

Movie Industry Faces Doldrums

Hollywood Must Do Something Quick to Win Back Its Old Customers

What Hollywood needs right now is a good, startling novelty invention to lure the customers from lethargy as effectively as talkies did 12 years ago.

That's an opinion often heard in film circles, and the long-sought "third-dimensional photography" is mentioned frequently as most desirable of prospective audience "startlers."

That Hollywood needs something—and pretty darned quick—is evident from the wails that rise from producing precincts, latest of which is Edward Small's pronouncements to the effect that Hollywood and the picture business have their backs to the wall and face "economic death" unless they voluntarily undergo "a major operation"—sacrifices in every department both in production and exhibition of pictures. Samuel Goldwyn, meanwhile, has taken up the hammer against the double feature "evil."

Loss of foreign markets, high costs of production, and failure to realize the utmost potentialities of the domestic market are blamed for the industry's plight.

Observers recall that Hollywood was in a similar doldrums prior to the talkie revolution.

Huge Birds Lived In Kansas Swamps

Fossil Remains of 100,000,000 Years Ago Show They Were Six Feet Long With Teeth Like An Alligator and Tiny Wings

Six-foot birds with teeth like an alligator which lived in the salty swamps of Kansas 100,000,000 years ago are described in a report by Dr. Alexander Wetmore, Assistant Secretary of the Smithsonian Institution.

DEVELOPED FROM REPTILES

These were the oldest true birds which can be traced in fossil remains on the North American continent, he declared. They lived in an era of evolution in which the great dinosaurs were disappearing from the earth, and vast areas of the midwest were part of an inland sea stretching up from the Gulf of Mexico.

The birds, which had only tiny wings and could not raise their huge bulk in flight, developed from earlier reptiles and acquired their jaws and teeth as a defensive mechanism in the struggle for existence, said Dr. Wetmore.

Salmon Pack Runs Heavier

In British Columbia This Year — Many Cases Ahead of Last Cycle Year

British Columbia's 1940 sockeye salmon pack to July 13th was 79,734 cases. That figure is nearly 9,000 cases ahead of the pack to the same date of the last cycle year — 1936.

Here is a comparative table:

	1940	1939
Sockeyes	79,734	69,583
Springs	7,988	5,807
Steelheads	182	226
Bluebacks	12,417	25,687
Coho	9,427	10,470
Pinks	856	411
Chums	888	1,355

The total salmon pack of all varieties to July 13th was 111,542 cases, compared with 113,569 cases to the same date a year ago.

Reason for this year's lower blueback pack was the start of the season's run of boats in the Gulf of Georgia caused by a price dispute between fishermen and canners.

Ontario A Centre For Jersey Cattle

May Become World's Headquarters Since Occupation of Channel Islands by Germany

W. M. Cockburn, agricultural representative for York township, said last month that Ontario may become the world centre for the breeding of Jersey cattle since the occupation of the Channel Islands by Germany.

