VOICE of the PRESS

CANADA
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THE WORLD AT LARGE

CANADA

Unfair

A life insurance authority says that a woman may now expect to live four years longer than a man, the average expectancy standing at sixty-three in her case as compared with fifty-nine for the lord of creation. This hardly seems fair in view of the amount of time wasted by masculines in waiting for members of the fair sex.— Brantford Expositor.

Air Force Expansion

Recruiting in the ranks of the Territorials in Great Britain may not be as satisfactory as the Government desires, but there is no lack of men presenting themselves for enrolment in the Royal Air Force. In the House of Commons on May 22, 1935, Premier Baldwin announced that the Government intended to increase the R. A.F. personnel by 22,500, including 2,500 more pilots, before March, 1937. The response was immediate and now it is announced that in the interim the force has been increased by 15,000 youths and men, and even boys, all desirous of service either in the air or as groundsmen. Viscount Swinton, Air Minister, in the House of Lords the other day stated that the recruiting was eminently satisfactory. — Montreal Gazette.

Still Going Up

It is very gratifying to know that, so far as Hamilton is concerned, the street accident record for the first half of the present year is so much better than the corresponding period of 1935, an improvement attributed largely to Chief Goodman's safe driving campaign. But conditions generally are still far from satisfactory. In reviewing the situation for the whole province, the department of highways says the "collision with railway train" type of accident showed the greatest increase. Uu to the end of June there had been 60 such accidents in Ontario, as compared with 47 in the first half of last year. In the same period motor accidents from all causes increased by 7.3 per cent., the number of persons injured being 5.4 per cent. higher and the property damage 7.8 per cent. higher than in the corresponding months of 1935. There were more cars on the road, it is true, but this does not account for the higher accident rate. As an indication that speed and carelessness were largely responsible, there was an increase of 28.6 per cent. in the number of fatal accidents involving collissions between motor vehicles. — Hamilton Spectator.

Life On The Motor Highway

Ottawa man riding as a passenger in a neighbor's car was killed. The driver has been convicted in Pembroke of "criminal negligence." Another instance of the trust people so often misplace when nonchalantly they step into an automobile. The man responsible for the fatal accident was fined $200 and his driving permit cancelled for six months. A life on the highway does not seem to carry a high value in the estimate of some courts. — Ottawa Journal.

Swift And Certain

Within eighteen hours of the time they held up and robbed a business establishment in Hamilton, Ontario, two young men were sentenced to ten years in Kingston Penitentiary.

It is a fair sample of the swift and certain quality of Canadian justice.

Armed robbery is one of the worst of crimes — and these young men have received sentences adequate to the requirements of the peace and security of the country.

And while one has no desire to draw comparisons, one is bound to recognize that if in the great neighboring republic justice were as sure and as swift as this, crime in the United States would be far less prevalent. — Halifax Herald.

The Growing Caravan

Several touring automobile trailers have been seen in this city in the past week. It is estimated that there are 300,000 Americans now living in these travelling homes — largely people who have retired and unsettled down. —Calgary Herald.

Peace River Wheat

The Peace River District has cut the first wheat and it averages 35 bushel to the acre. This has been a common yield in Kent county this year, showing that we are keeping abreast of the best wheat growing lands in Canada. —Chatham News.

J. W. Dafoe Honored

The Institute of Pacific Relations has done John W. Dafoe, editor of the Winnipeg Free Press, a high honor in choosing him as its new chairman. No Canadian has made a more intensive study of international affairs. The opinions he has expressed in regard to these in the addresses that he has delivered both at home and abroad and in his newspaper and magazine articles have counted for a great deal. The rocognition that he has received from the Institute which has just concluded its biennial sessions at, Yosemite California, is thoroughly deserved. — Edmonton Journal.

Canadian Art Abroad

Canadian art was not mentioned in the Ottawa agreements but works of art do constitute an item of commerce between Britain and Canada. More pictures come from Britain to Canada than move in the other direction. But there are some Canadian artists whose work is known in the Old Land and valued by discerning art lovers there. Last week Arthur Heming, of Toronto, received a cable from one of the old-established London art dealers asking that three canvasses be sent at once as there was a likely chance of disposing of them. This is indeed a red letter event. It is prabably many years since any Canadiar artist received a cabled enquiry for his work from a London dealer. It is a tribute to the lure of Heming's north country pictorialism. — Financial Post.

Cats Rout Rats

Any assertion that science is unable to devise an effective substitute for nature's rat catcher, the cat, probably would be challenged and might be refuted. Nevertheless, a New York Times news story lays the basis for such a claim. An air conditioning plant in New Jersey was overrun by rats this summer. Its engineers and other scientific experts tried their scientific best to rout the rodent invasion, and failed. Then a practical building superintendent went to the city pound and borrowed its day's catch of stray cats. As guests of the factory, the cats are comfortably housed by day and at night they are given free range of the factory. Every morning the janitors sweep up the slain rats and conduct the hunting cats back to their daytime apartments. At latest report, the Times' story concludes, the factory's rat population was nearing extinction. — St. Thomas Times-Journal.

