It will like you, too!

For a rarebit at midnight, afternoon sandwiches, or a luncheon casserole, Velveeta brings added enjoyment and perfect digestibility. It contains all the elements of rich, whole milk. Children as well as grown-ups can eat it freely.

Made in Canada

KRAFT Velveeta

made by the makers of Kraft Cheese and Kraft Salad Dressing

Many Diamonds Used In Industrial Ways

Diamonds are almost invariably classified as a luxury, but almost never as an important factor in industry. Yet, approximately, 15 to 20 per cent. of the value of diamonds mined yearly are of industrial use.

They are at times called "industrial diamonds," and so named because of some flaw of color or constitution that prevented their being cut and polished for decorative use.

Some of these stones are used as cutters and polishers of more precious diamonds. The "industrial diamond" is changed to powder form and mixed with olive oil. It is then smeared upon a soft iron disc revolving at 2,500 revolutions per minute. The diamond to be cut and polished is laid and weighted down and the wearing action of the diamond dust eventually creates a gleaming facet upon it.

By means of diamond draw-plates or dies, all types of metal, including the tungsten filament of the electric lamp, can be drawn finer than human hair. Mining engineers employ the diamond drill. This is a circular tube, steel bit or crown, set with diamonds. Such drills are of great service in cutting out a clean core which can be brought to the surface for determination of the nature of the strata. These drills can be forced to a depth of more than 4,000 feet and it is said there is no rock or stratum which the diamond has failed to penetrate.

Young Wife: "It's too bad—you bring me to a restaurant and now you read the newspaper." Husband: "Pardon me, darling! Waiter, another newspaper."

"I am more interested in increasing people's income than in worrying over their expenditures."—Herbert Hoover.

Londoners Later Risers Old-Timer Declares

After clipping tickets at London Bridge Station for fifty years, "Old Bill," as his friends call Mr. William Baldwin, is retiring. "I should think," he said to me, "that I've clipped at least three hundred and fifty million tickets in my time, not counting looking at thousands of 'seasons' every day. In fact, to punch 20,000 tickets a day is a mere nothing at London Bridge. The thing I notice most nowadays is that people seem to get up a lot later than they used to do. Our rush hours used to start about five or six in the morning. Now we're never really busy till eight o'clock."—London Tit-Bits."

Chinese Cave Dwellings Found

Peiping.—Possible habitations of Chinese cave dwellers have been uncovered by a Chinese expedition at Changteh, in Honan Province, according to reports received here. Several deep pits containing bones and earthenware were excavated. The find confirms the statement of Mencius, the Chinese philosopher, that early Chinese peoples "made nests for themselves in the highlands and in the lowlands they made caves."

German Girl Students

Of the 132,000 students in German colleges and universities, about 18,500 are women, according to the latest available data. Seven girl students in every twenty are working for doctorates in philosophy. Medicine comes next in popularity, with 24 per cent., followed by natural science, with 18 per cent., and political economy, with 11 per cent. Slightly more than 1 per cent. are studying theology.

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NO WATER TO CARRY. STICKS LIKE GLUE TO LEAF.

REQUIRES FEWER APPLICATIONS.

STIMULATES THE GROWTH, INCREASES THE YIELD.

A DEALER IN EVERY PLACE.

GENERAL CALCIUM CORP., LTD., TORONTO

Owl Laffs

The best of women make mistakes, but it's too bad that we husbands should be required to eat them. A statistician says that we have enough coal to last 7,000 years. What does he mean by "we?" A great many animals laugh, says a scientist; and, of course, a great many people give them good cause to. Conscience gets a lot of credit for good morals that belongs to the fear of getting caught. We are learning to have faith in machinery because it has furnished a foundation for human progress. The man who thinks and is silent usually has more friends than the one who speaks and thinks afterward.

Looker On (to man who had just rescued a drowning girl)—"It was grand of you to drive from that height, fully clothed, to effect such a magnificent rescue."

The Hero (snarling madly)—"That's all very well, but what I want to know is who pushed me in?"

Harrison—"I hear your daughter Edith married a struggling young man."

Thompson—"Well, he did struggle, but he couldn't get away."

Here's some riddles. We simply got to get them off our system. Are you a riddle fan?: 1, Why did the hen go across the road. 2, What goes all day and comes in at night and sits with its tongue out? 3, Why did the man put his garage on the other side of the road from his house? 4, When was milk the highest? 5, Who wore the biggest hat in the war 6, Why did the cow go over the hill? Answers—1, To get on the other side; 2, Wagon; 3, To put his car in; 4, When the cow jumped over the moon; 5, The man that had the largest head; 6, Because she couldn't go under.

Wrong Label: "A spoonful of water contains 270,000 potential horsepower," says a scientist. That isn't water.

Claude—"I'm groping for words."

Alma—""Well, you don't expect to find them around my neck, do you?"

"Well, at any rate," an old married man told the writer, "It is better to have loved and been bossed than never to have been loved at all."

