# Voice of the Press

CANADA
THE EMPIRE
THE WORLD AT LARGE

## CANADA

### NAME YOUR MAN.

Name badgers are now pinned on employees of Dominion Stores. And both customers and employees seem to like it. Customers find they can remember an employee's name better is they actually see it; employees are pleased because they prefer to be referred to by name rather than as "that thin, red faced man, etc."—Financial Post.

### RECIPROCITY AMONG TOURISTS

The holiday exodus on the great American national day, July 4th, in terms of motoring tourists entering Canada this year, created a record, and moreover exceeded the returns in 1929, hitherto a peak year. This is most gratifying news to those Canadians who think of Canada's prosperity in terms of mounting tourist figures. Three days previous to this great American holiday trek to Canada, the Dominion herself celebrated a national day. It would be interesting to know the figures of Canadian motorists crossing the international border on July 1st, but the comparison would have to be worked out on a percentage basis of total population.—Ottawa Citizen.

### TAXES COMING ON.

The first six months of this year has seen $80,000 more paid in Edmonton taxes than did the first six months of last year. Here's hoping the increase will keep on increasing.—Edmonton Journal.

### KEEP YOUR STUBS.

It will undoubtedly come as a shock to most persons in Ontario, that, under the amusement tax regulations now in force, failure on the part of a patron at any place of amusement to retain his stub of the amusement tax ticket is punishable by a fine of from $10 to $200 under the Primary Convictions Act.

The actual requirement in the regulations is that the person admitted must produce his portion of the tax ticket on demand of any inspector of the amusements revenue branch or police officer, and lack of such tax receipt is regarded as prima facia evidence that the act had been evaded.

If there are any illusions that these dra tic rules are not to be enforced they can be dismissed.—Peterboro Examiner.

### EARNED INCOME

The Edmonton Journal brings out the astonishing fact that if a citizen of Alberta had an income of one million dollars, all "earned," he would be able to keep only $79,292 for himself. Federal and Provincial income taxes alone would take $920,708.—Ottawa Journal.

In the first place, can anyone really "earn" a million dollars a year? In the second place, is there anyone who cannot manage to struggle along on $79,292 per year? It is more than most men earn in a lifetime.—Toronto Star.

### A SHIP REBUILT.

Congratulations to the Halifax Shipyards on a big job of work well and ably done!

What has just been accomplished on and with the Silverview was no ordinary repair job, but the biggest and perhaps the most difficult contract of its kind ever attempted in Canadian yards. And today the Silverview is going back into commission "as good as new"—"Transformed from a badly-mangled, almost doomed ship, to a newly-painted, well repaired steaming unit." —Halifax Herald.

### MARCH OF SILENCE.

A law has been passed at Essex Falls, New Jersey, making it illegal for a duck to quack, a rooster to crow and a dog to bark between the hours of 10 p.m. and 6 a.m. Owners whose animals or fowl disturb the peace may be fined from $5 to $25. While complaint had only been made about a canine prowler, the roosters and ducks were included "just in case."

You can go and live in Essex Falls, N.J., if you want to, but not for us. We want to keep our dog and we want him to be happy.—Windsor Star.

### ROOM FOR CONFIDENCE.

In the very upset of things there is ground for confidence and optimism. The world-wide restlessness of the age is proof positive of the world's dissatisfaction with things as they are. History proves that man's dissatisfaction has always been the first step towards improvement and advance. It explains the progress from the cave, via the hut, to the modern home; from the horse, via the coach, to the automobile and the airplane.

Difficulties, perils and serious setbacks are inevitable — but not invincible. The forward look, plus the courageous heart, is the guarantee of victory.—Halifax Herald.

### WHEN TWENTY WAS FAST.

Among the gleanings from its files of a quarter-century ago in the Renfrew Mercury is an item telling of the fining of an Ottawa motorist charged with travelling through the town at a rate of twenty miles an hour. In his own defence the motorist asserted that his customary speed was fifteen miles in the country and ten miles on town and city streets. One wonders if the speeds of fifty or fifty-five miles mentioned in cases of excessive speeding in our courts today will seem so amusingly low to the readers of twenty-five years ago columns in the newspapers of 1960.—Kingston Whig-Standard.

### SPEED COMES LAST.

A group of automobile manufacturers has asked a million motorists to list the qualities they most desire in a motor car.

The replies are rather surprising. First and foremost these million motorists emphatically say they want dependability. In overwhelming majority the motorist likes to feel that his old car will keep on running, month in and month out, with a minimum of balking, breakdown and repairs.

