

VOICE

CANADA
THE EMPIRE

of the

THE WORLD
AT LARGE

PRESS

CANADA

MISLEADING ADVERTISING

Radio listeners who have lost patience with the volume of advertising which comes over the air will be interested in a report which has been made on radio advertising by the Federal Trade Commission of the United States. The Commission has made a thorough analysis of a great quantity of radio advertising material, and publishes its findings that a substantial percentage of that material is false and misleading.

In its investigation, the Commission found that over 38,000 radio advertising continuities were false and misleading. This should make radio listeners think seriously as they listen to the advertising messages being given over the air. They have no way of telling which messages are in the false and misleading class and which are genuine and reliable. So the natural reaction is that, in addition to finding the excessive advertising obnoxious, they will mistrust it, because they will have no real assurance as to its genuineness.

In this respect, radio advertising differs from newspaper advertising. Newspaper advertising, appearing in printed form, is there in a permanent record, and can easily be checked up, and heavy penalties await the person who is responsible for the insertion of false advertising in a newspaper. There is not the same check on radio advertising, particularly on that which has its origin in another country, and which is thrust upon listeners who have no means of checking its authenticity.—Whitby Gazette and Chronicle.

DON'T DO IT

Listowel woman finds \$100 stuck behind an old wooden picture frame which had lain for several years in a trunk. It is an old trick of mankind to hide away money so securely that its whereabouts are forgotten and only some lucky accident brings it to light again. No doubt money thus hidden in every community and never found amounts to an impressive sum.—Toronto Globe.

YOUR MORNING SMILE

The lading was visiting the aquarium. "Can you tell me whether I could get a live shark here?" she asked an attendant. "A live shark? What could you do with a live shark?" "A neighbor's cat has been eating my goldfish and I want to teach him a lesson."—Toronto Mail and Empire.

SAVE THE SURFACE

"Save the surface and you save all," they tell us. So when we read that co-eds of the University of Wisconsin use enough lipstick each year to paint four barns, all we can say is that perhaps it is the more important surface that is receiving attention. Barns may be important to house horses and cattle and machinery and potatoes. But just think of all the romance there is wrapped up in a pair of girl's lips!

And without that romance there probably wouldn't be any use for the cattle and the potatoes before long. Perhaps even the farmers will agree to that.

By all means save both surfaces. —Sault Ste. Marie Star.

FIFTEEN TONS OF FREIGHT

We shouldn't have been out that late but as the Post Office clock tolled two in the morning we stepped off the curb on Ontario street and deferred crossing until a huge motor truck with a trailer lumbered by and rolled to a stop a few rods up the street. The two-bodied thing was so big that even in the darkness it seemed to cast a shadow. On inquiring we found that the truck carried a load of ten tons and the trailer five tons—fifteen tons in all.—Stratford Beacon-Herald.

AUTOMOBILES AND LIONS

The newspaper makeup editor—the harassed functionary who stands beneath a mercury lamp and tells a tolling printer to insert this story here and that story there—sometimes by putting two contrasting stories side by side, he can point a moral more deftly than the most eloquent of scribes.

An example of this appeared in an eastern contemporary a few days ago. There was a little story from France, telling how lions which had escaped from some zoo or circus had waylaid and eaten two honest Frenchmen. And the adjoining story, of equal length and prominence, was one of the very familiar traffic stories telling how two Americans were killed by an automobile.

And the makeup man, it seems to us, did well to put those two stories side by side. We get a shudder out of thinking of ravenous lions roaming through a civilized country.

side—and then we are reminded that our own automobiles shuttling along the highways, are more of a menace to human life than all the beasts of Africa.—Victoria Times.

THE MAN WHO LAUGHS

In Dedham, Massachusetts, a certain gentleman went to a movie comedy. As the comedy unfolded he chuckled to himself and then gave way to unrestrained laughter. The infection spread and soon the whole audience was convulsed. The laughter multiplied itself, the whole audience being in sympathy and laughter shared multiplies itself. The comedy itself, together with the hearty laughter of this one particular man, combined to generate such a mood in the audience that it laughed till the tears came.

