Voice of the Press

Canada, The Empire and The World at Large

CANADA

Newspapers Lead

The president of the Firestone Tire and Rubber Company announced the other day that his company intends to increase its advertising appropriation during 1933, particularly in the daily newspapers.

Many striking demonstrations have been offered of the fact that there are plenty of buyers in the country if those with something to sell, at the right price and of the right quality, will give the public their message in th proper form.

It has also been demonstrated that no form of publicity pays as great a dividend as newspaper advertising. Certain sections of the public may read a magazine announcement or many hear an advertising program over the air, but a newspaper message goes to all the people. —Border Cities Star.

Siam's Economy

The more the Western World learns about Siam the more firmly it is persuaded that the Siamese are a remarkable people. Not long ago they changed their system of government without making much of a fuss about it. On that enlightened kingdom a revolution takes place with the utmost of restraint and amiability on all sides. Yet that is not the most wonderful thing about Siam. It has learned to cut budgets and discharge useless public servants in a way that is astonishing to Western minds. — Fredericton Gleaner.

Danger in Turning Corners

It would naturally be imagined that one of the first things every motorist learns is how to turn corners correctly; that bit of driving technicality surely belongs in the ABC's of the art of handling an automobile. However, recent figures show that during the first six months of 1932 there were in Ontario 123 accidents in making right-hand turns with two persons killed and 80 injured, while in the same period 444 accidents occurred in negotiating lefthand turns with five killed and 265 injured. — Peterborough Examiner.

Male Adornment

The depressed Canadian dollar is a blessing to Canada's Atlantic ports, the railways which serve them, and the shipping companies and sailors who convey goods to and from them by sea. Thanks to our depressed dollar it is now cheaper to ship wheat oversea by way of Halifax or St. John than by way of the United States ports of the Atlantic coast. Canadian freight rates are paid in Canadian money. U.S. rates have to be paid in United States money. The 12 to 14 per cent. exchange makes the U.S. routes too costly to be competitive. Such Canadian grain as is moving eastward is going to the Canadian ports.—Edmonton Bulletin.

Paper 1,000 Years Old

A Chinese newspaper has published continuously for 1,000 years. Fancy having 'Indignant Subscriber" write in "This is not the position you assumed in 1541."—Ottawa Journal.

Germany Recovering

Through all the gloom that surrounds international finance and the budgets of the nations one gleam of light has pierced that is calculated to give encouragement where it is sorely needed. Germany is on the up-grade. Definite proof of this was given the Budgetary Committee of the Reichstag the other day by the German Minister of Economics, Professor Hermann Warmold.

The Minister presented three factors indicating both improvement in industrial conditions and increase in public confidence. In the first place, he told the committee that industrial production in Germany had risen to 65, taking the 1929 level of production as a unit of 100, after a decline to 52 in 1932. At the same time the increase in seasonal unemployment to-day is only one-third of what it was a year ago. And in the third place, stock and bond averages have advanced, respectively, from 39 to 51 and from 46 to 69. He ragards these as accurate and significant indicators of business activity which should give Germany sound ground for optimsm.—Montreal Daily Star.

THE EMPIRE

Brighter Year

In many British industries 1933 opens with signs of better times. Improvement has not yet proceeded far, but the tone of business in general is appreciably more cheerful than at the beginning of 1932. At any rate, the attitude is now widespread that it is no use waiting for things to right themselves. The strenuous efforts now being made to increase the efficiency of established industries and to set up new ones can hardly fail to have their reward.—Industrial Britain.

Lost English Villages

During the centuries miles of Britain have disappeared into the sea. A strip half a mile wide has been taken off the coast of Yorkshire in the last 150 years, and at least thirty villages have been submerged.

Lower down the coast, at Dunwich, a whole medieval city has disappeared, and yearly services are still held at the sea's edge in memory of the cathedral and eight churches which are now below the waves.

Not far away, at Pakefield, it is possible at low tide to swim over and touch streets of ruined and submerged houses.—London Daily Pictorial.

