Voice of the Press

Canada, The Empire and The World at Large

Newspapers Lead The Mesident of the Firestone Tire and Rubber Company announced the other day that his company intends to increase its advertising appropriation during 1933, particularly in the daily

Many striking demonstrations have been offered of the fact that there are plenty of buyers in the country if those with something to sell at the right price and of the right quality, will give the public their message in

th proper form.

It has also been demonstrated that no form of publicity pays as great dividend as newspaper advertising. Certain sections of the public may read a magazine announcement o man; hear an advertising program go) to all the people. Border Cities

Siam's Esenomy

The more the Western World learn about Slam the more firmly it is persnaded that the Siamese are a markable people. Not long ago they changed their system of government without making much of a fuss about it. On that enlightened kingdom a re volution takes place with the utmos of restraint and amiability on all sides Yet that is not the most wonderful thing about Slam. It has learned to cut budgets and discharge useless pub lic servants in a way that is astonishing to Western minds. - Fredericton

Danger in Turning Corners

It would naturally be imagined that one of the first things every motorist learns is how to turn corners correctly: that bit of driving technicality surely belongs in the ABC's of the art of handling an automobile. However recent figures show that during the first six months of 1932 there were in Ontario 123 accidents in making right hard turns with two persons killed and 89 injured, while in the same period 444 accidents occurred in ne period 444 accidents occurred in he gotiating lefthand turns with five killed and 265 injured. — Peterborough

Male A_ornment

The depressed Canadian dollar is the depressed Canadian dollar is a biessing to Canada's Atlantic ports, the railways which serve them, and the shipping companies and sailors who cenvey goods to and from them by sea. Thanks to our depressed do lar it is now cheaper to ship whea oversea by way of Halifax or St. John than by way of the United States peris of the Atlantic coast. Canadia freight rates are paid in Canadian money. U.S. rates have to be paid in United States money. The 12 to 1-per cent. exchange makes the U.S routes too costly to be competitive Such Canadian grain as is moving eastward is going to the Canadian perts.—Edmonton Bulletin.

Paper 1,000 Years Old

A Chinese newspaper has published continuously for 1.000 years. Fancy baving 'Indignant Subscriber' write in "This is not the position you assume in 1541."—Ottawa Journal.

Germany Recovering

Through all the gloom that sur-rounds international finance and the budgets of the nations one gleam of light has pierced that is calculated to give encouragement where it is sorely needed. Germany is on the up-grade. Definite proof of this was given the Budgetary Committee of the Reichstag the other day by the German Minister pi Economics, Professor Hermani

The Minister presented three factors Indicating both improvement in indus brial conditions and increase in public confidence. In the first place, he told the committee that industrial produ tion in Germany had risen to 65, taking the 1929 level of production as 2 unit of 100, after a decline to 52 in only one-third of what it was a year ly been forbidden by government de a50. And in the third place, stock and cree. This extends the decree issu bond averages have advanced, respectively, from 39 to 51 and from 46 to co. He ragards these as accurate and significant indicators of business activity which should give Germany sound ground for optimsm.-Montrea

THE EMPIRE Brighter Year

In many British industries 1933 opens with signs of better times. Improvement has not yet proceeded far but the tone of business in general is appreciably more cheerful than at the beginning of 1932. At any rate, the notified is now widespread that it is no use waiting for things to right themselves. The strenuous efforts now being made to increase the efficiency of established industries and to set u new ones can hardly fail to have their

reward.-Industrial Britain. Lost English Villages

During the centuries miles of Bri tain have disappeared into the sea. I strip half a mile wide has been taken off the coast of Yorkshire in the las 150 years, and at least thirty villages have been submerged.

Lower down the coast, at Dunwic e medieval city has disappear ed, and yearly services are still held at the sea's edge in memory of the cathedral and eight churches which

are now below the waves. Not far away, at Pakefield, it is possible at low tide to swim over and fouch streets of ruined and submerged houses.-London Daily Pictorial.

