

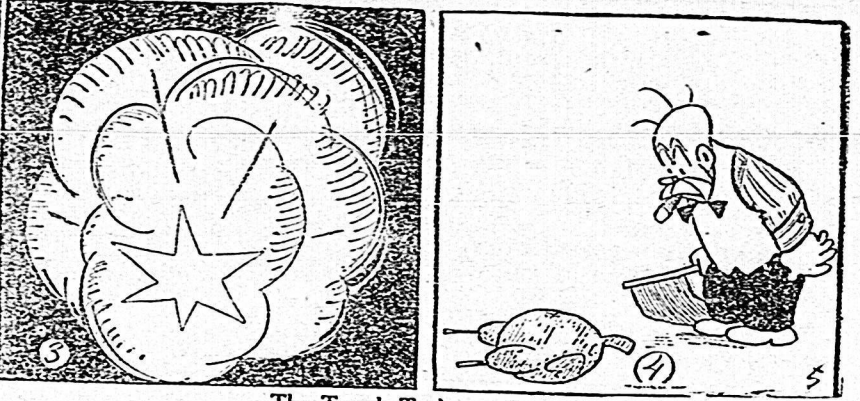
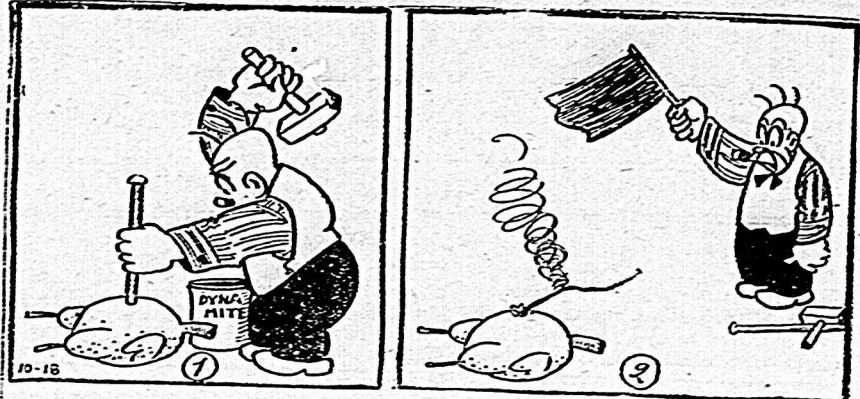
The Open Book

By William Freeman

"Miss Constance Elliott?" Drusilla's forehead wrinkled. "Did she say why she had called?" "No, madam. Only that the business was private and urgent."

She caught an Underground train to Piccadilly. The journey seemed endless. The long range of plate-glass windows was divided by a short passage, at the end of which was a door.

ADAMSON'S ADVENTURES



The Tough Turkey. 3.

What British Rule Has Meant to India

By Sir Edward Gait (in the N.Y. Herald-Tribune Magazine). Who For Nearly Half a Century Was Associated With British Administration in India

Now that the nature and extent of the next stage in the development of self-governing institutions in India are being so fully discussed, it may not be inappropriate to turn for a moment to the polemics of the present to the achievements of the past, and to take a bird's-eye view of the many and varied improvements in the moral and material condition of India which have been brought about since the commencement of British rule.

This is generally regarded as having begun with the Battle of Plassey, in 1757, but the area under British administration was comparatively small until nearly half a century later. Even then, it did not include extensive tracts, such as Oudh, the Punjab, the Central Provinces, Sind and Baluchistan, which have been less than a century under British rule, and Upper Burma, which was not annexed till 1855.

There are still numerous native states which are governed by their own chieftains subject to a varying degree of supervision and guidance. These states occupy in the aggregate two-thirds of the entire area and more than one-fifth of the population. They have benefited in various ways by the British hegemony, but in the remarks that follow it should be understood that I am dealing primarily not with them, but with the area under British administration.

The agricultural departments, which owe their present organization mainly to Lord Curzon, have done much useful work in introducing new staples, such as ground nuts, which are grown or more than 5,000,000 acres; in improving, by crossing and selection of seed, the cotton, rice, wheat and other crops; in encouraging the use of fertilizers, in improving the breeds of cattle, and in the prevention and control of animal diseases.

