed furniture, but furniture is not easy to carry round on a cruise, and even baskets are somewhat cumbersome, although there is scarcely any limit to the amount of luggage long suffering steamship companies allow their passengers. It is in the narrow streets of Funchal, paved with small, round topped stones laid in geometrical designs, that the tourist usually makes his purchases. Sometimes, if luck is with you, you may be able to buy an exquisite piece of handwork from a pretty woman em-

broidering in her fragrant garden. But if you are a bachelor, remember the fate of Columbus and beware the fair maids of Madeira.

It is not even necessary to set foot on the soil of Madeira to buy the tempting native products, for hundreds of small boats, with natives vociferously displaying their wares, come dancing over the waves to meet the cruise steamers. But the prices are not so reasonable and the handwork not so fine as in the shops along the narrow, queerly paved streets. Then, too, it would be a pity to miss a ride in the peculiar toboggan sleds which are the chief means of transportation down Funchal's big mountain, Terreiro da Lucta.

WOULD MAKE CANADA IN THE SUMMER WHAT FLORIDA IS IN WINTER; PRACTICAL SUGGESTIONS

(Frank Kent in Financial Post.) Recognized large operators in Florida, who until a year or two ago talked largely in thousands, are now talking in millions and in many cases, hundreds of millions—the developments are simply on a stupendous scale. It must be seen to be even partially understood. Florida's climate is its chief asset, and where it has been attracting thousands in the past, hundreds of thousands will probably be attracted in the future.

Having lunch with one of the heads of Coral Gables development companies he outlined a plan for 1926 which will involve an expenditure of \$250,000,000. This gentleman is an Englishman, and says he positively believes in Florida's future—and the foregoing is only one of hundreds of other developments that will take many years to complete.

Some Prices Inflated.

Some real estate values, especially in Miami, I would say, are very much inflated. Just think of approximately 15,000 men now engaged in selling real estate alone in the City of Miami, using orchestras in their offices, steam portable organs, parading the streets. These high pressure methods and real estate froth will blow off, and I believe be rapidly replaced by manufacturing that can be made to succeed in Florida and permanent commerce that will come to stay.

How Canada is Interested.

Now how is all of this going to interest Canada and Canadians? There are already too many Canadians permanently located in Florida. I stopped at the post office in Coral Gables to post some letters and talking with a friend happened to mention Toronto, and immediately two men stepped up and asked "Are you from Toronto?" I answered in the affirmative and they introduced themselves as from Toronto and said they had come to Florida because there was nothing doing in their line at home, and good Canadians are to be found all over the State, not on a holiday trip, but there to stay for the foregoing reasons.

I heard many references made to the unfortunate political situation now existing in Canada, and unless speedily remedied and Canada put on a sound political and economic basis, the damage will be irreparable.

I talked with a number of people on trains and in hotels about Canada, and particularly Ontario, as a summer resort, and met quite a number who have spent their summers in our Ontario lake region, and they expressed real delight with what they have seen of our beautiful fruit and agricultural country. In Ontario, through which they have motored, among other things they expressed surprise at our solid brick homes and splendid barns and general air of prosperity.

The weather, especially in Southern Florida, is too hot even for Southerners during the hot season, and nearly all tourists and pleasure seekers move north during the summer months.

Canada Calls in Summer.

It is estimated approximately 300,000 tourists will visit Miami alone during the present winter, to say nothing of the thousands who will spend their winter in other parts of Florida. Here is a real gold mine for Canada if properly gone after with well-organized efforts.

Many of these tourists travel by motor car and our new highways are about ready for them. The Ontario Department of Highways has done splendid work along this line and American tourists express their surprise at our splendid highway, but some more highway construction work to be completed in 1926 means unpleasant detours. These detours, however, can, at small expense, be made less objectionable by spending a little money on the temporary roads, to grade, put on some gravel or even broken stone and keep down the dust by oiling. Being forced to make a detour in a blinding cloud of dust is most objectionable and can at small expense be overcome. The returns from the traffic will repay many times over.

Enlarge on the splendid work our publicity bureau has been doing and also advertising methods by making available a fund by private subscription and grants—sufficient funds to advertise Canada's lakes, rivers, fishing, atmosphere and other attractions as a real paradise during the months of June, July, August and September, and they cannot be beaten in the world.

Create an organization that will appeal to every town in the province with something to offer the tourist. Boards of trade, chambers of commerce and municipalities should and would respond financially, and with respective organizations that would

bring splendid returns for every dollar expended and efforts on the part of every citizen to be on the lookout for and extend the genuine "glad-hand" to every visitor who enters the country. Make every visitor return home impressed with the warm, courteous welcome extended by every Canadian they have met. Make them want to come again and bring their friends; create a Canadian Society or organization in Florida that will make every good Canadian in the State a booster for Canada; supply them with just as attractive literature as is now being used to attract good Canadian citizens to that State; advertise Canada in widely read American magazines and leading publications. Tell them about Canada's beauties.

Florida people say they will make their State the world's Winter Riviera and they are doing it. Why not start a campaign to make Canada the summer—yes, even the world's Summer Riviera.

But we must start now, if we are to head the tourists in the direction of Canada for 1926. For every dollar we spend, we can ultimately get fifty or more in return.

Such a plan would attract not only the pleasure seeker, but would also advertise our great natural resources and industrial possibilities. Make such a movement Dominion wide and not only stop the movement of our people across the line and advertise, not only to the greatest business nation but also the greatest nation of pleasure seekers in the world, the wonderful attractions and possibilities of the Dominion of Canada.

