

THE UNITED STATES, UNDER PRESIDENT FRANKLIN ROOSEVELT HAD BLOODLESS REVOLUTION

(Montreal Star)

Canadians have had the interesting privilege lately of looking over the back fence and watching an orderly, bloodless revolution taking place within the past three months, right next door in Uncle Sam's domain. It has been a fascinating spectacle, but just what it all means Uncle Sam himself has yet to find out.

The American Congress adjourned yesterday, closing a short but phenomenal session. During its three months of deliberation Congress passed some sixteen major laws, any one of which would have been regarded as highly revolutionary and unprecedented six months ago. In general these laws have been "permissive" and not "mandatory" as the current jargon has it. They have handed over enormous powers to Franklin Roosevelt without compelling him to use all or anything like all of them. That is why Uncle Sam is not yet quite sure where he is headed.

Under the National Recovery Act, the Administration can make over all great American industry, can control hours, wages, competition and the rest—powers which he will not use however, if any industry beats him to it and establishes fair self-government. It also provides for some \$3,000,000,000 of public works projects. The Farm Relief and Inflation Act has been thoroughly studied as to its monetary provisions, but its farm provisions have not been as closely read in the cities. These latter seek to eliminate surpluses by giving the Administration power to allot production, award bounties, and withdraw marginal lands from cultivation by leasing them to the government. The Act also authorizes a \$2,000,000,000 bond issue to refinance farm mortgages. The sur-

rency provisions authorize the President to conduct Federal Reserve open market operations up to \$3,000,000,000 to devalue the dollar by 50 per cent, and to expand currency by \$3,000,000,000. The American motto just now appears to be: "When in doubt make it \$3,000,000,000."

Controls Banking

Other laws give the President control of banking and currency, require commercial banks to get out of the security business, and forbid investment banks to accept deposits. Still others revolutionize the whole business of floating securities, laying down extremely stringent provisions as to the nature and completeness of information which must be offered hereafter to investors. Then there are acts setting up huge emergency relief funds and employment services, and permitting the expenditures of large sums on reforestation, flood control and power projects. The economy law authorizes a slashing of Federal expenditure on salaries and veterans' compensation. The railroad reorganization measure establishes a method of enforcing economies in operation, etc. Perhaps the most popular act of all, from the point of view of the man on the street, is the legalizing of 3.2 per cent beer, and levying a tax of \$5 a barrel on it.

Where does it all lead? In the first place it means that Congress has abdicated pro tem, on almost all points but war debts and tariffs, in favor of the President. That is the second American revolution. It means that Roosevelt is practical Dictator of America, within fairly wide limits. Enemies of the Administration on either side call it Facism or Socialism while its friends call it planned capi-

talism, good Americanism. Congress has presented Roosevelt, however grudgingly, with the authority he demanded. Now he must show how he is going to use it.

Wild and Woolly

The departure of Congress for home will relieve everybody but the lobbyists and office-seekers. The President and the country can get on with their jobs. Wall Street in particular, rubbing its recent scars, notes with pleasure that Congress is not being allowed to go broody and hatch out a whole nestful of evil-omened laws. It was indeed time that the legislators went home. In personnel and opinions this was one of the wildest and woolliest Congresses ever assembled, full of amateur economists, wild inflationists and patent medicine men. At any time there was danger that they might cut loose. They rebelled at the end of the session and took the sting out of Roosevelt's pension economies. They forced him to accept a compromise.

And in the end Congress members controlled the President in two important respects. They prevented him from going-it-alone and negotiating final tariff and war debt settlements not subject to their authority. Congress, in fact, won three rounds while the President took the other twelve in a walkover. It has been an extraordinary spectacle, the wildest of Congresses being led by the nose by a brand-new President and putting through in three months an unequalled record of legislation. Clearly, it is all up to the President now. Franklin Roosevelt, quo vadis?

Joan Crawford, divorced from Doug Fairbanks Jr., is compelled to wait one year before she makes another try. Now is the girl going to maintain her ollywood standing in the face of a handicap like that?

According to the United States Bureau of Fisheries a shrimp lays 800,000 eggs at one spawning and any skeptic is entitled to catch a shrimp and make his own investigation.

