Voice of the Press

Canada, The Empire and The World at Large

CANADA

The Kolapore Cup Again

Canadian marksmen at Bisley have once again carried off the senior trophy for team shooting. The Kolapore Cup has been won so often by this country that we are beginning to regard it almost as a Canadian possession, forgetting perhaps that it is won only after increasingly severe tests and against the pick of the marksmen of the Empire. This year the Canadian win was decisive and prospects for further victories are bright. Lieut. Desmond Burks is, as usual, "going great guns" and his total of 146 out of a possible 150, including a perfect score at the opening distance in the Kolapore Cup event, was a great achievement.—Montreal Daily Star.

We Have the Goods

The five-year plan of national advertising which is shortly to be launched by 40,000 Canadian growers, in co-operation with jobbers and shippers throughout the Dominion, will give, we think, a very real impetus to the fruit and vegetable industry. Canada, whose products of the soil are unexcelled, for too long has been hiding her light under a bushel. There have been many striking illustrations of the power of publicity, expertly applied. The California growers, for instance, have made this continent citrus-fruit conscious. Much of the success of their publicity campaign has been due to the fact that new uses for oranges, lemons and grapefruit have been developed. Oranges, for a long time, were just a luxury to be put in Willie's stocking at Christmas time, or take in to a sick friend at the hospital. Today oranges are an important item of the daily diet.—The Hamilton Spectator.

Return to Horse and Buggy

It is an ill wind that blows nobody good. Hence, the County of Middlesex congratulates itself that road maintenance costs will be cut nearly 20 per cent. this year because of the decrease in traffic on the county roads. Mr. Charles Talbot, county engineer, explains that many farmers are going back to the horse and buggy, particularly for short trips, and, therefore, there is not the same wear and tear on the roads. "It isn't costing half as much to keep the Hamilton road in shape this year as two years ago. This is one of the busiest county roads, but there simply isn't the traffic this year," he said. Conditions in Middlesex will, no doubt, be duplicated in many other counties."—Mail and Empire, Toronto.

Bright Prospects

Alberta is congratulating herself that never before, since the province became a grain producer, have the prospects for a heavy crop been more promising than they are to-day. Saskatchewan conditions are very similar. If all goes well, as it is doing now, the wheat growers of this province have the same prospects before them to to make them content and happy. Almost every district has been revelling in unaccustomed rains and the outlook is for better yet to come.—The Regina Star.

Noiseless Milk Wagons

Those ninety-five per cent. of Vancouver citizens who prize above all treasures those last two or three hours of precious sleep between five and seven or eight o'clock in the morning will rise up and bless that inspired dairy company which has installed small pneumatic tires on its milk wagons. For nothing murders sleep so bloodily as the steel-rimmed wheels of milk wagons grinding and squeaking to and fro in the early hours of the day. These rubber-tired milk wagons are now things. They are things to be imitated. Tires are dirt cheap now. And the noiseless milkman would be the popular milkman in residential districts. Cannot some of the other dairies do something about it?—Vancouver Sun.

Whining Unpopular

Many men and women are a prey to their moods. They don't handle life but are handled by it. As a consequence they are often badly treated just because they have let life get a strangle hold on them rather than keeping the upper hand themselves. One of the most devastating moods that one can indulge in is the mood of self-pity. Nobody loves a whiner. Complaints are often made that a man loses his friends when he falls into misfortunes. That is a sad and often true commentary on the constancy of human affections. But the men who are most loud in this complaint fail to recognize that often they have not lost their friends, but that they have driven them away by their own complaining.—Halifax Chronicle

EMPIRE

Spending a Virtue

"Increased Saving" from lessened incomes involves a drastic cutting down of ordinary expenditure, which is the reverse of beneficial for the general community. We are not, of course, speaking of luxury spending or miscellaneous outgoings, but of spending on the general maintenance of one's proper standard of life. To restrict that—if one's income is reasonably secure—is most unhelpful to the general recovery. Thrift is so excellent a virtue that one is reluctant to believe that it can ever assume an anti-social shape. Yet there is little doubt that the deliberate curtailment of normal, judicious, private expenditure is at this juncture as bad for the country as it is obviously bad for trade.—London Daily Telegraph.

A Land of Cheerful Givers

Though we, maybe a little envious, have shown in earlier years a sufficiency over the land of dollar chasing, we must look to what was done with it. There is no nation, not even our own, where the rich men are so anxious to benefit not only the community but humanity. Great Americans reap distinction, not in conferred honours, but in conferring blessings, libraries, museums, public galleries, paying for scientific expeditions, giving millions to Britain as well as to their own people for research in highly-equipped laboratories so disease may be banished. To endow a hospital provides a finer memory than to have a bronze monument. And the light of well-doing still shines. No; America has not lost its soul.—Sir J. Foster Fraser in the Sunday Graphic (London).

