

U. S. POLITICIANS HOSTILE TO ROOSEVELT'S SELECTION OF A COLLEGE MAN AS ADVISER

(Montreal Star)

Washington, Feb. 9.—The American politician, as represented by the members of Congress, may have a certain respect for college and university professors, but they want them to remain in their cloistered halls of learning most of the time. President-elect Roosevelt, by including a number of professors among his close advisers and by using several of them as his "contact" men with Congress and Government departments here, seems to be heading for an open conflict with some of the party's Congressional leaders.

There is so much growling on the part of Democrats in both the Senate and the House over the apparent reliance of the President-elect on his "Brain-Trust" that newspapermen are expecting to hear any day one of the politicians roar publicly at the inadequacy of the academic mind in politics. It is not so much that the politicians doubt or dispute the conclusions of President-elect Roosevelt's professional advisers—it is simply that the average American politician cannot play his game well except with those of his own kind.

Campus Politics

Faculty and campus politics, with which, it is admitted, American colleges and universities abound, are held not to be sufficient training for practicing politics on the grand scale which prevails in Washington. The three Columbia university professors upon whom the President-elect appears to depend most—Raymond Moley, Rexford Tugwell and A. A. Berle—are thought to be nice enough fellows and their views on war debts, bankruptcy legislation, farm relief or tariffs are given due weight.

But, after all, these or any other

professors do not primarily think of the problems of which they apply themselves as problems involving the votes of a Constituency. So, when these professors begin to tell Senators and Congressmen just how they ought to legislate, there is bitter resentment among those whose special sectional or other interests seem to be adversely affected by the proposals. President-elect Roosevelt's thrusting of professors forward openly in his councils is the first time in the history of this country such an experiment has been undertaken on so wide a series of problems. Even the ex-university president, Woodrow Wilson, did not turn to the academic field for any of his emissaries in the political battles of his day.

Whether the President-elect will retain any of the professors in his active entourage when he enters the White House is a question yet unanswered. He certainly won't if the Democratic leaders in the Senate and the House have their way. They recognize that the present emergency is more than enough for Mr. Roosevelt to seek the best brains he can find for inclusion in his list of close advisors, but they are begging him to keep the professors out of positions which will bring them in continuous contact with Congress.

Professors Curse to Country

Some of the politicians go further and agree with the views about professors of Frederick H. Prince, Boston banker and president of the Union Stockyard Company of Chicago, who recently visited the President-elect at Warm Springs and is reported to be in line for an ambassadorship, possibly to Great Britain. Mr. Prince, admittedly a financial power in the United States, was quoted as declaring "one

HOW JACK PEARL, TALL TALE FELLAR, PLAYS TO AUDIENCES ON BOTH SIDES OF THE MIKE

(New York Sun)

It is 9:30 on a Thursday evening. The scene is the lobby of the Amsterdam Theater on Forty-second street. Hundreds of patrons crowd through the right hand side of the doorway as a few privileged characters manage their way unimpeded by the throng through the left doorway. The objective of both groups are the elevators leading to the Times Square Studio of the National

of the chief curses of the country is that too many professors have their fingers in the Governmental pie."

"Professors are cowards as a rule," he maintained. "Men do not shrink from life unless there is some cowardice entering into it, and professors do not hesitate to accept the endowments of those who have served the people and the nation in commerce and industry, but do nothing themselves but talk."

"You have only to think back the last 10 years upon the difficulties into which we have been drawn because of the influence of professors to realize that the sooner we get away from this influence the better we will be."

The clash between the politicians and the professors is profoundly interesting to the political correspondents here who have "covered" Governor Roosevelt since he began his campaign for the Presidency. They consider him one of the most astute politicians this country has had in the White House and they are inclined to believe that he is showing political wisdom in relying on professors—the theoretical, disinterested minds—as against the political and business men—practical minds—because of the public disapproval of the latter at the present time.

Broadcasting Company, where at 11 o'clock Jack Pearl, the teller of tall tales, the modern Baron Munchausen, will put on his weekly show for the air folks and in the presence of about 500 fortunate holders of studio tickets.