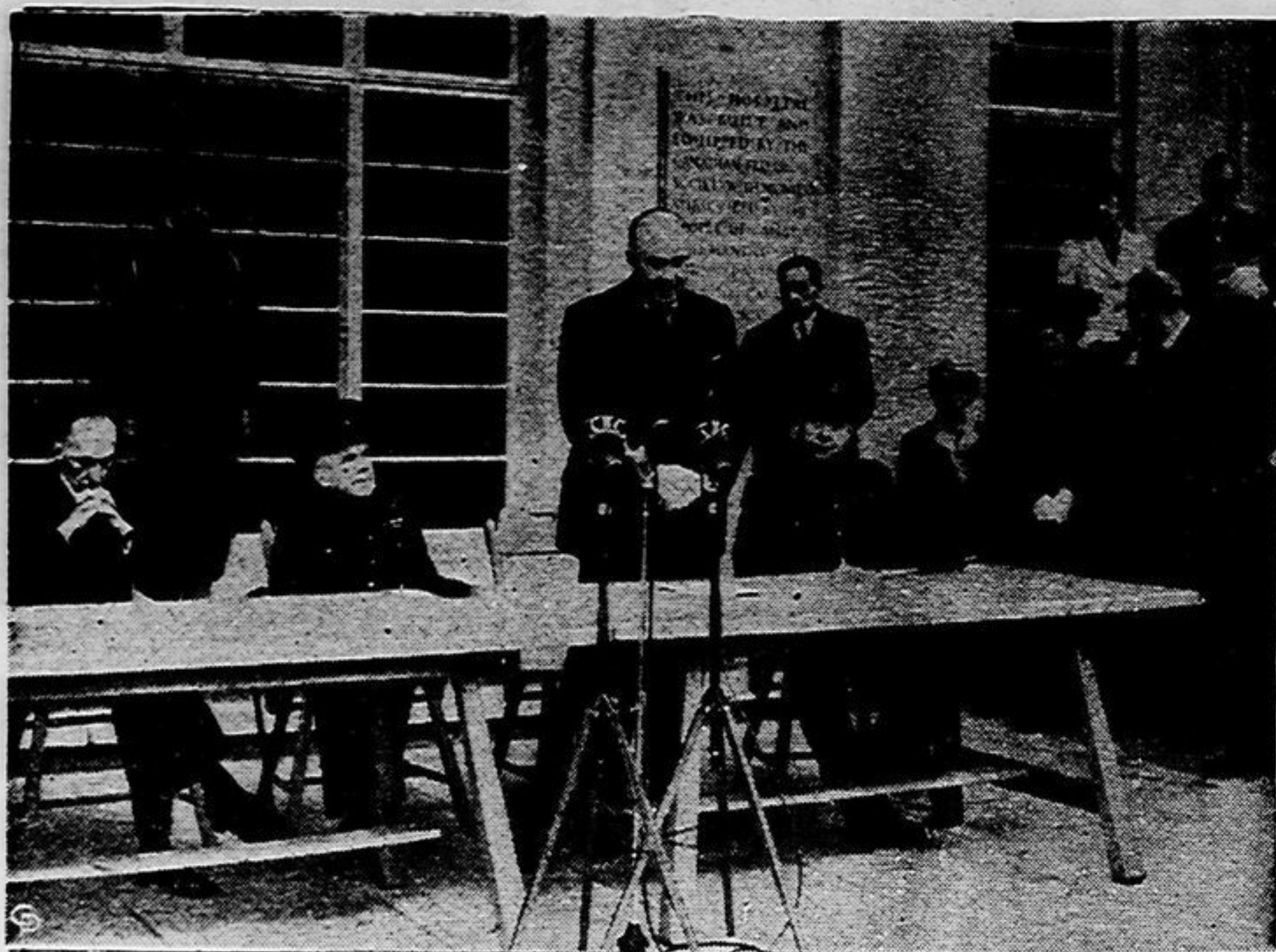
"A large number of breeders in the Toronto district have built up pure herds and are in good position to carry on the breed," he said.

Mr. Cockburn said there has been a big increase in United States demands for Ontario Jersey cattle since Nazi occupation of the islands.

Worshipful Cabbages

Cabbages were held in veneration by the ancient Greeks because they believed they originated from perspiration dropping from the brow of Jupiter.

Official Donation of Canadian Red Cross Hospital



Rt. Hon. R. B. Bennett, chairman of the Canadian Red Cross Society in England, is shown reading an address during the ceremony in which the recently completed \$1,000,000 Canadian Red Cross hospital was formally "handed over" to Hon. Vincent Massey, LEFT, Canadian high commissioner.

HEALTH TOPICS

SUN STROKE VICTIMS

During very hot weather, most of us try to keep out of the sun because we wish to avoid sunstroke, but we should try to remember also that heat exhaustion or heat prostration may occur in the home, where we are shielded from the rays of the sun. Sun stroke and heat exhaustion are two different ailments and require somewhat different treatment.

In sunstroke you may feel tired and dizzy before the regular symptoms occur. These are headache, a feeling of oppression, sometimes a tightness in the chest, great thirst, restlessness, frequent desire to pass urine, hot skin, a "sicky" feeling, flushed face and high temperature, finally unconsciousness.

Treatment in sunstrokes is to lay the patient in a cool, shady place, off the ground if possible or on the ground on newspapers or clothing if no bench or table is available. Cold cloths are then applied to the back of neck, face, and chest, clothing removed, body sprinkled with water. The head should be kept up high and patient fanned with a towel or piece of clothing. When the patient is able to swallow, some cool water containing a pinch of salt should be given.

How Can I?

BY ANNE ASHLEY

Q. How can I prevent my glasses from cracking when pouring hot jelly into them?

A. Put the glasses into a pan of hot water to prevent their cracking. The pan should be a shallow one, and the water sufficient to cover the lower third of the glass.

Q. How can I treat ivy poisoning?

A. A good remedy, and one that is easy to apply, is a solution of sodium bicarbonate and ice water. Apply freely and often to the poisoned skin. Ask your druggist how to prepare the solution.

Q. How can I remove peach stains from linen?

A. Soak the spots in a weak solution of chloride of lime. Apply cream of tartar and place in the sun to dry. Then launder.

Q. How can I relieve excessive perspiration?

A. Sponge the affected area with one teaspoon of powdered alum to a quart of water. Allow to dry, afterward rinsing and dusting with talcum.

Q. How can I prevent the juice of berry pies from leaking out?

A. When making berry pies, cut the lower crust half an inch larger than the top crust and fold it over like a hem. This prevents the juice from leaking out.

