THE STANDARD OF QUALITY *throughout the World*

Rainbow Gold

by

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SYNOPSIS

Dan Prescott and Gordon Westerby find gold in the arid bush of Australia. They stake their claim and start the long journey to the coast.

Westerby has a fiancee, Gladys Clements in England, but when they arrive in Sydney he marries a pretty blonde.

"Hello, Prescott!" he said breezily. "What do you think of your partner? Fast worker, isn't he? I've been fixing up a dinner at the Australia Hotel to celebrate the event. After that you and I must have a talk. There's a lot to discuss, if you are sailing tomorrow."

So he was taking it for granted, too. Dan could not speak before the lady; but he took his partner firmly by the arm and dragged him away for a heart-to-heart explanation.

"What's the game, Wetherby?" Dan began furiously. "I thought you had a girl waiting for you in England; waiting for years?"

"I know, Dan," Wetherby muttered, looking at his feet. "I'm a rotten cow, if you want to know the truth. A pretty girl can twist me around her finger. I—well, I fell for Lorna; mind you, she's one of the best. First thing I know, her two brothers had it all set for a wedding. Two great big bull-necked blocks of blokes. Ah, well it's all in the game."

"It's none of my business," Dan said shortly. "But what's this about me making the trip to the Old Country?"

"Lorna can't get ready in time," Wetherby explained. "And somebody has got to go, to look after raising the working capital. Besides I wrote to Gladys that I was catching the Moonalong, and somebody will have to explain to her what happened."

"Meaning me?" asked Dan, with a vision of a big, pleading eyes, suffused with tears and a wistful mouth saddened by news which he had to impart. "Why, Don, I wouldn't know how to start telling a girl like her that I was the mate of a yellow dog."

"Ah, well," sighed the benedict. "Look here, Dan; we're mates, aren't we? Always shared and shared alike? And Lorna's watching us, now, digger. If you hand out any more of that line of talk, she might think we were having a row."

"She'd be right, if I had my way of it," Dan snorted. "Share and share alike, did we How come, then, that you seem to have a girl at every corner and I can't get any woman to give me a civil word?"

"You've got a chance when you get to England," Don said eagerly. "Gladys is a bonzer kid, Dan. All you got to do."

"Ah, cut that out," Dan interrupted. "Here, I'll have a talk with Slade. But listen to me, Wetherby. My place by rights is here, where the mine is. How do I know what may happen while I'm away in England. There's £5,000 worth of gold in sight in that outcrop. Can I trust you to see that no funny business takes place?"

"What a question to ask?" Wetherby said, genuinely offended. Did I ever let you down since we've been mates?"

"You've let that little English girl down," Dan reminded him. "She trusted you, and waited for you."

"Oh, girl!" said Wetherby, carelessly. "When you know as much about girls as I do, Dan, you'll not talk like that. Leting your mate down is one thing; a thing I've never done. But girls—they are used to it!"

"Ar-r!" snarled Dan, in disgust; and shaking off the bridegroom's detaining hand he stalked off in high dudgeon to speak to Slade. Looking remarkably cheerful, considering the calling down he had received, Wetherby too khis wife aside to permit the two other men a talk apart.

"Let me get this right, Slade," Dan said. "Why do you want me to go to England?"

"Because you are the goods, Prescott," Sade said. "I don't mind confessing that I doubted our smooth friend Wetherby and his story of a gold mine. "But after one minute with you I was convinced."

"I suppose I ought to salaam," Dan said. "But where does all that taffy get me?"

"To London," Sade said. "There you'll meet Milton Medlicott. He'll see this proposition through your eyes. Fix with him how much money is wanted to work this mine; he'll do the rest, and make you a rich man."

"Listen, Slade," Dan said. "There's a lot of work to be done before you can get gold at Leoparwood Creek."

"By the way," Slade interrupted, "the company is registered as the Dondan Gold Mining Company. Do you get it? Don and Dan struck me as soon as I heard you two partners talking. Dindan, to the mug English investor, will sound like some wonderful Australian treasure house."

"Why the mug investor?" Dan asked keenly.

"Because all investors who buy gold mine shares are mugs," Slade said easily. "You know that, Prescott. Every ounce of gold that's raised costs about twice as much as it is worth. This mine happens to be the exception; but the people who are going to make money out of it will be the mugs, just as much as if it cost them their last shillings."

"I thought this Medlicot had bought the mine, and was putting up £50,000 to work it," Dan objected.

