

# Voice of the Press

Canada, The Empire and The World at Large

## Newspapers Lead

The president of the Firestone Tire and Rubber Company announced the other day that his company intends to increase its advertising appropriation during 1933, particularly in the daily newspapers.

Many striking demonstrations have been offered of the fact that there are plenty of buyers in the country if there is something to sell, at the right price and of the right quality, will give the public their message in the proper form.

It has also been demonstrated that no form of publicity pays as great a dividend as newspaper advertising. Certain sections of the public may read a magazine announcement, or many hear an advertising program over the air, but a newspaper message goes to all the people. —Border Cities Star.

## Siam's Economy

The more the Western World learns about Siam the more firmly it is persuaded that the Siamese are a remarkable people. Not long ago they changed their system of government without making much of a fuss about it. On that enlightened kingdom a revolution takes place with the utmost of restraint and amiability on all sides. Yet that is not the most wonderful thing about Siam. It has learned to cut budgets and discharge useless public servants in a way that is astonishing to Western minds. —Fredericton Gleaser.

## Danger in Turning Corners

It would naturally be imagined that one of the first things every motorist learns is how to turn corners correctly; that bit of driving technicality surely belongs in the ABC's of the art of handling an automobile. However, recent figures show that during the first six months of 1932 there were in Ontario 123 accidents in making right-hand turns with two persons killed and 80 injured, while in the same period 444 accidents occurred in negotiating left-hand turns with five killed and 265 injured. —Peterborough Examiner.

## Male Adornment

The depressed Canadian dollar is a blessing to Canada's Atlantic ports, the railways which serve them, and the shipping companies and sailors who convey goods to and from them by sea. Thanks to our depressed dollar it is now cheaper to ship wheat overseas by way of Halifax or St. John than by way of the United States ports of the Atlantic coast. Canadian freight rates are paid in Canadian money. U.S. rates have to be paid in United States money. The 12 to 14 per cent. exchange makes the U.S. routes too costly to be competitive. Such Canadian grain as is moving eastward is going to the Canadian ports. —Edmonton Bulletin.

## Paper 1,000 Years Old

A Chinese newspaper has published continuously for 1,000 years. Fancy having 'Indignant Subscriber' write in 'This is not the position you assumed in 1541.' —Ottawa Journal.

## Germany Recovering

Through all the gloom that surrounds international finance and the budgets of the nations one gleam of light has pierced that is calculated to give encouragement where it is sorely needed. Germany is on the up-grade. Definite proof of this was given the Budgetary Committee of the Reichstag the other day by the German Minister of Economics, Professor Hermann Warmold.

The Minister presented three factors indicating both improvement in industrial conditions and increase in public confidence. In the first place, he told the committee that industrial production in Germany had risen to 65, taking the 1929 level of production as a unit of 100, after a decline to 52 in 1932. At the same time the increase in seasonal unemployment to-day is only one-third of what it was a year ago. And in the third place, stock and bond averages have advanced, respectively, from 39 to 61 and from 46 to 69. He regards these as accurate and significant indicators of business activity which should give Germany sound ground for optimism. —Montreal Daily Star.

## Physical Culture

We made a mistake in entrusting physical culture to people of inferior education. They ought to be people of high education—as they are in Sweden, for example. They ought to know that the human body is not merely a machine for digesting food and circulating blood and developing muscle, but a marvellous creative instrument, a thing that hungers for skillful activity in every nerve and fibre of it, so that even its physical health is not attainable until you have satisfied its hunger for skill by one means or another. Your drill-sergeant, your muscle trainer, your professional gymnast, your football coach may be good fellows enough for their business; but as exponents of physical education, may the Lord deliver us from all such! —Dr. L. P. Jacks in Lancel, London.

## Modern Pioneering

It has to be recognized that under present-day conditions land settlement cannot necessarily be promoted simply by finding the land and men who are prepared to try their fortunes on it. It is not much use quoting examples of pioneer settlers who, taking up land, facing the future with little equipment beyond two strong arms and boundless courage and optimism won their way eventually to success. Conditions are different now, farming technique has been much elaborated, the occupation has been divided into specialized branches, and overhead costs accumulate far more rapidly. —Auckland Weekly News.

