

CONTINENTAL COUNTRIES TO SUBSIDIZE TOURISTS

Switzerland First to Quote Visitors Definite Price On Money Despite Happenings In Foreign Exchanges

WASHINGTON—Alarmed at the diminishing tide of tourists and their diminishing expenditures, continental nations are laying plans for subsidizing foreign visitors. One of the principal reasons for the ebb of the tourist trade has been the uncertainty as to the currencies. The depression has caused thousands who might have gone abroad to stay at home, but even those who still had funds with which to travel were discouraged by the St. Vitus dance of the currencies.

To cure this it now is the plan to issue to tourists special stabilized currency units. The first move was made by Switzerland. That Alpine land customarily derives a large share of its income from the expenditures of tourists. From all over the world people travel to Switzerland to gaze upon the beauties of its scenery in all seasons. In addition, the winter season attracts thousands to the winter sports at such places as St. Moritz.

The people going to Switzerland for the winter sports have been mostly wealthy people. Kings, nobles and the rich and famous of the earth have frequented the Cresta run for many seasons, attracting others. But even the rich do not like the idea of uncertain costs, and the trade was falling off. So it was that the hotel keepers of Switzerland were the first to think up this scheme. Without reference to the government at all, the hotel keepers arranged to quote visitors a definite price which would remain the same no matter what happened to foreign exchanges. A start was made with the English. The Bonifaces let it be known that hotel bills would be figured at 16 Swiss francs to the pound sterling no matter what happened.

France now has taken up the idea with a will and is planning to go much further with it. The tourist business of France is of tremendous importance. A large part of her import trade consists of tourists and she gathers in huge sums by catering to them. These sums have declined in recent years for a combination of reasons.

The depression has been the prime reason for every thing which has gone wrong but on top of that, have come the currency difficulties. Switzerland and France, it will be recalled, are among the very few countries which have remained on the gold standard. Under any circumstances, off-standard countrymen have to pay more for francs and this has had the effect of discouraging tourists.

Genius for Finance

There has been, for instance, an absolute hegira of Americans back home since the United States left the gold standard. Because of the dominant gold position of the United States, America had for years enjoyed an exchange advantage. The American who had even a small income in dollars could live well in France because one could buy so many francs with a dollar. The tables were turned, however, when the United States left the gold standard and France remained attached to it. The dollar went down, the franc went up, and the American colony in Paris and the south of France came scuttling home.

The gold par of the franc was about four cents \$0.039161 to be exact—and an American dollar would buy a great many of these francs. Indeed, on occasion the franc might go even a little lower due to some foreign exchange manipulation. But the American always held the advantage. Now a French franc costs the American 6 or 7 cents. The French have a rather low opinion of the soundness of the American dollar since it has become irredeemable. The Frenchman is not content with the mere promise of the United States—he wants a currency backed with gold, payable on demand, as it used to be before the New Deal.

Tips Are Missed

But the Frenchman is particularly eager to win the once free-handed Americans back to France. The easy spending, the generous tips are missed. Sales of Paris gowns have fallen off. Fewer people are opening champagne. The golden-fingered tourists do not come down in summer swarms

like locusts any more and something must be done about it.

The French have always had a curious genius for finance and they are displaying it anew. Taking the hint from the Swiss hotel keepers, arrangements now are being made for the issuance of a tourist franc. The Bank of France will have a hand in the arrangement and the French Government will look on with eager interest in order to maintain her position on the gold standard.

The franc of course, does not fluctuate, being on the gold standard. The off-standard currencies are the ones that fluctuate. Thus, the pound sterling or the dollar or the peso will move up or down in relation to the fixed franc. The tourists, especially the British or American tourist, likes to have a pretty good idea of what his money is going to be worth not only today but tomorrow and the next day and next week. There has been much uncertainty on this line while the currencies have been dancing.

Subsidize Tourists

The initial step of France will be the issuance of a tourist franc in pound sterling terms. It is proposed, according to the latest advices, to issue a tourist franc at a fixed rate of 100 francs to the pound, this rate to be maintained through a given season. In view of the fact that just now the rate has been such that the Englishman has been getting only 75 francs to the pound, this should attract English tourists, especially since assurance of stability is given. It is entirely possible that France might win through some overturn. Before the fixed term of the tourist franc should be up, the pound might return to the standard, the franc go off, in which case one could get more than 100 francs for a pound but France is willing to take that chance.

The next step inevitably will be issuance of a tourist franc in dollar terms. The American tourist invasion of France usually does not start until along in June when the school teachers have ended their classes and the summer vacation season begins in the offices. The arrangement doubtless will be similar to the sterling arrangement that is, there will be a fixed number of tourist francs to the dollar. These will be good for the season, without fluctuation.

