

SMILES FOR A HAPPY DAY

A heart full of thankfulness, a thought full of care, a soul of simple hopefulness, an easy morning prayer, a smile to greet the morning with, a kind word as a key, to open the door and greet the day, whatever it brings to pass, a pleasant time in providence, to sweeten all the way, all these, combined with thoughtfulness, will make a "happy day."

The Cancer Crusade

Fighting the Great Enemy with Knowledge—A Campaign to Wipe Out Ignorance, Fear and Neglect.—By J. W. S. McCullough, M.D., D.P.H.

CANCER RESEARCH NO. 3

Cancer, in the opinion of the Cancer Council recently established in the United States, to be a "clearing-house" for authentic cancer information, "is the greatest public health problem before the world to-day." Its death-rate is nearly three times that of tuberculosis. Millions are being spent on cancer research, yet there is still far too little money available for this work.

In whatever work of the kind undertaken no formal attempt should be made to recruit or organize research under the direction of a super-mind or dictator. No one person is capable of directing the work of cancer research in the various fields involved—the fields of surgery, radiation, biology and chemistry. Research in cancer lies in the hands of the clinician, whether he be engaged in surgery or in the use of X-rays and radium, and in those of the laboratory worker.

The cancer cell has some special characteristics. It contains more sugar than the normal cell; it usually breaks down sugar in a different way from that in which the normal cell breaks down sugar. Yet it contains ferments which the normal cell contains and it does not vary essentially from normal cells growing at the same speed. It is probable that, before we find a means of stopping the rapid growth of a cancer cell, we must find a means of making it grow, or the reason why it grows.

We know, for example, that if the thyroid gland fails to grow (that is fails to secrete its substance), the child will grow up an idiot (a cretin). On the other hand, if another gland (the pituitary) develops too much, the child grows to be a deformed giant (acromegaly). In these cases the body cells are under the influence of certain body juices, called hormones. But there is no evidence that the cancer cell is under the influence of these or other ductless glands. This is probably why it is a cancer cell. It is well known that healthy normal cells are far more resistant to the effects of X-ray and radium than cancer cells. It is for this reason that X-rays and radium are valuable in treatment. It is for research to discover the reasons for all these things. Past success in the field of research offers high hope that the secrets of cancer will eventually be discovered.

WESTERN FAIR CELEBRATES ITS 16th ANNIVERSARY

At least four generations of Western Ontario residents have made a visit to Western Fair an annual event in their lives. Two young people who will flock to this year's big exhibition for a day or two of relaxation and enjoyment will be doing just as their parents, their grandparents, and their great-grandparents did in years gone-by, for it was seventy years ago that Western Fair was inaugurated. Exhibitions have been held annually without a break throughout that long period. This year's exhibition is to take the form of a Seventeenth Anniversary celebration and by a happy inspiration the directors have been able to arrange a number of features which will link the past and the present in a most interesting way. Young folk will have an unexcelled opportunity to see in the display of relics of pioneer days something of how their forebears lived and worked. A splendid collection of objects which once were in daily use by the pioneer settlers of this section of Ontario has been prepared. Mr. J. Edgarworth of Trentville, has made a hobby of collecting such articles and his unrivalled collection will be a feature of the Pioneer Section, to which a London resident is also loaning a quilt which won a prize in the household arts department of the first Western Fair, seventy years ago.

EGYPT TEMPLES TO MIGRATE

Egypt's ancient temples of Philae are to be removed from the island in the Nile where the Pharaohs built them to their delta. Modern industrial progress has decreed that they must be set up elsewhere if their beauty is to be saved for the eyes of men. When the Assuan Dam was constructed in 1902 the temples and the Roman Emperor Hadrian's gateway were partly submerged by the reservoir some of the year. When the dam was raised in 1912 the buildings and their surroundings, which were never completely covered with water at any time, could be seen only in the dry season. Precautions were taken that prevented injury to them during the period of submergence. Now the dam is to be heightened again, and if they should remain in their present location they would scarcely ever be seen and sooner or later would be destroyed.

Esquering Fall Fair At GEORGETOWN

Thursday and Friday—September 16 and 17

SPECIAL PRIZES

HORSES

Table listing horse prizes including Single High Stepper, Single Turnout, Farmer's Turnout, Best Lady Driver, Best Delivery Horse, Best Road Horse, Best General Purpose Horse, Best Agricultural Horse, Potato Race, Best Heavy Team, Best Spring Pool, and Best Mass in foal.

