BIG *Size*
BIG *Value*
BIG *Satisfaction*
BIG BEN
THE PERFECT
Chewing Tobacco

"If it is not too good for a man to think too highly of himself, the converse is equally true."—Harold Bell Wright.

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.

CHARACTER READING

IF IN ANY DIFFICULTY, BUSINESS, Vocation, Love, etc., send handwriting, birth-date, ten cents for reading by mail, Prof. Rogers, Character Reader, Box W., Prescott, Ont.

FARMS FOR SALE

FARMS AT BARGAIN PRICES never equalled. Willoughby Farm Agency, Kent Building, Toronto.

AGENTS WANTED

ATTENTION—AGENTS— LEATHER ties, newest sensation. Write Monarch Products, 44 York St, Toronto.

WANTED

IMPERIAL BONDS AND CURRENCIES only, of Russian, German and Austrian Governments. Previous prices are trebled. David Davis, Queen and York, Toronto.

OLD COINS

UP TO $50.00 EACH PAID FOR U.S. Indian head cents. We buy all dates regardless of condition. Up to $1.00 each paid for U.S. Lincoln cents. Up to $150.00 each for Canadian coins. We buy stamp collections, Medals, Books, Old Paper Money, Gold, etc. Send 25c (coin) for large illustrated price list and instructions. Satisfaction guaranteed or 25c refunded. HUB COIN SHOP, 159-23 Front St., Sarnia, Ont.

GOOD LUCK CHICKS

SPECIAL ROSE COMB Brown Leghorns. "The kind mother used to keep." Vitality required for laying large eggs. Neuhausers, Chatham Ontario.

CHICKS FOR SALE

SIX BREEDS CHICKS, 8 CENTS; pullets 30c. Complete catalogue mailed. St. Agatha Hatchery, St. Agatha, Ontario.

ANDY ANDERSON'S CHICKS

I WILL SHIP you my best blood tested Barred Rocks or White Leghorns for 8c. Day old. Any Monday or Thursday. 100% live arrival. Send any deposit with order. Balance C.O.D. Both breeds are the finest type, large bodied and good layers. Andy Anderson, Box WP, Essex, Ont.

English Inn Signs

Recently we gave a list of England's oldest inns from Thomas Burke's "The English Inn." Here taken from the same source is a collection of queer inn signs.

The Rent Day; The Struggler, The Man in the Moon; Our Mutual Friend The Civil Usage; The Foaming Jug; You Might as Well; No Hurry; The Merry Month of May; The Trip to Jerusalem; The Sea Horse; The Ship and Turtle; The Barge Aground; The Black Boy and Stomach-Ache; The Great Turk; The Ram Jam; The Indian Queen; The Marvel of Marvels; The Bell and Mackeral; The Razor and Hen; The Flatiron and Frog; The Goose and Gridiron; The Magpie and Punchbowl; The Cat and Bagpipes; The Scissors and Pin; The Bear and Rummer; The Rovers' Return; Uncle Tom's Cabin.

"No one must be allowed to suffer for lack of life's necessities, but self-reliance must be encouraged and thrift rewarded." — Jesse H. Jones.

for SCIATICA
Wash the painful part well with warm water; then rub in plenty of Minard's and you'll feel better!
33
MINARD'S "KING OF PAIN" LINIMENT

Barber (whispering to new helper)—Here comes a man for a shave.

Helper—Let me practice on him.

Barber—All right, but be very careful and don't cut yourself.

ROSS for HEIGHT!
Client, age 19½, gains 5 ins. in 6 weeks.
" " 21 " 5 " in 5 mths.
" " 20, " 3½ " in 16 days.
" " 30, " 2 " in 4 weeks.
" " 40, " 1½ " in 6
Increased my own height to 6ft. 2½ins.
No Appliances —No Drugs. No Dieting.
ROSS SYSTEM NEVER FAILS
Hundreds of Testimonials from all over the world.
Fee $10.00 complete.
Details Free. Write Now
MALCOLM ROSS
Height Specialist. Scarborough. Eng

Our Sketch Club

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LESSON NO. 50.
SIMPLE RHYTHM,
FLOWING RHYTHM,
TONE RHYTHM

We have seen that Rhythm means joint action or movement—"a relation or connection of parts that enables the eye to find its way pleasantly through all the details of a design. We have studied it as it appears in simple repetition of lines and shapes, and in the more complex form of Flowing Rhythm. We come now to a brief study of Rhythm as manifested in Tone.