The second requirement is economy, which is closely allied to dependability. Third comes safety, which also is very largely a matter of mechanical dependability insofar as it is a quality of the machine itself.

Next in order motorists voted for comfort, appearance, ease of control, low first cost, smoothness, pick-up, and last of all, speed. —Winnipeg Tribune.

### EDUCATE THE ADULT.

An adult educational plan such as that fostered by the Provincial Government and a group of educationists in Manitoba has an immediate value and one that is prospective. It encourages men and women to take an interest in other things than possessions; and it gives them greater sympathy with education for youth. Where the intelligence of the adult population is high progress is more certain. Manitoba is to be congratulated on its efforts to make education continuous. —Hamilton Spectator.

## THE EMPIRE

### TRADE AFTER OTTAWA.

A disposition in Great Britain and some of the Dominions to discount the achievement of Ottawa in fostering Empire trade should be corrected by more recent trade trends. Probably the mistake has been to look for results too quickly. It takes time to alter the direction of commerce. Last year the British returns showed an unmistakable and substantial increase in the proportion of Empire trade. More than 75 per cent. of £22,100,000 of growths in British exports was accounted for by sales within the Empire. Moreover, the Empire's share of total British exports was raised from 44.4 per cent. to 46.9 per cent. Lancashire's recent plaint that the Empire was a liability rather than an asset, taking more than it gives, cannot find much support in these figures. —Weekly Times, Auckland.

### LONDON-PARIS RECORD.

Again a British airplane has broken the London-Paris record. Flying the second of two Comet monoplanes ordered by the French Government, Mr. H. S. Broad, chief de Havilland test pilot, travelled from rest on Croydon airdrome to a standstill outside the customs buildings at Le Bourget in 52 minutes, breaking by seven minutes the record set by Mr. Hugh Bucknham in a similar machine three months ago. His time in the air was 48 minutes—an average speed over the 205 miles of 256.2 m.p.h.

Mr. Broad, who was accompanied by an engineer, has reported that he climbed abive the clouds immediately after leaving Croydon. He did not see the ground again till within fifteen miles of Beauvais. The cross-wind was not particularly helpful.—British Aircraft Society.

### TWO VOICES.

Two voices are crying in the Empire. One is crying earnestly for a maintenance of peace. The other is crying the demand for the preparation of defence. The two voices are creating a discord. Is it not possible to make concord? It is evident that no party in the British Empire wishes for a war. War is horrifying to contemplate, and a party which advocated it would not live a week. But war may be forced upon us, and when the time comes to defend our country and our people from an aggressor, the party which says there must be no defence would not live a week. The voice of those who cry for a continuance of peace should not be raised against those who prepare for defence; for preparation for defence is not preparation for war, but preparation to preserve the peace. For the time will come as surely as night follows day when a thoroughly prepared foreign nation will find a prey in a wealthy nation that has been left defencelss.—The Australasian.

## Carry On Tradition

Following the footsteps of their noted parents, these youngsters, associated with the Lakewood Theater at Showhegan, Me., carry on family traditions. Left to right, seated are Owen Davis Jr., son of plawright; Eileen Byron, daughter of Arthur Byron; Keenan Wynn, son of Ed Wynn; Mary Rogers, daughter of Will Rogers; Virginia Dunning, daughter of playwright, and John Drew Devevreaux, grandson of the late John Drew. Standing are Kathleen Kidder, niece of Kathryn Kidder; Frankie Thomas, son of Mr. and Mrs. Frank M. Thomas (Mona Burns), and Sandford Cummings son of Jessie Cummings.

# The Week In Ottawa

Before Prime Minister Bennett left for the seaside last week to rest up before getting into the election campaign he announced a number of long-awaited appointments, with the exception, however, of cabinet appointments. These he is expected to announce upon his return.

Ten Senate vacancies were filled by Mr. Bennett, and included in the list was Mrs. Iva Campbell Fallis of Peterborough, Ontario, wife of a farmer. Her appointment makes the second woman to sit in the Red Chamber. Mrs. Fallis has worked untiringly for the Bennett Government, and the honor bestowed upon her is regarded to be well merited. Four men were appointed to the judiciary, three to the Unemployment and Social Insurance Commission and one was named commissioner of patents.

Few, if any, of the appointments came as a surprise. Col. the Hon. G. S. Harrington, former Nova Scotia Premier, will head the Unemployment Insurance Commission, with Tom Moore, President of the Trades and Labor Congress of Canada, representing the labor element, and N. R. Baudet, Montreal insurance manager, representing employers. The commission will get down to work almost immediately.

