North Pole

in Eskimo Land

DOR

...s take to the idea that now ...ny flock can read and write ...e that given adequate facil... ...ucation, the Eskimos would ...e a brilliant race. I made ...nts for one particularly ...boy to go to a College in ... He did extraordinarily ... many prizes and high ... it made ...ly came back to ... where he proved an in... ...istant to me. He died ...dearth.

... In their ... are im... ... that worry ... old age ... But ... immediately ... cellar ... to it ... of the ... the re...

... has not ... ... matures ... than ... ... mat ure ... won ... some ... heart an... ... "mes... ... my loved ... One you ... ...ize how ... you don't ... in turn ... one day when ... ...acherous ...

... there is a great ... and how little ... coast some... ... sixty feet. ... masses of ... it were, ... the support ... can see is ...

... the icy falls ... until the bot... ... the sea bed. ... recedes, the ... ...t as a ship ... 9. The ... all over ... unbroken ...

... assures that ... considerable ... bottom, but ... before get ...

... position A ... miles of ... which I ... the classy ... I had had ... hardly have ... must have ... ...en into ...

... to ... ...bean ... ...ping a ... ...ether, ... they ... ... back to ... ...bean ... ...ht ... ...timately ... ...of the V ... no pur... ...myself, ... I might ... terrible ...

... knows able ... ...ent at last the ... ...made work ... ...me to lever ... distance. ... ...ght Nature ... ...ment and endur... ...three hours, but ... way upwards, ... with exhaustion, ... the brink of the ... which was now ...

... ...nga that the ... ...brought ... Mrs. ... of the United ... in Tokyo and ... a the greater ... ...et about ... Japan Humane ... ...her first arrival ... made work ... ...accomplish ... ...ear her ...

... ...ed gradual... ... becom... influen... ...the Empire. Through ... which many of the ... Mrs. Barnett was ... in city work men and ...omen and the respect and ...pathy in all walks of ...ife in turn set an ex... ...many were only too ...

A recital of what the ...ciety has accomp... ...me much space, but ... with which the "Be ... Week" was observed ...ve of. Incidentally, ...oman has furnished ...e to that oft-repeated ...Woman's entirely ma... ...ion, nothing, to ... a materialistic way.

... ...ever make you ...ben Pa out with a dead ...

OWL LAFFS

BY O.W.L. (ON WITH LAUGHTER)

SANS EYES, SANS NOSE

The armer is a lucky man;
He sweats upon the land,
And then to pay the mortgage off
He runs a hot dog stand.

And the city man who buys a car
Has a problem on his hands;
For, just to keep the payments up,
He dines at hot dog stands.

And lives of all the hot dog men
Are not all cream and custard;
Just when they start to make some yen,
Up goes the price of mustard.

Mrs.—I won't be long, dear. I'll be ready in a minute.
Mr.—Well, for goodness sake do pick out a minute that's not more than half an hour away.

If you're not having a little fun every day you're missing something.

Can anyone imagine an experience more embarassing than to wake up and hear burglars singing in the cellar?

"How much do you think I made in commissions last week?" said one drummer to another.
"Half."
"What do you mean by 'half'?"
"Half of what you're going to tell me," was the knowing reply.

A pretty quotation contributed by W.E.H.:

"Men are oaks.
Women are vines.
Children are flowers."

So when the ship was sinking, Mrs. Green declared she was going to stay by her husband's side?

Yes. She thought it would be just his luck to be shipwrecked on some Island with a beautiful girl.

MEMORIAM

Take her up carefully,
Lay her to rest,
Tenderly, prayerfully,
God knoweth best.

Angel, most beautiful,
Emblem of love,
Came from the Heavenly
Realms above.

The discrepute into which corsets have fallen was well illustrated at a recent college dance.

Speaking of the one girl in the place who wore 'em, one young man said: "Well, I'm going over and dance with Old Ironsides now."

When we write the truth it isn't so necessary to keep a carbon copy.

Judging by the smiles of the two Roumanian delegates to the Baptist World Congress held in Toronto recently soup tastes the same in any language. The picture was taken in mid-Atlantic on the Canadian Pacific liner "Montroyal" which was chartered by delegates to the Congress from Europe. There were thirty-eight different nationalities in the party

A TIRED-OUT FEELING

Is a Sure Sign That the Blood is Thin and Watery.

