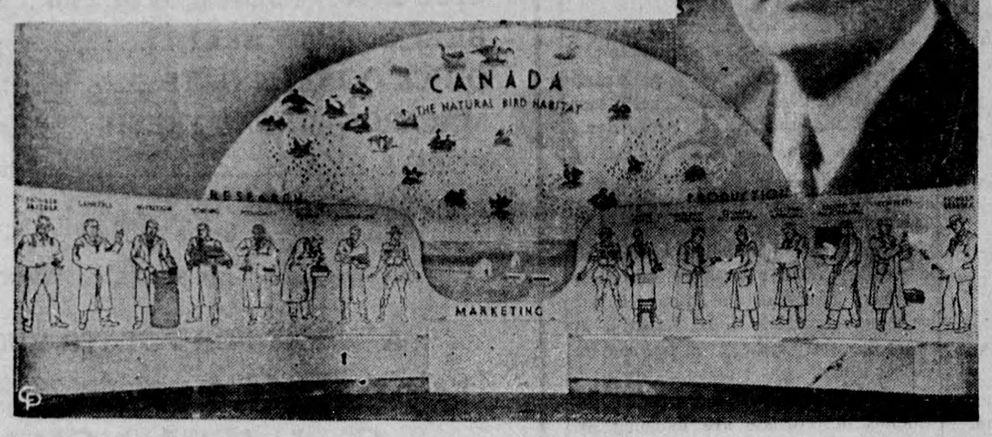
Picturesque Display Will Advertise Canada At World's Poultry Congress

When the seventh world's poultry congress gets under way at Cleveland on July 28, Canada will be represented by the exhibit shown BELOW, a display prepared by the department of agriculture of the Dominion government. Also shown is F. C. Elford, who has been representing Canada in connection with the arrangements for the congress, F. C. Nunnick will be in charge of the exhibit and Hon. J. G. Gardiner, minister of agriculture for the Dominion will be one of the principal speakers on Canada Day, July 31. The congress runs until August 7.



What Science is Doing

LENSES FOR NEAR-BLIND

A new type of spectacle lens with a magnification of 300 per cent., brings new hope to the partly blind. Dr. William Feinbloom, of New York, said that seven children in institutions for the blind had already been returned to public schools through use of the lens.

ACID CHECKS MOLD

The problem of bread mold, enhanced in the last two decades by development of the sliced, wrapped loaf and the demand for a moist loaf, has been solved through discovery that propionic acid in salt form delays mold formation from two days to two weeks. The acid does not adversely affect the flavor or texture of the bread.

JELLY, SECRET OF STRENGTH

Vibration of a protoplasmic jelly inside the "sinews" of muscles is the secret of strength.

This discovery was described to the American Association for the Advancement of Science by Dr. Eben J. Carey, a recognized authority on muscles, nerves and bones.

The protoplasmic jelly fills the thread-shaped cells that link together to form the "sinews" or bundles of muscles. This jelly vibrates to cause the well-known contraction and expansion of muscles in action. Dr. Carey has mapped on 25,000 slices of muscles, about 1/1,000th of an inch thick.

How Can I?

BY ANNE ASHLEY

Q.—How can I make an indelible stencil ink?

A.—Mix two parts sulphate of manganese, one part lampblack, four parts sugar (all in powder form). Then make a paste by adding a little water.

Q.—How can I keep the flavor and vitamins in vegetables?

A.—Don't cook them in too much water. Cauliflower, cabbage, spinach, and string beans need no more than a fourth to a half cup of water to start steaming and releasing their juices.

Q.—What are some of the starch substitutes?

A.—Borax water in place of starch for stiffening voiles, dimity, and sheer, fine collars and jabots. Use three tablespoonfuls of sugar in a gallon of water for organdie, weak gum arabic solution for silk and crepe, and bran water or rice water for cretonne and figured cottons or linens.

Q.—How can I prolong the wear of shoes?

A.—Apply several coats of copal varnish to the soles and vamps. Shoes treated in this way will seldom have to be half-soled. This is particularly good for children's shoes that receive such hard wear.

Q.—How can I clean a white-painted article effectively?