"Mr. Medlicott financed the parent company, in which you and your partner hold 40 per cent. interest," Slade explained. "He'll probably form an extended company and acquire the ground taken up by my myself and my friend Rollins. A little of the gravy comes my way, too, remember. The extended company will be of £250,000; in which you two boys will have 100,000 shares, as well as £10,000 cash down. That will allow for £100,000 working capital to be ra sed; and still give me and Rollins a fair interest, as well as Mr. Medlicott."

"That sounds a bit crook to me," Dan said bluntly.

"Crook!" repeated Slade ind gnantly. "How do you make that out, Prescott? When you sold your mine for cash and shares, was there anything crooked about it, You passed on the risk of there being nothing below the show of golden quartz which you unearthed, didn't you? Suppose there is nothing more. Have you done anything crooked?"

"I . . I don't think so," Dan agreed.

"Well, if Medlicott passes the risk on, to the investor, why does it sound crook to you? It's the same thing, isn't it? You want to sit pretty yourself; why shouldn't others sit pretty?"

Dan felt there was a flaw in the argument, but could not put his finger upon it.

To be Continued

NEEDS NEW ACT

Ottawa.—At the Finance Department it was stated that the fractional currency proposed in the United States to meet small sales taxes could be authorized in Canada only by an amendment to the Currency Act. The one cent piece is the lowest denomination now provided for.

Function of Advertising

Observes the London Times: "The Function of Advertising in the Distribution of Foods," was the subject of a paper by Lork Luke at the congress of the International Chamber of Commerce in Paris. In his absence it was read by Mr. C. S. Kent, the assistant manager of the Times.

Advertising, it was pointed out was really one of the most economical as well as one of the most effective means of obtaining adequate distribution. It had been estimated that the total retail trade in Great Britain amounted to £2,361,000,000 in a year and that the total amount spent in advertising was about £70,000,000 a year, or about three per cent.

Advertising covered a very great proportion of the total retail trade, and where the percentage of advertising was higher than the average there was often a proportionate reduction in the costs of distribution. Selling costs could be kept much lower. The success of some of the combined advertising campaigns, such as the "eat more fish" or "eat more fruit" campaigns, had been notable in securing greater distribution and more effective consumption of goods by the public.

Government Departments, too, were learning that silence was not golden in the market-place, and where they had services to offer they were finding it profitable to advertise judicially. The Post Office telephone was a case in point.

Advertising was also being started on behalf of some of the marketing boards set up to encourage the distribution of primary agricultural products. A falling off in public demand, unstimulated by advertising, eventually meant loss of distribution. Where advertising was employed to stimulate public demand the channels of distribution remained freer and more open.

If advertising was a necessary part of the distribution plan of any established manufacturer, how much more it was needed in the introduction of a new product! He knew of no outstanding success among new products which had not made intelligent use of advertising.

Lipstick Tissues Save Linens From Stains

The management of a New York hotel, some time ago noted that an enormous amount of table linens, napkins and towels were being ruined because of women wiping rouged lips on the linens. Many brands of this rouge are irremovable and leaves a permanent imprint even after laundering, forcing the linens from service. The management finally adopted inexpensive packets of lipstick tissues which were distributed freely in rooms and in dining rooms, with the result that the destruction of linens has been reduced to a minimum.

Green tea drinkers will find a sheer delight in the exquisite flavour of Salada Japan tea. Try a package.

"SALADA" JAPAN TEA

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Your Handwriting Reveals Your Character!

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Geoffrey St. Clair
Graphologist

The question most readers ask when they read these articles on Graphology is: "How can Graphology help me?"

This is, after all, a natural question, because it is the personal angle of things that interests us most vitally. I will endeavor to answer the question by first posing others.

Are you progressing in your work? —or are you dissatisfied; a square peg in a round hole; unable to make any real progress, yet not knowing what to do to effect a change for the better?

Are you happy and contented? — or are you continually frowning at life, with a constant chip on your shoulders?

If you are married, are you contented?—or is disquiet creeping in, with perpetual bickering?

Do you make friends, and keep them? — or are you living the life of an involuntary recluse, unable to enjoy the society of and companionship of others?

If these questions reveal that there is something lacking in your character or nature; if you feel that you are not getting the best out of life, then the problem is to find what is wrong, and how to rectify it. To Know Yourself is to Understand. And that is the essential foundation for rejuvenation or rehabilitation.

