Back in 1939 an average British lamily spent on tobacco about 25 per cent of what it spent on meat and bread. Today, with food prices kept fairly fixed by means of subsidies, the figure is 125 per cent; and it is reported that although many families find it difficult to break even, because of rising commodity prices and frozen wages, they will economize on anything but cigarettes.

For eight hours a day, every day except Sunday, silent orderly queues shuffle along the pavements of Britain's main streets. They are waiting for cigarettes, and often waiting in vain on account of the supply having run out.

Euston Road and at a table in the working hard with cigarette-roll-ing machine. His only "overhead" is the wrapping-paper he uses. He will sell those fags for about half the legal price of factory-made cigarettes, or a third of the "private transaction" or black market price. What he uses for the filling you will discover when you see a waitress come and dump an ashtray

The tobacco shortage has nothing to do with individual poverty, only with the poverty of the nation. English cigarettes, priced at about 67 cents in our money for a pack of 20 of the most common brands, are the most expensive in the world as far as any traveller knows. than that of the Continental black determination to save precious dollars going out of the country for the purchase of Virginia tobacco, and taxatio now represents 95 per cent of that cost.

It is interesting to note, however, that the shortage exists only in relation to an ever-expanding dedays when there were plenty of eigarettes, forget that tobacco coneven with all the enforced cuts and with so many departing disappointed from the queues, it will still reach 205 million pounds.

in demand? The strain of the war years, the long periods of anxious but idle waiting, undoubtedly vast-ly increased the amount of "nervesoothing" smoking. Also the continuing shortage of most consumer goods has meant little else to spend money on, and smoking has concome somewhat more plentiful and

Finally there has been a great increase of smoking among women of all ages and occupations, as well as young people of both sexes. Women in Britain now smoke more than in any other country, or so it is estimated. Many men blame them for the cigarette shortage and London newspaper recently started a hot controversy by a blunt ing down-or out altogether. But so far the ladies "just aren't having

come general because those whose work is not measured by the clock find time to go from shop to shop, getting more than their share. How serious the problem has become s illustrated by the fact that many factories — to quell the unrest caused by the vision of "spivs" while legitimate workers are chained to their machines-now employ "cigarette searchers" whose paid ob it is to go out in search of eigarettes for their mates.

The United States Ever since, as Mr. Dooley used to phrase it. "the first Wednesday after he first Tuesday after the first Monday in November" approximately ten thousand commentators. one, have been moaning to themseleves "Oh, why didn't I have the nerve to go out on the limb and pre-

ecause there were more people

wanted Mr. Truman than there

wanted Mr. Dewey."

dict a Truman victory?" looking for alibis you'll have to seek somewhere else-and not seek very far either. The wails of some of those public poll experts and national survey conductors would be pitiful indeed to hear-if only they hadn't been so doggone sure of

So let's put it down as just "one of those things". In politics, as in . Brooklyn Dodgers baseball circles, anything can happen and generally does. Personally I'm only making two comments. The first-that i seems rather humorous that the only two widely-heard predictions of a Democratic victory were those of President Truman and-of all

things-the Russian radio. And the second is that of all the attempted explanations for what A Lady writes: I had Eczema break out on my leg and tried almost everything, but It did no good. Then I tried Mesca and got relief from the smarting, and litching. I cannot speak too highly of Mesca. appened I've read or listened to, that of a young lad I know probably comes closest to hitting the mark. guess the American elections went the way they did," he said,

UN Picks Poster of the Year



Prize-winner of an international United Nations contest, this poster vill soon be on display all over the world. The work of Armando Paez Torres of Argentina, it features a child's blocks spelling out the Latin word for peace. The colors of member nations are depicted as growing flowers. Using both photography and drawing

At a certain Press Club late one | trude Ederle, in 19A26, reached the evening-or maybe it was early one | English sands ust 14 and a half morning-a bunch of sports cobblers were whooping it up over their malted milks and (Adv.) cokes to be seen that anybody wishing to make real speed should start from sumption in 1938 was only 190 when the question arose as to what, million pounds in weight. This year, of all the hundreds of different * * * sorts of sporting events, is the rareest and most unique. Whereupon somebody promptly answered "A swimming meet at which no records are broken."

