

VOICE of the PRESS

THE WORLD AT LARGE

CANADA

No Picture Fish

The writer of these notes has discovered a lack of enterprise in the Pontiac district. There is no place where one may hire a big muskie with which to be photographed at the price of \$2; the picture to be sent back home for publication in the great home newspaper. They are more prudent, we are told, in Florida.—St. Catharines Standard.

Newspaper Advertising

Advertising, especially in newspapers, is important. Mr. F. C. Adsett, of Toronto told the joint convention of the Association of Municipal Utilities and the Ontario Municipal Electric Association. An assistant engineer in the employ of the Ontario Hydro-Electric Power Commission, Mr. Adsett said further: "Local newspapers invariably provide a profitable medium for telling consumers and prospective customers about the advantages of electric services."

Her Privilege

New York heiress, who once planned to become a nurse, a night club singer and then a radio artist, has broken off her engagement with the son of a brigadier-general in order to marry a broker. That's what we like about modern girls. They test their minds on one object after another and never get tired from it.—Windsor Star.

Holiday For Farmers

A new departure in the interests of farm help has been introduced this year by a prominent South Ontario farmer who this week gave all his farm help a week's holiday with pay. Only two men are left on the farm to do the routine duties. This move has been much appreciated by the farm hands concerned, and it is expected that other farmers will return to their duties next week much refreshed from the few days holiday.

Fair Sex Reaching Out

For nearly a century and a half the wife of every U.S. President has been asked to present one of her full dress gowns to the Smithsonian Institution at Washington. The collections shows that the first ladies in that land are getting taller and the same thing is probably true of the fair sex generally. They are reaching out longitudinally as well as in every other direction.—Irrant-Expositor.

Russian Gold

Mining for gold started in Russia more than a century before the Rand made men rich, but Russian gold was often exceeded by Canada's until the year 1934. Then a tremendous change took place. Soviet output soared. It passed Canada, and, despite the general increase of gold production everywhere, due to a demand which made poorer ores valuable, is now close behind South Africa's.—Hamilton Spectator.

Picture Censorship

Ontario does not want to become the Boston of Canada. That city, once known as the "Athens of America," has become the "hunting" stock of the continent by banning from its precincts plays and books that intelligent people everywhere have applauded and enjoyed. And while we should not want censorship on our stage or in our moving picture houses, nor anything that offends against good taste, or against convictions, neither should we want Anthony Comstock and his kind telling us what books we should read or what plays and pictures are good for us.—Ottawa Journal.

Steel Arm Of The Law

Sir Malcolm Campbell's patent steel claw, intended to be fitted to

police patrol cars to assist in arresting runaway cars. It is not, however, to be a through trying-out by Hendon Police College experts. Its main idea is to solve the problems with which the police are now confronted of how to stop a runaway car without adopting the risky expedient of crashing into it at breakneck speed. Equipped with Sir Malcolm's patent, the police pursuers, on getting within six feet of their prey, can make the steel arm of the law shoot out and grip the bumper or some other part of the vehicle they are chasing, thus enabling them to bring it to a stop without a collision. Maybe the latest car bandits, however, might get the idea of countering the police claw by a sudden pull-up that would involve a smash to the police car.

Indian Population

Figures recently released at Ottawa indicate change in the trend of Canada's Indian population, which was at one time thought to be on the down grade. They show the total Indian population for 1934 as 112,510 as compared with 104,894, ten years earlier. The rise is broadly attributable to the welfare program initiated and conducted by the Department of Indian Affairs.—Kingston Whig-Standard.

Current History

Boys and girls are not sport and movie addicts by inclination. They have an insatiable desire for knowledge, and in their spare time they desire to be directed than by getting them interested in present-day history. The daily newspaper provides a most interesting and profitable medium for telling consumers and prospective customers about the advantages of electric services.

Daredevil Drinks Our Milk

The rival dairies engaged in an "advertising war." One of the companies hired a "daredevil" rider to drive a car around the town for 100 hours without sleep. The management of the other dairy with large daredevil riding.

THE EMPIRE

Razors And Eggs

The variety in the loads now carried on long-distance air lines is indicated by lists which have been compiled recently of freight passing to and from along the Quantas Empire Airways sections of the England-Australia route between Brisbane and Singapore. One item was a diving-suit sent urgently to Darwin for use in pearl fishing. Yet another was an act of Parliament which was being forwarded to England for royal signature. Another was a consignment containing a number of models of theatrical scenery.

