

CANADIAN FILMS DURING 1935

Year-End Review—Canadian Short Film Production A Continued Success

Montreal. — Canada continued in 1935 to produce short sound films regularly which were shown widely in the Dominion's theatres and were very successful in other parts of the Empire. The showings of these Canadian featurettes on Canadian screens has been increasing steadily and satisfactorily for the past two seasons. The 1936 production program which includes two well-established series, the Canadian Cameos and Canadian Sport Chats, is to be announced shortly.

These facts are included in a year-end summary from Mr. J. E. Norrish, managing director of Associated Screen Studios. The growth in popularity of these Canadian-made films on Canadian subjects has been gradual but most definite. There is now, judging by the bookings, a definite public demand and a definite audience for each succeeding release.

The films themselves have also developed considerably since the first featurettes were produced by Associated Screen Studios several years ago. They have come a considerable distance from the straight scenic which really marked the beginning of actual Canadian film production for entertainment purposes.

Outstanding among the 1936 featurettes was "Hot and Happy", a one-reel whirlwind of all-Canadian action. It had flashes of a fighting 500-pound tuna battling with a fisherman in the North Atlantic, a 60-foot dive into the boiling waters of a waterfall as well as a close-up of the country's championship horseshoe pitcher at the peak of his form, "Acadian Spring Song", of an entirely different type, was a love story set among Annapolis apple blossoms with a distinctive musical score by Howard Fogg. It was just as successful on the Pacific coast as on the Atlantic coast where it was made.

One Canadian film subject has now blossomed out as an annual release and one Canadian film has become a perennial success. A Canadian Cameo called "Did You Know That?", released in 1934, was an entertaining mélange of pictorial and geographical oddities from here and there all over the Dominion. Its immediate success led to a 1935 sequel and the sequel, just out, makes it look as if the original reel was just the start of a series. Grey Owl, the Canadian Indian who is devoting his life to the beaver, was, along with amazing close-ups of the animals, the subject of one of the first featurettes in the series. A second film was produced on the same subject and both continue to run. The lasting qualities of Canadian beaver on the screen may even outlive the celebrated trio of small hogs. It has, by now, been seen around the world.

Another Canadian short of film action was also a noteworthy success, "Kingdom for a Horse" which had Old Dobbin in person as a commentator and covered Canada's equestrian celebrities from stampee bronchos to firehorses. Indicating very real Canadian interest in Canada's capital "Westminster of the West", an unusual featurette with Ottawa as its setting, is now in its second successful season. The musical accompaniment includes the sound of the famed Carillon in the Peace Tower.

"The Game Is Up" just released, takes the theatre-goer up among the mountain peaks with Canada's alpinists; "Distant Cousins" gave intimate glimpse of the Maori in New Zealand; and "City of Towers" is a featurette with Toronto's skyline as its background.

An interesting development during the year was the popularity of "fact films", detailed pictorial reports on subjects of wide public interest. Dr. Locke of Williamsburg was the central figure in a film of this type and gold mining in the Rockies, the theme of another. This technique, Mr. Norrish comments, is being used extensively in educational and industrial films.

Peer Dears They Just Mustn't Be Annoyed

Burlington, Ont. — Men will be safe in Burlington this leap year.

Said Chief Constable L. J. Smith recently.

"If any male citizen complains of being made an offer of marriage and, instead of being highly flattered, feels that he is the victim of a conspiracy, public nuisance, or threat; then, if the case is substantiated, no police officer could refuse to give such protection as the law may provide. Man's most prized prerogative, that of proposing, should be safeguarded — leap year or no leap year."

"There is nothing in the world that, in human hands, does not lend itself to abuse." —Mahatma Gandhi.

"Men and nations are saved by good-will, not by political machinery." —Dean Inge.

Canada, an Integral Part of the Empire, Mourns Loss of Her King

Heart-Weakness Fatal To 71-Year-Old Sovereign — Prince Ascends Throne — Empire Plunged Into Mourning — Entire World Pays Respect.



HIS MAJESTY, THE KING

Sandringham, Norfolk, England. (Tuesday, Jan. 21). — George V, By the Grace of God, King of the United Kingdom of Great Britain and Ireland, and the British Dominions Beyond the Seas, Defender of Faith, and Emperor of India, died Monday night in the 25th year, 8th month, 14th day and 24th hour of his reign. Death occurred at 11.55 p.m.

Shortly before midnight his physicians observed that the King's gallant fight against bronchial catarrh and a weakening heart had ended and that the Sovereign was about to die. They summoned to the bedside Queen Mary, the Prince of Wales and other members of the Royal Family from an adjoining room. Death came peacefully a few moments later.

The Queen was crying softly. She had held the King's hand and listened to his final, labored breathing.