## Lost English Villages

During the centuries miles of Britain have disappeared into the sea. A strip half a mile wide has been taken off the coast of Yorkshire in the last 150 years, and at least thirty villages have been submerged. Lower down the coast, at Dunwich, a whole medieval city has disappeared, and yearly services are still held at the sea's edge in memory of the cathedral and eight churches which are now below the waves.

## Tribute to Canada

Canada looks back upon 1932 with pride. The nation retained world leadership in the export of wheat, printing paper, asbestos; was second in gold, platinum, cobalt; was third in wheat flour; fourth in automobiles and wood pulp; fifth in rubber tires. Canada winds up the year with a favorable trade balance of \$50,000,000, contrasted with an unfavorable balance of \$10,000,000 in 1931. There have been troubles, but they are being surmounted. Canada is a huge country, with only about 10,000,000 population—but the Canadians are an exceedingly hardy handful. —Christian Science Monitor.

## England on the Air

Who can make a list of the things that are England? The Monarchy, Parliament, the Navy, the Derby, and the Boat Race, Henley Regatta the Trooping of the Colour, Piccadilly, Big Ben, the London buses, hunting, football—these are the sort of raw material of which England's esteem and affection in the world are composed. Justice, disinterestedness in international affairs, coolness, fair dealing, a reputation for quality in manufacture—these are among the virtues of her character. Let the Empire Broadcasting Station reflect these virtues and these qualities and it will earn the gratitude of all members of the family; it will render also an outstanding service to the world. —Cape Argus.

## Mild Class War

The London bus strike is over. It simply is not in the British nature to let ordinary strikes pass into crisis and general strikes into revolution. The present stoppage, an outlaw move in an case, was brought to an end when near-zero weather descended upon England and the head of the operating company appealed to the strikers not to subject the public to serious inconvenience. What was there the London strikers could do? After all, they are of the same blood as the Pirates of Penzance who, with all their faults, loved their Queen. If the social revolution ever does come in Britain, it will be only when its leaders have shown their followers how to overturn the existing system without ceasing to be good fellows. —New York Times.

## Canada Names Two For London Parley

Ottawa.—Canada will be represented by Dr. O. D. Skelton, Under-Secretary of State for External Affairs, and Lieut.-Col. G. P. Vanier, secretary of the High Commissioner's office in London, on a committee to consider means of facilitating economic consultation and co-operation between the several Governments of the British Commonwealth, which meets in London on February 14 next.

## Empire Marketing Boards

London.—One of the most important items to be considered at the meeting of the Empire consultation committee is that of the future administration of Empire marketing boards which will be instituted in each section of the Empire. The meeting will be held in Canada House and will be opened by a speech from Hon. Howard Ferguson, Canadian High Commissioner to the United Kingdom.

## Bananas Strongly Affected By Canadian Apples

A troupe of Canadian apples, placed in the presence of British West Indies bananas, will hypnotize the latter and cause them to ripen much more rapidly than otherwise. This amazing fact is set forth by Sir William B. Hardy, in an address he gave recently in London, England, before the British Association of Refrigeration. He said that a stream of air that has passed over the apple contains "subtle emanations which profoundly influence other vegetable forms."

## Grimsby Farmer Patents Power



James Mitchell, 60-year-old farmer of Grimsby, Ontario, has been tinkering with levers, pulleys and motors—claims discovery of new mechanical laws which save 50 per cent. in time and 100 per cent. in power.

## Britain To Build 3 New Cruisers

Orders to be Placed in Few Days, Lord Stanley Tells a Delegation

London.—Lord Stanley, parliamentary secretary to the admiralty, told a deputation of engineering and shipbuilding trade unionists that orders for three new British cruisers will be placed within the next few days. The contracts, under original plans, were not to have been awarded until late in March, the secretary said last week.

The projected vessels were planned in the 1932 British shipbuilding program and are allowed under treaty provisions. Lord Stanley also told the deputation that contracts for 23 other naval craft will be awarded within a fortnight. He estimated the new work will entail contracts aggregating £7,000,000 (currently about \$23,730,000) for the shipyards.

The 1932 naval construction program, announced in March, 1932, was much like that of 1931. It consisted of plans for two cruisers of the Leander class, one of the Arctura class (5,000 to 6,000 tons), one leader and eight destroyers, four sloops, three submarines, one gunboat, one destroyer depot ship, and various smaller craft.