We might symbolize the three stages of our study by Fig. 179 the three sets of figures representing Rhythm Simple Repetition Flowing Rhythm and Tone Rhythm.

The word Tone, as used in Design, is applied to the quantity of light or dark or difference of color in a line or shape, which enables us to distinguish it from other lies or shapes surrounding it.

Tone Rhythm therefore means:—"An arrangement of lights or darks or colors leading the eye pleasantly and successfully through the details of a design."

When we remember that the eye is always attracted to the point of greatest contrast in anything it looks at, it is clear that a design can be so made as to lead and attract the eye in various degrees throughout the different parts of the design. When a design has this quality in a way suited to its purpose, it is successful in Tone Rhythm, whether it is a poster or a signboard which "sticks right out," or a folder or book-cover which attracts by the softest possible contrast.

You will remember in the last lesson we mentioned the difference between super-results, and just satisfactory or unsatisfactory results.

Another mistake that is commonly made, and frequently through no fault of the artist, but rather the fault of his not being properly advised how his drawings are to be used—is lack of co-operation between the finished design and the text. An artist can best serve his customer when he has in mind the physical appearance of the particular advertisement as a whole. For example: In striving for dominance, you must first consider the page as a whole. What portion of it will be devoted to design or illustration? What portion to text? How will they be related? In other words—what will be the physical appearance of the page? This will assist you in determining the composition of your art work so that the page as a whole may be consisten and that each feature of it will belong to each other feature—the page will be a composite whole. Avoid after-fitting of illustration to text by planning in advance.

Ex. No. 59. Make a new drawing to illustrate the principle of single rhythm, Flowing Rhythm and Tone Rhythm.

Write a brief description in your own words, explaining the meaning of the design, and pointing out how the three sets of figures represent Simple Rhythm, Flowing Rhythm and Tone Rhythm.

Ex. No. 60. Note the character of the border designs at the base of the figures. Design three simple borders in "line," showing Simple Rhythm, Flowing Rhythm, and Tone Rhythm. Make the border about ¼ inch wide, and about 4 x 5 inches in size. Inside each one, neatly letter its descriptions, Simple Rhythm, or Tone Rhythm, as the case may be. Make this lettering plain, or as large as possible to look well in the space, trim, cover and number.

Questions will be answered in this department. Anyone wishing to receive a personal reply may have same if a 3c stamped, addressed envelope is enclosed with the request. The Art Director, Our Sketch Club, 73 Adelaide Street, West, Toronto.

Amazing New Cure Found By British Woman Doctor

Characterized as "amazing" by a University College official, a drug treatment discovery by Dr. Mary B. Walker of St. Alfege's Hospital, Greenwich, is described by the London News Chronicle's special representative as "compared in importance with that of the insulin cure for diabetes and the liver cure for anaemia."

Myasthenia gravis has baffled the doctors of the world for years, the paper says. It afflicts people between the ages of 20 and 30, affecting all the voluntary muscles and causing almost complete paralysis similar to that produced by the curare poison used by Indians to poison their arrows.

Dr. Walker experimented the drug, prostigmin, obtained striking results, and recently demonstrated them at a meeting of the chemical section of the Royal Society of Medicine.

University College research workers decided to test prostigmin on a girl art student of 28 suffering from myasthenia gravis in such an advanced form that she could not sit up in bed.

This was their own report: "Three weeks ago the patient was treated at home with prostigmin. For 10 minutes no change took place. Twenty minutes after the injection, the patient was asked to raise the arms above the head. This was done immediately, although for 10 years she had been unable to raise her arms even to the horizontal position and keep them there."

