# REAL ECONOMY!

In Dixie Plug
There is no waste!
It's fragrant and
Has better taste.
The smoke for you,
The smoke for me,
In a plug that's
Real economy!

**Large Plug 20c**

# DIXIE
**PLUG SMOKING TOBACCO**


**We look at sinners and shudder at how awful they are, and maybe they look at us and shudder at how smug we are.**

## Classified Advertising


**PATENTS**

AN OFFER TO EVERY INVENTOR. List of wanted inventions and full information sent free. The Ramsay Company, World Patent Attorneys, 273 Bank Street, Ottawa, Canada.

**GOOD LUCK CHICKS**

112% increase over 1934 business. Answer is "SATISFIED CUSTOMERS." Write for catalogue—Chatham, Ontario.

**HEADACHE, BACKACHE?**

Mrs. J. W. Flanagan, 6 Labatt Ave., Toronto, Ont., says: "I had headaches, pains in my back, had no appetite and would feel dizzy and faint. I was so weak I could hardly keep up. I took Dr. Pierce's Favorite Prescription and it seemed to give me new life."
New size, tablets 50 cts., liquid $1.00. Write Dr. Pierce's Clinic, Buffalo, N. Y., for free medical advice.

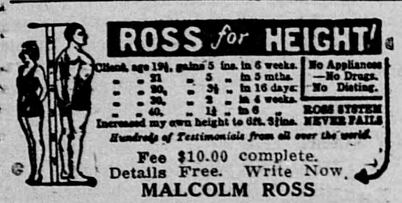

## British Columba Deficit $373,977

### Relief Expenditures For Year Given as $3,625,854

Victoria—Legislation to provide for substantial public works and to amend hours of work and minimum wage acts in an effort to provide more employment were forecast in the Speech from the Throne read at the opening of the second session of British Columbia's 18th Legislature by Lieutenant-Governor J. W. Fordham Johnson.

"Unemployment is still the most pressing problem, notwithstanding that there has been a reduction during the past months of about 12 per cent. of those on relief," the address declared.

"It is the intention of my Government to continue to press for measures that will put as many as possible of those now out of work into profitable employment."



It is suggested, without petti-fogging words, that there may be a marked difference between a "well read" and a "well informed" person.

Editor—Do you know how to run a newspaper?
Applicant—No, sir.


## The Full Vitamin Value of Cod Liver Oil

**PLUS Further Body-Building Virtues**

Generations have proved the body-building, energy-giving power of pure cod liver oil. Generations, too, have proved that Scott's Emulsion of Cod Liver Oil gives you all these, PLUS easier assimilation, pleasanter taste, and the added value of hypophosphites of lime and soda. PLUS values found only in Scott's Emulsion.

# SCOTT'S EMULSION

THE COD LIVER OIL WITH THE **PLUS** VALUE

*For Sale by Your Druggist* 7A



*Handwriting Reveals Character!*

**This Fascinating New Chart Shows How!**

Everyone should have a copy of

## THE GRAPHOCHART

100 Illustrations

SIMPLE! — ACCURATE!! — INFALLIBLE!!!

By Geoffrey St. Clair
(well-known Graphologist)

It shows you how to analyse your own character, and that of your friends from handwriting . . . . It is not only a very fascinating game, but it is extremely practical.

Copies sent Post Free for 12c each

THE GRAPHOCHART, Room 421, 73 Adelaide W., Toronto, Ont.


## FELLOWSHIP OF BRITISH FAMILY ON THE AIR

Letters now reaching London from the furthermost regions of Canada bring vividly to mind the thrill which went through the Dominion from end to end when the King's Christmas message passed over the radio. Many of the remoter Canadians who rose early enough to hear the broadcast got their first real idea of the extent of the British Empire. Think of the effect of the King's heartfelt words as heard in the lonely shack on the prairies, the isolated lumber camps of the Far North, and the rough miner's hut in the sub-Arctic regions. From Vancouver they tell us how, as they tuned in at 5.55 a.m., the light on Grouse Mountain Chalet shone clearly, . the outlines of the rugged north shore mountains could be dimly seen. The whole British and American world soon to hear Dick Clarinbull at the Chalet dedscribing the sleeping city, the beauty of the sun-tipped Lions, and the Winter wonderland of the mountains. And on their part Canadians were brought to realize the astonishing variety climate and country which is to be found under the King's sway. India spoke of glorious poinsettias; Australia told of Summer sports and bathing beaches crowded with people. Great engineering undertakings like the Sydney bridge the Mersey tunnel, and the "farthest south" fishing in New Zealand were also described. Canada, as we know, was represented in the broadcast by the carillon at Ottawa, which followed the Bethlehem bells; by a vivid description of Vancouver, "the evergreen playground of Canada," given by Dick Clarinbull of C R C V from Grouse Mountain Chalet; by a Christmas scene in a Quebec lumber camp; a fisherman of the Maritime provinces; a children's skating party in Winnipeg; and the story of a hockey game in Toronto. The Fellowship of the Family of which the King is the head was never more dramatically realized.