## Belgian Military Budget To Be Decreased 10 P.C.

Brussels.—Belgium's military budget is to be slashed 10 per cent. from last year's \$30,000,000, and the most energetic efforts of Flemish and Socialist opposition leaders, for larger cut are meeting blunt refusal.

A purely defensive fighting force, it must be efficient, said Albert Deveze, Minister of National Defense, speaking in the chamber.

## Gt. Britain-Persia Reach Agreement

Will Settle Dispute by Direct Negotiations—Removal From League

Geneva.—An agreement to attempt to settle the Anglo-Persian Oil Company dispute by direct negotiations was reached by Great Britain and Persia last week.

The accord was reached during discussions of the concession dispute under the auspices of the League of Nations. The two countries agreed to suspension of all proceedings before the League Council until its May session, with the option that this may be prolonged then by common agreement.

Should the negotiations for a new concession to succeed the one arbitrarily cancelled by Persia recently fail, the issue may again be brought up before the council. Persia had maintained throughout the hearings that the dispute had no place in the League, but should be settled by private negotiation.

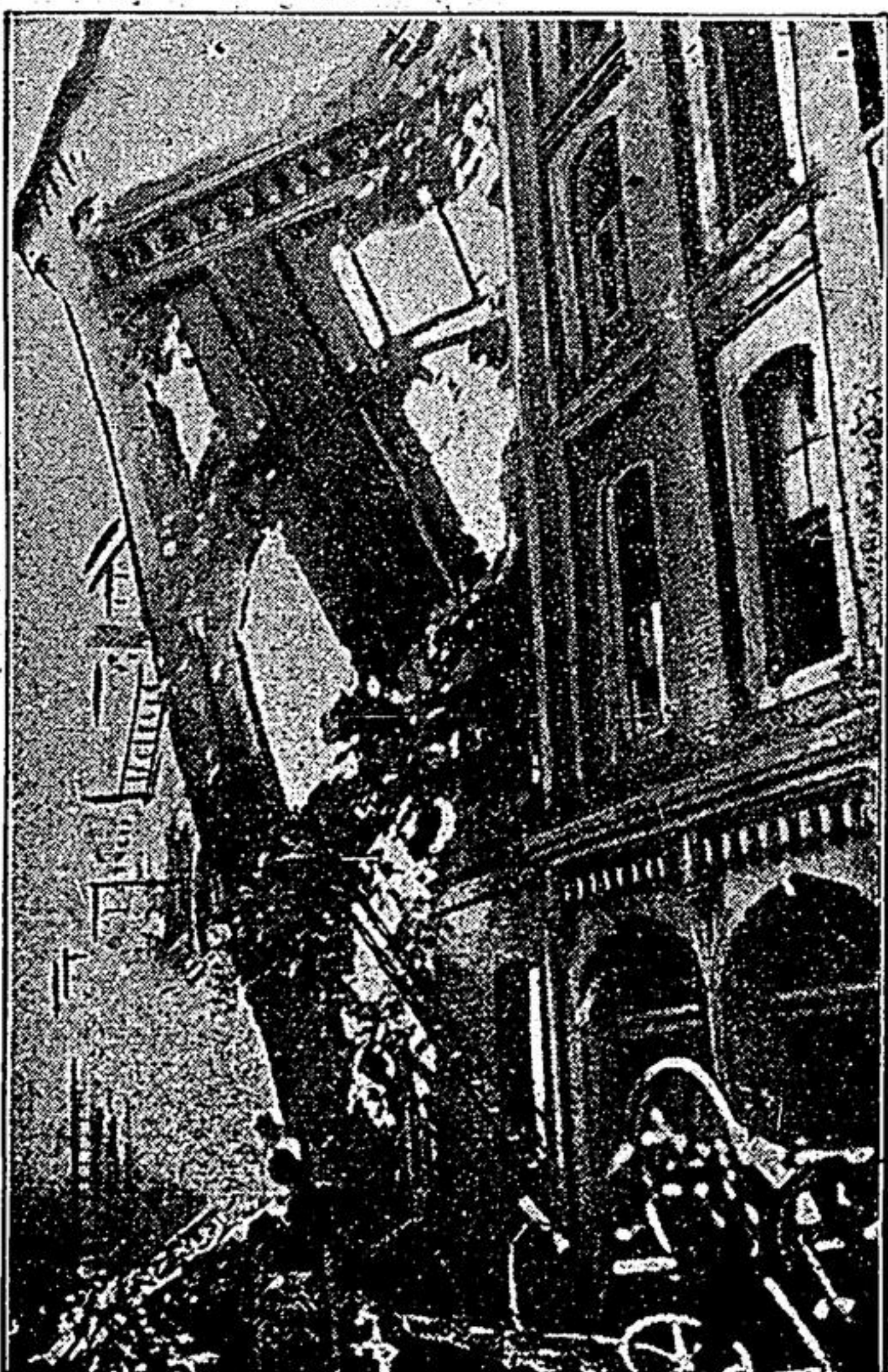
## Increase in Sales By General Motors

Oshawa.—Reassuring to sales executives of General Motors Products of Canada, Limited, are the figures reaching head office following the holding of the National Motor Shows at Toronto and Montreal.

According to C. E. McTavish, general sales manager, passenger cars and trucks sold at the National Motor Show in Toronto were 25 per cent. more than for the National Show in 1932. "Prospects" were also relatively more numerous.

Figures just received from the Montreal Show indicate encouraging activity in Eastern Canada. Sales at the Montreal Show and at the General Motors Salon held concurrently showed an improvement over last year's total.

## Perils of a Fireman



Just as the shutter clicked, the entire front of the Penn-Paper and Stock building at Philadelphia collapsed, narrowly missing those attempting to rescue Chief Douglass trapped in the flaming mass.

## Four Youngsters Die in Tragedies

Brothers Perish by Fire and in River Waters—Ontario Fatalities

BURNED TO DEATH

Rene Lebeau, 5, North Bay. Lucien Lebeau, 3, his brother.

DROWNED.

Desmond Lackie, 3, Carleton Place. Carey Lackie, 4, his brother.