Britain's Lead

As a matter of fact, Great Britain ever since the Armistice has been disarming on the most extensive scale. Other Powers have not so far followed her example. Figures given by the Italian representative, Signor Grandi, at Geneva, showed that between 1925 and 1930 the world's total expenditure on armaments rose by £126,000,000, while British expenditure fell by £3,000,000. Can we go further in one-sided disarmament without risk of disaster —London Daily Mail.

Women in Public Life

Women who have learned the business of managing the family life have a very great deal to teach to men. The trouble is that these women are generally too busy and too happy in the home to want to enter public life. The majority of those who do, it appears, bring little that is new in practice to public affairs. For originality in itself is not the strong suit of women. They are changeable only in the sense that the multitude is changeable—in the mass. Fashion proves that. A man designs a hat or dress for one woman, and ten million wear it. Next week he may design another model. If it looks right the ten million will wear that one.—London Daily Express.

London's Population

A continuing decline of population in the administrative County of London, coupled with a large net increase in the whole of Greater London, is revealed in the tables for the county which have been compiled from the 1931 census figures. The persons counted in the city and the 28 metropolitan boroughs numbered 4,397,003. The decrease in the 10 years since the census of 1921 was 87,520, a figure commensurate with the population of a good-sized town like Ipswich, Newport (Mon), or Wigan. In the Greater London area—comprising the city and the Metropolitan Police districts, and included roughly in a circle of 15 miles radius round Charing Cross—8,203,942 persons were enumerated. The increase here since 1921 was 723,741, a number comparable with the population of Liverpool or Manchester. Expressed as a percentage of the 1921 population, the increase in Greater London amounted to 9.7 per cent. This is three times as great an increase as occurred in the previous 10 years, and nearly twice as great as the current increase for the country as a whole.—London Times.

OTHER OPINIONS

Something To Remember

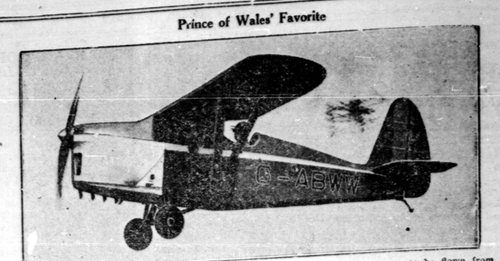
The United States Department of Agriculture reports that last winter, just as in previous winters, numerous colonies of bees were lost from starvation because in the autumn their keepers did not leave enough honey with the bees to furinsh food for them until spring. The greedy beekeepers overreached themselves, though it is unlikely that any of them had not heard of the man who killed the goose that laid the golden eggs. There are law-makers who should consider what befell the man who killed the goose that laid the golden eggs and the losses that came on apiarists too grasping to feed their bees. Even a taxpayer may collapse under increasing pressure of bureaucratic attention.—N. Y. Sun.

No Weakening

If the work now being done in furthering economy in public expenditure is to be of lasting value it must be a continuing work. For the temptations to extravagance are constant. Eternal vigilance is needed if they are to be successfully resisted. — Boston Transcript.

Toronto, Ont.—The Toronto Industrial Commission announces that the Erie Resistor of Canada, Limited, manufacturers of high resistance products used in the radio industry, and one of the new firms of onatide origin commencing business here.

Prince of Wales' Favorite



Pilot's Prince's plane. The most interesting entry for the King's cup air race to be flown from Brooklands this month is the Comper Swift Gipsy plane especially designed for the Prince of Wales. E. R. Fielden will pilot it.

Canada's Entrants In the Olympiad

What Are the Dominion's Chances Among 2,000 Entrants?

Can Canada hope to see the Maple Leaf held high among the emblems of fifty nations, when two thousand athletes meet in combat in Los Angeles for the games of the Tenth Olympiad? asks Fred Beck in The Western Home Monthly—and answers in the following article:

The answer is unqnestionably and undeniably "YES!" Canada's representation at Los Angeles, July 30 to August 14, will be worthy of carrying the banner of the Dominion.

Of the competition in one hundred and thirty-five fields of sport Canada is represented in every major activity, sending teams of reasonable promise in both field and aquatic sports.

One of the high spots of the sixteen days and nights of competition, an event which perhaps holds as much world interest as any other incident of the crowded program, is a lacrosse tournament in which Canada, Great Britain and the United States compete. Interest is the keener because of a controversy which has been waged since 1928. The world's championship title is at stake. Teams from the same three countries fought to what was adjudged a tie at Amsterdam. A dispute, as friendly as it was spirited, arose over the question of the tiebreaker, each team claiming it. With the controversy still at white-hot pitch the United States proposed a play-off on the spot. Canada enthusiastically accepted but Great Britain was unable to accept the challenge and all three teams sailed homeward without an agreement having been reached. Such is one of the outstanding memories of the last Olympiad. Canada, with a team considered at least the equal of our 1928 lineup, has an excellent chance to win this important event. Because Canadian Olympic Try-outs will not be completed until what is virtually the eve of the impressive opening ceremonies it is impossible to go into, with utter accuracy, the question of the personalities that will comprise the Canadian representation.

