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You Have a Big Job, 1954

) ERHAPS you do not realize it at such an early age, 1954, but you come at a time when there is the first hint of a real and lasting peace. Man has created for himself instruments so awful he is beginning to fear them more than he does his neighbor.

For the first time, his creations threaten to become his master. Through the ages he has had as nis weapons an axe of stone, a spear, sword and arrow, gunpowder and TNT. These in their own time were feared but were always local in their destruction. In the last war whole cities were levelled but many more were never touched.

Now man has taken apart matter itself and has released an agency of death more dreadful than the bubonic plague. He is on the verge of creating a bomb which, in a single blast, could erase humanity. It is said that already the activations following explosion of a hydrogen bomb will remain forever in the upper reaches of our atmosphere. Several such explosions would create a lethal cloud infecting the atmosphere of the entire world.

Now work has started on the cobalt bomb which, we understand, will make anything that has gone before seem primitive. After the cobalt bomb there will be something worse.

So you see, 1954, man is exceeding himself. By his own efforts to kill, he himself will die. The realization of that, perhaps, will impress itself on his sanity. He has killed his neighbor without scruple, but has always shown a nice regard for his own safety.

Therefore, 1954, those who even now are calling for the British from 1917 on. for war will receive cautious treatment by others who know how final such an act would be.

That means your job here, Master New Year, is to turn man from useless words of anger to thoughtful discussion of self-improvement. Thousands die daily from starvation. Millions trudge through life illiterate and mentally blind. Millions are cursed by crippling disease. Surely the resourcefulness man has shown in devising means of death can be directed towards helping these.

We have great hopes for you, 1954. We believe you will be a historic year. Do no let us down.

Here is news from the world of science, promising a

richer life in 1954: Electrically heated socks and mittens, with built-in wires leading from a portable battery, are now on the mar-

Also available is an item of food that the world has long been awaiting, although not very eagerly: the pre-shrunk pork sausage

A man has invented an annohifier that allows you to carry on a telephone conversation with

I can't tell you much about the pre-shrunk pork sausage, except that it was advertised on the radio recently by a big packing firm. I don't even know how it is made. Perhaps from pre-shrunk pigs.

The electric socks? I doubt whether they would be of much use to me. They may be all right for ordinary cold feet, but in winter my feet always feel like blocks of per-cooled ice, with pipes rculating brine through hem instead of blood

To generate enough electric warmth to raise my foot temperature by an appreciable amount, I would have to trail around a small dynamo on wheels.

However, many people may find the electric socks useful. There will be hazards, of course. When you see a man apparently stricken by St

the only Automatic to give

you 7 rinses yet still uses

less hot water.

313 Third Aye. W.

Vitus' Dance on the street. you will know that his electric socks have developed a

telephone. According to an item in the Christian Science Monitor, you place the phone in a cradle, which automatically switches on an amplifier, permitting two-way conversation with the hands free for work of gestures if you're that kind of telephone conversationalist."

This phone should be a great boon to housewives. They can just leave it turned on all day, like the radio, while they busy themselves with domestic chores. On a

be a real menace. ing to put some clothes through the wringer. I'll only be about 15 minutes, so don't hang up. And if that ill-tempered Mrs. Smith tries to get through again, tell her to quit interrupting."

short-circuit. He will be rushed by ambulance to an electrical repair

Then there is the no-hands

party line, this gadget could

"Just hold the phone, Elsie," a housewife will say to a telephone pal. "I'm go-

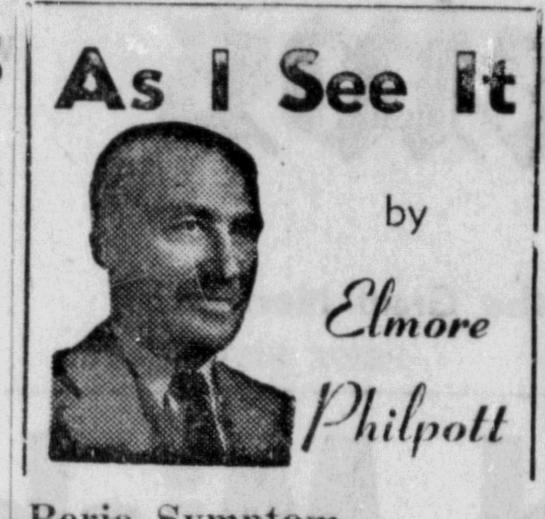
On the legal front, a county court judge in Ottawa has ruled that cows, not dairies, are milk manufacturers. The judgment means that dairies would pay a 30 per cent tax instead of the 60 per cent claimed by the

with NEW

MECHANISM

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Beria Symptom

THE death of Stalin was

no doubt the most crucial event of 1953 from the point of view of power politics.

But one of its effects was to leave the west knowing even less of the inside story of Russia than was known while the Great Red Czar was alive.

We do know that a short, sharp struggle was waged for the number one job in the Soviet government. We do know that Malenkov has won out, to date.