STRANGE WAYS ANIMALS HAVE OF SLEEPING

(Cleveland News)

Archibald Rutledge, raised on a Carolina plantation, had a six-mile walk to and from school each day. The number of interesting things he found on his jaunt through field and wood invariably made him late for school. He wasn't a good pupil because he seemed to find the world outside his schoolroom more interesting than the world inside.

For the past 30 years Archibald Rutledge has been teaching English during winter months and studying nature in field and wood during his vacation months.

One of the many things he discovered has to do with ways in which animals sleep.

Discussing these sleep habits recently in Readers' Digest he pointed out some discoveries he has made in the ever strange land of dreams.

Only man sleeps on his back and the strangest of postures for sleeping is considered by Mr. Rutledge to be that of the bat, sloth, poto, genus of a small parrot. These sleep suspended by their feet, the sloth and poto with their backs downward and their heads resting on their bosoms. The others let their heads hang.

When man goes to sleep standing up, and it has been done, he is emulating the horse and elephant. The elephant relieves the weight by resting one foot at a time.

Wild deer sleep like cattle, lying down and rest their heads on their bodies.

Some fish sleep on their sides; some, especially the mackerel, walk all day and all night and must do their sleeping while they walk.

Ants are more like men than men may like to think. They make little beds for themselves and upon awakening stretch just as man does and seem to enjoy it just as men do.

Birds bury their heads in their feathers; that is, some of them do. Tame pheasants bury their heads in their shoulders, quail roost on the ground and make a perfect circle by meeting wind for wing.

Wading birds stand up to sleep and storks and herons keep one leg off the ground while they sleep.

The turkey is a bird that doesn't wake up without shaking. He picks the highest and barest trees and lets wind and rain and icy gales come and go. He grips the limb of the tree with his toes and sticks to his roost till his sleep is over.

Robins and sparrows sing in their sleep the raccoon snores and sleeps so soundly that he can be picked from the hollow of the tree where he makes his bed and carried elsewhere without blinking an eyelash.

Dogs and cats sleep curled up and often have nightmares that send them chasing their prey in their sleep. Snakes sleep in a coil and keep their eyes open and the owl, famed for its night life, doesn't get much sleep during the day.

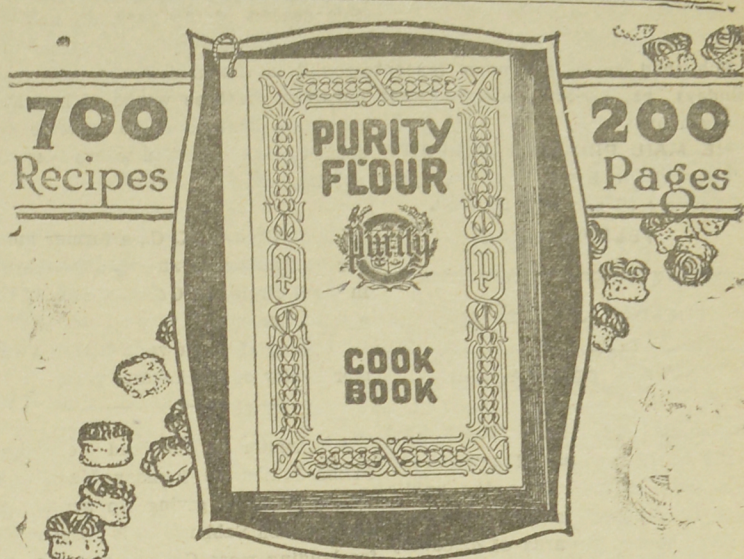
THE DUCE NOW SPEAKS GOOD ENGLISH

(From the London Daily Telegraph)

Signor Mussolini's English, Sir Charles Petrie tells me, has become extremely good. Sir Charles has recently returned from a visit to Rome, which he made with Lord Lynton. During the visit he had several opportunities of conversing with "Il Duce." But if Mussolini's English is good, his French is perfect. With Captain Goering, too, he conversed in fluent German, while in addition he has at his command an adequate knowledge of Spanish.

Signor Mussolini confessed the secret of his linguistic versatility. Last thing every evening in order to insure a sound night's sleep, he reads a book in French, German, English or some other tongue for an hour. Thus he is able to keep his foreign languages perpetually up to the mark.