"I am glad to have an opportunity of testifying to the benefits I derived from the use of Dr. Williams' Pink Pills", writes' Mrs. Lawrence Kennedy, St. Joseph, N.B. She further says: "Some years ago I was working as a stenographer, and became badly run-down. I always had a tired-out feeling, had no appetite and suffered terribly from backache. Almost every month I had to remain from the office for a day or two. I was advised to try Dr. Williams' Pink Pills, and I have reason to be glad that I followed this advice. Before I had been taking the pills very long I began to feel much better. Continuing their use my strength came back, I regained my appetite and the terrible backache from which I had suffered disappeared. I have been married some years now and have two fine healthy children, a girl and a boy, and am in the best of health. All this I owe to Dr. Williams' famous Pink Pills, and I trust that these few lines may help some other weak run-down person."

All weak, run-down people who will give this blood-building tonic a fair trial will find through its use new health and strength. You can get the pills from any dealer in medicine, or by mail at 50 cents a box from The Dr. Williams' Medicine Co. Brockville, Ont.

Mice and Turtle Pets

Healthiest Cat and Dog in List of Prize Winners

New York showed what it thought of its pets when 200 children brought dogs, cats, rabbits, mice and a turtle to the pet show held at the Bellevue-Yorkville Health Centre.

The healthiest pet and the cleanest cat and dog won prizes for their owners. Ruth Scholtz, who owns Murgatroyd the turtle, felt a little hurt when Murgatroyd didn't get the prize for the healthiest pet, and the judges, at a loss to know how to tell which was sturdier, a healthy dog or a healthy turtle, gave her a consolation prize for the strangest pet.

The other prize-winners were, for the cleanest dog, Nicholas DeCarlo; for the cleanest cat, Geraldine Halford; for the healthiest pet, a cat, Irene McCormack, and for the best all-round rabbit, Loretta Burns. The winners each got a bathing suit, and every entrant received a pencil box.

The show was a feature of the Bellevue-Yorkville health demonstration's safety and health campaign that is being conducted through July and August. Each week the children present a stunt which teaches some form of health or safety lesson. Among the judges were "Uncle Robert" Correy, radio entertainer, and Mrs. George Adams, of the New York Women's League for Animals. Dr. Leverett D. Bristol is in charge of the demonstration.

Every Home Needs Minard's Liniment

Canada's Great Use of the Air

Planes Help to Conserve and Develop Her Vast Natural Reserves

Each year aviation is playing a larger part in the conservation and development of natural resources in Canada. Aerial transport is solving many problems of forester, geologist and explorer. The 1928 program of the Royal Canadian Air Force in civil operations for Government departments includes:

Provision of twenty hours flying time for emergency fire periods in British Columbia; continuation of the air patrol in Alberta, intensification of aerial patrols over 14,500,000 acres of forest in Saskatchewan, continuation of fire prevention and suppression covering 40,000,000 acres in Manitoba; photographic surveys in the Nelson River watershed in connection with possible pulp and paper development and in the Saskatchewan patrol area for the preparation of maps for the use of air patrols.

Other work will include a vertical aerial photograph in connection with mapping the Rouyn, Sudbury and the Par Mineral areas, the Gaineau, Opinaka and Chicoutimi districts in Quebec, the Shelburne and Guysborough districts in Nova Scotia and the Moncton district in New Brunswick; oblique aerial photography for mapping the Dryden, Quetico and Rainy Lake districts in Ontario, the Lac La Ronde, Lac Mirouite and Reindeer Lake areas in Saskatchewan, vertical photography in the St. Ann area in Alberta; oblique photography to complete the mapping of Wood Buffalo Park, near Fort Smith.

GUARD BABY'S HEALTH IN THE SUMMER

The summer months are the most dangerous to children. The complaints of that season, which are cholera infantum, colic, diarrhoea and dysentary, come on so quickly that often a little one is beyond aid before the mother realizes he is ill. The mother must be on her guard to prevent these troubles, or if they do come on suddenly to banish them. No other medicine is of such aid to mothers during hot weather as Baby's Own Tablets. They regulate the stomach and bowels and are absolutely safe. Sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co. Brockville, Ont.

Sitting tight and standing Pat are two different propositions."

The one place where the immortals are never seen is at the top table.—Sir James Barrie.

