

THE DAILY MAIL

NEW BRUNSWICK'S ONLY HOME COMMUNITY PAPER

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Canadians as Newspaper Readers

The extent to which Canadians are newspaper readers is illustrated by the fact that the per capita sales and subscriptions for daily newspapers printed in the Dominion comes to about \$1.25 a year, according to the latest figures available. The average household in Canada is about four persons, so that the average household is spending \$5 a year. That seems to be excellent evidence that the Canadian people keep themselves well informed regarding passing events. They are good newspaper readers. Some newspapers printed in French have remarkably large circulations. It is said that one of our French newspapers printed in Montreal has a larger circulation than any daily newspaper printed in France. The reason of this may be that in France there is a greater variety of newspapers.

The amount spent on daily newspaper sales and subscriptions is over \$11,000,000 in a year, but there are the weeklies as well, dear to the hearts of the people of the towns and villages and the folk who have gone far away from their native places. They constitute something like a letter from home. Subscriptions and sales of weekly and other newspapers run to over \$3,000,000, a surprising total. In these publications the readers learn what their neighbors are doing, which of them is sick, who amongst them are climbing the heights. The good weeklies are like friendly visitors, malicious reporting of incidents a very rare thing.

Subscriptions to magazines and other periodicals amount to almost half that of the weeklies, all of which shows that the circulation and reading of news is a strong feature of Canadian life.

The foregoing figures are taken from a report on paper using industries just issued by the Forestry Branch of the Dominion Bureau of Statistics, Department of Trade and Commerce.

"Men Smarter Than Women!"

Movivacious Marlene Dietrich (or her clever press agent) says she would like to be a man because men are smarter than women.

"I would much prefer to be a man," goes the quote. "They have clearer and superior minds. I can think of no advantage of being a woman that compensates for this superiority."

Nor does Marlene (or perhaps it is her press agent) like handsome men. She thinks they are "not very bright."

Now there you are! There's the kind of hooey men love, even though they know it is the bunk. If Marlene really said it, she has brains, for it is box-office stuff if there ever was any. Even if she didn't say it, Marlene had brains enough to hire a press agent smart enough to write it.

So there is Marlene, brainy and pleasantly leggy. Later you discover she has really nice features.

Marlene's (or her press agent's) tip is worth taking. Make a man think he is a superior, brainy thing and he, simpering, will coyly deny it—and love the lass who utters the gag. Tell him you prefer his comic mug to that of the handsomest male movie star and he won't believe you either, but it sort of comforts him. It is advantage No. 2 of being plain-faced, like a horse. Advantage No. 1 to plain-pussed males is that they don't have to look at themselves, except when shaving.

But to get back to Marlene—as who wouldn't? The British Tommy was not the British Tommy of Kipling until he read Kipling. Then he felt he had to live up to the reputation. Give a man a reputation and he may attain it. And, by the way, it works both ways. Women like a little praise now and then.

To Be a "Nation of Ants?"

Writing years ago on the conversion of the German people to Christianity, Prof. Julius van Pflugk Harttung, former State Archivist of Prussia, had this to say:

"According to the Christian doctrine the individual belongs no longer to the State alone, but also to that higher communion that is not of this world."

"The surrender of spirit involved in this demands a bent of mind completely alien to the Franks. They lived as children of the moment, for victory and enjoyment. . . . Even when they nominally accepted the Gospel, their old religious life and beliefs lay deep in their hearts. But Christ seemed mightier than these, and they were willing to make trial of Him that He might be of service to them."

His words have a curious application today when, demanding that the people of Germany shall belong solely to the State, Adolf Hitler gives his official blessing to the "new paganism" evolved by General Erich von Ludendorff and, by implication, declares war on Christianity in the Reich.

To Christendom generally, this deliberate withdrawal into the darkness and superstition of paganism can seem evidence only of national insanity of the most astounding kind.

For, since those days in the early Middle Ages when the first Germans discarded their old gods in favor of the Cross, and whatever may have been the secret preservations of the first German Christians, until the Nazis took power, Germany as a nation had grown steadily in faith, and had come to be looked upon by all the world as a simple and deeply religious Christian people.