Improvement continued and the reports stated that shortly the girl was able to dance.

A Horse's Intelligence

Writes the London Spectator—

"The tale of an incident reaches me (from an Australian Rectory) that should qualify the view held by some of our biologists that the horse must be put down as one of the least intelligent of animals. The thesis has been very highly maintained of late; and one of its advocates is Miss Frances Pitt, the best of all our natural history writers on the subject of mammals. The incident is as follows: During a flood in New South Wales, small foal

"caught in a paddock near the racecourse, apparently too frightened to follow its mother when the rising waters forced her to leave, or she may have been driven out in a mob. Several men watching with keen interest the little animal careering around on the dry ground determined to rescue it by boat, if it did not come out. Presently several horses were seen making their way back through the flood waters and ,surounding the baby with almost human intelligence, coaxed it through the shallowest part to safety. Their delight on being able to rescue the youngster made a deep impression on all who were fortunate enough to witness the spectacle."

STANLEY H. YOUNG

Who has just been appointed General Sales Manager of Christie, Brown and Company, Limited. Since returning from Overseas, after four years' service with the Canadian Corps in France, Mr. Young has been connected with the company in the capacities of Cashier, Office Manager and District Sales Manager, in Winnipeg and Toronto. He organized and opened branches in the new Western Canada division and since 1933, has been Manager of Head Office branch in Toronto. His appointment to General Sales Manager of the Company is a popular one in the trade where he is well known.

Mr. Young was born in Sunderland, Ontario, and has developed a hearty interest in community welfare and boys' work. He is a director of the Kiwanis Club of West Toronto, and the Community Y.M.C.A.

The Toll Of The Roads

Says the London Daily Herald: The real problem is not so much how people use the roads, but what kind of roads are provided for them to use. In narrow, congested streets, in wide roads without facilities for pedestrian crossings, in all thoroughfares where traffic of vastly different kinds is mixed up together, accidents will occur. They are inherent in road chaos, and we wish we could feel sure that there was at the Ministry of Transport as much appreciation of the need for road reform as there evidently is for safety devices.

BEFORE BABY CAME

Mrs. George Schrumm of 128 Stoney Rd., Woodstock, Ont., says: "My strength was almost gone before the birth of my little girl, I couldn't sleep, did not care to eat and headaches upset me terribly. Two bottles of Dr. Pierce's Favorite Prescription strengthened me so that I suffered no more weakness. I continued in the best of health."

All druggists. New size, tablets 50 cts., liquid $1.00. Large size, tabs. or liquid, $1.35.

Issue No. 16—'35

A Barber Who Had Rheumatism

Tells How He Carried On

A barber who has been a martyr to rheumatism writes:—

"I have been a martyr to rheumatism for some ten years. For five years I was so affected that it was with the greatest difficulty I was able to carry on my business. I may say I am a barber by trade. After having tried numerous remedies, I was finally advised to try Kruschen. I am pleased to say that after having used Kruschen for some twelve months, I am now freer from aches and pains than I have been for some ten years. In fact, I consider I am rid of rheumatism, thanks to Kruschen Salts."—W. M.

Two of the ingredients of Kruschen Salts are the most effectual solvents of uric acid known to medical science. They swiftly dull the sharp edges of the painful crystals, then convert them into a harmless solution. Other ingredients of these Salts have a stimulating effect upon the kidneys, and assist them to expel the dissolved uratic needles through the natural channel.

SETTLING QUARRELS WITH SALT

IN far away Borneo, so great is the respect for Salt, that quarrels are settled by exchanging lumps of this precious necessity, vital to life itself. Wouldn't you like to read this and many other gripping facts in new booklet for Children: "*Salt* all over the World". Quaint, superstitions, customs and stories! Stirs the imagination! Educational! Free—send coupon now!

NERVOUS? Salt rubs, while taking the bath, are refreshing, restful for everyone.

Regal Table Salt
(Free Running)
A Windsor Salt Product. For dainty table use—for dentifrice, mouth wash and gargle.