Then the lights came on and the audience craned its neck to see who it was that had led the merry hour. Suddenly abashed the man in question realized he was the attraction of all eyes and searched about for a hasty exit. But while he paused seeking the quickest way out, he was tapped on the shoulder and an envelope placed in his hand. It contained two free passes "Good for life, and please come often." What a world it would be if some of us could now and again laugh like that.—Halifax Chronicle.

A PLEA FOR THE HORSES

With the coming of the first snow of the winter, it is not inopportune to call the attention of all firms who use horses for transportation purposes to the necessity of seeing that their animals are all properly shod for winter weather. Every year witnesses its toll of sad accidents to horses, due to the fact that they have not been fittingly equipped to meet the slippery conditions of the streets. Especially on our hilly thoroughfares does the necessity for winter shoeing make itself doubly manifest. To expect horses wearing shoes designed for summer conditions to tackle stiff gradients covered with slippery snow and ice is not only unreasonable; it is an offense against humane principles which nothing can excuse.—Montreal Star.

A COMMON HERITAGE

If additional proof were needed of the fact that so far the common cold has eluded all the efforts of science to eradicate it from humanity, news comes from an eminent American doctor that the United States' winter sneezing bill amounts to one hundred million dollars. Ours cannot be very much less, if, in proportion to our population.

Dr. Lloyd Arnold, of the University of Illinois, who makes this estimate, says that amount is spent on treatment for colds between now and spring, and adds other effects of the common cold as follows: Eighty thousand more deaths between October and April, the majority associated with common colds and their complications; two million wage-earners in industry, stores and offices sick for at least eight days, due to common colds and the sinus infections, sore throat, influenza, and pneumonia that follow or begin as colds; and children losing time at school.

If this does not make people stop and think—and sneeze—then the public is impervious to warning. We have cold troubles of our own here, and this year they seem to be unnecessarily numerous. To keep dry-shod, stay out of draughts, and treat a temperature immediately, are but the dictates of routine common-sense.—Montreal Star.

THE EMPIRE

JAPANESE PENETRATION

We do not wish to appear too pessimistic, but the attitude of the Japanese Military power, since the formation of the puppet State under Emperor Pu Yi, inclines us to the view that Japan would not rest contented unless and until North China is made part and parcel of Manchukuo. Geographically speaking, North China is necessary to Manchukuo, but the Japanese claim that without financial assistance from her, the vast resources of North China would remain undeveloped, and that it is only for this reason that Japan is so anxious to separate North China from Nanking. This may or may not be the true objective, but one thing is certain, that Japan has so far shown no sincerity in her avowed policy to help China along to a stable government. Under one pretext or the other, Japan may west North China from Nanking, and whether the achievement of her object would bring any profit to herself is a problem well worth the study.—Hong Kong Press.

A Noteworthy Idea



Industrial arts students at the Washington State College, Pullman, Wash., aides of Santa Claus during the pre-Christmas rush. They are pictured in their workshop repairing and repainting old and broken toys for Christmas distribution. They helped to brighten lives of the poor children in their section of the state by work like this for the past three years.

No Nails Used

PERTH, West Aust.—An amending act to the traffic control legislation in this state has been subject of debate, and the proposals brought forward by the government have found more than usual support from the opposition, thus expressing a recognition that reforms were overdue.

E. H. Angelo, in the legislative council spoke on the amending act and showed from official figures how motor traffic had simply drifted from control, and pedestrian safety was a matter of only casual regard in many parts of the state and in the city of Perth in particular. Mr. Angelo's statement disclosed that traffic fatalities had increased from 42 to 69 a year since 1927 and injuries had increased in the same period from 320 to 971. The accidents rose from 2,310 to 3,123.

Would Reduce All Accidents

New York Safety Council Is Organized As Toll Mounts

NEW YORK — New York has a safety council whose aim is to reduce accidents in the streets, in the homes and in industry by 50 to 80 per cent. It was organized at a meeting of city officials and men and women leaders called together by Arthur Williams, president of the American Museum of Safety.

A letter was read from Mayor Fiorello H. LaGuardia pledging the support of the fusion administration. Similar offers of air came from Police Commissioner Lewis J. Valentine, and Walter Miller, Jr. secretary of the board of education.

Mr. Williams said that accidents here last year took a toll of 3,256 lives and resulted in a financial loss of about \$100,000,000. Indicating that the home may be as great a hazard as the street, Mr. Williams cited a total of 1,071 fatalities resulting in home accidents, as compared with 1,098 on the streets. Accidents in industry brought 616 fatalities and in recreation and sports the total came to 471.