Moreover, even were the German peasantry far different in character from what the world knows them to be, General Ludendorff's promise that, under his new "religion," they will become "a nation of industrious ants" offers an appalling aspect.

Even the humblest of civilized men strive to become something more than insects or animals, however industrious, and there has been a steady rising of human ideals throughout the past centuries.

But this latest pronouncement of Nazism would appear to be only the crowning feature of a progressive madness. In recent years the German universities have lost their former world prestige; the finest brains in Germany have been driven into exile; the anti-Semitism of the Dark Ages has been revived and fostered, and more and more have the people been enslaved.

So difficult is it for outsiders to believe that Hitler is serious in his latest ebullition of "totalitarianism," that one is moved to wonder whether it is but one of the subterfuges by which dictators are forced to attempt the diversion of their subjects' attention from existing miseries which grow too pressing.

In similar circumstances Mussolini thunders against Britain, and Stalin discovers new Trotskyist plots. In the past Hitler has pointed to the Jews as the authors of all Germany's troubles, but that ruse has not worked to the welfare of Germany. Possibly he proposes to shift the blame on to the shoulders of the Christian churches.

But, whatever his reasons, his attempt to "paganize" Germany can be looked on only as the madness which presages self-destruction.

SNAPSHOTS

How did the girl break the windshield with her heel?

Friends of all political shades will wish a pleasant trip to New Brunswick's hard-working Premier who is sailing today for England.

Unless you wish to receive flat bouquets watch your driving on the roads this year.

In his spare time der Fuehrer is now going to manage the banks.

Workers who use to stand up for their rights now paradoxically sit down for them.

The power of reason enables you to see the right and the wrong in everything that doesn't affect your pocketbook.

The Whirling Dervishes deliberately work up a hysterical frenzy. If they were playing jazz the result would be swing music.

Probably the reason the Nizam of Hyderabad is still using his \$25,000 motor of 1911 vintage is that he could get only \$2 allowance for it in a trade-in.

What good is television going to be to the man who when driving a motor toward an intersection can't see another car approaching at a distance of 20 feet?

Inmates of Idaho State Penitentiary are being given an opportunity to study aviation. But is it wise to inspire among convicts the desire for flight?

Doctors took half as much money from the people last year as automobiles, we are told, but the doctors needn't be too independent. They wouldn't have got it if the automobiles hadn't thrown so much business their way.

In these days, any sane mother heaves a sigh of relief instead of a sigh of regret when her daughter goes to the altar. At last she can exchange that anxious "What next?" feeling for the "thank-heaven-that's-over!" feeling, and stop jumping every time the telephone rings.

Secret Ballot

(Continued from Page One)

All members of the union met today at 10 a.m., in the armchairs to ratify the proposed agreement.

Claude R. Kramer, C.I.O. organizer who arrived here yesterday, did not attend the stewards' meeting. He came to Oshawa after Hugh Thompson, another organizer, left for Washington to join Homer Martin, international president of the U.A.W.A.

Arrangements were made for a secret ballot to be taken at the mass meeting today. Pieces of blank paper were cut to record votes. Union members will be asked to write "yes" or "no" on the blank paper to indicate whether they favor accepting the terms of the settlement and returning to work Monday morning.

Results of the Toronto conference stirred strikers' ranks. Since April 8, they have watched conferences launched toward settlement only to be wrecked. The big stumbling block in negotiations was the John L. Lewis' committee for Industrial Organization with which the United Automobile Workers of America is affiliated.

Not Welcome
Hugh Thompson and Homer Martin found no favor with company officials and the premier. Both Mr. Hepburn and the company refused to negotiate with strikers while Thompson

Sir Edward

(Continued from Page One)

monies of the Coronation, propose to duplicate this special effort.

"There is something specially suitable in this effort of 86,000 Canadian Boy Scouts to celebrate one of the great occasions in the history of our country and the Empire. His Majesty the King has, for many years, and in many ways, given signal evidence of his keen interest in all that concerns boys and their affairs. As Duke of York he was personally responsible for much interest and activity in connection with the conduct of camps for boys. There has never been a sovereign who, at his accession to the Throne, could claim such intimate familiarity with the life of boys of all classes. He has shared with them the simple life of camps. He has taken part in their sports. He has at all times shown a warm and eager interest in their affairs.

