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Drowning Kills More Than Cars, Trucks, Is Claim

Industrial Accident Prevention Association Launch Safety Drive

1,089 Drowned Last Year

TORONTO. — With all Ontario turning lakeward for its holidays, the Industrial Accident Prevention Associations have launched an intensive educational campaign to cut down the number of drowning fatalities which every year bring tragedy into scores of Ontario homes. "Drowning claims more lives in Canada every year than automobile accidents," declared R. B. Morley, general manager of the Industrial Accident Prevention Associations, who is directing the safety campaign.

"During the past ten years, there has been an average of one drowning a day in Ontario. This terrible toll must be reduced. Too many families in Ontario are plunged into mourning when they should still be wearing gay, summer clothes and having a healthful holiday at the lake."

The campaign is endorsed by H. R. Gillard, president of the Canadian Amateur Swimming Association, who points out that 1089 persons were drowned in Canada last year.

As part of their safety drive, the Industrial Accident Prevention Association are blanketing the province with thousands of circulars and posters, showing in a clear, graphic way, how to revive a person who has been pulled out of the water in an unconscious condition.

This method of artificial respiration, known as the "prone pressure method", can also be used in cases of electrical shock and gas asphyxiation. It is the one recommended by the Ontario Hydro-Electric Power Commission and the Electrical Employers' Association.

The Industrial Accident Prevention Associations urge all citizens to put up these posters in their summer cottages so that the important information on resuscitation will be readily available, if it should be suddenly needed to save some precious life. Copies of the poster may be obtained, free of charge, by applying to the I.A.P.A. office, 600 Bay St., Toronto.

Each vital step in restoring normal breathing is carefully explained. "Quickly remove victim from water and place on ground or other hard surface. If possible have head slightly lower than the rest of the body so that water and other liquids will drain away from the victim."

"As soon as possible, feel with your fingers in the patient's throat and remove any foreign body such as tobacco and false teeth. If the mouth is tight shut, pay no more attention to it until later."

"Do not stop to loosen the patient's clothing, but immediately begin actual resuscitation. Every moment of delay is serious," the circular warns.

Full instructions are given on how to restore breathing by applying rhythmic pressure to the back of the unconscious person, who is stretched out, face-down, in a horizontal position.

"The ordinary and general tests for death should not be accepted," the circular states. "Any doctor should make several very careful and final examinations and be sure that specific evidence of death is present before pronouncing the patient dead."

"Continue artificial respiration without interruption until natural breathing is restored (if necessary, four hours or longer) or until a physician declares the patient dead. "As soon as this artificial respiration has been started, and while it is being continued, an assistant should loosen any tight clothing about the patient's neck, chest or waist. Keep the patient warm. Do not give any liquids whatever by mouth until the patient is fully conscious," the circular continues.

Warning is given against moving the patient unnecessarily. "Should it be necessary, due to extreme weather conditions or other reason, to move the patient before he is breathing normally, resuscitation should be carried on during the time that he is being moved," the circular adds.

14 Feet of Caterpillars
The Massachusetts State ornithologist said once in our presence that each young fledgling in a robin's nest consumed every day in bugs, worms and other food, the equivalent to 14 feet of caterpillars. This means, for a man, about the same thing as eating 67 feet of Bologna sausage every 24 hours. One sees by this something of what it means to kill a robin.

Any Time is Tea Time "SALADA" TEA

Children Hate Cothes That Are Conspicuous Or Odd

Old Things Don't Matter So Long as They Are Comfortable and Follow Accepted Style.

Children have an uncanny sense, or sensitiveness, about clothes. You can do more harm to a child by making him wear the wrong things than you can compensate for in a lifetime.

He does not crave finery or the latest style. Almost the opposite. He is even complacent in tears and patches of clothes that are too small.

His two vulnerable points are conspicuous and unusual clothes, or having things noticeably too large for him.

