TIME MARCHES

ON UNLIKE

Not long ago we hold the astonish-

ing success story of The Readers'

son of Presbyterian missionaires. At

Rebuffed but Dauntless

The immediate problem was to

1923, and was sent to 9,000 subscrib-

ed with Time it's necessary to explain

words that do not usually appear in

heady-eyed and Body-lover Macfad-

dal. In fact Time not infrequently

scoops the daily press. Incidentally

method "Stressed was the bastardy

of Ramsay MacDonalu, the cozy hos-

pitality of Mae West." Marion Day

ies was always referred to as Wil-

ham Randolph Hearts's "great and

Bounding Circulation

Within a year the circulation had

was the go-getter, the manager of

of it all and irritated the solemn

lieve the story that his parents were

had called Herbert Hoover "Old

Another development of the enter-

prise was The March of Time, a ra-

dio feature for which at first the pub-

lishers paid the Columbia system. It

dio system donated time and facilit-

ies and since then it has been spon-

sored by important advertisers. It

of Time is second only to Amos 'n'

Andy in radio popularity. Luce is no

onger connected with the movie ver-

sion of The March of Time which

has failed to make money. Another

unprofitable Time venture is The Ar-

chitectural Forum. Luce made some

experiments in the cinema and was

for a time one of the directors of

Paramount, but retired because his

fellow-directors refused to talk about

the cinema and insisted upon talking

about banking. In the employ of

this publishing magnifico at present

are some 782 persons, among them

Roy Larson, second largest share-

holder, vice-president and probable successor to Luce who receives in

salary \$35.000 a year and in profits

\$120,000; Ralph McAllister Ingersoll,

\$30,000 and \$40,000; John Stuart Mar-

tin, editor, \$25,000 and \$60,000; Eric

Hodgins, Fortune editor, \$15,000 and

\$8,000, and John Chamberlain, chief

staff writer of Fortune, \$10,000 and

Wants to be President

But Tycoon Luce, who is said to

have a sneaking ambition to become President of the United States, con-

tinues to be the mainspring. He

showers his subordinates with notes and suggestions. Here is a typical

two months' holidays a year.

cheese-face.

good friend." We get that one.

BANQUET MURDER MYSTIFIES POLICE DEFENSE

Man Stabbed to Death in Presence of Nearly 700 at N.Y. Affair --- Ten Grilled --- Attack Occurs During Brawl Over Noise Made by Victim's Party.

Back in a corner of the big room

lar tune drowned out the noise.

Many guests unaware of the fight,

started dancing.

and one in his left side.

knife. They could not find the wea-

enact the slaying. As each guest

disclaimed knowledge of the affair

he was permitted to leave.

questioning.

pany of Stamford.

To Crush and stir 3"Aspirin"

tablets in $\frac{1}{3}$ glass of water.

names were said to be known.

Whalen spoke briefly after the

NEW YORK, Jan. 20-Ten persons | Whalen. The popular 'official greetstill wearing evening dress were er under former Mayor James J. questioned by police in an effort to Walker started his speech on 'a sub. identify the man or woman who arose stitute for the National Recovery and defense forces. The Minister was from a banquet table in the glass ball Act." room of the old Manhattan Opera House and fatally stabbed a guest.

at a testimonial banquet in honor of Barney Shapiro, executive secretary of the Affiliated Ladies' Apparel Carriers' Association. It was a gay affair until someone plunged a knife into

Frank Cicero. dancing. Only two major after din- sented it. A plate skimmed across a ner speeches were scheduled, one by corner of the room and crashed near former police commissioner Grover Cicero's table. That started a bar-Whalen and the other by former gen- rage of dishes and other missiles. eral sessions judge Jonah J. Gold- Whalen tried to go on. The orchestra stein. The toastmaster introduced leader waved his baton and a popu-

Dr. B. R. Ross DENTIST

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2. GARGLE thoroughly - throw

Sore Throat Pains

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MINISTER TO **EXPLAIN MILITIA**

OTTAWA, Jan. 20-Hon. Ian Mackenzie, Minister of National Defense, has decided to postpone his Digest which has made its not yet two radio broadcasts in which he middle-aged owner a millionaire in proposes to discuss the history and a few years, and has amassed huge development of the Canadian militia earnings during the depression. Now about the development of the Cana-Cicero and three friends, one a wodian militia. He has now decided to the facts to the readers of The New talking loudly. The others were laugh defer making a statement over the Yorker. The big boss of Time, For-Canadian Broadcasting network until tune, etc., is Henry Robinson Luce, ing. The noise interfered with Wha-

Parliament. In these explanatory talks, -Mr. 14 he was sent to school in England "Hush, Hush!" hissed guests at nearby tables. The noise continued. Mackenzie hopes to bring home to for awhile and then went to the Unit-There had been entertainment and Two men shouted at Cicero. He re the Canadian people some appreciated States where he met a young man tion of the unselfish public service named Briton Hadden. At Yale they rendered to their fellow citizens by produced some lively college papers. those who, at great personal sacrifice In 1920 the senior class voted Luce which it is hoped may never come.

