Epsom-Where The Derby Is Run

Once 2 year, on Derby Day, the narrow strets of Epsom are scription. From sunrise onwards, tens of thousands of race-goers surge through the old Surrey town, making their way to the Downs for she biggest event in the racing

Epsom, like Newmarket, owes its world fame to borse-racing. Few have not heard of the Derby Stakes or The Oaks, run here during the firet week in June. Yet before there was any racing on Epsom Downs the town had won a place on the man because of its mineral wells.

Indeed, nearly three centuries ago, Epsom flourished as a fashion able watering place, at a time when Bath and Tunbridge Wells were little known. Many of the town's fascinating old houses in the High Street and elsewhere date back to

The discovery of the wells cam about in a rather curious way. It is told how a herd of cattle came to a local spring one hot summer's day, and, having tried to slake their waters. Realizing the waters might have valuable medicinal properties the landowner lost no time in bring-

ing them to the notice of some well known dectors. Almost overnight, as it were, an obscure, downland village grew into only fifteen miles away, society Bocked to the Surrey spa in search tinguished people came to it from various Continental countries. An

merous inns sprang up to accommodate the stream of visitors. Epsom's fortunes seemed to be well and truly assured when, about 1680. Charles II and his gay court began making frequent visits from the old, royal Palace of Nonsuch,

which stood only a mile or two A serious setback to this easygoing prosperity came in the year 1718, however, as a result of the espidity of a certain apothecary named Livingstone. After claiming to have discovered a new well (which possessed no medical virtue whatsoever), he bought up and closed the original ones to prevent rivalry to his own establishment.

But the public were not deceived for long. When the fraud was found out, the popularity of Epsom suffer-ed a sharp decline, and its Stuart glories were lost for ever. Henceorward, the town's fortunes took quite a different turn with the eson the Downs. The first race for th ious Derby Stakes took place in

old hostelries is the King's Head, with its great, gabled porch and balconied room above projecting on to the pavement. Though altered and enlarged in Georgian times, it dates back to the mid-seventeenth century and was visited by Samuel Pepys in 1667.

In a part-timbered house adjoining the inn. Nell Gwynn staved hile her royal lover was visiting Epsom, and, it is said, used a secret In Church street, on the way to

number of large, eighteenth-century houses standing in their own grounds and enclosed by solid brick valls. But the most famous of the town's old mansions is The Durdans, near the foot of the Downs, where the Earl of Rosebery lived. (Incidentally, he was the only British Prime Minister to win the

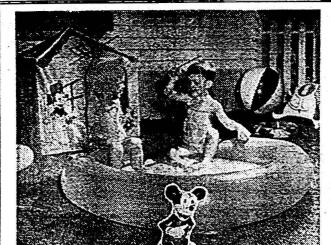
Derby while in office.) St. Martin's church contains many interesting relics, although, apart from the fifteenth-century tower, the building itselft is modern. There is a mediæval carved font, some old chairs carved with winged monsters. and a very remarkable eighteenthcentury chest of Spanish mahogany decorated with a series of figures in

In a glass case on the wall you can see a copy of the rare Vinegar Bible, open at the page in St. Luke's Gospel where the printer put "Para-ble of the Vinegar" instead of "Parable of the Vineyard." Printed In Oxford in the year 1717, this is one of the largest and most costly editions of the Bible ever produced. Stretching away to the south of Epsom are the bold ridges of the North Downs-or Surrey Hillswhich afford some of the most beautiful walking country close to the metropolis. Much of it is still entirely unspoiled, ringed though it

k with growing towns. The famous race-course and grandsgiand are right on the top of the downs by Tattenham Corner, from which there are wonderful views over five or six counties. In

"Give me a printer's book, after all, to tell whether a man's good. They're a complete thermometer, Cathedral may be seen from here.
In the lane beyond is an inn with sir, .a .credit .thermometer. We always know a man to be bad if he an old-world flower garden, much ronized by week-end ramblers doesn't pay the printer."