"During the last 25 years," Mr. Williams continued, "organized effort in industry has reduced all accidents 54 per cent. During the same period railroad fatalities have been reduced 60 per cent. and injuries 80 per cent."

Autos Banned

Bermuda More Wary Since First Fatality in Its History

Hamilton, Bermuda.—Grown more wary since this colony had the first automobile fatality in its history on September 3, legislators are now more determined than ever to keep Bermuda a "motorless paradise."

When the war department requested that military authorities be permitted to use motor lorries for transportation purposes, the House of Assembly turned thumbs down with the same firmness it refused the governor permission to have an automobile for official use.

S. S. Toddings, one of the members taking part in the brief discussion which the war department's request occasioned, told the House he had just returned from a visit to the United States where he had "anything but a pleasant time" due to the number of cars.

He added criticism of the trade development board for advertising Bermuda as a motorless Eden, which he said it was not. The only motor vehicles in the colony, though, are a very few operated by the Department of Public Works to keep the roads in good condition.

Reclamation Of Drought Areas

Ottawa.—Extension of the present program for the reclamation of dried out areas in the Prairie Provinces may be undertaken by the Dominion Government. Western representatives attending the Dominion-Provincial conference were interested in the federal government's policy on the matter but the question was not discussed in the agriculture sub-conference.

Hon. James Gardiner, federal minister of agriculture, intends to have a meeting later on with the ministers of agriculture for Manitoba, Saskatchewan and Alberta, to discuss the matter. As these ministers did not attend the conference the drought problem was left over for the other meeting.

Last session an act was passed appropriating \$750,000 for reclamation of drought-stricken areas and the inauguration of measures to prevent future suffering from drought. The act provides for a five-year program and for the next four years the annual expenditure is to be \$1,000,000.

A large committee of technical experts, farmers, business men, representatives of the federal and provincial governments was set up to direct the program.

It is understood the western provinces were informed the Dominion is prepared to consider an enlargement of the program on the basis of the present set-up.

The agriculture sub-conference considered the Farmers' Creditors Arrangement Act but made no recommendation concerning it. Some provinces were opposed to the act, some favored and wish it retained.

Earlier in its deliberations the group decided in favor of a revision of government grants to fall farms. These grants are now made by both Dominion and Provincial governments under different conditions. It is proposed to set up a committee to draft a uniform policy and standardize the methods of making grants to farms all across the country.

Trans-Canada Route Backed

Ottawa — Rapid constructions of the long-dreamed highway extending from Halifax to Vancouver, the Trans-Canada route, was envisioned in a committee report to the Dominion-Provincial conference.

The Dominion agreed to contribute 50 per cent. of a province's cost of constructing the highway and the same proportion of feeder roads. Eliminating of dangerous railway crossings also was recommended.

The report read as follows: Following a lengthy discussion, on the general subject of highways, with a view to further increasing tourist traffic in all parts of the Dominion and as a useful and profitable means of increasing employment, providing revenue producing public works and stimulating business, it was resolved that contributions of the Dominion government for highway construction be on the basis of 50 per cent. of future provincial expenditures for construction of the Trans-Canada highway to a standard designated by each province and approved by the Dominion government, and of such other highways as may be designated by the provincial governments and approved by the Dominion government as being for the general benefit of the development of Canada.

It was also resolved to make a suitable recommendation to the Dominion government with a view to the earliest possible elimination of all existing level crossings in all parts of the Dominion.

Thank God there is one door that opens to the touch of the humblest and poorest of God's children, and that door is the door of the Christian Church. — Jefferson.

New Hermone Speeds Growth

Found By Botanist — Two Crops Per Year Seen As Possibility

IOWA CITY, Iowa — The possibility of speeding up plant growth in cold regions and extending plant roots in arid regions to obtain more moisture, was seen recently by Professor Walter F. Loehwing, University of Iowa botanist.

He announced experiments with a new laboratory-produced plant hormone led him to believe "a century plant may be turned into a perennial flower bearer."

By treating plants with a salve in which this activating substance was suspended, Loehwing forced them to grow in circles, produced roots from a lily blossom, shortened the growth and bearing periods, and developed stronger plants.