*Have You Heard?*

Could a successful man possibly order the lives of other people so that they would be successful, too? He might, but they wouldn't stand for the self-discipline.

**WINTER LONGINGS.**

I am longing for the time
When the spring is in its prime,
And birds are singing happily of love,
When the hedgerows, pink and white,
Are a solace to the sight,
And the lark is in his watch tower up above.

I am longing for the day
When the right shall win the day
And wrong be relegated to the dust,
When no freedom is denied,
When there's peace the whole world wide,
And rulers are both merciful and just.

I am longing for the grace
Which shall make a happy place
For people of all countries of the earth,
That shall make all nations see
That their truest dignity
Is to cultivate the things of highest worth.

A. B. Cooper.

Slim—You seem to be extra busy, Jim.

Jim—Yes, I'm writing a love letter to my girl. I've been working on it for over an hour.

Slim—Why are you taking so much pains?

Jim—I want to make sure that if this letter is ever read in court it won't make me look like a fool.

Keeping up with the Joneses is no problem at all today. They just leave their radio going full blast—and there you are!

Friend—Well, I see you've found a way to settle your wife's hash.

Man—Yes, I take a spoonful of bicarbonate of soda.

Hubby (stumbling upstairs at 3 a.m.)—The old gray mare ain't what she used to be.

Wifey (peeved)—No; but the white mule still is!

Teacher—Now what is this a picture of?

Jean—A monkey.

Teacher—Yes; and what does a monkey do?

Jean—Climbs up a tree.

Teacher—Yes; what else?

Jean—Climbs down again.

But if a man builds a better mouse trap now, he is so busy making speeches that he never has time to make any more.

It has been inscribed on jade!
"Give neither salt nor counsel unless you are asked."

### Babe Ruth's Pun

We all like to know how the great live and enjoy a pleasing sense of our common humanity when we find that their tastes are simple and that they, too, really enjoy a bit of good clean fun. Perhaps it was for this reason (perhaps for some other reason—one never knows) that I find so much pleasure in this quotation (from the Daily Telegraph), describing the habits of Babe Ruth, the American baseball king.

America's idol weights 16 stone, and has been playing baseball for 21 years. In his 41st year he still retains a schoolboy sense of humor. Nothing delights him more than to go into the changing rooms of visiting teams and nail their shoes to the floor.—New Statesman and Nation.

## ONTARIO COLLECTS $4,000,000 FROM MOTORISTS IN 35 DAYS

Toronto—Premier Mitchell Hepburn, of Ontario, revealed last week why the Department of Highways insisted on all motor car licenses in the province be purchased by the end of January.

There were two obligations for the Government to meet February 1, said Mr. Hepburn, speaking in his capacity of Provincial Treasurer. One was a $5,000,000 issue of Treasury bills and the other a $5,000,000 debenture issue.

The Highways Department handed over to the treasurer during January $3,541,000 and since then that total was augmented by $400,000. The amount was made up of fees from motor vehicle permits and the gasoline tax.

"So in 35 days we collected $4,000,000 through the Department of Highways," Mr. Hepburn said. Judging by last year's figures, the Premier stated, the Government would have had only $1,500,000 instead of the $4,000,000. "Therefore we are saving interest on $2,500,000."


## SKIN RASHES

**Give Place to Velvet Smooth Skins**

In almost countless numbers, skin sufferers have had cause to be thankful for D.D.D., the prescription of a highly successful physician, Dr. D. D. Dennis. This liquid prescription, now made and endorsed by Campana's Italian Balm chemists, allays irritation almost at once, and quickly clears up such skin troubles as eczema, hives, acne, ringworm, dandruff, pimples and rashes. Ask your druggist for D.D.D. Prescription. Trial size, 35c. Guaranteed to give instant relief or money refunded.

Delicious
Energizing
Health-Insuring

ANDREWS LIVER SALT

Small Tin 35c, Large Tin 60c, Extra Large Bottle 75c
Scott & Turner Ltd., Newcastle-upon-Tyne, Eng.
Distributed in Canada by McGillivray Bros. Limited, Toronto. 33



Issue No. 9—'35





# She Keeps Her Slim Figure

## Still Stock Size at Age Forty

The approach of middle age is certainly no excuse to-day for developing a double chin and for allowing your figure to bulge in the wrong places. If, at forty, you cannot have a body as supple as a young willow tree, you can at least keep it to its proper proportions, so that you are able to wear the modern, flattering fashions with confidence. The following letter shows how the Kruschen treatment can help you to avoid that pathetic refuge of the overstout—the Outsize Department.

