Year-Old Seeds Sprouted

ared Wheat - Say Man Planted Them Is In ague With the Devil

people for miles around England say that George iller is "in league with the . Muller lives at the little Ruan Minor, overooking

ared wheat from 5.000ries in the open air every that has no odor when

that can be eaten raw. t will stand 25 degrees of

ler is also an expert water iders and farmers in the lages of the Lizard are his ability to find hidden olies, not only with the and, but merely by look-

Simple Mysteries pondent writing in the day Express says: "I trato his tiny farm to find tion of some of these mys-Muller, stocky, ruddylast of a line of Dutch on the East Indies ceullar theories on farm-

S, los commone, that the important influence on things, and he does all two days before the

so-called mysteries of d to me, "are really so the people who have work since I came here can't believe them. e I have been growing ber and ten in Fiereb aring the war, farming

ere I learned water dint six months in the rt where my life for pended on water-and I with a stick, holding ted in their direction. y To Prove ie to Eritain, I wanted

believed that the world most of the ancient rming that kept the hat the earth should fith vegetable matter.

cal or animal matter. gotten How se of this seven-eared eld has forgotten how ne seeds were brought India and Egypt. five thousand years

with their age to fertilize the seed he the result. Every with seven cars." -

al Tomb

Old Town

rod is attributed an ry in the Netherapality of Breda in wited a woman wawaterways at Bre-

there were several ider the town and below the Princes' thern part of the also expressed the strance to the waa found inside the ads To Vant behind a wooden a large vanit in

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New Era in Canadian Broadcasting Giant Hornby Transmitter Last Word In Modernity

Tower 647 Feet High Is Hub of Station CBL's Broadcasting Equipment—Another Link In Magic Chain of "Canada Calling".

Thirty-five miles from Toronto, in the midst of a typical rural Ontario scene of pastoral beauty stands a giant instrument of modern service. Six hundred and forty-seven feet of structural steel pierce the clouds like a siender lead pencil, painted white and orange. This is the new Canadian Broadcasting Corporation transmitter known as CBL which began operation Christmas Day. By day. tower looms in skeleton form striking at the clouds, by night its aviation beacon cuts through the atmosphere to warn nocturnal birdmen. All around lie fields, red barns and haystacks and beyond, the million radio listeners whose sets will be tuned to this wonder instrument of the Twentieth Century.

Lines of Transmission

A small, compact building of modera construction in white concrete and glass brick, houses the actual ** transmitting equipment. The tower is 500 feet away. Between the two, runs the transmission line, carrying the power generated in the transmitter building to the tower, or radiator, The transmission lines are mounted three feet above the ground. They are encased in copper tubing, wrapped in aspest and supported at intervals of a few feet in such a way that it may expand or contract under the changng weather conditions. Beneath the found, radiating from the tower are nineteen miles of wire which can be described as the spokes of a wheel with the tower as its hub. Will Stand 120-Mile Gale

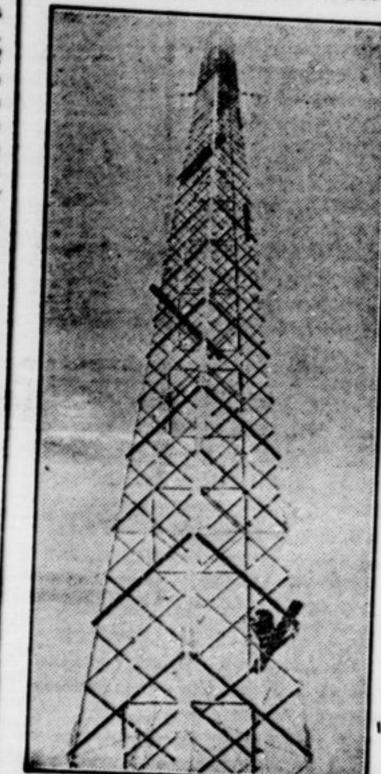
The tower stands upon a ten foot square concrete base but the construction is not as simple as it appears. At the base of the steel tower from the tower or antenna in the form is a steel plate, below this a porcelain of radio frequency energy. cup superimposed on a steel ball all resting on the saucer shaped top of the concrete base. This resembles a . ball and socket design. Running at right angles from the four corners of the ten foot square shaft, about three hundred feet from the ground are the four guys, one and three-eighth inch wire rope, specially designed and tested to hold the tower against a 120 mile sale. These guys are anchored in the ground 650 feet from their point of contact with the tower and they bear the extra weight of four insulae much weighing 200 pounds.

storic Vercheres, in Quebec, an 1 construction is under way. are the most powerful transin Canada, and each will also serve not only the province in which it is located but neighboring provincs and states as well.

