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Smoking survey impressive ... but!

EAR be it for a layman such as we to tangle with advertisers who takes full-page ads or with a respected and austere body such as the Canadian Medical Association. However, we're afraid that the recent big spread on the evils of smoking all but one type of cigarette, leaves us with our lungs tar-stained but still functioning. We have been smoking the same brand of fag for more than a quarter of a century now and have no inclination to change.

From the advertisement's survey about this recently introduced cigarette with its special filter, we cannot tell whether our untipped brand is included in the survey or not. However, glancing at the figures provided by the company's research division, we find that the new brand has 26.5 per cent less tars than brand "X"; 28.2 per cent less tars than brand "Y" and 34 per cent less tars than brand "Z". This obvicusly means that we smoke brand

This is often proved when we offer one of our plain cigarettes to some filter-tip smoking panty-waist Instead

of politely declining, they shy away from us as if we had offered them a reefer. If, by some horrible (to them) circumstances they are out of cigarettes and have no choice but to accept one of our untipped variety, they cough, splutter and do everything but roll on the floor in spasms, to indicate their disapproval of our taste in smoking. This of course impresses not one wit. Nor does the hurt expression on their faces when we scorn one of their fancy-dan, cellulose-adorned smokes that looks like a scientific experiment instead of a down-to-earth smoke.

No sir. If we wanted to inhale some weakened, feeble, strained and purified version of tobacco, smoke, we'd rig up a hookah and sit cross-legged on our carpet and go to it. As it is we prefer to get our lung cancer straight. In the newspaper came what's lung cancer anyway? We are going to slip this mortal coil due a coronary, a cerebral haemorrhage or being shot by an irate subscriber anyway. So why worry? As for giving up our brand of cigarettes because of the tar in them. Phooey! The tar is the best part.

The bridegroom

EROM time immemorial it has been the bride who has received major attention when reports of weddings are printed in newspapers. But it took the courage of the Migowsky Brothers (Walter and Jack) of the Maple Creek News to turn the tables and give the groom a break. This is the way they reported a wedding recently.

"Mr. Hiram Norcross became the bridegroom of Miss Emily Lewis in a pretty ceremony today. He was attended by Mr. Schultz as groomsman. As the groom came in he was the centre of attraction, every eye of the large assembly was fastened upon him.

"He was charmingly clad in a going-away three-piece suit consisting of coat and vest and pants. A pretty story was current among the guests to the effect that the coat was the same one worn by his father and his grand-

father on their wedding days, but he shyly evaded questions on this sentimental touch.

"The severe simplicity of the groom's pants was relieved by the right pant leg being artistically caught up by a hose supporter, revealing a glimpse of a brown holeproof sock above the genuine leather shoe.

"Blue galluses were gracefully curved over each shoulder, being attached fore and aft, while a loosely knotted tie of blue rode under his left ear above a starched collar with a delicate sawedging. This gave the effect of studied carelessness which marks supreme artistry in the male attire.

"Mr. Schultz's costume was essentially like the groom's and as the two approached the altar, a hush of awed admiration enveloped the entire throng. The presence of the bride was also observed by many."

INTERPRETING THE NEWS

New trade moves for Chinese market seen

By HAROLD MORRISON Canadian Press Staff Writer

New Canadian moves may soon be mapped in attempts to get an increased share of the Chinese market, Out of these moves may come a trip by Trade Minister Churchill to Pieping. The government is known to have been impressed by reports of trade opportunities on the Chinese mainland, a market of some 600,000,000 persons, about one-quarter of the world's population.

And it has been impressed also by the Chinese purchase of some 5,500,000 bushels of Canadian wheat this year. Mr. Churchill said in an interview Friday night that he feels these sales can be boosted, not only in wheat but in other products as well,

At this moment, he said, he has no plans to go to China. But if he did go,, it would not necessarily mean Canada would extend diplomatic recognition to the government of Mao Tsc-tung who overthrew the regime of Chinng Kai-shek nine years ago.

Last November Prime Minister Diesenbaker said there will be no justification for recognizing the Pleping government until it "expiates its wrongdoing under international law." But there was "nothing inconsistent" between that position and attempts to boost Chinese trade. he added.

Arousing interest in federal quartors was the report last December of trade commissioner C. M. Forsyth-Smith who visited Ploping and other Chinese centres and the more recent visit of James Muir, chairman and president of the Royal Bank of Canada.

Mr. Porsyth-Smith urged that Canadian businessmen be encouraged to visit the Chinese. Markets existed in China for Canadian pulpwood, aluminum, plastics, industrial chemicals, nylon and other goods,

Mr. Muir reported that China wants to trade. Sho needed a multitude of goods. Oanadian experters should be shaken loose and urged to visit that market.

In previous years Canada's trade with tha Chinese lins not been large. Last year's experts dropped to \$1,400,000 from \$2,400,000 and imports slipped to \$5,300,000 from \$5,700,000.

Canadian shippers have encountered obstacles. The Western list of strategic goods banned from Communist countries is actually longer in trade with the Chinese than in trade with the Russians. This now is being eased, opening the way for wider trade in industrial goods.