Physical Culture

We made a mistake in entrusting physical culture to people of inferior education. They ought to be people of high education—as they are in

Sweden, for example. They ought to know that the human body is not merely a machine for digesting food and circulating blood and developing muscle, but a marrellous creative i strument, a thing that hungers for skillful activity in every nerve and fibre of it, so that even its physica health is not attainable until you have satisfied its hunger for skill by one means or another. Your drill-sergean your muscle trainer, your professiona gymnast, your football coach may b

your muscle trainer, your professional gymast, your football coach may be good fellows enough for their business; but as exponents of physical education, may the Lord deliver us from all such!—Dr. L. P. Jacks in Lancet, London.

England on the Air

Who can make a list of the things that are England? The Monarchy, Parliament, the Navy, the Derby, and the Boat Risco, Hen'? Regatta the Trooping of the Colour, Picadilly, Bir Ben, the London buses, hunting, football—there are the soit of raw material of which England's esteem and affection in the world are composed. Justice, disinterestedness in international affairs, coolness, fair dealing, a reputation for quality in manufacture—these are among the virtues of her character. Let the Empire Broadcasting Station reflect these excents and these qualities and it will earn the gratitude of all members of the family; it will render also an outstanding service to the world.—Cape Argus.

Modern Pioneering

It has to be recognized that under present-day conditions land settlement cannot necessarily be promoted simply by finding the land and men who are prepared to try their fortunes on it. It is not much use quoting examples of ploneer settlers who, taking up land, facing the future with little equipment beyond two strong arms and boundless courage and optimism won their way eventually to success. Con-

oundless courage and optimism won their way eventually to success. Conditions are different now, farming technique has been much elaborated, the occupation has been divided into specialized branches, and overhead costs accumulate far more rapidly.-Auckland Weekly News,

UNITED STATES Mild Class War

The London bus strike is over. It simply is not in the British nature to et ordinary strikes pass into crisis and general strikes into revolution. The present stoppage, an outlaw move in an case, was brought to an end when near-zero weather descended upon England and the head of the oper ating company appealed to the strikers not to subject the public to serious in

onvenience.
What was there the London strikers could do? After all, they are of the same blood as the Pirates of Penzance who, with all their faults, loved their Queen. If the social revolution ever does come in Britain, it will be only when its leaders have shown their followers how to overturn the existing system without ceasing to be good felows.-New York Times.

Tribute to Canada Canada looks back upon 1932 with oride. The nation retained world eadership in the export of wheat, printing paper, asbestos; was secon n gold, platinum, cobalt; was third in wheat flour; fourth in automobile and wood pulp; fifth in rubber tires Canada winds up the year with a favorable trade balance of \$50,000,000 contrasted with an unfavorable bal ance of \$10,000,000 in 1931. There have been troubles, but they are being surmounted. Canada is a huge country, with only about 10,000,000 population-but the Canadians are an ex ceedingly hardy handful. - Christian Science Monitor.

"Five-and-Ten" Stores

Banned by Berlin Decree in seasonal unemployment to-day is price store" in Germany has recent ed in March, 1932, which forbade the opening of one-price stores in cities of less than 100,000 inhabitants.

The purpose of the move is to protect the small merchants during a period of economic stress from con etition with larger mercantile organizations equipped to undersell them The decree prevents the opening of five new Woolworth "five-and-ten-cent stores", for which preparations a ready had been made.

Demand for Turkish Goods Istanbul.-The customs contingen

system, which places a limit on the mnortation of manufactured goods has increased the demand for Tur kish-made goods. Cotton, wool and silk factories here, in Feshane and Broussa are working twenty-four hours daily with three snifts of 200 to 300 workers.

Sunday School Lesson

Teaching By Parables (Four Kinds of Hearers)—Mark 4: 1-10, 13-29. Golden Text—Herein is my Father Glorified, that ye bear much fruit; so shall ye be my disciples.-John

ANALYSIS. I. Cospet. Hardened, Mark 4: 4, 15.

