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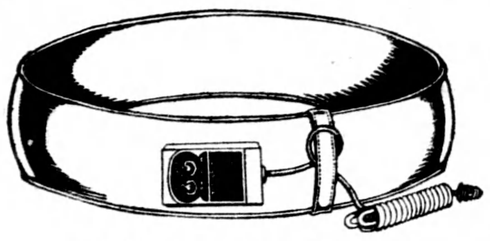

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AGENTS WANTED

BROADCASTING: CKCL—Monday and Wednesday 11 a.m.; Tuesday and Thursday 10.45 a.m.

Modern Language Still In Stone Age

Has Not Advanced In Line With Other Human Progress

All human beings still talk like savages. Every modern language is little more than a tool for cavemen; as though modern surgeons still operated with stone knives or modern carpenters sawed boards with fish bones or modern farmers cultivated their fields by digging them up with sharp sticks. So protested Sir Richard Paget, lifelong British student of the nature and sounds of speech, in a recent address in London. It is generally admitted, Sir Richard recalled, that a large part of the human antagonisms which lead to wars and similar difficulties are due to differences of language, so that separate groups of people do not fully understand each other. A similar condition exists, the lecturer suggested, even among people who speak the same language. Words are complicated mouth, tongue and throat gestures most of which were chosen by our savage ancestors thousands of years ago. These savages had but few ideas and simple ones. Languages, while probably good enough for their cavemen inventors, have been outgrown by civilization. A single word may stand for half a dozen separate ideas, even in a single language. Mankind has perfected the art of mathematics and dozens of other arts which assist the progress of science or the exact formulation of ideas in special fields like science and engineering. No similar effort has been spent on speech. Instead men have been content to get along with the words and speech forms of savages. Future progress of civilization will be delayed or perhaps prevented, Sir Richard believes, unless the problem of communicating ideas by language is studied scientifically and systematically, to find out exactly how thoughts may be expressed most clearly.

The Foggiest Spot

Moose Peak, Maine, enjoys the distinction, says Popular Mechanics Magazine, of being the foggiest spot in the United States, although it brightened up a little in 1930 and had only 1,562 hours, or a little more than sixty-five days and nights, of fog. Its yearly fog average over sixteen years has been 1,607 hours. Runners-up on Moose Peak's record are Libbey Island and Petit Manan, also on the Maine coast. On the Pacific coast, Point Reyes light station holds the record, with an average of 1,398 hours per year for forty-five years.

WANTED — CREAM

The marketing of cream has been my life study. I have a new plant, new cans and some new ideas. If you have cream to sell, you will be interested in this new market. It is different. Write

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52 JARVIS STREET TORONTO, ONT.

The Best Water Colour for Walls and Ceilings

Free stencil premium label on every package. Send for Decorator's Guide and Stencil Catalogue.

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NEW PROCESS
Alabastine

ACID after meals

GET RID of your dread of pain after eating. Eat without fear of "indigestion," sour stomach, disagreeable gas or headaches.

When your food ferments "disagrees," lies like a lump in your stomach, it's a sign of too much acid. You need not resort to crude methods—take instead an anti-acid that will correct the condition. Phillips' Milk of Magnesia.

A spoonful of this pleasant-tasting, soothing fluid neutralizes many times its volume in acid. It restores the proper alkaline balance to an acid-soaked stomach and bowels—assists these organs to function as they should.

Phillips' Milk of Magnesia is what you need when a bad breath, coated tongue, headaches, nausea or biliousness indicates an over-acid condition. Take a spoonful today and for several days and see how it sweetens the system. You won't be nearly so liable to colds or sickness. All drugstores in the Dominion sell it in 50c bottles.

Look for the name Phillips on the bottle.

Made in Canada

FASHION HINT

"How to make my old short skirts conform to the new length was a problem to me until I hit on this plan. I dropped the hems; and as the part that had been turned under was darker than the rest, I redyed the entire dress, after having bleached the goods, following directions in the Diamond Dyes package.

"I used Diamond Dyes for the redyeing, of course. I have dyed many things with these wonderful colors. They have saved me many dollars and have never failed to give perfect results—smooth, even colors—fast to wear and washing. Friends think my things are new when I redye or tint them with Diamond Dyes. They do give the most gorgeous colors!"