An Intricate Network

But how does a program, originating the CBC studios at Toronto, get to er comedy, lectures, news and songs, | quarters of CBL.

Soars Upwards 647 Feet



Here's How CBL's New Transmitter Tower Looks From the Ground

all travel the same way over specially designed telephone wires to the transmitter building where they are electrically amplified and broadcast

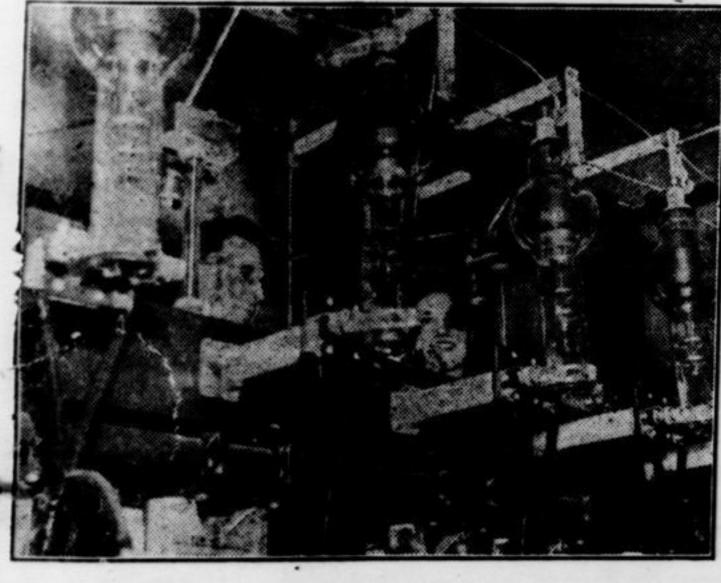
The transmitter is an intricate network of electric circuits with many miles of wire connecting its various units, but it is so compact that one technician can sit at a control console in the centre of the transmitter room, with an audience standing in the visitors' gallery, and control all operations by just pressing buttons with his fingertips.

Last Word in Modernity

Radio equipment is one of the marvels of the age. Canadians are soon to have an opportunity of seeing the last word in this form of modern communication. And before many more harvests are reaped from the pleasant farmlands surrounding Hornby, the Dominion will have added still other links to this magic chain, "Canada Calling," which has its imposing beginning in the two 50,000 watt stations, CBL and CBF, in Ontario and

Now that the transmitter has made he Hornby transmitter and into the its formal bow on the airwaves, visnes of the listeners? Music, drama | itors are welcome to the new head-

The Tubes Cost Nearly \$1,000 Apiece



Engineer Nichols Shows a Visitor Around the New Transmitter Station at Hornby, pointing out the extra-special rectifier tubes.

Trans-Canada Nearly Ready

West Early in 1938

Philip G. Johnson, vice-president in change of operations for Trans-Canada Airlines, last week said the western circuit of the Trans-Canada ute might be started earlier than finally expected. He refused, wever, to name any starting date. (Hon. C. D. Howe, minister of transport cently stated the western

> han Expected ur program to start ervice sometime in before erupting again.

1938," Mr. Johnson said. "The starting date depends on too many factors-how soon pilots complete their training period and how soon our equipment is ready-to make Johnston Sees Start on Air Service | predictions yet. But there is a good possibility that we will be able to start sooner than we expected."

In commenting on personnel Mr. Johnson said the airlines' policy has been to hire Canadian-born pilots in preference to British-born fliers. He also said only six United States experts were employed, none having permanent contracts.