In ancient times the greater part of India was covered with forests, but with the growth of population and the rapid exploitation of the trees were rapidly disappearing until the formation of the Indian Forest Department in 1865. An area more than twice that of the British Isles has now been marked off as a state forest, and now bids fair not only to supply for all time the produce needed for local requirements, but also to support a profitable export trade.

The medical and sanitation departments have done invaluable work in coping with epidemic and other diseases, while the Department of Post and Telegraphs gives India the cheapest service in the world.

From time immemorial there has been a small minority of educated Indians, chiefly among the Brahmins and India cast of a long line of great theologians, philosophers and poets. But it never occurred to the great that of India has been greater. Some Indian writers are fond of referring to the days of Hindu rule as a golden age, when the people enjoyed peace and plenty and good government. There is, however, very little information regarding those ancient times. There may have been periods to which this description applies. But if so, they were probably confined to the latter part of the reigns of great emperors like Asoka, who, after bringing a considerable part of India under their sway, turned their exceptional abilities to the arts of peace.

Such men were very rare and the empires which they established soon fell to pieces in the hands of their degenerate successors. And even they, in their earlier years, were often responsible for terrible bloodshed. Asoka tells us in one of his edicts that in the course of his conquest of Orissa 100,000 of the inhabitants were killed in battle, and that many times that number were deported or perished through the depredations of his army.

With the advent of the British, wars ceased; the rights of private property were respected; there was no more interference with the religion of the people, and impartial courts were established where rich and poor, high caste and low, alike could be confident of even-handed justice.

These are the great primary benefits. British rule has given to the people of India peace, security, justice and religious toleration. In addition, numerous measures have been taken to improve the condition of the people and to suppress injurious practices. I will mention some of them briefly.

India is a predominantly agricultural country, with an uncertain rainfall, and in the past has frequently been subject to terrible famines in which extensive tracts were almost depopulated. In the early days of British rule famines continued to cause terrible losses, but with the aid of the experience gained on each occasion, elaborate preventive measures have gradually been devised and perfected. Plans for relief work are now kept in constant readiness and the state of the crops is closely watched so that adequate help can be given the moment it is seen to be necessary. Relief operations are greatly facilitated by the vastly improved communications.

It often happens that when the crops fail in one locality there are bumper harvests in another. Formerly there was no means of moving the surplus grain to the place where it was needed and the people in one part starved while in another part there was a glut. This is no longer the case. India has been provided with over 40,000 miles of railway, compared with China's 6,000. It has 299,000 miles of roads. Famine has thus been robbed of its worst terrors.

As a protection against the uncertain rainfall, great attention has been paid to irrigation. Already over 25,000,000 acres are protected by the government irrigation works, and canals are now under construction which will bring the total up to 49,000,000 acres. Not only has an assured supply of water been given to much existing cultivation, but while tracts which were formerly desert and occupied only by a few pastoral nomads have been rendered cultivable and now support a large and prosperous agricultural community.

The agricultural departments, which owe their present organization mainly to Lord Curzon, have done much useful work in introducing new staples, such as ground nuts, which are grown or more than 5,000,000 acres; in improving, by crossing and selection of seed, the cotton, rice, wheat and other crops; in encouraging the use of fertilizers, in improving the breeds of cattle, and in the prevention and control of animal diseases.

Newspapers, Best Advertising Medium

Agency Official Asserts No Other Method Can Replace Them

Toronto. There is no advertising at an equal newspaper advertising for results according to L. D. Carson, of N. W. A. & Son, Philadelphia, who recently addressed the Board of Trade Club here.

"People buy a certain newspaper for its editorial content, political views and its ability to present and interpret the news of the world," the speaker stated. If they turn accidentally from the news stories to the store news they don't throw the paper away; if the proper message is there in the proper way, they are attracted, he said.

Speaking of publicity in newspapers, Mr. Carson remarked that no publicity ought to be published unless it had a message of particular interest to the public; it should never be published before it is edited by an editor and above all it should never come from the business office marked "must."

"Canada," Mr. Carson declared, "could spend one billion dollars profitably each year in advertising Canada to the American people. Why should you not be a luxury to the American people?" he asked. "The people of the United States are so thoroughly conscious of the ease with which they can get places under their own power, that they will come to this country in direct ratio to the extent that you invite them."

