

VOICE of the PRESS

THE WORLD AT LARGE

CANADA THE EMPIRE

CANADA

No Picture Film

The writer of these notes has discovered a lack of enterprise in the Penetang district. There is no place where one may hire a big muskie with which to be photographed at a price of \$2, the picture to be sent back home for publication in the great home newspaper. They are more proficient, we are told, in Florida.—St. Catharines Standard.

Newspaper Advertising

Advertising, especially in newspapers, is important, Mr. F. C. Adsett, of Toronto told the joint convention of the Association of Municipal Utilities and the Ontario Municipal Electric Association. An assistant engineer in the employ of the Ontario Hydro Electric Power Commission Mr. Adsett said further: "Local newspapers invariably provide a profitable medium for telling consumers and prospective customers about the advantages of electrical services."

Likewise, a daily paper furnishes readers with information concerning many lines of business. It is an exceptionally good shopping guide. The highest percentage of advertising today is through the means of the newspaper. That proves business executives fully appreciate that this form of advertising pays rich dividends.—Windsor Star.

Her Privilege

New York heiress, who once planned to become a nurse, a night club singer and then a radio artist, has broken off her engagement with the son of a brigadier-general in order to marry a broker. That's what we like about modern girls. They fix their minds on one object and nothing can swerve 'em from it.—Windsor Star.

Holiday For Farmers

A new departure in the interests of farm help has been introduced this year by a prominent South Ontario farmer who this week gave all his farm help a week's holiday with pay. Only two men are left on the farm to do the routine duties. This move has been much appreciated by the farm hands concerned, and it is expected that they will return to their duties next week much refreshed from the few days holiday. The farm owner concerned believes that every farmer could adopt this practice if a policy of balanced farming were carried out. This means that crops should be so sown that there is a week's lull at the hottest part of the summer, and during this week there is no thing for the farm hand to do but take a holiday. With the farmers working according to schedule there would be no inconvenience involved in following this practice and the short holiday afforded the workers would result in improved work on their return.—Oshawa Times.

Fair Sex Reaching Out

For nearly a century and a half the wife of every U.S. President has been asked to present one of her full dress gowns to the Smithsonian Institute at Washington. The collections shows that the first ladies in that land are getting taller and the same thing is probably true of the fair sex generally. They are reaching out longitudinally as well as in every other direction.—Brandon Expositor.

Russian Gold

Mining for gold started in Russia more than a century before the Rand made men rich, but Russia's output was often exceeded by Canada's until the year 1934. Then a tremendous change took place. Soviet output soared. It passed Canada's, and, despite the general increase of gold production everywhere, due to a demand which made poorer ores valuable, is now close behind South Africa's.—Hamilton Spectator.

Picture Censorship

Ontario does not want to become the Boston of Canada. That city, once known as the "Athens of America," has become the laughing stock of the continent by banning from its precincts plays and books that intelligent people everywhere have applauded and enjoyed. And while we should not want sacrifices on our stage or in our moving picture houses, nor anything that offends against good taste or against convictions, neither should we want Anthony Comstock and their kind telling us what books we should read or what plays and pictures are good or bad for us.—Ottawa Journal.

Steel Arm Of The Law

Sir Malcolm Campbell's patent steel claw, intended to be fitted to

police patrol cars to assist in arresting runaway car bandits and others, is to have a thorough try-out by Hendon Police College experts. Its main idea is to solve the problem with which the police are now confronted of how to stop a runaway car without adopting the risky expedient of crashing into it at breakneck speed. Equipped with Sir Malcolm's patent, the police pursuers, on getting within six feet of their prey, can make the steel arm of the law shoot out and grip the bumper or some other part of the vehicle they are chasing, thus enabling them to bring it to a stop without a collision. Maybe the alert car bandits, however, might get the idea of countering the police claw by a sudden pull-up that would involve a smash to the police car. But whether or not the expert tests prove its utility for practical police work, I can see the latest version of the old Roman grapple having a brisk success on the films.—London Letter, in Ottawa Journal.

Indian Population

Figures recently released at Ottawa indicate change in the trend of Canada's Indian population, which was at one time distinctly on the down grade. They show the total Indian population for 1934 as 112,510 as compared with 104,894, ten years earlier. The rise is broadly attributable to the welfare program initiated and conducted by the Department of Indian Affairs.—Kingston Whig-Standard.