CATTLE

Table listing cattle prizes including Jersey Female, Registered Shorthorn Female, Holstein Female, Ayrshire Female, Group of Dairy Cows, Jersey Heifer, Registered Holstein Heifer, Jersey and Ouburne Class, and Beef Animal.

SHEEP

Table listing sheep prizes including Pen of Fine Wool Sheep, Pen of Long Wool Sheep, and Pen Sheep any breed.

MISCELLANEOUS

Table listing miscellaneous prizes including Dressed Poultry, Dressed Chickens, Butter, Eggs, and various agricultural products.

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NATIONAL PARKS PORTRAIT WILD LIFE AT CANADIAN NATIONAL EXHIBITION

One of the most attractive displays at the Canadian National Exhibition in Toronto this year is shown by the National Parks Bureau of the Department of Mines and Resources. Though the medium of a remarkable group of mounted specimens of wild animals and bird life, electrically lighted terrariums, and a special art display including oil paintings, a vivid portrayal of the wild life attractions of Canada's great outdoor national playgrounds is presented.

Among the big game animals is the elk or wapiti, the mule or black-tailed deer, the Rocky Mountain or bighorn sheep, the Rocky Mountain goat, the black bear, and the great timber wolf. Remnants of the days, less than a century past, when the great western plains of Canada were black with moving herds, are the well-mounted heads of the buffalo or American bison, now to be found only in special reserves maintained by the Government of Canada.

The Canadian National Exhibition opened August 27 and closed September 11, during which time it attracts nearly 2,000,000 persons to displays of some of the most remarkable examples of human ingenuity, some of the best products in art, science, industry, agriculture, horticulture and other spheres that it is possible to gather together. The exhibition site is within the limits of the City of Toronto and flanks Lake Ontario for a mile and a half. The value of the land buildings and plant equipment is placed at \$2,000,000, and to stage this great enterprise each year involves an expenditure of more than one million dollars.

INFANTILE PARALYSIS

"There's a terrible lot of this infant paralysis, isn't there, doctor?" said Mrs. Collingsby mother of four handsome children, as she wiped the perspiration of anxiety from her face. "My doctor," she went on, "there's nothing I dread more than the paralysis." "If you want to keep free of infantile paralysis," he replied, "you must see that your children stay away from crowds of children and other persons that they use their own toys, chewing gum, ice cream cones and so on and not share these things with the neighbors' children. There's no need of your getting panicky about it, Mrs. Collingsby. There are lots of things far worse than infantile paralysis."

"Dye think the serum I read about in the papers is any good, doctor?" enquired the anxious mother. "You've heard of the Scotch verdict, haven't you, Mrs. Collingsby?" I said. "Yes, not proven," she answered. "Well, it's like that," I said. "Not proven. It may be of use. I should not hesitate in a case of paralysis to give it. It can do no harm and a lot of doctors think it of great value." "What's the cause of the thing, anyway?" enquired the mother. "A virus," I answered. "A thing so tiny that it cannot be caught, in the finest kind of filter. Far smaller than a germ. It is said to lodge in the noses of persons who have had the disease or who are carriers. Some doctors advocate spraying the nose and throat of children who have been exposed to infantile paralysis. There's nothing wrong with spraying if it is done by someone who knows the proper way in which to carry it out."

"What causes the paralysis, doctor?" asked my interrogator. She was bound to have the ins and outs of the matter. "The virus I spoke of," I said, "enters the nerves, reaches the spinal cord and there sets up inflammation in the tiny cells. The front part of the cord is the one affected. The effect of the paralysis depends on the extent of this inflammation and upon the portion of the cord involved. It is much worse the higher up the cord it extends." "Well, all I hope is that it keeps away from this family," she said. I echoed her wish and came away. After all, she had the instinct of the mother everywhere—John W. S. McCullough, M.D., D.P.H.

OPINIONS

"In the final analysis, no nation is better than the individuals who compose it."—Cordell Hull.

"Every nation builds too many warships and too few friendships."—Mrs. Carrie Chapman Catt.

"The air force and the naval force should be built along co-operative lines and not competitive lines."—Earl Beatty.

"Aviation has brought a revolutionary change to a world already staggering from change."—Charles A. Lindbergh.