To which we can only add that, from London. They can take rewhile the advice given is indubitably sound, many printers wonder why, freshment while enjoying extensive Dorking and Leith Hill, the highest even after the lapse of a century, so many fail to accept it.



There's A Summerful of Fun Ahead of these happy youngsters with their bright modern playthings, which are all made of strong vinylite plastic. Mothers like the safety inherent in the softness of these toys. Their small size when deflated makes for convenient packing. Colour-fast, they are easily inflated. The wading-pool above serves as a fishing-hole for the moment, complete with tiny magnet-seeking fish. The Walt Disney character tent fits over any standard-size card table.

SPORTS &

never rated it as higher than pos-sibly Grade B P.us. Long before Joe

Jacobs was around it was a wide-

spread custom of fight managers to

use the plural instead of singular when speaking to one of their hired

help; in fact, "Go in and battle him

kid, he can't hurt US" ante-dated Yussel by many years.

dicta which Bartlett has included

really deserves to be embalmed in

the records; and Lardner teils how

he, personally, was present when it dripped from the Jacobs' lips. Joe, like many of his ilk, was a renowned

opponent of early rising and open-air exercise. Although he wasn't

the author of the famous epigram, "Any guy who gets up before three

P.M. is a night-watchman" he might

However, one October day, some

miscreant persuaded Jacobs to jour-ney out to the Detroit Bali Park to

see a World Series game. The after-

noon was on the chilly side-in fact

it was so cold that the ians stayed

away in droves. For some four

innings the shivering Jacobs sat in the windy Press Box where he was

an invited guest. Then somebody asked him what he thought of the

Yussel's reply was short, pithy and to the point. Uncienching his store teeth from the cigar they were

ure and headed, presumably, for the

Great American pastime.

warm quilts.

well have been.

But the second specimen of Joe's order to bring it to anything like

John Lardner, as you probably a preservation, we personally have know, is a son of the one-and-only, the late and still lamented Ring W. Lardner. He greatly resembles his old man in personal appearance. Sometimes he writes very much like him as well. (And in our book there

is no higher praise to be heaved at a writer on sports.) In a recent issue of NEWS-WEEK, John has a very witty column in which he tells how the late Joe Jacobs has achieved immortality by having his name and sayings-two of them- included in

the latest edition of the classic

"Bartlett's Familiar Quotations." Joe Jacobs, in case you fail to renember, was a noted manager of fighters, better known in ring circles around and about back in the days when pickings in the box-fight racket were a lot jucier than they are at present-or than they are likely to be for some time, in our opinion.

"Yussel", of course, is just a Yiddish nickname which any boy named "Joseph" might wear. But Jacobs gained the tag of "the Muscle" through his own unaided matchless skill in the gentle art of "muscling in" and grabbing himself a piece of any fighter who looked to be on his way to fame and for tune, principally the latter.

Some of Jacobs' methods in the chatteringly attempting to clench, Joe said, bitterly, "I should stood in muscling process would hardly have won him high honors in the Boy Scouts, or even Honorable Mention bed." Then, looking neither to the right or the left, he took his departin a Church Sewing Circle. Still, he generally got his man, and always got the dough, and went down to his grave famous as one of the sharpest operators where "every man for theirseli" is the first rule of conduct.

The first of Yussel's many notable sayings to be included in Mr. Bart-let's collection is his "We was robbed," a remark he was wont to emit almost unfailingly any time a referee's decision went against one

Still, in spite of John Lardner-

How To Get A Good Credit Rating

we are going to give you a choice, not only of horses, but of selectors. First, here are the views of a friend For some time the Globe and Mail as been reprinting items which apwho has been picking them and playing them, man and boy, for nigh peared in the Toronto Globe just 00 years ago. From the issue of on forty years; and with such not-May 12, 1849, comes this item, able success that he still works hard which should be of interest to many, especially those in the printing and

shrewd observer of human nature said in a newspaper office lately:

at his trade every day. A New Fact Disclosed He is no piker. He picks you not We were not aware until recently only the winner, but the place and that the books of newspaper pubshow horses as well. He sees them lishers are consulted, to quite a large extent, by people in business to coming in: 1 BUNTY LINE: 2. EPIC; 3, SPEEDY IRISH. ascertain the pecuniary standing of persons. .Debts .for .newspapers has so much faith in all three that he's going to play them that way, come due once a year; and persons and we only hope he doesn't wear who pay up regularly are regarded tight shoes as it's 2 long walk home. as prompt men, and worthy of confidence. To ascertain whether a man is good, they find out what paper he takes and contrive in some way to peer into the account. A