"Old Faithful" geyser broke away operations by February from its 65-minute schedule on June 19, 1936, and spouted twice within 30 minutes. It then waited 92 minutes

Blind Witness "Saw" Murder

Is the Only Man Who Provided Clue to Slaying

A slaying "witnessed" only by a blind man gave Philadelphia police last week a new angle on crime. Detective John McEnroe said Frank Reynolds, 69, sightless former circus performer, related a tale of two men rushing silently into the Reynolds rooming house and shooting a man identified through fingerprints

as Samuel Goldstein, 41. Reynolds, who became blind 10 years ago, said he knew Goldstein as "Samuel Fuhrman" and that he "sometimes would drop in for a talk." Reynolds said he and Goldstein were sitting in the kitchen last night when the doorbell rang.

"He was going to answer for me but I told him I would go," the blind man said. "I turned the latch of the door and

whoever was on the steps pushed right in and another man followed ities, but his own is probably best re-Reynolds said he closed the door and was returning to the kitchen when he heard a shot. Then, he said

the pair elbowed him aside and fled from the house without saying a Detective McEnroe said the fingerprints of Goldstein identified him as a man with a record of arrests dat-

ing back to 1910.

The dock at Southampton, England is the largest in the world and is capable of berthing eight of the world's largest vessels at the same time.

CHAPLEAU

THESSALON WEBBWOOD

BRUCE MINES



vealed in the competent manner in

which he runs the show as master of

ceremonies. As a co-worker of Char-

lie McCarthy, he is perfectly willing

to submerge himself as straight man

Up-to-date Farm Comment

gest listening to Farm Comment,

broadcast every Monday, Tuesday,

Wednesday and Thursday from 12.45

to 1, noon, over CRCT. The com-

mentator, Norman Hogg, tells us that

eleven prizes, totalling to one ton of

feed, are offered to listeners for let-

Callino all

Ontario!

Toronto.

To our rural friends we might sug-

for a ventriloquist's dummy.

OF THE WEEK Six months as master of ceremonies | liscusses questions of general interest of the Chase and Sanborn Hour has to farmers and gives up-to-the-minute revealed Don Ameche as the "man of prices and quotations.

Around

The Dial

RADIO HEADLINERS

a thousand voices." He has the light touch necessary to an M.C. and he From CKCL comes news of a mamruns through the gallery of characmoth Christmas party to be held over ters in almost any dramatic library the air for the shut-ins. The broadwithout difficulty. One Sunday, in cast will take place on Thursday, Dethe broadcast over the NBC-Red Netcember 23rd from 2:15 until 5. On work at 8 p.m. E.S.T., he is a growlthis program will be heard many of ing racketeer, the next he is Henry | your favourites of the air. We tried VIII, or an Italian peanut vendor, or to get several names for you, but a French painter, or a fisherman, or apparently it is all to be a secret but a doctor. Yet they all sound differdefinite asurance is given that it will ent, none of them is Ameche himbe something worth listening to. self. He can project himself into an almost infinite number of personal-

Modern Symphony Orchestra Among the leading musical programs produced from the CBC studios will be Streamline, originating in Toronto, and heard on Thursday, December 30th, at nine p.m. Percy Faith will direct the modern symphonic orchestra in his own specially arranged selections. Dorothy Ault, popular young songstress, and the Fashionaires, a novelty trio, will be the guest artists.

Those two young sophisticates of the piano, Lou Snyder and Murray Ross, appear on the commission's first scheduled spring program. They are now heard every Thursday at 8:15 p.m. over the commission netters giving personal opinions of the States. The last reports home that programs and suggestions. Mr. Hogg Reginald Stewart is negotiating with

Twice each week day The Toronto Daily Star

broadcasts news over the Canadian Broadcasting

Corporation's new high-powered station CBL,

-on one of the highest-powered stations in all

Canada-50,000 watts-covering practically all

Ontario-on an air-channel free of all interference-

clear as a bell. Get your news Red Hot-news from

Mornings-8 to 8:15 A.M.