The Senate appointment were: Nova Scotia—Hon. Edgar N. Rhodes, Finance Minister, Ottawa; Col. Thos. Cantley, M.P., Pictou; F. P. Quinn, M.P., Halifax; J. L. Q. Robichau, merchant-farmer, Maxwellton, Digby County.

Prince Edward Island—Hon. J. A. Macdonald, Minister without Portfolio.

Ontario—Hon. Donald M. Sutherland, former member of Parliament, Ingersoll; Col. James Arthurs, M.P., Parry Sound.

New Brunswick—Hon. George P. Jones, Apohaqui, Royal.

Quebec—Hon. Arthur Sauve, St. Eustache, Postmaster-General.

James Thompson Mitchell, Ottawa, at present acting commissioner, will be commissioner of patents.

Mr. Justice Patrick Kerwin, of Guelph, who has been on the Ontario Supreme Court bench for only three years, goes to the Supreme Court of Canada bench to fill the vacancy caused by the retirement of Mr. Justice Frank Hughes; Mr. Justice Kerwin will be succeeded by Charles T. McTague, K.C., of Windsor. Hon. Alfred Duranleau, Minister of Marine, succeeds Mr. Justice Coderre on the Quebec Superior Court bench, and D. McKinnon, K.C., of Charlottetown is appointed district judge in admiralty, Prince Edward Island.

Official approval has been given the government's dairy products marketing equalization scheme, which is designed to assist in the maintenance of the cheese branch of the dairy industry. The scheme also aims to stabilize the price of milk entering into the manufacture of cheese at a somewhat higher level than can be realized from the proceeds of the sale of cheese. A fund has been provided by Parliament out of which it is intended that payments on the basis of the quantity of cheese manufactured will be made. Farmers who desire such payments must apply to the Dairy and Cold Storage Commissioner, Department of Agriculture, Ottawa. Payments received by factories from the dairy products equalization fund must be apportioned among milk suppliers in the same manner as proceeds from the sale of cheese.

In a very short time the government will announce the list of approved loaning companies to which borrowers may apply for benefits under the $10,000,000 government scheme to build new houses. This will be the first concrete step towards bringing the plan into operation possibly by the end of August.

## Distant Star Hottest Place

Cambridge, Mass.—An unnamed, far off star, whose surface temperature is 180,000 degrees Fahrenheit, the highest heat ever measured anywhere, was described to the conference on spectroscopy recently at the Massachusetts Institute of Technology.

The sun's surface is barely 10,000 degrees Fahrenheit. The hottest temperatures, previously reported, all on stars, were 35,000 to 40,000 degrees Fahrenheit.

A blue ribbon—the distant star's ultra-violet light—revealed the inferno. This star is a peculiar object. It is a sun surrounded by a nebula, which in the telescope looks like a halo—a star surrounded by something like the ring around the moon.

It was this ring or nebula which made it possible to read the temperature with new instruments and new methods. These were described by Dr. I. S. Bowen, of the California Institute of Technology. The temperature reading, he said, was made by Zanstra, a Dutch astronomer.

The new method calculates the heat in a fashion analogous to studying a fire hidden under a tent, but hot enough so that some of its light might be dimly seen through thin spots in the enveloping fabric.

The star tent is the nebula around it. This nebula is believed to be a cloud of gas.

Only the invisible rays from this gas cloud are used to calculate temperatures. They are ultra-violet and the new instrument which make this clear detection possible is an aluminum coated mirror, a device perfected at Cornell University.

Aluminum catches ultra-violet rays better than anything previously used. Some of the ultra-violet rays caught in the aluminum mirror are exceptionally strong. These rays are quite accurately calculated by the aid of the star tent. It is the calculation of their energy which reveals the enormous heat of the star's surface.

## German Models Smiling Again

### They Don't Have To Do Year's Compulsory Farm Labor

Berlin—Mannequins in the Third Reich are smiling again—they can stick to displays of fur coats and beautiful gowns and avoid blistering hands and feet out on a farm doing one-year compulsory labor service.

The fate of the beauties and cuties who parade winter fashions in summer and vice versa, and sell frocks with smiles and streamlined figures, looked pretty black for a time when the Nazis commanded that every girl between 18 and 25 should get a taste of hard work by being "assigned" to a farm to learn and work.

But this calamity, as the mannequins looked at it, has been happily avoided for their part because the powers that be have recognized that beauty and a streamlined curve are, after all, a rare commodity, and one that cannot be provided from the rank and file of womanhood of Germany. Fashion shops left no stone unturned to convince authorities that a husky and heavy-footed maiden may have the best "haus-frau" qualities in the world, but that brawny arms and milk-maid hips do not a mannequin make. So, without putting it down on paper beyond recognizing the mannequin profession as amongst those where an individual is specially qualified, the authorities have left Dame Fashion keep its mannequins.