No mention of Canada's Olympic prospects can be made without bringing to mind the name of Percy Williams of Vancouver. Williams stepped from the ranks of the unknown to beat the world's best sprinters at Amsterdam. He won the hundred meters in 10.6 and the 200 meters in 21.3. He has since set a world mark of 10.3 for the 100 meters. His after-Olympic appearances on United States tracks netted him a collection of startling wins and at a Vancouver track meet he beat Frank Wykoff and the great Eddie Tolan. And then these gentlemen both turned round to hand the Vancouver boy later defeats.

Williams carries much Canadian hope with him to Los Angeles, and yet, he is now suffering a strained leg muscle. He meets not only world-famous performers like Wykoff and Tolan, but a bespectacled young Californian, Ben Eastman.

That perhaps is a new name for most of us. Ben Eastman. In training this Stanford University student has been breaking world marks with carefree ease. He runs the quarter-mile in 47.1. He is to be heard from at the Tenth Olympiad.

And aside from Percy Williams? Well, Canada can point with pride to Johnny Fitzpatrick, Leigh Miller and Bert Pearson, all first string sprinters and certain starters at Los Angeles where they will meet the world's fastest humans.

As to the 200 meters, there's Ralph Adams and Fitzpatrick again. Jimmy Ball, Winipeg's ace 400-meter man who finished second at Amsterdam is improving fast and the Los Angeles track is due to prove more to his liking than that of 1928. The Manitoba winter somewhat handicapped Ball, having delayed his outdoor training too long. But Dean Cromwell, Olympic coach at Los Angeles, points to Ball as competition to be reckoned with.

Wilson should also figure in the 800-meter line-up where his Canadian running mates should include Phil Edwards, Fred Shaver and very likely Brant Little.

So much for the middle distances where Canada meets opposition that has turned in some startling times in training. At the longer distances things seem to be pretty much of a toss-up with Canada standing as good a chance as any in the 1500 meters with a team on which we can count on finding Eddie King, Jack Walker, Earl Moor and Earl McMahon—all notable gallopers at this distance. Their main competition will be from the United States although recent Helsingfors timings indicate strength on the Finnish team and rumor has it that Japan is apt to provide upsets in any or all of the distance events.

Canadians can look back with pride and regret to the Amsterdam marathon and the performance of Canadian Cliff Bricker. This Canadian burned down the gruelling course leading an imposing field at twenty-one miles. Twenty-one searing miles, and then his feet gave out. Bricker was in excellent condition save for those fatal "dogs." He could have gone on to win—and at Los Angeles he will go on —and to win, we hope.

And then there's Hank Cieman—a fighter who is as likely as any to bring Canada a first place in the 50-000 meter walk. Hank set a world record of 4.47, and one of his strongest competitors will be John Mahan, another Canuck.

As to the pole vault, we look to the Olympic favorites and find such names as Korjis of Czecho-Slovakia with 15 ft. 2 in. to his credit; Castro of Brazil with 13 ft. 6 in.; Bill Graber and Ted Lee, Americans; Nakazawa of Japan and his teammate the sensational Nishida who has soared 13 ft. 7½ in. There's Remadier of France, Biro of Roumania, Culi of Spain, Anderson of Sweden, Tamman the Estonian and Andreopoulos the Greek, if a form sheet list of names in this event—names purporting to represent the forty best pole vaulters, we find one Canadian: Victor Pickard who took fourth place for Canada in 1928.

In the high jump we have Malcolm McNaughton whose training results at the University of British Columbia give real promise.

The hub of Olympic activities will be the Olympic Stadium, an amphitheatre erected at a cost of $1,700,000 and seating 125,000 people. This will be the scene of track and field athletics, gymnastics, finals of the equestrian sports and the field hockey tilts.

Swimming, diving and water-polo competition will be staged in the new longcourse swimming stadium. With seats mounting high into the California sky, this unique structure is adjacent to the Olympic Stadium in what has been renamed Olympic Park.

A beautiful fencing pavilion is a feature of the Olympic group, while not far distant is the Olympic Auditorium where thousands will witness boxing and wrestling and weight lifting.

Rowing races are being held at the Long Beach Marine Stadium, and at Los Angeles harbor will be held the yachting events.

The famous Pasadena Rose Bowl will be the scene of the track cycling events, while preliminary equestrian contests will be held amid the colorful surroundings of the Riviera Country Club, near Santa Monica, one of the beach cities close to Los Angeles.

