

WORLD-WIDE BROADCASTING

A new system of broadcasting, introduced by the Westinghouse Company, is asserted by them to be the most important step since broadcasting itself was initiated. The system makes it possible for a speech or concert delivered at a central point to be received clearly in the area which is at present bounded by the Panama Canal Zone, Bermuda, the North Pole and the Hawaiian Islands. This is done by sending out the original broadcasting on a very low wavelength with peculiar penetrating quality not possessed by the high wavelengths usually employed for broadcasting. The low wavelength broadcasting can not be heard with the ordinary receiver, but it can be picked up by special apparatus at the various stations and repeated to local listeners on the ordinary wave-length. It is thus possible for small local stations to obtain regularly material of the highest quality. The uses of such a system are obvious. In an editorial headed: "The Whole World as Radio Audience," The Post (Pittsburg) says of it:

"Radio service in the past few years has gone so far beyond the early forecasts of it that when we are informed now of a system of relaying broadcasts by which the people of the United States and neighboring countries may be treated as one audience, we may easily believe the prophecy that it will not be long until there will be a world crier as there used to be a town crier."

"Now the Westinghouse Company has perfected a system by which great musical or other programs may be heard simultaneously by the people of the two Americas and their neighbors. By the new arrangement the highest talent may be obtained for each evening's entertainment. This great system is started by the establishment of a relaying station at Hastings (Neb.), the first of its kind in the world. Broadcasts will be picked up as easily and with the same apparatus in the far Western States as they are now in the Pittsburgh district."

"What this will mean to the Government, to education, to business and to the candidates in National campaigns is beyond estimate. It should be of the utmost aid in relieving our Presidents of the hardships in speaking tours. The President can speak into a microphone in Washington and be heard distinctly throughout this country and its neighbors—by an audience estimated up to 200,000,000. In time, it is predicted, he will be able to speak in this way to the entire world—not in any instance through an announcer, but by his own voice wholly. On Sundays the people everywhere may hear the greatest preachers."

"With such a marvelous device to serve it, civilization ought to progress as never before, with the world made more interesting as well as wiser."

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TRAVELLERS WHO NEVER RETURN

Nine hundred women and girls, nearly nineteen for every State in the Union, are still missing at the end of a year's search. What tragedy overcame them, whether they are dead or alive, is not known to friend or family. From this sad speculation it is comforting to turn to the announcement that the rest of the total of 11,000 reported by the police in thirty-three cities to be missing were found. To aid the traveler and to help find those who are lost or lured away is the work of the Traveller's Aid Society, which recently announced that last year it extended aid to more than 2,000,000 persons, many of them young girls. According to the report of John R. Shillady, general director of the National Association of Travellers' Aid Societies, summarized in the New York Tribune, thirty-seven cities reported a total of 31,638 men, women and children who had disappeared. Of these 2,500 had not been found by

Magnificent Specimen of Moose Head



THIS record moose head from an animal shot in Northern Ontario has been secured by the Canadian National Railways to be placed in their building at the British Empire Exhibition in London. The head has been specially mounted for display and is one of the finest specimens ever secured. As far as is known only two larger moose heads have ever been secured and one of these was presented to the late King Edward VII. by Canadian sportsmen.

The particulars of the head shown in the photograph are interesting. The spread of the antlers is 70 1/4 inches from tip to tip. The weight of the antlers, before mounting, was 64 pounds. The length of the right antler from the base of horn to the tip is 37 1/2 inches and that of the left antler 39 inches. The width of the left palm at the widest point is 15 inches and that of the right 14 1/2 inches. The points total 28 in

number, there being 14 on each antler. The weight of the animal was 1,400 pounds.

Before being shipped to England the head will be displayed in the windows of ticket offices of the Canadian National Railways in various cities. It is now on exhibition at the ticket office at the northwest corner of King and Yonge Sts., Toronto, where it is attracting much attention and com-

the end of the year. All the rest had been accounted for and turned to their homes. Proceeding:

"The service helps all travelers, from mere information-seekers to those in dire emergency. Police reports show that in this city 244 girls and women were reported missing, 1652 of whom were girls under twenty-one years of age. Chicago reported 1549, Los Angeles 1020, Philadelphia 1006, St. Louis had 798, San Francisco 471 and Detroit 311. About 92 per cent. of the missing were finally found alive."

