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\$70,000,000 last year. Here, at least, the motorist has done his part; the rest is for the government.

No legislation, however wise, no highway code however excellent and carefully observed, can eliminate the dangerous potentialities of a bad road. The only remedy here is a national policy of planned road improvement over a term of years.

This can only be the government's work—we have been promised the necessary finance—and I feel justified in saying that the motoring community has every right to expect the government to embark on their new road programme vigorously and without delay.

Another work which the government alone can undertake and which is the second essential of an effective drive against the menace of road accidents is the education of road users. I say "road users" advisedly, for, though the motoring community has never attempted to evade its particular responsibility, road sense should be part of the social equipment of every good citizen.

I have never recognized the classification of users of the public highway into cut and dried categories as pedestrians, cyclists or motorists. Every motorist is also a pedestrian. Most pedestrians are at some time motorists. The number of people who have never used a motor vehicle at all must be an infinitesimal fraction of the total population.

Thus to divide road users up into classes as if their interests in road safety were conflicting, instead of mutual, is to my mind fallacious. Carried to extremes it can be positively dangerous.

Equally false and dangerous is it to talk about the "rights" of this road user against that road user. Every right in itself constitutes an obligation; the individual pedestrian's rights are the obligations of motorists, cyclists and other pedestrians. No one is excused from the obligation to behave circumspectly and with every care of other people's safety.

I would like to see the obligation recognized and the right forgotten, for if all fulfill their obligations their rights are automatically maintained. I repeat, courtesy and consideration on the road are as much part of good citizenship as the observation of law and order.

The technique of road sense is the government's business to instill; \$5000 spent in propaganda is not enough. The public spirited campaigns of the national and provincial press have been invaluable, but individual newspapers cannot be expected to do what is ordinarily the responsibility of the government.

I should like to see a semi-permanent propaganda bureau established with a grant of at least \$500,000 a year for direct publicity and advertising of safety-first principles. It is necessary so to reiterate the rules of safety that in every mind they become instinctive mental and physical reflexes, instead of comparatively slow processes of decision.

The highway code is an admirable manual of road safety, in the practical utility of which I have every faith, but merely to distribute it is insufficient.

"HIGH GRADE"

Princess Soap Flakes are all pure soap—high grade flakes that wash white clothes, snow white sheets, that increase the life of sheer stockings and dainty lingerie. Yet Princess cost less than other pure soap flakes.



PRINCESS

PURE SOAP

BIG PACKAGE—LOW PRICE

It must be read, and propaganda should be concentrated on persuading people to read and digest its maxims.

Further, I would remind every individual motorist that whether or not the government undertakes a campaign along the plan I have indicated, he should relax no efforts of his own.

For instance, he is legally responsible for maintaining the mechanical condition of his car. The modern car when delivered by the manufacturer is a highly efficient piece of machinery, but constant care is needed to keep it in that state. Tires, brakes, steering and lighting need frequent attention, and it is the owner's job to see that they get it.

Constant Vigilance

Again I must refer to the highway code. There is a tendency for motorists to take many of its precepts for granted, to look upon them as elementary and obvious. They are elementary and obvious, but this increases, rather than detracts from, their enormous importance as safety measures.

The public must be constantly reminded of the importance of these simple but basic principles. The paragraphs to which I would draw particular attention are those urging special care when passing any obstruction that prevents a clear view of the road, correct procedure at crossroads, corners and bends, and when approaching traffic signs or signals or pedestrian crossings, and overtaking only when it is possible to do so without forcing the person overtaken or approaching traffic to swerve or slow up.

Above all, I would like to stress the appeal to refrain from driving in a spirit of competition.

These things are the A.B.C. of motoring. Practically all drivers observe them, and those who do not deserve and receive the condemnation of the vast majority of decent motorists. But the best-intentioned lapse sometimes, and every driver should read and re-read the code until its procedure becomes instinctive.

