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TRIAL OFFER NOW ON

Ask for the 75c Giant Package. It contains a regular bottle and a trial size bottle. Use the trial bottle first—if not satisfied return the regular bottle unopened and you get your money back.

Canadian Cheese In Scotland

Dr. J. H. Grisdale, former deputy minister of agriculture, who last year made a survey of the British market for Ontario Cheese Patrons' Association, at the Annual convention in Kingston predicted increased demand and better prices overseas for the Canadian cheddar as result of sharp reduction in the make of the popular British farm cheese. A great deal of milk has been diverted into other channels in England, particularly. G. B. Johnson, Canadian trade commissioner at Glasgow, reports, however, a prospect of keener competition as result of "the improved quality of home makes, particularly of Scottish." Writing in the Commercial Intelligence Journal, he adds:

"The trading agreement between Canada and the United States m- mean that Scottish merchants will have to pay relatively higher prices, which in turn will restrict sales in this market. So long as Canadian quotations are higher than those of home or New Zealand, the demand will be as in former years."

It is to be hoped Mr. Johnson does not contemplate marketing of Canadian cheese at the same price as New Zealand. It has long sold at a substantial premium, due to a preference for it on the part of the public in the United Kingdom. And if, as Dr. Grisdale intimates, here is a chance of Canadian cheddar replacing in any large degree the former supply of British farm cheese, the price trend should be upward, not otherwise. That is what the producers have in mind in taking certain measures in the matter of quality.

Canadian cheese, as a matter of fact, has a good year on the Scottish market. September obtained considerably higher prices than the make of May, June and July, and holdings at the present time are considered good. Canada supplied 36,849 cwt. in 1935 of a total of 144,151, New Zealand leading with 81,893 cwt. It should be added that total imports decreased 6,370 cwt., compared with the total for 1934, but while the drop in imports o Canadian cheese was only 2,400 cwt the New Zealand supply fell off by 16,100 cwt. — Woodstock Sentinel-Review.

In Norway the farms have separate buildings for various purposes. A building called the Stabbur holds the yearly harvest of cereals, cheeses, bread, cakes and dried meats, etc. When a member of the family wishes to dress for a social affair she must go out and cross the yard to a building where her chests of linens and best clothes are stored.

A thin piece of gold-leaf has a thinness of one ten-thousandth of a millimeter.

If You Eat Starches Meats, Sweets *Read This*

They're All Necessary Foods — But All Acid - Forming. Hence Most of Us Have "Acid Stomach" At Times. Easy Now to Relieve.

Doctors say that much of the so-called "indigestion," from which so many of us suffer, is really *acid* indigestion . . . brought about by too many *acid-forming* foods in our modern diet. And that there is now a way to relieve this . . . often in minutes!

Simply take *Phillips'* Milk of Magnesia after meals. Almost immediately this acts to *neutralize* the stomach acidity that brings on your trouble. You "forget you have a stomach!"

Try this just once! Take either the familiar liquid "PHILLIPS'", or, now the convenient *new* Phillips' Milk of Magnesia Tablets. But be *sure* you get Genuine "PHILLIPS'".

Also in Tablet Form:

Phillips' Milk of Magnesia Tablets are now on sale at all drug stores everywhere. Each tiny tablet is the equivalent of a teaspoonful of Genuine Phillips' Milk of Magnesia.

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MADE IN CANADA

Million Dollar Wrigley Sign Starts Operation

The new Wrigley Spearmint Gum Sign on Times Square, New York City, a million dollar project, largest of its kind in the world, was formally dedicated and put into operation on Saturday evening, March 28th.

The sign occupies the entire block on Broadway from 44th to 45th Street on the east side of Times Square. The new sign is a superstructure on the top of a two story steel and concrete building built especially to bear the tremendous weight of the display. This world's largest spectacular towers ten stories high; the spearman on the sign has a grin a yard wide. The package of Wrigley's Spearmint is larger than a boxcar.

The sign shows gigantic, multi-coloured, tropical fish swimming about the sky; the largest fish measures 42 feet from tip to tail. The flashing mechanism consists of twenty-one pieces of apparatus, all operating in unison, but no one piece is synchronized with another. The electrical current required for this huge display would serve a city of ten thousand. There are 1,084 feet of neon tubing and almost seventy miles of wire used. The investment on the entire project is a cool million dollars.

Hundreds of thousands of people will pass the sign each day; the number who pass daily through the subway at Times Square is estimated to be almost equal to the population of Toronto.

Broadway blinks in the splendour of the world's largest tapestry in electrics, as the new "spectacular" on the Great White Way, Times Square, New York City, was put into operation recently with ceremony. The huge tropical fish in the scene swim slowly, in startling contrast to the usual eye jerking signs of this type. A full block long and stretching ten stories high, the new display represents a million-dollar investment.

Farm Problems

Conducted by

PROFESSOR HENRY G. BELL

with the co-operation of the various departments of Ontario Agricultural College.

The business of farming is yearly becoming more and more dependent upon facts that have been gathered regarding livestock and livestock management, crop production, soil management, disease and insect control and business organization of the farming industry. Individual problems involving one or more of these, and many other phases of agriculture, engage the attention of Ontario farmers from day to day. During the winter months here is a little more time for study of the most acute problems.

