"Bear Oil" Bunk

The Written Word of the Glorifying Booster Accounts for a Lot of Success

"Bear Oil," says the house organ of a great advertising agency, "is the priceless ingredient in some advertising campaigns." The story is that an old medicine-show man, who traveled with Indian Swampweed Bitters, found his sales dropping off, due, it seemed, to the recent journeying of another medicine man through the same countryside. From that time the second apostle of health explained that the Swampweed Bitters of his rival, though genuine, contained none of the precious ingredient, Bear Oil, used in his own incomparable panacea.

"Fellows," said a copy chief to his staff, according to the above journal, "we have a new tooth paste account. There's not a damn thing about it that makes it different or better than any other. Forhan's has beaten us to it with their four out of five, and Pepsodent has invented the yellow film. Now, we've got to take this product and put the Bear Oil in it!"

This ingredient, in brief, is a highly necessary additi n when the product has nothing to distinguish it from its rivals, or when the old sales appeal begins to lose its keenness.

You don't have to go to Maine to eat, BEAN-HOLE BEANS—you can have them a w with that baked in the ground flavor with the fragrance of pine forest and a season ing of wood smoke in . So says the advertisement.

This product of Van Camp's is not baked in the ground, or baked at all, according to information recently given to the Better Business Bureau. Yet the picture in the advertisement shows a bean hole among the pines, and in the background a great bonfire burning.

In the true perfection we campaigns of this type, mineral oil and cast iron have been turned into kind of fantastic legend, and equally fantastic words and sentences by the

This word [illegible] Camp's standing for the past year, in a class of 266 men, was 237th.

If you are looking for razor blades you may see an advertisement which reads: "Each is equipped with blades of the keenest edge—Gem Double Life Blades." Another reads: "Ever-Ready Radio blades possess the keenest cutting edge known to the science of Metallurgy." Both blades are made by the same firm in the same way, and are identical except for name and wrapper.

All of which merely goes to show that the public is willing to pay the advertisers millions of dollars a year to be told that Tweedledum and Tweedledee are each infinitely to be preferred to the other.—New Republic.

Sans Regret

Oh, little town, you've held me long,
Oh, little town replete
With scent of flying gossip
And tang of spying feet!

I bid you now a glad good-by,
I've tarried over-long,
To you an utter stranger, I,
And stranger was my song.

I seek the consolation
Of a more congenial land,
The just appreciation
Of souls who understand.

Oh, little town, you've held me long;
Oh, little town replete
With howl of lying gossip
And prowl of prying feet!

—E. Leslie Spaulding, in The Chicago Tribune.

Canadian Dairy Produce Praised

Noted British Visitor Says England Offers Big Market

IS TOURING WEST

Three Important Delegates in Canada for Chamber of Commerce Rally

Three delegates to the annual convention of the Canadian Chamber of Commerce in Edmonton and Calgary in September from leading British chambers gave interviews at the headquarters of the Canadian Section in Montreal recently. The visitors are F. W. Parson, London; George Hutcheson, Aberdeen; and A. E. Howitt, Nottingham.

Mr. Parson is a member of the executive council of the London Chamber and chairman of the provision trade section. He was formerly managing director of Reynolds Sons and Co. Ltd., Smithfield, and Richard Dickson and Company of London and other firms in the provision line.

He said that he will be particularly interested to see the position of the dairy industry in Canada.

Produce Praised

"The trade in the United Kingdom," he said, "has an extremely high opinion of the quality of Canadian dairy produce shipped in the last year or two, and especially cheese. There is very little doubt that all the cheese Canada can ship of the present splendid quality will find a ready market on the other side."

General regret has been expressed that Canada has not been able to send butter as it is much appreciated on account of its high quality. Importers handling bacon too, coming into England are very sorry that the supplies from Canada are short and intermittant. I believe there is a demand for all that they can get."

Mr. Parson reported that in England the provision trade is quiet at the present time. He refused to make any statement concerning politics on the other side. "As a representative of London Chamber of Commerce, which is a strictly non-political body and knows no politics."

