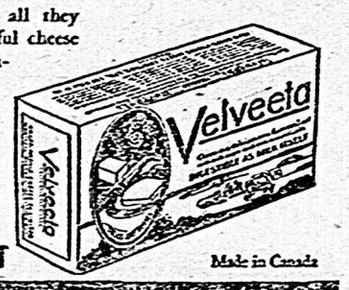
"Digestible as milk itself"

Give your children all they want of this healthful cheese food. Velveeta contains all the elements of rich whole milk. Old and young can eat it freely.



KRAFT **Velveeta**

Made in Canada

Made by the makers of Kraft Cheese and Kraft Salad Dressing

Opinions

"It used to be easier to make a college address when the world was more traditional and political."—Newton D. Baker.

"Sometimes when I am low in the mind I think I'll end it all by getting married."—Tallulah Bankhead.

"To share with others is a great step toward happiness." — Adolph Lewisohn.

"To-day there is politics but little statesmanship."—Dr. Charles H. Parkhurst.

"A man should marry a girl one-half his own age, plus seven years."—Maurice Chevalier.

"Every man has secrets and shady nooks that are not to be explored."—Benito Mussolini.

"What we know as the business depression will end just as soon as the optimists outnumber the pessimists."—Charles G. Dawes.

"It only takes intelligence, courage and good-will to make a prosperous world."—Owen D. Young.

"There is more fun in striving for something than in having it."—Tallulah Bankhead.

"The essence of politics not only never changes but they are the same in all countries."—Col. E. M. House.

"Baseball is a sissy's game compared to what it was when I broke in."—Babe Ruth.

"Among the neighborhood of nations, Uncle Sam remains an overgrown boy with youth and its faults and virtues in his heart."—William Allen White.

"One should prepare for old age as one prepares for a long journey."—William Lyon Phelps.

"Nowadays women cannot be ignored as far as flying is concerned."—Ruth Nichols.

"There is deep pessimism now because the public everywhere is scared stiff."—Sir Harry Brittain.

"The man who aspires to be known as a humorist must constantly be saying, 'What fools all mortals be—myself prominently included'."—Irvin Cobb.

"The most that we have done in any line is insignificant as compared with what can be done."—Thomas A Edison.

"Charm in women is a variable star and shows different colors at different times."—H. L. Mencken.

"Speaking generally, one may say that politically America is always on the move."—William Allen White.

"There are no such things as 'natural rights'; there are only adjustments of conflicting claims."—Aldous Huxley.

"The reality of experience is far more eloquent than all the theories and philosophies on all the tongues and on all the book-shelves."—Benito Mussolini.

"We of the present age know very little—almost nothing." — Sir James Jeans.

Canada Rates High In Chinese Industry

Winnipeg. — Canadian exports to China can be doubled and trebled in the next ten years, if the Canadian business men are willing to investigate the unlimited opportunities that exist, said Lieut.-Col. L. M. Cosgrave, Canadian trade commissioner to China, who is touring Canada.

Canadians stand higher in the estimation of the Chinese than any other people in the world, Colonel Cosgrave said. The Dominion has had very favorable dealings with the Chinese nation. It remains only for the industrial leaders of this country to acquaint themselves with the methods of approach made necessary by the Chinese nature, in order to capitalize their present opportunities.

No matter how well you treat the world, you will never get out of it alive.

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Owl Laffs

On the eve of their execution, an Irishman, a Scotchman and a Jew were asked what would like as a special delicacy.

The Irishman voted for Irish stew, the Scotchman for a bottle of Scotch whiskey, and the Jew fancied strawberries and cream.

Warden (protesting)—"But, strawberries are not in season."

The Jew—"That's all right, I can wait."

Sing a song, sing a song,
Ring the glad bells all along;
GENERAL — — — — — —TRAVISS
Smile at him who frowns at you,
He will smile and then they're two.

Laugh a bit, laugh a bit,
Folks will soon be catching it,
Can't resist a happy face;
World will be a merry place.

Laugh a Bit and Sing a Song,
Where they are there's nothing wrong;
Joy will dance the whole world thru
But it must begin with you.

First Tramp—"After I had given her back her lost purse, she put her hand in her pocket and said: 'Take this for a hot drink'."