II. CHARMED BUT NOT CHANGED, Mark 4: 5, 6, 16, 17. III. PEE-OCCUPIED, Mark 4: 7, 18, 19.

IV. PESPONSIVE, Mark 4: 8, 20.

COSPEL HARDENED, Mark :: 4, 15.

I COSPEL HARDENED, Mark :: 4, 15.
Agair, taking to the boat to avoid
te oressure of the excited crowds,
'bly also to guard against a surprise by the police. Jesus told the parable of the four kints of soil. The
seed which fell by the edge of the
beaten path (v. 4) refers to people
whose hearts are hardened by continually hearing, but not doing the
truth. The gospel calls, not merely
for admiration, but for action. Ruskin
sid, "Every duty we omit obscures
some truth we might have known."
What could Jesus say, or any other
preacher do, with such hearers? At
the moment, nothing. The birds, some
twittering interest, some new excitethe moment, northing interest, some new excitement, some trivial item of gossip immediately snatch up the seeds of truth. Until life drives some ploughshare of pain or trouble into such lives, truth will make no hold. II. CHARMED BUT NOT CHANGED, Mark

4: 5, 6, 16, 17.

The stony ground (v. 5, is a thin layer of good earth on a ledge of rock. It promotes a rapid growth which, in dry weather, ouickly withers. This figure pictures the alert mind and the closed heart. "Delighted with your sermon this morning!"—but it merely stimulated the mind, changed neither the character nor conduct. This soil pictures the people who start but never finish, enthusiasms which d not last. "I will follow thee with ersoever thou goest" (Luke 9: 57, 4: 5, 6, 16, 17. d not last. "I will follow thee withersoever thou goest" (Luke 9: 57, 58), but the Master gave hin no encouragement. He knew that when "following" him would mean givirg up cherished plans, undertaking some unwelcome service, being misunderstood, standing up against the cynic's talk that Jesus' ideal is beautiful but impossible to act out in daily life, then the sudden, shallow enthusiasm would settle down, vs. 16, 17. This soil also pictures those who mistake an emotional excitement for a real conversion. A religion that is just feeling, and has not captured both mind and will, can lever stand up against life's trials and perplexities.

III. PRE-OCCUPIED, Mark 4: 7, 18, 19.

III. PRE-OCCUPIED, Mark 4: 7, 18, 19.

Verse 7 indicates a soil that is rich and promising, but already sown with the seeds of competing plants. People with splendid gifts of personality, intelligence, character, become so engrossed in business, the making of money, social activities, the struggle for a living, that their spiritual promise never comes to fulfiment. Each life is a limited area. It cannot contain everything. We must select. It is not so much a question if this good or bad?" as "Will this crowd out something better?" As a potato plant becomes a weed if it appears in a flowerbed, so many activities, good enough in themselves and in their proper place, become evils when they occupy time, energy and thought which is needed for greater purposes. Anything that interferes with the best is the "thorn" that chokes the word, rendering one's life unfruitful. is the "thorn" that chokes the wo rendering one's life unfruitful.

IV. RESPONSIVE, Mark 4: 8, 20. There is always some good soil. herefore Jesus sowed in hope. Some onest souls and good hearts were to nonest souls and good hearts were to be found everywhere. Luke 8: 15. They were not faultless, but they were sincere, very much in carnest, practicing faithfully, pursuing patiently every new truth that is revealed to them.

Hollywood Favors Swimmers



Another aquatic Tarzan is to the fore in Hollywood. This time it's Buster Crabbe, Olympic Adonis, who plays opposite this lion in



International Brotherhood

The following paragraphs will illus rate how world wide the Ber Scouts Association has become, and if these oys maintain their friendly relation ships with their foreign Brother Scouts in the years to come, the hances of further warfare will be reduce to a minimum.

Scot Scouts Tour Norway and Swede A troop of 20 Dundee Scouts hiked through Norway and Sweden last sum-mer, spending the nights at the headquarters of Norwegian and Swedis

English Scouts For Czechoslovakia Two Boy Scouts are among the Eng lish boys selected to go to Zlin Czecho-Slovakia, for three years' training at the famous Bata Shoe Con pany's factory.