This crack hardly raised a snick- best said that it was a very close er as it is well known to one and all that swimming records are a thing for muscular Gertrude and that if she had taken as little as 10 dime a dozen and are busted with great ease and regularity. How- chances are that she would never ever, during the past summer-on August 30th. to be precise-an English swimmer by the name of Thomas Blower, did accomplish something really unusual in the water-crawling dodge. In case it escaped your attention-as it did ours until the other day-we shall kindly tell you about it.

What the Stanley Cup is to hockey-what the world series is to the baseballists-what the Rose Bowl means to American footballersswimming the English channel represents to the long-distance crawl and kick fraternity. First man to turn the trick was Captain Matthew Webb, of immortal memory, away Rationing has been ruled out as impracticable. Grumbling has behas since elapsed the feat has been duplicated only some 26 times -which isn't so very often when you consider how many have jump-ad and had to be pulled out.

ed and had to be pulled out.

As a matter of fact it would be more nearly correct to say that but four have actually "duplicated" Captain Webb's feat, as the revered Matthew web-footed it from England to France, instead of t'other way around, and that is the "hard way" when it comes to Channel swimming, just as a pair of threes is the "hard way" of making a six

in another sport we needn't identi-It took Webb 21 hours and 45 minutes to make the journey and it is estimated that he swam close to 40 miles on his way from Dover Sands to Sandgatte Beach although the air mileage is only around twenty-one. Strong tides that tug and haul a swimmer off course make up the difference. Indeed when Henry Sullivan-third swimmer and first American to do it-made the Channel swim he was in the water 27 hours and 23 minutes and it is estimated that he was obliged to cover practically 45 miles. (Personally, we'd prefer a rowboat or even mer extraordinary.

Tiraboschi, an Italian, was the first to discover the easier route, astonishing everybody by cutting something silke six hours-that's best previous mark. And when Ger-

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ISSUE 47 - 1948

New - And All Of Them Useful

Small enough to be moved around office easily, or taken home after hours. Fits into desk drawer and weighing only 8 pounds, it adds, subtracts, multiplies, divides. Totalling capacity 10 figures and can repeat listings. Totals and subtotals printed in red and black; running totals appear on dial. Accordion Type Door. Steel frame covered with fire-resistant fabric, wheels which slide back and forth

sembles a pleated wall when open closed, becoming invisible. Claim-ed to be especially suited to small wrapping food so there is no transmission of flavor, odor or moisture,

decorati: for placing behind radiator to reflect more heat into room. Said to be air-tight, water-

to proper temperature.

New Kettle Design. New electric kettle features patent steam guard above spout to prevent scalding, keep water hot longer and, when opened, permit easier filling; plastic handle shaped to give better weight distribution; and automatic shut-off valve at side rather than at bottom.

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Mrs. J. D. McIver, Regina, writes us: Four of my club members have taken your PYLITONE treatment on my recom-

That would be enough and even more than enough for most of us; but there's no satisfying some folks. So this August the Nottingham of Matthew Webb. Nor did large Thomas fail, making it from England to France in 15 hours, 25 minutes, the fastest ever known for a

What is more, when Blower set out it was his intention to remain only long enough to get himself regreased and-possibly-have his ignition checked. Then he was going to dive in agin and make the return

hours after setting out, it was plain

have finished.

er to Channel swimming. Elever

year, he became the first human to

bulent sea water separating Ireland

swim the 25 miles of chilly and tur-

hours and 29 minutes. Then, last

Mr. Blower was dissuaded from trying this latter on the advice of experts who told him he was liable to run into choppy seas and extremely heavy going. However Thomas says that he'll be back again next year as he wants to be the first ever to swim the Channel both. ways,. non-stop.. And.. we heartily hope he makes it. He must be quite a swimmer and back in the days of George Young, Ernst Vierkoetter and the rest of them, would have one both fame and fortune. As it is now, it seems as if he'd have to be satisfied with the fame alone-and not much of it at th.t. "Born twenty years too late" might be the way to sum up the fate of Thomas Blower, swim-