North Bay.—Lucien and Rene Lebeau, three and five years of age, respectively, were burned to death; their mother, Mrs. Rene Lebeau, is in St. Joseph's General Hospital, burned about the head, shoulders and arms; Frank and Michael Lafortune, 23 and 20, respectively, uncles of the children, are suffering from cuts and burns, and the children's grandmother, Mrs. Mary Lafortune, 64 years of age, is burnt about the head and arms as the tragic result of an early morning fire here Sunday which destroyed their home at 47 Duke St. east.

The only one to escape injury was Albertine, a 16-months-old baby.

All seven persons were in bed and awakened only when the flames were sweeping through the house.

IN NIGHT ATTIRE.

Those who escaped were forced to leave the house clad only in their night attire.

The fire is attributed to an overheated stove, which was lit shortly before Mr. Lebeau, the father, left at five minutes after seven to go to church, about two blocks from the house.

He had been in church only about ten minutes when his nephew informed him of the fire. When Mr. Lebeau returned to his home it was a roaring mass of flames and hope of saving his two young sons was abandoned.

Mrs. Lebeau, in a downstairs bedroom at the back of the house with the three children, awakened before her husband left for church, but fell asleep a couple of minutes later.

When she awoke again, flames were roaring through the house.

Her screams rouse the other members of the household, the two Lafortunes upstairs and Mrs. Lafortune sleeping in a downstairs bedroom at the front of the house.

Frank and Michael Lafortune attempted to escape down the stairs, but flames forced them back into their bedroom. With their bare feet, they kicked the glass out of a window, 20 inches square, and jumped out into the snow. Both received burns about the face before they could escape. Their feet were severely cut in breaking the window.

Mrs. Lafortune, awakened by her daughter's screams, tried to get back to help her with the children, but the heat forced her to flee out the front door.

Mrs. Lebeau, alone with her three children, made an attempt to get out through the kitchen. A wall of fire barred their way. Seizing a burning pillow, she smashed the glass in her bedroom window. Quickly wrapping Albertine, the 16-months-old baby, in a blanket, she threw the child out into a snow bank. It escaped injury.

The mother made a vain effort to save the other two children, but it was too late. Seriously burned, she escaped only a few seconds before the house collapsed.

The injured were attended by Dr. J. J. Joyal, coroner Dr. A. E. Ranney was summoned and the two bodies were removed to the McGuinity and Heaven Undertaking Parlors.

An inquest is unlikely.

BROTHERS DROWN.

