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NOTICE TO SUBSCRIBERS

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Trade and Good-Will

Principal Wallace of Queen's University did not necessarily minimize the importance of tariffs, movements of trade and foreign policies in greeting the delegates to the Canadian-American conference at Kingston, but he brushed aside much rigidity of conception by declaring that "the fundamental matters in the problems which we face together are in the intangible realm of feeling and emotion."

Canada and the United States are not likely to maintain the maximum of good neighborliness by comparing import and export statistics. Certainly, these have a place, as Canadians in particular are aware, and would have a larger share in strengthening relations if they carried dependability. In criticizing the responsible officials of the two countries for moving "too cautiously in the enterprise of taking down the barriers," Professor MacLaren of Williams College touched on the weakness. The making of tariffs in this practical age being a matter of cold business, it seems improbable that the two nations will let brotherly love become their yardstick. Yet the oftener we rub shoulders together—assuming the border official's boot is restrained—the better we get along. And the seller does consider it good business to please his customer.

So, while trade helps and it should be the policy of public authorities to remove undesirable obstacles, if it is friendly relations we seek there is greater hope in freer association of the millions of ordinary people who know nothing about tariffs, and official tendency is to restrict this.

It would be profitable if such conferences as those held at Kingston, and Canton, N.Y., devoted more attention to this phase of the subject. Tariff policies are framed by politicians, and politicians are made by the people. Canada and the United States at the moment have Governments sincerely desirous of promoting trade for the sake both of prosperity and good-will. They see clearly, but cautiously, the need of removing obstacles to the passage of commodities. Can they be induced to relax somewhat those ironclad regulations which have erected barriers against the movement of honest, neighborly citizens? And in these are not included the racketeers of either country.

We have no desire to overemphasize the point, for there is a worthy cause to be served under existing world conditions in setting an example in freer trade relations. We cannot neglect the fact, however, that as long as tariffs are based on political policies in rule-of-thumb fashion their chief aim will not be international harmony. They are essentially selfish in character, and are likely to remain so indefinitely because of necessity. But it will not matter greatly if nations learn to understand each other's problems and ambitions. It might be difficult for the average United States citizen to comprehend W. H. Moore's plan for "a balanced economy," but if he met Mr. Moore he would undoubtedly conclude he was a good neighbor, entitled to the respect of all the 127,000,000 people. We need more frequent contacts among worthy representatives of each country, so that when trade statistics lapse in their good-will mission we shall have a solid foundation in human understanding. Here the two North American nations can also set an example.

Science Never True?

Prof. William Lyon Phelps of Yale says "poetry is always true but science is never true."

"By that I mean," says Prof. Phelps, "a good work of poetry written 2,000 years ago remains true, but a scientific work written twenty years ago is as out-of-date as an almanac of the same vintage... There is truth in the arts and music, as well as beauty..."

Granting the professor his poetic license, we rise blatantly to remark, from the depth of our barbaric taste, that both poetry and music have perhaps wrought more evil than the worst errors and misuse of science, even in war.

We use poetry and music to send our young to the shambles of war. Worse still, continuously, insidiously or brazenly, music in particular is used to stir up the basest emotions. The tom-tom jungle-beat of "hot" bands has sent many a youngster to the devil. And much of the tripe written as poetry has falsely induced in modest people who could not understand the twaddle a mistaken sense of their own intellectual unfitness.

The fine arts? A drab world it would be without them, perhaps a quite amoral world. Nevertheless, we have a hat to take off to the men and women of science who make it possible for the daubers of paint, the twanglers of lutes and the tooters of piccolos to exist in health and sanitation.

Efficiency is Essential

Addressing the Cotton Institute of Canada at its annual meeting in Montreal, President A. V. Young stated that efficiency in the Dominion's cotton mills, more than any other factor, has preserved this industry in the past from obliteration by competition from other countries. "It is only efficiency," he said, "efficiency in using machinery, efficiency of Canadian workers and efficiency and minimum cost in distribution, that will in the future preserve the production of cotton yarn and cloth as one of the chief industries of this country."