He likes to be one of a crowd. If all the children wear sweaters, he will feel first rate in a sweater. He won't want it down to his knees and finger nails and he won't suffer if it gets old or even ragged.

If he wears it day in and out, it won't bother him much. He is pretty well satisfied to bear the brunt of his own usage.

Patch those elbows with a too contrasting shade and he won't want to put it on. Patch it or darn it with something he considers right, and he will be utterly unconcerned.

Children are funny. They like to be in the swim. Sometimes this urge is stronger than the one to be inconspicuous. They like to follow fads. If there is a rash of red tams, for instance, a girl will rummage for a family cast-off and wear it even though it is sizes too big.

As a rule they hate to wear clothes not bought or made for them. That first day or two of explaining the source is just too much. In this day of fat purses it is almost compulsory to dress the youngsters as best we may and the box from Aunt Sue is about the most welcome sight on earth.


But children dread those boxes. If there is a snug little blue coat that fits—well, that isn't so bad. But let it be gawky, though trimmed in sable and lined with satin, and watch the next hair edge away to the door.

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Quaint Custom Still Prevails

Flowers Provided for Judges During Summer Months At Old Bailey

LONDON. — Justice Charles, a bachelor, referring to the fact that on the jury in a case at the Old Bailey, were two women, said: "I have only one bouquet, and I think that one of them should have it. I must not encourage gambling, of course, but I suppose they will have to toss for it." His Lordship, looking towards the woman jurors, smilingly added: "You must arrange it between you." The younger jurymen waived her right to the bouquet. Flowers are provided for the judges from May 1 to September 1, the custom dating from the time when cells and courts were so unsanitary, flowers were furnished as a protection against the evil smell.

Salt On Roads Keeps Moving

Mends Bad Spots. Scientists Explain Why It Assures Good Hard Surface

ITHACA, N.Y.—Common salt, used in surfacing automobile roads of clay-sand-gravel mixture converts its grains into countless robots who labor incessantly road repairs. The discovery of this surprising way in which the salt particles move up and down in the road to keep it moist, smooth, tough and dense was made public at Cornell University today during the celebration of the semi-centennial of Sigma Xi, Honorary Scientific Society. The salt particles convert a mass of clay, sand and gravel into a surface as hard as macadam. How they accomplish this was a mystery until their workings were studied in the laboratory of Dr. H. Ries, professor



TAKE HOME WRIGLEY'S P.K. CHEWING GUM WRIGLEY'S P.K. CHEWING GUM WRIGLEY'S P.K. CHEWING GUM
SWEETENS THE BREATH

Choice of Shoes Vital to Babies

Child's First Walking Footwear Must Be Carefully Chosen

Baby's first shoe is important only as a souvenir, but his first walking shoe is a momentous matter that may have far-reaching, harmful results if it is not properly selected. Children's shoes have reached a stage of development now where there is little excuse for any child reaching school age without naturally perfect feet.

Only one of 26 bones in the foot structure is properly developed at birth. The rest do not develop completely until the age of 20. This is the reason proper care in babyhood shoes for your child. Far better to portance for foot health in later and childhood is of the utmost importance. It never pays to buy too cheap, skimp on the material of his clothes than upon the shape, style, quality and fitting of good shoes.

Many of the foot defects suffered by children of school age could have been avoided by proper care in their babyhood.

The very soft shoes that are ideal for the small baby just learning to stand are not correct for the walking stage. A firmer shoe is required for this period, with a sole sufficiently heavy to protect the foot as well as very flexible that the undeveloped muscles can bend it.

