

Black Cat - they taste better!



PLAIN OR CORN TIP 10 for 10¢ - 25 for 25¢

Advertising Is Stimulant To Production

(By The Canadian Press)
 NEW YORK, June 21—Advertising can stimulate and help maintain production President Roosevelt today told the 35th annual convention of the Advertising Federation of America.

A letter from the President, read before delegates at the Federation's annual luncheon, said:—

"Advertising, by helping in the distribution of goods produced, can be an immense aid in stimulating and maintaining production; and only through the continuous spread of purchasing power can either advertising or production be justified."

"Thus purchasing power, production and advertising are interdependent and stand or fall together. I believe that this measure as your convention recognizes this interdependence its deliberations will promote general prosperity and the happiness and security of the greatest number."

Britain's Ships Paramount Force Says U. S. Writer

(By The Canadian Press)
 NEW YORK, June 21—Much is heard of huge conscript armies and mighty air forces, but despite this the British Navy maintains its traditional role as one of the paramount forces in European affairs, said Ralph Barnes, New York Herald Tribune correspondent, in a London dispatch to his paper.

Every primary move in a European chancellery today is influenced by the existence of the British fleet, he added.

"Though Germany and Italy may hold an advantage over the western European democracies in air power, Great Britain and France have geared their industries to give them quality in the air with the axis alliance in the near future, Barnes said.

The dispatch continued: "If, in the case it were to come to a fight, Soviet Russia were to prove sure ally of Britain and France, the combined air power of this triangle would provide a formidable opponent for Germany and Italy. Moreover, Russia's great manpower would be available where most required, the border states of eastern Europe."

"Experience in the Great War proved the danger of attempting to predict developments in a general European conflict.

In Case of Deadlock

"Yet it is conceivable that in the best case it would come to a deadlock on land and in the air. In such a case what would be left?—the British fleet. This conclusion is based on the supposition that roughly the navies of France and Italy would neutralize each other and that, except for submarines, the small German naval force would be occupied primarily in the Baltic.

"The threat to the British fleet from submarines and airplanes? Experts at the British Admiralty hold that the fleet will be able to cope with the menace, and that the fundamental strategy of sea power remains substantially what it has been in the past.

"Be this as it may, every primary move in a European chancellery today is influenced directly or indirectly by the existence of the British fleet. Without the fleet, the balance would swing so violently in favor of the axis alliance that Chancellor Adolph Hitler and Premier Benito Mussolini would prepare immediately for a field day of new exploits beyond the present German and Italian frontiers.

As Nelson Said

Admiral Nelson, the man who prevented Napoleon from bringing Britain to her knees, said that British battleships were the best negotiators."

Today, most students of the Great War hold to the view that the strangling effect of the blockade, which Britain sea power do with the final decision. Capitulation to blockade is a phrase often used to describe what happened to the Central Powers.

"Sea power should not, of course, be emphasized to the exclusion of other factors. But in studying the European scene of today it is important to note that it is the British fleet which seems to provide the balance, as it did in 1914."

- MOUNT HOPE SCHOOL**
 Following is report of Mount Hope School for the month of May—
- Grade X-1. Ansell Judson.
 Grade VIII-1. Hubert MacLeod; 2. Christine MacLeod; 3. Eibel Currie.
 Grade IV. Sr.-1. Jean Currie; 2. Arthur MacDonald.
 Grade IV Jr.-1. Marjory Currie; 2. Elmer MacLeod.
 Grade II Sr.-1. Isabel MacLeod; 2. Ella MacDonald.
 Grade II Jr.-1. Gavan Currie.
 Perfect attendance: Whitley Judson, Jean Currie, Elmer MacLeod, Marjory Currie, Isabel MacLeod.
 Highest average, Hubert MacLeod.
 Teacher, Annie M. MacKinnon.

21 Canadians Resident In Crisis Area

(By The Canadian Press)
 TIENTSIN, June 20—(Tuesday)—The 21 Canadians in Tientsin are undergoing the same privations as all other British residents. The colony today includes seven men, 13 women and a child. Among them are Hugh MacKenzie, treasurer of the United Church of Canada Mission, and Mrs. MacKenzie of Nova Scotia, whose daughter, wife of British Missionary Eric Liddell, works for the London-Tientsin Mission.

Mr. MacKenzie reported that the Treasury of the United Church of Canada at Tientsin, which he administers, is the provision clearing house for Canadian missions in Honan Provinces.

The Japanese blockade has impeded the Treasury's activities by restraining missionary movements between Honan and Tientsin, he said.

Canadian commercial interests here are limited to three insurance agencies—Confederation Life, Manufacturers Life and Sun Life.

Besides the MacKenzies, Nova Scotians at Tientsin include H. F. Barnes, official in the British Municipality, and his wife and Mr. Moore, army physician, and Mrs. Moore.

Campaign For Uniform Plan Of Taxation

BIGWIN ISLAND, Ont., June 21—(CP)—The legislation committee of the Canadian Manufacturers' Association is campaigning actively for the adoption of a uniform, Dominion-wide system under which allocation of capital and revenue for taxation purposes would be made on the basis of the proportion borne by sales in a particular area to total sales.

At the annual meeting of the association being held at this Lake-of-Bays resort, the committee report submitted today dealt largely with corporation taxation legislation. O. H. Barrett, New Toronto, Ont., is chairman of the committee.

