Voice of the Press

CANADA
THE EMPIRE
THE WORLD AT LARGE

CANADA

FAITH IN HUMANITY

Chinese laundryman in Bronxville, N.Y., went for a holiday and left a note in the window telling people to get their laundry as the door was not locked. We doubt whether this gentleman has been thoroughly civilized and Christianized since coming to this country. — Stratford Beacon-Herald.

PAINTING BARNS

After a lapse of five full years, Canadian farmers are beginning to paint their barns again. There is no general rush, but here and there through most of the mixed farming areas, examples are readily noted. While important enough in itself in view of the immense area to be covered in familiar red, green or white, the significance of the return of barn paint is that it means the first real indication of a return of permanently better times to Canadian agriculture. — Financial Post.

GOOD SALESMAN

If the large number of people who have visited the Canada Shop in London since its opening last week is maintained until the date of closing, the promoters should be more than pleased with the publicity given to Canadian food products through this practical advertising medium. On Saturday last the number of visitors was checked. No fewer than 2,380 passed along the counters and inspected the food stuffs. The majority of them purchased samples, as a result of which it is reasonable to anticipate enhanced sales by retailers in the locality and in such other localities as were represented by the visitors. — Canada's Weekly, London.

FARM PRICES RISING

The most satisfactory year for livestock production since 1930, is the report made by a packing company.

There are many other evidences of this condition. Prices in all lines of livestock have advanced a long way from the low point registered about four years ago. The same thing applies to most of the other minor products of the farm — dairy produce, poultry and eggs, and all the many products from which the well-managed farm derives much of its revenue. — Winnipeg Tribune.

PITY POOR MOTORIST

Hard is indeed is the lot of the drunken motorist who gets caught. Most courts will fine him $10 to $25, occasionally give him ten days in jail, and sometimes actually deprive him of the privilege of driving a car for as such as a few months. And all of this simply because he deliberately placed a large number of fellow citizens in danger of instant death or of the loss of limbs or of horrible and painful lacerations. — Toronto Telegram.

A DEFENDER OF MODERN GIRLS

No hankerer after a period sometimes referred to as "the good old times" is, apparently, Mr. Lloyd George who, in spite of years that are occasionally considered rather advanced, is sufficiently youthful in spirit and outlook to refrain from the fault-finding in regard to the rising generation of which older people are so often guilty.

Far from bemoaning what he finds in modern youth, the former Prime Minister evidently considers that it is quite all right, at least the feminine part of it. He said so the other day when he (a product of the Victorian era) denounced it as "prim and grim" and remarked that he preferred the modern girl and the education which makes her what she is. "The old academies for young ladies—they were not girls in those days," he went on to say, "at best were an expensive joke, and at their worst they were an atrocity." — Brockville Recorder and Times.

LEPROSY IN CANADA

Leprosy is waning in this country and as Dr. Murray MacLaren said when Minister of Health, the danger of contagion is very much exaggerated But Dr. C. P. Brown, chief of the division of quarantine and medical immigration for the Dominion, if he is being properly quoted, goes much further. The idea that a healthy person can get leprosy by touching a leper is "mere nonsense," he said. "No doctor or nurse treating lepers has ever been known to fall prey to the disease." Then he adds the more astonishing statement: "A native Canadian never has been known to contract the disease." — Moncton Times.

KNEE PLUS ULTRA

Paris reports that the season's first Winter style showing at Chanel's this week revealed the feminine knee. You may remember that joint. it was much in evidence before the depression. Then, along with stocks and things in general, skirt hems came crashing down. For the past five years it has been discreetly concealed almost everywhere except in the nudist camps.

May there not be an outside chance that business and fashions are related in some way or another? Certainly, business is looking up. And now skirts are apparently following suit. Chanel has chopped off three inches at one stroke, an upswing as convincing as anything provided by economists' charts.

When the coy patella once more blossoms forth in all its pristine perfection we shall perhaps known the corner has been turned and that we are again to find ourselves knee-deep in prosperity. — Windsor Star.

SUN TANNERS BEWARE!

Intense sunlight has the same effect on the body as it has on the top of an automobile. It causes dehydration and premature wrinkling. —Hamilton Herald.

LESS RELIEF AT THE SOO

There are one-third fewer families on relief in the Sault at the present time than there were a year ago, the figure now being about 400 compared to 600 at the end of July, 1934.

That is a welcome improvement in conditions, and contrasted to the figure of over 1,500 families on relief in May, 1933, shows a steady gain since that time.