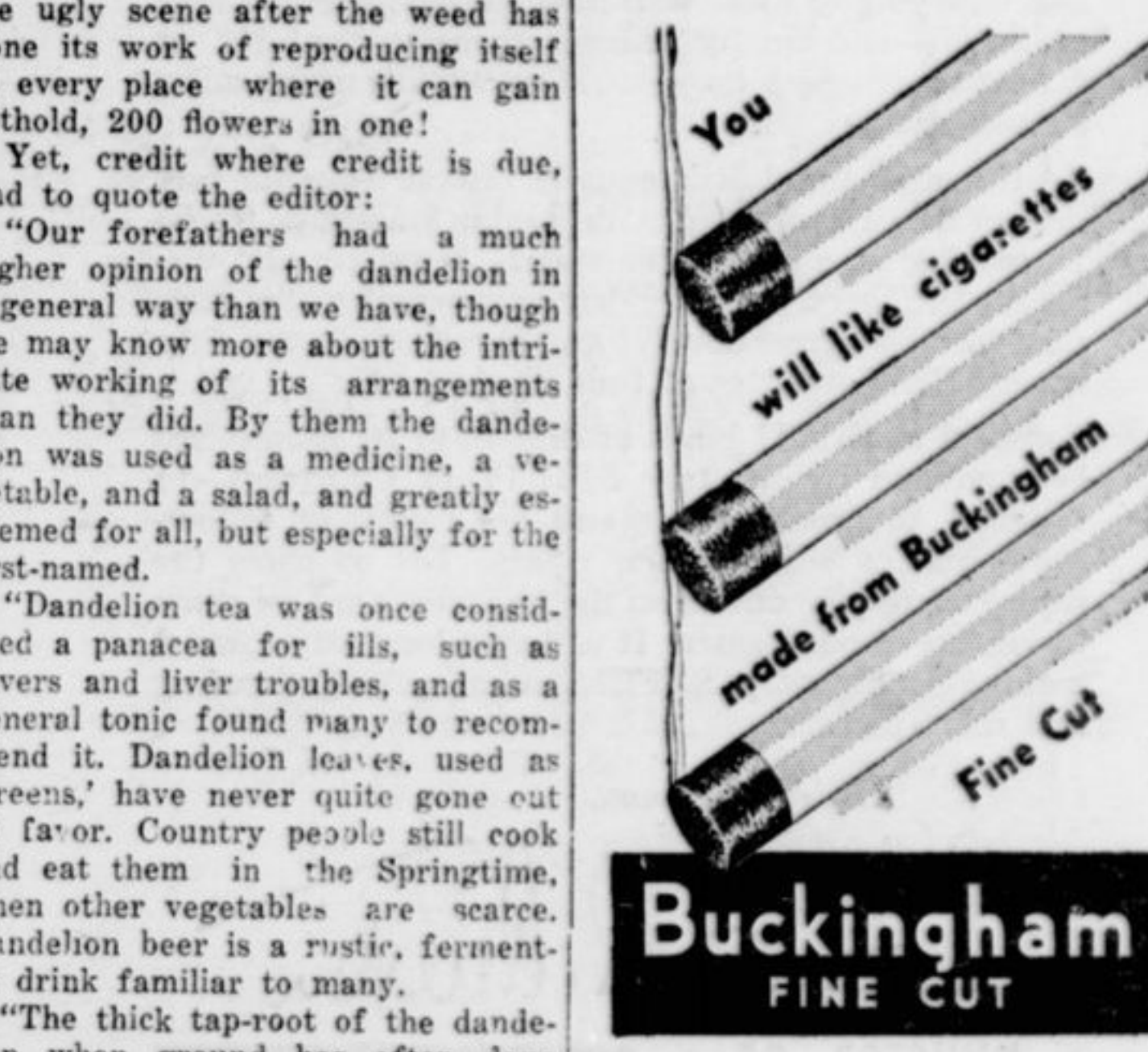
Dandelion Uses Cover Wide Range

MONTREAL. — The virtues of the dandelion are extolled by an editor in The Gazette. He is silent on the subject of the good green grass which the dandelion kills out and on the ugly scene after the weed has done its work of reproducing itself in every place where it can gain foothold, 200 flowers in one!