She broke down as His Majesty died but quickly rallied and kissed the Monarch's learded face, now still in death.

Lord Dawson of Penn, the king's physician since 1907, solemnly announced the King's death, addressing himself to the Prince of Wales.

"Your Majesty," he said, "your father is dead."

With the last heartbeat of George V, Edward, Prince of Wales, became King, although the official proclamation does not take place immediately.

PRINCE SENDS MESSAGE

The Prince of Wales will assume the title of King Edward VIII, it is indicated.

He thus signed a message he sent the Lord Mayor of London shortly after his father's death.

MESSAGE TO LORD MAYOR

The new monarch sent this message to the Lord Mayor: "I am deeply grieved to inform you that my beloved father, the King, passed away peacefully at 11.55 to-night.

(Signed) Edward." Instantly upon the death of King George V, the Prince of Wales automatically succeeded to the Crown, which is the legal link between the peoples of the British Empire.

Ever since the days of Henry VIII the cry "The King is dead, long live the King!" has signified there is no interregnum.

The new king is the first bachelor to succeed to the throne since William IV.

LONG LIVE KING EDWARD THE EIGHTH



Long Live The King

"The King is dead! Long live the King!" And so Edward VIII enters on the reign which will have all the world for an audience and posterity for its critic.

For his task, as great and solemn as can come to any human, he has had years of training. When King George ascended the throne he was 46. Lord Morley, writing of the Parliament Bill of that day, said "the situation forced the position of the Crown into agitating and dangerous prominence, and the prominence naturally inflamed resentment against the Government and sympathetic concern for the young Sovereign."

The plea of the "young Sovereign," indeed was proffered more than once, and Lord Rosebery made the would-be pathetic, but for once not very happy allusion to a "young and inexperienced King." Edward VIII is only 41, but considering the years through which he has lived, and his steady training for his exalted office, only a romanticist could charge against him youth and inexperience.

More in the mould of Edward VII than of George V, he has lived his years avidly, but behind all his love of sport and of congenial society there has been hard work, appreciation of deeper values, sense of responsibility. No British Monarch has travelled the world more widely, nor has seen more of his own lands or people. For seven years, as Prince of Wales, he was on the world's oceans, travelling now to Canada, now to South Africa, now to Australia, meeting his future subjects in all Dominions and

Advertising Did It

A story from New York is to the effect that Mrs. Gloria Morgan Vanderbilt has opened a dress shop in the metropolis and is now regarded as one of the most successful business women there.

It is not difficult to discover the reason for Mrs. Vanderbilt's sudden rise to prominence in business. Only a few months ago the newspapers were filled with reports of her fight against losing the guardianship of her little daughter whom relatives decided to take away from her. As a result, she became a familiar personage to millions of people. She lost the court battle but the publicity has been worth thousands of dollars in advertising and Mrs. Vanderbilt was astute enough to capitalize this advantage immediately.

It is a hint to those in business, not to forget the life-blood of trade, which is advertising.—Welland Tribune.

"I think that, given the chance, people will become more and more expert in the effective use of leisure." —Henry Ford.

"The world has exchanged the sweet fragrance of hay for the stench of gasoline and the deadly monoxide." —Harold Bell Wright.

If you are following potatoes with grain, seeded with alfalfa, apply ½ ton to 1 ton ground limestone per acre immediately after the potatoes have been lifted. This lime will sweeten the soil for alfalfa or other legumes in 1937.

Time For Pitiless Realism

When a leading newspaper of a large city announced, a few weeks ago, that four of its residents were to be killed outright before New Year's Day, readers were jugged out of their complacency to read further. They discovered that the four citizens "marked for death" were to meet their end in a horrible form—on the highway.

The news writer had been on the "beat" that included the morgue. He was sickened by what he had seen. He had visited hospitals, and had witnessed the slow suffering of the maimed. He had been to the homes of victims, had heard piteous tales of children left without a father or mother, or compelled to look after themselves as well as the injured member of the family. The reporter wrote simply, but factually. He predicted from the statistics of what had happened that four more persons were to be killed in motor accidents—and he guessed with deadly accuracy.

"Safety First" has been dinned into the public ear so long that it has lost much of the effectiveness it once had. But stories of almost revolting realism, such as *And Sudden Death* which appeared originally in "Readers Digest", short circuit the route between comprehension and action. Scaring people to make them drive safely is justified by a mounting accident toll wherever automobiles are known. In the United States, for example, more persons lost their lives on highways in the past 18 months than were killed in battle during the similar period when that country was engaged in the World War.

A suggestion to the civic, service, and women's clubs: Why not a cold-blooded program, "Accident Prevention in Our Community," with the doctor, the undertaker, and chief of police telling what they know of the subject in realistic word pictures drawn from their own experience?—From an editorial in the Rotarian Magazine.

