

How to Cure Eczema

...ing for it. ...ing like ... the use ... sea ... and ...



O. W. L. (Oo With Laughter)

NO MEDICINE LIKE BABY'S OWN TABLETS

For Either the Newborn Babe or the Growing Child.

There is no other medicine to equal Baby's Own Tablets for little ones... whether it be for the newborn babe or the growing child, the Tablets always do good.

ST. PAUL'S ROCKS GOOD PLANE BASE

Mid-Atlantic Isle Would Cut Distance to South America.

Pernambuco, Brazil—St. Paul's Rocks, in mid-Atlantic, would make an excellent stopping landing base, says Captain... of the Brazilian navy, who has just returned from a special government mission to study the possibility of establishing such a base for aerial service between Europe and South America.

Try and Do It.

There is no such thing as going out of business. Business is modern life... it is the system through which we supply one another with the things we need.

Beam Wireless Test Successful.

London—Preliminary success tests have been completed with beam wireless between Great Britain and South Africa, the Marconi Company announces.

Widely Known.

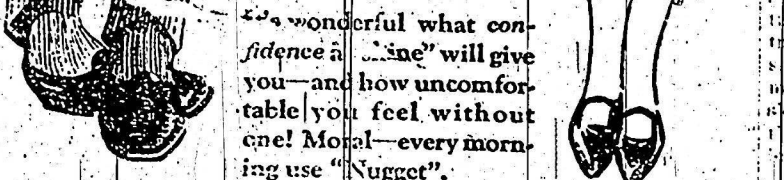
It is said that fresh bread is considered to be the most delicious of all... it is the most healthful and the most nourishing.

Nicer Cakes!

Cakes baked with Purity Flour keep fresh for three or four days. Purity is a vigorous, "dry" flour that absorbs and holds more water or milk.

PURITY FLOUR

Sent in stamps for our 70¢ recipe Purity Flour Cook Book. Western Canada Flour Mills Co. Limited.



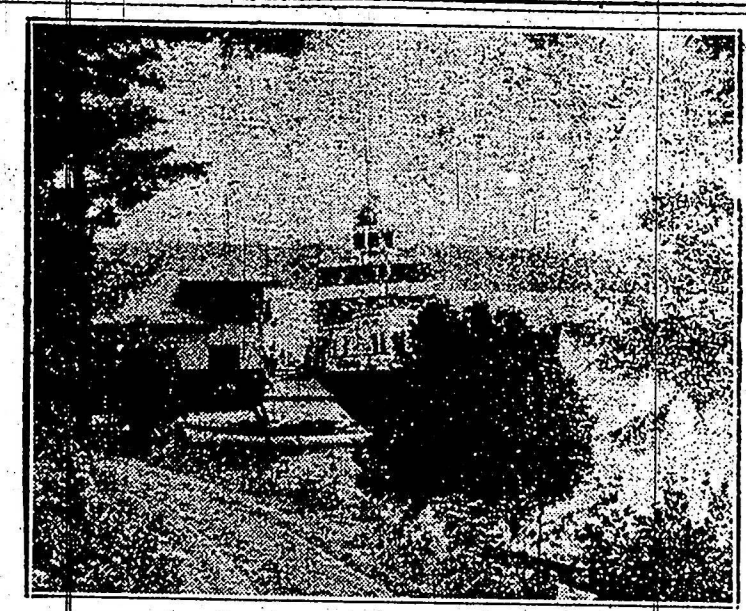
"NUGGET" SHOE POLISH

There's a "Nugget" for every shoe made.

Kill Insect Pests!



Kills Flies-Mosquitoes Roaches-Bed Bugs-Fleas



In the Beautiful Muskoka Lakes. The steamer Sagamoc arriving at Royal Muskoka wharf, in the Muskoka Lakes, with passengers who are planning a delightful holiday in this beautiful inland of Ontario—Canadian National Railways photograph.