Carleton Place, Ont.—Desmond Lackie, aged three, and his brother, Carey, four, were drowned in the Mississippi River when they broke through the thin ice here Saturday. Both bodies were recovered.

The children were last seen alive playing along the shore of the river, and when they failed to return their father went alone to search for them. Unable to locate them, he returned, and with other villagers formed a search party.

Late in the day the searchers came upon a hole in the ice, where they discovered the bodies in about six feet of water.

## Poland Beats the World in Her Crop of Babies

Warsaw, Poland.—There's no depression in the "baby crop" in Poland, the annual statistics showed.

Provisional figures showed the population increase last year was over 500,000—greater than in any other country in which data were available.

This figure was 200,000 more than in Germany, Poland's neighbour, with a population nearly double that of this country.

## Big Season Expected On the Great Lakes

Sault Ste. Marie, Ont.—Expectations here are that iron ore shipments down the Great Lakes next summer will far exceed those of last season. Estimates range from 13,000,000 to 25,000,000 tons, but steel and transportation men refuse to make a more definite forecast.

"Disarmament follows security. It cannot be achieved under any other circumstances." —Col. Edward M. House.

## Women Live Longer Statistics Show

Official Records of London Show Woman Has Four More Years of Life Than Man

Why do women live longer than men?

The fact seems to puzzle scientists and doctors, for every year that passes makes the disparity more pronounced.

Eighteen centenarians died in 1932, according to British official records. Of these, fifteen were women and only three men.

Statistics of the Registrar-General show that there are now alive in England and Wales more than 91,000 men and women over the age of 85, and of these the women outnumber the men by nearly two to one.

A man's average expectation of life is now 56 years and a woman's 60.

DONT FEEL SO OLD.

The manager of the life insurance branch of one of the largest British insurance companies said the greater longevity of women is an accepted fact by all insurance companies, who are compelled to give less favorable terms to women than to men if annuities.

If the disparity continues, as it has been lately, to become more and more pronounced, it may be necessary for the companies to revise their tables still further to the disadvantage of women.

Medical men generally gave two reasons for the greater ages of women:

(1) Women are subjected to less mental stress than men; they do not worry so much.

(2) Women almost all through life are stronger physically than men.

This disposes finally of the old saying about women being the weaker vessel.

Sir Humphry Rolleston says that of people over 99 there are nearly three women to every man. He adds the significant remark that old women do not feel so old as old men.

The deaths recorded last year also confirm the statistics of past years which prove that married women live longer, on the average, than single women.

Here are some more facts, quoted by the British New Health Society, to prove that woman is really the stronger vessel.

Each year about 1,045 boys are born to every 1,000 girls, yet, when both boys and girls have grown up, there are nearly 9 per cent. more women than men—a surplus, in fact, of nearly 2,000,000 females in the population.

Out of every 2,300 children still-born, 1,300 are boys and only 1,000 girls.

Nearly twice as many men as women have to wear spectacles.

Stammering and other speech defects are three times as frequent among men as among women.

## Vast Areas of Canada Still Unknown Report Says

Ottawa.—"In the Northwest-Yukon Territories there is two-fifths of the area of all Canada," stated R. R. Ross, presenting the report of the Legal and Topographical Survey's Committee to the annual convention of the Association of Dominion Land Surveyors.

"This vast field with its stupendous possibilities for natural resources offers a future field of endeavor for Dominion land surveyors. We continually hear people making statements to the effect that 'our country must be nearly all surveyed—the surveyors soon will be out of a job.' This is untrue, as very little indeed of the Northwest Territories has been surveyed."

One of the principal surveys last year was a restoration survey of a portion of the Ontario-Manitoba boundary, the reasons for which were that the monuments and the former line had become so obliterated that they could not readily be found in places. The survey revealed, by reason of the greater accuracy possible in use of modern instruments, an accumulative discrepancy of 430 feet in 60 miles.

## Girls Are Returning To Domestic Work

New York.—In former years women went out of the home into industry and business. To-day they are beginning to return to the kitchen, according to the Girls' Service League, which has started a course of training in domestic service.

Last year the organization placed 13,000 girls, one-third of whom went into resident positions in homes. Now, says Mrs. Alexander M. Hadden, president of the league, there still are positions open for girls who are properly trained, and the intention is to turn to these jobs poorly equipped office and factory workers who are not finding employment in a period of keen competition.