HAVE TO FIND A NEW HOME FOR THAT TURTLE YOU BROUGHT FROM THE

lock-link chains to which steel yoke steps are threaded. Steps are held

quietly on aluminum rail set into

would normally take up several square feet of space. lining pound pans for baking, roasting broiling; household

proof and non-toxic. Shawer-Bath Thermoneter. This bath-spray head of transparent plastic has a built-in thermometer. Maker says water used for washing babies or woollens can be adjusted

Miss Ederle had the advantage of "Wetter" Cleaner. Soap substitute highly expert advice and was guid--"wetter than water"-acts as ed on a course which allowed her to cleanser for remarkably wide range take advantage of no less than three of articles, from colored fabrics to favorable tides. At the time of her floors and automobiles. Can also be swim those who knew the Channel used as a hair shampoo or an efficient fire-fighting aid.

minutes longer on the trip, the So now, at long last, we get back to Thomas Blower, the lad we started off to talk about. He's no strangyears ago he successfully negotiated

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NO ONE actually knows what egg prices will be in 1949, but every year they are higher be in 1949, but every year they are higher land of the prices will be in 1949, but every year they are higher land of the prices will be in 1949, but every year they are higher land of the prices will be in 1949, but every year they are higher land of the prices will be in 1949, but every year they are higher land of the prices will be in 1949, but every year they are higher land of the prices will be in 1949. But every year they are higher land of the prices will be a price with the prices wi

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AND A BRISK SHOWER TO MAKE

w His Own People "The Red Dean"

United States did a very hing when they refused to heir country the Very Rev lett Johnson, not to be with the Archbishop of who is the leader of

of England. -1931 by Ramsay Mac-the much discredited first minister of Brivas, or became, a more le is a close friend of the Briboard of the Daily Workmmunist newspaper. is time in his task as God in Canterbury. Even ted States will not re-

allowed to misuse the free nd the Red Dean, wittingly wittingly, proves himself to may be that the Dean is not ere. He believes in Socialism he seeks to augment his \$8,000 year salary (received however en he is away from Canterbury)

he still travels.

should not be allow e United States, but should

unning a cafe. "And although he praises Russia re everyone is subject on pain death to the Government's he broke the British Govament building regulations and may be lack of sincerity or it be cynicism typical of the

and influence are dangerous. The London (Eng) Re-

Coalition A Danger

of rightists into one party and ists into another would restore party system. These perfail to see that they would be sing Canada to the distinct ibility of having a Socialist equivalent would automatically ome the official opposition and it means that twenty million people are listening to it.

HRONICLES FGINGER FARM by Gwendoline P. Clarke

of the kind.

* * *

that these Hooper people keep call-

asking them what radio program

they are listening to, what product is being advertised and stuff like

absolutely correct, and that if they

give a program a rating of twenty,

cople from the Old Country | nice day, there might be fifty. hink-Oh to be in England | There is something to be said in agree it hasn't been the least bit After the affair was just about sary to wish anything like over some of my friends pitched the last week anyway, in and washed dishes so the next insofar as weather is confor we have certainly had ing after" were, the borrowed dishes and chairs—and somebody's are of fog just lately. Not a fog such as London knows, al pea-souper for all that. that it worried me-I just Bob because he gets quite a kick out of driving in the fog anyway well, that's the end of the you can imagine that. But r anyone obliged to do a lot of

What did worry me was the fact t on Thursday of last week I was giving a tea to celebrate the 15th Anniversary of our local W.

1—and how could we expect a crowd if the threat of fog still hung in the air? But do you know, Thursday was comparatively clear, the one and only day last week when everything wasn't shrouded in mist. Not only that but it was ploughing and dropped the women off here for their little do.

Miss Ethel Chapman was our guest speaker-and what a splend speaker she is, and how much the ladies enjoyed listening to her. Infortunately I cannot tell you anything of what she said because my duties as hostess kept me pretty much in the background. and, to my surprise and delight, was presented with a W.I. life membership certificate and a life nembership pin. The whole thing had been a deep, dark secret, without my having the faintest suspic-ion that anything like that was

-and I had thought, if it were a that never happen

day all that looked like "the mornhat! Yes, actually, a dinky little hat . . . and I haven't the least idea to whom it belongs because no one has phoned to claim owner-

Well, that's the end of the story but now I'm going back to what happened earlier in the week-for driving it must have been terrible. which I know shall have the sympathy of my feminine readers although the men won't even understand what I was worried about.