Evenings-6:15 to 6:30 P.M.

work in Canada and the Mutual Broadcasting System in the United the boys for an appearance on one of an administrative committee to supthe Promenade Symphony Concerts. To give you an idea of what the boys do in their spare time, Murray has become an exceptionally fine organist, and Lou has been spending his be drawn pp to sorve as a model for time blowing away at a sax.

An all star Varsity show will be heard New Year's Eve over the NBC Blue-Network at nine o'clock, Undergrads from several eastern American Universities will participate to make the program a hundred per cent. Collegiate. This should prove an interesting feature. All the performers who will appear will be students, and information regarding them and what they will do is being kept quiet. We take it anything can happen, and probably will.

Happy New Year And so as this will be the last column to appear in 1937, on behalf of the publishers, the advertisers, and yours sincerely, we wish you joy and happiness no end through the years to



Every Friday Night on a National Coast-To-Coast Network

ervise the work. The announcement followed a preliminary conference in Ottawa at which it was suggested a code should municipalities wishing to enact building by-laws but lacking the money to conduct investigations themselves which would guide them in such work.

A Model Building

Code For Canada

National Research Unit to Draft

Model for Municipalities

The National Research Council has

approved preparation of a model build-

ing code for Canada and has formed

Co-operation of Authorities

The council said that 'by enlisting the co-operation of outstanding authorities in the field of building construction throughout the country, it is expected that the code when completed will be a major contribution to the improvement of the standard of all types of buildings in Canada."

The organization being established is under honorary chairmanship of Finance Minister Dunning and active chairmanship of Major-General A. G. L. McNaughton, president of the council. A. F. Gill of the council's research information division, is general secre-

Advisory Committees

Three central committees will be formed to deal with main phases of the work, covering construction, fire protection and requirements bearing on health and sanitation. They will be under chairmanship of Nicolls, Smith and Ferguson, respectively. All construction interests and manufacturers of building materials and supplies will have opportunity of presenting their views.

So findings of the committees may be scrutinized by all authorities interested, an advisory committee will be established. It will consist of federal, provincial and municipal authorities, professional associations, and industrial or trade associations organized on a national basis.

The Case For Advertising

Named as the Biggest Educational Force In Our Modern Civilization

"When I hear people criticizing the amount of advertising in their newspapers and magazines-or over their radio-it always strikes me as a completely selfish attitude," thus "Marketing" quotes Miss Margaret Brown,

speaking at a meeting in Toronto "What manufacturer is obliged to furnish us with free radio programmes -or to make available to us the wonderful service given by our newspapers? What would it be like if we lived in a world without advertising? How would we learn of new products -new services available to us-new discoveries? Our whole interest in life would quickly shrink, until we were, in effect, living in a small, restricted community without those essential contacts with the outside world. If the money spent in advertising were refunded to the purchaser with each package, there is no coin small enough to take care of the tran-

Raises Living Standard "Advertising has done more to stim-

ulate buying than any other factor. When we buy advertised products, we know that we are doing business with manufacturers who are willing to stand back of what they sell.

"In those countries where advertising flourishes (Canada and the United States principally) we find people with higher standards of living. We find more intellectual people-people with more time to do things, largely as a result of improved products given to us through advertising.

Results in Price Reduction

"Advertising has done a great deal (more than any other force) to in crease production, and has brought about a consequent reduction in prices. Automobiles are a case in point, Fifteen years ago they cost twice as much-and yet today they are infinitely better and more reliable. Electric light bulbs today give twice as much light for the money.

"Life insurance companies are giving us booklets and information which help us toward healthier living-and at the same time enabling us to build up an estate on small weekly or monthly payments. Food manufacturers have model kitchens so that they may give us new and tested recipes.

Standard Quality Price "Advertising makes goods available

to us-at a standard quality and a standard price-whether we live in a hamlet or the largest metropolis. Any criticism of advertising is small indeed compared with the disclosures which could be made of firms and products where there is no advertising. and no written guarantee that we are even getting what we pay for.

"But advertising has taken the guess out of buying. We know that advertised products have to live up to high standards of quality. And in buying advertised brands, we are doing business right out in the open with firms who are reliable and ready to substantiate all the claims made for the products they sell.

"So let us appreciate advertising for what it is—the biggest educational