As for ourself, we look for GEM THIEF to take it all; and we'd be prepared to wager all our wealth we're right, the only trouble being that they don't have wickets that take anything under two-dollar

Parting of Ways
At 7:30 p.m. Monday, F. E. was crossing the street when he was struck by a car. Mr. E.'s right leg was fractured and his shoulder was travelling west on Wisconsin Avenue badly bruised .- New Holstein Re-

WHAT GOES ON IN THE WORLD A NOTROUBLIST

According to the control of the cont

spent, in the opinion of many, in strengthening Britain and France's defences.

But the basic question goes much of labor and liberal opinion in western Europe, Spain is a major touch-stone of the West's real purposes, as one writer puts it. Therefore, are the nations of the Council of Europe, whose charter eulogizes "individual freedom, political liberty, and the rule of law," going to admit as a partner into their midst a still un-

repentant ally of Hitler and Musse lini? On the answer to that question a very great deal might depend more than most people think.

Although fushed with victory, at least temporary, over their Arab enemies, and regarding their admission as a nation among nations, thoughtful citizens of Israel are

worrying over the threst of com-munism.

The economic position of the new war in favor of the Atlantic nations That same country, drawn into the Russian empire, would place the Soviet frontier west of the Rhine nation is by no means strong. Aland put the Western nations on though, so far, there are only a few thousands unemployed, first demon-strations of people demanding work and failing to find it have occurred signs of possible future trouble are his American and French associates at the Paris meeting. It seems to most of us what might almost be termed a "screw-hall" situation that we should be.

So now Joe's "I should stood in bed" is in Bartlett—and our thanks on cumulative wartime shortages is sending the cost of living index inmigrants are Eving in camps.
All ships that can be accommodated
at Haiia, Tel Aviv and Jaffa are circumstances which prompted its utterance. being unloaded; but few of these g away fully loaded.

As you have probably noticed, we have been somewhat dilatory in pre-dicting the outcome of the King's Plate in detail. There is a reason for This is because the year's citrus crops have been disappointingly small. The export of potash from this. We hope that our pickings will Still, in spite of John Lardner—
and Bartlett—thinking it worthy of
arch some of you too late to take
action on to you later regret.

And the cracking towers and storaction on, to your later regret. age tanks of the Haifa oil industry and silent and idle. Still, duty is duty, so here goes. And to make up for our tardiness

To close the export-import gap srael counts on two major sources of aid - the tourist industry, and huge voluntary contributions from world Jewry. When asked if he thought American Jews would continue indefinitely to subsidize Israel, one banker replied. "They must, and they will." Israel prefers not to think what would happen in case of a United States depression, a waning of Zionist enthuisasm, or an tional crisis which would cut off Zionist funds. But we may be sure that some

ARCHIE

CLASSIFIED ADVERTISING

the German problem: and for the first time in four years Germans, of both the East and the West, feel that they are strong enough to influence that decision.

The Council of Foreign Ministers is now meeting in Paris, and the sessions are pervaded by a sense of the importance of German national aspirations and political tides.

Rightly or wrongly, many millions the German problem; and for the first time in four years Germans, of both the East and the West, feel

country is ready to get into the saddle and resume its place in the grand parade. For the moment they do not appear to be looking any farther than toward the reunion of East and West Germany, and the consequent emergence of a united

nation which would be one of the first poewrs of Europe, and which could have a decisive effect on the outcome of the struggle against Communism.
A united anti-Communist Ger-

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KENDOLES

STATEMENT OF THE STATEME many of some 65 million people could tip the scales of the cold HOME STUDY AT ITS BEST the political and military offensive.