The theater, slightly changed from its layout as the home of the famous Ziegfeld Midnight Frolics, seats about 475 in orchestra and balcony. The crowd, lifted from the ground floor by two elevators, file past the doorman and take the choicest seats available. Although the tickets state expressly that the audience should be in their seats fifteen minutes before the performance, there is a rush for the last few remaining chairs.

Asks Audience to Applaud.

A few minutes before 11 Howard Clancy, announcer in charge of this program, walks to the front of the stage and greets the audience. He explains that applause is desired and points out the microphone suspended over the orchestra pit to pick up the reactions of the guests. By this time Abe Lyman and his orchestra have taken their place in the rear of the stage under a great banner advertising the product for which the time has been bought. The operator watches the clock and at a signal from the control operator commences the blurb that prefaces each program. Then the orchestra plays a selection or two after which Clancy introduces Jack Pearl and his pal "Charlie."

On this night which we are witnessing Pearl is dressed in the stage conception of the cowboy, hat, chaps, and all. Cliff Hall as his "straight" man adheres to the regulation tuxedo. The pair launch into the crazy colloquy, using the same manuscript and the same microphone. Although Hall reads without mannerisms, Jack Pearl goes through the gestures peculiar to the part he is playing. At the point of a joke he digs his fist into Hall's side or slaps him on the back and in general appears to have a hilarious time doing the work he is paid so well to do. He has a perfect sense of timing in elaborating his quips and the audience watching him appreciates his talents, much as the multitude on the outside who are merely listening, chuckle and guffaw at his sallies.

Quips are Repeated

That the remarkable success of Jack Pearl as a radio star has surprised even the wisecracks of the air waves cannot be denied. From a position of a newcomer with doubtful ability to entertain over the kilocycles he has built up listening audiences that compare more favorably with the best features of radio. His jokes are repeated next day and his query, "Vas you dere, Sharlie?" is heard throughout the land. Even when his stage show, "Pardon my English" opened recently the importance of the radio contact was so great that the theater is darkened on Thursday nights when the Baron shifts his talents from the footlights to microphone and his arena of foolishness from the Majestic Theater to the Amsterdam. In this era of radio comedy Jack Pearl has proved once more that the gap between the stage and the radio is not too wide to bridge successfully if the artist has the talent, personality and script material that appeal to the listening audience.

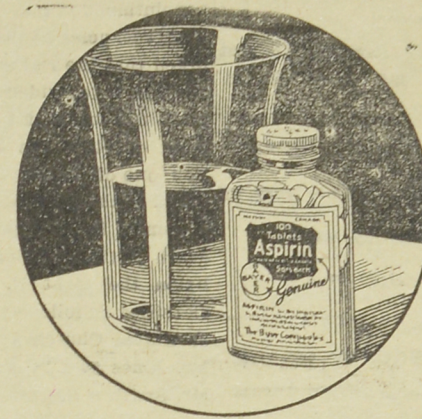
MOTHER DID NOT EAT ENOUGH WHEN LITTLE

(New York Sun)

John, who is 5, knows that little boys who finish all their dinner become big boys. He ought to know it, for he's heard it twice a day at least ever since he's been able to talk.

The drum John received at Christmas was a very good one from his viewpoint. It could make more noise than he and his four brothers and sisters could by shouting all together. Presently the drum disappeared. And presently John discovered it on a high shelf.

Fortunately, or otherwise, his mother couldn't reach it, even when standing on a chair. She did this to prove her point, and finally John was convinced. But he had his comeback anyhow. Looking severely at his parent he demanded: "Why didn't you eat more when you were little?"



Get Rid of That SORE THROAT!

Any little soreness in the throat grows rapidly worse if neglected. Crush some tablets of Aspirin in some water, and gargle at once. This gives you instant relief, and reduces danger from infection. One good gargle and you can feel safe. If all soreness is not gone promptly, repeat. There's usually a cold with the sore throat, so take two tablets to throw off your cold, headache, stiffness or other cold symptoms. Aspirin relieves neuralgia, neuritis, too. Use it freely; it does not hurt the heart.

ASPIRIN

TRADE-MARK REG. IN CANADA



Are You Among Those Who Say "I never read Advertisements"

TO SAY "I never read advertisements" would be much like saying, "I never use soap" or "I never read newspapers," or "No one can teach me anything," or "I know everything."