He pointed out that the London Chamber with a membership of more than 5,000 is the largest in the world. He said that it has 72 trade sections and very large associations affiliated to it and represents merchants, importers and manufacturers of every commercial interest of standing.

Canadian Cattle

George Hutcheson is the only Scotch delegate to the convention. He is vice-president of Aberdeen Chamber of Commerce and he is interested in feeding stuffs, fertilizers and grain.

Naturally, he declared, "I shall be interested in everything appertaining to agriculture and I am keenly looking forward to seeing the wheat fields of Canada."

He said that at one time there were Boar hills in Aberdeen but now Canadian hogs is imported, which suits the bakers best and nothing else can touch it.

Another importation from Canada to which he referred was cattle. "At one time Canadian cattle came in," he said "and many of our farmers were sorry when the supply ceased."

In regard to herrings he said that they are looking for fresh markets through having lost the Russian.

While characterizing trade generally in Scotland as quiet at the present time, he said that the farming and the trawling interests have had a fairly good year.

Mr. Hutcheson spoke highly of the calibre of the human stock from the North East of Scotland and said that there are many people in this part who would like to come to Canada if opportunity offered.

Silks or Woollens

Mr. Howitt is vice-chairman of the hosiery section of the Nottingham Chamber of Commerce. He is a manufacturer of "old-fashioned ladies' hosiery, and while in Canada he will be interested to study methods of manufacture and is visiting some of the mills.

He pointed out that in Nottingham the hosiery trade has been very good, but woollen hosiery has been rather neglected, especially during the past winter, when it was so dry and cold in England.

"The ladies kept on with their silk stockings and wore socks," he said.

Mr. Hutcheson was interested to discover what was the position in Canada.

Only Foolish Ones

"I never wear woollen stockings myself," explained a lady secretary in the Chamber of Commerce office, "but it is only foolish girls who don't. Lots of girls do."

Mr. Howitt said that the once famous lace trade of Nottingham is now a thing of the past and he remarked that if there were a revival difficulty would be experienced in finding the necessary labor.

The relations between employers and employed in the hosiery trade, he said, are very good, and there has been no trouble for upwards of 20 years.

Cocoanut Palm Still Untraced By Scientists

Both American and African Origin Suggested in the Theories of Birthplace

Science is still grappling with the mystery of the origin of the cocoanut palm, according to Dr. John K. Small, head curator of the museum at the New York Botanical Garden, Bronx Park, and associate of Thomas A. Edison during the inventor's rubber experiments in Florida.

While many have located the birthplace of the palm in parts of the American continent, the eminent student of palms, Baccari, has pointed out that an African palm is its closest relative.

Its tree nationality may have always remain in doubt. The reason it that its great thick-husked nuts are inveterate travelers and colonizers, sailing the seas since time immemorial and starting a new race of cocoanuts wherever they were cast up on a tropical shore.

These sturdy cocoanuts, vessels, in which the elements of a forest of palms lie dormant, can brave the storms of the ocean for months, only sprouting into apparent life when conditions favorable to colonization have been found.

To-day cocoanuts are found along the seashores of Florida, Central and South America, the West Indies the South Sea Islands, India, Australia and Africa. One species at least, called Cocos, seems to be peculiar to South America.