Physical Culture

We made a mistake in entrusting physical culture to people of inferior education. They ought to be people of high education—as they are in Sweden, for example. They ought to know that the human body is not merely a machine for digesting food and circulating blood and developing muscle, but a marvellous creative instrument, a thing that hungers for skillful activity in every nerve and fibre of it, so that even its physical health is not attainable until you have satisfied its hunger for skill by one means or another. Your drill-sergeant, your muscle trainer, your professional gymnast, your football coach may be good fellows enough for their business; but as exponents of physical education, may the Lord deliver us from all such!—Dr. L. P. Jacks in Lancet, London.

England on the Air

Who can make a list of the things that are England? The Monarchy, Parliament, the Navy, the Derby, and the Boat Race, Henley Regatta the Trooping of the Colour, Picadilly, Big Ben, the London buses, hunting, football—these are the sort of raw material of which England's esteem and affection in the world are composed. Justice, disinterestedness in international affairs, coolness, fair dealing, a reputation for quality in manufacture—these are among the virtues of her character. Let the Empire Broadcasting Station reflect these events and these qualities and it will earn the gratitude of all members of the family; it will render also an outstanding service to the world.—Cape Argus.

Modern Pioneering

It has to be recognized that under present-day conditions land settlement cannot necessarily be promoted simply by finding the land and men who are prepared to try their fortunes on it. It is not much use quoting examples of pioneer settlers who, taking up land, facing the future with little equipment beyond two strong arms and boundless courage and optimism won their way eventually to success. Conditions are different now, farming technique has been much elaborated, the occupation has been divided into specialized branches, and overhead costs accumulate far more rapidly.—Auckland Weekly News.

UNITED STATES

Mild Class War

The London bus strike is over. It simply is not in the British nature to let ordinary strikes pass into crisis and general strikes into revolution. The present stoppage, an outlaw move in an case, was brought to an end when near-zero weather descended upon England and the head of the operating company appealed to the strikers not to subject the public to serious inconvenience.

What was there the London strikers could do? After all, they are of the same blood as the Pirates of Penzance who, with all their faults, loved their Queen. If the social revolution ever does come in Britain, it will be only when its leaders have shown their followers how to overturn the existing system without ceasing to be good fellows.—New York Times.

Tribute to Canada

Canada looks back upon 1932 with pride. The nation retained world leadership in the export of wheat, printing paper, asbestos; was second in gold, platinum, cobalt; was third in wheat flour; fourth in automobiles and wood pulp; fifth in rubber tires. Canada winds up the year with a favorable trade balance of $50,000,000, contrasted with an unfavorable balance of $10,000,000 in 1931. There have been troubles, but they are being surmounted. Canada is a huge country, with only about 10,000,000 population—but the Canadians are an exceedingly hardy handful. — Christian Science Monitor.

"Five-and-Ten" Stores Banned by Berlin Decree

Berlin—Establishment of new "one-price store" in Germany has recently been forbidden by government decree. This extends the decree issued in March, 1932, which forbade the opening of one-price stores in cities of less than 100,000 inhabitants.

The purpose of the move is to protect the small merchants during a period of economic stress from competition with larger mercantile organizations equipped to undersell them. The decree prevents the opening of five new Woolworth "five-and-ten-cent stores", for which preparations already had been made.

Hollywood Favors Swimmers

Another aquatic Tarzan is to the fore in Hollywood. This time it's Buster Crabbe, Olympic Adonis, who plays opposite this lion in a new jungle picture.

Men Dyeing Hair To Look Young

Thus Secure Jobs, According to Specialist Who Predicts New Method

Toronto—Men are having their hair dyed. More men in Chicago have had their hair dyed in the last year than during the previous decade, Emil Rohde, famous hair specialist of Chicago, told a group of hairdressers at the Toronto Ladies' Hairdressers' Association convention here.

"It's the depression," explained Mr. Rohde. "Men find jobs are scarce for the man with graying hair. So they come to us to be made young. In the old days, months would pass without a man coming in. Now we dye eight or ten a week.

"And that isn't all," said the specialist. "The day is coming when we will never have to dye hair externally. We'll dye hair with a hypodermic syringe in the client's arm."

A skin specialist in Chicago had stumbled upon a secret, Mr. Rohde said, development of which is being watched with great interest by Chicago hairdresseds. A Swede, suffering from a skin disease, had gone to the specialist for treatment. Injections of a fluid in the patient's arm had been accompanied by the blonde hair of the patient turning a rich auburn hue.