Official Dates of World Scout Meet This year's world gathering of Boy.
Scouts at Godollo Hungary, will officially open on Wednesday, August,
2nd, and close on the 15th. Scout contingents from other countries are expected to arrive July 31st and leave August 16th.

Scout Foreign Friendship Tours Scouts of Kent, England, hold the ecord for international visiting. For 12 successive years at Easter they have visited other countries-in suc ession Czecho-Slovakia, Spain, Hol land, Italy, Denmark, France, Switzer land, Beigium, Austria, Hungary, Po land. Last summer they visited Scot-land. This Easter a party of 200 will visit Germany.

Scout Fraternizing in Europe European camps or jamborees thich Scouts from other countries par-Poland, Denmark and the Netherlands.

Scouting and Education
A Hungarian Scouter, Dr. E. de Kraifiath, has been made Minister of Education in the Hungarian Government. Australian and Canadian Boys Swap boomerangs for Indian Canadian bas-ket and bead work and carving has been made to Canadian Boy Scouts by without any obligation to yourself.-Scouts of Queensland.

Yugoslavia's 1932 Scout Gathering Yugoslavia's Second National Scout Camp, held last year, was attended by ontingents from each province, an by Hungarian, Czechslovakian and Russian Scout troops, and representa tives from Great Britain, Austria, Poland and France.

British Scouts to Holland and Poland Contingents of Scottish and English Scouts will represent Great Britain a the Dutch Camperaft Camp and the Polish Sea Scout Jamboree in August Hungarian Scouts Will Write Others

The Hungarian organizing commit es of the World Scout gathering plan ned for 1933 is working on a schem to develop correspondence between Hungarian Scouts and those of other countries planning to attend the Jam

A New Tribute to the Junior League of Nations

The owners of the Campagne Rigot, adjoining the park in which the new League of Nations buildings are being erected at Geneva, have invited Boy Scouts to camp there as guests.
special Scout dormitory is planned. Earl Bessborough Con mends Scouting

to Leading Citizens
Addressing the Dominion Executive Committee of the Boy Scouts Associa tion His Excellency the Governor-General commended the quality of leader ship reflected by the many Scout unit reviewed by him during his summer tour of the west. He commented par ticularly upon the smartness of the Scouts in places where the interest of prominent public men was most evi dent. He commended the Movement to the attention of leading business and professional men everywhere.

Scouting is available, through the Lone Scout Department, to all boys from 12 to 13 years of age inclusive. If you live in a small town or village A Hungarian Scouter, Dr. E. de Kraiiath, has been made Minister of Education in the Hungarian Government.
Australian and Canadian Boys Swap
An offer to swap kangaroo skins and
An offer to swap kangaroo skins and to

n.ind. We, ourselves, are responsible for the kind of reception we give the truth. Learning needs to be followed by action. A fitting prayer after every meeting is, "Eternal God, our Father, we have thought together seriously: now help us to go out and to the store were gale."

foreshore. Some of the inhabitants took quentities home, but the majortity were left on the shore untouched. "The bananas must have been the deck, cargo of a vessel washed overseriously: now help us to go out and to the store were gale." seriously; now help us to go out and live seriously."

Bananas Cover English Beach Winchelsea, England, awake recent y to find the foreshore for a distance of five to six miles strewn with thou sands of green bananas, all torn from the large centre stems and lying ing along the beach at the high water nark. There were no signs of woodwork crates.

"It was soon after daybreak," said The parable tells, not so much of four persons or clarges, as of four possible conditions of every heart and we noticed the bananas lying on the

board during a severe gale."



young lady smiled at

She-"Oh, I wouldn't feel badly about it. There are some men who look even funnier than you do." Farm Queries

Henry G. Bell, B.S.A., Dept. of Chemistry, O.A.C. Address All Letters to Farm Editor, 73 Adelaide St. West, Toronto. All Answers Will Appear in this Column. If Personal Reply is Desired, Enclose Stamped and Addressed Envelope.