A.—Try using water in which two or three onions have been boiled, and see how readily the dirt is removed.

Q.—How can I fatten thin hands?

A.—Wash the hands in hot water, dry, and rub a little olive oil into them. Make the application before retiring so that the oil can remain on as long as possible.

Huge New Liner Sails Next April

R. M. S. Queen Elizabeth, Largest Ship Ever Constructed, Will Set Out On Her Maiden Voyage

Largest ship ever constructed, the R.M.S. Queen Elizabeth, will sail from Southampton April 24, of 1940, on her maiden voyage to New York, it is announced from the London offices of Cunard White Star Line.

Tonnage 85,000

The 1,031-foot liner, of an estimated 85,000 gross tonnage, will be put into regular service between New York, Cherbourg and Southampton along with the liner Queen Mary.

At present, the Queen Mary holds all records for speedy transatlantic crossings but expected to be even greater is the speed of the Queen Elizabeth, named after and christened by Queen Elizabeth at Clydebank, Scotland, last September.

The line plans to use only the two liners on the weekly run instead of the present three ships necessary to maintain the schedule.

? Have You Heard ?

The teacher wrote on the blackboard: "The horse and the cow is in the stable."

"Now," she said to a little boy, "what is wrong with that sentence?"

Little Boy—"I think you should say, 'The cow and the horse is in the stable'."

Teacher—"Why?"

Little Boy—"Ladies first."

—o—

"That fellow," said a college professor of a certain student, "puts up a good bluff but there is nothing to him. Open the front door and you are in his back-yard."

—o—

The amateur gardener was showing the beauties of his greenhouse.

"This," he said, pointing to a flower, "belongs to the petunia family."

"Does it?" said the sweet young thing. "I suppose you're minding it while they're away."

—o—

"Waiter, never bring me a steak like this again."

"Why not, sir?"

"Well, it simply isn't done."

—o—

A patient, escaped from an insane asylum, was at last discovered in earnest conversation with a coloured guard at a military encampment. By means of signs behind the maniac's back, the attendants were at last able to capture him. Then one of them happened to glance toward the guard and demanded in astonishment:

"Why, man, what's the matter with you? You're trembling and the sweat is pouring off your face."

"Yassir," gulped the negro. "Boss, after dat feller been talkin' to me five minutes I knowed one of us was crazy, and now I've found out it's him. I'se so relieved—so relieved!"

—o—

Old Hen: "I'll give you a piece of good advice."

Young Hen: "What is it?"

Old Hen: "An egg a day keeps the butcher away!"

Modern Etiquette

BY ROBERTA LEE

1. Is the host as much responsible for the entertainment of guests as the hostess?

2. When one enters a restaurant, carrying several packages, where should these bundles be placed?

3. Should a woman ever wear a beautiful gown when it is not appropriate for the occasion?

4. Should the best man and the ushers stand in the receiving line at a wedding reception?

5. What is the correct pronunciation of "negligee"?

6. Where should the napkin be laid if the first course of a dinner is placed on the table before the guests are seated?

Answers

1. Yes. Of course his duties are entirely different, but it is just as important that he do his part in being hospitable. 2. If there is no check room, place them on a vacant chair. If the restaurant is crowded, place the packages under your chair. 3. Never; it always makes her very conspicuous, and calls forth unkind comments among her friends. 4. No; the bride and groom, maid of honor, and bridesmaids are the only ones to stand in the receiving line. 5. Pronounce neg-li-zha, e as in egg, i as in it unstressed, a as in day, principal accent on last syllable. 6. At the left of the forks.

Five Top Bands Coming To Ex.

Five of America's foremost dance bands, "swing" and "sweet", have been announced for the Canadian National Exhibition by General Manager Elwood A. Hughes. If the dance fans want to "go jittery" or if they prefer the more stately and measured tread they may make their selection between Artie Shaw, Benny Goodman, Glen Gray, Tommy Dorsey and Guy Lombardo's stage - screen radio ensembles.

Horace Heidt had been engaged, too, but Mr. Hughes released him from his contract when he later arranged a long-term lucrative engagement in Hollywood. The Exhibition promises some innovations in the dance pavilion this year.