30-Hr. Week Proposed By Corporation Head

New York. — Adoption throughout the United States of a 30-hour working week with 30 hours' pay and a simultaneous increase of 10 per cent. in pay rolls would end the unemployment problem and put the economic situation again on the upgrade, according to Mr. J. Cheever Cowdin, treasurer of the American Legion National Employment Commission and vice-president of the Bancamerica-Blair Corporation.

If the 30-hour week were inaugurated by only 50 per cent. of all employers of labor, 5,500,000 unemployed persons would be again on pay rolls, Mr. Cowdin declared in a radio address sponsored by the American Legion in a series of programs on national trade revival. These, added to 1,500,000 who will receive employment through construction of self-liquidating projects, would mean a total of 7,000,000 men and women back on pay rolls, he said.

Soviet Spring Sowing Decreased by Million Acres

Moscow.—Soviet Russia has wound up the Spring sowing campaign with nearly 1,000,000 acres less than last year under cultivation. The total is nearly 15,000,000 acres below the program.

Official figures place this total area sown on July 1 at 241,690,500 acres, as compared with 242,580,500 last year and 255,875,000 planned. Failure to come up to expectations was attributed largely to the poor showing of the Ukraine, where a bad drought last year caused great loss of crops and seed.

Gold Held At Ottawa Exceeds Requirements

Ottawa.—Gold held by the Minister of Finance against notes issued was $64,273,520 at June 30, according to a recent statement released by the department. This was $575,920 more than is required under the Dominion Notes Act.

Gold held by the Minister against savings bank deposits was $2,359,922, which was 19 per cent. of total deposits of $23,595,223, as required by the Savings Bank Act.

The postman expects everyone on his rounds to take things as they come.

New Zealand Leather-Pushers

Reading from left to right—H. Thomas, lightweight; R. Purdie, featherweight, and A. Lowe, middleweight, three new Zealand pugilistic prodigies, arrive in Los Angeles for the Olympic games.

Canadian N

Charlottetown, P.E.I.—[illegible] time in history a shipment [illegible] hogs from the Eastern [illegible] Edward Island, has been [illegible] Charlottetown to be [illegible] ning. This species of [illegible] a lucrative industry for [illegible] men of the western [illegible] land.

Halifax, N.S.—The [illegible] ests of the Dominion, as [illegible] by over 200 Boards of [illegible] Chambers of Commerce, [illegible] ble in Halifax on Sept[illegible] and 15 at the annual [illegible] vention of the Canadian [illegible] of Commerce. The offer[illegible] given, among other informa[illegible] culars of a pre-convention [illegible] the Gulf of St. Lawrence [illegible] foundland and the North [illegible] calls at Charlottetown, [illegible] Pierre and Miquelon and [illegible] Newfoundland. Reaching [illegible] time for the convention [illegible] turn journey includes a visit [illegible] the Annapolis Valley and [illegible] to Saint John and Fredericton.

Saint John, N.B.—At the [illegible] nual meeting of the [illegible] Turkey Breeders' Association [illegible] reported that many [illegible] were been received for breeding [illegible] from Maritime buyers [illegible] winter.

Quebec, Que.—A report [illegible] boc Department of Agriculture [illegible] that there are 1,959 dairy [illegible] operation at present [illegible] butter manufactured [illegible] 6,584,000 pounds compared [illegible] 697,000 in May, 1931. Production [illegible] cheese is placed at 2,[illegible] against 1,642,000 pounds [illegible] year ago. This year's production [illegible] cheese, therefore, shows [illegible] of 43 per cent. over May, [illegible]

Quebec, Que. — During [illegible] months ended April 30, [illegible] of the Province of Quebec [illegible] $2,840,000 of gold. The record so far established [illegible] month was in April [illegible] of $744,000—or a rate of [illegible] 900,000 yearly. After [illegible] premium of an average [illegible] cent. on exchange, the [illegible] the production of gold [illegible] April was at a rate of [illegible] 000,000 annually.

Montreal, Que.—The [illegible] pany of Canada Limited [illegible] formed to carry on in [illegible] and east of the Rockies [illegible] the potash business [illegible] ducted from New York [illegible] N. V. Potash Export [illegible] Amsterdam, Holland, [illegible] lensen is president and [illegible] director; Mr. H. E. Lo[illegible] urer and general manager [illegible] dition to its commercial [illegible] the Potash Company of Canada [illegible] ted will continue its [illegible] and educational work under [illegible] the N. V. Potash Export [illegible] during the past four years.

Montreal, Que. — The [illegible] portation of Cyclodiene [illegible] Canada since 1927 has [illegible] made by Robert and Allan [illegible] the firm of R. S. Nuss [illegible] Howick, Quebec. The [illegible] consists of 20 pure breed [illegible] 17 of which, including [illegible] three-year-old fillies, 7 two-[illegible] and 3 yearling fillies, are [illegible] the horse breeding scheme [illegible] Provincial Government at [illegible] stallions purchased by Messrs. [illegible] on their own account and [illegible] MacDonald College. Quebec [illegible] keeping with the policy of [illegible] bec Government in giving [illegible] assistance to horse breeders [illegible] fillies will be purchased by [illegible] bers of three clubs at the [illegible] of the animals.

