

PRESIDENT OF NATIONAL
BROADCASTING COMPANY
TALKS TO BRITISH PUBLIC

The following is the text of a special message to British listeners delivered by M. H. Aylesworth, President of the National Broadcasting Company, from Savoy Hill (London) and broadcast by British Broadcasting Corporation on Friday evening, April 19:

"Yesterday I was doing some sight-seeing in and about London. I saw the Tower and the Guildhall and Staple Inn, and Hampton Court, and the thought came to me that all these memorials of England's past were older than 1775. They were a common cultural heritage. Each of the heirs to this estate had made his own life. Each had followed the direction indicated by his temperament and his opportunities. Some of you, like some Americans, may think that the United States had acquired and developed so many other legacies of all sorts that the old legacy with which it started in business is by now only a minor portion of its capital. I would assure you, on the contrary, that I did not feel it so yesterday.

"I saw the Tower, which breathes from every wall the long and often cruel story of how the central government of this country broke down the disruptive forces of feudalism. It builded better than it knew, for it was on the foundations of popular Tudor absolutism that parliamentary democracy in due course arose.

"I saw for a moment the little courtyard of Staple Inn and it recalled to me that English and American jurisprudence are both to this day rooted in the old English common law. English and American law, like the English and American constitutions, differ vastly in all sorts of outward and positive ways. Where they do not differ is in their fundamental outlook. The positive law is after all only the operating side (as we say in American business) the way in which our subjective outlook gets translated into action suitable to the objective conditions.

I saw, too, the Guildhall, the unsailable centre in old days of civic liberties.

And lastly at Hampton Court I saw not only the old English garden at its best, but also a symbol of business government for was not Cardinal Wolsey one of the first, if not the first, statesman who can be called a statesman of the modern type?

Cardinal Wolsey

"I am tempted to wonder how this Cardinal Wolsey, of yours—of ours—would have handled the most modern problems of statesmanship, the management of radio broadcasting? No one can make much of a guess, but I venture to say that whatever he did he would have had a clear distinction in his mind between questions of where he was going and questions of how he meant to get there. For after all it is a statesman—of a new sort—who controls and operates the policy of radio programmes. And I am sure no broadcasting executive would say that the old Cardinal would have found his job too small for him.

"When one buys a book—a ticket to a theatre—or a newspaper or magazine, he purchases by selection but we broadcasters must serve the entire people and are well aware of our inability to please everyone with each programme. In America people have many different tastes. Some prefer symphony and grand opera, others jazz and popular music, while still another important group of listeners demand interesting talks and discussions on educational matters and public affairs. We have helped to overcome the particular likes and dislikes of our listeners through the development of the alternative programme and tonight in America the listener can turn from a programme of instrumental music to one of public affairs, or to the opera or drama.

"I am delighted to learn that Sir John Reith, Managing Director of the British Broadcasting Corporation, and his staff have well under way most excellent plans for alternative programmes in England, as well as a great building, adequate for a great programme service.

"I have been particularly impressed by the progress of British broadcasting in the development of school and adult programmes, which I believe to be superior to similar endeavors in that other countries with which I am familiar. I eagerly await the day when our engineers will make possible the reception by our English and American audiences of the great State programmes of both countries, whether in the field of Government activities or in that of our International sports, in which you hold our great admiration."

EXPERT IN RULES FOR BEAUTY
SAY THAT PEOPLE SHOULD BE
PEACOCKS AND NOT MONKEYS

New York, N. Y. May 6—Individualism originally and a desire for self-expression are the principles of 1929, according to Mr. Jacques de Crecy, internationally known makeup artist, straight from the boulevards of the Paris-he-knows.

Picturesque in his white smock and brilliant red sash—more Russian than French in appearance, it must be admitted—the expert discouraged on his art and demonstrated on his art demonstrated on his human models.

Individualism is the keynote. Express your own particular personality. Don't do a thing because a well known movie or stage actress does it. What suits Clara Bow will probably look terrible on you. Suit your type. Study your face carefully.

"Time is the most important thing. Take time. Don't be in a hurry. Look at every feature in your face. See what your good points are. Note your bad points. What do you want to change? How can you change it? Is your face too broad or too narrow? Do you want to make your forehead higher or lower? Is your face too round?