Through this column farmers may secure the latest information pertaining to their difficulties. To introduce this service Professor Bell has prepared the following typical problems to indicate the information which should be given in order that a satisfactory answer can be made.

If answer is desired by letter enclose stamped and addressed envelope for reply. Address all inquiries to Professor Henry G. Bell, Room 421, 73 Adelaide St. W., Toronto, Ontario.

Question I (a).

R. W., Oxford County: "What analysis of fertilizer should I use on strawberries on clay loam soil, heavily manured before planting. Plants have set fairly good and have good top?"

Answer: We assume that the strawberry patch is now standing, having been successfully planted last summer. In regard to the matter of applying fertilizer, it would have been better if you had applied fertilizer to the ground when preparing it for planting. Many successful strawberry growers get good results by supplementing their heavy manure with two or three bags per acre of such a fertilizer as 4-8-10, working this into the soil along the rows where the strawberries are to be planted. Since this was not done in your case, there is good reason to believe that your patch would benefit from scattering this fertilizer on the row where strawberries are planted as soon as the strawberries are worked, early in the spring, working this into the ground. Failing this, the application of nitrogen carriers such as nitrate of soda or sulphate of ammonia, at the rate of 100-150 lbs. per acre, in the same way, should give good results. In applying these carriers of nitrogen, be especially careful not to scatter it on the crop while there is dew on the plants or immediately after rain. There is a tendency for it to stick to the leaves and burn them. If applied to the crop when it is dry, this is prevented.

Question I (b).

"Fertilizer companies guarantee a certain brand of fertilizer as, 1 per cent. water soluble nitrogen, 2 per cent. total nitrogen. Is there any available nitrogen in the 1 per cent. not water soluble? If so, when will it be available for the plants to use?"

Answer: Water soluble nitrogen is certainly available nitrogen in plant growth. If the fertilizer contains 2 per cent. total nitrogen and 1 per cent. water soluble nitrogen, the remaining 1 per cent. of nitrogen is probably of organic source that must await bacterial action in order that it be readily available or it may be nitrogen in the form not taken up in large quantities by the growing crop, which must be also await bacterial action to change it to nitrate form in which the nitrogen is taken up. One cannot answer definitely as to when this latter form of nitrogen will be available for plant use, but under normal conditions, of warm spring weather and with the soil in good condition, it certainly should be available during early life of the plant.

LOTTA CALLUS

overstayed her welcome at the Foots'.. Cress Corn Salve got rid of her for good

Invest 50c for perfect foot health. Try Cress BUNION Salve, it's good too. Made in Canada. Sold by all Drug and Dept. Stores. Distributed by Harold F. Ritchie & Company Ltd., Toronto.

Here Is Heresy!

LONDON, Ont.—Both Santa Claus and the old-fashioned bogey man came in for some harsh criticism when Rev. W. G. Colgrove of London, addressed the delegates to the 14th annual meeting of the Middlesex school trustees and ratepayers' association.

He said many school teachers have used the bogey man to frighten their young charges. Characterizing it as a relic of the dark ages, Mr. Colgrove said it was time to banish it from modern education.

On the other hand, Santa Claus is just the subject of much youthful humor about Christmas time, which staid parents, renewing the ancient myth, never suspect.

"Children accept our gifts at Christmas time, meanwhile snickering up their sleeves at our story of Santa Claus," Mr. Colgrove declared.

It was time, he said, to get rid of Santa Claus as a benevolent person.

Issue No. 15 — '36

We Should Tour Canada First

A gentleman from Western Canada who has made a specilty of taking pictures of the country to illustrate popular lectures, spoke before the Advertising Club of Montreal recently and voiced a rebuke of the tendencies toward provincialism in Canada, the failure of Canadians to see their own country, to be familiar with its resources and opportunities. For that reason, according to this speaker, man resources are undeveloped and national progress is retarded.

Perhaps general consideration of this scheme might stimulate domestic travel, which would be advantageous in many ways. There can be little doubt about the assertion that Canadians are surprisingly ignorant concerning their own territory. There is in Northern Ontario and Quebec a tremendous mineral area, with prosperous operating mines all over the landscape, yet it is safe to say that not five per cent. of the population knows what or where they are or has ever visited that part of the country to acquire intimate knowledge of its progress and prospects.

In Western Canada we possess the world's greatest wheat-producing empire but comparatively few people have visited it to gain first-hand knowledge about agriculture.

Beyond the Rockies is another type of country that is largely unknown to the eastern resident and few westerners are familiar with the ports of Montreal, Quebec and Halifax.

When a Canadian reaches the stage of opulence and unrest that animates him to see the world he packs off on a journey to California, Florida or Europe. He is fairly indifferent to the gigantic scenic and commercial appeal of his own vast country. He may never have seen Niagara Falls, but becomes impatient to check over Paris or Budapest. The slogan "See Canada First" should be preached more vigorously. — Woodstock Sentinel-Review.