Second Tramp—"What did she give you?"

First Tramp—"A lump of sugar."

Call the Police!

The wealth of the average American has been set at $2,977. My gosh, somebody been short-changed!—and how!

Lampson—"Have you ever been at a telephone in a storm?"

Harrell—"Oh, yes! My wife occasionally calls me up."

Kayo — "They gave Six Second Smith a present of a bathrobe before the fight last night."

Okay—"Yeah. And he got a beautiful pair of socks later on, too."

Clothes make the man in some environments, but an air mail stamp doesn't keep a circular out of the waste basket.

Mrs. Blabber—"You're looking very happy this morning. Have you had good news?"

Mrs. Gabber—"Just wonderful. My husband has just had a nervous breakdown and we're going south.

Mr. Warburg, a noted banker, says business revival needs the help of psychologists and not economists. Perhaps a few buyologists would help.

Joe—"Hullo! Bought a saxophone?"

Moe—"No; I borrowed it from the man next door."

Joe—"But yo ucan't play it."

Moe—"Neither can he while I've got it."

Mother (to little daughter returning from Sunday school)—"Well, what was your lesson about this morning?"

Little Daughter—"A man named Solomon."

Mother—"And what did you learn about Solomon?"

Little Daughter—"The teacher said he had 300 wives and 700 cucumber vines."

Harry—"A burglar broke itno my house last night."

Ralph—"Did he get anything?"

Harry—"Rather! You see, my wife thought it was me."

A guest hurried up to the hotel clerk's counter. He had just ten minutes to pay his bill, reach the station, and board his train.

The Guest—"Hang it. I've forgotten something. Here, boy, run up to my room—No. 427—and see if I left my pyjamas and shaving outfit. Hurry. I've only got five minutes now. Show some speed."

The boy hurried. In four minutes he returned, empty handed, and out of breath.

The Bellhop—"Yes, sir, you left them."

The girls are not going to worry about the washout of the cotton crop so long as the silk worms keep busy.

If some men would spend as much time doing things as they do in telling about the things they have done, a lot more would be accomplished. Few things are as painful as telling a funny story to a person who has no sense of humor. An egotist is a person who thinks he is as clever as you think you are. It may be all right for people to love their enemies, but it has been our observation that mighty few of 'em do it.

"Palmy Days" Ford Monkeys

A special "palm house," kept at a tropical heat, has been provided at the London Zoo for the more delicate varieties of monkey and for wading birds from the tropics.

Cheap notoriety is usually an expensive luxury.

British Population Numbers 44,790,485

Increase Lowest Since 1801, but Density is Second in Europe to Belgium

Although the main statistical points in an analysis of Great Britain's population at 44,790,485, according to the censes just completed, an interpretative analysis has been made by S. P. Vivian, the Registrar General, serving to modify the discouraging features—the lowest increase since 1801 and the declining birth-rate.

He declares that the total is the largest ever recorded in the country, and adds that its density of 685 to the square mile, with the exception of that of Belgium, is the highest of any country in Europe.

Other points in his analysis are:

"The numerical increase is less than that of any decennium since 1801 (when the population was but half of its present dimensions) with the sole exception of the war decade, 1911-1921, while the percentage increase, with the same exception, is only half or less than half of any previously recorded. But for the exceptional loss of men during the war period the decennial rate of increase would have been the lowest recorded in respect of England and Wales since census taking was introduced in 1801.

"The full significance of the fall (in births 16.3 per cent.) will be but dimly appreciated for many years to come; any temporary satisfaction felt in a reduction of the number of unproductive mouths to be filled during the present period of economic stress must sooner or later be qualified by a realization of the profounder secular issues involved. The births of to-day govern the population of the future, and, just as the nation which faced the upheaval of 1914 to 1918 was the product of the birth rates prevailing toward the close of last century, we are now observing the conditions which will shape the generations charged with the national density in the latter part of the present century.

"The deaths registered in the intercensal period were more than half a million fewer than those of either of the two preceding decennia. This numerical reduction of more than 10 per cent., which, if allowance be made for the increasing age and numbers of the population exposed to risk, represents a reduction in true mortality of more like 20 per cent. compared with the decennium 1911-2- (exclusive of deaths on active service) or 30 per cent. compared with the last pre-war decennium 1901-11, affords nothing but satisfaction, indicating, as it does, a definite advance in the general vitality of the nation as a whole."