"I am approaching the dangerous age of forty, and a year ago my hips began to get fuller. This was alarming, for I am a business woman and must keep my slender figure. I then thought I would try Kruschen, and from the day I started it has been wonderful. Not only are my hips normal, but I feel better in health than ever."—(Mrs.) H. J.

Kruschen is a saline—not a drug—it is an ideal blend of mineral salts found in the aperient waters of those European Spas which have been resorted to for generations by wealthy people in search of health and fitness. Kruschen is obtainable from all Drug Stores, at 45c and 75c a bottle.


## FARM FLASHES

As a result of unrestricted access to the British market, Canadian bacon exports in 1934 increased 52 per cent. over 1933, while, under quota restriction, Danish exports decreased 22 per cent. from 1933.

The sales of branded beef in Canada for 1934 totalled 3,,575,754 lbs., an increase of 8,893,145 lbs. over the sales of 1933.

The farm implement trade in the Argentine is controlled principally by Canada and the United States. Canadian-made harvester threshers, grain drills, riding plows, corn cultivators and planters being well established.

A new fungus causing brown spotting of peony foliage has been discovered in northern Italy. Warm, humid climatic conditions and temperature fluctuations favor the development and spread of the disease.

A purple-topped yellow-fleshed turnip which has been grown in Aberdeenshire, Scotland, for the past 100 years has been found by agricultural scientists to be resistant to club-root disease. The origin of this variety of turnip is unknown.

Shipments of live stock from Western to Eastern Canada during 1934 included 118,623 cattle; 7,715 calves; 200,436 hogs and 74,471 sheep. Compared with 1933, the increases were 28,384 cattle; 3,556 calves and 19,309 sheep. There was a decrease of 86,847 in the number of hogs shipped.

Friend—It's all right for you to talk about Fascism, but do you know what it would be like to live under a dictator?

Man—I should think so. I've been married for 12 years.

"Money, money — it's always money! Do you think I'm the goose that lays the golden eggs?"

"No, dear, not that one!"


## If Your Ears Ring With Head Noises.

If you have catarrhal deafness or head noises go to your druggist and get 1 oz. of Parmint (double strength), and add to it ¼ pint of hot water and a little sugar. Take a tablespoonful four times a day.

This will often bring quick relief from the distressing head noises. Clogged nostrils should open, breathing become easy and the mucous stop dropping into the throat. It is easy to prepare, costs little, and is pleasant to take. Anyone who has catarrhal deafness or head noises should give this prescription a trial.

We recommend the purchase of
**MIDWAL**
Oil and Gas Co. Ltd. Stock
For latest information, 'phone or write
ANDERSON, GILLANDERS & Co.
25 Melinda St., Toronto EL. 0445-6

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Canadian and International Art and Literary Contests
Yearly subscription, One Dollar
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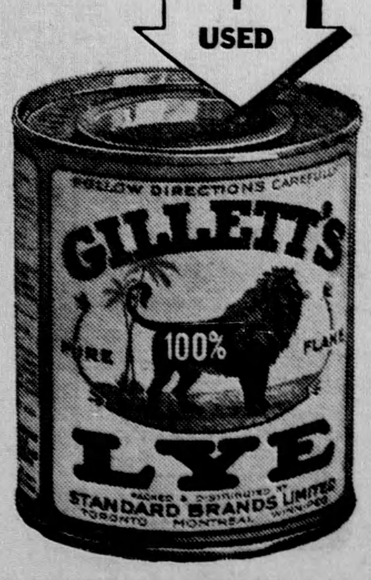
for BURNS & SCALDS

Sold by all Druggists—25c, 35c (tube), 50c and $1.00
"MECCA" OINTMENT

**GREASY POTS AND PANS NEARLY DROVE ME WILD**

**UNTIL I USED**



*It lifts grease right off without scrubbing*

Just use a solution of 1 teaspoonful of Gillett's Pure Flake Lye in a quart of *cold* water. Instantly the grease dissolves—without scouring! Use Gillett's Lye whenever you want an effective household cleanser. Frees clogged drains, cleans toilet bowls. Kills germs, and destroys odors. Order a tin from your grocer!

*Never dissolve lye in hot water. The action of the lye itself heats the water.

**FREE BOOKLET**—Send for the *free* Gillett's Lye Booklet. It tells how this powerful cleanser and disinfectant shortens dozens of cleaning tasks. Also gives full directions for soapmaking, thorough cleansing and other uses on the farm. Address: Standard Brands Limited, Fraser Ave., & Liberty St., Toronto, Ontario.

**GILLETT'S LYE** EATS DIRT