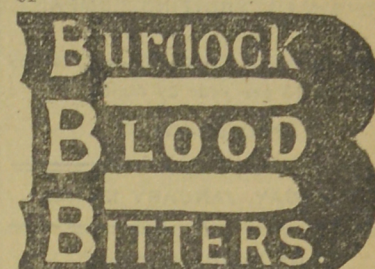
Twelve hundred Toronto citizens attended a meeting in the King Edward Hotel to hear a silver-tongued orator from Florida. They call him a man with the million dollar voice. We have just as eloquent young men in Canada whose voices could be used to attract millions did they only have the chance.

Canada has beautiful settings for colored pictures that could be made

Her Face Was Covered With Large, Red Pimples

Miss Greta Carlisle, 23 Leonard St., Brantford, Ont., writes:—"A short while ago, my face was completely covered with large red pimples, and it seemed that it was almost impossible for me to get rid of them, as nothing I took seemed to do me any good."

One day I noticed an advertisement of



and I will never regret the day I bought it, as, now, my face is entirely cleared up of blotches and pimples of every kind."

For the past 47 years B.B.B. has been put up only by The T. Milburn Co., Limited, Toronto, Ont.

POLICE TO BE KEPT BUSY

New York, Jan. 11—Police of New York are to do away with "frills" and confine themselves to fighting crime in the new police administration under George V. McLaughlin.

The new commissioner indicated Thursday that he would discontinue the bureau of criminal science, which has been maintained for scientific examination of blood stains, liquor testing and the like.

He forbade the participation of the police band in private functions and ordered detectives to spend more time on the writing of lengthy reports, as has been the custom for the last eight years under former Commissioner Enright.

More policemen on the streets and less in the laboratories and the theoretical departments is McLaughlin's aim

even more attractive than anything sent out by the Publicity Bureau in Florida, because Canada has the natural scenery to make all of this possible.

A CALL FOR INTELLIGENCE IN CONSERVING OUR TROUT

A correspondent of the Toronto Globe has the following on the protection of trout:

Your editorial of Dec. 28 regarding the result of the distribution of fry in our streams interests me greatly, and as a breeder of trout I venture to state that such advice as you give can neither be beneficial nor encouraging to the several anglers' associations now formed. On the contrary it would only be detrimental to the whole Province, and would leave those interested where they are now—still guessing.

Surely this is a subject which can be handled only by the breeder, in whose hands alone the experiments have been left. You state: "These associations can be of great service to the public if the members will only undertake to count the number of hatchery fry which survive in trout streams for, say three months after they have been planted."

Allow me to state that this, from a practical standpoint, is an impossibility, as it is not possible to screen off a stream or part of a stream to ensure against the escape of the fry. The screen, which is necessarily of the finest, clogs up in no time, and the fry are sure to get away.

You relate the experiment at Gunstone Brook, but without getting down to hard facts, and taking into consideration many important factors, this cannot be accepted as any criterion of the results to be obtained from stocking. I have heard of instances where the Government has "dumped" fry into streams and lakes, when it might just as well have thrown them on the refuse heap, simply because, in these instances, the fry were just out of the "yolk sac" or "alevin" stage. To the uninformed this may sound like Greek, but nevertheless to state it simply, it is impossible for fry at this stage to take care of themselves, either in the matter of securing food or escaping from their enemies. After many years' experience I can say that fry should not be procured for stocking, until they have been fed artificially for at least three months. They are then able to feed themselves from either the surface or ground.

It is a commonly accepted idea that trout are cannibals, but nature never endowed them with this trait, any more than other carnivorous animals. When confined together in large numbers without enough food, which of

them, when thus hard pressed, would not turn cannibal?

Let me, to verify this statement, relate an experiment I made after listening to some who were very positive on "cannibal stuff". Into a carbonized trough about fifteen feet long by two feet wide and having about ten inches depth of running water, I placed 500 fry three months old, and three trout weighing each half a pound or so. These remained together for thirty days, and at the end of this time the fry were counted—result, 489 fry, which had thrived considerably. The large trout were fed once daily with one teaspoonful of beef liver, and the fry with liver paste. Of the eleven fry short, five were injured at the inlet spout, while the other six escaped through the screen at the outlet. Are trout then, so cannibalistic?

Your article advocates the seining of our streams, but let me suggest that the first seining done by our angling associations might be devoted with practical results, to the game and fisheries laws, not omitting those which cover bird protection.

A good many of us are at a loss to know just what game wardens are for, and what protection they have afforded the angler who has spent a large amount of money not only for his own benefit, but in a good many instances for the benefit of the public at large. Let our Government get busy and protect the sportsman instead of giving free scope to the poacher or "hog", that so-called "sport" who doesn't know when he has had enough.

Among the birds now protected we find some of the greatest enemies of the angler, and the greatest menace to successful fish-breeding. The kingfisher will easily clean up a few hundred per day, while the blue heron and other kindred spirits will devour large trout in the spawning season as fast as they run up stream. These should be some of the considerations before our angling associations at the present time, and if coupled with a sane, systematic plan of action on the part of the Government in planting fry, there would be less moaning about depleted streams and wasted effort, and no need for guessing at results. Fifty years is a little too long to be getting nowhere, so let everybody interested get busy—there is no time like the present.

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