Matter Of Spelling

It's all a question of spelling: Callander — the place. Calendar — a date-record. Calender — a machine for smoothing and glossing cloth or paper. Calendar — a dervish. Cylinder — part of a motor. Colander (or cullender) — a straier. — Toronto Star.

Tied Up Somehow

No man remains single. If he has no wife, he is married to a factory, a job, a casting rod or something like that. — Victoria Times.

THE EMPIRE

Mining's The Thing

Only in mining are "plums" going begging. These, naturally, are not to be picked up by young newcomers. The way to the top, as in any other calling, is long and arduous. The point is that there is plenty of room there. Probably never before in the history of the mining industry has the demand for good men been greater or less easy to fill. The training facilities are available—none better. Scholarships are on offer. The chance for the right type of youth is splendid. — Johannesburg Sunday Times.

Spilt Milk

Any fool can break the eggs, but it takes a cook to make the desired omelette out of them. Our frying pan is full of broken eggs, we are in fact confronted with a first-class mess, the raw material for a feast of omelettes. The world does not stop, and however badly we have played our parts, there is always the possibility of a fresh beginning. If out of corruption can come forth sweetness, then out of the failure of sanctions may come the dawn of sense. The better part for all of us would be to cease recrimination, and to decide for ourselves what is the future we would like to build, and how we can each and all of us contribute to its building. — Calcutta Statesman.

Servic. Champions

The U. S. Army infantry team which defeated all other service teams at the National Rifle Matches at Camp Perry, O., pictured with its trophy. Left to right (kneeling) Sgt. R. L. Spears, Capt. R. E. Brady, Sgt. O. L. Gallman and Sgt. E. Backell. (Seated) Sgt. D. Hamsher, Pvt. C. Hensley and Capt. F. R. Lloyd.

Campaign to Advertise Our Dominion Is To Be Inaugurated In Britain

Hon. Vincent Massey Announces Most Concentrated and Scientifically Managed Scheme of Regional Publicity Attempted by Any Dominion.

TORONTO.—A campaign of advertising Canada termed by experts "the most concentrated and scientifically directed regional campaign yet launched by a Dominion," will be opened this Fall in Great Britain, the Canadian Club was told recently by Hon. Vincent Massey, Canada's High Commissioner in London.

The program will start in October in the Glasgow area and will continue there four months, to be followed by a similar effort in each of the great centres of population in the British Isles.

"Under the slogan 'Canada Calling,' an appeal will be made to the British wholesaler, retailer, and consumer to buy Canadian food-stuffs of all kinds," the High Commissioner said. "Information will be given shortly to the Canadian exporter regarding this campaign and his co-operation invited."

"The Canadian visitor is conscious of the dearth of Canadian news in the metropolitan and provincial press of Great Britain," said Mr. Massey. "This problem alone calls for very careful study. Through the press, through films, through the spoken word, exhibitions, through a dozen different media, it should be possible to make Canada better known in England."

Mr. Massey reported what he termed a "time-lag" in Great Britain in the popular idea of Canada. "Over there we are still thought of very frequently as a land of wide open spaces given chiefly to agricultural pursuits." Too little was known of the industrial development which had placed the Dominion among the first industrial nations of the world, although agriculture remained the "foundation of our economic life."

The High Commissioner regretted the popular idea of diplomatic mission was frequently represented "by a decorative color-scheme of pink teas and white spats." The ceremonial side of diplomacy represents a very small expenditure of time, he said. "Our offices overseas within the Empire or outside it are practical institutions existing to achieve practical purposes, just as practical as those performed by a post office or customs house."

"I have been immensely struck by the spirit with which life in the British Isles today in all its aspects seems to be infused by the vitality and confidence and energy which mark it," Mr. Massey said in turning to a general review of affairs. Today Britain could lay claim to a remarkable and increasing standard of practical efficiency. "Britain presents today in a striking degree certain attributes associated more with youth and age, the quality of enterprise, of imagination and energy."

Happily, however, 'that vivid sense of the past, which is a peculiar English quality, leads to the preservation of the old traditions, which give color and romance to life."

Mr. Massey said that besides reciprocal trade there was another reciprocity, the "commerce of ideas." A few weeks in the uneasy and restless atmosphere of the Continent would make clear the importance of things "not found in blue books or trade statistics," the spiritual kinship of British people based on democracy, "a form of government which has been solemnly, deliberately repudiated over a large area of the earth's surface, but nowhere more jealously guarded than in those countries over whihc the British flag flies."

NEWS SHORTS

Mrs. Beryl Markham, only woman who ever flew the Atlantic Ocean solo, from east to west, urges Canada "to make provision now for the over-ocean air traffic that is sure to come."