Current History

Boys and girls are not sport and movie addicts by inclination. They have an insatiable desire for knowledge; and in no better way can that desire be directed than by getting them interested in present-day history. The daily newspaper might well be included in the list of text books.—Owen Sound Times.

The Retort Obvious

Two rival dairies were engaged in an "advertising war." One of the companies hired a "dare-devil race driver" to drive a car around the town for 100 hours without sleep. The management decorated the car with large placards reading:

"THIS DAREDEVIL DRINKS OUR MILK"

The rival company came out with placards twice as large, reading:

"YOU DON'T HAVE TO BE A DAREDEVIL TO DRINK OUR MILK."

—The London Advertiser.

Away From Home

Now folks are born in a hospital, marry in a church and die in a car, so what do they want homes for?—Brandon Sun.

THE EMPIRE

Razors And Eggs

The variety in the loads now carried on long-distance air lines is indicated by lists which have been compiled recently of freight passing to and from along the Qantas Empire Airways sections of the England-Australia route between Brisbane and Singapore. One item was a diving-suit sent urgently to Darwin for use in pearl fishing. Yet another was an act of Parliament which was being forwarded to England for royal signature. Another was a consignment containing a number of models of theatrical scenery.

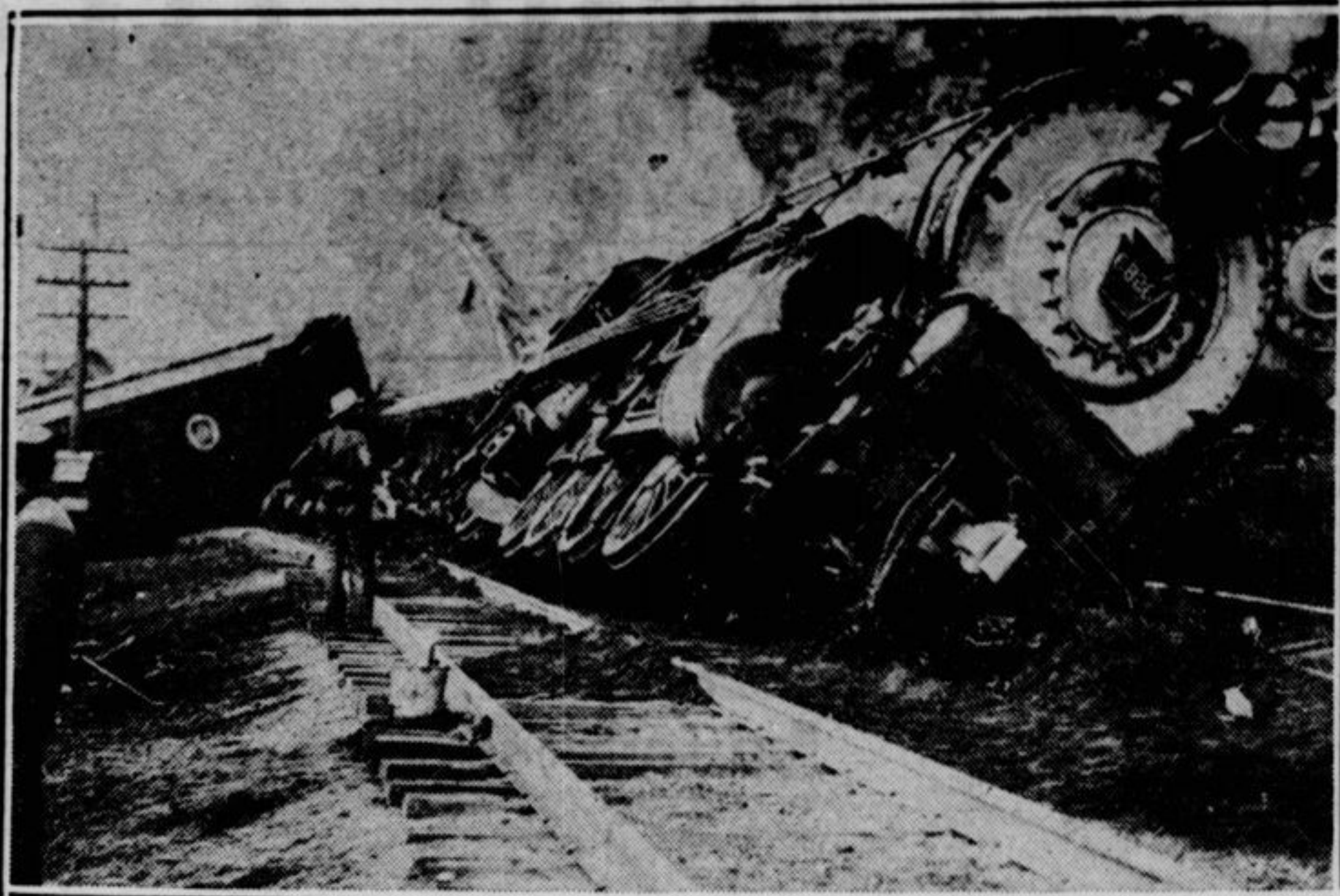
A summary of some other items yields the following list: Radium, electric razors, gas mantles, microscope parts, medicines, natural history specimens, shark skins and film. One interesting item, recently, was a setting of eggs which went right through from London to Sydney, being consigned to a poultry fancier in that city. —Imperial Airways Bulletin.