Music Increases Milk Production

Domei, Japanese news agency, seasoned its report of events in China last week with an account of how a Japanese dairywoman increased her herd's milk output. "Mrs. Shiina", the Domei despatch said, "has succeeded in increasing by from 10 to 20 percent. the milk given by her cows by playing to them music while milking. Japanese experts, delihted by Mrs. Shiina's discovery, advise the 185 stock farmers in Tokyo to instal radio sets."

Fiery, Itching Toes and Feet

Here is a clean, stainless antiseptic oil now dispensed by chemists at trifling cost, that will do more to help you get rid of your trouble than anything you've ever used.

Its action is so powerfully penetrating that the itching is instantly stopped; and in a short time you are rid of that bother some, fiery eczema. The same is true of Barber's Itch, Salt Rheum, Itching Toes and Feet—other irritating unsightly skin troubles.

You can obtain Moone's Emerald Oil in the original bottles at any modern drug store. It is safe to use—and failure in any of the ailments noted above is rare indeed

Issue No. 28 — '39

Says Office Calls Should Be Brief

That's One of the First Rules to Learn in Business

Office calls, whether they're for business or pleasure, should be brief, is a first rule for business offices.

If you find the person, on whom you are calling, is busy, let him finish what he's doing.

When you converse, make your remarks brief and to the point. Do not rush through the interview as if you had to make a train, but state your case quickly and plainly.

Other don'ts for the office caller:

Don't hesitate to shake hands. That's an old office custom.

Don't try to bluff your way past the reception desk. If you have a legitimate reason to get into an office you'll be admitted. Once you've tried to bluff, however, you have closed the door against future calls. For receptionists, like elephants, never forget.

Hint to the man who has a woman caller: Rise when she enters the room, just as you would at home.

Eye Defects Blamed On Scenic Changes

An expert in visual diseases told his colleagues last week that "modern man is living at the end of his nose—and his eyes object."

Dr. Charles Sheard, director and professor of biophysical research at the Rochester, Minn., Mayo Foundation, told the American Academy of Optometry many eye faults were due to the movement of persons from farms into cities.

"The duties of man's eyes thus have been increased from merely seeing a large piece of farm equipment or an animal at the end of the pasture, to seeing minute objects within arm's length."

Weed Killer Costs Little

Ontario Government Official Claims Use of Chemicals Means Big Saving

Dr. W. J. Stephen of the crop weeds and seeds branch of the Ontario Government, stated at Kitchener recently that the purchase of $700 chemical weed killer would definitely establish weed control in Waterloo County.

It was costing Ontario about $300,000 annually for cutting weeds along the sides of the highways running through the province and only 10 per cent of the highways were receiving this treatment.

It was because of this constantly increasing cost that the government has been looking toward cheaper methods of weed eradication and experiment has now demonstrated that chemical weed killer applied by a sprayer machine not only exterminates the growth but does it at a cost representing a saving over the less efficient practice of weed cutting.

ITCH STOPPED in a Jiffy -or Money Back

For quick relief from itching of eczema, pimples, athlete's foot, scales, scabies, rashes and other externally caused skin troubles, use world-famous, cooling, antiseptic, liquid D. D. D. Prescription. Greaseless, stainless. Soothes irritation and quickly stops intense itching. 35c trial bottle proves it, or money back. Ask your druggist today for D. D. D. PRESCRIPTION.

"WORTH COMING DOWN FOR!"

Talk about a grand, cool smoke! You can't beat fragrant Dixie Plug—and you cut each pipeful fresh when you want it.

DIXIE

PLUG SMOKING TOBACCO

COMPARE Firestone CHAMPION TIRES FOR Value! Safety! Price!

TIRE	SAFETY-LOCK CORD BODY	GUM-DIPPING	2 Extra Cord Plies Under the Tread	GEAR-GRIP TREAD	Speedway-Proved for Highway Safety
Firestone CHAMPION	✔	✔	✔	✔	✔
ANY OTHER TIRE					

"Firestones are the best I have ever driven," says Wilbur Shaw, winner of the 1939 race at the Indianapolis Speedway.