Of course, if you really want to, really and truly want to, you could spend your vacation in Chicago at the Fair. And some of us have not forgotten the old folks' tales of the last show out there.



It's going rapidly

Surprise your friends with the latest recipes and the very newest ideas in cooking and serving. Don't miss this big new 200 page book. Rich in valuable household information. Only 30c postpaid. Write now—edition limited. For delightful, flaky pastry and sure rising, big loaves, rich in gluten and health giving minerals—always use **Purity Flour**.

WESTERN CANADA FLOUR MILLS COMPANY, Limited
Toronto, Ontario

PURITY FLOUR

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!

MARITIME Firemen's Tournament FREDERICTON, N. B. JULY 25 - 26 - 27

FIREMEN'S PARADE, TORCHLIGHT PARADE, DECORATED FLOAT AND POLIMORPHIUM PARADE, CARNIVALS and STREET DANCING, WATER SPORTS, TWO DAYS' HORSE RACING, BASEBALL, BAND CONCERTS, COMMUNITY SHOPPING and TREASURE HUNT and GRAND DISPLAY OF FIREWORKS THURSDAY NIGHT!

SPECIAL RATES ON C.P.R. and C.N.R. FROM ALL POINTS. CASH PRIZES FOR DECORATED FLOATS and STORE FRONTS. FIVE BANDS IN ATTENDANCE. NEARLY 1,000 FIREMEN EXPECTED TO BE HERE.

PROGRAM

MONDAY, JULY 24th

12.00 Noon—Registration starts at Headquarters for those coming in early.
9.00 p.m.—Free Street Dance in front of Headquarters. Band in Attendance. Lights out at 1.00 a.m.

TUESDAY, JULY 25th

7.00 a.m.—Opening of Maritime Firemen's Tournament with a Bang!! Abbeys and?
8.00 a.m.—Registration Booth Opens at Headquarters.
10.00 a.m.—All Bands, Firemen and Decorated pieces of Apparatus gather at Canadian Legion Grounds for Firemen's Formal Parade.
11.00 a.m.—Parade will move off and finish at Parliament Square.
11.45 a.m.—Civic Welcome to Visiting Firemen and Friends at Parliament Square.
2.00 p.m.—Horse Racing at Trotting Park... Ball Games... Community Shopping and Treasure Hunt will be in full swing. Band Concerts along Queen Street.
5.00 p.m.—All Captains and Managers of Sport Teams meet at City Hall to draw for position in Firemen's Sports.
8.00 p.m.—Carnival and Band Concerts at Parliament Square... Street Dance and Vaudeville, arranged by members of Kiwanis Club of Lindsay, Ont., on good-will tour of Maritime Provinces.
9.30 p.m.—All Firemen and Bands will gather at Canadian Legion Grounds for Torchlight Parade. Finish at Parliament Square, where Dance and Carnival will be going full swing.

WEDNESDAY, JULY 26th

7.30 a.m.—More Noise!! More Abbeys and?
10.00 a.m.—Commercial Decorated Float and Polymorphium Parade. More Shopping and Treasure Hunt. Novelties. Visit all of the Shops as you might have a lucky ticket.
1.30 p.m.—Firemen's Sports at College Field or University of New Brunswick Field.
7.30 p.m.—Presentation of Prizes at City Hall steps. Carnival and Street Dancing at Parliament Square. Band Concerts, etc.
12.00 Midnight—Night Shirt and Pajama Parade, or what have you. Men Only.

THURSDAY, JULY 27th

8.00 a.m.—Not so much noise... plenty of Abbeys and?
Plenty of time to go strong for the Shopping and Treasure Hunt. A chance to see our city and get a rest.
1.30 p.m.—Water Sports on the beautiful water front of the Automobile and Boat Club. If you think you are a mermaid or a Neptune this is your chance to show it.
7.30 p.m.—Carnival and Dance at Automobile and Boat Club House. Band Concerts on Land and Sea and to finish up our Tournament a wonderful display of fireworks on the water in front of the Automobile & Boat Club, when darkness permits. This will last for about one hour and is being arranged by the T. W. Hand Fireworks Co., of Toronto.

Visitors wishing information about lodging, enquire at Tournament Headquarters, York Street, (near King)