Be Attractive First

"The chief thing is to be attractive, so if your features are too prominent don't try to hide them. It is impossible. You can make a large nose small. You can make a large mouth little. Why should you? A large mouth is good, it bespeaks a generous nature.

"If you have certain unchangeable features, emphasize them. You may not be beautiful, but you will then be attractive and noticeable. You will be some one and every one will look at

you. Russian women have learned to do this. They frequently emphasize their bad points and consequently are interesting looking if not beautiful. Don't follow a universal type. There is none. Be distinct. Be some one.

"The eyes from the keynotes of the makeup. You do not match your rouge to your skin but to the color of your eyes. Your eyes must be darker than you rouge. Then, when you have chosen your tint, apply it carefully and slowly, putting it on in small quantities a little at a time.

"Use the same rouge for your face and your lips, since the same blood runs through the skin of both but the vessels in your lips are merly nearer to the surface, so you put the rouge only a little more darkly. Use the cream and not the powder for the coloring of your cheeks.

"Then for your eyes use a mere dot of blue in the daytime. Put it in the middle of the eyelid and then rub it in. In the evening use dot of green. Put a dot of red in the crease above rub that in.

"First, however, you must study yourself carefully. See if your eyes are too deep-sunken or too prominent. Are they too small and do you want to make them appear larger?

"When you make up your eyelashes, use a liquid. For your eyebrows use brown or black pencil, although brown is usually better. Don't pluck your brows until they are a mere thread, but leave a natural line.

Natural Line Best

"Unless you are deformed your natural line is the best for you. There is a

Here and There

286.

The contract for a new fast steamship to ply between Saint John and Digby, Nova Scotia, will shortly be awarded by the Canadian Pacific Railway, it has been announced by E. W. Beatty chairman and president of the company. The ship will be of the highest standard, 340 feet in length, capable of carrying 500 passengers, and having 44 state rooms for night service. There will also be accommodation for 50 motor cars. The speed of the vessel will be 32 knots, an unusually high speed for a short trip.

The sap ran freely this spring, but it will have to go some to surpass the record for last year when there was an increase of four million pounds of maple sugar registered by government statisticians. The output was valued at over two million dollars, and Quebec headed the list of provinces as producer, followed by Ontario.

The daily pay-roll of the Canadian Pacific is \$267,000; the daily outlay for material and supplies is \$220,000, and the daily tax bill over \$20,000.

Prince George, Duke of Gloucester, third son of His Majesty, will early in June officially open the great Royal York Hotel of the Canadian Pacific Railway in Toronto, it has been announced by E. W. Beatty, K.C., chairman and president of the company. The building is the tallest in the British Empire, towering 23 storeys above the pavements of the "Queen City."

In a recent Calgary high-school oratorical contest in English candidates in the finals were born respectively in Canada, England, Lithuania, Roumania, and Russia. Of three Edmonton candidates one was of French, one of German, and one of Scotch extraction.

Few souvenir-hunting travellers have bagged as fine a prize as Viscount Willington, Governor General of Canada, who was presented with one of the biggest Totem Poles on the Pacific coast during his recent cruise in the Princess Norah, latest addition to the fleet of the British Columbia Coastal Steamship services of the Canadian Pacific Railway. His Excellency was given an insight into the activities and potentialities of Vancouver Island and was much impressed by the beauty of the coastal scenery.

A party of immigrants who within a short time are expected to multiply in large numbers and become thoroughly Canadianized, arrived in Montreal recently via the Canadian Pacific Express. They were rabbits—brown rabbits—sent from Germany to points in Ontario for breeding purposes. They appeared to be none the worse for their long journey and constantly nibbled at lettuce offered them by admiring expressmen.

SUNSHINE SALAD

1 package lemon gelatin
1 cup boiling water
1 cup crashed pineapple, well drained
1-2 cup cold water
1 cup grated carrots
Dissolve the lemon gelatin in the boiling water; add cold water. Chill until it begins to thicken; then add the grated carrot and pineapple. Pour into small moulds, and bet aside until firm. Serve on bed of lettuce with mayonnaise. This is particularly good for children.

HEALING
SOOTHING
ANTISEPTIC

For Injuries & Skin Troubles

Lam-Buk

reason for all your features. It is useless to try to change the shape of your eyebrows as to try to make your mouth smaller.

"Then you must study your face carefully before you decide how to wear your hair, on your forehead or off. Compare the width of your face with its length. If you want to make it appear shorter, wear your hair low on your forehead. If you want to make it longer, wear your hair off your forehead.