Motor Tips

Top cleaners that work well on the fabric of some cars may not be correct for others.

The weight of the car is materially reduced if the jack is set as near the end of the axle as possible.

Because high-compression engines are harder to cool, the radiator should be drained and flushed at least once a month.

Undue strain on the steering gear is prevented if the car is kept slightly in motion when turning the front wheels.

Failure to keep the car within the white line on the roadway not only is an infraction of the law, but it is a menace to traffic.

The spare tire should not be left on the back of the car too long. It is better to put it to work before the rubber deteriorates.

Stop the car immediately if a bee or a wasp flies inside. Driving the car and disposing of the insect cannot be done without a sting or an accident.

Drive slow when forced through a partly flooded section of the road. This not only gives better traction, but prevents splashing water on the ignition equipment, as would be the case if driving faster.

Which Was the Worst?

He hobbled into his neighbor's garden and displayed a tear in his trousers.

"I say, Smith," he commented angrily, "didn't you say your dog's bark was worse than his bite?"

"Yes," replied Smith.

"Then," said the other, "for goodness' sake don't let him bark. He's just bitten me."

Goodby!

Smith, English sea diver, kisses his baby daughter good-by just before descending at Clacton-on-Sea.

Hospital Night

The ward is never dark; here patient skies
Lend not their night to sweep
Smoother than feathers over shuttered eyes
In silver fronds of sleep.

There is no silence in these corridors,
No agelees quiet like rain
Descends in ice-clear beauty here, and pours
Through the unshuttered brain.

But these are shells, the bodies that rest here,
Still lips that shape no cry,
Pierced flesh, and wounded feet that cannot stir,
Torn hands that useless lie:

For like a flock of birds their thoughts have flown
Beyond the world; and free,
Travel the silent dark roads unknown,
Embrace eternity.

—John Barton, in The Spectator.

The New Education

Bertrand Russell in the New Statesman and Nation (London): (In their school in Sussex Bertrand Russell and his wife aim to bring up their pupils with a real knowledge of the world, instead of in ignorance of it). In ordinary education the child is brought up to believe, or at least to pretend to believe, that his parents and teachers are impeccable, that his country is always right, that statesmen of his own country and political party are invariably high-minded, that the wicked are easily discerned and invariably defeated in the end, and that only persons of rare depravity such as one is very unlikely to meet would be guilty of any sexual irregularity. Captains of industry, proprietors of great newspapers, admirals, generals, Privy Councillors, and such, are represented as invariably guided by the loftiest public spirit. When the young man goes out into the world and begins to see through all these amiable falsehoods, he almost inevitably becomes a cynic. Cynicism is the price we pay for a fantastic ethic. Children brought up with a sense of reality will not have to suffer this shock.

Canada Reserves Section British Industries Fair

Ottawa.—It was announced recently by the Department of Trade and Commerce that reservation of a Canadian section at the Birmingham section of the British Industries Fair next year has been made by the Canadian Exhibition Commission. The same space as was held this year has been secured and is located in the heart of the show. Considerable attention has been attracted in past years to the Canadian Government exhibit which is the only one of its kind from the overseas Dominions and Colonies.

London Opinion: It is said that the common fly is capable of traveling 95 miles in a single day. The trouble is, it won't.

Great Lakes Region Has Wide Appeal

Many and Varied Tourist Attractions in Area Bordering on Great Inland Waterway

The Great Lakes region of Canada embodies a truly wide range of scenic and recreational attractions and through its accessibility is one of the most favored tourist districts of the Dominion. By motor, steamship, and rail this enchanting area may be reached from any of the Canadian provinces and from the United States. Fishing, hunting in season, canoeing, and bathing, as well as such organized sports as golf, and tennis, may be enjoyed under the most ideal conditions.

A central highway route traverses the whole of the southern section, affording a splendid motor drive from Montreal, Quebec, to Windsor, Ontario, a distance of nearly 600 miles of smooth travel. This route parallels the St. Lawrence and the shore line of Lake Ontario, and offers splendid views of the river, the Thousand Islands playgrounds, lake vistas, and quaint rural communities, dotted with alert communities.