Summer is a time when people try to keep out of the sunshine they wished they were able to afford last winter. Who remembers the old fashioned love songs that didn't sound like the wail of a lost soul? The devil isn't so smart; think of him trying Job's patience with boils when he might have tried taxes. You can't always tell who is hurt the worst by who yells the loudest. A bob-tail bull in fly time is in no worse fix than a bald-headed man in the same time. It's queer, a little heat on the feet may cure a little cold in the head. Late hours end in early morning. The girl who uses a lot of lipstick often leaves a good impression when she kisses. Some hotels rate high and others have high rates. The last thing in the world a man wants is a manicure. Now is the time to buy good farms from pessimists. The easiest person for a man to fool is himself, and the hardest is his wife. The girl who elopes may be letting her emotions run away with her. The hottest days at the beach are the first tan days. Stolen Kisses are the sweetest, but the other kind taste pretty good, too. A typical American is one who yearns to be rich without working, thin without dieting, and wise without studying.

Business has so far improved that it is now able to take nourishment.

Patient (angrily)—"The size of your bill makes my blood boil."

Doctor (calmly)—"That will be $20 more for sterilizing your system."

A man boasts that he raises a lot more flowers than his wife does, yet devotes less time to the job. He grows dandelions.

Dad—"When I was a little boy your age I didn't tell lies."

His Son—"How old were you when you started, Dad?"

Find Healing Springs Under Cologne City

Cologne.—Boring here for coal have uncovered flowing gold—not oil, but medicinal waters. Experts report that springs found directly under the city contain water of a higher medicinal value than those of some of the world's best known spas, being particularly rich in carbonic salts.

The curative springs, which were located 1,200 feet beneath layers of coal, are flowing at such a rate that they could be used to supply the city's water needs. Th emunicipality plans the erection of luxurious baths in the hope of attracting tourists and health seekers.

Curiously enough, the first announcement of the discovery was made on April 1, and as Cologne is noted as a city of practical jokers no credence whatever was attached to it. Consequently the city authorities had the greatest difficulty in convincing the press and public that the curative springs really do exist.

The Little Old Woman

There was a little woman whose hands
were worn and red,
And long ago the beauty of her youthful days had fled,
For she had suffered sorrow, and she
had suffered pain,
But after these had left her she learned to smile again,
And out she'd come with dainties for
the children in the street
Till it seemed where'er she wandered
there were young ones round
her feet.

She hadn't any money; she was never
gaily dressed;
She had a shawl and bonnet which she
called her Sunday best.
Aid if you gave her something, in a
little while you'd see
Some other person strutting in that
bit of finery,
And she'd give this explanation if you
asked the reason why:
"I thought she ought to have it. She's
so much worse off than I."

No one ever seemed to notice that her
hands were coarse and red,
That she wasn't good to look at no
one ever heard it said,
And the smartest of her neighbours
who appeared to know it all
Never spoke a word in censure of her
bonnet or her shawl.
So take this truth for granted: that
a sweet and tender smile
And a heart so brave and kindly never
do go out of style.

—Edgar A. Guest.

Airships

London Morning Post: There is only one respect in which these cumbersome machines have so far proved superior to the aeroplane, and that is in the radius of flight. But this factor is of little importance for inter-imperial communications, since the aeroplane can overcome this disadvantage by means of relays. In no other respect has the airship shown the least promise of competing effectively with the heavier-than-air machine. The best policy for this country, therefore, is to sell the R-100 for what it will fetch, to scrap the rest of the equipment, and spend our money on more profitable departments of aeronautical research.

In discussing a question mor reliance ought to be placed on the influence of reason than on the weight of authority.

"No operation is so insignificant that a man can refuse to give it less than his best."—Bruce Barton.

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Praises Famous Vegetable Pills For Indigestion

"Having been troubled with Indigestion and Sick Headaches for several months, I was recommended to try your famous Pills. After the first dose I was made aware of their very real tonic value."—Miss M. Croydon.

Dr. Carter's Little Liver Pills are no ordinary laxative. They are *all vegetable* and have a very definite, valuable tonic action upon the liver . . . exactly what you need to end Constipation, Acidity, Biliousness, Headaches, Poor Complexion, etc. All druggists, 25c & 75c red pks.

Gardeners, Farmers, Horticulturists

King Bug Killer

The Quality Product Insecticide, distinguishable by its three-fold properties. Sure Death Insecticide, Plant Fertilizer and Plant Protector against Blight and Disease. Your selection of King Bug Killer for your Insecticide will insure you the greatest results at a minimum cost. Have your dealer supply you.

Demand King Bug Killer. No substitutes. Write us for particulars.

KING CALCIUM PRODUCTS
CAMPBELLVILLE, ONT.