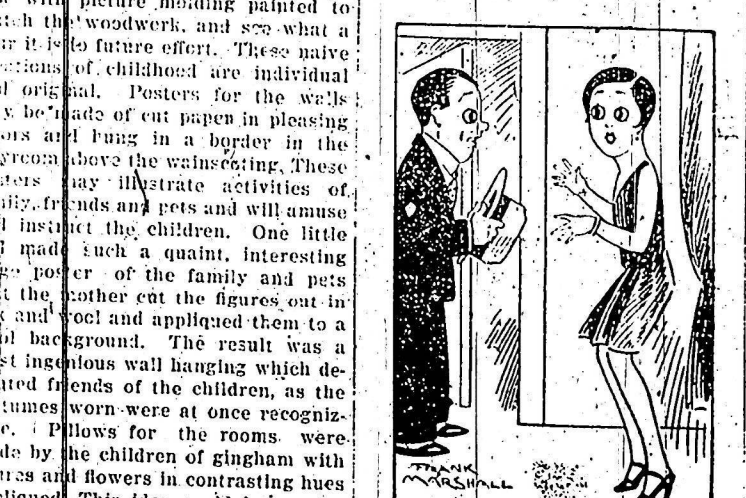
Color in Children's Rooms.

Children are delightfully responsive to color. They should find it used with joyous abandon in their simply furnished rooms—an expression of happiness, cheer to the heart of a child.

FOUND A HEALTH BUILDING TONIC

A Nova Scotia Lady Was in an Anaemic Condition.

Men and women who do not sleep well and are not refreshed and strengthened by a night's rest are generally suffering from thin, watery blood. The nerves fail to get the nourishment they demand and headaches and a worn-out feeling is the result.



Breaking It Gently.

"Yes! a car ran over your husband's pants and cut them all to pieces."

The Sense of Humor.

Katherine M. Wilson in the London Contemporary Review: A sense of humor purges away bitterness by lifting our hurtful experiences to a plane where they delight our minds instead of harassing them.

Russian Birds for Alberta.

Secretary Alta—Arrangements are being made to bring several new species of game birds to Alberta and included among these will be a number of Russian "cock of the wood" from the Estonian Government.

There is one thing of which I am intensely proud. It is being the wife of Stanley Baldwin. Not the wife of the Prime Minister—that is a totally different thing, but the wife of Stanley Baldwin, the man.—Mrs. Baldwin.

Swimming and Deaths from Drowning.

No doubt before long we shall be reading in the newspapers of some boy or girl being drowned while in swim.

These few timely hints may catch the eye of the would-be swimmers or their parents and may be the means of saving some boy or girl from disaster.

You can protect your property against fire—and you can replace property lost through fire; you can protect your boy or girl against accidental drowning; but you can't replace the life of your boy.

Children learn to swim very quickly. At the same time they can and should learn how to handle themselves in water; how to float, to tread water, to give themselves rest and all the while this means to keep afloat. Above all, they should be taught that they can have all the real fun they want in the water—without being gaily.

In case of accident, it is well to learn all the tricks of life-saving, especially how to prevent a drowning person clutching you so as to render you helpless.

If you find yourself in distress, keep your head. Don't struggle; don't throw your arms out of the water—use your arms and legs as little as possible, just enough to float. The chances are you will be picked up with in a few minutes.

To revive the apparently drowned, the "Schaefer" proof method is undoubtedly the best of all natural methods. Briefly it is as follows:

1. The drowned person is placed on the ground, face downwards and one side, arms extended above the head. The tongue will drop forward and the fluid in the air passages will run out. Delay is dangerous; don't stop to remove clothing.

2. The operator should lie on his side, facing the head. Place hands in the small of the back, thumbs touching or nearly so, the fingers spread out on each side of the lower ribs; lean forward and steadily blow the weight of your body to fall gently on the victim; immediately swing backward, rapidly releasing the pressure without removing the hands from the body. Repeat this movement every five seconds, keep it up until natural breathing begins, or all hope of such is given up.

Toronto Doctors Enjoy Privilege

Special markers have been issued to doctors and surgeons in the city for their motor cars, the series being numbered from one to thirty thousand.

The police have expressed a preference for the thirteen series. If a doctor is wanted, however, it is only necessary to stop a car with a 12 or 13 series marker.