"Think of all these things and make up your face accordingly. Do not follow the style of your neighbor. You don't look like her. Make the most of your natural advantages and try to hide your defects. Individually personality care, and sufficient time, these are the words to remember."

So in the spring and summer of 1929 we may expect to see each woman expressing herself in her cosmetics and be peacocks.

This is the ninth of a series of advertisements planned to place the policies and services of the New Brunswick Department of Agriculture more clearly before the people of the Province.

New Brunswick

For Home
And Country!

The Seventeenth Annual Convention
of the
**New Brunswick
Women's Institutes**
will be held at
Fredericton, June 5th, 6th and 7th, 1929
Plan to attend this Convention—Program on application.

WOMEN'S INSTITUTES are doing much to further community and provincial development and betterment by actively dealing with problems connected with

1. Our Public Schools.
2. Community Progress.
3. Public Health and Child Welfare.
4. Household Science.
5. Immigration and Legislation.

Upon request the Women's Institute Division provides for demonstration and Short Courses in dress-making, millinery, home nursing, cooking and canning.

If you are interested in having a Women's Institute organized in your community, send for particulars to The Women's Institute Division, Department of Agriculture, Fredericton, N. B.

NEW BRUNSWICK DEPARTMENT OF AGRICULTURE
HON. LEWIS SMITH, Minister, HARVEY MITCHELL, Deputy Minister

ONE NIGHT
CLUBBER RAN
INTO TRAGEDY

(New York Sun)

The New Yorker was boasting of the big city and during the course of his eulogy brought in the old bromide: "In Times Square you'll meet every one you ever knew."

The out-of-Towner snorted in a

disgusted manner.

"Don't I know it," he groaned. "You see I'm supposed to be here on a business trip, but I extended it a couple of days and decided to see the town and what makes it go around. I was introduced to a little girl friend and we went to a night club.

"And, would you believe me, right at the next table sat my home town tailor. He came over to my table—not to introduce himself, however. The fact is that I still owe him for

this suit. I couldn't get out of the fix and I had to square with him. That put a dent in the party. I tell you. It's a small world, after all."

"But why didn't you put him off under the circumstances?"

"Well, I happen to be married—and he isn't."

A mule inherits its voice, ears, tail, general contour and disposition from its father. There isn't enough horse in a mule to make corned beef.

New Brunswick

May 1st is the Date

ON, and AFTER WHICH
**FOREST
TRAVEL
PERMITS**

ORIGINAL
For person registered

New Brunswick Registration Certificate
(Sec. 43, c. 32, R. S. of N. B. 1927)

THIS IS TO CERTIFY that.....

residing at.....

has been duly registered, and is authorized to travel on forest lands between.....

for the period of..... days from.....

The holder of this Certificate agrees and undertakes to observe the Fire Laws and all the Regulations of the Department of Lands and Mines concerning the Prevention of Forest Fires.

This Certificate is subject to inspection by all authorized Wardens.

Signature of Person Registered.....

Date Registered.....

No.....

Place.....

Destination.....

19..... for the purpose of.....

Signature of Person Issuing Certificate.....

(OVER)

will be required by all persons and parties entering upon forest land in New Brunswick, except licensees or owners of lands entered upon, their employees, fire wardens, fire fighters, land surveyors, licensed guides, holders of hunting, fishing, prospecting and mining licenses or leases, clergymen, teachers, pupils accompanied by teachers, scout masters, scouts accompanied by scout masters.

All those exempted must carry an identification card, badge, certificate or license as the case may be, which must be presented to authorized persons upon demand.

STOP FIRES BEFORE THEY BEGIN

Forest Travel Permits may be secured from local Fire Wardens or other authorized persons. Each applicant must give his name, route, destination, purpose and duration of the trip with dates. Where Official Registering Stations are provided and designated by signs, particularly in the northern part of the province, all those Entering or Leaving Forest Lands on roads, trails or other routes of travel must Register with the Warden on duty there. Permits should be obtained from the Warden or Vendor nearest to the woods in which it is desired to travel.

Penalties for non-compliance, not less than \$10.00 and not more than \$100.00 or 30 days' imprisonment.

New Brunswick Forest Service
Department of Lands and Mines

The Hon. CHAS. D. RICHARDS
Minister