PROTECT your life and the lives of your family by equipping your car with a set of new Firestone Champion Tires. Only in the new Firestone Champion Tires do you get all these exclusive construction features.

- SAFETY-LOCK CORD BODY is 35% stronger — extra strength means extra safety. An exclusive Firestone safety feature.
- NEW GUM-DIPPING PROCESS counteracts internal friction and heat and guards against blowouts. Another exclusive Firestone safety feature.
- 2 EXTRA CORD PLIES under the tread give greater protection against punctures and makes the tire safe at any speed. Another Firestone exclusive safety feature.
- GEAR-GRIP TREAD has thousands of sharp-edge angles for quick, safe stops. Another exclusive Firestone safety feature.
- PROVED ON THE SPEEDWAY—for 20 consecutive years Firestone Tires have been on the winning cars in the annual 500-mile Indianapolis Race. Another exclusive Firestone safety feature.

These smart, new, streamlined Champion Tires will give your car an entirely new appearance. Have the nearest Firestone Dealer put on a set today.

THE ONLY TIRES MADE THAT ARE SAFETY-PROVED ON THE SPEEDWAY FOR YOUR PROTECTION ON THE HIGHWAY

Classified..... Advertising..

BABY CHICKS

DAY OLD AND STARTED CHICK bargains Standard Quality Leghorn Pullets 10 day old $15.90; two week old $16.90; three weeks $20.90. Barred Rock Mixed ten day old $9.45; two week old $10.45; three week old $14.45. Barred Rock Pullets 10 day old $12.45; two week old $13.45; three week old $17.45. Barred Rock Cockerels ten day old $8.75; two week old $9.75; three week old $13.75. Day Old Leghorns $6.95; Barred Rocks $7.45. New Hampshire Reds $8.25 Big Egg Quality add one cent. Extra Select add two cents. Prompt delivery. Baden Electric Chick Hatchery, Limited, Baden, Ont.

SUMMER SALE OF TWEDDLE Chicks. Grade A Leghorns $7.50; Barred Rocks $7.95; Reds, White Rocks, Hybrids $8.45. 90 per cent. Pullets Barred Rocks $10.95; Reds, White Rocks, Hybrids $11.75; Leghorns $14.95; Cockerels, Leghorns $3.00. Heavy breeds $6.75. Extra Profit Grade add one cent. Prompt delivery. Will ship C.O.D. Tweddle Chick Hatcheries Limited, Fergus, Ontario.

END OF THE SEASON SALE OF High Quality Chicks from blood-tested breeders. Standard Quality White Leghorns 6½c; 90% Pullets 15c; Barred Rocks $6.95; Pullets $9.95; Cockerels 6½c; New Hampshire Reds $7.95; Pullets $10.45; Cockerels 6½c. Large Egg Quality hatched from big eggs, add one cent. Bigger Profit, add two cents. Prompt delivery. Will ship C.O.D. Top Notch Chickeries, Guelph, Ontario.

BUY BRAY CHICKS—THE KIND with the vitality to live well, grow fast, lay early and make fine, meaty broilers and roasters. Better order right away. Bray Hatchery, 130 John Street North, Hamilton, Ontario.

THERE'S MONEY IN OFF-SEASON Broilers. Bray Leghorn-Wyandotte cross will do the trick for you. White feathered, quick growing, premium finish. Order well in advance. Write for prices. Bray Hatchery, 130 John Street North, Hamilton, Ontario.

DEVELOPING

BEST RESULTS—ROLLS DEVELoped with higloss deckled edged prints—25c. Reprints 3c. Beautiful enlargement free. Prompt service. Excel Photos, 1266 Lansdowne Ave., Toronto.

EXCHANGE OF OLD BOOKS

USED CORRESPONDENCE OR Home Study Courses bought and sold; Canada's Largest dealer; big prices paid for old books. Send ten cents stamps or coin foor list. Economy Distributing Company, Leamington, Ontario.