Care, courtesy and an ever-present sense of responsibility are what is asked of motorists. We must school ourselves readily to concede the unimportant moment—to allow others their right and proper share of the road. Courtesy begets courtesy.

I firmly believe that a campaign by the government with the co-operation of every citizen along the lines I have indicated would make a road accident the exceptional occurrence which it should be, instead of the tragic commonplace that it has become to-day.

Joseph Moore Real Pioneer of the North

Now Over Eighty Years of Age, but Hale, Hearty and Cheerful.

Some recent references in The Advance to old-timers and pioneers of Porcupine has prompted one gentleman to bring to attention a copy of The Advance of Sept. 29th, 1932, where reference was made to a number of pioneers of this part of the North under the heading "Ten Years Ago in Timmins." From the item referred to the following facts may be gleaned and these should prove of general interest at this time.

Thomas Moore died in 1922 at Mowat's Landing at the great age of 102 years and 5 months. He was born at Moose Factory where his father was the Hudson Bay factor. Thomas Moore himself gave faithful service to the Hudson Bay Company for 40 years as one of these factors in this North Country. He retired in 1904, going to live with his daughter at Mowat's Landing, on the Montreal river, where he resided until his death in 1922.

The Advance pointed out that one of the sons of the late Thomas Moore is a well-known and highly-respected resident of the Porcupine. This son, Joseph Moore, is at present 81 years of age, and is hale and hearty and might easily pass as 20 or more years younger. Jos. Moore is undoubtedly the real old-timer of the Porcupine, having lived in this district for over 50 years. Jos. Moore was the third generation of the family serving as Hudson Bay factors. As noted above, his father was Hudson Bay factor for 40 years, while the latter's father was also a factor in the service of the company. Joseph Moore told The Advance at the time of his father's death that his father, Thomas Moore, was never ill, and until the end of his hundred and two years of life enjoyed health and strength and activity of mind and body. Joseph Moore has inherited the wonderful health and strength of his forebears and is to-day, at 81 years of age, a healthy, active and able man. There are two brothers of Joseph Moore, old-time residents of the Porcupine, who still reside in the North. These are James Moore at Cochrane and Thomas at Mowat's Landing.



That Body of Yours

By James W. Barton, M.D., Toronto

Restoring Sight to the Blind
Physicians and others who come in contact with "blind" individuals and "deaf" individuals will tell you that those who are blind are more cheerful than those who are deaf. The explanation is that while the blind cannot see people and surroundings they are aware of their presence and enter into the conversation of those about them, thus becoming a "part" of the company and surroundings. The deaf, on the other hand, while seeing those about them, are unable to enter into the conversation and are not therefore a "part" of the company. This has the effect of making them look and think inward with its harmful effects, mental and physical.

However by the use of hearing aids many of those who are "hard of hearing" are now able to enjoy moving pictures and the radio, use the telephone and hear ordinary conversation.

And just as the Society for the Prevention of Hard of Hearing, New York City, is helping partially deaf people, so the National Society for the Prevention of Blindness, Philadelphia, is doing an excellent work for those whose sight is so poor that they are considered blind. In a paper read at the annual meeting of the American Medical Association some months ago Drs. Conrad Bevens and Misses C. Edith Kerby and Evelyn McKay of this organization were able to show that much relief can be given to many who are considered blind.

"Some two years ago four of us made a survey of the Illinois School for the Blind. We found that of the 246 pupils in that school 26 percent were there unnecessarily, their eyesight was of such quality that they could continue their education in the seeing world, or could be restored to the seeing world by simple corrective or remedial measures."


"Another 25 percent we estimated could be restored to the seeing world by surgical remedial measures, and in the past two years we have tried to carry out those remedial measures. As a result we have decreased the population of the Illinois School for the Blind by about 40 percent."

"To take up the space that was thus left at this school the State Government gave us authority to introduce two sight-saving classes available to children who live in communities that have no sight-saving classes of their own."