India's Defence

Not all Indians are enamored of the British connexion, but we doubt if one in ten thousand Indians wants that connexion to be replaced by the rule of Fascist Italy, or for that matter of any other power, Asiatic or European. The best safeguard against an invasion is not only a strong Britain but a well-armed India. We hope, in the words of our contemporary, that "the lesson of Abyssinia will be an eye-opener" to those who have hitherto, in the legislature, the press and elsewhere, consistently criticized as exorbitant the cost of maintaining the defence forces of the country.—The Statesman, Calcutta.

"When we have climbed a few rungs on the ladder of knowledge, we realize what pigmies we are."—Elinor Glyn.

Death Rides the Cab



The engineer and fireman of this huge Pennsylvania Railroad locomotive were killed when it and the 15 freight cars it was hauling left the rails at Vandergrift, Pa. The still smoking locomotive is pictured over on its side after the wreck. Cause of tragedy was undetermined.

British Designer Shows Peplum Suits With Back Fulness

Soft Dressmaker Types Supplement Classic Tailleurs for Day and Evening

LONDON — A British fashion creator: whose premises lie almost next door to the famous old church of St. George's in Hanover Square, is showing a collection which embraces all the types of suits and includes both plain and fur-trimmed tops.

Among the daytime suits, and distinct from the classic tailleurs, there is an interesting silhouette achieved by a fluted forward collar, a short jacket flat at front with a full back peplum and flat fronted skirt with moderate fulness at the rear. This movement is shown with beaver fronts, collar and pointed yoke at back, which incidentally illustrates another feature of the collection—that of building up the suit or coat with flat fur as an integral part of the design.

Constructional interest is another interesting point. There is a brown hairy surfaced woollen suit trimmed with brown Persian lamb which repeats its jacket cuts in the skirt and seems the latter in tunic effect, which shows this feature of workmanship particularly well.

The majority of winter coats are full-length ones, fitted in the bodice with moderate flare, frequently towed back, in the skirt section. Yokes, sleeve-tops, deep cuffs and convertible collars make use of Indian and Persian lamb and beaver. Some of these are combined with soft, tailored dresses in a lightweight version of the woollen coating.

For country wear there are tweed jacket suits and silk or wool skirts with big rough contrasting tweed tops. Dark brown over natural is a typical color scheme and here again full-length coats predominate, although an occasional seven-eighth one with slight back flare is used.

The featured colors in the daytime models are soft heather purple, greens and black. Yellow is liked for shirts and accessories. For town wear the woollens are monotonous with surface interest in the way of ribs, clubs and hairs, while colorful mixture tweeds are liked for the country group.

This designer has a nice idea for next winter's evening suits. He puts a severely tailored jacket and grand length skirt in heavy black satin with

In Montreal Harbor Post



J. A. Duchastel, who is to be assistant manager of the Port of Montreal.

a white pique blouse. The last is cut like a man's evening waistcoat at the back with an amusing contrast in the way of a front cut like flower petals which can be pulled out between the jacket lapels.

Will Pay for Overtime

NEW YORK—The United States Steel Corporation and its subsidiaries have announced a plan to compensate employes on a uniform basis for overtime work.