THE MARKETS

PRODUCE PRICES

United Farmers' Co-operative Co. Saturday were paying the following prices for produce:

EGGS with cases returned, prices nominal—
 "A" large 23c
 "A" medium 21c
 "A" pullets 19c
 "B" 18c
 "C" 15c
 BUTTER — Ontario No. 1 solids, 24½c; No. 2, 24c.
 POULTRY:
 (Quotations in cents.)

Hens:	Live	Dressed	Dressed
	"A"	"A"	"A"
Over 5 lbs.	12	14	..
4 to 5 lbs.	11	13	..
3 to 4 lbs.	10	12	..
Old roosters ..	7	9	..
Spring chickens—			
Over 6 lbs.	16	20	..
5½ to 6 lbs.	15	19	..
5 to 5½ lbs.	14	18	..
4½ to 5 lbs.	13	17	..
Under 4½ lbs.	12	16	..
Spring broilers—			
1½ to 2½ lbs.	12	16	..
Young ducks—			
Over 5 lbs.	12	18	..
4 to 5 lbs.	10	16	..

WHOLESALE PROVISIONS

Wholesale provision dealers are quoting the following prices to the Toronto retail trade:

Pork — Ham, 19½c; shoulders, 15c; butts, 17½c; pork loins, 19½c; pickens, 14c.
 Lard — Pure, tierces 13c; tubs, 13½c; pails, 14c; prints, 13½c.
 Shortening — Tierces, 10½c; tubs, 11½c; pails, 11½c; prints, 11½c.

HAY AND STRAW
 No. 2 timothy hay, baled, ton, \$9 to \$10; No. 3 timothy hay, ton, \$7 to \$8; straw, wheat, baled, ton, \$5 to \$6; cat straw, \$5.

GRAIN QUOTATIONS

Following are Saturday's closing quotations on Toronto grain transactions: for carlots, prices on basis c.i.f. Bay ports:—
 Manitoba wheat — No. 1 Northern, 90½c; No. 2 Northern, 85½c; No. 3 Northern, 84½c; No. 4 Northern, 81½c; No. 5 Northern, 72½c.
 Manitoba oats—No. 1 feed oats, Toronto, 32½c; for all rail shipments delivered Ontario points, No. 2 C.W., 46½c; No. 3 C.W., 40½c extra No. 1 feed oats, 40½c; No. 1 feed oats, 37c; mixed feed oats, 30c; No. 1 feed screenings, \$17 per ton.
 Manitoba barley — No. 3 C.W., 42½c.
 South African corn, 68c.
 Ontario grain, approximate prices truck shipping point—Wheat, 74 to 78c; oats, 23 to 25c; barley, 30 to 35c; corn, 43 to 45c; rye, 35 to 38c; malted barley, 38 to 41c.

"There is no sorer sight this side of the grave than the standard vegetable plate." —George Rector.

"The East perhaps can teach the West the beauty of simple living." —Emir Saud.

GET GOOD PRICES IN U.S. MARKETS FOR ONTARIO PIGS

WINDSOR — Ontario-raised hogs are being poured into Michigan almost as rapidly as they can be transported and farmers of Essex and Kent counties from which the bulk of the shipments are made are reaping a golden harvest.

Figures released here recently disclose that for the first time since the Republican protective tariff went into effect eight years ago Canadian farmers are finding it profitable to truck their hogs across the border, pay the duty and unload them on the Detroit packing houses at parallel or higher prices than obtained in the regular hog market.

Two thousand three hundred Essex County hogs weighing more than half a million pounds on the hoof have been trucked across the river here since September 10 when the influx began. In November alone 1,489 head weighing 336,700 pounds were transported across the river and sold to packers there. For these swine, on which the duty of two cents a pound was paid, the Ontario hog exporters received prices ranging from \$2.50 to \$3.50 per hundredweight above what they would receive if sold in the Ontario market.

A statistical table prepared from manifest sheets in the Detroit Customs office shows the speed with which the Canadian hog shippers hurried their swine across the Ambassador Bridge. During September total exports were 535 hogs weighing 110,925 pounds. These came from Tilbury Alvinston, Eddy Mills, Harrow and Dresden.

In October 215 head were moved, while in November a total of 1,489 hogs were sent across the river. The total weight was 336,700 pounds. In December to date shipments totalled 24,000 pounds. The grand total to date since September 10th is given as 522,000 pounds. The largest shipment came from Tilbury, with Essex, Chatham, Dresden, Alvinston and other towns contributing their quotas.

Writer Deplores Lack Of Traditional Indian Handicrafts

SASKATOON—Fear that unless help and encouragement was given Indians in northern reserves many of the characteristic handicrafts of the natives of this dominion would disappear was voiced here by Mrs. Luta Munday, author of "A Mounty's Wife." Mrs. Munday spent several years in the Chesterfield inlet district and last fall visited many of the Indian tribes in Saskatchewan.