"It will be the pleasure and privilege of Canadian Boy Scouts to aid in many ways in the ceremonies which mark the occasion of our Sovereign's Coronation.

"The activities of the Boy Scouts on this occasion will follow in general lines adopted on the occasion of the Silver Jubilee of his late Majesty King George V. It is generally understood that, throughout the country, Dominion, Provincial and civic committees are planning formal ceremonies, on such occasions the Boy Scouts play more than a ceremonial part, and there has been frequent testimony to the value of their services in handling the practical details of arranging and conducting such ceremonies.

"It is the intention that, on this occasion, the same custom will be followed, and Scout Leaders will approach the competent local authorities in their districts, and co-operate with them in every way in their work.

"Again, as on the occasion of the Silver Jubilee, Scouts will attempt another form of celebration—one of their own. It is proposed that there should be established chains of beacon fires throughout the length and breadth of Canada, and it is intended to fire these so that they will provide a blazing way, visible to almost all the inhabitants of the Dominion.

"As always, almost all the effort required to organize this work of the Scouts will be provided by the boys and their leaders themselves. As always, however, there will be opportunity for good citizens of all classes to aid the boys.

"I should like to make an appeal to all Canadians to assist the boys as best they may.

"The Boy Scouts were organized to assist in making boys into good citizens. It is the universal testimony that the movement has succeeded.

"Among the attributes of citizenship, and, for this reason, among the principles of the Boy Scouts, loyalty stands high. The mere act of assisting in a planned and definite way in the ceremonies attending the Coronation of our Sovereign will leave its mark on the minds and characters of our boys.

"There can be little doubt that no part of the innumerable tributes paid him will be more acceptable to a King whose interest in boys has been so clearly shown.

"I trust that the Scouts themselves, those who belong to the association

and Martin had a hand in affairs.

Union stewards maintained Thompson and Martin would be in Oshawa as soon as the Washington meeting was over and that they expected the two international union leaders here today. Union headquarters was silent on the status of Martin and Thompson in the strike picture in view of the agreement by Millard and Cohen to settlement terms.

which exists to assist them, and the citizens at large, will realize that here is a special opportunity to give this great organization of boys a real opportunity to share in the ceremonies which mark the day when a King, already beloved in himself, the son of one whose memory will long live among us, assumes, in the historic Abbey of Westminster, the crown of his ancestors, while an Empire cries 'God Save the King!'

RETURNS TO SAINT JOHN

Dr. Fletcher Peacock, Saint John, director of educational services in New Brunswick, who presided at an educational conference here yesterday, returned to Saint John today.

Earning Their Way

(Continued from Page One)

versity of California, twenty-two year old Oliver H. Beahrs literally resorts to magic. He makes an annual trip to Alaska and gives a series of exhibitions of tricks that provide enough money to carry him through the next term.

Maurice F. Tauber who came from Texas to attend Teachers College at Temple University Philadelphia, puzzled his way to a degree. From the time of his entrance he paid his way through the university by constructing cross-word puzzles. Beginning it as a hobby, he continued it as a money-making profession. Newspapers in all parts of the country have printed his puzzles and he has published them in several books.

Eggs from their individually owned poultry flocks are helping to pay the way of five students of the New Jersey College of Agriculture, Rutgers University. Profits from the sale of the eggs suffice to pay for books, board and clothes. The flocks of 100 to 150 white Leghorns are lodged in poultry houses on the college farm, built especially for student use by the Monmouth County Bankers Association, the Sussex Co. Bankers Association, the Salem Co. Board of Agriculture, the Future Farmers of America and the college.

For multiplicity of jobs the medal must be handed to Howard Booth, a junior at the Newark College of Engineering, New Jersey. He attends college five days a week, works after classes as an assistant draftsman, sells shoes in a Newark store on Saturday, guards a bank in Montclair on Sunday, and as Scoutmaster of the Roseland Troop of Boy Scouts and is active in the affairs of the Roseland Protestant Church. Last he should find time hanging on his hands, he has just been sworn in as councilman to fill a vacancy caused when Councilman Elmer Braunworth was elected Mayor.