The agreement was reached, the corporation said in a statement, after consideration for a considerable period. The decision was arrived at following a conference with employe representatives, the announcement said.

Milk Income Rises in U. S.

\$28,000,000 Higher Than First Six Months of Last Year

NEW YORK—Cash income from milk brought American dairy farmers a total of \$633,000,000 in the first six months of 1936, the best return in five years, the milk industry foundation announced recently.

The figures were around \$28,000,000 ahead of the total income from milk in the same period last year, the report stated.

"Milk still remains the farmer's best source of income," the foundation report stated, "despite the gradual betterment in all farm prices. The 1936 improvement has been materially aided by the rising tide of consumer buying power in cities, where efficient milk distribution has created wider markets."

The foundation stated that while the drought in many dairy states has curtailed production, the higher prices now being paid for supplies will tend to prevent any decrease in dairy farm income compared with 1935 during the remainder of the year.

Fast Automobiles Hub of Romance

Young Couple Met About 2 Years Ago At An Automobile Reliability Test

LONDON — A couple who met through their mutual interest in driving fast automobiles were married recently at one of the most brilliant ceremonies of the London social season.

Allen Roger Phipps, 23-year-old son of the ex-Senator Phipps of Colorado, took as his bride Miss Doreen Evans, 23, daughter of Graham Evans, London architect.

After a honeymoon on the continent the couple will return to England in time for the Ulster Tourist Trophy Race on September 4. The Ulster trophy is the only automobile road race in England.

Nearly two years ago, while Phipps still was at Oxford, he met Miss Evans at an automobile reliability test, and it was there that their romance started. Late in September they will sail for the United States to make their home in Denver.

There were 50 guests at the wedding, including the automobile racing ace, Earl Howe. It was an all-white wedding with the bride wearing a white Roman gown cut along classic lines with a headress of lilies of the valley.

Clothes Aplenty Worn In Bolivia

Minister and Wife Tell Interesting Things About the Country

LONDON, Ont. — Bolivian curios have been shown here to interested audiences, brought by Rev. F.F. Bennett and his wife from their home near Lake Titicaca, in Bolivia.

They have lived for the past eight years at Oruro and La Paz, engaged in teaching. Mr. Bennett is a graduate in arts from McMaster University, Hamilton, and has just completed his first year in medicine at the University of Western Ontario here. He intends to return to Bolivia as a medical missionary. Mrs. Bennett is also a graduate of McMaster in education.

Their two small children displayed clothing worn by the native Aymara tribal men and women. The women, when attending fiestas wear 14 skirts, all of gay colors, and each weighing about seven pounds. Above these is worn a shawl, thrown over their heads in peasant style. On top of this, is a gray felt bowler-shaped hat, to keep the sun from the top of their heads.

Says Feminism Is Co-operation

French Speaker Urges Union of Men and Women in the Professional Fields

PARIS. — Woman's right to work is more important than her right to vote, Mme. Cecile Brunschwig, French Under Secretary of State for Education, told Congress of the International Federation of Business and Professional Women here recently.

"Feminism is not a struggle, but intelligent co-operation between the sexes," she said. "A wise policy is a union of men and women in the professional fields."

The Under Secretary's speech followed an address of welcome by Pierre Viot, French Foreign Under Secretary, who paid tribute to Premier Blum for including three women in his People's Front Government. Viot was the only male attending the Congress.

Miss Lena Mabeshin Phillips, President of the federation and a prominent New York attorney, outlined the aims of the organization in an address closing the session.

"The central purpose of this organization is to protect and to promote the economic and professional interest of business and professional women, and to secure united action by them," she said.

Feed My Birds

LONDON — It isn't popularly known, but sparrows in Victoria Embankment Gardens are heirs and heiresses. They are legatees of the late Mrs. Alexander Angus, wife of a New Jersey business man. She loved birds and used to feed them in the Embankment Gardens.

In Mrs. Angus' memory her husband has set up a trust fund providing a yearly reward for two hotel waiters who feed the birds every day during the months Mrs. Angus was accustomed to stay in London. They carry napkins filled with crumbs to fulfill the trust. This season's duties cease at the end of August.

Mrs. Angus came to London in 1919 to recuperate after a serious operation. She coaxed the birds to eat crumbs from her hand at her hotel window. Later she fed them from a deckchair in the gardens.