And—like it or not—whether a united Germany can be induced to "face West" permanently, is the primary problem focing Bevin and primary problem focing Bevin and Bids. West" permanently.

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makes you feel better from your, head to your
roce, Just be sure you get the genuine Carter's
Little Liver Fills from your druggist -35c.

ISSUE 22 - 1949





which twice within a quarter cen-

tury set the whole world in flames. But then, it makes just about as

much sense as a lot that happens

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by Montana

The Air Age Of Tomorrow

"We have more land than space for stars in the sky," wrote an Ar-getine poet a hundred years ago. Those words are as true today as when they were written. But land, which is the nutriment of things that grow and the covering placed upon all precious stores within the earth, chained man to its surface until the machine was discovered to set him free . . .

In art, in literature, in music, ... she (Latin America) has found er way. Sometimes these values speak with a strong folk voice which springs constantly and forever from the genius of a great people. Sometimes they are em-bodied in the works of gifted men who have reached out and touched the magic spring . . . Her great cities, as in the days

of Alberdi, fringe upon the wilder-ness. Yet aiready the shadows of endless wings darken her skyways over deserts and mountain crags and trackless jungle. Their further concourse will surely bring into the orbit of modern life great new regions, people, and products. It may
be in an expansion comparable to
the opening of our West; it may
be that a great part of two continents will be catapulted by air over the slow, earthbound growing pains of the nineteenth century into the air age of tomorrow.

There is no reason to say that the civilizations of the Old World are being eclipsed and may never again reach a new zenith, but there is every reason to believe that American civilization, North and South, stands upon the threshold of a new and magnificent achievement. Whatever fate willed it, geography has linked our Americas together for its flight of the future.-From "The Epic of Latin America," by John A. Crow

Bows Take a Bow-What does

a press agent do when he wants

to inform the great public that this is "Bow Tie Month?" Why,

this is Bow 11e Month?
he gets him a pretty gal, like
Abbe Marshall, above, and
decks her out in bow ties.
Simple, isn't it?

More Diesels

The Canadian National Railways

has placed orders in Canada for thirty-eight new diesel electric lo-

comotives, it was announced in Motrneal by E. A. Bromley, vice-

president in charge of purchase

An order for eighteen 72-ton

diesel electric locomotives has been awarded to the Canadian

General Electric Company. For

Island, they are to carry out the policy of the railway to dieselize

motive power operations in that

Twenty 1000 h.p. diesel switchin

locomotives have been ordered from the Montreal Locomotive

Works. They will be assigned to

service at various terminals across

ber of diesel locomotives in opera-tion on the lines of the C.N.R. to

a total of 166 of various types con-sisting, of yard switchers, road

switchers and road locomotives. The 72-ton locomotives are of

class which can be operated

singic units, each of 600 h.p., o in multiples of two or more units

The twenty switching locomotive

will each have a starting tractive

effort of 60,000 pounds, and are

augment the present fleet now in service at yards and terminals along the 24,000-mile system.

-From: W. S. Thompson.

hear you had married again." Mrs. Brown: "I daresay. I felt when my first husband died no

Canadian National Railways.

Mrs. Green: "I was surprised to

other man could fill his place, but

fate decides for us. My first husband

was a fish dealer, and my second a

carpenter. As you know, I was always partial to fish and chips."

e wo. orders bring the num-

the country.

ral service on Prince Edwar

good chance at the university's new

mured Anne, "but wouldn't every room be on a different level?" She

must be tactful.
"That's part of the charm!" "It means stepping up and down, and Mrs. Branton is old—" "Nonsense. She just sits and knits while he paints."
"It'll be wonderful," put in Mar-

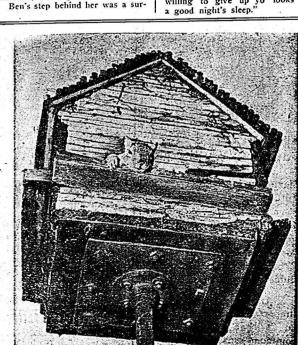
vella. Ben's voice was sharp. "You're all wet on this, Anne.
.. "The cottage will be wet, you mean, poked under the hill that way." Her temper was rising. "You

The door banged on him-She'd lost him. A fog of misery losed over her. She tried to tell herself that if she couldn't have Ben on an honest basis, she didn't want him. That didn't help. It wasn't true. She wished she'd lied and gushed.