At Ithaca two Cornell students from Arabia survived the depression years by translating Arabic manuscripts for a professor who gave them room and board in return. Four young Russians with naturally good voices organized a quartet and got plenty of engagements to sing at dinners and entertainments.

Occupations by which other foreign-born students at American colleges contrive to earn money for food

CAPITOL

NOW PLAYING

Meet Torchy Blane, a hard-boiled reporter with a soft-boiled heart. . . . in

'SMART BLONDE'

First of Warner Bros.' "Adventures of Torchy Blane" series with

Glenda Farrell
Barton MacLane

WINIFRED SHAW
ADDISON RICHARDS
CRAIG REYNOLDS
DAVID CARLYLE
JOSEPH CREHAN

Extra Attraction —

"BREEZING HOME"

— with —

William Gargan
Binnie Barnes
Wendy Barrie
Raymond Walburn
Alma Kruger
Alan Baxter

HERE MONDAY!
"BLACK LEGION"
with Humphrey Bogart

City of Fredericton Tender for Fire Hose

Sealed tenders will be received at the office of the undersigned until Friday, April 30th, for supplying the City of Fredericton Fire Department with 500 feet of fire hose (cotton jacket), these tenders to be marked tender for fire hose.

The lowest or any tender not necessarily accepted.

FRED I. HAVILAND,
City Clerk.

City Hall,
April 23, 1937.

shelter and fees run all the way from butchering and plumbing to digging ditches and decorating.

Men and women students at Berea College, Berea, Ky., earn their way through by weaving, making furniture and growing food crops. They milk cows, shoe horses and make brooms. In this way they earn the

GAIETY

NOW PLAYING

OLD MAN RIVER'S YOUNG AGAIN. . . AN' HE JES' KEEPS TRUCKIN' ALONG!

Jane WITHERS



"GINGER" JANE IS DIXIE'S HONEY CHILD IN A JULEP TIME JUBILEE!

Can this be Dixie?

with SLIM SUMMerville

HELEN WOOD
THOMAS BECK
SARA HADEN

Honey, help yourself to these Harlemized hit songs!
"Pick, Pick, Pickin'ny"
"Uncle Tom's Cabin Is a Cabaret Now"
"Does You Wanna Go to Heaven?"
"It's Julep Time in Dixieland"

ALSO OUR GANG COMEDY CINEMA CIRCUS TECHNICOLOR

HERE MON. & TUES. NEXT WEEK!

Jean Arthur
George Brent

— in —

"MORE THAN A SECRETARY"

\$146 needed for a year's tuition, including books, room and board. The school age ranges from 16 to 50. While pursuing the college courses, each student learns a trade.

Take an Old Timer's Tip—

"You'll never catch ME without plenty of good old Rosebud. Now, there's a tobacco that's real neighbourly . . . friendly and comforting from beginning to end. Yes, sir, we can do without a lot of fancy fixings in the Bush Camps but we MUST have our Rosebud. It's a satisfying smoke, Mister, a downright satisfying smoke."



ROSEBUD
Cut smoking tobacco

THE MARITIME SMOKE

Follow This Plan for Better CONTROL of COLDS



For Fewer Colds . .
Vicks Va-tro-nol helps
Prevent many Colds

At the first warning nasal irritation, snuffle or sneeze, use Vicks Va-tro-nol—just a few drops up each nostril. Va-tro-nol is especially designed for the nose and upper throat—where most colds start. It stimulates Nature's own functions—in the nose—to help prevent colds, and to throw off head colds in their early stages. Used in time, Va-tro-nol helps avoid many colds.



For Shorter Colds . .
Vicks VapoRub helps
End a Cold Sooner

If a cold has developed, rub Vicks VapoRub on throat and chest at bedtime. VapoRub acts direct—two ways at once: (1) By stimulation through the skin like a poultice or plaster; (2) By inhalation of its medicated vapors direct to inflamed air-passages. Through the night this combined vapor-poultice action loosens phlegm, soothes irritation, helps break congestion.

Follow Vicks Plan for Better Control of Colds

A helpful guide to fewer colds and shorter colds. Developed by Vicks Chemists and Medical Staff; tested in extensive clinics by practicing physicians—further proved in everyday home use by millions. The Plan is fully explained in each Vicks package.

VICKS PLAN FOR BETTER CONTROL OF COLDS