"Advertising is a dynamic social force working for the good of all," Mr. Carson stated; "it is a force in business. It is not something extra, but it is part and parcel of the business. It is not something you can hem on to the border of a business to make the business look pretty; it is one blade of the shears and, of course, sales form the other blade."

"Advertising did just one thing in business, Mr. Carson said, it increased consumption by annihilating time. A business was made up of four classifications, he stated, finance, production, sales and public opinion. There were many who considered the first three and ignored the last. A business must have favorable public opinion and keep pace with the changing times, he continued.

Beauty

By L. Wyn Griffith in "The Welsh Outlook"

This pattern we call Good and ill is but the play of light and shade Upon a hill, Born but to die with set of sun, Foreordained to birth when night is done.

His hand who held the Scales of Right In iron days of Rome is dust Motes in the light The sword that slew at his behest: In his dread court the swallows nest.

Forgotten now the Evil wrought In Egypt's town by dark-browed kings. A thing of naught The sorrow, sand-engulfed the tears, But Beauty journeys down the years.

I know of naught can e'er outlive This fleeting fashion in man's mind, Pursuit of Right and fear of Wrong, Save golden echoes of an ancient song.

Or crystal words the poets write To illumine the darkness of a troubled heart, The cool delight Of Venus rising from the deep, The mirrored stars, a child asleep.

What then is Beauty but the thread Of life that binds our days in thrall To years long dead, To unborn hours, and of this Now A phantom makes? Go pay thy vow!

EDUCATION

What a hard thing it is to educate oneself in later life, when the memory is or seems to be like a sieve, and some pains are necessary to prevent going back to say nothing of going forward. Still, I believe there is a way if one could find it out. I think writing is on the whole the best way (for mere reading is not a sufficient object), and in writing it seems to me that great things can be done by industry and judgment. —Benjamin Jowett.

She Should Know

Mrs. Waite called unexpectedly at her husband's office and found that he had gone out for the day. "You say Mr. Waite is out?" she said to the new office-boy. "Do you know where he has gone?" "I don't know, ma'am," replied the youth.

"How tiresome!" she went on. Perhaps his secretary could tell me?" "She certainly could," shot back the office-boy. "She's gone with him."

OLD AGE

The affection of old age is one of the greatest consolations of humanity. I have often thought what a melancholy world this would be without children, and what an inhuman world without the aged. —Coleridge.

CHARITY

He that defers his charity until he is dead is, if a man weighs it rightly, rather liberal of another man's than his own. —Francis Bacon.

My Prayer

By Beatrice (Aged 7)

Oh, Master of fire! Oh, Lord of air, Oh, God of waters, hear my prayer! Oh, Lord of ground and of stirring trees, Oh, God of man and of pleasant breeze, Dear Father, let me happy be— As happy as a growing tree.

The Place I'd Like To Be

By a Girl (Aged 5)

The place I'd like to be Is where the spreading tree Spreads its shade And is made By the gentle hand of God In the rich, black mud, And the brooklet ripples down To the other end of town, And the roses are in bloom, And the violets give perfume, And the blue grass waves like bushes, And in the brook here wave rushes, —But instead—a dingy town!

Taking a Risk

The doctor, lured hard at his client as the latter entered his surgery. "perceive that you are in a very dependent mood," he commenced. "In fact, you don't seem to care what happens to you." "Good gracious!" the client gasped. "How on earth did you deduce that?" "You came here in a motor-car and you let our wife drive," he said.

KINDNESS

An act of kindness, a word of sympathy, may render the whole line of life different from what it would otherwise have been. There are crises in many a life when the course it shall take for weal or for woe depends upon a slight influence—almost a single word. How careful then should we be that our influence may at all times be in the right direction!

DEVICE FREES PLANES OF ICE

Tulsa, Okla.—A new device which prevents formation of ice on various parts of an airplane will be tried out in Alaska by Archie F. Thompson, local inventor. Playing second fiddle at home doesn't make a man a musician.

There is a great deal more to marriage than the physical aspect.

Count Keyserling.

MUTT AND JEFF

By BUD FISHER

He's Keeping His Word and the Eleven Also.