Side trips can be made from Kingston through the Rideau lakes and from Port Hope to the Kawartha Lakes district, two spots rich in canoe routes and places to hunt and fish. North from Toronto, Muskoka and Lake of Bays are districts of particular charm. There, nature has designed an out-of-doors particularly qualified to meet all the requirements of a summer vavation. West from Toronto to Windsor the trail leads through areas of intense agricultural and floral development, the early history of which is pleasantly associated with colonization days. East from Hamilton is the Niagara peninsula with its four major claims to distinction—the high development of fruit culture; the twin cataracts of the Niagara River; the Queenston - Chippewa power development; and the Welland canal. The shore lines of lakes Erie and Huron have many bathing beaches and snug summer colonies which find much favor in the eyes of tourists.

The central portion of the Great Lakes district is traversed by both rail and motor highway. Ottawa, the Dominion capital and site of the Parliament Buildings, is the gateway to the Rideau lakes, the fish and game regions of the Gatineau, and the Laurentian hills, a vast playground of river and lake, rolling hills, and green forest. Westward from Ottawa the railway runs through and the motor route passes close by Algonquin Park, an extensive provincial reserve rich in fish and wild life, and threaded by innumerable canoe routes. Farther west lies Mattawa, the starting point of many expeditions into the big game country beyond. North Bay is the meeting point of three roads with outstanding attraction. To the south is the beautiful lake district leading to Georgian Bay and its island paradise; to the north the softwood forests and gold-bearing rocks beckon to the adventurous; while westward the trail passes through the famous copper and nickel belt and skirts the southern boundary of a district noted for its variety and quality of fish and big game.

Six Million Diamond Exhibit Shown at Paris Gallery

Paris.—A $6,000,000 diamond exhibit has been dazzling the eyes of Parisians in the Rue de Choiseul at the Galerie Mauboussin. In addition to hundreds of stones made up into necklaces, rings and various sorts of decorations, the exposition included diamonds in the rough and in various stages of cutting for the market.

The most gorgeous piece in the collection was a necklace valued at $80,000. The stones were cut so that they threw off prismatic hues instead of the cold, fiery light of regulation cut diamonds. Also, instead of being pierced like ordinary beads, a process which would partially destroy their brilliancy they were attached with tiny hooks which gripped into equally minute slots in each diamond and held the necklace together.

Another distinguishing mark of the models displayed was the stringing together of thirty perfectly graduated canary diamonds by an East Indian method, that of making platinum joints.

"Just before friends leave"
—a cup of GOOD tea all 'round. Flavoury essence of hospitality—enjoyed by all.

RED ROSE TEA
"is GOOD tea" 229
2 CHOICE BLENDS—Red Label & Orange Pekoe

"Knights'" Meaford Flooring
It's Good
It's Even Better
IT'S THE BEST
See your dealer
Get our prices
The Knight Mfg. & Lbr. Co. Ltd., Meaford

The Simple Things of Earth Are Loveliest

The simple things of earth are loveliest:
A fire on the hearth, the lamplight's glow;
The hour when the heart finds peace and rest,
A mother's lullaby crooned soft and low;

The wayside blossom, tiny woodland stream
That sings a happy, lilting roundelay;
Soft, billowy clouds that drift as in a dream,
The hush of dawn, the sun's last flaming ray;

The friendly trees that give of fruit and shade,
The tendrils of the grape-like clinging hands;
O there are scenes more gorgeously arrayed,
But these the heart has known and understands.

Mankind has reached the pinnacle of power,
Has conquered land and sky and ocean's crest,
And yet, when comes the heart's deep, prayerful hour,
He knows the simple things are loveliest.

—Margaret E. Bruner, in Ave Maria.

Patience and Humour Exemplified in Spain

There is a delightful old Spanish proverb which it is wise to learn before visiting the country: "Have patience, and the mulberry-leaf will become satin."

A tiny story illustrates this admirably. Going to one of the frontier stations for a friend's arrival we saw the notice chalked up that the train was two hours late. After inspecting the church and wandering round the village in an icy wind for the prescribed two hours we returned to the station to find no sign of any train. The station-master, who regarded us with a pitying look, was approached. "Was the train then more than two hours late?" "Mesdames, the train is seven hours late," he replied.