Mrs. Munday believes the Government and mission schools do not take sufficient interest in traditional Indian art and thinks far too much poor imitation bead work is being turned out to accommodate the tourist trade.

Secrets of the leather and birch-bark work are handed down from generation to generation. Mrs. Munday said, but little effort is being made by the Government or by missionaries throughout the northland to encourage high grade work or to create a proper market for this original handicraft. Rather, it seems, the emphasis is on production.

Ishbel MacDonald Has Full Time Job On Her Hands

HIGH WYCOMBE, England — Ishbel MacDonald, daughter of Ramsay MacDonald, former Prime Minister, is finding her job—that of running an English inn—a full time one.

She had a busy day recently at the Plow inn near High Wycombe, of which she has become the owner. A crowd of cyclists, motorists and hikers invaded the inn and the stock of beer was soon running low.

Miss MacDonald, who formerly was hostess at No. 10 Downing street, was kept busy serving lunches and drinks to the customers.

Week-end visitors to the inn included the United States Ambassador, Robert W. Bingham, and his wife.

Unusual Pact Made By 30 Scientists

Toronto.—In the distant future a medical paper will be published by an old scientist in which he will give the cause of the death of 29 of his colleagues.

Dr. C. H. Best, professor of physiology in the University of Toronto, revealed the strange pact in the course of a short speech at the weekend.

Thirty research workers in the school of hygiene undergo an annual physical examination. They examine each other and from each other they draw blood which is chemically analyzed.

"The idea is," Dr. Best said, "that the survivor will write a paper on what caused the death of the others."

Farm Problems

Conducted by Professor Henry G. Bell

with the co-operation of the various departments of Ontario Agricultural College.

The business of farming is yearly becoming more and more dependent upon facts that have been gathered regarding livestock and livestock management, crop production, soil management, disease and insect control and business organization of the farming industry. Individual problems involving one or more of these, and many other phases of agriculture, engage the attention of Ontario farmers from day to day. During the winter months there is a little more time for study of the most acute problems.

Through this column farmers may secure the latest information pertaining to their difficulties. To introduce this service Professor Bell has prepared the following typical problems to indicate the information which should be given in order that a satisfactory answer can be made.

If answer is desired by letter enclose stamped and addressed envelope for reply. Address all inquiries to Professor Henry G. Bell, Room 421, 73 Adelaide St. W., Toronto, Ontario.

Question:

W. J. C.—(a) What should the protein content of the concentrate mixture fed to dairy cattle be? (b) What protein-rich supplemental feeds may be used in the ration for the producing cow?

We are supplying milk to Toronto-market. We have on hand: Timothy and

clover hay, ensilage and mixed grain (barley and oats).

Answer:

(a) With good quality alfalfa or red clover hay, a protein content of 15 to 17 per cent. should be fed. With mixed hay, the protein content should be increased to about 18 per cent. With poor quality grass hay it may be necessary with high producing cows to increase the protein content to 20 or 22 per cent.

(b) Oilecake, cottonseed meal, soybean oil meal, gluten feed, corn distillers' grains. These feeds are all sold with guaranteed analysis and better results are obtained when a variety of protein supplements is provided.

Question:

R. P.—I have a well-drained field for 1936 potatoes about which I wish information.

The higher part of the field is a light sandy loam, but the lower part is heavier and seems to hold the moisture better. I haven't been able to get a stand of alfalfa on the upper part for three years. The alfalfa on the lower part is getting thin. I haven't much manure for this field. I want to grow potatoes on the whole field this year. What treatment would you advise?

Answer:

It would appear from your description that the lime had been pretty well removed, especially from the light soil of the upper part of the field. We would advise you to have soil from the entire field tested for acidity. A three ton crop of alfalfa removes about 280 lbs. of lime and 134 lbs. of potash to the acre. It may be that the soil on the lower part is becoming too acid for best alfalfa, too.

As a general rule, it is not best to plant potatoes on an alkaline soil nor is it good practice to lime a soil in preparation for potatoes. Slight acidity of soil is favorable to potato growing since potato scab and other diseases do not thrive in acid soils.

Your soils, especially those of the lower part of the field will be fairly well supplied with organic matter or plant refuse, and the lower soil should have a fair supply of nitrogen. We would advise you to apply 500 to 750 lbs. per acre of 4-8-10 fertilizer for potatoes. Our tests throughout the province show 4-8-10 to be the best analysis of fertilizers for potatoes. If possible, put on the potato fertilizer with a combined potato and fertilizer planter so that the fertilizer will not fall on the potato piece nor will the potato piece rest immediately on the fertilizer.