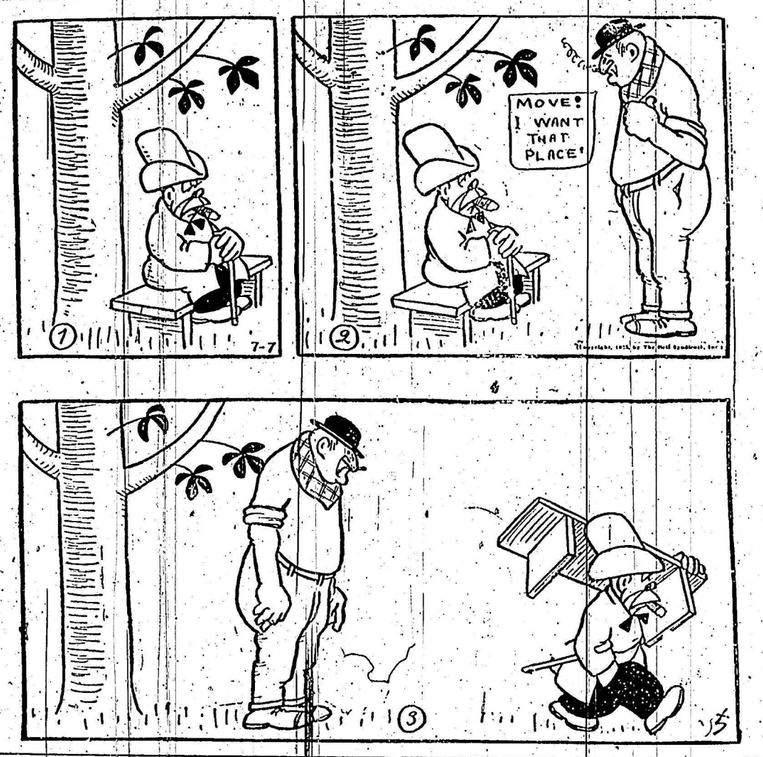
Cocoanuts grow sparsely in such climates as that of southern California, but the extensive groves are in warmer countries, and the great commercial plantations are in the Orient.

The biggest single area of cocoanut palms in the world is in the Philippines, where they cover the entire southern end of the Island of Luzon in a dense grove. An automobile can pass for a day beneath their shade, towns and villages are built among them, the oil and meat of their nuts are the materials of an important industry, while their milk furnishes a native beverage.

Thus the cocoanut is at home in many arts of the world. But if a plant's nativity can be judged by the place where its enemies lurk, there are certain reasons for upholding the theory that its origin may really be African. Only in Africa is found the robber crab, which climbs the cocoanut tree and feeds on the nuts, or the huge rhinoceros beetle which devours the young cocoanut leaves.

Now the General Fuss is over,
Oh, how happy we shall be,
Tories, Reds, and Liberal Parties
Won't be knowing you and me.

ADAMSON'S ADVENTURES—By O. Jacobsson.



Gold Takes Wing

Boston Transcript: (Gold is being shipped from London to Paris by air). Surely this is a striking phenomenon; that it should come to be found that one of the heaviest motals i nthe crust of earth can most economically be transported between London and paris across the face of the clouds. The determining factor, as a practical matter, must be the interest saved by the speed and directness of the airplane-flight . . . Evidently the underwriters do not regard the risk, from their experience-records, as very hazardous. On the contrary, they seem to regard it as quite safe. And this judgment—reached by interests which cannot possibly afford to fix their tariffs on other than a carefully basis—is in itself one of the best of all present tributes to the safety and certainty of modern airplane flight, when even gold takes wing.

Gabby Gertie

"Dancing keeps one young. That's why many people are taking steps to rejuvenate themselves."

WISDOM

The first point of wisdom is to discern that which is false; the second, to know that which is true.—Lactantius.

It was during the hearing of a case of assault in a Yorkshire Police Court, and the counsel for the defendant was cross-examining a witness, a typical Yorkshireman. "And you say the affair started through the defendant calling the plaintiff the son of a blackmailer?" queried counsel. "Yes" answered the witness. "And is it not a notorious fact that the father of the plaintiff was never known to pass the door of the Red Lion without turning in?". "It isn't true" said the witness, who had got tired of so much questioning. "Cos ah knows he passed it once." "And when was that?" "It was once when he wor going to a funeral." "Ah, yes, but I'll warrant he or somewhere else on his way back, didn't he?" "He didn't," came the answer in emphatic tones. "Oh! And what makes you so certain on that point, Mr. C——, eh?" "Well, in the first place, he never came back. You see, it was his own funeral."

Much Interest in New Cancer Cure

Similar Theory Advanced Six Months Ago at Saint John

Saint John, N.B.—Much interest has been aroused here by a despatch from Boston published recently regarding the discovery of a compound which dissolves and apparently cures cancer in animals within the period of a few days, announcement of which was made at the thirteenth international physiological congress at Harvard Medical School.