There are times when a word in behalf of efficiency is due. The cotton industry, in particular, is well developed in many countries and is highly competitive. In connection with it Canadians hear a great deal about tariffs and wages, the former needed to protect the latter from unreasonable competition. Mr. Young quoted a statement by the Dominion Department of Labor on the recent Washington conference held under the auspices of the International Labor Office: "As regards wages expressed in a uniform standard, there are enormous differences as between countries. Wages are lowest in the Far East, China, Japan and India; higher in countries in Central and Eastern Europe, next highest in such countries as Sweden, Germany and Great Britain, and highest of all in the United States and Canada." About 14,000,000 people are employed in the industry, of them 18,000 in this country.

Holding a business against tremendous competition requires efficiency and salesmanship. Too infrequently it is realized that when wages are much higher efficiency of employees must make up a great deal of the difference or business cannot be retained. Industry, as a rule, can pay only for what it receives.

SNAPSHOTS

Ho, Hum! The longest day of the year!

There is still hope that the Little World War in Spain will not be taken over by the big leagues.

Jeanette MacDonald Weds With Police Aid—Headline. Maybe with the same aid other Hollywood marriages could be made to stick.

When the doctor approves any treatment you suggest for yourself, it means your case is hopeless or there's nothing the matter with you.

When a man whose given name is John of Bill permits his sons to be christened Basil, Merlin or Percival, you need only one guess as to who is the head of the house.

When inventors and would-be inventors gather in convention then comes the true glorification of the doohickey, the thingumbob and the gadget.

"Alfred Schmidt," the Italian papers call the Man with the Brown Derby, known in his own country as "Al." So far, international complications have not appeared.

GONE DRY

Say what you will of misfortune, Tell your tale of woe, Tell of the heat of the desert, Of the cold of the land of snow.

Tell, hard-bitten prospectors Of the searing pain of the frost; Or ye who dig in southern climes, Of the torturing thirst when lost.

Tell, ye western farmers, Of the drought and your frizzled wheat; But none of your tales deserves a wall As that of our own King Street.

The drought has swept through that district And dry as the dust is that street; And throats are parched as stiff as though starched And dried in a blistering heat.

The Mounties swept down from their ramparts With mops held ready to thrust, And wiped up the place, and left not a trace Of booze in the wake of their dust.

Talk of the thirst of the desert That is nothing at all—but I sigh When I think of the throats that will parch and bloat Since King Street has gone dry. By "Joe."

ALBERTA O. T. C. SETS EMPIRE MARK

EDMONTON, June 21.—Establishing what is believed to be an Empire record for university military units, 110 officers of the University of Alberta Canadian Officers' Training Corps were successful in qualifying for "A" and "B" certificates in 1937 examinations.

Russians Fly

(Continued from Page One)
Brigadier-General George Marshall, commander of the Fifth Brigade, United States Army, at Vancouver Barracks, took the three Russian airmen to his home for breakfast and a rest.

The fliers, heading almost straight northward from Moscow, flew nearly 1,000 miles overland to the Kola Peninsula, northeastern-most tip of European Russia, thence over the Arctic Ocean to Franz Joseph Land, 1,750 miles from their starting point.

At the island point they changed course slightly and headed almost straight for the true pole, 700 miles farther on. They reported passing the vicinity of the pole early Saturday.

The fliers passed close to the north magnetic pole, a little known spot in the far north Canadian islands. The route also took them through one of the Arctic's two great "blind spots."

Warmly Clad

The aviators were dressed in caps, sweaters and heavy army shoes, with skins, fur side outward, over their legs and feet. Chekaloff said he and his companions were "feeling fine," but they appeared tired. He was reticent about his plans.

Had the trio reached Oakland they would have bettered the long distance flight record now held by the Frenchmen, Paul Coudas and Maurice Rossi, who flew 5,637 miles from New York to Syria in August, 1935.

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MARY PLANS
SIMPLE CEREMONY
FOR WEDDING

HOLLYWOOD, June 21 — Mary Pickford, whose long career in motion pictures earned her the title of "America's Sweetheart," today set the date for her marriage to Charles (Buddy) Rogers on June 26. The wedding will be a simple outdoor ceremony, she informed the United Press tonight.