Mrs. G.C., Levis, Quebec.

Owl Laffs

Mrs. Carney (rushing into the living room, panting for breath)—Oh, Walter, I dropped my diamond ring off my finger and I can't find it anywhere.

Mr. Carney (very calmly)—Its all right, Olive, I came across it in my trouser's pocket.

A friend complains about the increasing worries of dressing. "By the time I get my false teeth in place, my arch supports adjusted, my ear phone regulated and my wrist watch strapped on I am usualy exhausted," he confided.

THE DIFFERENCE

It take so many roses—
Such wealth of gorgeous bloom—
So many petals crushed, to make
One breath of faint perfume.
It take so many hours
Of labor and of tears
To give the world a lovely song
That will outlive the years.
But love is something quite apart,
Just one swift kiss can break a heart.

An old offender was found guilty of stealing a horse and received a stiff sentence on account of his previous record. The judge addressed him as folows.

The Judge—It is my intention to sentence you to eight years at least. Now, before sentence is formerly pronounced on you, I shall listen to anything you may have to say on your behalf.

The Old Offender (after waiting a minute or two)—I don't know ez I've got anything to say only this, it strikes me that you folks round here are purty toler'ble liberal with other people's time.

Susie—What are you knitting?

Lottie—Something to cheer up the boys.

Susie—Why, you silly thing, the war is over.

Lottie—This is a bathing suit for me, dear.

Rain is something we don't like while we are getting it, and kick like sin when we don't get it. A barking dog is almost as unpopular as one that bites. The chap who takes care of his own credit and collection department is most apt to collect the living that the world owes him. We don't know which makes for the duller evening—a woman telling about the removal of her appendix, or a man telling about his stock market operation. The advantage of one big worry is that it eliminates a multitude of little worries.

Give to the world
The best you have
And the best will
Come back to you.

Bride—Shall I have your lunch brought up to the deck, sweetheart?

Groom—No, darling; just throw it overboard—it'll save time and trouble.

"Overboard," shrieked the watch.

A thousand men and women rushed to the rail to see a woman struggling in the green water.

"Sharks!" screamed the multitude as white flashed darted towards the body below.

For minutes before the rope was lowered, the multitude gazed in wonder, as the viscious would dart up to the body, then turn and dart away.

"They couldn't touch me," the lady said after they had brought her out. "They were all man-eating sharks."

The seven ages of women are 7, 17, 27, 27, 27, 27, 27. Its the consumer's good luck that it pays the producer to be honest. Her doctor advised her to go skating to reduce, but she couldn't stand it.

French Morocco Leather Goods

The raw materials used in the manufacture of French morocco leather goods are sheepskins from which the wool is removed at Mazamet and which are dressed at Graulhet and Issoudun, according to the Index to French Production. These skins have an attractive grain and color and are able to withstand the rough handling and hard service met by travelers' bags. Paris is the chief market for these goods.

Truth is as impossible to be soiled by any outward touch as the sunbeam.—John Milton.

The Fire Menace in the Dominion

Summer has its perils as well as its pleasures, and one of the greatest perils is the forest fire. Until a few decades ago Canada was careless of her timber wealth; there seemed so much of it that exhaustion was a remote prospect. But prodigality always brings its own punishment; now it is realized that the wooded areas must be cared for, and reforestation has become an established undertaking.

In view of this situation, prevention of forest fires is a subject of prime importance. During 1929 6,000,000 acres of timbered land in the Dominion was burned over, with a total loss of $6,200,000; and this despite an elaborate and efficient preventive organization. Each of the Provincial Governments administering its own forests maintains a fire-protection body which co-operates with owners and lessees for the protection of timbered areas, the cost being distributed or covered by special taxes on such lands.

The aeroplane is established as an important factor in the detection of forest fires, and in this respect Ontario is particularly well equipped. While aircraft have to a large extent supplanted the old canoe, horseback and foot patrol for detection of fires, a large ground staff, with equipment stored at strategic points, always will be necessary for the fighting of larger fires and maintenance of systems of communication.