Duke and Duchess Decorate Home

Day Nursery Is Feature of Lovely Home in Buckinghamshire

LONDON—The Duke and Duchess of Kent have moved into their new home, The Coppins, at Iver, Buckinghamshire. Both have modern ideas in house planning and they have personally supervised the redecoration of the house.

Every window is dressed with modern printed calico. The walls have been stripped and modernized and against this severity the Duke and Duchess have used hand-printed chintz, boldly patterned and profusely colored.

Great care has been taken with Prince Edward's nursery suite, which is, however, unostentatious and un-garaged, since no one in this country would dare to kidnap the King's nephew. The day nursery is in blue, with curtains of plain blue chintz, quilted with white borders. Corners have been eliminated and the furniture and other equipment is cut down to an absolute minimum.

The walls are ornamented with designs calculated to attract the baby's attention and the windows are of the ultra-violet ray type.

Lightest Wood

Balsa is the lightest wood in the world. This remarkable tree is a native of Central America and the West Indies. The wood is about half the weight of cork, one-third the weight of white pine, and one-seventh the weight of hickory.

In spite of its lightness balsa is elastic and fairly strong. It is used for floats, rafts, as lifeboat fenders and for insulating purposes. Its extraordinary lightness is due to the thin-walled barrel-shaped cells, filled with air and almost devoid of wood fibre, of which balsa is composed. Before it can be of practical use, balsa has to be treated with a wood preservative, the chief ingredient of which is paraffin.

Balsa grows rapidly, trees attaining a height of 50 ft., with 12 inch diameter in four or five years. They bear enormous leaves, sometimes 2½ feet long.

Cape Dress



2998

Double use makes this cape dress very tempting, for the modest budget. You couldn't wear anything cooler.

You'll like it equally well for town or for vacation in the country or at the beach.

Take off the cape for active sports. It has free swinging armholes to help your tennis or golf. The neck is just right to keep you from too much sunburn.

A colorful cotton, a bright linen or white or pastel tub silk offers endless variety for this simple-to-sew model.

Style No. 2998 is designed for sizes 12, 14, 16, 18 and 20 years. Size 16 requires 2½ yards of 30-inch material for dress with ¾ yard of 35-inch material for the cape.

HOW TO ORDER PATTERNS Write your name and address plainly, giving number and size of pattern wanted. Enclose 15c in stamps or coin (coin preferred); wrap it carefully, and address your order to Wilson Pattern Service, 73 West Adelaide Street, Toronto.

G. B. S. Is "Too Busy To Die"

Now 80 Years Old; Says He's for Communism, But Slams Communism

MALVERN, Eng.—George Bernard Shaw, 80 years old recently and "too busy to die," said he would like to see Communist states in "all of Europe and America."

"I am a Communist," he observed spiritedly, "but I don't like the way they are running it in Spain."

"I read Karl Marx 14 years before Lenin died. If Lenin had read my works before he started, he would have saved himself many stupid mistakes."

Politics, the Irish wit and playwright declared, has gone into the shirt business. The symbols of various movements have hoisted the output of manufacturers of "black shirts, blue shirts, green shirts and red shirts."

He extended his rapid-fire observations to include critical comment of parliamentary methods.

"The trouble with Parliament," he said, and the United States Congress is that it takes them 30 years to do 20 minutes' work. Then when it becomes necessary to do 30 years work in 30 minutes—well, it becomes a very bloody business.

"That is what is happening in Spain today. But even the Communists in Spain have no more of a program than the Fascists—and that is no program at all. Neither have the Fascists in Italy."

Premier Mussolini, Shaw said, "makes unlimited quantities of noise, but where is he going so fast?"

"He is like an old-fashioned automobile—a wonderfully awesome thing to watch, and the explosions are thrilling, but it never took you where you wanted to go."

"Mankind is dreadfully stupid. The biggest thing we produce is trouble."

Overheating of The Animals on Farm

Danger Signals Not to Be Neglected on Hot Days

The vital processes of an animal body are of such a nature that they can only be carried on in a normal manner when a certain degree of temperature is being maintained. The source of body heat is the food that, as well as the tissues themselves, slowly combines with the oxygen of the air. The regulation of the temperature is largely brought about by the heat given off by the skin, the lungs and that carried away with heat given off by the skin, the body wastes.