Just how the French are arranging the inner intricacies of the tourist franc has not been revealed and exchange financiers are curious about it. It is generally assumed that the government will subsidize the banks, hotels, tourist agencies and others who are to supply tourist francs if 100 francs are given to the pound to British tourists when the going rate on foreign exchange is only 70 francs, there must be some loss somewhere. But the French, as well as the Swiss, seem to feel that they must attract the flood of tourists even if they have to subsidize them. It is to be expected of course, that they will get back some of their subsidy in the prices charged and through increase in the volume of trade. But, anyway there seems to be no reason why the tourist industry should not be subsidized by the government when agriculture, shipping and many other industries are being subsidized.

Precautions will be taken to prevent tourist francs being purchased in large blocks by speculators or used for any sort of purpose except the expense of tourists. The French can be relied upon to prevent any leaks. In all probability other European nations will adopt the same scheme. There has been a great deal of talk about stagnation of world currencies. It sounds fantastic but, conceivably, much in the way of stabilizing might be achieved through the tourist currency.

"Quints' Mother says No more Babies for Government". In other words, she thinks she has Dionne enough.

FIRST RECORDED DRAMA WAS PRESENTED AT ANNAPOLIS ROYAL

Lescarbot's "Theatre of Neptune" in 1606 is Earliest Production on Continent—Published In Book Form—Of Wide Interest to Students

Three hundred and twenty-nine years ago, about the time that Shakespeare retired to his country home in Stratford-on-Avon, leaving forever his beloved theatres of London, the first drama ever given in North America was produced. It was not written with a view to making money for the author, nor did the playwright compose with one eye upon Broadway, for at that time Manhattan Island had not yet been purchased from the Indians for the legendary ten gallons of rum, and indeed, there was not even a hall or a theatre in which the production could be staged.

The drama was called Le Theatre de Neptune en la Nouvelle France, or Neptune's Theatre of New France, and was written by Marc Lescarbot and was written by Marc Lescarbot to welcome the return to Port Royal in November 1606, of Sieur de Pourtincourt, absent for several months from this pioneer settlement on a voyage of exploration.

Stage Set on Sea

As the single vessel of Pourtincourt's expedition came into the landlocked harbor of Port Royal, the entourage of Neptune, god of the sea, put forth from shore in canoes and paddled slowly out to meet Pourtincourt, who was embarking for shore in a little shallop. Neptune himself was "robed in a veil of blue, with buskins, grey hair, and a beard worn long." In his hand he carried the trident which was emblematic of his office, and he was seated in a canoe decorated to represent his chariot, drawn by six Tritons, each of whom had a canoe appropriately decorated. As they came up to the shallop, the Tritons blew a salute on their conch shells, Neptune rose in his chariot, and delivered a long and, (if the truth be told), somewhat windy welcome to Pourtincourt, assuring the brave explorer that the god of the sea would ever protect him in his venturesome expeditions.

Upon the conclusion of this speech, a trumpet sounded loudly, and the Tritons rose to express in turn their admiration of Pourtincourt, and to exhort him to be thankful for the protection of Neptune, for, as one Triton said,

"Man should never lose or spend Good fortune that a god shall send."

Welcome From Indians

Then Neptune and his Tritons moved away, and a canoe containing four Indians approached the shallop. Each of the Indians had an offering for the returning explorer, the first giving a quarter of a deer, the second a beaver skin, the third some native Indian jewellery. A touch of sly humor creeps into the pageant with the fourth Indian. He offers only promises, saying that he is going fishing, and that he will give Pourtincourt some of the day's catch.

Then Neptune returned to the shallop, where Pourtincourt gravely thanked him for this royal welcome. It would seem that Pourtincourt entered full-spiritedly into the good-natured foolery of the masque. This over, the Tritons burst into a song composed for that occasion, and all moved toward the shore, where the rest of the fort's company waited.

As Pourtincourt set foot upon the shore, a trumpeter sounded a welcome and the guns of the fort burst out into a salute that lasted for fifteen minutes. There, welcome from "A Gay Companion" at the gates of the fort—and the first drama ever produced in North America was over.

There is no record of a second production of this masque, but it was printed a number of times, and in printed form became very popular, possibly with some subtle references to the king of France which Lescarbot made, possibly in hope of preferment. Even as late as 1927, the little drama was reprinted to delight those interested in early drama and in the history of the New World.

Drama Festival

With the Annapolis Valley thus the cradle of theatrical arts on the continent, it is fitting that the Valley should continue this early tradition. This has been cared for by the projection of a Drama Festival, to embrace productions by Little Theatre Groups from towns in the Valley. This will be conducted in all ways like the more ambitious drama festivals staged annually by Little Theatre Groups all over Canada. A handsome cup will be awarded to the Group giving the best presentation, and a trophy will be given to the player whose individual performance ranks highest in the opinion of the judges. This will be the first project of the recently organized Dramatic Arts Guild of the Town of Kentville, home of the Apple Blossom Festival.—Kentville Advertiser.