Future Veterans Banding Together

Toronto Students Plan to Profit by Experiences of Past Wars

Undergraduates of the University of Toronto, proceeding on the premise that they are destined to be put into uniform when the next war breaks out, have organizzed a Canadian branch of "The Veterans of Future Wars," in order to prepare in advance for the problems they expect both during and after the actual conflict.

The officers of this new "legion sof tomorrow" are as follows: Honorary president, Oliva Dionne; president, R. G. Anglin, Victoria College; vice-president, Clarke Hood, University College; treasurer, James Kemp, Trinity College.

Similar organizations have been formed at several United States universities. The Toronto group has decided to ask the alumni association of the university to erect a cenotaph on the front campus in honor of the veterans of the next war.

"We do not demand an expensive monument," says President Anglin. "One of our members, James Kemp, has designed just the type of cenotaph that will suit our purpose, featuring the simple, homely lines of a park bench. Thus it will not only be a thing of beauty, but will be practical as well, since it will provide a place for the unemployed veterans of tomorrow to sit down."

Gerald Anglin, organizer of the "future veterans," stated that plans were under way for a gala pre-union in Toronto next June, of all Canadian men young enough to be conscripted in the next war.

Asked if his duties as chief organizer did not interfere with his preparations for the coming examinations, Mr. Anglin replied:

"We feel we shouldn't be required to study for exams. Even the Board of Examiners could not be so cold-blooded as to pluck students who are going to die for their country in the near future. But just to make doubly sure," he continued, "we will petition President Cody to grant us our degrees at once, without writing any exams, so that we will be ready to enlist as soon as the call comes."

Charles Jollife, an active member, has been appointed chairman of the committee in charge of Being Sorry That We Have Only One Life to Give to Our Country.

The "veterans of future wars" also want the Government to pay them each $1,000 bonus immediately. They argue that as "future" victims of war, they ought to get whatever benefits there are.

"If we must die," said one "future war" veteran, "we choose to be paid first."

SCOUTING

Here · There Everywhere

A brother to every other Scout, without regard to race or creed

A complete Scout uniform made from old sugar bags dyed blue more than won the Scout Tailor's Proficiency badge for Scout N. Speevak of the University Settlement Troop, Montreal. Inspecting Scout officials declared the suit "equal to any official uniform which less ingenius Scouts purchase.

• • •

Former Mayor Norris of Mimico, Ont., in lieu of the business affairs of the community, has taken on leadership of the 3rd Mimico Rover Scout Crew.

• • •

A thrilling March meeting for the small boys of the 30th Ottawa Cub Pack was a "pirate's night." Uniforms were dispensed with in favour of "pirate clothes," there were "Pieces of Eight" and other pirate games, and a big pirate's treasure hunt. The "chest of gold," when finally discovered, proved to contain a bushel of juicy red apples.

• • •

A Wolf Cub totem pole, the gift of Rev. W. H. Townley-Tilson, of Gray Abbey, Ireland, was a recent and greatly appreciated gift to the 118th Toronto "B" Cub Pack.

• • •

Inter-city Scout visiting is again in full swing. Some 40 Scouts, leaders and committeemen of the 18th and 20th London Scout Troops paid a visit to the 5th St. Thomas (Trinity) Group, for an evening of games, entertainment, and refreshments. The Scouts of the St. Luke's and Centrol United Groups joined the Trinity boys in the entertainment of the Londoners.

• • •

A novel service came the way of Lethbridge Scouts in connection with the annual spring auction of horses by the Lethbridge Exhibition Board. The Scouts were invited to provide and sell light lunches on the Exhibition Grounds, in order that the sale of horses might continue without interruption.

London, England, has 57,668 Boy Scouts and leaders of all ranks, according to the last Scout census. These are grouped in 1,084 Wolf Cub Packs, 1,164 Scout troops and 659 Rover crews.

• • •

Last year 566 Ontario Boy Scouts demonstrated their ability to wash clothes, and so qualified for the Scout Laundryman's Proficiency badge.

• • •

"They said we were under water about two minutes," said Vernon Clarke, of Ridgetown, discussing the rescue from drowning of Mrs. Earl Wilson, for which he was recently awarded a Royal Humane Society parchment. "Well, it seemed a lot longer than that. But if it hadn't been for the things I learned in the Scouts about life saving from my old Scoutmaster Leslie Wheeler, I would have been listed among the drowning victims."

The new reservoir created by Boulder Dam will hold 1,453,915,000,000 gallons of water, according to the commissioner of reclamation.

A process of printing from rubber plates has been developed.

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INDIGESTION, GAS?

WHEN you feel rundown, or your stomach gives trouble with gas or "sour risings," try that well-known tonic, Dr. Pierce's Golden Medical Discovery. Read what Mrs. Marjorie Beatty of 463 E. Main St., Welland, Ont., said: "I suffered considerably from indigestion and gas and my food lay so heavy in my stomach. I would become bloated too and felt very uncomfortable after eating. I used only one bottle of Dr. Pierce's Golden Medical Discovery and it gave me fine relief from the stomach distress. I felt ever so much better after its use."

Buy now of your neighborhood druggist. New size, tabs. 50c. Liquid $1.00 and $1.35.

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