This work of getting partly blind children out of a "blind" institution into the seeing world, and establishing classes to prevent others entering these institutions is a work much worthy of public and private support.

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Mail and Empire.—The first Victoria Cross to be won in 14 years was awarded posthumously a short time ago to Captain Godfrey Meynell, who won it in fighting on the northwest frontier of India last September. The incident calls attention to the fact that some kind of fighting is going on most of the time on some frontier of the Empire.



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Says Female Alcoholics are Worse than Males

At a recent meeting of the American Psychiatric Association at St. Louis, Missouri, comparison was made between the woman drunk and the male drunkard. Some of the Timmins police who have had occasion to arrest a number of women for public drunkenness in recent years will agree with the findings of the physicians at the association meeting. Two of the physicians told the association that the woman alcoholic, rich or poor, does as thorough a job of drinking or consuming more liquor and getting more apparent kick from it than does the corresponding man. The two physicians said that some of the drinking ladies consumed as much as a quart a day, when they were really on the job. The study of women alcoholics was divided into two classes corresponding to the common classification of "rich" and "poor."

The study of women of the higher social level was reported by Dr. James H. Wall, of Bloomingdale hospital, White Plains, N.Y., while the other was made by Dr. Francis J. Curran of Bellevue hospital, New York City. Each studied 50 cases. Excessive drinking by women of a relatively high social and economic plane was found to be associated with such factors as an unhappy marriage, a feeling of guilt over extramarital affairs, childbirth, physical disease and deaths of relatives. Women in poorer financial circumstances declared they drank heavily to "forget their worries," "to make life easier" and to "keep their husbands company." Detroit News.—At seventy-nine, says a publicist, Bernard Shaw has the technocratic point of view of a sophomore. We shall have to be patient; one is only young twice.

Safety First Should be Known to All

This Would Mean That Motor Car Accidents Then Would be the Exception.

(By Sir Stenson Cooke, Secretary, British Automobile Association.)
There is no swift or sensational remedy for road accidents. Like all major social problems, the cure must inevitably take some time to achieve. There is, however, a straight forward policy which, if pursued with consistency and energy, may be reasonably regarded as a solution for the present grave state of affairs. It is a two-fold policy. On the one hand, a generous and well-planned programme of road building and improvement. On the other, the education of road users in safety-first principles by every means of publicity and propaganda. It is an obvious corollary to this latter proposal that all road users should make a genuine effort to educate themselves. I am confident that the large majority of motorists, cyclists and pedestrians are willing and anxious to make that effort—but, in the first instance, it is necessary to arouse their interest. Only in this way will it be possible to secure the widespread and enthusiastic support which is so vital

to the success of any movement of this kind. **Risks on Bad Roads**
With regard to roads, I emphasize that road deficiencies are in no circumstances an excuse for an accident—the good driver recognizes the limitations of the road and drives accordingly—I realize, nevertheless, that the basic cause of many accidents is to be found in dangerous surfaces, blind corners, bad street lighting, excessive cambers, inadequate footpaths, and many similar road anachronisms. In the official returns the number of accidents attributed to dangerous road conditions is not as high as might be expected, but it is an undoubted fact that many accidents officially explained by errors of judgment and personal faults of the driver are due ultimately to the shortcomings of the road. The constant strain of nerve-wracking, treacherous roads makes a driver accident-prone and causes him to act ill-advisedly in a sudden emergency, whereas, under better conditions, he would have kept his head and avoided trouble. **The Motorist's Rights**
Such cases are returned as "errors of judgment" when fundamentally they are to be blamed. Yet while roads of this nature are only too plentiful throughout the country, direct motoring taxation, including the proceeds of the petrol tax, has averaged some £50,000,000 a year for the past seven years and exceeded

Mr. CAFFEINE-NERVES finds out who is boss



WHAT'S THE MATTER, ETHEL... HAS THE OLD COUCH BEEN ON A RAMPAGE AGAIN?