"When the injections were stopped the man's hair again turned pale blonde," Mr. Rohde said. "This, we believe, is the beginning of a new theory of hair dyeing, and hair specialists are now working on it."

It may be, continued Mr. Rohde, that even food may be found to have effect upon the color of hair. In England canaries were being fed certain foods to turn their feathers orange, red, blue and lavender, colors which remained until they moulted. The principle offered a great field for research in hair dyeing, he said.

Shaw Manuscripts and Books Auctioned

New York.—The Archibald Henderson collection of letters manuscripts and books from the pungent pen of George Bernard Shaw brought a total of $7,887 at a recent auction sale here.

The highest price paid for a single item was $2,400 for a 54-page letter in the Irish playwright's own prim hand. Gabriel Wells, professional rare book collector, was the successful bidder.

This letter, written to Prof. Henderson in 1905, is virtually an autobiography and forms the basis of Henderson's first book about Shaw's life and works. Since then the North Carolina mathematics professor has published seven volumes on the subject.

Bidding for the 12,500-word letter, which required Shaw 14 days to write, started at $300 and mounted rapidly to $1,100, where it hung for a moment. Then, at slight nods of the bidders' heads it mounted quickly to $2400.

Only once during the two hours of the sale was the monotonous regularity of the bidding for Shaw's wit broken by a ripple of laughter. That was when the auctioneer was heard to intone "damn Bernard Shaw and his tedious doing and sayings," and a few non-professionals in the audience failed to realize he was quoting from one of Shaw's own letters.

Other items in the collection, which totalled 204 entries and was described by the American Art Association Anderson Galleries, where the sale was conducted, as the largest in America, brought from three dollars to $950, the second highest price.

Electric House Shown in England

Birmingham Circle Erects and Equips Building to Demonstrate Possibilities of Electricity

The completion of the National Grid Scheme for distributing electricity over England and the reduction of charges for current, will result in increased demand, and a desire for greater knowledge, and after considerable discussing, the Birmingham Circle of the Association decided that the time was opportune to make a special effort to show the residents in and around Birmingham what was possible and likely to obtain on the domestic side. To this end it was decided to purchase a piece of land, and to erect thereon a modern electrically equipped residence, and to exhibit it until such time as interest was no longer shown.

The result is that today, people living in or near Birmingham can see a British home, at once pleasing, comfortable, and fitted with conveniences calculated to reduce labor and costs to a reasonable minimum.

ALMOST DUSTLESS.

There are no replaces to clean, no ashes to remove, and consequently the house is almost dustless. All rooms are automatically maintained at the correct temperature, resulting in the prevalence of cheerful warmth throughout. Hot water is available day and night, a feature that is accomplished and maintained automatically, without fumes or attention. All perishable foods can be stored under perfect conditions.

The main entrance opens on to a hall with a barrel vault ceiling, in which electric tubular heating is installed. On the left is the lounge, with loggia facing the garden, while on the right are the dining room, kitchen, servery, cloakroom and so on. The heating system in the lounge, dining room and first bedroom is from the ceiling by means of the Dulrae method.

This is a fine, flexible material, which is applied to the ceiling in a manner similar to heavy wallpaper, and which employs the principle of the distribution, under thermostatic control, of radiant warmth from extended areas of the ceiling at temperatures at, or only slightly above, body warmth. In these rooms it is arranged to maintain the temperature anywhere between 50 and 65 degrees according to the setting of the thermostat, even when it is freezing outside.

On the first floor are five bedrooms, bathroom, box room, linen room, lavatory and a spacious landing. In these bedrooms, as in the kitchen, the heating is effected by means of tubular heaters fitted with thermostatic control.

Bananas Cover English Beach

Winchelsea, England, awoke recently to find the foreshore for a distance of five to six miles strewn with thousands of green bananas, all torn from the large centre stems and lying ing along the beach at the high water mark. There were no signs of woodwork crates.

"It was soon after daybreak," said one of the residents of the town, "that we noticed the bananas lying on the foreshore. Some of the inhabitants took quantities home, but the majority were left on the shore untouched.

"The bananas must have been the deck cargo of a vessel washed overboard during a severe gale."

OUR WILL

We help ourselves when we help others.