The skin is the most important of all heat regulators in many animals, and to a large extent it does this by the formation of sweat. When this moisture evaporates it abstracts the heat from the surface. If the air is hot and moist, the evaporation of the sweat is retarded by the body. This is not particularly serious as long as the animal is at rest, but when the muscles are at work, more heat is produced and when a hot, humid atmosphere prevents its prompt removal, trouble is likely to be the result.

That is what happens when horses become overworked in the field, and when hogs are being handled or shipped during hot, humid weather. For that reason, horses should be worked cautiously during the hottest weather, be given plenty of water to induce sweat and plenty of resting periods in order to dispose of some of the surplus body heat.

Hogs should not be caused to exert themselves on such days and when they show signs of distress, they should be cooled off by means of a hose. Cessation of sweating in horses and rapid breathing of swine are the danger signals not to be neglected on hot days.

Death-Ray Lantern Gets the Insects

NEW YORK—Gnats, shad-flies, mosquitoes and other winged pests of summer will now lie down and die, and one of the major annoyances of hot weather will be done away with.

For there is a scientifically designed affair called a death-ray lantern, which screws into the electric light fixture, attracts buzzing insects, and then electrocutes them! Simple, isn't it? The old story of the candle and the moth, brought up to date. The death-ray lantern, gives out a particular light alluring to insects, and the wires surrounding it do the electrocuting. To humans, it has the effect and efficiency of an ordinary electric light. It has an attractive bronze finish. There is also a larger sized one, recommended for use in public places, such as country clubs.

One of either size would be a most delightful gift for your week-end hostess in the country, who is wondering how she is going to keep your visit free from the plague of insects.

Rule By Example Sure To

Mr. H. G. Wells' dream governed by scientists, the vision of Washington, D. C., notes the Hamilton The National Resources Commission recommended to the president take over part of the executive. It proposed a technical expert on national policy on all matters of drought relief, water utilization and transportation.

We see nothing in this proposal for which to determine policies, that is congress—well, that those policies were. It would defer to the experience of men who study of the situation, to determine whether their

In most forms of government a division between the administration and the administration. For instance, the City of New York is the executive body, the City Council is the legislative body. City Hall staff administration has no termination of policy, but often does influence it. The Board of Control of new plans, without first consulting the experts.

But that the experts at the general policies of a city as proposed at Washington were to call in the city of New York to him. "Tell us what you think should be done to what order these things should come. We will do as you say, but how speedily such a plan should be implemented, is a matter to be decided by a general check on the progress."

At present improvement is in a more or less manner. They are determined by politics. The citizens, in any case, are to be taken into account. But some of the more important to the welfare may be neglected, cause none exerts himself to create a demand for it. It is often placed before the public. The proposals of the National Resources Commission may be seen here in Washington, D. C., years, but the demand for it is not so great. But congress set policies before national elections into oppose suggestions.

"Humanity cries out for an assurance of peace, and find in peace opportunities and service as noble as any gone battlefields can show."

These words were uttered by Edward VIII in presenting to the Grenadiers, the Cold and the Scots Guards, at the Palace. Prior to the presentation Majesty's life had been endangered by the hurling of a revolver who, it is said, had tried to shoot himself frustrated by the police, writes the Ottawa Mail.

"Humanity cries out for peace. Message rings around the world—a clang with the armament, and terrorized by voices threatening and "propaganda."

The King's Appeal For World Peace

The voice of the King was above the tumult and the prelude of trumpets and it has the ears of the blatant and bloody war-mongers — "Humanity out for peace!" It was the voice of a young monarch who had sceptre of the widest and the best Empire this world has known. But that power is not used as an instrument of aggression by the King of the British peoples as the ardent sentiment of peace.

"With all my heart I hope I may that never again age and generation be called face-to-face stern and terrible. What effect will this appeal King have on the powerful lords of Germany, Italy and Japan? How will the common people of countries receive it? Will not the ambitions of those other than the spectacle of death and slaughter? Have the people the remotest desire to see their own blood or write an in an atmosphere of deadly gas?"

"Humanity cries out for peace. The King speaks not only for British people but for humanity embraces the met, women and men of all nations whose desire is to live out their little peace."