> A crowd of men and women was many who may take these activities more the pair met and revived the brawling around Cicero's table. Fists for granted, why Canada maintains discussion of their school days about were swinging. Fod was spilled on defense forces, why they are constit- a new magazine, a new kind of magevening gowns and white shirt bos- uted and distributed as they are, and azine. What they had in mind was oms, Women screamed. Suddenly, what are their functions.

> Not Controversial Cicero slumped to the floor and the It is believed that these frank fighting stopped. He was carried out to an elevator and taken to the first talks by the Minister of National raise money. They were rebuffed by floor where an ambulance surgeon Defence, may assist the public to Newton D. Baker, Nicholas Murray announced that he had died of three understand better the nature of and Butler and William Lyon Phelps wounds, two just below the heart the reasons for the present activities among others, but got a word of of the defence forces, which are ex- cheer but no jack from Henry Seidel Police said Cicero had been stab pected to come under review at the Canby. Finally from some Morgan bed either by a table knife or a pen- approaching session of Parliament. partners, and Standard Oil magnates It is not intended that the addres- and relicts they rounded up \$86,000. ses are to be of a controversial nat- The first issue appeared March 3.

> In the banquet hall waiters re ure or to constitute in any sense ? stored order. Doors were locked. part of the expected parliamentary ers. For readers sho are unacquaint-Police told all guests to sit at the debate. The first talk will give some of the that it covers the news of the world comantic history of the militia from in a peculiar pithy style, favoring fight began. They attempted to reearly times, with similar accounts of the origin and growth of the younger mere reporting, such as tycoon,

naval and air services. Total additional expenditure for den. Everything that can be condens-Fifty men and women were singled 1937 national defense in Canada is ed is condensed to the point of being out. They sat at the tables until 5.45 not expected to exceed \$10,000,000 telescoped. In this way a tremendous a.m. when police released all but six over last year's appropriation, which lot of information probably as relimen and four women for further The theory was advanced that the was less than \$25,000,000. The in- able as is to be found anywhere is slaying might have been the result of crease will provide for the acquisi- packed into the pages of Time. This a feud in the trucking business be tion from the United Kingdom of the also leaves space for it to expand voltween New York and Stamford, Conn. two destroyers, Cygnet and Crescent, uptuously when it is particularly in of Governor Landon.—Globe-Mail. Cicero, 33, was connected with the which cost \$2,200,000 and will make terested in some story, often a scan-Garment Motor Transportation Com- a start on the mechanization of the

militia forces. Thus, the total expenditure on we feel scooped by this cryptic re-Police said two persons known to have been at a table near the Cicefo Canadian defense during the coming mark in Mr. Gibbs' account of Time's table had not been located. Their fiscal year will be about \$3 per capita, which is the smallest of any nation in the world, and it must be stabbing, and according to an emquite obvious that Canada has not ploye, made some jesting reference to hostile intentions toward any country.

the argument apparently in the belief Canada is obliged to defend her that it was a minor affair. Judge own shares, and it is no secret that Goldstein was under the same im her present military equipment is not only obsolete, but totally inadequate. reached 40,000 and now it is 640,000 The recently announced plan for the and still growing. In advertising it reorganization of the defense forces has eclipsed the Saturday Evening looks impressive on paper, but the Post, having for the first six months eal fact is that insufficient modern of 1936 published 1,590 pages as armament is available to equip one against 1,480 of the Satevepost. Luce full division on a war basis.

It is proposed to acquire some modthis phenomenal success; Hadden, ern aircraft, a few tanks and armor- the editor, was rather contemptuous ed cars, a few modern field pieces, and enough of the new type of Brenn Luce with his ribaldries and his thining to the reorganized machine-gun ly concealed scorn of his swarming

That Canadian war machinery is the launching of Fortune which has quite inadequate is illustrated by the proved extremely proltable. Luce has fact that, while the reorganization shown tendencies of becoming resplan on paper provides for five antiaircraft batteries, there are not more than three anti-aircraft guns, not bat- missionaries. He removes the too teries, in all Canada at the present vivid phrasing from his writers' copy, time. A similar condition exists in and publicly apologized when one of respect to artillery and other warlike them reported that Bernard Baruch equipment.

IS RENEWED

LONDON, Jan. 20-Dominions Secretary Malcolm MacDonald announced in the House of Commons that the became so popular that later the ra-Anglo-Irish coal-cattle trading agreement had been renewed for a year and that the British government was ready to negotiate "a satisfacory set- has been calculated that The March tlement" with the Irish Free State.