He phoned her. "Branton is crazy

"Artists are always crazy," she retorted, blinking back tears.

Ben's step behind her was a sur-



'Nuts to You' in Squirrel Talk-This little fellow isn't being overly squirrelly. His parents beat the housing shortage last winter by moving into this bird house atop the garage of Mrs. James Hess. Since then, this one and two other baby squirrels were born, and things are going along nicely, thank you

Like That

Br

GERTRUDE WINDER "You're a wonder, Anne." How ever, Ben Harmon was smiling not worked on, far into the night, Ben dreamed up and Anne made the blue prints that sold people his ideas, revised.

Anne said eagerly, "I've cut out some of the windows. You forgot that the Brantons want a lot o wall space for pictures." She waited for more praise. And waited. Ben scooped up the blue print "I gave a good deal of time to pu ting those windows exactly where they ought to be." he muttered, "but since you mention it. Mrs. Branton did say something about hanging Branton's latest atrocities Hanging's too good for them. .

So long, beautiful." Before Ben went to the Navy they were almost engaged. She was the one who had been uncertain. She was uncertain no longer. The plastic T square in her fingers shook. "Nothing I say or do seems to please him anymore," she whispered. "What is the matter with Ben?" The voice of the new receptionist in the outer office floated to her in mocking answer. "Oh

Ben, you're wonderful!" Anne stiffened, listening for Ben's answer. She could hear only the deep rumble of his voice.

Anne could imagine how Marvella looked as she said it, eyes fluttering, wide silly smile. Anne smoothed her brown page boy bob. Marvella was a synthetic blond.

"Mrs. Branton is on the univer-sity board," Ben was saying. "If she likes this house we'll have a

chapel."

"I've another idea about the cottage." He spread a crumpled sketch on her drawing board. We'll build the house in the hill. That gives an old-world broken roof line with the slope for background." Anne, studying the sketch, felt her heart sink. His notion was impossible. "It would be beautiful," mur

explained. "She said 'My husband hasn't'a practical bone in his head.' Will you say that about me some day? We make a swell team, honey. What do you say?"
Anne didn't say anything for Ben's lips, warm and firm, were

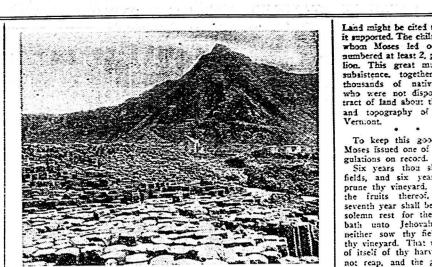
Fair Exchange One night on a sleeper, a pretty young woman was awakened by two drunks arguing outside her berth. Indignantly she said, "Sh-h-h! It you want to make noise at this way." Her temper was rising. "You know we decided last week that the only place for the house was on top of the hill. That cuts out the hill problem and the house gets a breeze. You have a level stretch—"

"Okay," shouted Ben, "but I'll wager Branton won't think so."

The door banged on him. She'd lost him. A fog of misery

"She'sh young an beautiful all she'sh got to have a drink with ush." stated the drunk firmly.
"Young and beautiful?" inquired the porter. "Oh, no, gen'linen. Ah saw her when she got on, an she

The next morning she thanked the porter. "Well, ma'am," he twinkled, "Ah figgered you'd be willing to give up yo' looks fo' a good night's sleep."



Finn McCoul's Bridge; or as it is officially known, The Giant's Causeway, on the coast of Antrim. According to legend, these basalt columns are the remains of a bridge which the great Fingal built to connect Antrim with Scotland. Picture by courtesy of Associated British and Irish Railways Inc.

prise. She hadn't expected him to

come back to the office that night.