Large as these figures are, they represent, we are told, only about one-half of the actual number of those actually dropped out of sight at some time during the year. This is the opinion of Capt. John H. Ayres, chief of the New York Bureau of Missing Persons, whose statement is thus quoted in the Tribune:

"People often fail to report disappearing members of their family to us because they mistakenly fear we will bring publicity upon them, when that is the last thing we want to do. 'Many also drop out of sight who have no one sufficiently interested to make a report. In our best judgment, we feel it is fair to double our actual figures, making a total of 4892 missing women and girls in this city, of whom 3304 were under twenty-one years of age."

"If the same ratio of disappearance holds good for the United States as applies to New York, then we can arrive by an arithmetical computation at the total for the United States, which will approximate 60,000 girls who probably disappear annually. Of course, it must be understood that those are not permanently disappearances, as a very large per cent. are accounted for. Our record for last year was 98 per cent. found."

The season for open winters may now be considered officially closed.

1924 being divisible by four, heavy casualties are predicted in the ranks of the bachelors.

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WIT AND WISDOM

The "open door" policy was never more unpopular than it is at present. Please shut it when you go out.

While astronomers are studying the movements of the planets the average person is more concerned about the fluctuations of mercury in the thermometer bulbs.

Toronto is noted for being a "city of churches" and the worshippers at the shrine of T. L. Church, M. P., hope to add another by electing him mayor.

Snow is so deep in a Montana district that the rural mail carriers have equipped their mules with snowshoes. The Arctic footgear also has the effect of spiking their rear-end batteries.

War veterans may be reminded of the "zero hour" when they have to get up at 5 a.m. to replenish the furnace.

Toronto votes on the single tax New Year's. It is not likely to receive enthusiastic support from the bachelors and spinsters.

Governor Donahey of Ohio personally cooked the Christmas dinner for his family of twelve. To simplify culinary operations pigs' feet and sauerkraut were the principal dishes on the Yuletide menu.

The reported death of Raisuli, the Moroccan bandit, is officially denied in Tangier. On the contrary, the noted outlaw is spending a happy New Year with his numerous wives and uncountable children.

On pledging their honor to return, the good conduct prisoners in a Kansas prison were given permission to spend the Christmas holidays at their of-leave men do not lose their homes. The warden hopes the ticket-turn tickets.

INDIGESTION

Relieved in Two Minutes with JO-TO

Gas, acid, sour, burning stomach all quickly relieved with Jo-To. Drug Store.

Hardy bathers contemplating a New Year's dip are beginning to show symptoms of cold feet.

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Help the Veterans



Try this new patience

The Poster-Judging Competition now being conducted in Canada for the benefit of the Veterans' Associations is one of the most fascinating of games. On the ticket-folder which donors of \$1.20 are presented with, sixteen of the most famous posters of BOVRIL are reproduced in colors.

Which are the 12 best, in order of merit, is what you must decide. The folder shows just what you must do and how to do it.

It is an interesting trial of taste and judgment to class these posters in the order which popular fancy will endorse. It is a real game which can be played over and over again, and in which all the family can join and which will interest visitors, be they young or old.

And just think of the possible reward? A Prize which is a real fortune—and you help an excellent cause.

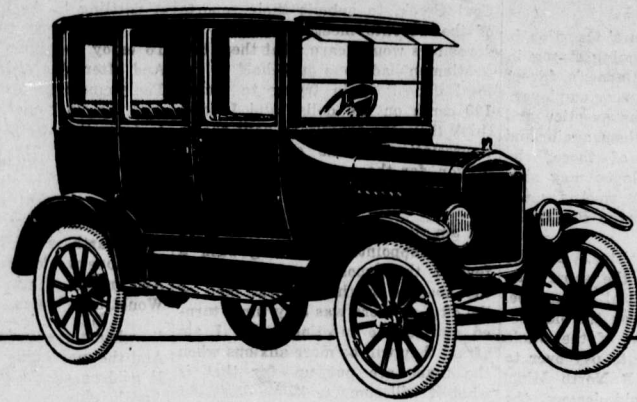
You can make as many trials as you like—for every donation of \$1.20 one ticket-folder is presented, thus \$12.00 secures 10 folders—though only one prize will be given to one person.

BOVRIL LIMITED has donated \$30,000, about \$138,888, which has been divided into 2,003 prizes. The first three are approximately as follows:

1st Prize, \$55,555.00
2nd " 13,888.00
3rd " 4,555.00

Send donations to any of the following organizations or their branches which are actively interested and ask your help:

Veterans' Association of Great Britain . . . 2725 Park Ave., Montreal
Great War Veterans' Association . . . Citizen Building, Ottawa
Army and Navy Veterans in Canada . . . 121 Bishop St., Montreal
Imperial Veterans in Canada . . . 700 Main Street, Winnipeg
Grand Army of United Veterans . . . 19 Gerrard Street, Toronto



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