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Of Interest to Women

LAMB AND HOUSEHOLD ECONOMY

Observant housewives have already discovered that 1935 is a favourable year for effecting a saving on the meat budget by the increased use of lamb. For the coming year the supplies of lamb will continue to be as plentiful as they are at the present time and the prices just as reasonable.

The question of what is "the best buy" is an ever present matter of concern to the caterer for the home and, generally speaking, personal taste and the state of the exchequer are the main deciding factors. With lamb at the present time there can be no mistake. There are persons who think they are not eating lamb unless they have bought a leg, a loin roast, or loin chops. These cuts are naturally the more expensive, but a smart budgeter who may of necessity have to be economical will take advantage of the really cheap cuts, such as the rolled breast of lamb or lamb stewing pieces.

Lamb stew cooked with dumplings, or stuffed breast of lamb, or rolled front of lamb served with fresh vegetables provide fine meals and are favourites with children. These dishes, perhaps, require a little extra attention in preparation in comparison with a leg or loin roast, but they represent the best of food at low cost. To many, also, it must be remembered, that these low priced lamb cuts mean the difference between having and not having meat at all.

A food recipe for Lamb Stew is as follows:

Lamb Stew

4 pounds of meat (or more depending on size of family).
12 potatoes.
5 onions.
5 carrots.
Seasoning.

Directions for Cooking

Cut meat in two-inch squares. Place in cold water and bring gradually to boiling point, simmer for one hour then add vegetables (cut in any desired size) and seasonings. Simmer until cooked, remove meat and vegetables, thicken liquid and serve.

NO "PLOT" WHERE JIMMY BRADDOCK IS CONCERNED IN THE COMING CHAMPIONSHIP BOUT

New Jersey Fighter Named Challenger Because He Was Only Man Available For Title Bout; Can Use His Dukes Plenty

NEW YORK, June 4—It is often amusing to note the ridiculous statements emanating from sports commentators who pop off without taking the trouble to learn the facts. A case in point is the blasting given to the Baer-Braddock match for the heavyweight title by some persons who should know better. Such misrepresentations may have led some fans who swallow such stuff whole to believe that the choice of Braddock to box Baer was the result of a "plot."

For instance, Edward C. Foster, the president of the National Boxing Association, is quoted as follows:

"Braddock isn't in the same class with Baer. He merely is the fortunate victim of a high-handed scheme to enrich some individuals connected with the fight game."

Assuming that Foster is correctly quoted, he convicts himself of a surprising ignorance of the heavyweight situation for a man holding such a high post. As to the match being a scheme to enrich any one, every one concerned, with the exception of Braddock, balked at the fight, because it appeared there would be little profit in it for any one.

Baer objected strenuously, insisting Braddock would not be a drawing card. The Madison Square Garden Corporation, which is promoting the fight, did not want it, because Garden officials figured there would be little or no profit in it.

Why, then, was the match made? It was made because it was the only possible championship bout under the circumstances. Braddock was the only available opponent, so he was given the assignment.

The Garden was compelled by contract to name an opponent for Baer by April 15, and to put on the match in June. The champion's contract with the Garden would have been void otherwise, and he would have gone over to some rival promoter.

In the early spring four men, exclusive of Braddock, were possibilities. They were Max Schmeling, Primo Carnera, Joe Louis and Art Lasky.

Schmeling refused to come to the United States. That eliminated him. Carnera lost most of what little public favor he still enjoyed when he made a sloppy showing against Ray Impellittere. Carnera then made it impossible for the Garden to use him by demanding that a forfeit of \$50,000 be posted to guarantee he would get the shot at Baer if he continued in the elimination tournament and emerged victorious. Naturally, the Garden turned down such a high-handed demand.

Louis, Detroit negro heavyweight, who turned professional only last July, announced he would not take a match with Baer in June, as he felt he needed more experience. Finally, Lasky was eliminated when he took a terrific beating at the hands of Braddock.

With all four of the above mentioned eligibles eliminated, the Boxing Commission issued an edict that Baer would have to fight Braddock or suffer suspension. The Garden was informed no other match would be sanctioned.

That's all the "plot" there is. Braddock was given the match because he was the only opponent available and not because there was any "plot" to enrich anybody.

Heard in Radio City Studios:—Carson Robinson, author of "Carry Me Back to the Lone Prairie", has composed nearly 300 songs of the hill-billy variety. . . . Walter Tetley, who is really 15 but looks like a lad of 12, attends the Professional Children's School of New York. He is an inveterate reader of mystery thrillers but prefers the Sherlock Holmes stories.

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