This is due to a large measure to the betterment of industrial conditions here, resulting from the reorganization of the steel plant and from the general advance in business and employment throughout Canada.

There are indications, too, that things will continue to improve unless some untoward event happens to cause the present trend to be upset —Sault Ste. Marie Star.

WAS COSTLY LESSON

Twenty-one years ago — June 28, to be exact — a Bosnian youth fired a shot into Europe's powder box and set the world on fire. The nightmare that followed resulted in the death of 10,000,000 soldiers and 13,000,000 civilians, in 20,000,000 maimed, in dollar losses of 500,000,000,000. Every nation lost, and every nation still is paying for its defeat, says the Pittsburgh Press.

On the surface, the world appears to have forgotten the frightful lessons of 1914-18. Yet, has it?

Viscount Cecil has made public in London the results of a great peace referendum. The English electorate voted 11,000,000 to 335,000 for Britain to remain in the League of Nations; 10,000,000 to 800,000 for a general arms reduction; 10,000,000 to 700,000 for taking the profit out of arms traffic; 10,000,000 to 600,000 to apply economic pressure to attacking nations. Here was a popular vote for law and peace voice, as Lord Cecil said, in "passionate intensity."

When the masses are willing to fight the warmakers as passionately as they have been fighting imaginary enemies, the sword-rattling rulers of earth will find themselves without armies to fight and without taxpayers to pay for their follies.—St. Catharines Standard.

HARDER TO MARRY

It is harder for young men to marry now than it was years ago, according to the United States Commissioner of Education, owing to the broader outlook of women. He holds that marriage is not very attractive to many of these bright modern girls—certainly not so attractive as to their grandmothers. They have the alternative choice of careers and consequent independence. — Kingston Whig-Standard.

ABUNDANCE OF CROPS

Nature has been good to Canada this year. Right across the Dominion from Nova Scotia to British Columbia there are bountiful crops. It is doubtful if Ontario, and particularly Western Ontario, ever had such abundance of crops. Hay, wheat, oats, corn, vegetables, fruit, everything grown in this fertile peninsula will have yields above the average. — London Free Press.

THE EMPIRE

It was revealed last week that the donor of the Anonymous Education Fund for the children of officers of the Royal Air Force, which, since 1928, has expended nearly £4,000, was the late Mr. T. E. Shaw — Colonel Lawrence of Arabia. The fund was financed by the money received from the publication of Lawrence's book, "Revolt in the Desert."

The decision to make this fact known was reached at a meeting of the council of the Royal Air Force Benevolent Fund over which Lord Wakefield presided.

In a letter to the Press Lord Wakefield said:

"Mr. T. E. Shaw allowed himself no share in the financial success of his book, 'Revolt in the Desert,' and £15,000 received from this source was invested, so as to establish an educational fund for the benefit of the children of officers of the Royal Air Force.

"The Anonymous Education Fund, as it has always been known in deference to his wishes, has since 1928 expended nearly £4,000; during 1934 alone it was able to provide £795 towards the education of 42 children, the majority of whom are fatherless."

In future, Lord Wakefield said, the fund will be known as "The Lawrence of Arabia Educational Fund." — London Times.

Spotted As Champion By Freckle On Nose

Bob Turpin won the World's Freckle Face Championship by a nose—which is one big freckle—at a recent contest. His smile makes his freckles run together.

Value of Advertising Shown By Actual Test With Product

NEW YORK,—Advertising doubles the number of persons familiar with a brand, triples the number who try it and quintuplets the number of users.

These figures are averages from a study of bond paper made by Charles C. Stech, research expert in advertising. Actually the scanty advertiser gets a smaller rate of return than his average, while the big one gets an increase much greater.

Stetch studied the use of 27 brands of bond paper by printers. He learned the percentage familiar with each brand, the percentage who tried out each one and the percentage who became regular users.

There were three brands of paper know to more than 75 per cent of the printers. Of these 72 per cent tried out the three brands and 20.4 per cent were regular users of them.

At the bottom were seven brands of paper, known to 14 per cent of the printers. Six per cent had tried them out and less than half of one per cent of these printers used the seven.

When the average of persons knowing about the brands was raised to 35 per cent, in a different group of bond papers, the trials rose to 15 per cent but the regular customers rose only a tenth of one per cent.

But when the papers were reached known to 50 per cent of the printers the users rose to nine per cent.

Above that came the phenomenal jump to 20.4 customers in the top-most three kinds of bond paper.