But we do not know, for sure, whether Beria ever was caught. secretly tried, and executed, as the Malenkov regime now claims. For all we know, he may have escaped, or still be hiding in

For years Beria had been one of the top men in all Russia. He had headed the dread secret and how the Montrealers are theatre the other day. There's police for many years. His word licking it up. literally was life or death for scores of millions of human be-

At the very instant of Stalin's not solved yet. There are solid passing, the struggle for power was spotlighted on three men, French language tabloid, coming Malenkov, Beria and Molotov.

Beria well remembered Trot- started going places from the sky's mistake at the time of beginning. Lenin's death. Some said that Robert Poulin, the cigar-smok-Stalin got the jump on Trotsky ing dapper-looking family man in the race for the top job by has four small sons and all are looming large at the funeral- good pals and newspapermen

man pall-bearer at Stalin's fun- He urges public co-operation. He eral. But now, less than a year is a graduate in law. He discourlater, the Communist gullibles ages hush-hush in hometown are asked to believe that Beria journalism or squeamishness: was a traitor all along, working

WHAT is happening in Russia now is a lot like George Orwell's nightmare novel "Nine-

teen Eighty Four." In that fantastic and horrible book Orwell pictured history as STAFF OF SIX being constantly re-written: Old newspaper files were re-

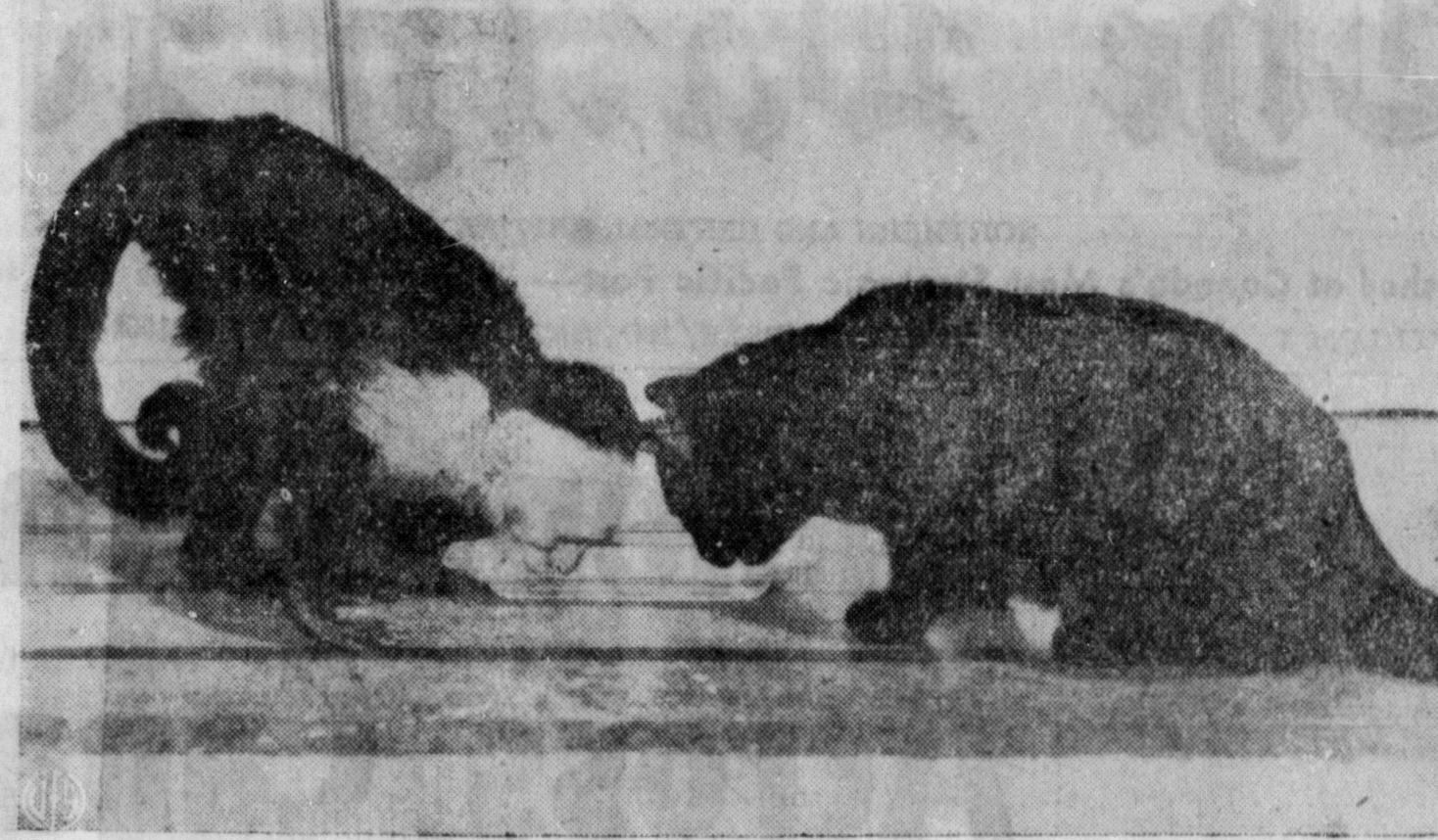
sia right today. The plain facts run where it may. of history are being outrageously faked. No longer can Beria be allowed to stand out for what he was for decades—one of strongest men in the Soviet regime. Now nothing is too bad to say about him—and his fellow top Reds are saying worse things about Beria than his enemies and victims ever did.