The SEA ROUTE, " INEXPENSIVE COMFORTABLE, to

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PUBLIC WORKS IN MARITIMES ROLLING STONE

OTTAWA, Jan. 20-Appropriations for public works in the Maritime Provinces, chargeable to income follow:

Nova Scotia: Berwick-Public building, \$16,000; Halifax-Maintenance of immigration quarters, \$25,-000; Oxford-Public building, \$4,500. New Brunswick: Moncton-Old we offer a companion piece, being the Post Office building-Improvements to have gone on the air tomorrow tale of Time, though we avoid the and repairs, \$11,100; Saint John quarnight to deliver a factual statement staccato burlesque, of its style in antine station, Partridge Island-Imwhich Wolcott Gibbs communicates provements, alterations and repairs,

Maritime Provinces generally: Dohis plans have been submitted to who was born in China in 1898, the minion public buildings-Improvenents and repairs, \$50,000.

> Harbors and rivers: Nova Scotia: Under contract: Pictou—Dredg-

ing, \$5,000. Essential undertakings: Halifax-

Repairs and improvements to wharf of time and money, spend much of the most brilliant student and Had- and buildings at R. C. N. Barracks their leisure training themselves for den the most likely to succeed. and H.M.C. Dockyard, \$40,000; North national service in an emergency Thereafter their paths divided, Luce Sydney-Wharf, \$15,000; harbors and returning to England, enrolling at rivers generally-for maintenance of He hopes also to make clear to Oxford. In the United States once service, no new works to be undertaken, \$250,000. Prince Edward Island:

Essential undertakings: Charlotteown-Repairs to railway wharf, \$16,000; Summerside—Improvements ices, no new works to be undertaken,

New Brunswick: Under contract: Campbellton-Oredging, \$10.000; Grande Anse-Dredging, \$12,000; Lower Caraquet-Wharf repairs, \$3,000; Saint John harbor-Repairs to harbor works, \$55,000; harbors and rivers generally -for maintenance of services, no new works to be undertaken, \$100,000.

one "Let Time's editors next week put thought on the Japanese beetle. H. R. L." He has been twice married and once divorced. Last year his income was a shade less than \$1,000, 000. He admits that he would like to own a New York paper. He is more than a Republican in politics; he is a Tory, and has drive, enterprise and wealth that would be ex tremely useful to the former party caused by the emotions has been ably would be few if any of the symptoms

FUNCTIONAL ILLS JUST AS PAINFUL AS ORGANIC ONES

(By Dr. James W. Barton)

As medical students we were taught the indifference between funcional diseases and organic diseases. For instance if a heart were beating fast it would be functional-just a change in the speed or rate-whereas if there were a murmur present it would be organic because one of the valves of the heart was not closing completely—allowing a little "leak" of blood.

It was thought sufficient in those days, after examining the patient, to tell him that as his disease was only functional there was nothing to do about it, nothing to worry about, and to "go home and forget it."

Today all this is changed. If a patient is suffering with pain in the region of the gall bladder or appendix, or in stomach or intestines, he wants to be free of the pain even if it is not appendicitis, gallstones, ulcer of stomach or cancer of the in-

Thus, Drs. Bernard Fantus and S. H. Kraines, Chicago, in the Journal o wharf, \$25,000; harbors and rivers of the American Medical Association, generally-for maintenance of serv- in outlining the treatment for those who suffer from various symptoms due to emotional upsetments, say:

> "Functional disorders are just as real disorders as are 'organic disorders.' Patients with neurotic (nerv ous) manifestations are not simply imagining.' The pain that the querulous woman complains of is just as eal as if it were caused by some real or organic trouble. The paralysis of the hysterical patient (when they cannot move an arm or leg even if they try) is just as real as a true paralysis due to a spinal cord condi-These symptoms are not only real to the patient; they hurt and incapacitate him even more than when there is a real or organic cause because of his mental attitude toward his trouble.

shown by Prof. W. B. Cannon, Har- which are called "functional."

A Law Every Mother Should Know and Observe

Never Give Your Child An Unknown Remedy without Asking Your Doctor First

According to any doctor you ask, the only safe way is never to give your child a

remedy you don't know all about, without asking him first.

When it comes to "milk of magnesia," that you know everywhere, for over 60 years, doctors have said "PHILLIPS' Milk of Magnesia for your child.'

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vard. Thus the emotions can interfere with the nerves acting on the walls of the stomach and intestine and cause a delay in digestion followed by digestive disturbances, lack of appetite and constipation. What causes these emotional dis

urbances?

Drs. Fantus and Kraines tell us that these emotional disturbances cause these reactions in the body because of unresolved conflicts. If these conflicts, which so disturb the patient, can be settled by himself or by That disturbances in the action of an examination or consultation with various parts of the body can be his doctor or a psychiatrist, there



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