SAY, THEY'VE GOT A NERVE! LISTEN—THEY'RE TALKING ABOUT YOU!

YES... AND I CAN'T STAND HIS TALKING MUCH LONGER! I'VE A NOTION TO LOOK FOR ANOTHER JOB!

AW—COME ON—PAY NO ATTENTION TO THOSE GABBY WOMEN!

I'LL BET A HAT THE BOSS HAS CAFFEINE-NERVES. MY FATHER HAD IT ONCE... BUT HE GOT RID OF IT BY CUTTING OUT TEA AND COFFEE AND SWITCHING TO POSTUM!

THEN I WISH THERE WAS SOME WAY WE COULD GET THE BOSS TO TRY POSTUM!

THESE GIRLS MAY BE RIGHT! I HAVE FELT CROSS AND IRRITABLE... AND I'VE BEEN HAVING HEADACHES AND INDIGESTION!

SO WHAT? WHAT DO YOU CARE FOR THE IDLE GOSSIP OF A BUNCH OF CATTY WOMEN?

HELLO WIFEY... SAY, WILL YOU PLEASE ORDER SOME POSTUM? I'M GOING TO TRY AN EXPERIMENT!

CURSES! HE FELL FOR IT! THOSE MEDDLING GIRLS KNEW I COULDN'T STAY HERE IF POSTUM CAME ALONG!

DEAR, YOU'VE BECOME MY OLD SWEET HUSBAND AGAIN, SINCE YOU SWITCHED TO POSTUM!

WHY SHOULDN'T I BE? MY HEADACHES AND INDIGESTION HAVE DISAPPEARED, I'M SLEEPING LIKE A TOP, AND I FEEL SO GOOD I COULDN'T BE CROSS.

30 DAYS LATER

MANY PEOPLE, of course, can safely drink tea and coffee. But there are thousands and thousands of others who cannot. And, without realizing it, you may be one of these. The caffeine found in both tea and coffee may be working night and day to rob you of sleep, upset your digestion, or undermine your nervous system. If you suspect that tea and coffee disagree with you... switch to POSTUM for 30 days. Postum is simply whole wheat and bran, roasted and slightly sweetened. It is a delicious drink—and contains nothing that can possibly harm you. It is economical and easy to prepare. **FREE**—Let us send you your first week's supply of POSTUM—FREE. Write for it to Consumer Service Dept., General Foods, Limited, Cobourg, Ont. P1-36

Some of the Best Pictures Also Make Some Money

(New York Times)
One big film production company's schedule for next season includes among approximately fifty long pictures, a good love story called "Romeo and Juliet" and two fine adventure pieces named "Kim" and "Captains Courageous." The movies have had Shakespeare before this, but it memory serves, it will be Rudyard Kipling's debut on the screen. It is altogether probable that no attempt will be made to devise a happy ending for "Romeo and Juliet." Three such pictures are enough to season half a hundred productions. Motion plays based on great literature are known in the trade as prestige pictures. It is implied that the producers do not expect to make a lot of money, but want to be in good standing with the best people.

But it has happened with Hollywood as with the young man Saul, the son of Kish. He went out to look for his father's strayed asses and found a kingdom. The film producers have tried for prestige and have made a pot of money. But whatever their motive, who wants to look a gift Juliet or Kim in the mouth?

SPLITTING HEADACHES SAVED THE LIVES OF TWO

A pounding headache saved the lives of two youths who were nearly asphyxiated when fumes from a coal fire filled a motor launch moored to a slip near Yarmouth, Nova Scotia. They were Penny, 18 and James Hines, 21. After the headache awakened Penny, both collapsed several times before escaping. The lock on the cabin door defied their weakened hands at first, but a final desperate effort got it open.

ACCUSED OF "B.O."

The "Be Kind to Animals" campaign of recent years must have had a great effect on Finance Commissioner G. P. Gordon of Ottawa. He recently freed a skunk from a trap and later thought it better to leave his office.



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