The U.S. has a ban on trade with the Chinese. This extends to its home-based companies and their subsidiaries in other countries. including Canada. During the last few months Canada protested these restrictions because they apparently led to a rejection of an order for motor cars placed with a Canadian subsidiary of an Amercian company.

Mr. Churchill said his department now is gathering information on how these restrictions may have led to loss of other trade for Canada. It is known he has taken up the matter with American officials.

Give consideration

From The Halifax-Chronicle Herald There is renewed talk of Bermuda and the Bahamas, left out of the West Indies Union joining the Dominion of Canada. This time we should not turn the idea aside too lightly.

Statesmanship needed

From Regina Loader Post . Canadian - American relations constitute the most important problem on the North American continent. How to deal with it creatively and constructively in its myriad detail calls and always will call for statesmanship of the highest order,

A man's pride shall bring him law. Proverby Even a scientist fails if he starts with the idea that he knows it all, humility is a shrew-

All Aboard By G.E. Morlimone

Bill is a writer who tries out his stories on anybody he can get in a corner.

It's the end of a party when Bill comes in the room with the fat briefcase which he seems to carry everywhere.

People run for the exits. Sometimes a few people stay where they are near-sighted folk who don't identify Bill until he is upon them, or strangers in town.

Bill opens his briefcase, extracts a sheaf of manuscripts and hands one to each person. "Read that," he commands.

And for the next 10 or 15 minutes there is silence in the room as Bill's victims drag their way through 3,000 words apiece of muddy prose. He must be a prolific writer. Even if—by a stroke of luck—

he manages to impound 15 or 20 people in a room, he seems to have enough manuscripts for everybody.

Then he hovers around each of them in turn, saying nothing but trying to read their thoughts from scowls, coughs and

As he scans all the faces, he looks more and more crestfallen, because he farities that he is picking up signals of scorn and condemnation. But he doesn't give up hope. He leans toward people, as

though trying to influence their judgment with body English. At last the critics reach the end of his works, and begin delivering their judgments. "Hmmm," says one man as he hands back the manuscripts, trying to convey the idea of depth and mystery in one syllable without telling any lies.

"Yeah, unique," says another. But there is one man who wants to make sure he is never subjected to this ordeal again. "Do you really want my candid opinion?" he demands.

"Oh yes, that's why I gave it to you," snys Bill, who is so touchy about his stories that he goes into a sulk at any sign of hostile criticism. "Don't be afraid of hurting my feelings," he

gosh awful." And so they are. But this man won't ever be asked to read them again. Only polite and tactful people are burdened with

The public and the schools

From The Calgary Albertan

Two of the things that really stand out in the Cameron Royal Commission hearings, particularly the Calgary sittings, are the tremendous publlc interest taken in the proceedings, as evidenced by the great number of briefs presented by groups and individuals, and the remarkable lack of sympathy for the objectives of the Alberta department of education among teachers and school principals.

The first of these is most gratifying, the second most disturbing, and it can easliy be seen that they are, in no small degree, related aspects of the problems of the worth of present-day education.

It is not surprising, for instance, to find that most of the groups and individuals appearing before the commission are highly critical of Alberta's education system when a school principal can testify that most teachers ignore a department of education directive decreeing a woolyminded, pragmatic and childcentred approach to teaching on the grounds that it would result in chaos. There is an implication here that while some aspects of the system are bad enough they would be much worse if the teachers themselves did not leaven the official idiocy with their own common sense.

Taking into account the possibility of a youthful tendency to exaggeration, the brief presented by a group of Calgary students was another enlightening feature of the hearings. Possibly their spokesman went too far in agreeing that schools these days are no more than glorified play pens," but then again perhaps a student of above average ability, seeing the disproportionate value attached by "progressivists" to courses designed to make students socially conscious rather than well-educated, may feel the epithet is merited. But "play pens" or not the students' brief made quite clear that what they are getting out of school is definitely not what they feel they want or need in order to qualify as educated persons. Boiled down to its essentials their brief stated that there was little or no challenge offered in their schools to the students who really wanted to learn. The wonder of it is that when this fact is so evident to children it has taken so long to be discovered by their olders.

The lack of good text books was another target for critielsm but, strangely onough, nothing was said about how textbooks come to be written. This is an area of investigation which the commission might well pursue although, doubtless, concrete evidence of the way the textbook "racket" is worked will be hard to come

Cortainly it is obvious that no teacher is going to go to the trouble of writing, and no publisher to the expense of printing, a textbook that will not receive official authorization of a dopartment of education.

Fram The Brantford Expositor Proxident Elsenhower thinks he has real trouble new. let him wait until he retires to Cottysburg and starts farm-

Playing politics

From The Ottawa Journal Neither political party distinguished itself in the NOR AD debate. Party tactics, the playing of politics, are among the pomulties of our way of

government; inseparable from

free parliaments. Yet there

should be some limits to the

game, certain compelling oc-

casions when human weaknesses must be subordinated to the national weal. NORAD was too solemn a matter, too much concerned with Canada's survival, for the playing of politics — or for ministerial

Higher tariffs against Britain are a queer way of building up Commonwealth trade. What is the use of calling a Commonwealth conference in Montreal next September to increase Commonwealth trade if our real policy is to restrict Commonwealth trade at the expense of Britain and the Canadian consumer? From The Victoria Times