It was Monday and I still had a hundred things to do before Thursday-you may remember I had been busy painting and papering the dining-room. Well, Monday dinner time Bob announced quite casually he had been up country to find out where the threshers match so the men went to see the ploughing and deduced the women a bit, with the result that they had promised to try to get here one day that week.

"Bob - not this week!" I exclaimed incredulously. "Sure-why not?" answered that son of mine. "But I'm having a meeting here

(Now if that isn't a good instance of "why mothers turn grey" Except once, and that was when was called into the living-room, and the living-room, Then Partner looked at me in pained surprise and added his two even one threshing meal."



plenty of room than in the crowded

Red Dean in Canada—Wearing a diamond-studded gold crucifix given him by Patriarch Alexei of the Russian Orthodox Church, Rev. Hewlett Johnson, the "Red Dean" of Canterbury, arrived in Toronto recently. He is touring Canada and United States . . . on a speaking tour. Immigration technicalities delayed his

save the livestock; a hayfork, in-securely fastened, fa", and fractures the skull of comebody underne th; a tract- overturns, crushing the driver; a disc slices across *

be more or less off the beam? . . . As you probably know radio programs are judged by their Hooper Radio Survey rating. The idea is scientifically fool-proof as it professcientifically fool-proof as it professes to be. Why? Well, I happen to be slightly connected, by marriage, with a character who has one burning ambition in life, and I only wish it was to get those storm windows

scientifically worked out, of course, to fourteen points of decimals — is

on before it's time to take them off again next year. This ambition is to have one of those survey people call us up and ask the usual questions. When they do he's going to tell them that we're listening to the Women's Christian Temperance Union program, and that the product being advertised is Seagram's Whiskey.

of them. Before coupling a tractor to any funny indeed, although I tell him implement or trailer, either stop the motor or check and doublehe would need a very well-trained studio audience to register many check that the gears are in neutral and the brakes are locked. Before ny mind is that there may be thoumounting or dismounting, stop the sands - even millions - scattered tractor, and that doesn't mean just over the length and breadth of the slow it down. land who look at this question-asking racket just like he does. That is, if folks call you up and start ask-Before cranking put on the ing about what, actually, is none of

Long-Playing Records

* * *

He thinks that would be very

Owners of phonographs and rewill be Shterested in knowing that the new long-playing Canada. In playing-time a single record equals an album of six ordinary records and one disc will play many of the leading symphonies from beginning to end without a break-a real boon to music lovers who dread having to break off one over a disc.

The new records, made of a

special plastic, are almost unbreakable and the pressure used in the "pickup" is so light that surface noise is practically eliminated. The saving in storage space is also an important advantage. Those already familiar with this type of record in other countries are enthusiabout their high fidelity and longwearing quality and will welcome the news that Canadian too, will he able to secure them within a

With a record of 50 years as a most satisfactory treatment for piles or hemorrhoids, you can positively depend on "Oh-what meeting?" asked Bob.

With the Movie and Radio Folks

The National Survey and Public | Some programs have been chuck-

Opinion Poll business got a terrific ed into outer darkness - others

kick in the—well, wherever it hurts have made fortunes—just because of this "infallible" rating. Now, as I

tion. Now, the entire radio business is in a turmoil, wondering whether If Dr. Gallup and all the other poll-

cents worth of idiocy by saying

"It would only be for one meal!" "Yes," I said impatiently, "but it takes all day to get ready for Well, I wouldn't let them know on foot. To say I was pleased is putting it mildly. I was thrilled. Not that I deserved it but I am awfully and the same of th managed to get myself in hand by remembering that threshers were anyway; so I told myself not to give them another thought. And I didn't—and they there are the second of Most of our guests told me the tea went off awfully well—as to that I wouldn't know. But I do worry about most are the things we worry about most are the things know there were nearly sixty here worry about most are the things



"Compared to a big city, a farm is such a safe place to be," is a sentiment often heard and widely held; and on the face of it, you would think that a person would be far more secure and less liable to accidents out where there is plenty of room than in the crowded

STATES BECOMES AN ACCI-DENT. Sounds almost incredible doesn't it? But it's true, nevertheless. And this tragic toll of injury and death gives farming a higher rate than any other industry.