India's Defence

Not all Indians are enamored of the British connection, but we doubt if one in ten thousand Indians wants that connection to be replaced by the rule of Fascist Italy, or for that matter by any other power, Asiatic or European. The best safeguard against an invasion is not only a strong Britain but a well-armed India. We hope, in the words of our contemporary, that "the lesson of Abyssinia will be an eye-opener" to those who have hitherto, in the legislature, the press and elsewhere, consistently criticized as exorbitant the cost of maintaining the defence forces of the country.—The Statesman, Calcutta.

When we have climbed a few rungs on the ladder of knowledge, we realize what pigmies we are.

—Elinor Glyn.

The engineer and fireman of this huge Pennsylvania Railroad locomotive were killed when it and the 15 freight cars it was hauling fell off the rails at Vandergrift, Pa. The still smoking locomotive is pictured over on its side after the wreck. Cause of tragedy was undetermined.

British Designer Shows Peplum Suits With Back Fullness

Soft Dressmaker Types Supplement Classic Tailors For Day and Evening

LONDON — A British fashion creator, whose premises lie almost next door to the famous old square of St. George's in Hanover Square, is showing a collection which embraces all the types of suits and includes both plain and fur-trimmed tops.

Milk Income Rises in U.S.

\$28,000,000 Higher Than First Six Months of Last Year

NEW YORK—Cash income from milk brought American dairy farmers a total of \$28,000,000 in the first six months of 1935, the best return in five years, the milk industry foundation announced recently.

Fast Automobiles Hub of Romance

Young Couple Met About 2 Years Ago At An Automobile Reliability Test

In Montreal Harbor Post

J. A. Duchastel, who is to be assistant manager of the Port of Montreal.

Death Rides the Cab

LONDON—The Duke and Duchess of Kent have moved into their new home, The Cottage, at Newbury, Berkshire. Both have modernized the house, and the Duke has had the interior redecorated.

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Duke and Duchess Decorate Home

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Two Million Live Alone in Britain

Surrey Richest County — Scotsmen Have Biggest Families

British Motor Statistics

Last year's total of motor vehicles in England and Wales for the first time exceeded 500,000.

Lightest Wood

Balsa is the lightest wood in the world. This remarkable tree, native of Central America and West India, has a wood so light that it floats on water.

Wendigo Gold Mines' second gold brick for July covering production for the second ten days which month had a value of \$5,707, according to official word. This compares with output for the first ten days of the month of \$5,744, or a total of \$11,511 for the period. Average tonnage for the period was 48 tons daily, while recovery has shown improvement of late. Mill heads averaged 373 ozs. of \$13.95 per ton.

Double use makes this dress very smart, for the est. budget. You couldn't anything cooler. You'll like it equally well town or at the beach. Take off the cape for sports. It has free opening holes to help your torso. The neck is just right. The front is just right. The back is just right. The sleeves are just right. The hem is just right. The lining is just right. The trim is just right. The buttons are just right. The pockets are just right. The overall effect is just right. It's a dress that's just what you need.

FLASHES

There are 2,000,000 people in Great Britain who live alone. This is nearly half the women workers in the country are employed in two districts.

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HAVE YOU HEARD

One who expects only gratitude for his generosity, it seems, is certainly entitled to that.

MONKEY HOUSE

First: "Look at that one—the one staring at us through the bars. Doesn't he look intelligent?"

Shutting Out War Gas

Costs of shutting out deadly gases in time of warfare coming down in Great Britain. It costs less than \$5 to make a room gas-proof as a protection against air-raids. The expense varies somewhat according to the size of the room.

Classified Advertising

YOUR ROLL FILMS DEVELOPED. Printed with fine enlargement. 71c. Photo-Optics, 1213 King East, Toronto.

THE AGRICULTURAL ACHIEVEMENTS OF THIS RECOVERY YEAR

CANADIAN NATIONAL EXHIBITION TORONTO

AUG. 25th TO SEP. 12th

Visit the world's largest show building at the world's largest annual exhibition and marvel at the magnificent presentation of agricultural progress—new ideas—new features—new developments. Prize products of field and orchard in beautiful array... National Horticulture Show, Sept. 4 to 12... Poultry, Pigeon and Pet Stock Show, Sept. 4 to 11... Dog Show, Sept. 7, 8 and 9... Cat Show, Sept. 11, 2, 3... Enjoy also the gorgeous display of the latest blooms, plants and shrubs in the Horticulture Building, and a thousand of the most interesting educational and recreational attractions.

ALFRED ROBERTS, President
ELWOOD A. HUGHES, General Manager