Graphology shows the hidden characteristics that make up the sum total of what you are and what you are capable of becoming. There is nothing magical about this. This science of character reading from handwriting is based on definite scientific basis. It has been proved thousands of times to readers of this and other Canadian papers.

Handwriting, you must remember, is not merely a matter of putting pencil to paper. You use brain in writing. And handwriting is merely the physical expression of your character. Those who have read these articles previously will recall instances that I have quoted to bear this out. The evidence is incontrovertible—and many readers of this paper have found considerable satisfaction in a graphological delineation and have helped to solve their personal problems and to make the most of their characters and opportunities.

You, too, can do the same thing. And, after all, the proof of the pudding is in the eating always.

* * *

Would you like to know what your handwriting shows about the real you? The real truth, not merely as you would like to be, or even as you think it is, but the actual truth, without bias or sentiment. Perhaps, too, you have friends or someone dear to you whose true characters you would like to know about? Send specimens of the handwritings you wish to be analysed, stating birthdate in each case. Enclose 10c coin for each specimen and enclose with 3c stamped addressed envelope, to. Geoffrey St. Clair, Room 421, 73 Adelaide Street West, Toronto, Ont. All letters will be treated in strict confidence and replies will be mailed as quickly as possible, having regard to the heavy volume of mail that has to be answered.

GAPS IN TRANS-CANADA HIGHWAY NOW ONLY SIX PERCENT. OF WHOLE

(From Canada Week by Week)

Dominion Day marked the formal opening of that section of the trans-Canada highway between Winnipeg and Fort William-Port Arthur.

The opening of this particular link of the inter-oceans highway is a highlight in the history of Canadian roadbuilding as it enables motorists for the first time to drive their cars from Halifax to Vancouver and vice versa over an all-Canadian route.

It is true that to do this motorists must use the car ferries between the twin ports of Port Arthur and Fort William, Ontario, at the head of the Great Lakes, to Sault Ste. Marie, Ontario, pending the construction of the remaining links of "Canada's Main Street" between Schreiber and White River, a distance of 125 miles, now under contract and the ultimate link or twin links between White River and Sault Ste. Marie and Hearst.

There is also a short gap in British Columbia where cars are being carried by trains until the highway is completed.

The Winnipeg-Fort William-Port Arthur section of the trans-Canada highway is 452 miles in length. It is gravel surfaced, the travelled portion being 30 feet wide, and it has been driven in 10 hours.

The radius of curvature is generous and the gradients easy. It intersects some of the continent's finest fishing and hunting country as well as far-famed scenic Summer playgrounds. The Kenora and the Lake of the Woods districts with their primeval forest and myriad lakes and streams are world famed.

The trans - Canada highway will be approximately 4,200 miles long, and will provide motorists with an opulence of diversified scenery unequalled by any other of the world's great trunk roads. There now remains only approximately six per cent. to construct in order to bridge the gap northeast of Lake Superior, and a short section in British Columbia, and part of this is now under construction.

"International war will be stopped some day as duels have been stopped." —George Bernard Shaw.

For Summer Reading

These days call for light reading and. Polycarp's Progress by Victor Canning (Musson Company, Ltd., Toronto) allows you to flow along easily with John Polycarp' Jarvis in his search for adventure and fame. We drive a huge "Red Dragon" bus until Polycarp decides to give his passengers a view of a sunrise over the downs. We next barnstorm the English countryside with Polycarp as the proprietor of the New Age Flying Company. From that we try selling quack medicine. The Chessvale Kennels are our next attempt. Then we acquire a newspaper by a flip of a coin and by blackmailing the leading feature writers with the assistance of a charming London actress, we actually make it pay. All in all, you get your money's worth in the chronicle of the adventures of this amazing young man.

Judge: "What were you doing at that roadhouse when it was raided?"

Locksmith: "I was making a bolt for the door."

BABY'S OWN SOAP

Best for You and Baby Too

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WEAK WOMEN

ARE you tired, nervous, rundown? No pep? No ambition? Take Lydia E. Pinkham's Vegetable Compound. It quiets quivering nerves—improves the appetite—makes life seem worth living again.

Mrs. James Martin of 227½ Main Street E., Hamilton, Ontario, says—"Your Vegetable Compound built me up wonderfully. I have gained pep, my nerves are better and I have a good appetite. I feel much stronger."

Try Lydia E. Pinkham's VEGETABLE COMPOUND

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