"But why do you put up the notice that it is two hours late?"

"Ah, that, mesdames—that is to give a little hope!"

If you have the gift of leisure and of humor, Spain unfolds itself to you as a country of great charm and character, but there must be no question of rushing through it.

If you have patience your mulberry-leaf will indeed become satin; you will realize the graciousness and dignity of the Spanish character and will taste the full flavor of those delightful qualities. Indeed, in a few weeks you will come to agree with the Spaniard himself that rush and hurry are undignified and, in Spain at least, will effectively prevent your seeing either country or people as they really are.

—From "Spanish Sunshine," by Eleanor Elsner.

Character or Color

Natal Advertiser: Lord Willingdon has said that it is character not color that makes a man. This is the one fact which counts. If you take your stand on color, then all those qualities which are or may be common to men of diverse races—heroism, virtue, benevolence, sacrifice, self-sacrifice—become little better than words that mean nothing to those who use them. The vice of the white becomes a greater thing than the virtue of the brown; and the valour of sacrifice of the yellow becomes a baser thing than the self-sufficiency of the European. But supposing that we forget about the color of a man's skin, and we think only of the virtues of character that are revealed by those who come under scrutiny. Are we going to say that the sun which burns a man black also makes his soul black, and the cold which leaves him a pale skin makes his soul white? We all know that, in the last resort, the worth of a man is determined by the worth of his soul.

Magnet Takes Metal From Eye

A giant electro-magnet to remove metallic particles from the eye, has been donated to the St. Mary's Hospital in St. Louis. This magnet, the only instrument of its kind in the world, is available to any physician who may need it for the use of patients.

WOOL
HIGHEST PRICES PAID
The Canadian Wool Co. Ltd.
2 CHURCH ST., TORONTO

Special Plant Attention Advised For Dry Weather

In hot, dry weather, such as comes in midsummer, plants must receive some special attention if they are to thrive. They must be watered and have available a sufficient supply of plant food if they are to escape injury and remain in a vigorous condition.

In watering the lawn and garden, one should not follow the usual practice of sprinkling it lightly every day. This is a harmful method. It tends to cause shallow rooting of the plants, which makes them susceptible to injury during the extreme hot weather. It is always best to soak the soil thoroughly a couple of times a week, and if enough water is applied so that the soil is wet to a depth of several inches the plants will thrive during the hot summer weather.

In working in the garden, cultivating and hoeing at this time is beneficial, because it aids in maintaining the moisture content of the soil. The gardener should be careful not to work the soil more than an inch in depth, as the tender feeding roots of many of the plants are located near the surface.

In hoeing, the evergreen trees should not be neglected, but the soil beneath the broad-leaved evergreen shrubs should not be disturbed.

"The course of science is smoother than that of true love."—Sir James Jeans.

Nurses Wanted

The Toronto Hospital for Incurables, in affiliation with Fordham Hospital, New York Cit offers a Three Years' Course of training to young Women, having the required education, and desirous of becoming nurses. This Hospital has adopted the eight-hour system. The pupils receive uniforms of the School, a monthly allowance and travelling expenses to and from New York. For further particulars write or apply to the superintendent.

FLIES are sure to get in

even with the house screened. Hang up Aeroxon—the fly catcher with the push pin and longer and wider ribbon. Aeroxon is irresistible to flies because the glue is fragrant and sweet and will not dry—good for 3 weeks' service.

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AEROXON FLY CATCHER
Gets the fly every time

Took it Before Childbirth

"I felt much stronger"

"I FIRST took Lydia E. Pinkham's Vegetable Compound before childbirth because I was so weak.

"After taking it, I felt much stronger. I could sleep better and I could do my work.

"I have taken the Vegetable Compound for eleven years off and on whenever I need a builder and I recommend it." Mrs. Emily Schindel, Renown, Saskatchewan.

This is only one of thousands of letters praising this simple, home remedy and recommending it to women who need a strengthener.

Lydia E. Pinkham's VEGETABLE COMPOUND

Looks Easy

Horsemanship of rare ability was demonstrated recently by members of 5th Inniskilling Dragoons during a rehearsal for Aldershot command horse show at Aldershot, England. These daring equestrians show you how easy it is.