"Congratulations," she said, without turning her head, and felt two

hands firm on her shoulders.
"For what?" asked Ben softly.

"For being a dope. Anne, what

would I do without you?"
"Didn't Branton-" Anne began,

Ben turned her around and grin-

ned down at her. "Mrs. Branton

picked the house on top of the hill,"

THE FARM FRONT John Russell

Try and not be too much sur-prised if you see a lot of Scriptural quotations in this space, or ima-gine that the Sunday School lesson column has been shifted here by mistake.

During the past few yours a great deal has been said and writ-ten regarding the all-important to-pic of soil conservation; and in a much of southern Europe. These pic of soil conservation; and in a recent issue of an American farm magazine "The Progressive Farmer" I ran across an article by Lyman Carrier on the subject that I'm taking the liberty of quoting it, in part. From here, Mr. Carrier takes over for a stretch. recent issue of an American farm magazine "The Progressive Farmover for a stretch.

In Genesis 4:2-5 we read: "...

Abel was a keeper of sheep, but
Cain was a tiller of the ground.
And in process of time it came to

And in process of time it came to Cain was a tiller of the ground.
And in process of time it came to And in process of time it came to pass, that Cain brought of the fruits of the ground an offering unto Jehovah: And Abel, he also brought of the firstlings of his flock and of the fat thereof. And Jehovah had respect uto Abel and to his offering. But unto Cain and his offering he had not respect...

Many sermons have been preached from this text. Many reasons have been advanced why Abel's sacrifice was acceptable to God, while Cain's was not. Not until recently have I heard an explana-tion that seemed to me logical and convincing. Abel's occupation was in harmony with natural laws. Cain's farming operations—tillage without livestock—destroyed Na-

ture's balance. The destinies of nations have been determined by their attitude toward this matter of working with or against Nature. Babylon, Car-thage, and a score of lesser civili-zations have perished, because they neglected to preserve, the agricul-tural soil that had made their greatness possible. It can be assumed, as an established fact, that no civilization can be better than the soil that nourishes it. The his-tory of the Holy Land bears this

Moses told the children of Israel when he led them out of Egypt that they were going to possess.
"A good land . . . a land of wheat and barley, vines and fing trees and pomegranates; a land of olive trees and honey; a land wherein thou sowest thy seed, and waterest ness . . . Not as the land of Egypt from whence ye came out, when thou sowest they seed, and wateres herbs: but the land, whither ye g over to possess it, is a land of hills and valleys and drinketh water Jehovah thy God careth for; the eyes of Jehovah thy God are a ways upon it, from the beginning of the year even unto the end of

the year." That the productivity of Promised Land at that time was al that Moses claimed for it, is prove by the statements of several wi sses. Caleb and Joshua, two the twelve spies sent by Moses t go up into the hill country "and see the land, what it is . . . whe ther it is good or bad," came bad and reported that "it is an exceeding good . . . a land which flower with milk and honey."

As further evidence of the r markable fertility of the Promised

MEDICINE DEAR, ILL GIVE

LITTLE REGGIE

000H NO NO

I CAN'T TAKE

Land might be cited the population it supported. The children of Israel, whom Moses led out of Egypt, numbered at least 2, perhaps 3 million. This great multitude found subsistence, together with many thousands of native inhabitants who were not dispossessed, on a tract of land about the sira, shape and topography of the state of Vermont. . . . To keep this good land good

took a circuitous route. At the end of the ride the meter read \$14.35 The hayseed's face flushed with The hayseed's face flushed with anger. "You can't play me for a sucker!" he yelled angrily. "I been driven to this hotel once before from Grand Central and the last time the fare was only \$12.60.

"Oh, no," was the girl's reply.