Assam teas are known by experts as the finest teas grown—a fact which explains why Red Rose Orange Pekoe has become so deservedly popular in Canada. For Red Rose Orange Pekoe is chiefly composed of Assam teas, which accounts for its distinctive quality and value. Every package guaranteed. 9/28

CANADIAN NATIONAL EXHIBITION TORONTO ONTARIO Aug 24 to Sept 8 1928

The world's largest spectacle; attracting more people than any fair or exposition; displaying almost every known product; costing annually to stage over $1,000,000; and representing a land and building value of $15,000,000.

AT the 1928 Canadian National Exhibition, everyone will witness the most entertaining and diversified programme of all time to fittingly mark this 50th Anniversary year.

Here are a few of the hundreds of features: H. M. Royal Air Force Band (England) and other noted musical organizations; 1,500 performers on world's largest stage; Famed 2,200 Voice Exhibition Chorus; First showing 1929 Motor Cars; First International Air Craft Display; Exhibits from the world over, and the outstanding Sporting Event of the year—

The Third Wrigley Marathon Swim

for the World Championship, and $50,000 purse; and an Amateur Sports Programme rivalling an Olympiad.

50th Year

THOMAS BRADSHAW, *President*

H. W. WATERS, *General Manager*

Hedin Plans Two More Years in Wastes of Asia

Sweden's Foremost Explorer Returns to Stockholm to Replenish His Equipment

Stockholm.—After more than a year and a half of hardships and adventures in the interior of China, Sven Hedin, Sweden's foremost living explorer, has just returned to Stockholm for a brief visit. While in Sweden he will add more members to his expedition, purchase new instruments and a number of motor cars which he has been commissioned to buy for Governor Yang, of the Mongolian Province Hsin-tschiang, and also make arrangements for airplanes to carry him further into the uncharted wastes of Asia.

Dr. Hedin, who is a member of the Swedish Academy, is determined to continue his scientific researches for another two years. He has left all the members of his expedition in or about Urumtchi, the capital of the Province Hsin-tschiang, and during his absence the explorations and compiling of data continue.

Aside from Dr. Hedin, the members of the party comprise Swedish, Danish, German, Chinese and Mongolian scientists. About 6,177 square miles, which previously were white spots on the map, have been carefully charted and 52,480 feet of film have been taken. A collection of some 18,600 numbers, consisting of ancient arrows, hammers and other paraphernalia, has been found.

Due to the friendly assistance of Governor Yang, the expedition was allowed to proceed uninterrupted.

Yang, said Dr. Hedin, rules his province with an autocratic hand and has managed to stay out of the strife between the other warring lords. His regard for the Swedish scientists was heightened by an operation which Dr. Humel, the physician of the party, performed on him. In Urumtchi a house was given over to the expedition to be used as headquarters, and in many other ways the Mongolian ruler showed his interest in the venture.

The success of the expedition is due to a large extent to F. A. Larsson, business manager and caravan leader. Larsson, who is a resident of Mongolia and for many years has been an adviser to the Chinese Government on Mongolian affairs, has had conferred upon him the popular title of "Duke of Mongolia."

Minard's Liniment heals cuts, bruises.

Canadian Studebaker Reorganized

The new Studebaker Corporation of Canada, Ltd., recently separated from the parent company, will be directed by D. R., Grossman, formerly sales manager for Studebaker in the Dominion. Having been associated with Studebaker in anada for the past six years, Mr. Grossman is well-known to the Dominion's automotive leaders.

"The motive behind the reorganization is to be found in our desire to build Canadian automobiles for Canadians," says a statement. "The Studebaker Corporation of Canada, Ltd., is Canadian. We will use more and more of Canada's great supplies of raw materials. Not only will our consumption of these commodities be increased, but new commodities will be added to our purchasing agent's orderlists.

"The expansion of the Walkerville plant is a further step towards the Canadianization of Studebaker in the Dominion. We will hire more skilled and more unskilled labor. We hope to build and sell more automobiles than we have in the past. Directly, this plan contributes to greater Canadian prosperity by reason of increased employment given Canadians in the Walkerville factories. Indirectly, many others in Canada will benefit by reason of more extensive purchases of materials and equipment produced in Canada, to be used in the Walkerville factories.