Montreal, Que. — A joint [illegible] vate colery in Canada between [illegible] and October, transplant [illegible] muda and harvest it for [illegible] Canada in February, [illegible] by M. W. R. Evans, [illegible] to the Bermuda Department [illegible] culture. It is understood [illegible] expert will arrive in Montreal [illegible] ly to plant the first [illegible] scheme would advance the [illegible] of celery shipments from Bermuda [illegible] Canada by two or three [illegible] year 25,000 crates will [illegible] from Bermuda.

Ottawa, Ont.—An extensive [illegible] gram for mapping and exploring [illegible] mining areas in Canada [illegible] ried out this summer by the [illegible] partment of Mines. [illegible] most promising mineral [illegible] Yukon territory, the Northwest [illegible] ritory, British Columbia, [illegible] Saskatchewan and Manitoba. [illegible] the Rouyn mineral belt [illegible] are to be explored and [illegible] while intensive investigations [illegible] eral of the older areas will [illegible] carried out. Thirty-five [illegible] geologists will take [illegible] hand, with assistants from [illegible] versities.

Ottawa, Ont.—A report issued [illegible] the Department of National [illegible] shows that 425 accidents [illegible] in Canada last year, covering [illegible] 276 miles and carrying [illegible] sons, while, in addition, [illegible] one mile trips were made. [illegible] matter by aeroplane made [illegible] of 2,372,467 pounds, while [illegible] carried totalled 470,831. [illegible] Seven firms manufactured [illegible] Canada.

There are no points of the [illegible] on the chart of true parallels [illegible] ert Charles Winthrop.

[illegible]s Gleanings

[illegible] Rover Wins Award

[illegible] Literary Prize of 10,000 [illegible] proximately $400, has this [illegible] awarded to M. Henry de [illegible] for his novel entitled "Les [illegible] la Mer Rouge" (The Sea [illegible] Red Sea). M. de Monfried [illegible] author by profession. He [illegible] as Commercial Agent for [illegible] colony on the Somali [illegible] Djibouti, but soon gave up [illegible] and bought a small sailing [illegible] which he and six sailors [illegible] ally as pirates, sailing in [illegible] sea, smuggling arms and [illegible] girls. They were hunted by [illegible] by the English, who im[illegible] on, by the Italians and by [illegible] M. de Monfried was re[illegible] Paris for a few days, but has [illegible] ed to Djibouti, probably to [illegible] re peaceful existence.

[illegible]eaks Quite Young

[illegible] de l'Odeon, on the left bank [illegible] ine, was the first street in [illegible] so far as is known, in Eur[illegible] equipped with a sidewalk, [illegible] memorable event happened [illegible] only 150 years ago. The [illegible] those days were so dirty [illegible] who could afford it were [illegible] out from one place to an[illegible] chairs, while those who [illegible] walked about on high stilts, [illegible] household rubbish found its [illegible] the street where it lay until [illegible] came and washed it away. [illegible] nent was found so useful [illegible] were soon put down not [illegible] Paris, but in other towns, both [illegible] and abroad.

[illegible]ouse Aux Dames

[illegible]ormand is the first woman [illegible] France. She sat for the [illegible] to obtain this title, one [illegible] test of official tests, with a [illegible]. She not only came out [illegible] also obtained a first-class, [illegible]

[illegible]yscraper For Lyons

[illegible] to have a skyscraper. Un[illegible]eople have looked askance at [illegible] France. But opposite [illegible]teway to the famous "Parc [illegible] d'or," in Lyons, a tower [illegible]tories high is to be com[illegible] to form part of a large [illegible]ats.

[illegible]ints From Sea Gulls

[illegible] will be interested in a re[illegible] was recently presented to [illegible]emy of Sciences in Paris by [illegible] director of fisheries at the [illegible]oire National des Arts et [illegible] dealing with the means by [illegible]ds and insects can remain [illegible] in the air through the [illegible] wings. According [illegible]port, a sea gull moves its [illegible] times per second, and each [illegible]oves them upward it falls a [illegible] of two inches on account of [illegible] whereas a fly, which moves [illegible] 160 times per second, falls [illegible]twentieth of a millimeter, or [illegible] no distance at all. The [illegible] drawn by this report is, [illegible] man weighing about 200 [illegible]ishes to remain stationary in [illegible] it will be necessary for him to [illegible] apparatus with wings which [illegible] from thirteen to twenty [illegible] second. A motive power of [illegible] one-eighth horsepower [illegible] sufficient to make this pos[illegible] wings having a surface of [illegible] square yard. Why doesn't [illegible] try it?