This interest was heightened by the fact that a similar theory as that announced was advanced in Saint John some six months ago by J. MacMillan Tuteman, of this city, in a paper prepared for the Fortnightly Club.

The discovery which was revealed in Boston was the work of a young Russian, Boris Sokoloff, professor of experimental medicine at the University of Prague, Czecho-Slovakia, and at present working as a guest with the Institute of Cancer Research of Columbia University, New York. It is a strange coincidence that a copy of Mr. Trueman's paper has been in the hands of the officials of the Columbia Research Institute for some months, having been forwarded to them by the Rockefeller Foundation to which it was sent by Mr. Trueman on the advice of the members of the Fortnightly Club.

The Sokoloff method is the injection of a compound hypodermically and the effect is said literally to cause the malignant cells to breathe themselves to death. His theory is that cancer grows in an area which has been deprived of sufficient oxygen.

Mr. Trueman, who has devoted considerable time to the study of geology, in addition to carrying on his legal practice, drew the conclusion in his paper that man's intricate system was built upon decreasing carbon dioxide and increasing oxygen in the atmosphere, and that, if there was a return to the preponderance of carbon dioxide, man would disappear from the face of the earth.

He says: "While geochemistry finds no immediate danger to the race, it does suggest a very present danger to the individual. Most of us live in our homes in a climate of the carboniferous age, except the moisture, inhaling daily an excess of carbon dioxide into our lungs and blood stream. It is sufficient for this theory if the red corpuscules, bearing carbon dioxide from the veins, are merely anoxidized in the tiny air sacs of the lungs and return thus into the arterial system. If the theory here advanced is coddect, fresh air with deep breathing is the best preventative. Fresh air would not be a cure, however, and until a cure is found the surgeon's knife is the efficient method."

SOLITUDE

Solitude is a good school, but the world is the best theatre; the instruction is best there, but the practice here; the wilderness hath the advantage of discipline, and society opportunities of perfection.—Jeremy Taylor.

The Small Farmer In the U.S.A.

How the Big Dailies in the States Views the Farm Situation to the South of the Border

The view rather widely held, that the cure for many of our agricultural ills rests with the application of so-called modern, large-scale methods of farming and the merging of many small farms of holdings into one large enterprise seems to have received a body blow from the United States Chamber of Commerce. This organization, we read, has an agricultural service department which has been looking into the relative merits or disadvantages of large vs. small farms. Returns were received from some seventy-four large-scale farms averaging 11,797 acres in size, having an average capitalization of $553,743 and a four-year average of $102,575 in gross income. Much to the surprise of the average American newspaper editor, the little farmer makes just as much money acre for acre, as the big farmer. The chief advantage of the small farm, explains the Washington Star, appears to be in the application of labor; a man working for himself or his father works longer and harder than one working for wages. To quote a portion of the Chamber of Commerce report:

"Taken as a group, the large-scale farms apparently have been no more nor any less successful than the average of the family-size farms. Furthermore, there are fully as great variations in efficiency among the large farms as has been found in numerous surveys of family farms. It appears, then, that mere incorporation or organization of farming enterprises on a large scale will not automatically solve the problems of the agricultural industry.

"From this study it appears that large-scale farms may have advantages over family farms in superior management, organization, more efficient utilization of machinery, specialization of labor, buying and selling in wholesale quantities and, in some instances, reduction of overhead expense.

"The large farms also have certain disadvantages. They experience difficulty in securing efficient labor and in obtaining the degree of interest on the part of the laborers in the success of the business which is found on family farms. The seasonal character of farm work and uncertainties in weather conditions prevent effective use of machinery and a complete division of labor as is evidenced in some other industries.

"The future development of large-scale farming in the United States is a matter of conjecture. Fear as to the possible disastrous effects of an extensive development of large-scale farming upon the social life of the rural population are at best premature since this type of farming still is a relatively unimportant factor in the agricultural economy, and the rapidity with which further development is uncertain."