This Week's Science Notes

Life, Sunlight and the Sea—The Importance of Toads

The whole problem of food, perhaps of life itself, is summed up in the single word nitrogen. Not the gas that constitutes about 80 per cent. of the air we breathe is meant, but nitrogen that is "fixed" or chemically combined to form a compound which can be used by plants and animals in building tissues.

There are bacteria in the soil that have the property of thus "fixing" nitrogen For the most part they cluster on the roots of what are known as leguminous or pod-bearing plants, such as the beans and vetches. These bacteria convert the nitrogen of the air into organic life.

Does a similar process go on in the sea? Dr. C. E. ZoBell of the Scripps Institution of Oceanography describes in Science some interesting experiments that he conducted to answer the question. He tried to breed nitrifying bacteria in sea water, under the most favorable conditions, only to find that they died. This does not preclude the possibility of there being such bacteria, Dr. ZoBell warns. We must first look for varieties different from the soil forms before any conclusion can be drawn.

There is undoubtedly something in sea water which does change nitrogen in the form of ammonia into nitrate, and this something seems to be especially active when it is irradiated by ultra-violet light either in the sun or a mercury arc. Even when the sea water is passed through the finest porcelain filter it still retains this mysterious nitrifying factor. Heated under high presure, it loses its power Synthetic sea water—that is distilled water in which the right salts have been dissolved in the right amount—does not have it. Evidently a new field for exploration has been opened to the biochemist.

Medical Importance of Toads

The toad, which used to play an important part in the practice of medicine, may be restored to pharmaceutical honor if the discovery of two Chinese and an American, K. K. Chen, A. L. Chen and H. Jensen, fulfills the promise that it holds out.. The scientists in question have found that wart like excrescences on the heads of five different species of toads secrete the hormone ephinephrine, like the suprarnal glands.

It takes hundreds of suprarenal glands of cattle to provide enough ephinephrine for human beings who need it. We have, therefore, a vision of toad-farms supplying warts to pharmaceutical laboratories. The prospect is all the more certain when it is considered that the same scientists have found that toad glands produce cholesterol and ergosterol, which are potent cures of rickets because they contain vitamin D. Add to this a group of bufagins—which are found in toad venom and which have an effect on the heart similar to that of digitalis—and the economic case for the toad is complete.

Another Radioactive Element?

The announcement is made by Professor G. von Hevesy of the University of Freiburg that samarium, which is No. 62 in the table of elements, is radioactive. If this discovery is verified, atomic physics may be ready for another upheaval.

After radioactivity was discovered there was a feverish hunt for elements that send forth rays spontaneously. All the heavy elements beyond No. 82 (lead) proved to be radioactive. Thereupon it was concluded that everything lighter than lead must be inactive. When it was discovered that potassium, which is No. 19 in the list, and rubidium (No. 37) are slightly radioactive — both emit electrons — physicists were puzzled.

What distinguishes samarium is the fact that it shoots alpha particles, meaning that it is unstable. It follows that instability is not confined to the heavy elements, such as uranium and radium.

Samarium is what is known as a rare earth. Next to it in the table, occupying the sixty-first place, is "illinium." Possibly the rare earths are rare because they have been shooting off alpha particles, and thus reducing themselves to something else. It may be that we shall have to revive a view that was current at the opening of the century—that all the elements are radioactive and that they are the end products of activity that began eons ago when exploding atoms, like those of uranium, were commoner than they are now.—Waldemar Kaempffert in The N.Y. Times.

LOST OPPORTUNITIES

There is much time spent—nay, rather, wasted—thinking and worrying about lost opportunities, tides that have been missed, dreams that have never shown any inclinaion to come true, schemes which have frizzled out. A much better plan is to work away cheerfully at the job in hand, do it well, try to put heart and enthusiasm into it, to do it in an original way, to look at its most cheerful side, to find out the romance which lies hidden in most things if we will only look for it.

Then, some day, in trying to like the thing we have to do, we may find that we have been led into doing the thing we like best of all.—C.A.

Advertising Plus!

Somehow Portland, Oregon, with it's narrow streets, hardly seems the place for the above which speaks more of Hollywood. However, the enterprising proprietor believed in his trade. It is sixteen feet wide, 52 feet long and 25 feet high. Mickey Mouse undoubtedly would be pleased with this architecture.