"The expansion of our manufacturing program in Canada will also include a considerable increase in export shipments from the Walkerville plants. With the accumulation of more Canadian element in our Walkerville built cars, we will be enabled to ship automobiles to Great Britain under the preferential tariff, as well as to New Zealand and certain other British possessions overseas. On export shipments from Canada into British possessions giving a preferential duty on Canadian built cars, owners in these countries profit directly by the increase of Canadian element in the cars.

"This move is a result of Studebaker's faith in Canada," said Mr. Grossman. "We believe there will be wonderful developments in this country and through this expansion program, we will naturally become a part of those developments.

He: "You had beauty and brains when I married you, Jane." Jane: "Well, I might have had beauty, John but I surely didn't have brains."

Lynching has decreased considerably in America, we read. And yet they still have a number of saxophonists over there who are simply asking for it.—Punch.

Yankee Explorer—"Do you know, Pat, that one day in Africa, it was so hot, that the sun singed the hair off my head?" Pat—"Begorra, an' that's nothing!" One day in ould Ireland, it was so hot that we had to feed the lions on ice-cream to keep them from laying fried eggs."

Cute in a Baby—Awful at Three —and it's Dangerous

by Ruth Brittain

Thumb sucking does look sweet in a baby, but it is disgusting in the three-year-old and sometimes it hangs on until fifteen or sixteen! The habit may cause an ill-formed mouth or induce adenoids; and it always interferes with digestion. Pinning the sleeve over the hand; attaching mittens, or putting on cardboard cuffs, which prevent bending the arms at the elbows, are some of the ways to stop the habit.

Another bad habit—irregularity in bowel action—is responsible for weak bowels and constiuation in babies. Give the tiny bowels an opportunity to act at regular periods each day. If they don't act at first, a little Fletcher's Castoria will soon regulate them. Every mother should keep a bottle of it handy to use in case of colic, cholera, diarrhea, gas on stomach and bowels, constipation, loss of sleep, or when baby is cross and feverish. Its gentle influence over baby's system enables him to get full nourishment from his food, helps him gain, strengthens his bowels.

Castoria is purely vegetable and harmless—the recipe is on the wrapper. Physicians have prescribed it for over 30 years. With each package, you get a valuable book on Motherhood. Look for Chas. H. Fletcher's signature on the wrapper so you'll get the genuine.

RED ROSE TEA "It's good tea"

The Orange Pekoe is extra good

12 *In clean Aluminum*

Folks' Ignorance Saddens Bermudians

World Appears to Know Nothing of Island's Ban on Autos

Hamilton, Bermuda.—Residents are somewhat downcast at what they consider the amazing ignorance of others regarding Bermuda's prohibition of motor cars.

Every now and then someone writes a letter to The Bermuda Trade Development Board asking about motor roads, the cost of gasoline, and whether cars have to be crated for shipment to the island paradise.

Bermuda has always forbidden automobiles, motorcycles, railways and street cars, following a very brief time during which a single automobile, known as "The Scarlet Runner," appeared on the roads and struck consternation into the hearts of the inhabitants. That was in 1905, and no cars have been allowed in Bermuda since then.

The latest evidence of ignorance concerning Bermuda is furnished by a letter received by the Chief Police of Bermuda offering a reward for recovery of a 1925 touring car taken by the wife of the writer who wrote the letter.

During the summer season visitors express themselves as highly pleased with Bermuda's lack of motors, because at home during summer, when windows are open, the noise of passing automobiles is more annoying than at any other season. Bermuda is enjoying its latest summer season.

Hon. Ian Baird, aide-de-camp to Lord Stanley, Governor-General of Australia, who visited Canada a few days ago on the Star liner Albertic, is spending his summer vacation "mucking" in the Amos, P.Q., and Timmins districts.

England's Landmarks

The damage which buildings in the City of London appears to increase daily, according to a report presented to the Society for the Protection of Ancient Buildings, which held its annual meeting recently. The report contained a note of warning to a London dispatch to the Manchester Guardian, which is often though that the society which William Morris founded fifty years ago was too conservative. Although declaring that in a sense, is true. The Guardian quotes the report as saying: "The need for the society is as great as it ever was, and possibilities for usefulness are as great. Owing to the rapidity with which modern facilities, the country is changing on an appearance which the war was confined to the suburbs of great towns. The widening of roads, as well as the making of new ones, causes the disappearance of buildings to which we have become accustomed, and which, in many cases, have been half-conscious of them as fixed features of the landscape. Where these are not entirely destroyed, they are often left isolated and stark among the surroundings of unfriendly neighbors.