Average Ontaro farm soils, after ! ing worked for some time, develop weakness in one or more of the following respects: 1. 'n plantfood. The lowing respects: 1. 'n plantfood. The plantfood in a soil is determined very largely by its type. Successive cropping will naturally use up considerable of the original plantfood. 2. In organic matter. After cultivation for some years if insufficient attention is naid to the universe of he soil a depaid to the upkeep of he soil, a derided weakness in organic matter will develop. 3. In soil Reaction. Continuous cropping will deplete lime from the soil, leaving the soil sour and in an unfit condition for crops to extent be prevented by sprinkling thrive in it. Moreover, as long as it superphosphate on the stable floor as the remains sour, good stable manure and fertilizers added to it will not function daily. An application of 1/2 to 1/2 lb. at their best. All of the foregoing defects must be corrected as far as pos-sible if largest yields of best quality produce is to be realized.

Relative Values of Manure In the early days of Ontario agri culture, much manure was hauled from the barnyard to the river to rid the farm of this material. Farmyard manure is a highly valuable by-product of the livestock farm. When well handled, it is a prominent carrier of the important plantfoods, nitrogen, phos-phoric acid and potash. A ton of manure supplies 10 to 15 lbs. nitrogen. to 9 lbs. phosphoric acid and about 10 lbs. potash. The amount and quality which manure supplies depends upon at least three things: 1. The character and age of anima; 2. The degree of protection which has been given the manure; 3. The type of feed that has been supplied the animal.

Growing beef stock regain most of the body-building elements supplied in fodder. The manure of dairy naima s supplies relatively be least amount of plantfood in that bese animals are making use of these elements in pro-ducing milk. Hogs and sheep produce nanure of great value. In order plantfood content, sheep manure car-ries the highest per cent. of nitrogen; poultry manure carries the next highest per cent. of nitrogen and also the highest supply of phosphoric acid. while sheep manure carries the highest per cent. of potash.

Horse manure is stronger in nitro-gen and potash than s manure of da cattle. As a rule, manure of young animals is the least valuable is a source of plantfood since young owing stock retain the elements of nutrition for the building of their bodies. Extra protein fed dairy cattle in order to increase milk flow im-proves the quality of manure. This is why the manure of dairy cattle is usually of distinctly high value. The manner of storage definitely is

fluences the value of manure. If it : exposed so that rain and snow wash through it, at least 30% of the nitro-gen and 65% of the potash is lost. When one considers that there ar kept on Ontario farms over 4½ mil lions of horses, cattle, sheep and hogs, the enormous amount of this valuable source of plantfood and soil better-ment is apparent. Only the manure which i collected from the stalles during the period of housing of the livestock, however, can be estimate as an active source. The quality of this manure will depend directly upon the type of handling which is give it. If it is thrown loosely on an open olle, bacterial action may quickly pre ceed to a point where the manure bo comes fire-fanged or burnt in the cen te. of the pile. This fire-fanging lib-erates nitrogen in the form of ammonia and destroys much of the r ganic matter. Losses will occur w ary method of handling but when on weighs the cost of increased labour necessary to take the manure out all at once in the spring, against the loss at once in the spring, against the loss from exposure in continuous application, it is considered good business to said, development of which is being ly if it has been fall plowed, top-dressing during winter will afford a profitable means of handling of manure Investigations in England indicate that where the rainfall exceeds 35 nches during the period of non-growth manure should be applied to potatoes and root crops, corn, etc., especially if the soil is of a light character. Where there is less rain, say 20 inches or less during the period of non-growth, winter application can be made with good results.

Much study has been given to the alue of manure stored in manure pits which retain the liquid manure. Liquid nanure is a rich carrier of nitrogen and potash and should at no time be allowed to seep away from the manure eap. It should be absorbed in the litter and the pile kept sufficiently ompact so that as little ammonia will escape from the manure pile as pos- souls."-John Masefield.