In San Francisco, Municipal Judge, Thomas Foley, gave John L. Green thirty days on a charge of cruelty to animals. John, and his pet duck, "Brother Crawford" were found to be intoxicated by a "souse-meter".

Roger W. Babson declares business, after six years of depression, has at last reached normal.

He said 1936 will be the best since 1929 for automobiles and steel and among lines equaling or exceeding 1929 peaks he cited retail trade, power production, cement and electrical appliances.

He predicted a sharp advance in the price of real estate, commodities and stocks, wages and interest dates, larger farm crops and a rise in railroad traffic.

He said the only shortage will be in the courage crop and "those fundamental characteristics of integrity, industry and thrift which have made America."

Italy informs Great Britain officially that it must insist upon "adequate diplomatic preparation" before a Locarno Conference to map European security can be held.

Previously, Italy had accepted an invitation to a five-power Locarno parley to be held this autumn for the purpose of effecting a new European security agreement in the face of Germany's rearmament of the Rhineland.

Flight Lieut. Sheldon Coleman and Aircraftsman J Fortey, missing in the Northern Canada hinterlands since Aug. 17, have been located alive on the shores of Point Lake, 250 miles northwest of this trading post in the Northwest Territories. Fort Reliance is about 700 miles northeast of Edmonton.

Population from an animal standpoint, at the Western Ontario Fair grounds at London, Ont., has grown substantially since the opening. Vital statistics includes one Jersey calf born in the stalls of D. J. Beggs, St. Thomas: two Holsteins, one belonging to Hayes and Company, Calgary; ten little pigs and four pigeons. One rabbit on ehibition is also expecting a visit from the stork.

The current epidemic of infantile paralyisis is assuming a menacing aspect, with the total number of cases in Manitoba now 130. Four new cases in Winnipeg brought the total to 17 in that City.

Vancouver — Fortune waited on a downtown Vancouver street for Orville M. Nuemeyer, 24-year old unemployed telegraph operator. Nuemeyer kicked a brown paper envelope on the sidewalk then picked it up, finding inside 100 crisp New Bank of Canada $5 bills. He took it to a bank whose name appeared on the envelope. A department store, to which the money was consigned, rewarded Nuemeyer for his honesty.

Simple services were held for Irving Thalberg, 37-year-old film producer, in the presence only of his family, studio associates and a few intimate friends.

Rabbi Edgar F. Magnin conducted the services at B'Nai B'Rith Temple in Hollywood. In keeping with the simplicity of Thalberg's life, his widow, screen star Norma Shearer, requested that there be no pall-bearers.

Thousands of messages were received from all over the world by Miss Shearer, including a telegram from President Roosevelt, which was not made public.

Home Mishaps Are More Frequent

Than Automobile Mishaps, Safety Council Survey Shows

His toothbrush doesn't hang in the bathroom and we don't pen his name on the inside cover of the family Bible, but he squats on every twig of the family tree — that Feind that prods us into accidents within the walls of home.

He eats with us, sleeps with us, takes his baths with us, gets drunk with us, smokes with us, quarrels with us; but he is the sort of gent who says, "You fight him, I'll hold your coat." He mocks our humor and aggravates our sorrow, leers at us through every window and translates our private life in the public print.

Our association with his nefarious trickery is life-long. Often he takes his first grinning glee in the impishness of his pranks literally before we are "dry behind the ears." How strange are the things we do to his prompting are disclosed by the National Safety Council, which, with the aid of the Works Progress Administration, recently cornered the knave and choked from him a report on two years of his monkey-business in Cook County (Chicago), Illinois.

The official record is a survey of all home accidents that sent bed-patients to the Cook County Hospital during 1933 and 1934, and it tells a story of tragic, humorous, curious and ordinary events. The survey was the first of its kind ever conducted in the United States. It composes a domestic drama that tears away the window shades and turns the walls of our homes to glass through which the glare of public scrutiny fixes on the emotions and circumstances that sent 4,602 patients to the institution during the two years—injured in accidents in their homes.

Accidents in American homes have made a "piker" of the automobile accident problem that currently, and justly, has worked the country into a lather. In 1935 there were only (the belittling is for comparison only) 1,322,000 automobile traffic accidents against 4,031,500 accidents in our homes.

Only in the "fatal" column did automobile traffic accidents best domestic mishaps—37,000 dead against 31,500. Motor accidents disabled permanently 105,000 persons in 1935, while the home accident total was 140,000. Motor accidents inflicted temporary disability on 1,180,000—home accidents, 4,460,000.

These figures scoff at those who talk of "within the safety of our homes." The certain cost of home accidents in 1935—lost wages, medical expense and the overhead cost of insurance—was $590,000,000. Home accidents were responsible for more deaths than any other general class of accident causes, motor vehicle traffic excepted.

THE FAMILY ALBUM — By GLUYAS WILLIAMS

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