Yet, credit where credit is due, and to quote the editor: "Our forefathers had a much higher opinion of the dandelion in a general way than we have, though we may know more about the intricate working of its arrangements than they did. By them the dandelion was used as a medicine, a vegetable, and a salad, and greatly esteemed for all, but especially for the first-named."

"Dandelion tea was once considered a panacea for ills, such as fevers and liver troubles, and as a general tonic found many to recommend it. Dandelion leaves, used as 'greens,' have never quite gone out of favor. Country people still cook and eat them in the Springtime, when other vegetables are scarce. Dandelion beer is a rustic, fermented drink familiar to many.

"The thick tap-root of the dandelion when ground has often done duty for 'coffee' making, and if washed whole and then ground it is said to be almost indistinguishable from the genuine article. In fact, so many are the uses of the dandelion that the story is told that once, when Minorca was suffering from famine through the depredations of locusts the inhabitants were able to eke out an existence for a time by the aid of the dandelion plants that abounded on the island."



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KNITTED BLOUSE AND SKIRT PATTERN 1236

Airy, cool and practical—this two-piece knit. The blouse, perky with Gibson Girl sleeves, is done in a quickly learned lace stitch in string. Skirt is plain knitting. Pattern 1236 contains directions for making this blouse and a plain knitted skirt in sizes 16-18 and 38-40 (all given in one pattern); illustrations of blouse and all stitches used; materials needed.

Send 20 cents in stamps or coin (coin preferred) for this pattern to Needlecraft Dept., Wilson Publishing Co., 73 West Adelaide St., Toronto. Write plainly PATTERN NUMBER, your NAME and ADDRESS.

Indirect Help

G.B.S. Sends No Money But His Letter Is Sold for \$50

BIRMINGHAM, Eng. — Although he put up no money, George Bernard Shaw has nevertheless contributed to the restoration of an ancient manor house here.

Replying to a letter asking his contribution to the work, Shaw said: "Better sell the whole place to America. I have no influence in Birmingham. There are thousands of leading citizens who can afford the needed money better than I. Besides, if Birmingham does not want the castle, I should not intervene."

Shaw's letter was auctioned for about \$50, which the sponsors turned to the restoration fund.

"There Was a Little Girl"

There was a little girl, who had a little curl Right in the middle of her forehead. And when she was good, she was very, very good, But when she was bad she was horrid.

She stood on her head, on her little trundle-bed, With nobody by for to hinder; She screamed and she squalled, she yelled and she howled, And drummed her little heels against the winder.

Her mother heard the noise, and thought it was the boy, Playing in the empty attic, She rushed upstairs, and caught her unawares, And spanked her, most emphatic.

—Henry Wadsworth Longfellow
Issue No. 27 — '36

Home Sweet Home

SOMERVILLE, N.J.—Be it ever so palatial, there's no place like home to Mrs. James H. R. Cromwell, the former Doris Duke, who inherited the vast tobacco fortune of her father, the late James B. Duke, and came to be known as the world's richest girl.

She may roan the earth, as she did after her marriage, tasting the fruits of wealth in foreign lands, but she always comes back to Somerville. Here she enjoys a 20-room house on a 2,300-acre estate with its 42 miles of improved roads, its woodland glens and a multitude of bass and trout, fearless of capture, frisk in the eight lakes and the winding streams.

Mrs. Cromwell was born on the estate, lived here most of her life, and has spent many week-ends here since her marriage and honeymoon. She has 11 servants, who occupy the third floor quarters. The big rustic stone stable is now the garage—it looks like an automobile show room, and its floor is covered with matting.

Improvements of recent years include a swimming pool, 60 by 120 feet with underwater lighting effects; an indoor tennis court and a lounge-room where movies are shown.

Two motorcycle policemen patrol the roads of the estate. Guards are always on duty at the entrances, and the grounds are strictly private.

Billboard Taxes Oust Sky-Writers

PARIS — Sky-writers do no sky-writing over Paris. Under city laws it costs 90 francs a month per square yard to plaster posters on billboards, walls or fences.

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