He envisioned wide commercial possibilities in the new substance. He declared it may be used in making commercial fertilizer a better product. It is the substance in barnyard manure, he declared, which makes it a better fertilizer than commercial fertilizer.

He said it may be possible to speed up plant growth in moderate climates so two crops can be harvested where one was harvested before.

The hormone, called "hextraoxin," is produced here synthetically by Lyle C. Bauguess in the university chemical laboratories. Loehwing said a vital of the substance no bigger than his index finger contains more growth hormones than can be produced by a square mile of plant vegetation.

Dr. Bauguess, he said, is the first chemist to produce hextraoxin in quantity.

Women Favor Merit System

League Of Voters Also To Ask For Neutrality Legislation

WASHINGTON — Merit system in public service appointments, a better food and drug law, and neutrality legislation aimed to keep the United States out of war, will be "the big three" in the 1936 federal legislative program of the National League of Women Voters.

The league will seek in the coming congressional session, according to announcement by Miss Marguerite M. Wells, president, extension of the merit system throughout the federal service, to include all postmasters and others in emergency and newly-created agencies under civil service. League members believe, Miss Wells said, that legislation to establish the merit system and eliminate spoils practices must be passed if standards of public service are to be raised and waste and inefficiency eradicated.

"In urging some form of neutrality legislation, Miss Wells said, 'the league membership will be guided by a study now being made of various neutrality proposals. Foremost, it is anxious to support a neutrality measure designed specifically to keep the United States out of war but which definitely will not obstruct peace efforts of other nations.'

Out of Control

Pedestrian Safety Is Only Casual Matter, Says Australian

BOOTLE, Eng.—Making nailless boxes, a new industry in Britain, has been started here, and as a result several hundred workers are to be employed. The packing case is an Australian invention, patented in more than 30 countries.

Apart from an experimental works in the Netherlands, which will cater solely for the Netherlands trade, this Bootle factory is said to be the first one of its kind in the world.

Each complete manufacturing unit for the production of these boxes costs £10,000. Each machine turns out 12 boxes a minute, compared with one box every two minutes from a plant which produces nailed boxes.

Nails are rendered necessary by having the hoop-iron which encircles the box punched in such a way that spikes are driven into the wood.

'Softness' a Growing American Tendency

'Too Much Femininity in the Saddle' Declares College Professor.

SYRACUSE, N. Y. — A revolt against women was urged last week by Dr. Charles R. Clure, Hartwick College English professor in an address before the state association of district school superintendents.

"There is too much femininity in the saddle," said Prof. Clure in decrying the "softness" and "namby-pamby sentiment," which he said, is a growing American tendency.

Dr. Clure disclaimed any hostility toward women or a disregard for the element of courtesy, but, he said, "living grows softer. Let us beware lest the fibre of our national character soften also."

Saying he was not condemning women, the speaker asserted he did condemn the principle that puts small things first.

"Only a squeaking Manikin can comply with the collective demands of the collective feminine voice of society," he said.

More masculinity in the educational setup was urged by Dr. Clure, who said he still saw virtue in the hickory stick.

"Canning" Blood

For Transfusions — Can Be Shipped Thousands Of Miles

Chicago. — Perfection of a technique for "canning" human blood for long range transfusions was reported recently in the journal of the American Medical Association.

The blood was "canned" in South America and shipped as far as Italy and France for successful transfusions, the Buenos Aires correspondent of the Journal said.

As much as 27 days elapsed between the "canning" and the transfusion, the correspondent said, and the average time was 7.6 days. A total of 395 such transfusions were performed in two years by Dr. R. Plazzo and Dr. J. Tenconi, of the Hospital Italiano of Buenos Aires, the Journal was advised.

The technique was described as follows: While the blood is being taken from the donor, it is automatically mixed with sodium citrate. The red corpuscles are divided from the liquid part of the blood by centrifugal force.

The corpuscles are "canned" by mixing them with a solution of sodium citrate and sugar or dextrose. The liquid blood is kept by itself. Both are placed in refrigerators at one to three degrees centigrade.

Cultures are made to exclude bacteria, and the type of blood is determined to simplify the transfusion when that stage is reached. Then before the transfusion, the blood is passed through a silk filter to restore it to its original condition.