[illegible]Deputy :: Twenty-five

[illegible]oungest member of the new [illegible]ure is M. Jean Mendes[illegible] who is just over twenty-five. [illegible] deputy already has a fine [illegible] behind him. At eighteen he [illegible]achelor of Law and was en[illegible] a member of the bar. At [illegible] he became Doctor of Law, with [illegible] honors. He has since pub[illegible] several books on national and [illegible]ional financial questions.

REVELATION.

[illegible]ere bred in some unhallow'd [illegible]

[illegible]o birds sing

[illegible]om petals flutter from the [illegible]

[illegible]old daring spring;

[illegible]er had I seen the regal sun [illegible] the skies,

[illegible]rit in livid darkness till it [illegible]

[illegible] shut my eyes;

[illegible] my life had been a wintry [illegible]ight,

[illegible]y and dense,

[illegible]ing you I should know spring's [illegible]ight,

[illegible]ay's magnificence.

[illegible]el Stevenson in The Rose of [illegible]

Summer Complaint

[illegible] found Baby's Own Tablets the [illegible] children's remedies for Summer complaint, Colic, Teething and Constipation," writes Mrs. George Walker, Thomasburg, Ont. Certificate of SAFETY in each 25c package. More than 1,250,000 packages sold in 1931. 242

Dr. Williams' BABY'S OWN TABLETS

Gold Boom

Leads to Prosperity

Canada is in the throes of a mining boom and one of the factors in this boom is the rather remarkable record which the producing gold mines of Northern Ontario have created during the past three years. In that period, when the bottom was falling out of security markets, company earnings were falling to nothing and dividends were slashed right and left, the gold securities stood firm, the earnings of these companies yearly set up new records, while in the past year every one of the large operations either increased its dividend or paid a bonus, and in addition, several new dividend payers were added to the list.

To-day the public is becoming gold minded. No wonder. It is the one market that has a fixed ready market with no selling cost or marketing worries. Many new mining camps are coming rapidly to the front to take their place with Porcupine, Kirkland Lake and Rouyn. The next rich prospect, it may be Matachewan. This camp fortunately fell into the hands of some of the country's finest pioneer exploration and development operators with the result that it has come to the front rapidly, and this fall Mining Corporation of Canada, one of the last Cobalt companies to survive, will bring in very rich property, the Ashley, into production. The construction of the mill is now being rushed.

Headed by leading mining men who brought along the initial producers in Kirkland Lake, an influential group has Matachewan's outstanding gold showings and attention is focused on Lt. Tyrrell McNeely find, which is coming to the front as an outstanding syndicate because of the rather remarkable consistency of its ore body, which is so short with free gold, that some samples assayed by the Ontario Government laboratories, ran as high as $2774. Tyrrell Township McNeely syndicate is the name of this venture, and the backers of it say that the property is the best they have seen since they pioneered the Kirkland Lake camp, the home to-day of Lake Shore, Teck Hughes and other noted or outstanding in the world for the richness of the ore and the great profits per ton of ore treated which accrues to the operators. It is being freely predicted that the Ashley in Matachewan, when it comes into production, will set the pace for the others by rivalling Kirkland Lake in high values.

Says Careful Driver Seldom Sounds Horn

Although the automobile warning horn is intended to be a safety device, careless use of it often is the cause of accidents, to say nothing of the fact that it can be made an instrument of annoyance and discourtesy, says E. Austin Baughman, Maryland's Commissioner of Motor Vehicles. The commissioner's remarks, according to The Baltimore Evening Sun, were made on the eve of Courtesy Week, which recently was set aside as a period for motorists of that State to be exceptionally heedful of "the other fellow's" rights on the road and to adhere strictly to traffic regulations.

"The careful motorist seldom is compelled to use his horn," Mr. Baughman said. "When crossing intersections, drivers should play doubly safe. The horn is for emergency use, and is not a device to take the place of brakes. Furthermore sounding it does not give a driver the right to speed across an intersection without due regard for approaching traffic or pedestrians.

"Drivers should be patient when the motorists at the head of a line held up by a traffic signal does not start the second the light changes. This is inexcusable discourtesy.

"One of the worst things a motorist can do with his horn is to sound it suddenly after he has approached within a few feet of pedestrians waiting for street cars or crossing intersections. Frightening and bewildering persons on foot causes many accidents.

"The most assinine use of the horn is its employment as a substitute for a doorbell.

"Every home is equipped with a bell, and there is no excuse to honk and honk at the curb in front of a house to bring a person to the door. Such action is prompted by sheer laziness, and should be discontinued."

Mr. Baughman also repeated his request that motorists be punctilious in their use of hand signals to inform others of their plans to turn or stop.

"Signal whether there is any car behind or not," Mr. Baughman said. "Get the habit. It pays in the end in accident prevention and takes some strain from the drivers of following cars."