ISSUE No. 24—'31

"Dear mother —"

Just back from our honeymoon. Now I'm a housewife myself, I agree with you that

RED ROSE TEA "is GOOD tea"

2 CHOICE BLENDS—Red Label & Orange Pekoe

224

Strange Things

A most interesting man to talk to is Mr. Bertram Thomas, who has just returned to London from a long tour of exploration in Arabia. "I've brought back any amount of things for the Natural History Museum at South Kensington," he said, "including a new butterfly, a new lizard, and several new grasshoppers. And I've seen natives baking live locusts in glowing ashes and then eating them, and oxen and camels being fed on sardines! I've seen fakirs sleeping on beds of spikes and others who hold their arms straight out till they become paralyzed—all as part of their daily religion. It's a queer world once you go exploring."—London "Tit-Bits."

A Little Circle

Each one of us is bound to make the little circle in which he lives better and happier; each of us is bound to se that out of that small circle the widest good may flow; each of us may have fixed in his mind the thought that out of a single household may flow influences that shall stimulate the whole commonwealth and the whole civilized world.—Dean Stanley.

Virtuous Fear

There is a virtuous fear which is the effect of faith; and there is a vicious fear, which is the product of doubt. The former leads to hope, as relying on God, in Whom we believe; the latter inclines to despair, as not relying on God, in Whom we do not believe. Persons of the one character fear to lose God; persons of the other character fear to find Him.—Pascal.

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RUB IT IN BACK OF EARS ~ INSERT IN NOSTRILS ~ PRICE $1.25 ~ AT ALL DRUGGISTS

Excellent for Temporary Deafness and Head Noises when due to congestion caused by colds.

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MINARD'S "KING OF PAIN" LINIMENT

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A1 BABY CHICKS—BARRED Rocks, Anconas, White and Brown Leghorns, 10c each. Assorted, 9c. PULLETS six weeksk old, 55c. Catalogues. A. H. Switzer, Granton, Ont.

REMNANTS

REMNANTS—3 LBS. PRINTS, $1.00; 2 lbs. Silk, Velvet or Cretonne, $1. Agents, dealers wanted. A. McCreery Co., Chatham, Ont.

Girls of Today Are Not Wild

Winnipeg.—"Girls to-day are not wild—they are wonderful," Mrs. H. D. Warren Chief Commissioner of Girl Guides in Canada, told members of the Women's Canadian Club here.

"I hear many people say the modern girl is wild,' said Mrs. Warren. "She is not. She is honest, and speaks her mind, openly and frankly, a thing that is charming and genuine. I think the girls to-day have in them the making of wonderful citizens."

An ounce of cheerfulness is worth a pound of sadness to serve God with. —Thomas Fuller.

"It is our dreams that the body makes itself aware of our mind."—Dr. Carl Jung.

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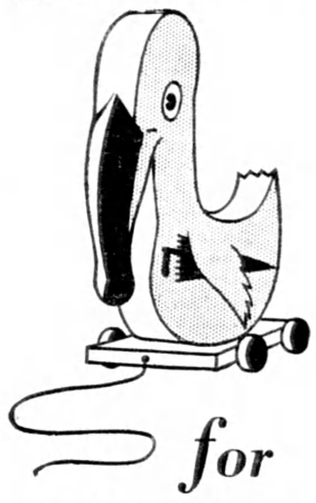

for ANY CHILD

WE can never be sure just what makes a child restless, but the remedy can always be the same. Good old Castoria! There's comfort in every drop of this pure vegetable preparation, and not the slightest harm in its frequent use. As often as your child has a fretful spell, is feverish, or cries and can't sleep, let Castoria soothe and quiet him. Sometimes it's a touch of colic. Sometimes constipation. Or diarrhea—a condition that should always be checked without delay. Just keep Castoria handy, and give it promptly. Relief will follow very promptly; if it doesn't, you should call a physician.

Fletcher's CASTORIA

FATHER GETS UP FIRST

Tells How He Keeps the Family Fit

"I have a family of six—four boys, two girls—ranging from 23 to 12 years of age, and a delicate wife, and four years ago it was owing to a sickly household that I took matters in my own hands. Their foods were not relished, and to take medicine was like administering punishment. For four years now I have regularly used Kruschen Salts about four or five times a week, unknown to any of my family or wife to this day. I get up first always, and I put half a teaspoonful of Kruschen in the teapot or coffee-pot, and they all have their first cup therefrom. So what was a sickly household four years ago, I am glad to see now a healthy and robust family.

"They are always ready for and clear up their meals. Always alert, quick, and active, and never seem tired, all due to my secret way of using about half a teaspoonful of Kruschen Salts in the morning tea or coffee."—C. D.

If only more parents were as careful about their children's internal cleanliness as about their external cleanliness, there would be fewer sick headaches, fewer finicky appetites, fewer fits of the sulks and fewer sallow faces. Kruschen keeps the system regular in its most important daily duty. Its gentle aperient action ensures proper activity of the liver and kidneys so that these organs of elimination cleanse the inside of all clogging waste matter. Kruschen thus ensures a clear blood-stream, carrying health and vigour to the whole body and brain. Kruschen Salts is obtainable at all Drug Stores at 45c. and 75c. per bottle.