The police have instructions about such cars, so that in emergency cases they may not be delayed. The privilege, however, must not be taken private advantage of.

A bishop recently addressed a large assembly of Sunday-school children, and wound up by asking, in a very paternal way: "And now, is there any little boy of any little girl who would like to ask me a question?"

"A thin, dark man in the back of the room called out, 'Please, sir, why did the angels walk up and down Jacob's ladder when they had wings?'"

"Oh, ah, yes—I see," said the bishop. "And now, is there any little girl who would like to ask me that question?"



The Harley-Davidson Single Cylinder Motorcycles is the greatest little machine that has been made. Soak, ride, easy to control, and most economical. Stands without a rival, 400 Miles to Gallon of Gasoline. Price \$300. Down Payment \$100. Finance \$22 per month. Walter Andrews, Limited, 346 Yonge St., Toronto, Ont.



What's in a Name?

Would you buy canned goods that bore no label? Would you buy an automobile of unknown make, no matter how cheap? Nobody would be so foolish.

You get to trust a name or a label just as you get to trust a man, through satisfactory and honest dealings. That is why kitchen and household appliances bearing the SMP label are bought without question by millions of Canadians.

The shield-shaped green and red SMP trademark is a guarantee of all values and high quality. The firm behind SMP goods is

THE SHEET METAL PRODUCTS CO. OF CANADA, LIMITED, MONTREAL, TORONTO, VANCOUVER, CALGARY.

SMP Goods are Sold in the Best Stores EVERYWHERE

For booklets, rates and full information apply CANADA STEAMSHIP LINES LTD., 16 Yonge Street, Montreal, or 9 Victoria St., Toronto.

CANADA STEAMSHIP LINES

Now packed in Aluminum, the same as years ago.

RED ROSE TEA

RED ROSE ORANGE PEKOE is extra good.

Mr. Mellon. London Spectator: We think that Mr. Mellon, though we are sure that this was not his intention, has done an injury to Great Britain's reputation throughout Europe, and by so doing has caused that kind of respect which we are to advance surely towards perfect Anglo-American understanding.

The only consolation is that British newspapers can express their sympathy with the certainty that there is no danger whatever of a post-war America. The fact that the two nations can speak to one another in a common language is of great importance. No one here would write in French, Italian, German or Japanese. Minister in such terms as have been used by Mr. Mellon.

Opinion-makers are the people who make a London writer, who must to embrace only the pleasant side.

Classified Advertisements. LEONARD EAR OIL. Deafness - Head Noises. GLOW With Health This Spring.



Gum-Dipping Gives Thousands of Extra Miles

Every strand of every cord is insulated and impregnated with rubber, after which the cords are coated by the regular calendaring process.

This extra advantage—this extra process that is exclusive to Firestone, is your assurance of greater tire economy, safety and comfort. See your nearest dealer to-day and have your car equipped with Firestone Gum-Dipped Tires.

FIRESTONE TIRE & RUBBER CO. OF CANADA LIMITED, Hamilton, Ontario.

MOST MILES PER DOLLAR

Firestone

Firestone builds the One Good Tire.

CANCER-FREE

MINARD'S LINIMENT. Insect Bites.

Minard's Liniment is the best of mosquito and fly draws the poison.

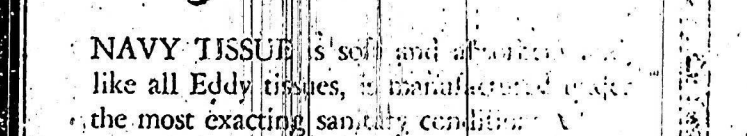
MINARD'S LINIMENT

For the Bathroom—EDDY'S Navy Toilet Tissue.

NAVY TISSUE is soft and absorbent like all Eddy tissues, is manufactured to the most exacting sanitary conditions.

Each roll of NAVY Tissue is guaranteed to contain 700 sheets. Quality and Economy combined.

THE EDDY CELLULose CO. LIMITED, HULL, CANADA.



700 Sheets

THE EDDY CELLULose CO. LIMITED, HULL, CANADA.

W1