Many good—but not very wise persons seem to think that all advertisements are just the vainglorious braggings of those who publish them—designed to part fools and their money. The truth is that most advertisements are incentives to their readers to do or be or buy or use something for their immediate or prospective advantage. Advertisers, to be successful and to live long, have to offer something of value or of desire—something really wanted or needed by the public. Advertisers, to live long, must not cheat the expectations or confidence of those who buy what they offer or propose.

Here are some questions to be answered by those who say "I never read advertisements"—

- 1.—What alarm clock would you buy if you needed one?
- 2.—What camera would you buy, for your own use, or to give to a son or daughter?
- 3.—What motor car possesses your favor?
- 4.—What face cream or shaving soap or cream, or tooth paste did you use today?
- 5.—What laundry soap (or flakes) is in your kitchen right now?
- 6.—What brand of tobacco would you buy if you were a user?
- 7.—The watch on your wrist—what name does it bear?
- 8.—What theatre is presenting the best program?
- 9.—Your life insurance policy—what company issued it?
- 10.—The ginger ale which you serve to guests—what brand is it?
- 11.—The tea which you buy regularly—what brand is it?
- 12.—The baked beans and the tomato catsup now on your pantry shelves—what brands are they?

YOU SEE! Whether or not you consciously or habitually read advertisements, you buy, by preference, what advertisements have recommended to your confidence and what experience has proven to be satisfactory.

The things which we DON'T buy and which have a sickish life, are those which are not advertised, and which try to ride onto public favor on the backs of well-advertised products.

It is to one's discredit to say, "I never read advertisements"

THE DAILY MAIL with its large quality circulation is a first-class advertising medium!

PRIZE WINNERS Turret Cigarette Hockey Contest

Results in Turret Mid-season's Contest which was announced Nov. 10th, 1932, and closed Jan. 7th, 1933

OFFICIAL SCORES

TEAMS	Total Goals Scored up to January 18th, 1933
BOSTON.....	64
CANADIENS.....	39
TORONTO.....	51
CHICAGO.....	41
RANGERS.....	69
MAROONS.....	54
DETROIT.....	67
AMERICANS.....	47
OTTAWA.....	49

\$200 ADDED TO 1st PRIZE \$1200 Divided Between Four Tying Contestants

THE first prize was announced originally as \$1000.00. However, as four contestants tied for this prize with perfect entries, having scores of all nine teams correct, the first prize has been increased to \$1200.00 and has been divided equally among these four winners.

Only one contestant estimated the scores of 8 of the 9 teams correctly and the second prize was awarded to him. The third and subsequent prizes were awarded to those contestants who had seven or fewer of the nine scores correct.

FIRST PRIZE — \$1200.00

Divided Among Four Entrants whose Estimates were 100% Correct

\$300.00

MILLSON W. HODGSON
Barons, Alta.

\$300.00

GEORGE McLEOD
Bridgewater, N.S.

\$300.00

CONSTABLE A. D. NORMAN
Halifax

\$300.00

J. ALFRED POMERLEAU
East Angus, P.Q.

second prize
\$250.00

JOSEPH GAGNE, Montreal

15 prizes of
\$10.00
each

third prize
\$100.00

W. S. CANN, Cobourg, Ont.

Verda Widgill, Barons, Alta.; Leon Roger, Hull; The Reynolds Twins, Outremont, P.Q.; L. C. Hoover, Hamilton; L. Sowten, Toronto; Robert Boycott, Windsor, Ont.; R. H. Bliss, Oba, Ont.; Lionel Dupras, Montreal;

V. Lloyd Harris, Stanbridge East, P.Q.; J. C. Brown, Outremont, P.Q.; L. P. Souard, Quebec, P.Q.; R. B. Hassam, Montreal; J. Ulric Laporte, St. Lambert; J. P. Delisle, Montreal; J. F. Mudge, Saint John, N.B.