FILMS DEVELOPED

ONE MONTH ONLY. INTRODUCtory offer, 8x10 enlargement, with every order. Roll developed and eight prints. Reprints 10 prints. Send order, advertisement and thirty cents. Mail order department, Graphic Film Service, 247½ Dundas St., London, Ont. Established 1920.

FOR SALE

CREPE-TEX BATHING SUITS $2, Caps 35c, postpaid. Red, White, and Canary. Send for catalogue, capes, rubber sundries. Ray Baldwin, Merlin, Ontario.

HOUNDS FOR SALE

CROSSBRED, FOXHOUND, BLOODhound, make best Fox, Coon, Lynx and Bear dogs. Females, three months, $5.00; Males, $7.00. Trained Fox and Deer Hounds, guaranteed No. 1, Jack Reasbeck, Vankleek Hill, Ontario.

MACHINERY & SHOP SUPPLIES

NEW AND REBUILT MACHINERY of every description—boilers and engines—electric motors—mechanic's tools—belting. Canada's largest machinery house. Write or call The A. R. Williams Machinery Company, Limited, 64 Front St., West, Toronto.

MEDICAL

HAY FEVER — Perthshire Medicated Snuff. Pleasant. Convenient. Relieves all cases. 50c and $1.00 sizes. Sole Agents G. B. Products, Importers, Box 515, Toronto.

MUSHROOMS

$50 MONTHLY UPWARDS, GROWing mushrooms for us from pedigree spawn. Free spawn and nitrogen. Information free. Service and instructions guaranteed to produce. Georgian Bay Produce Co., Box 515, Toronto.

NEW FURNITURE FOR SALE

SAVE 20% OR MORE ON NEW Furniture. Our large five-floor warehouse is stocked with complete home furnishings. By selling direct from our WAREHOUSE we save an average of 20% and pass this big saving on to you. Terms arranged. Freight prepaid. Write us to-day. Valuable premiums given for sending customers to us. McKenna Furniture Co., Limited, 526 Bay Street, Toronto.

PERSONAL

MARRY—HUNDREDS TO CHOOSE from. Many with means. Farmers' daughters. Widows with Property. Particulars 10c. Confidential. Box 128 Calgary, Alberta.

QUIT TOBACCO, SNUFF, EASILY, inexpensively. Home remedy. Testimonials. Guaranteed. Advice free. Bartlett's, Box 1, Winnipeg.

IF YOU WANT AN AFFECTIONate romantic sweetheart, with money, write: Mary Lee, 446-0, Rolla, Missouri.

PLUMBING SUPPLIES

500 SLIGHTLY USED BATHS, Sinks, Closets, Pipes, Basins, Fire Extinguishers, also new. General Plumbing, 62 Craig West, Montreal.

PIANOS CHEAP

IF YOU ARE INTERESTED IN A good renewed piano at a bargain price write for descriptive lists with prices, forwarded free on request. Heintzman and Co., 191 Yonge Street, Toronto.

SALE OF MINK

MINK OF HIGH GRADE QUALITY. Special sale during July and August at prices far below regular. Every animal will be personally selected. Orders filled as received. Write to-day, L. A. Jones, 183 Talbot Street, St. Thomas.

TIRES AND BICYCLES FOR SALE

$2.00 UP, GUARANTEED USED Tires; Bicycles, $10.00 up. Write for bargain price list. Toronto Tire, 195 Dundas West, Toronto.

USED FURNITURE FOR SALE

GOOD USED FURNITURE: 8 PIECE Dining Suite $15.00; Chesterfield Suites $20.00; Chesterfield Bed Suite $39.50; Studio Couches $10.00 9-piece Dining Suites, like new, $49.50; Breakfast Suites $10.00. Hundreds of other articles. Write us for your requirements. Terms arranged if necessary. McKenna Furniture Co., Limited, 526 Bay Street, Toronto.

USED TIRES & RETREADS FOR SALE

USED TIRES AND RETREADS FOR any car or truck, 95c and up. Every tire guaranteed. Oil 39c gallon and up. Batteries, etc. Dealers wanted. Write for free bargain price lists. Orders rushed. Buy with confidence, from Canada's largest retreaders. Merrick Tire Company, Box WL, 111-131 King West, Hamilton, Ontario.