"There has never been a greater time," it was pointed out at a meeting by C. R. Peers, Chief Inspector of Ancient Monuments, "for the construction of roads, railways, electric and water supply systems. One of our most serious problems is the relation of the new roads to old bridges. A sensible number of fine and beautiful bridges have been widened, will be left with a single line of their ancient fabric in the middle. Unfortunately, the construction of new bridges is not always sensible."

The necessity for some central authority is urged by Mr. Peers. "There are streets in many of our country towns in which every house is worthy of preservation," he says. "Such things are matters for arrangements, but they are also the concern of municipal authorities. Legislation in these matters is better in theory than in practice, and it should be more closely linked with some central authority before it can be effective."

Now it appears what is needed is a rescue party to rescue rescue parties that got lost trying to rescue rescue parties.—Magog Telegram.

Minard's Liniment for Insect Bites.

French Airwoman Beats World's Light Plane Record

Paris—Mlle. Maryse Bastie, one of France's few airwomen, recently broke the world's distance record for light aircraft, flying from Le Bourget to Tempelhof in Pomerania, a distance of 1,220 kilometers (758.67 miles) in eleven hours.

Mlle. Bastie had as a passenger Maurice Drouhin, who will pilot Girardet's Rainbow in the proposed transatlantic flight. He gave Mlle. Bastie her first lessons in flying.

During the flight she used a Caudron plane with a 40-horsepower Salmson engine.

"They separated on account of incompatibility didn't they?" "Yes, he never would get angry when she was."

Sunburn? Use Minard's Liniment.

WHEN IN TORONTO

Royal-Cecil Hotel

Cor. Jarvis and Dundas

Every Room With Private Bath

Rates $4.50 up. Grade A Hotel

5 Minutes Walk to Shopping District

The Purity of Cuticura Makes It Unexcelled For All Toilet Purposes

Keep Handy.

Keep a bottle of Minard's handy. It is unexcelled for promptness.

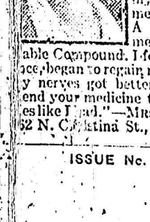
MINARD'S KING OF PAIN

THERE is nothing that has ever taken Aspirin's place as an antidote for pain. It is safe, or physicians wouldn't use it, and endorse its use by others. Sure, as several million users would have learned to something else. But get the real Aspirin (at any druggists) with Bayer on the box, and the word genuine printed in red.

HELPED DURING MIDDLE AGE

Woman Praises Lydia E. Pinkham's Vegetable Compound

Sarnia, Ont.—"I am writing to answer letters from Canada, to tell the good Lydia E. Pinkham's Vegetable Compound did me. I cannot be thankful enough for the benefits I received during the Change of Life. I do have work and my troubles made me unfit to work. A friend advised me to try the Vegetable Compound. I felt great relief at once, began to regain my appetite, and my nerves got better. I will recommend your medicine to all with troubles like I had."—MRS. JOHN BENSON, 52 N. Christina St., Sarnia, Ontario.



ISSUE No. 30—'28

When Pain Comes

What many people call indigestion very often means excess acid in the stomach. The stomach nerves have been over-stimulated, and food sours. The corrective is an alkali, which neutralizes acids instantly. And the best alkali known to medical science is Phillips' Milk of Magnesia. It has remained the standard with physicians in the 50 years since its inventon.

One spoonful of this harmless, tasteless alkali in water will neutralize instantly many times as much acid, and the symptoms disappear at once. You will never use crude methods when once you learn the efficiency of this. Go get a small bottle to try.

Be sure to get the genuine Phillips' Milk of Magnesia prescribed by physicians for 50 years in correcting excess acids. Each bottle contains full directions—any drugstore.

Firestone

Builds the Only GUM-DIPPED TIRES

THE Firestone Gum-Dipping process strengthens the tire to meet the demands of hill-climbing, quick stops, sudden turns and high speeds. The Firestone tread is scientifically designed to grip the road in emergencies. You can have this extra safety on YOUR car. Ask your local Firestone Dealer. He will save you money and serve you better.

Always put a Firestone steam-welded, leak-proof tube in your Firestone tire

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