100 prizes of \$5.00 each

E. Warburton, Toronto; R. J. Cottrell, St. Thomas, Ont.; A. D. Johnston, Toronto; E. J. St. Amant, Montreal; Douglas Cooper, Vermilion, Alta.; H. E. Wellen, Winnipeg; Albert Dubrule, Montreal; A. R. Knight, Saskatoon; G. Bonser, Verdun; Agnes Holland, Toronto; W. G. White, Toronto; Andrew Miller, Sarnia, Ont.; R. M. Jones, Prince Albert, Sask.; J. McCauley, Quebec, P.Q.; David Holland, Toronto; Paul Huot, Quebec, P.Q.; Thomas Smith, Toronto; E. Johnson, Ottawa; S. R. Saunders, Otterburn Park, P.Q.; Gordon McCulloch, Brampton, Ont.; Roy Logan, Saskatoon; Harold W. Harwood, Toronto; F. W. Adams, North Battleford, Sask.; Bruce Coughill, Hamilton; Mrs. H. G. Watters, Winnipeg; Mrs. W. Williams, Montreal; Frank Binns, Toronto; D. H. Proudfoot, Ottawa; Mrs. Jack Munroe, Windsor, N.S.; Nap Brousseau, Quebec, P.Q.; T. W. Irwin, Fort Frances, Ont.; Paul Desrois, Outremont; N. Roberts, Quebec, P.Q.; M. Murphy, Quebec,

P.Q.; Albert McGlain, Chatham, N.B.; A. J. Gagnon, Edmundston, N.B.; J. Alex Laurin, Montreal; Eugene Plourde, Asbestos, P.Q.; Grace W. Powley, Saskatoon; Jean Holland, Toronto; J. A. Kinghorn, Lindsay, Ont.; Norman Hopkins, Toronto; Geo. Walker, Naticoke, Ont.; Westley Martineau, Montreal; W. Maguire, Montreal; Max Richardson, Toronto; Romeo Brisebois, Montreal; Thomas Chapman, Sherbrooke, P.Q.; H. Clark, Winnipeg; Geo. A. McVey, Westmount, P.Q.; Germain Roy, St. Boniface, Man.; J. McQueen, Winnipeg; J. D. Jeffers, Calgary; Arthur Millar, Spencerville, Ont.; T. Shane, Winnipeg; G. C. Dunn, Sudbury; Kenneth Holmes, Hamilton; J. C. Templeton, Eastview, Ont.; Allan Graham, Calgary; J. D. Hetherington, Red Deer, Alta.; R. Comdon, Lewis, C. I. Peters, Summerside, P.E.I.; Paul Bancourt, Quebec, P.Q.; C. J. Rouleau, Sudbury; S. W. Wells, Scottstown, P.Q.; J. Bourque, Rossmount, P.Q.; Wesley Kruse, Gaspé Harbour, P.Q.; Lionel Laurent, Montreal; Andy

Harper, Vancouver, B.C.; Billy Ratz, Woodstock; Albert G. Matter, Kitchener; Cecil Hansford, Wolfville, N.S.; A. Benoit, Haig, Sask.; C. M. Johnston, Halifax; J. F. Cryan, Dencourtville, Ont.; W. Williams, Montreal; A. McFarlane, Sherbrooke, P.Q.; R. J. Smith, Winnipeg; J. A. Rutter, Victoria; George Winchester, Saint John, N.B.; Joseph E. Dubord, St. Georges County, Champlain, P.Q.; E. Labelle, Montreal; C. G. Aitchison, Vancouver; Harry M. Dawson, The Glades, N.B.; C. E. Page, Calgary; Wm. Wightman, Emerson, Man.; Val W. Berdus, Waterloo, Ont.; Mrs. Elisabeth Morin, Riviere-du-Loup, P.Q.; Arthur F. Virtue, Montreal; Frank D. Smith, Ottawa; P. T. Hickey, Halifax; G. E. Turner, Fort Garry, Winnipeg; W. S. Jones, Rockhaven, Sask.; F. W. Creasy, Portage la Prairie, Man.; Leon Drouin, Montreal; Geo. E. Whitlaw, Carberry, Man.; C. F. Starkey, Hamilton; G. R. Gardiner, Westmount, P.Q.; A. B. A. Cunningham, Melville, Sask.; Mrs. E. Mulhall, Ottawa.

ENTER THE NEW TURRET CIGARETTE HOCKEY CONTESTS
Weekly Prizes for Weekly Totals • Grand Prizes for Season's Total