WINDSOR SALT

TEAR OFF AND MAIL TODAY

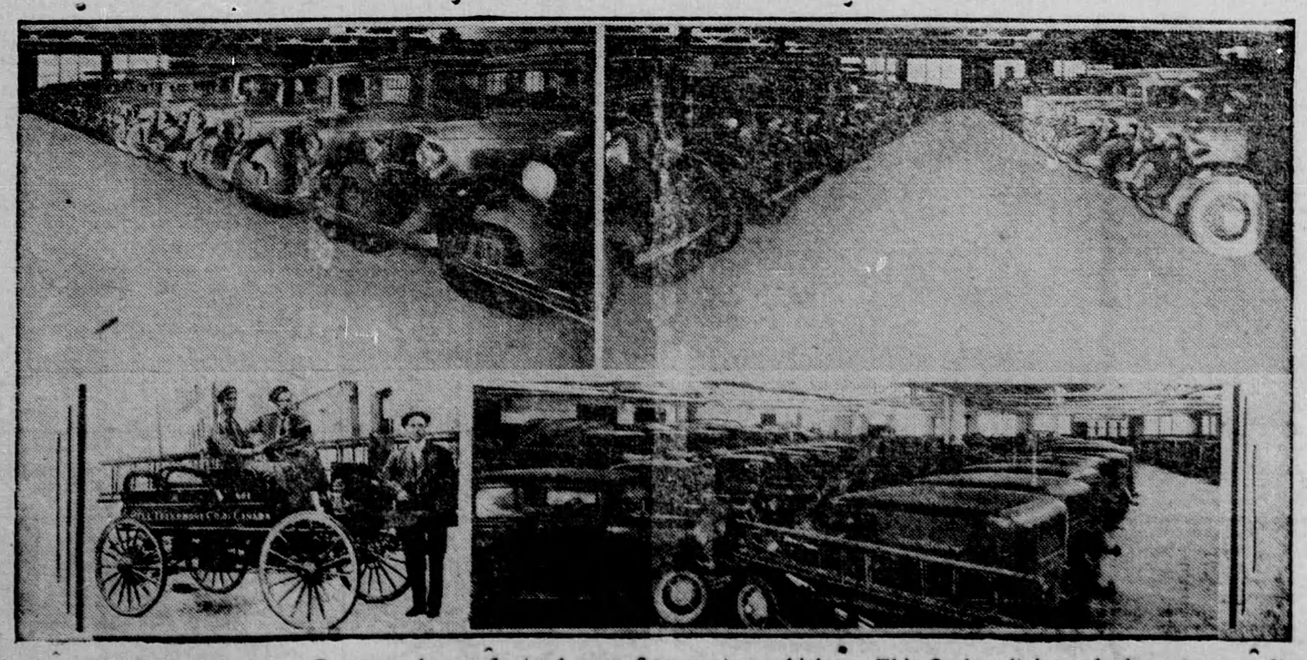
CANADIAN INDUSTRIES LIMITED
SALT DIVISION "L L"
WINDSOR, ONT.

Without obligation please send special Children's Booklet, "SALT all over the World".

Name_____

Address_____ 57

GOOD FOR THE AUTOMOBILE BUSINESS



The Bell Telephone Company has a fleet of over 800 motor vehicles. This Spring it is replacing 132 cars by new ones — a nice little order for Canadian motor vehicle manufacturers.

The picture above shows how Bell garages in Montreal and Toronto look when the cars come in after the day's work. At the left, below, is shown the Company's first motor vehicle, supplied by the Tudhope Carriage Company of Orillia in 1909, for telephone work at London.

The Abundant Vitality of Cod Liver Oil
PLUS
PLEASANT TASTE

For over fifty years doctors have specified "Scott's Emulsion", wherever the bone-building, strengthening qualities of pure cod liver oil were indicated. For Scott's Emulsion is more than just cod liver oil. Scott's Emulsion is pure cod liver oil, *emulsified* for easier digestion, greater efficiency and pleasant taste.

SCOTT'S EMULSION

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

For Sale by Your Druggist 8A