Hay Market Report

There is an abundance of hay, straw and other feeds in most areas of Canada this year due to a very favourable production season. The supply of market hay is so great generally that shipments are few at the present time, there being lots of local supply to meet the needs for the time being or even the larger cities and towns, which ordinarily are supplied in part with market hay from distant points. Only a small export demand is expected as large hay and other fodder crops are reported in the United States and Great Britain. Nevertheless, export shipments to the United States from border localities should benefit after January 1, 1936, from the reduction in the American import tariff recently announced. The new import duty into the United States will be \$3.00 per ton as against \$5.00, an advantage of \$2.00 per ton.

Lady Tweedsmuir Commends Canada's Women's Institutes

If one thing more than the other warms the heart of the wife of our new Governor-General to the women of Canada it is the fact that from them, through the medium of Mrs. Alfred Watt (who was afterward honored by the King with the Order of the British Empire), came the Women's Institutes, which, for the past twenty years, have meant so much in the life of the women of rural England. This became evident when, during the Vice-regal visit to Toronto, a small group of Women's Institute members found themselves, by a happy chance, in quiet conversation with her Excellency. The first thing they noticed was the emblem of that great organization pinned to her dress, and quickly recognizable because it is so very like their own Women's Institute pin.

In a few minutes the group engaged in earnest conversation concerning the Institutes in England and here, and thrilled to learn that her Excellency had been active in the work of the Oxfordshire Federation, and is already keenly interested in the mother society in Canada. With increasing pleasure in their common enthusiasm, the Ontario women discovered that the organ of the Institutes in England bears the same name as their own, "For Home and Country"; that the movement was founded on the same aims and ideals, and that, to a considerable extent, the same problems confront it. There was the link of laughter too, over the people who are so shy in meeting, but so talkative when it is over, forming themselves into voluble, if unofficial, "street committees" to comment and discuss. The Canadian members were inclined to think their English sisters more shy than they, after nearly twice as long an experience on the forum offered by the Institutes, few here are afraid to "speak out in meeting."

Miss Spencer-Smith, her Excellency's young attendant, is also an ardent Institute member, and was most interested in the exchange of ideas concerning the work of the organization.

In a few short moments a strong bond of comradeship had formed between the new occupants of Rideau Hall and the women from our Ontario farms. The face of the First Lady of the Land was alight with interest, and all around the circle as they sat at tea the light kindled in other eyes in warm response.

It all seemed such a happy augury for a regime of work and enthusiasm shared by the women of our Canadian town and country communities and the woman who has come to occupy a Vice-regal position, but who brings to it that intelligent sympathy with their interests which makes their problems her own. — Toronto Globe.

More Care Needed

During the past few days several lives have been snuffed out permanently in accidents involving automobiles and railway trains. For some inexplicable reason, there appears to be a type of driver who, with reckless abandon and no care for his passengers, will endeavor to beat a train to a crossing every time he is given the opportunity. Common sense should be one of the first requisites of all drivers and yet this quality is noticeably lacking among motorists with respect to railway crossings. The railway companies, in an effort to avoid accidents, have caused warning signals of various types to be erected at nearly all main crossings; train crews are warned to be constantly on the alert against possible accidents, and yet people get killed with exceeding regularity. It is about time that Ontario adopted a law similar to that of Quebec province, compelling all motorists to come to a full stop at all railway crossings. It seems absurd that laws are necessary to compel people to look after their own safety, but such is the case, and accidents will no doubt occur until such legislation is passed and rigidly enforced. — Exchange.

Streamlined

Albany, N.Y. — Down to a streamlined 150 after whittling off 25 pounds, Rose Freistater, New York City school teacher, told the State Education Department last week that she is qualified for a teaching permit.

She was denied a license by the City Board of Education last spring because she scaled more than 189 pounds. The board gave her six months to get under the limit.

By diet, tennis, horseback riding and massages, she determined teacher carried on her anti-fat campaign. This is what she eats:

For breakfast: Fruit, one egg, three strips bacon, half slice of bread, coffee with sugar and cream.

For lunch: Fruit, vegetable salad, one slice bread and butter or cake, coffee and cream, but no sugar.

For dinner: Two vegetables, meat, coffee with cream and sugar, cake or fruit, but not more than one-quarter of a potato.