Jeff Can Do a Hundred Yards in Nine Seconds Flat

Building the Soil With Supplies From sible. Rothamsted Experimental Sta tion investigated the question of shel-ter for the manure pit. When 10 tons of manure from a sheltered manure or manure from a sneitered manure pli was applied to potatoes, a rield of 9 tons potatoes per acre was harrest-ed. When an equal amount of man-ure from an uncovered pit was applied to the same area, the yield was

7.4 tons per acre. How to Save the Nitrogen

As has already been pointed out there is always a tendency to loss of ammonia as decomposition goes on in the stored manure. In hot weather this is easily discernible. This loss of ammonia or nitrogen can to a large toward fixing the escaping ammonia or nitrogen in the form of sulphate of ammonia, hence will increase the value of the manure. Manure carries an insufficient amount of phosphoric acid to make it a first class fertilizer for grain crops, hence the addition of superphosphate will not only accomp lish the retention of the nitrogen but will build up the manus, in phos phoric acid and make it of greater general value.

Farm manure gives its most active help to crops supplied with extensive root systems such as corn, cereali and meadow grasses. Fairly well rot ted manure is also of great value to root crops. Turnips benefit by a slight iy higher supply of phosphoric acid that is provided by manure. Hence the turnip field which has been man ured should receive an additional ap plication of superphosphate if besbalance of plantfood for the turnit crop is to be provided. Well rotted manure supplies a valuable ration 'o potatoes and mangels. On the lighter gravelly loam or sandy loam soils where potatoes thrive, the addition of manure not only supplies plantfood but gives to the soil the catch and hold water and plantfood in solution.

In the early agriculture of the cour

try the value of manure was not real ized. Too frequently this valuable by product was removed from the farm Our modern farmer has learned by practical experience and from scien tific facts established by long time ex periments that the manure pile is on of the most important assets on the farm. It should at all times receive the care which science has shown to be merited by its great value.

Men Dyeing Hair To Look Young

Thus Secure Jobs, According to Specialist Who Predicts New Method

Toronto-Men are having their hau yed. More men in Chicago have had their hair dyed in the last year than during the previous decade, Emi Rohde, famous hair specialist of Chi cago, told a group of hairdressers a the Toronto Ladies' Hairdressers' As scciation convention here.

"It's the depression," explained Mr Rohde. "Men find jobs are scarce for the man with graying hair. So they come to us to be made young. In the old days, months would pass without a man coming in. Now we dye eight or ten a week.

"And that isn't all," said the spe cialist. "The day is coming when will never have to dye hair externally. We'll dye hair with a hypodermic syringe in the client's arm.

remove the manure to the field daily watched with great interest by Chior at least weekly. If the soil is well cago hairdresseds. A Swede, suffer supplied with organic matter, especialing from a skin disease, had gone & ing from a skin disease, had gone to the specialist for treatment. Injections of a fluid in the patient's arm had been accompanied by the blonds hair of the patient turning a rick auburn hue. "W' en the injections were stopped

the man's hair again turned pale blonde," Mr. Rohde said. "This, we believe, is the beginning of a new theory of hair dyeing, and hair specialists are now working on it."

It may be, continued Mr. Rohde

that even food may be found to have effect upon the color of hair. In England canaries were being fed cer tain foods to turn their feathers orange, red, blue and lavender, colon which remained until they moulted The principle offered a great field for research in hair dyeing, he said.

MUTT AND JEFF- By BUD FISHER

IF HE'S SKINNY- WE DON'T BOTHER. IF HE'S FAT - E STOPS RUNNING - GIVES SIR WE ENTER A FIELD - AND SUDDENLY A RABBIT JUMPS OUT. I SCAMPER AFTER HIM-AND WHEN I SET ALONGSIDE I STOOP OVER AND FEEL TO SEE WHETHER HE'S SKINNY RABBIT FEELING IS MY PROFESSION! FOR INSTANCE - SIR SIDNEY SURE! MY REP" A YOUR "REP" AS ANTS TO HUNT RABBITS SPRINTING TEAM FEELER