This is [illegible] ing news to the New York World, for it will be a calamity if the spread of corporate farming should finally force 10,000,000 independent producers to become wage earners." That the application of mass-production methods to the soil is gaining, however, is pointed out in the report which says there are 2,000 farming corporations with a gross income total of $703,000,000 in 1928 on the basis of the income tax bureau. And this, we are reminded, is 6 per cent of the total gross income of American agriculture. But points out the Chicago Journal of Commerce:

"Some large-scale farms, of course, are richly successful, otherwise no body would be going into the business. In these cases, however, it is nearly always discovered that there is something peculiar in the geographical conditions or in the nature of the commodities produced, or that the management is exceptionally capable. On the whole, the large-scale farms earn no more upon their capital than the family farms."

Gladness

No stream from its source flows seaward, however lonely its course, but that some land is gladdened. No star ever rose and set without influence somewhere. No life can be pure in its purpose and strong in its strife and all life not purer and stronger thereby.—Owen Meredith.

The phone rang and the busy boss said: "Take the message and give it to me when I come back from lunch, will you, Miss Dicing?" When he came in and hung up his hat he was amazed to have the stenographer come up to him and plant a resounding kiss upon his mouth before he could say anything she said: "That was your little daughter on the 'phone, sir. And she renamed her typing.

The Man Who Heard Again

[illegible] asked the surgeon. It began like a [illegible] the pale-faced man [illegible] in a crescendo [illegible] struggled out of the [illegible] excitedly across the [illegible] to the large window.

"Yes, [illegible] involuntarily, his ears. "But, something [illegible] happening. This noise [illegible]"

He drew the [illegible] and gazed in [illegible] with eyes that an [illegible] bus rumbled [illegible] and a boy shrilled [illegible] Nothing else was happening.

The surgeon [illegible]

The patient [illegible] was a study. He [illegible] the window, from [illegible] came a roaring [illegible] frightened him [illegible] and shadder.

"I say [illegible]" he whispered.

The surgeon [illegible] in friendly fashion.

"Of course [illegible] must seem strange [illegible] twenty years, but [illegible] It is rather a [illegible] learn to forget it."

But [illegible] started.

"My [illegible] she doesn't [illegible] holiday [illegible] ing. She [illegible] about the [illegible] to raise [illegible]

The surgeon [illegible] ish red [illegible] aim over [illegible] her. It will [illegible] the great [illegible] Into [illegible] walked [illegible] past [illegible] aeroplane [illegible] room [illegible] against [illegible] when [illegible] ways, [illegible] terrors [illegible]

But [illegible] was [illegible] and [illegible] by [illegible] and [illegible] Nothing [illegible] happening.

And [illegible] her [illegible] voice.

"Can you hear [illegible]" asked the surgeon.

"Yes, [illegible] involuntarily, his ears.

"But, something [illegible] happening. This noise [illegible]"

He drew the [illegible] and gazed in [illegible] with eyes that an [illegible] bus rumbled [illegible] and a boy shrilled [illegible] Nothing else was happening.

The surgeon [illegible]

The patient [illegible] was a study. He [illegible] the window, from [illegible] came a roaring [illegible] frightened him [illegible] and shadder.

"I say [illegible]" he whispered.

The surgeon [illegible] in friendly fashion.

"Of course [illegible] must seem strange [illegible] twenty years, but [illegible] It is rather a [illegible] learn to forget it."

But [illegible] started.

"My [illegible] she doesn't [illegible] holiday [illegible] ing. She [illegible] about the [illegible] to raise [illegible]

The surgeon [illegible] ish red [illegible] aim over [illegible] her. It will [illegible] the great [illegible] Into [illegible] walked [illegible] past [illegible] aeroplane [illegible] room [illegible] against [illegible] when [illegible] ways, [illegible] terrors [illegible]

But [illegible] was [illegible] and [illegible] by [illegible] and [illegible] Nothing [illegible] happening.

And [illegible] her [illegible] voice.

"Can you hear [illegible]" asked the surgeon.