The study showed an unusually large increase in steady customers when nearly everyone was familiar with the brand. No saturation point was revealed. The highest single brand was known to 96 per cent of the printers, and apparently its regular users were far greater in proportion than those of any of the lesser known papers.

To Get Inside Story Of Asylum Reporter Patient Seven Days

"SEVEN DAYS IN THE MADHOUSE"

The above banner line appeared recently on the Chicago Daily Times front page, referring to the experience of Frank Smith, Daily Times reporter, who spent seven days and nights in an asylum. The sensational story was the result of Smith being "committed" to the Kankakee, Ill State Hospital.

For the occasion Willis O'Roarke, another Daily Times reporter, became Smith's "brother," and committed his to the state insane hospital, following the receipt of numerous complaints by the Daily Times that conditions were particularly bad at the Kankakee institution. To ascertain conditions, Smith, a former college football player and life guard, who tips the scales at 200 pounds, was asked to do a series of articles. In addition to interviewing officials and other persons, he undertook to spend a week as an inmate in the hospital.

His story of brutal treatment, being subjected to unsanitary conditions, including 15 hours in a tub of dirty flowing river water to cure his feigned violence, is appearing in a series of articles this week. The Daily Times' circulation jumped nearly 10,000 yesterday, as a result of the story, according to Louis Ruppel, managing editor.

All marks of identification were removed from Smith's clothing before he and O'Rourke set out for Kankakee. In relating his struggle with hospital attendants preparatory to being subjected to the "water treatment," Smith states:

"With something like pardonable shame I have to admit here and now that if I could have made myself heard, I would have given up unconditionally. I'd have confessed to everything. To hell with the investigation. To hell with the job."

After being released from the hydrotherapy ward, Smith participated in the routine of a patient, subjected to the common drinking cup, vile food and general over-crowded conditions. He said in his story he particularly criticized over-crowded conditions.

World Weary

Lay me down in the arms of Sleep,
in the comfort of her breast,
For I am weary of all but her and
fain would be at rest.
Hide me close from the cares that
haunt the futile, waking
hours,
And round and over me shed the
scent of unremembered flow-
'rs.

Bid the darkness to fold me, the
stars to veil their light,
And mute the pulse of eternal
life—the music of the night.
Hush the murmur of waters' flow,
and let there be no song,
But only an untouched silence in
a night deep and long.

Send me nought but oblivion: no
thought, no dream, no pain;
Whisper not through the darkness
that I must wake again,
But lay me down in the arms of
Sleep, over and ever blest,
For I am weary of all but her,
and fain would be at rest.

—Angela K. Dawes.

It is vain to gather virtues without humility; for the Spirit of God delighteth to dwell in the hearts of the humble.—Erasmus.

Marriage Makes For Long Life

According To Statistics Those Who Are Wed Live Longer Than Those Whose Lot Is Single Blessedness

There are nearly 6,000 marriages every week in England; 857 a day, or nearly thirty-six an hour! A careful analysis of the British Registrar-General's latest review shows that, on an average, thirteen out of each 857 marriages will end in the Divorce Court. Superstitious people, please take note. That dreaded number thirteen.

Consider, though, how small a percentage thirteen in every 857 represents. Immediately someone is divorced all the old tales about six-month marriages are dug out and paraded with much shaking of heads. It's so unfair. Divorce is not nearly as popular as some people would have us believe. Roughly, about 1½ per cent. of our marriages end in divorce. A very small proportion surely?

"People can't afford to marry young today—they leave it till later in life." "We are marrying later." How often have you heard those remarks? They have no foundation in fact.

PEOPLE MARRY EARLY

Let us take you back to the Registrar-General. His accuracy is quite ruthless, his figures unquestionable. And what do we find? Out of 307,000 marriages in 1932 over 5,000 men married before they were twenty, 13,000 married under twenty-one and another 150,000 by the time they were twenty-six. These figures of course, concern bachelor bride-grooms. Thus, more marriages in England take place at or under the age of twenty-six than at any other time. Why tell us then, that men have ceased to marry young? Twenty-six is barely a bath-chair age.

With spinster brides it is the same: 47,000 married before they were over twenty, 49,000 under twenty-one and 161,000 before they were more than twenty-six.

The average age of the bridegroom today is twenty-seven, and of the bride twenty-five. Youthful enough.

Incidentally, there has been little variation in this average for the last thirty years. Between 1901 and 1905 the actual average was 25.37 for spinster brides, and 26.90 for bachelor bridegrooms.