Canadian National Railways Revenues

The gross revenues of the all-inclusive Canadian National Railways for the week ending July 21, 1940 were \$4,907,208 as compared with \$4,907,208 for the corresponding week of 1939, an increase of 1,370,322 or 38.7%.

Only a wasteful housewife throws away a screw-top tin of polish without opening it with a tin opener because there's always another day's supply clinging to the inside.

Income Taxes Yielding More

Income tax collections for April, May and June totalled \$117,891,133, increase of \$24,070,690 compared to the same period in 1939, the national revenue department announced at Ottawa.

Total collections for June were \$5,639,963, an increase of \$1,539,082. Collections by districts for three months with 1939 figures in brackets included:

Montreal, \$32,706,733 (\$25,897,452); Ottawa, \$5,902,755 (\$4,724,132); Toronto, \$40,328,918 (\$33,339,740); Hamilton, \$8,019,516 (\$5,904,967); London, \$9,165,724 (\$8,683,573); Winnipeg, \$3,591,235 (\$2,754,759); Calgary, \$1,435,266 (\$1,270,720); Vancouver, \$8,651,575 (\$5,754,510).

Customs and excise revenue for June was \$34,130,130, an increase of \$10,170,804, and revenue for the three months was \$92,681,235, increase of \$29,881,667.

Modern Etiquette

BY ROBERTA LEE

Q. Isn't it illogical for one who is travelling to praise his home town constantly, describing how superior it is to the town he is visiting?

A. Yes. A person of good breeding will never do this.

Q. What hours are really meant by a wedding breakfast?

A. Many people interpret this to mean if the ceremony takes place before 4 p.m. This is an old English term applied to any daytime wedding feast.

Predict Rise In Fertilizer

Twenty Per Cent. Price Gain Is Seen As Result of Present War

The possibility of an increase of at least 20 per cent. in the prices of fertilizer in Canada was seen recently by G. E. Peart, plant products division, Dominion Department of Agriculture.

POTASH CAME FROM EUROPE

Addressing a Dominion-provincial agricultural conference at its concluding session Mr. Peart said the expected price rise might start this month and was caused by the war.

About one half of the potash used in Canada for fertilizer came from Europe prior to the war and now Canada is almost totally dependent on the United States for this material. The discount on Canadian exchange together with the 10 per cent. war exchange tax will tend to boost prices, he said.

HAVE YOU HEARD?

Grandma Jackson and her young grandson were riding on a train. Grandma had dozed and suddenly she sat up. "What was the station the conductor called?" she asked the boy.

"He didn't announce any station; he just put his head in the door and sneezed."

"Get the bundles together quickly," said Grandma. "This is Oshkosh." — Christian Herald.

The editor of a local newspaper asked his readers to send in remarks on the subject, "Books that have helped me." One of the replies was: "My mother's cook book and my father's check book."

The much preoccupied customer walked into the barber shop and sat in a chair next to a woman who was having her hair bobbed.

"Haircut, please," ordered the customer.

"Certainly," said the barber. "But would you mind talking off your hat first?"

The man hurriedly removed his hat. "I'm sorry," he apologized as he looked around; "I didn't realize there was a lady present!"

Hostess (sushingly) "You know, I've heard a great deal about you."

Politician (absentely) "Possibly, but you can't prove anything."

"What's the matter?" asked the employer as the sentimental young man came into the office looking rather dejected.

"I hardly know how to tell you," replied the young man unsteadily. "I—have proposed at last—and have been turned down."

"Oh, that will turn out all right," replied the employer cheerfully. "A woman's 'no' often means 'yes'."

"Perhaps it does," was the sorrowful reply; "but this woman didn't say no; she just laughed."

Ontario Winter Wheat Prices Are Unchanged

The Canadian Wheat Board has fixed the initial price of No. 1 grade Ontario winter wheat, basis Montreal export freight rates, for the crop year starting Aug. 1 at 70 cents a bushel, Trade Minister MacKinnon announced.

This is the same price as that which existed during the current crop year ending in July.

"It DOES taste good in a pipe!"

HANDY SEAL-TIGHT POUCH - 15¢
1/2-LB. "LOK-TOP" TIN - 65¢
also packed in Pocket Tins

Picobac
GROWN IN SUNNY SOUTHERN ONTARIO

What Science Is Doing

ELECTROCUTE ATHLETE'S FOOT

Successful electrocution of athlete's foot was described last week.

Particles of copper atoms can be driven deep into the body tissues with weak electric currents to destroy the fungus growth that cause athlete's foot and other skin infections.

Part of the static heard in radio receivers has been traced to the Milky Way, where the broadcasting is done by electrons and hydrogen atoms. This conclusion has been reached by University of Chicago scientists.

REMEDY FOR HAY FEVER

New hope for hay fever victims was held out last week by an Emory (Atlanta, Ga.) University physician's report that potassium gluconate tablets had given relief to seven of every ten patients in tests at the school hospital.