"We do this every Saturday when the sun's so bright. He keeps his eyes closed and I load him to the movies. Inside, he opens his yes and finds us both a seat in the dark." Moses issued one of the oldest re-gulations on record. To quote: Six years thou shalt sow thy fields, and six years thou shalt prune thy vineyard, and gather i the fruits thereof, but in the seventh year shall be a sabbath of solemn rest for the land, a sab-bath unto Jehovah, thou shalt neither sow thy field, nor prune thy vineyard. That which groweth of itself of thy harvest thou shall not reap, and the grapes of un dressed vine thou shalt not gather it shall be a year of solemn rest for the land . . . Then I will command my blessing upon you in the fruit for three years.

Thus the volunteer weed growth

every seventh year was turned un der to enrich the soil.

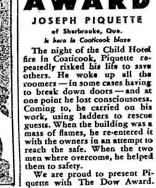
At the time of Christ's earthly ministry there appeared to be no alarming shortage of food. But following the death of Solomon, one disaster after another overtook the Chosen People. First came the separation of the ten northern triber over the tax issue. Next, the Northern Kingdom was invaded and conquered by Assyria. Then Judah feil to the Chaldeans.

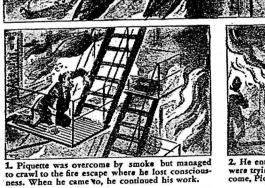
The greatest disaster of all overtook the Holy Land in the Eighth Century A.D. when the Saracen bedien agreement as Minor and

"These lessons of old,"—Mr. Carclothes the people. May it never be said of us here in the South that the land has been made desolat To which I can only add that we

upon to elect them. -From The Canadian Chamber of Commerce "News Letter" in the North might well pay at-tention to those lessons of old.







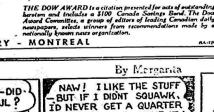
3. When the fire came dang

THAT'S THE













Ingenious

One bright, sunny Alabama day,

two children came tradging down the atrect—an eight-year-old sid

solicitously leading her youngest brother, who had his eyes rightly shut. A watching passer-by asked, "What's the matter? Has he hart

"Oh. no." was the girl's reply.

leaders are starting the traditional series of campaign tours. And the air is filled with charges and counter charges aimed at developing "an and indifferent. We are now condemned to gaze upon portraits of candidates (who have been variously advised to look sincere, to look resolute, to appear friendly, to resemble the common man, etc., etc.) in street cars, on posters and billboards, in newspapers and elsewhers. We shall be able to hear them on our radios at almost all hours of the day or night. In short, we, the electorate, will be sought after and pursued until we shall have performed our all-important duty on election day. And now, while there is yet time, would seem to be

Memo For Political Candidates

election, all the political fronts have blazed into activity. The party

With the dissolution of Parliament and the calling of a federal

No Sucker

obviously a stranger that the un-serupulous driver saw a chance for a bonanza. "The Biltmore Hotel," said the fare. The Biltmore is only a half block away, but the driver

The man who boarded a taxicab

the propitious moment to advise our candidates what we would like them to say and how we would like them to act. Here are some of the things that most Canadians would like you Mr. Political Candidate, to keep in mind.

Don't consider us all complete fools. We are thinking now of political promises. If you stand for increased social services-increased old age pensions, increased family allowances, increased subsidies, guaranteed prices, and the rest—by all means say so But please do not insult our intelligence by indicating that yo will provide all these things and lower taxes too. Don't drive wedges between various sections of our economy.

you are talking to labour, don't run down the farmer, the investor and the businessman. Do your best to make each group aware that only through partnership can we develop as we should. Don't above all make political capital out of sectional and religious differences.

Do point out that you will act to the best of your ability in

Do point out that you will act to the best of your admity in the interests of Canada and Canadians as a whole.

Do promise to do your best to see that government is run on sound business lines, with a minimum of waste.

Do promise to use your influence to see that the function of government is restricted to that of governing.

There are a lot of details that could be filled in, but a candidate

who campaigned on a platform such as that outlined above might be surprised to find how much support would be forthcoming. If honest men can be persuaded to run in each Canadian sonst tuency, then other things being equal, the voters can be depende

FOREMAN RESCUES MANY WINS