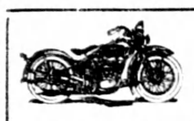
With the disappearance of winter conditions these flying firemen may be found all over the forests of Northern Ontario. This is a well trained and disciplined force, directed by skilled aviators, and plays a tremendously important part in the protection of the Province's timber wealth.

There is something picturesque and much that is of a hazardous nature about the work of these men who spend the summer in the clouds above the vast forest domain of this Province, watching eagle-eyed for the incipient fire that may mean disastrous material loss and perhaps death in its most terrible form. Their presence in these danger zones, and the conviction that they are animated by a keen sense of duty, justify public confidence that everything possible will be done to prevent the terrible forest conflagrations of former years.—The Mail and Empire (Toronto).

Poles of U.S. Are Determined

The two points farthest apart in the United States proper, according to the Geological Survey, are Cape Flattery, Wash., and a point on the Florida coast, south of Miami. These two points are about 2,835 miles apart.—The Pathfinder.

The use of loud-speakers and gramophones is forbidden in Brussels after eleven o'clock at night.



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2 CHOICE BLENDS—Red Label & Orange Pekoe

Drying Curtains

Take the full width of voile, grenadine or any soft curtain material, and after stitching hems at top and bottom, making a separate stitching for the rod, dampen and while damp instead of ironing or using a curtain stretcher, put them at once on rods, place a rod in the bottom hem and one in the top and hang them to dry by pushing the material tightly together. Let them dry in this fashion. When entirely dry, take out the bottom rod and the curtains will hang as though shirred and have a dainty and sheer appearance not obtained by other methods. The advantage over ironing the curtains or having them hang full is so great that it is impossible to realize the effect until one has tried this method.

Buffalo in Canada

The herd of about 1,000 wood buffalo or bison still roaming south of Great Slave Lake is the last wild herd of the continent. Wood Buffalo Park (10,500 square miles), the largest National Park in Canada, with the Salt River therein, is reserved for their use. The Government herd of plains buffalo in the park at Wainright, Alberta, is kept at 5,000, and is a source of robes, horns and meat.

There is no preservative and antiseptic, nothing that keeps one's heart young like sympathy, like giving one's self with enthusiasm to some worthy thing or cause.—John Burroughs.

What is believed to be the richest deposits of radium in the world are at Great Bear Lake, 1,200 miles northwest of Edmonton in the Northwest Territories.

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Rub Minard's in gently. It penetrates sore ligaments, allays inflammation, soothes, heals.
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A-1 BABY CHICKS—IN SIX VARIETIES, 10c and up. Catalogues free. A. H. Switzer, Granton, Ontario.

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BARGAIN IN REBUILT EMPIRE typewriters, guaranteed same as new, $25 cash with order. Satisfaction or money refunded. Twite for Typewriters, 754 St. Peter St., Montreal.

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HELP WANTED.

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MEN AND WOMEN WANTED AS county managers for high grade line of toilet articles, household necessities and home remedies. Each county representative sells in his or her chosen territory and appoints sub-agents for the remainder of the county. Must be aggressive, and able to supply bond if necessary. Very liberal commission. Write Park Lane Products Limited, Hamilton, Ontario.

Probably the largest plant in the world is a rare species known as the "box huckleberry." The trailing creepers of a single specimen of this amazing plant can cover 100 acres with a thick mat. Yet the plant seldom reaches a height of more than six inches, according to the Field Museum of Natural History. It takes hundreds of years to reach its full growth, says Popular Science Monthly."

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Enjoy Hard Work

Millions of men and women all over the world take Kruschen Salts daily—not because they are really sick, mind you—but because they know the little daily dose of Kruschen keeps them always fit, energetic and free from fat, and also keeps the system free from over-acidity.

People who take Kruschen Salts in a glass of hot water every morning won't have headaches and are always free from constipation, depression, dizziness, coated tongue and unpleasant breath.

They have no poisons in their system because the action of Kruschen Salts on the liver, kidneys and bowels causes perfect and regular elimination.

If you want joyous health and glorious vigor—if you want to work hard and enjoy your work—try taking Kruschen Salts every day. Millions of people are enjoying their daily labours, thanks to the "little daily dose" of Kruschen.