The use of extracts from seaweed as a substitute for gelatin in jelly, for desserts, for textile paste, agar-paper, cleansing material; in the manufacture of gelatine for duplicating machines, as a substitute for gum arabic, and as a covering for airplane wings, may yet promote that plant out of the weed class.

"Men have begun to look back to the time before 1929 as a golden age, not likely to recur for centuries."—Bertram Russell.

What New York Is Wearing

Illustrated Dressmaking Lesson Furnished With Every Pattern

2906

The ensemble idea has taken on! Even for home and porch, the smart woman matches her apron to her frock.

A good deal of the interest and success of this one is that the dress is so entirely practical. It can be worn for general day occasions.

The one-piece apron is made in a jiffy!

It's rather a darling in its straightline simplicity with suspender straps at the back.

Plaid blue and white batiste is delightful with plain blue cotton with linen finish used for the apron and repeated in the dress trim.

Style No. 2906 is designed for sizes 16, 18 years, 36, 38,40, 42, 44 and 46 inches bust.

Size 16 requires 3⅝ yards of 39-inch material for dress with 1½ yards of 35-inch material for apron and dress collar.

HOW TO ORDER PATTERNS.

Write your name and address plainly, giving number and size of such patterns as you want. Enclose 20c in stamps or coin (coin preferred; wrap it carefully) for each number, and address your order to Wilson Pattern Service, 73 West Adelaide St., Toronto.

"Russia is a great rising river that has not yet found its bed."—Mrs. Norman Hapgood.

New Illumination Method Gives Cheap Natural Light

Paris—A new method of lighting which promises to revolutionize illumination in houses was described recently by Professor Georges Claude before the International Electrical Congress.

M. Claude has developed a cold light which is never daylight than any other light yet devised. It is produced in a tube by a mixture of rare gases, through which an electric current runs, and the inventor asserts it will give natural light at a lower cost than the electric lights now used. The inventor demonstrated that his light had virtually no effect on color, whereas color effects changed under ordinary lights.

That physicists from all over the world, working independently, had reached virtually the same conclusions about the measurement of magnetic units was learned today when the section on electrical units held a discussion. The members among whom were three Americans, were highly gratified, feeling they would be able very soon to adopt a standard measurement acceptable to all countries.

Professor Georges Claude has been called one of the most distinguished physicists and chemists of the present time. He has given to the world numerous inventions, one of which, the neon advertising light, has made him wealthy.

For several years Professor Claude conducted costly experiments at Matanzas, Cuba, in extracting power from the sea by the use of warm water at the surface and the cold water 3,000 feet below. After he had lost two huge steel tubes, each a mile long, in attempting to lower them into Matanzas Bay, he succeeded in launching a third on Sept. 7, 1930. A month later he was able to light forty electric bulbs of 500 candlepower each when cold water from the bottom of the bay condensed the warmer water of the Gulf Stream near the surface.

He—"Girls are queer creatures, they marry the first fool who asks them, as a rule. I suppose you would do the same, wouldn't you?"

She—"Suppose you ask me and find out."

"Liberty is, like health, the most precious of possessions; but too often one does not recognize its value until it has been lost."—Guglielmo Ferrero.

INDIAN MAIDEN GREAT ATHLETE

Liza Commander, pretty Indian maiden and outstanding athlete of the French River country, plans to be right up in the front at the finish of the Marathon Swim at the Toronto Exhibition this year. She is a daughter of Peter Commander, famous Ojibway Guide at the Canadian Pacific Railway's French River Bungalow Camp. Liza is training for the contest by packing heavy bags of golf clubs around the French River course, and by spending long hours swimming. She is seen above with Mrs. Jack G. Strathdee, wife of the manager of the Bungalow Camp.

The Golden Province of Canada

In the midst of a world of depression, the Gold Mining industry of Ontario has risen to a new record production. The Gold Mines of the Province in 1931 produced precious metal to the value of 43 Million Dollars, which is 20 per cent. in advance of the output for 1930, and four-fifths of the total gold production by the Dominion of Canada.

For Geological maps and exploration reports of specific areas, and for general information, apply to T. F. SUTHERLAND, Acting Deputy Minister of Mines, Parliament Buildings, Toronto, Canada.

HON. CHARLES McCREA, Minister of Mines.

THOS. W. GIBSON, Deputy Minister.

Home to the Phlox

We deserted the garden in the time of iris and came home to phlox. Yet vestiges of that abundant June lingered along the borders—the seedpods of lupins behind yarrow clumps and the pansies grown Lilliputian in the heat, and an occasional climbing rose throwing a late August spray of flowers. Annuals that had been set out then as mere younglings—calendulas, and the soft mauve of ageratum, and the pinks and velvety purples of petunias—were spilling their mature patches of color. Things seemed bigger, too, and just a little tired. The borders were higher and more lush in growth, but the pods of butterfly weed and the blue tassels of veronica and the stars of the Virgin's Bower and yellowing leaves high up on the els sounded the first faint notes of that autumnal symphony which would be in full movement before another month was past. . .