"The youth movement in politics today is like a breath of fresh air in a stuffy, smelly room."—Alfred M. Landon.

"We cannot be satisfied with any form of society in which human personality is submerged."—Franklin D. Roosevelt.

"LOVE ON A PEDESTAL"

(Continued from Page Three)

article right and left, digging from the bottom the photograph of a curly-haired, laughing youth. She pressed the picture to her lips, closing her eyes, but opening them with a start when her telephone rang.

Sue Graham's cheery voice called over the wire. "Say—Pam—we're going to have a party at our house to-morrow for the old bunch—to honor Mark Whitney. He will be here, and has promised to sing, and to bring his ukulele. Of course, it may be rather awkward for you to bring your hypercritical escort, but it would please Mark, I know, if you could come."

"Come? Come—did you say? Why, bless your heart, Sue, I am crazy to come!" Pamela gasped in unstrained ecstasy. "And if nobody—or somebody—does not wish to come with me, then I'll come alone—to please Mark Whitney. He's no longer on a pedestal!"

JAPANESE BRIDE'S IDEAL

The majority of pupils at a "school for brides" in Tokio declared themselves in favor of stout men as husbands.

And only a minority were in favor of love matches, most of them declaring that they preferred to have the marriage arranged through a broker, and did not care to become acquainted with their husbands before they were married to them.

Most of the girls would prefer to make their home with the husband's parents and to live in town instead of the country.

All of them wanted their husbands to take them to the cinema or concerts or plays—70 per cent. saying they must go at least three times a month and the rest wanted to go four times or more.

Only 10 per cent. of the girls stipulated a minimum income of 100 yen (\$25) a month; the others were prepared to get along with less so long as the income carried a husband with it.

YOUR OLD FAVORITE!

Advertisement for Canada Corn Starch, featuring a product image and the text 'CHALLENGE CORN STARCH' and 'CANADA CORN STARCH'.

BORDEN means MILK the world around

"Borden" is a big name in the milk world. The Borden is only one of several principal concerns producing milk in Canada. Borden milk purchases in Canada are less than 3% of the Dominion's total production. Borden buys milk in only 4 of the Dominion's 9 provinces and in less than half of the 46 states of the United States, but sells in almost every community in the civilized world.



Advertisement for Hydro electric power, featuring an illustration of a farmer and a child, and the text 'HYDRO IS YOURS USE IT!' and 'HYDRO the MODERN SERVANT on the FARM!'.

Before the advent of the motor car and Hydro in Ontario, the farmer was truly "the forgotten man". The days were long—the nights longer and lonelier—farm labor was arduous... the housework drudgery... the young people waited their chance to get to the city.

Few realize how much Hydro has changed rural life in Ontario. Its coming brought every advantage enjoyed by city homes. Hydro lights the home and barn—pumps the water—washes the clothes—cooks the food—brings the world's best entertainment into the parlor. Today, the farmer has within his grasp the opportunity to make his home equal to the most modern city home—to operate his farm with the most modern labor-saving equipment.

Fully realizing that the greatest single contribution it could make to a better, more enjoyable life, and a more permanent prosperity to Ontario, would be to electrify every rural home in the Province, the present Hydro has left no stone unturned to extend the benefits of low cost power to Rural Ontario.

During the present fiscal year, Hydro will spend approximately four million dollars building over 2,000 miles of new line to serve approximately 10,000 new rural customers. At August 15th, 1937, over 1,800 miles had been built, and more than 7,900 new customers added.

Service charges have always retarded Hydro growth. Realizing this, the present Commission cut these rates in half in November 1936. Hundreds of rural users immediately applied this saving on new appliances for the home or for labor saving and profit making electrical equipment on the farm.

In addition to this reduction in the service charge, the basic cost of power was reduced in some systems by \$2.50 per h. p. On August 1st, a further reduction was made of \$3.00 per h. p. in Eastern Ontario, and \$2.00 per h. p. in the Niagara System. The effect of these reductions will ultimately be felt in reduced consumption charges all over the Province.

Certainly Rural Ontario has gained as much, if not more, than any other section of the Province by the success of the present Hydro in cutting power costs and extending the benefits of low-cost power. There is no "forgotten man" in the Hydro policy of today.

The HYDRO ELECTRIC POWER COMMISSION of Ontario logo and text.