Leaders in household economics from Teachers College, Pratt Institute, Good Housekeeping Institute, Scientific Housekeeping, Inc., and Manhattan Trade School have formed an advisory committee to supervise the training in home-making. The league's plan calls for units of from 15 to 20 girls to receive one month's intensive training in all branches of domestic work.

## New Pneumonia Cure Discovered

Capable of Building Up Immunity in Rabbits Against Disease

Washington.—Dr. Edwin E. Zeigler of the United States Veterans Administration has reported the discovery of a new treatment for pneumonia which "may prove to be pneumonia what quinine is to malaria or anti-toxin to diphtheria."

The treatment, a substance called "pneumocholin," has been found capable of building up immunity in rabbits against "type one" pneumonia so that they are able to resist attacks of this disease which ordinarily would prove fatal, says Dr. Zeigler in the administration's medical bulletin.

Pneumonia in rabbits runs much the same course as in human beings. The treatment has not yet been tried on humans. So far it has been used only for "type one" pneumonia, but experiments with other types are under way.

It takes about four days for rabbits to develop immunity to pneumonia when given injections of pneumocholin. Immunity in one case lasted 49 days.

Pneumocholin also apparently can be used as a specific cure for "type one" pneumonia if it is injected after onset of the disease, provided the patient can be kept alive for four or five days to give time for the treatment to take effect.

It might be easier to keep human patients alive for this length of time than rabbits. Dr. Zeigler explained that "in man . . . death from lobar pneumonia seldom occurs before the fifth day and is often delayed for three weeks or longer. This slower course . . . in man would give time for the pneumocholin to induce immunity."

He suggested the treatment might be used in schools and army camps to build up immunity against pneumonia in case of threatened epidemics such as influenza, and for nurses treating pneumonia cases.

Pneumocholin is produced by dissolving pneumococci—pneumonia germs—in sodium taurocholate, derived from bile.

## Big Jump in Exports Of Canned Tomatoes

Ottawa.—Exports of canned tomatoes took a sensational jump in 1932, amounting to 13,238,203 pounds, as compared with 6,414,390 pounds in 1931, according to a report issued recently by the Department of Trade and Commerce. This marked increase was due to shipments amounting to over 10,500,000 pounds to the United States where there was a tomato shortage. In 1931 Canada exported only 133,914 pounds to that country.

Exports of canned fruit, particularly pears, also showed an increase from 5,329,302 lbs. in 1931 to 10,289,295 pounds in 1932. This was mainly due to increased shipments to the United Kingdom which amounted in 1932 to 9,329,780 pounds as compared with 4,911,678 pounds in 1931.

Exports of bacon and ham to the United Kingdom increased from 109,617 cwt. to 306,934 cwt. and exports of planks and boards to that country increased from 112,038 m. ft. to 172,454 m. ft.

Exports of canned salmon to Australia and New Zealand increased from 71,524 cwt. to 97,114 cwt. and from 10,893 cwt. to 15,745 cwt., respectively.

Fresh Canadian apples found their way to 32 countries of the world last year and total shipments amounted to the equivalent of 6,421,992 barrels as compared with 1,594,221 barrels in 1931, says a report issued by the Department of Trade and Commerce.

This remarkable increase in Canadian apple exports was due mainly to increased markets developed by Canadian trade commissioners, to continued high quality, to improved packing and grading and to reduced price placing this delicacy within reach of the buying public in foreign countries.

## Pensions Paid With Chocolate

Bucharest.—Chocolate is generally welcomed at Christmas time, but its inclusion in certain holiday parcels at Oradea Marc caused bitter indignation, and a criminal investigation. The discontented recipients are State pensioners with big arrears to claim, and the chocolate was received in place of cash. It was found, however, that instead of 50 pieces each of 20-let value, half the "coins" were tablets of chocolate of the same size as 20-let pieces, done up in silver paper. An investigation has been started by the police. The money rolls were drawn direct by the Ministry of Pensions from the Bucharest National Bank.

## Plan Defense Against Bombs

Kiel.—For all that war has been "outlawed," systematic work is being carried forward here, as elsewhere in Germany, for developing measures of defense against poison bombs dropped from the air—in the next war. The medical faculty of the university contemplates instituting a special course on gas therapy.

## People cannot be forced into goodness, exhorted into it or legislated into it.

—Harry Emerson Fosdick.