Date of the wedding, which several times has been shifted since originally it was planned for London this spring, was delayed because Rogers had not finished a picture on which he now is working, Miss Pickford explained. Completion of the film June 24 will end all present contracts.

"It was impossible to set the date until just now," she said. "Buddy did not know until yesterday when he would complete his picture. The date also was controlled by completion of Bud's radio contract, which ended Sunday, June 20."

Anglo-American

(Continued from Page One)

of these shipments. Lumber and newsprint were the main factors in the past two years, but the armament race has something to do with the continual increase in trade between the two countries, since the Dominion has sold considerable quantities of non-ferrous metals in the markets of the United States, especially copper, zinc, nickel and gold, with statistics indicating that the sales of these Canadian products have really doubled in recent months. Likewise, there are extremely important gains all along the line, and shipments across the border are continually on the rise with the strong possibility that the figures may reach the record of the peak year of 1926.

Consequently, it is not difficult to understand what is behind the scenes in the attitude of the Dominion towards this new Anglo-American treaty that is positive to prove a serious menace or threat to this vital outlet for Canadian products, and the latest rumour in the Capital states that it may result in the Canadian Government seeking other foreign markets for her goods in order to avoid a direct conflict of interests with the Home Government on this subject, because it is known that this trade link between the American republic and Great Britain is not merely an economic agreement but it is a matter that goes far below the surface of the known or disclosed facts. It really pertains to a strong and close union of forces of these two Powers to combat certain sinister international dangers to peace.

It may surprise many readers to learn that there is a subject of close study in the Capital right now which would appear to be unnecessary or even useless in view of certain circumstances. Yet, in face of the unfortunate and pessimistic conditions which surround the Canadian farmers, a "Back to the Land" movement is being studied seriously in Ottawa as a means to end or to reduce the large dole lists in cities and towns throughout the Dominion.

Optimistic individuals believe that such a scheme would work wonders since bigger and better agricultural markets may be found in the near future in foreign countries like Russia, Germany, Japan, etc., and they are endeavouring to discover if it would not be a great saving for the several Provincial Governments to invest in farm establishments for the many unemployed, whose number has been decreased slightly by the rise of the Dominion's export trade and the resultant activity in certain industries.

Those who do not favour this plan claim that amongst all other arguments against it, there is the fact that the trend of the population in Canada is towards the cities and towns rather than the farms. In 1871 only 19.58 per cent. of the population lived in cities and towns, while in 1901 the percentage was but 37. Twenty years later the trend increased to such an extent that the population of urban and rural centres balanced, while today there are more than 860,000 people in the cities and towns than on farms in Canada. This is the indicative of the trend of the population in the Dominion.

The scheme to bring about a scientific "Back to the Land" movement has a great following in Ottawa, and it is a certainty that the subject will be a matter of national consideration and decision in the very near future, since the individuals behind the idea are determined to try out the scheme, although it must be mentioned here that there will be strong opposition against this plan, particularly will these advocates of this idea have to efface the black cloud in the national picture which features the crop failures in the western provinces where in 1932 the yield of wheat was 440,000,000 bushels and last year only half that quantity.

Growing Traffic

(Continued from Page One)
accidents, marked to show the reason of the death. Others, especially at railroad crossings, erect on a stand the wreck of some tortured and twisted and burned car as an object lesson.

It is recognized that preventive measures are preferable to warnings derived from previous deaths. Chicago has been a pioneer city in preventive work; indeed, Chicago has done much traffic pioneering, including a rule on certain streets that, instead of restricting driving to a maximum speed, it restricts it to a minimum speed. The driver dropping below this speed is quickly warned to get off the thoroughfare.

Public Driving Schools

The most impressive work Chicago has done probably may be found in its public driving schools. There are two such schools where pupils, from 16 years on, may receive free instructions in driving and the rules of traffic safety. Both schools have extensive driving areas, covering many acres. Both are laid out with hills and dips. There are curves of every sort, there are circles to be negotiated, there are level crossings, and complicated intersections with several lines of traffic entering. There is a speedway. Moreover, the streets or roads have every kind of surface likely to be encountered from asphalt to gravel; and there is even a slippery stretch, kept slippery, to instruct the pupils how to handle skids.