IN SPITE of the swift and apparently efficient ruthlessness with which the new Red Czar has disposed of his rival for the position of peak power, it seems to me the events of this year have revealed the worst weaknesses which have yet shown up in the Russian-led world Communist party. It is now so clearly morally bankrupt that that fact must be clear, to ever-increasing numbers of its own ad-

city, which classed them as manufacturers.

I home nobody tells those cows the judge's decision. Just let them find out they are manufacturers, and you won't be able to talk to them.

They will amble off to join the Canadian Manufacturers' Association and the Rotary Club, and perhaps run for aldermen. Next thing you know, the cows will be hiring goats to make their milk, or importing coconut milk from South America.



BLACKIE THE CAT finds Nikki, a white-faced, ringtailed monkey, an eager guest for dinner, as they share a saucer of milk. However, Black ie seldom accepts when Nikki offers to repay the hospitality—with a meal of bananas. The two are pets of the Henry C. Gleins of Seattle. Wash.

sometimes certain conditions

under which a person should

Turkeys which survived Christ-

mas are now face to face with

New Year's. Perhaps it's just as

out for over confidence.

well to be on guard, and watch

Large families provide happy

Royal messenger to two can-

nibals about to heave a luscious

blonde into the pot: "Hold it!

The chief wants his breakfast in

Fred E. Dowdie

OPTOMETRIST

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bed "-Harvard Lampoon.

homes, observes a holiday maker.

Anyway, it is quite possible for

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ian composer who died in 1907.

descended from a Scotsman who

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REFLECTS

Montreal's newest newspaper ing on tenseness. While not rehas jumped 163,000 circulation in garded as absolutely incurable, less than a year, and growth it may be said it's commencing remains steady. It's human na- to look that way. ture to be interested in crime. That's why more folks want to A New York woman was blessread of wrong doing. Sin is news, ed with a baby while in a movie

NO HUSH-HUSH There's a lavish use of pic- not try to sit through a doubletures. Many are murders, some feature movie program. pages of crime stories. It's out weekly called Allo Police, and

from which Trotsky stayed away. from the start. He has studied them to reduce dull moments. Beria was number Two front- to give people what they want.

> "I think," he said, "statistics could prove the most lurid crimes were committed in small towns where the big news is seldom published. These readers of the sensational stories are largely the refugees who have freed themselvs from small-town tyr-

The Allo Police staff numbers six, with free lancers and conpeatedly destroyed and new edi- tributors. The actual printing tions of the papers printed and is done by a printing firm. Let filed. Leaders speeches etc. were there be a colorful tragedy in again and again re-written, to Montreal or Quebec province, make them fit the new facts, or and that tabloid immediately conveniences of the dictatorship. opens wide its column gates to We see that happening in Rus- words and pictures, let the blood

"If a man drowns a cat in his backyard" says Poulin, "that's bigger news for his neighbors than the drowning of 300 coolies in the China Sea. Masterpieces in literature deal with crime and blood. Movies and TV take stories of murder and wars from the Bible. Take murder from Shakespeare and you take his best. All great authors all had the common touch."

NO SCANDAL SHEET

Allo Police print crime, but it is not a scandal sheet. It is written from all facts and details. In fastening on the name for his paper Poulin wanted a title with 'police' in it, yet something phonetically snappy, the idea of people telephoning police struck

No slums or poverty can be said to be the cause of juvenile delinquency says Poulin. Parents are at fault in not teaching and raising children properly. The demarcation between good and evil is not made plain. Psychologists of today offer explanations of child misbehavior. We think a good spanking is better.

Only imagine the difference, if we had peace on earth and good will on earth when it is remembered that about forty percent of Canada's tax revenue is expended on defence.

There are still a few diseases and ailments the physicians haven't yet got around to blam



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PRACTICAL POLYGAMISTS

FEROZEPORE, India (A)-There is a practical reason for the popularity of polygamy in the Chandigarth area of the Punjab, Education Minister Jugat Narain told a school conference here.

"We live in an area where in places water is available only from a distance of eight or nine miles," he explained. "In one day one wife can make only a single round trip to the well. One bucket of water is not sufficient for a husband's needs. "The solution therefore lies in having more wives."



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This is the time when every person who appeals to the public for patronage should plan his advertising program for the coming year. It's smart business to know as nearly as possible where you are going in the next 12 months. If you're a retailer, allow yourself 10 per cent of your normal markup for advertising purposes. Then spend it in varying monthly amounts according to the percentage each represents in ratio to gross sales. Of course, the best and first place to spend it is in the Daily News, the lowcost medium that greets your Best Customers every single day.

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