Strong representations had been made against the principle being adopted in many provinces of requiring companies to pay a tax on the whole of their capital and income, subject to deduction only of taxes paid in other provinces up to the level of the tax in that jurisdiction in question. Some relief had been obtained in Nova Scotia and Ontario, the committee reported.

The uniform system aimed at would mean that no company doing business in a number of provinces would pay on more than 100 per cent of its capital and income. It was stated the present system resulted in many companies paying on more than 100 per cent of their capital and revenue.

Of Civil Rights

Provincial legislation tending to the limitation of such civil rights as those of creditors under mortgages, chattel mortgages and conditional sale agreements was also deprecated in the committee's report. The committee felt it unfair and unwise for legislation of this kind to be passed without a preliminary investigation with an opportunity given to manufacturers and other interested groups to make representations.

The Industrial Relations Committee through its chairman, W. C. Coulter, Toronto, made representations to both the Dominion and Ontario governments opposing the enactment of unemployment insurance legislation. The action was taken on the grounds that it would do practically nothing to solve the pressing unemployment problem, that it would involve the setting up of elaborate and expensive administrative machinery to administer what is really stable employees' saving scheme, and that the cost to industry and to the country as a whole would be unduly heavy in itself and out of all proportion to the benefits accruing.

Defence Committee

The Executive Committee reported that a special committee on national defence, under the chairmanship of the president, had been appointed during the year for the purpose of extending every possible assistance which the association can give to the Canadian and British governments in defence problems, and, if necessary, in the production of war materials on a large scale.

Members of the committee have had many interviews with members of the government and of government departments, particularly the Department of National Defence, and give them considerable information and assured them of the co-operation and support of Canadian industry.

Total membership of the association at April 30 was reported as 3,342, made up as follows: British Columbia division, 881; Prairie division, 418; Ontario division, 1,700; Quebec division, 714; Maritime division, 181.

G-100

HAS A FIRM TREAD no spread... no distortion... it gives you... MORE MILES

● In this big, new Goodyear Tire engineering provides a "compressed" tread... one that refuses to spread and weaken itself in actual use. Air pressure actually reshapes the tread... pulls it tight... making it far more resistant to cuts and bruises, reducing rate of wear for longer, safer non-skid mileage. Yet for all its extra values this great new tire G-100 costs no more than a standard tire. See it today... it's a streamlined tire... big, silent and handsome.

GOODYEAR'S CENTENNIAL TIRE FOR YOUR CAR

CENTENNIAL OF CHARLES GOODYEAR

1839 1939

READ YOUR GOOD FORTUNE IN THE STARS
 In this year, the Hundredth Anniversary of Charles Goodyear's discovery of vulcanization, we especially call your attention to the following stars of the Goodyear tire line-up.

- ★ The new Goodyear "G-100" tire—the latest development for passenger cars, more durable, quieter, smoother running, built for MORE MILES.
- ★ The new Double Eagle tire—built with Rayotwist—revolutionary in design, material and performance, the finest luxury tire money can buy.
- ★ The new YK truck and bus tire—built with Rayotwist for high speed, long-distance or heavy duty haulage. Provides phenomenal mileage and high-durability performance, resists destructive internal heat.

Buying a new car or truck?—Specify Goodyear tires—they cost no more!

NEW TIRES GIVE BETTER SERVICE WITH NEW TUBES

GOOD YEAR G-100

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

TIPPIE and "CAP" STUBS By Edwina

Panel 1: "I FEEL KINDA FUNNY 'BOUT TAKIN' TH' PRIZE FOR TH' BEST POEM 'COUNTTA YOU KINDA HELPIN' ME WRITE IT—"

Panel 2: "'COURSE, I TOLD YOU WHAT TO WRITE ABOUT— AN' IF YOU HADN'T COME ALONG JUST THEN, I'D HAVE WRITTEN IT ALL BY MYSELF—"

Panel 3: "WELL, I'LL LET YOU READ TH' BOOK I GOT FOR TH' PRIZE— BECAUSE OF YOUR HELPIN' ME JUST THAT TEENY LITTLE BIT—"

Panel 4: "WHY— I WROTE IT ALL!!"

BRINGING UP FATHER By George McMar

Panel 1: "AH— HE'S A GRAND LITTLE LAD— MY SON WILL ARRIVE IN THIS COUNTRY SOON— I HOPE HE WILL SETTLE DOWN AND GET MARRIED— I'D LOVE TO BE A GRAND-DADDY."

Panel 2: "WE'RE SO PROUD OF OUR GRAND-CHILD— HE'S SUCH A JOY—"

Panel 3: "HE IS THE PRIDE OF THE JIGGS' HOUSEHOLD—"

Panel 4: "BUT— LORD WORTHNOTEN— YOU MUST BRING YOUR SON TO SEE US WHEN HE ARRIVES—"

Panel 5: "I'LL BE DELIGHTED TO— HE'S A FINE BOY— AND WHEN HE MARRIES— I INTEND TO GIVE HIM MY VAST ESTATE IN ENGLAND—"

Panel 6: "NOW— DON'T FORGET— BRING HIM OVER TO SEE US—"

Panel 7: "I WAS JUST THINKING— WOULDN'T IT BE TOO LOVELY IF OUR DAUGHTER AND HIS SON WOULD FALL IN LOVE?"

Panel 8: "I KNEW YOU WUZ THINKIN' ABOUT THAT—"