In the Classroom

Classrooms are fitted with driving seats instead of desks. Of course, they do not move, but the pupils are shown how to start the engine, how to shift gears, how to apply brakes, and when a mistake is made by any one of the roomful of pupils a colored bulb lights up on an indicator board to reveal what mistake has been made. After the preliminary classroom work, the pupils are taken out on the driving courses, where their instruction is supposed to be completed. A normal person, at one of these schools, can be made a safe, efficient driver in from 16 to 21 hours. Some later baptism by actual accident may be necessary as post-graduate work and, to be sure, there are some drivers who never seem able to learn, as witness the system of vogue in some American cities of graduating the fine with each repetition of the same offence. An astonishing number of persons will be arrested time after time until revocation of license finally results. Such a person, apparently, has become incapable of either instruction or example and, of course, is a permanent menace to any community.

Britain's Methods

In the United Kingdom there is a ministry of transport which, among other things, pays especial attention to prevention of highway and street accidents. Mr. Hore-Belisha, as minister, inaugurated a series of traffic signals and safeguards which amused London as well as other parts of the kingdom. Loudly painted signs, conspicuous markings on street surfaces, and glowing signal lights are employed but, in spite of these, toward the close of last year, the largest weekly death record was registered.

Germany has always been an eager experimenter along technical lines and is forward in study of traffic accident prevention. There is a branch of the Technical High School of Berlin, called the Institute for Psychotechnics and Industrial Technics, which has developed some ingenious systems for traffic instruction. The instruction is for automobile drivers and also for street car motormen.

Drivers' Reactions Measured

The instruction takes a fascinating, dramatic form. The pupil is placed in a dummy car, equipped with all the usual controls. Before him there is a large motion-picture screen. The test begins. The pupil starts driving down a street or rural highway, as shown in the motion picture before him. There are, of course, other cars on the street and cars come in from intersections. Pedestrians cross the street, some slowly, some darting out without looking. A collision occurs, there is a traffic jam—indeed just about everything that might happen. An instructor, seated nearby, observes a complicated set of instruments which record how the pupil at the dummy reacts to all he sees on the screen—how quickly he responds to the need for sudden meeting of an emergency. The street car motorman has much the same motion-picture training and it is said, so realistic is the experience that the drivers often become excited and some have been known to faint.

Another Test

Another test relates to susceptibility to glaring headlights, a major cause of accidents. Headlights are thrown before the pupil, and instantly a series of cards is placed before him to determine how speedily his eyes adjust themselves so he can differentiate among them. There is another machine which tests the driver's

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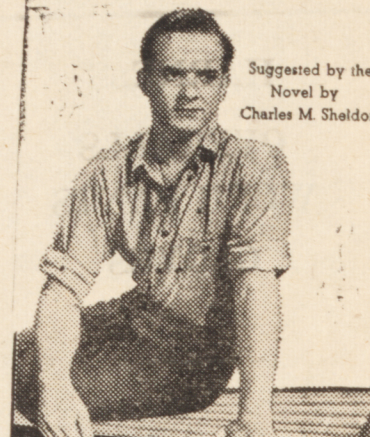
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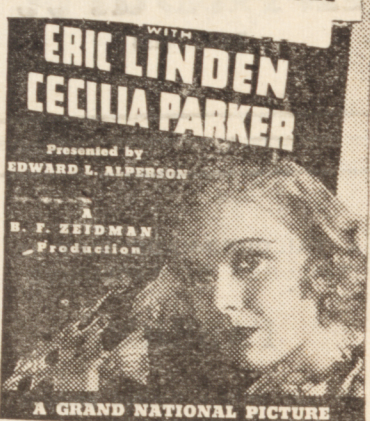
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— in —

'HER HUSBAND LIES'

demanding quiet are posted. In Stockholm, there was a wider use. The entire city was made a zone of quiet so far as the blowing of horns was concerned. A year's experience of this showed a decrease of between 2 and 3 per cent. in traffic accidents. London has adopted an interesting scheme which, if not directly connected with accidents, is of interest to motorists. On frequent lamp posts are placed placards in the form of maps of immediate areas showing where parking spaces can be found, thus helping to solve that eternal question.

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