The going away is good, but the coming back is even better. We step down from the car on to our own land again. An old setter cavorts for joy. Two Persian kittens contemplate us solemnly from the top step. A bird trills in its cage as we enter the house. Here are the same things we left—the same walls, the same chairs, the same pictures, the same stairs going up to bed, the same patches of sunlight on the floor. We glance across the valley; there stands the same ridge with its shoals of woodland and soft green, cultivated upland fields. It looks good to be home to all. Dear right was old Horace—

Above all other spots of earth
This little corner smiles on me.

—Richardson Wright, in "The Redbook of Travel."

Brains in Plants

Do plants have brains? Something roughly analgous to an area of highly sensitive nervous tissue in animals is one of the complicating factors being taken into consideration in experiments with plant behavior now under way at the Smithsonian Institution, according to The Columbus Journal-Dispatch.

It appears to serve the purpose of a "brain" or sensory end of a nervous systems among lower animals, but it functions by an entirely different sort of mechanism, the exact nature of which remains uncertain.

The Smithsonian experiments are carried out with oat seedlings. The purpose is to study the curious phenomenon of "phototropism," the tendency of a plant to bend toward or away from light. Much depends on the section of the plant upon which the illumination is allowed to fall.

"There appears to exist in the plant," says Dr. Earl S. Johnston, Smithsonian plant physiologist, "a more or less localized region capable of receiving a stimulus. It has been shown that the most sensitive portion of a coleoptile, the leaf sheat surrounding the bud of an ascending shoot, is the first 50 microns of the tip. The first millimeter is 150 times as sensitive as the second and 7,800 times as sensitive as the third millimeter zone."

Furthermore, Dr. Johnston explains, if only one side of the tip of the seedling is illuminated the stem will bend in the direction of the light, but the bending will take place toward the base. It is as if the tip received the stimulus and the excitation traveled downward to the "leg," the point where the bending took place. It would seem at first sight that the plant behaves very much like an animal. It sees with its "eyes." Then its "legs" move toward what it sees.

"Banks preach thrift in order to get one's savings account; the business leaders preach spending, in order to promote business."—Peter B. Kyne.

Classified Advertising

SALESMEN WANTED.

SALESMEN WANTED TO REPRESENT the "Old Reliable Fonthill Nurseries." Exclusive territory, liberal commissions. New Specialties. Stone & Wellington, Toronto 2.

WEEKLY NEWSPAPER WANTED.

I AM LOOKING FOR WEEKLY NEWSPAPER in Ontario which I could lease for a term with purchase in view. Send particulars to Box 12, Wilson Publishing Co., Ltd., Toronto.

BABY CHICKS

SAVE $2 PER HUNDRED. LEGHORNS, 6 cents; Rocks White, Rocks Red, 8 cents; delivered any time Month olds, 18c. Pullets, all ages, prices Furnished. Model Hatchery, Kitchener, Ont.

MOTOR BOAT FOR SALE.

RICH HUDSON DOUBLE CABIN cruiser, about thirty feet, in use altogether only four or five months in two seasons; complete equipment including carpets, bedding and table linen, chinaware, glassware and silver as well as all marine equipment and many extras. This is a fine craft, with its two cabins and its well equipped galley is an ideally comfortable boat for week-ends or longer cruises for four to six people. It is exceptionally seaworthy and has cruised all over the Great Lakes. It has a high class and very economical 60 horsepower, six-cylinder power plant with complete electric lighting throughout and speed of 12 to 14 miles per hour. It is a special paint job and very attractive in appearance. Owner will sacrifice for half its original cost. H. Watkins, 73 W. Adelaide St., Toronto.

A LOVELY FIGURE

You can obtain perfect, fascinating curves with Thorazium, the amazing Vegetable Flesh Builder. Simply take Thorazium once you desire to build up flesh. In a few weeks you can have a glorious figure. Adds healthy flesh to any part of the body. Trial size, 25c; large size, 1.00. Thorazium Co., Box 305, London, Ont.

"Treasure Fund" Passes Million

Prague. — Czechoslovakia's "treasure fund" had increased to $1,083,000 at the end of 1931. The fund was created by voluntary gifts of gold, coins and other valuables and is held as a national reserve. It was begun immediately after the establishment of the republic.

Good Bye Mr Fly

and all the little flies

They can't get away, once they touch Aeroxon. There's something in it that has an irresistible attraction for these household pests. A wider and longer ribbon provides a greater area, and the glue does not dry—good for 3 weeks' service.

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If you are suffering from bleeding, itching, blind or protruding Piles, I can give you certain relief. My new absorption treatment can be applied by yourself, right in your own home. Forward me your address and I will send you references from your own locality and a

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that will give you immediate relief. Send no money. Let others know of this wonderful new treatment.

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