A barn catches fire and somebody is injured or killed trying to

or not they've been taking as Holy
Writ something that isn't anything

sters could be so wrong, couldn't
the Hooper folks and their like also
great deal may be done toward Without too much trouble, a making sure that your farm and your home is a place where you and members of your family can be comparatively free from danger. It is your responsibility as well as that of each member of the family to do everything possible to protect one another as well as your

> First step is by being ever on the alert to recognize the known accident producers. Next is to remove known hazards, to know safe methods of working, and to develop safe habits. One of the most dangerous hazards is, of course, farm probably heard of all these pointers regarding the handling of same, it may not be amiss to repeat some

their business, there's no law com- chine is not in gear. Be sure the pelling you to give a truthful ans- tractor-this goes for a team toois at a full stop on level ground before stepping in front of

Before using any machine exmine the seat to make certain it is records will shortly be available in that all guards are properly in place. Under no circumstances let young boys or girls ride on your tractor, mower, binder or any cu

of their favorites at a well-beloved part in order to change or turn use the proper tools—fork, staff or handled brush. Never step over a running belt; either take time to stop the motor or go around. Before cleaning, repairing or oiling any machine make sure it is stopped-also that it is impossible for anybody to set it in motion while you are working on it.



Finally, how are you fixed for

ladders and fire extinguishers. Few things in this world are worse than things in this world are worse than a farm fire. If some of the above appears to be out of season, or a twice told tale, just remember that "All year round job," also that "The care you took yesterday isn't going to keep you safe today."

In conclusion, just in case it ing the driver; a disc slices across a farmer's foot—and these are only a few of the thithat are continually happening. Yes, there are plenty of things that can cause accidents on a farm—and the pity of it is that most such happenings could have been avoided.

In conclusion, just in case it might interest some of you, I was reading about a purebred dairy bull, out in Iowa, that has sired no less than 8000 calves for members of a county artificial insemition association. Chances are that most of those calves were a lot better than the run-of-the-mill sort, and the properties of the and it's an idea worth thinking

Teacher's Little Helper

Mother-"I hope you were quiet Willie-"Yes, mother - I fell teacher said she would tan the hide of anybody that woke me up."

ment is one of those irregular low bowls about 10 inches long and an inch and a half deep. Year streets and teeming traffic of the larger places.

Always load trucks or wagons with great care, limiting the load to the safe capacity of the vehicle and in such a way that the material won't slide or roll off, even on bumpy roads. If possible make the load so that you can see over the top of it as you drive; and when passing another loaded truck look out for falling material.

SOMEONE ON A FARM IN CANADA OR THE UNITED STATES BECOMES AN ACCI-

purse mirrors for a tiny lake or pool of water in the snow. At the edge I place some small white (sugar) doves to sip the water. There usually can be bought at the dime store among the cake the dime store among the calo Then there is a fawn which I use every year. I put a tiny bell on his neck—one which really tinkles and was among the Chirst-

I always use one or more small

Bowls Easily Made

Have you ever included a Chirst-

The bowl I use for our arrange

mas wrappings one year. Bright beads are the decoration for my little tree. I run a thread through the hole and tie a knot about three inches back from the bead and loop it over the top of the tree. The threads sink down into the fiber and do not show at all. At the top I stick two silver

stars back to back. Last year among my Chirstmas cards was one which hinged at the top instead of the side. The picture was of a group of youngsters with a snow man. Being very small and mostly white, it fitted right in the snow scene and appeared realistic. Appropriate figures from old Chirstmas cards may be cut out and made to stand upright with a small strip of paper pasted on the back and bent to form an



Something to Crow About-This cockerel is not a little puffed up about the great price—\$200.25—paid for him at auction at the Illinois Poultry Improvement Convention, as he struts before lower-bid rivals.



In a recent test it proved very helpful to women troubled this way. You owe it to yourself to try it.

Lydia E. Pinkham's VEGETABLE COMPOUND