Extremely youthful marriages still occur. In 1932 sixteen men were married at the age of sixteen, and over 5,000 before they were twenty. With women no fewer than 758 were married at sixteen, and 28,000 before they were twenty.

At the other extreme 1,811 men and 694 women married between the ages of sixty-five and sixty-nine. To cap even that — eighty-six men and ten women married when they were past eighty.

Which is the most dangerous year of wedlock? People talk learnedly from experience, of the seventh with its entire lack of glamour and romance, its dreaded monotony. Or perhaps they will warn you against the first.

Examined in the cold light of facts and figures, both seem wrong. More marriages are wrecked in the tenth year than at any other time.

Unions to the number of 1,048 which had lasted between five and ten years were dissolved in 1932, and 1,442 of between ten and twenty years' duration. Only ninety-five sought separation after less than two years, and under 450 after more than twenty years. So scrap your fears about the notorious number thirteen and beware of matrimonial bickerings in the tenth year of marriage.

Doctors often advise their patients to get married. "It is man't natural state." they say, "and the one in which he is likely to be most healthy." Very true. Statistics wholeheartedly support that view.

A comparison of length-of-life and marriage statistics reveals the fact that married people live longer, on the whole, than unmarried.

BRIDEGROOM'S AGE — 88 !

We hear much talk of second marriages these days. Certainly they are becoming more popular. It is argued, very reasonably, that people who have married and failed once are not likely to make the same mistakes if they marry a second time. In 1932 some 14,50 widows married again, 6,800 to bachelors and 7,700 to widowers. In the same year approximately 23,000 widowers remarried, 15,500 to spinsters and 7,500 to widows. From this it appears that widowers are twice as likely to remarry as widows, while widowers are far more fascinating to spinsters than to widows. Actually, in the year 1932, one of every sixteen people married was married a second time.

Both the widow and widower are becoming far more cautious of marrying again. Widowers, in particular, leave it until late in life. Thus the greatest number of widowers remarried in 1932 between the ages of fifty and fifty-four. Over 2,000 left it until sixty — sixty-four. One Peter Pan suddenly got the spring madness in his veins at the age of ninety! The greatest number of widows remarried between thirty-five—thirty-nine. Nevertheless, 516 waited until sixty-five—sixty-nine, and one even developed a soul-storm at eighty-eight. The average age of widower bridegrooms is forty-nine, and of widow brides forty-four.

When bachelors marry widows they usually choose one about their own age, but when widowers marry spinsters the widower is, on an average, ten years older than his bride.

Simple Type — First Fall Days

2864

Here's one of those simple day frocks that finds an important place in every wardrobe.

It's fashioned of wooly-looking crepe silk with satin-back in rusty brown. The easy-to-sew sleeves that cut in one with the shoulders, made of the reverse side of the crepe, provides smart contrasting effect.

Style No. 2864 is designed for sizes 14, 16, 18 years, 36, 38 and 40-inch bust. Size 16 requires 2⅝ yards of 39-inch material with 1½ yards of 39-inch contrasting.

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.

Dark Thought For 1936

While we naturally admire the horticultural or biological expert with a taste for research who by combining the best qualities of differing fruits gives us a new and better fruit, or by careful selection and breeding furnishes us with thicker and tenderer beefsteaks, we may not sufficiently reflect upon what might happen if Nature turned her hand toward the production of bigger and better pests. Yet something of the kind is happening in the insect world if we are to believe Winnipeg despatches. A mosquito has made its appearance there which has so far improved upon the ordinary mosquito bite—from the mosquito point of view—that it can remove a small segment of the human form divine with every nip. Evidently, here is something new, a grafting of the black-fly bite technique upon that blight of the Canadian verandah, the ordinary house mosquito, that ventures where the black-fly dare not show its head. The next step is manifestly to improve the mobility of this new type pest. Our good old-fashioned mosquito is a bit slow on the wing and even slower a-foot,—its most serious handicap is the work of rendering human life miserable. Armed with a black-fly bite and the house-by's nimbleness and speed of wing, and perhaps slightly streamlined, next year's model of the mosquito ought to be something that will lift Canada out of the depression,—or anything else it may be sitting in. If man can produce the buffalo and the ugli, why should Nature not come back with a patent mosquito?—Montreal aily Star.

One hundred and two years ago, June 13th, 1893, John Wilson and Robert Lyon, two young students-at-law at Perth, fought a duel in North Elmsley near the Tay River on the outskirts of the town, the latter being shot dead. Wilson afterwards became a Justice of the Supreme Court of Ontario.—Courier.