It began like a [illegible] the pale-faced man [illegible] in a crescendo [illegible] struggled out of the [illegible] excitedly across the [illegible] to the large window.

"Yes, [illegible] involuntarily, his ears. "But, something [illegible] happening. This noise [illegible]"

He drew the [illegible] and gazed in [illegible] with eyes that an [illegible] bus rumbled [illegible] and a boy shrilled [illegible] Nothing else was happening.

The surgeon [illegible]

The patient [illegible] was a study. He [illegible] the window, from [illegible] came a roaring [illegible] frightened him [illegible] and shadder.

"I say [illegible]" he whispered.

The surgeon [illegible] in friendly fashion.

"Of course [illegible] must seem strange [illegible] twenty years, but [illegible] It is rather a [illegible] learn to forget it."

But [illegible] started.

"My [illegible] she doesn't [illegible] holiday [illegible] ing. She [illegible] about the [illegible] to raise [illegible]

The surgeon [illegible] ish red [illegible] aim over [illegible] her. It will [illegible] the great [illegible] Into [illegible] walked [illegible] past [illegible] aeroplane [illegible] room [illegible] against [illegible] when [illegible] ways, [illegible] terrors [illegible]

But [illegible] was [illegible] and [illegible] by [illegible] and [illegible] Nothing [illegible] happening.

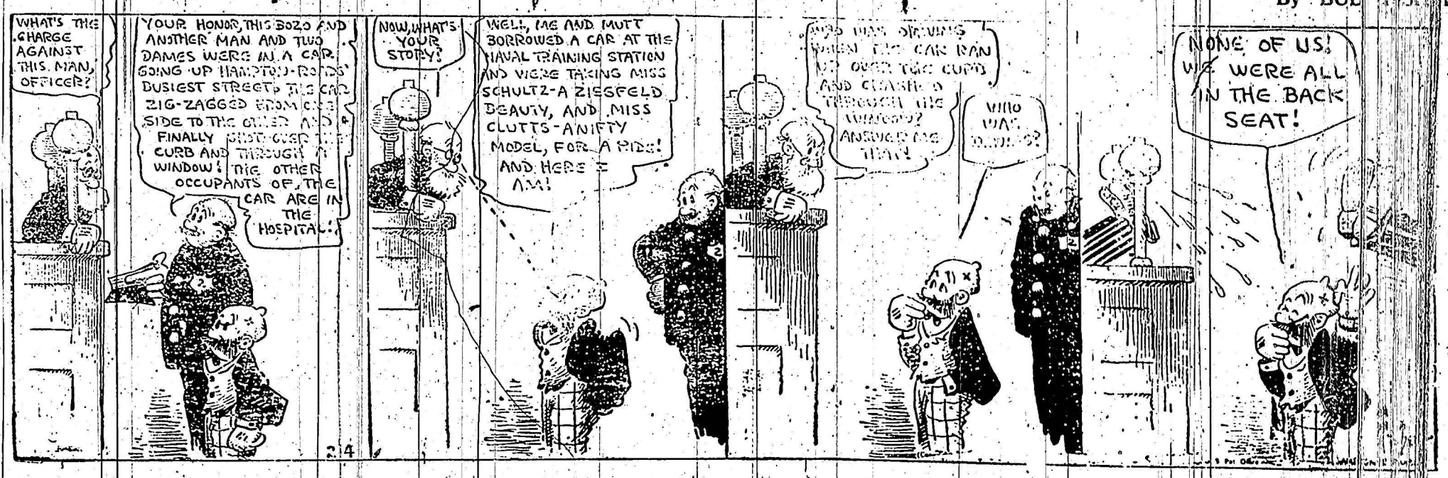
And [illegible] her [illegible] voice.

"Why do [illegible] rich?"

Making [illegible]

DIED

All [illegible] same of them are [illegible] business facts! Let the [illegible] to the truth of his dream [illegible] by will realize all that was [illegible] in it, and be [illegible] than it contained.

Wisdom [illegible] common [illegible]

MUTT AND JEFF— By BUD FISHER