Experiments conducted with more than 100 patients over an 18-month period indicated potassium gluconate is a "good form of relief" although it is "unfortunately not a cure."

The tablets served to correct "a deficiency of potassium" which had been noted in the tissues of allergic persons.

Check Soil Drift By Strip Farming

It's Being Done in Many Different Parts of the Prairie Provinces

Considerable progress in the drive against soil drifting was reported last week to the national advisory committee on agricultural services by its section on soil drifting.

The report said strip farming, which checks the loss of top-soil, had been reported in many parts of the Prairie Provinces.

Mostly in Southern ALTA. In 1935 only a very small area in the Monarch district of Southern Alberta was following this practice but by 1940 it is estimated that approximately 80 to 90 per cent of the farmers in Southern Alberta are following this practice while perhaps 60 per cent of the farmers in South Western Saskatchewan have adopted it.

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BAKERY FOR SALE

YOUR OPPORTUNITY TO GET High quality started chicks from bloodstock breeders and at rock bottom prices. Two week old White Rocks, Barred Rocks, New Hampshire \$3.45, 90 per cent. Pullets \$11.55, Cockerels \$8.85. Leghorn pullets \$14.90. Three week old add three cents. Large Egg pullets add one cent. Four to five week old Barred Rock cockerels while they last \$14.25. Older Free Range Pullets, Top Notch Chickeries, Guelph, Ontario.

CHICKS — TURKEYS

TWO WEEK AND THREE WEEK old started chicks at these low prices while they last. All from Government Approved bloodstock. Two week old Grade "A" Barred Rocks, New Hampshire, White Rocks \$10.45, 90 per cent. Pullets Cockerels \$8.95. Leghorn pullets \$11.40. Three week old add three cents. Extra Profit add one cent. Free range pullets four cent. Free range turkeys. Free catalogue. Prompt delivery. C.O.D. Freddie Chick Hatcheries Limited, Fergus, Ontario.

BRAY AUG-SEPT. CHICKS SHOULD be ordered now. Weekly hatches to fill summer orders. Immediate delivery started chicks, pullets, Turkeys. Bray Hatchery, 139 John N. Hamilton.

STARTED CHICKS FROM GOVERNMENT APPROVED BLOODSTOCK BREEDERS

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FARM FOR SALE

FOR SALE—87 ACRE FARM, cleared, good buildings. Bruce Mines, 3 miles, \$2,000.00. C. Broad, Plummer, Ontario.

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HUNTERS' CROSS BETWEEN registered pointer and setter. Short hair—black and white, liver and white. Males and females, inculcated for distemper by Duncan Laidlaw method. Six to nine months old. Males \$3.00, Females \$2.50. Tobacco Road Farm, R.R. No. 1, Harrow, Ontario.

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SPECIAL VALUE IN PACIFIC SEAL coats: full swaner style; black only; coat and lining guaranteed only; sizes 12 to 42; 110 coats only; while they last only \$29.50. 10 per cent. reduction for relatives of ex-service and service men; will send for examination and service men; \$5.00. Many other bargains. Munro Fur Store, Vancouver, B.C.

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Tobacco C Said Laggi

Ottawa Report To 14 Days B

The tobacco crop Ontario is from 13 weeks behind normal, the Dominion statistics reported in the annual report on the crop of leaf tobacco.

Excessive rainfall during most of early part of July, and considerable root rot of the tobacco crop, conditions now are the past fortnight, however, are showing considerable improvement but it is weeks later than normal.

Cutworms have done damage, especially to the crop and several of the tobacco were killed by strong winds in the average.

TOO MUCH

Planting was done by the late cold and growth was slow, temperatures, dull heavy rains in June, warmer weather all weeks, the crop is improvement but it is weeks later than normal.

Cutworms have done damage, especially to the crop and several of the tobacco were killed by strong winds in the average.

Beauty in Bottle for

Lana Turner finds the cold cream makes her skin beautiful. Here we find drinking a large glass (not mixed with cold cream) makes her skin so soft and smooth.

How Grow Pulp's Pro

Nearly Two-thirds of Wood is 'Groundwood' Making News

The grinding pulp, the rubbing action of the rollers against the pressure of rotation of the stone and the heat grinding takes place, and on the 15 western hemlock, Canadian woods industry of groundwood pulp, and a limited to also ground wood.

The total production in Canada is much as 5,000,000, the value of 600. Nearly two-thirds of the pulp is groundwood.

80 per cent. of the is used in making one of Canada's most important materials.

Visions of Food Show

J. S. Red Cross

John W. Millor Red Cross reports from western B. faces one of the of food in modern countries since B. CHAOTIC C

"The situation gets more appalling as far as food is concerned," said "Conditi

In fact, they are a lot of people in what is going to for

"France looks a lot of locusts had got