As a matter of fact, the mannequins in Germany always have held a sort of privileged position for girls with the bowing acquaintance with beauty are not too numerous. Consequently, a mannequin in Germany can snap her fingers at the boss, and if she doesn't like the atmosphere or conditions in her shop she knows that other jobs are waiting.

Like all other "laborers" in Germany, the mannequin is organized and the same protective labor laws apply to her as to the office secretary. For years the same girls will be seen doing their stuff in the same fashion shops, and buyers making the rounds usually insist on having gowns and furs displayed by "Fraulein Schmidt, who worked here when I was here some years ago."

A customer coming from foreign shores, where he is perhaps accustomed to giving the mannequins the "once-over" and subsequently picking one for a date that evening, is certain to find himself sadly disappointed, however. He gets a cold stare in return for the glad eye, and thumbs down on his date. If the untutored customer should insist in getting in the mannequin's way, it is not uncommon in German fashion shops to request him to take his trade elsewhere. For mannequins in the land of pretzels and beer, to say the least, are independent.

## Perspiring Writer Corrects Poem on Canada's Snows

(From the Toronto Star)

In that well-known English publication The Bystander there is a poem with the title "John Buchan" which repeats an old old libel upon Canada, a similar slander to that voiced centuries ago by a distinguished Frenchman who described it as "a few arpents of ice."

This time it is a poet who throws the snowballs; not the first poet to do so, either, for Rudyard Kipling pinned the nickname "Our Lady of the Snows" on the Dominion. In a sense the Dominion is all that the nickname implies—in Winter. But when a poet suggests that Winter conditions prevail the year round, Canadians make strong dissenting noises.

That, unfortunately, is what B. W. seems to intimate in his Bystander verses. Explaining, with respect to Lord Tweedsmuir, that "politics have meant to him much more than just a passing whim," the bard goes on to say:

"And that is why John Buchan goes
To Canada's eternal snows,
For now our author holds a great
And honored office in the State."

The trouble with the word "eternal" is that it is apt to be misunderstood. The poet may have meant that Canada's climate will always be a snowy one—in Winter. All right. So it is, and Canadians should not be afraid to say so. We are altogether too apt to have an inferiority complex with regard to our glorious and stimulating Winter temporatures. But to many readers the poet's "eternal will convey the idea that it is always snowy here.

If he really thinks so, it would be fine to have him in Toronto now, to watch his collar wilt and face break out into beads of perspiration. It would be delightful to see him go and drink a lot of—a lot of whatever he does drink—only to find himself hotter and more perspiring than before. Then he could listen to the weather man explaining over the radio that it really isn't the heat, but just the humidity. And some health sharp would tell him that the way to keep cool is to avoid work and worry and food. All the time he would be getting hotter and hotter and repenting more and more thoroughly that he had ever fashioned a line about "Canada's eternal snows." He would, no doubt, feel impelled to rewrite his poem.

"And that is why John Buchan eats
'Mid Canada's infernal heats.
Where Winter's Winter sure enough,
But Summer a quite diff'rent stuff."

Different indeed! B. W. would want to kick himself, but wouldn't have enough energy left to do it.

### COTTON MESH LINGERIE

Cotton mesh lingerie, well punched with holes for extra coolness, can be very easily tubbed and dried almost while you wait. Very desirable for daily wear during the dog days.

### KING OF SWAT

George (Babe) Herman Ruth, that phenomenal home-run hitter was the most majestic figure in modernday major league baseball.

Ruth was born in Baltimore in 1894, and started out on his career by joining the Baltimore Club in 1913 at $100 a month, being sold the same year to the Boston Red Sox for $2,900.

The Babe was a pitcher at the beginning of his career. But his hitting prowess came quickly to the fore.

The popular slugger, who for 1931 and 1932 had a contract for $160,000 is never too busy to autograph a score card for the dirty-faced kids all of whom are Ruth's pals.

In 1927 he slammed 60 drives out of the parks in the American League an all-time mark. Three times during his career he hit 3 home runs in one game, 2 being in World Series contests in 1926 and 1928.

The Babe led the American league in home-runs for 12 seasons. Four times he hit over 50 homers. He hit 40 homers 11 times. He has received more bases on balls and struck out more times than any player listed in the records.

Due to the tremendous crowds the Yankees drew from 1920 to the 193[illegible] the Yankee Stadium was popularly called. "The House That Ruth Built."