

HERE IS YOUR INFORMATION



CANADIAN NATIONAL EXHIBITION TORONTO
Aug. 25 to Sept. 10, 1927

See the Slow Window of the Nations, mingle with the two million delighted visitors, seize the spirit that grips and thrills, experience the enthusiasm that permeates this gorgeous 350-acre Lakeside park and its scores of permanent and costly exposition edifices.

"Besses - o' - th' - Barn," Great Britain's finest brass band and thirty other leading military and concert organizations; four appearances of internationally famous 2000-Voice Exhibition Chorus; Kaye Don with "Miss England 1911"; "The Triumph" 1932 inspiring Exposition pageant; Olympic athletes from this year's games; Seventh Marathon Swim for world championship; two Art Galleries; all branches of Agriculture; Engineering.

What programmes, entertainment, education, recreation.

To avoid disappointment and inconvenience the management has arranged special advance reservations for Grandstand Patent "THE TRIUMPH" every evening commencing Saturday Aug. 27, for any of the 2,000 Voice Exhibition Chorus concerts, Aug. 27, Sept. 1, Sept. 4, Sept. 10.

GRANDSTAND RESERVED SEATS:
 50c and \$1.00—Box Seats \$1.50 each
 (5 chairs in each box)

2000-VOICE EXHIBITION CHORUS
 Ground floor reserved 75c.
 \$1.00 for Box Chairs

Send cheque or money order without delay to Canadian National Exhibition, Toronto.

WILLIAM INGLIS H. W. WATERS
 President. General Manager.

Flying High

As he shoots upward into the rarefied air nearly two miles above the surface of the earth, the pilot of the new "stratosphere" plane finds that he is hermetically sealed in his cabin with compressors supplying him with air.

If tests now being carried out prove successful, this especially designed and built Farman plane will eventually attain the sensational altitude of 50,000 feet, or nearly ten miles. Constructed to attain a theoretical speed of 500 miles per hour, the plane might cross the Atlantic in no more than six hours.

Built entirely of duralumin, it is a high-winged monoplane with total surface of seventy square meters (753 square feet); the weight a square meter (10.76 square feet) is thirty-six kilograms (seventy-nine pounds), compared with the average of 100 kilograms (220 pounds) in ordinary machines.

The wings were much broader than usual.

The propeller has four blades which can be adjusted at different angles to give greater grip on rarefied air.

The 400-horsepower engine is set in an airtight cabin, with three superchargers to increase air-pressure.

A special compressor brings air into the pilot's cabin, which is hermetically closed at 9,000 feet. The cabin design is along the lines adopted for submarines.

Special devices maintain regular pressure and temperature for oil, air and water, while the gasoline fuel is made to pass directly from solid to gaseous state.

Good Work

The capacity for good work, of the kind that goes on without trumpets, is diminishing in the world.

Heat is Hard on Babies!

But Mothers Find Protection and Relief for Them in BABY'S OWN TABLETS

"When my children are overtired and restless in warm weather, I give them their dose of BABY'S OWN TABLETS at night, and in the morning they are happy and contented children and a pleasure to cope with," writes Mrs. Mary Mason, Halifax, N.S.

Mrs. George H. Walker, Thomaston, Ont., says: "I have found BABY'S OWN TABLETS the best of all children's remedies for Summer Complaint, Colic, Teething and Constipation."

"BABY'S OWN TABLETS are excellent."

DR. WILLIAMS'

BABY'S OWN TABLETS

Make and Keep Children Well—As Mothers Know

How to play Bridge AUCTION and CONTRACT

by Wynne Ferguson
 Author of "PRACTICAL AUCTION BRIDGE"

ARTICLE No. 26

During the course of a discussion at one of the New York Card Clubs the other night the writer made the statement that, in his opinion, an average player would lose from 500 to 1500 points in an evening's play at Auction or Contract, either by bad bidding or bad play or both. There was considerable difference of opinion so the writer suggested that a player of average skill be selected and that a record be kept of any bad bids or plays that he might make during an evening's play.

The test player was selected and three other players, of whom the writer was one, made up the rubber. It was the duty of these three to call attention to any mistake of play or bidding by the test player and, if in the opinion of all three it was a loss that could have been saved by average skill, it was charged against him; but not otherwise. Play continued for about three hours and, during that time, the test player made only five mistakes, two as to the play of the hands and three as to the bidding; but those five mistakes cost over 1000 points. The mistakes as to play were unimportant: one due to failure to count trumps, which cost game; the other to a failure to slip up an opening lead as a marked singleton. The latter mistake only cost contract and a small loss.

The following example hands have aroused considerable interest and much discussion. Decide upon the proper bid in each instance and then compare with the writer's analysis.

Hand No. 1
 Hearts—8
 Clubs—A, Q, J, 7, 4
 Diamonds—7, 6, 5, 2
 Spades—K, Q, J

Auction Bidding:
 No score, first game. Z dealt and bid one spade, which A doubled. Y passed, B bid two clubs, Z bid two diamonds. A bid three clubs, Y and B passed and Z bid three diamonds. A passed and Y bid three spades. What should B now do with the foregoing hand?

B should bid four clubs. A's double of one spade and subsequent bid of three clubs should indicate more than a fair chance for game. B's hand is much above the average and worth a three-club bid, irrespective of A's double and raise. As a matter of fact, A could have made five clubs and game, but B doubled three spades and defeated the contract by only one trick. In the writer's opinion this double of three spades is unsound.

Contract Bidding:
 The bidding at Contract should be the same.

Hand No. 2
 Hearts—A, B
 Clubs—A, J, 10, 7, 2
 Diamonds—K, Q, J, 5, 7, 5
 Spades—K, 8

Auction Bidding:
 No score, first game. Z dealt and bid one diamond. A bid one heart, Y one no trump and B two hearts. What should Z now do with the foregoing hand? Z should unquestionably bid three clubs and force his partner to choose between clubs and diamonds. If Y has anything that looks like a no trump, Z should make game either in diamonds or clubs. In the actual play, Z bid two no trump and Y failed to make game while, at diamonds, they could have made five odd. With a two-suit hand of this type always bid both suits if you get the chance.

Contract Bidding:
 At Contract, the bidding would be the same up to B's two heart bid. Z should then make a forcing bid of four clubs and thus command or force Y to try for game either in clubs or diamonds, the suit that best fitted his hand.

Hand No. 3
 Hearts—8
 Clubs—Q, 10, 9, 8
 Diamonds—A, Q, 10, 4
 Spades—K, 8, 7, 5

No score, first game. What should Z, as dealer, bid with foregoing hand at either Auction or Contract?

The dealer should bid one diamond. This is another hand of the type discussed many times in these articles. The singleton heart is a danger spot, so the diamond bid is better than one no trump. If partner bids one heart, then the dealer should bid one no trump.

Hand No. 4
 Hearts—A, 9, 4, 2
 Clubs—K, 10, 9, 2
 Diamonds—A, Q, 9
 Spades—5, 2

No score, first game. Z dealt and bid one spade, which A doubled. Y passed, B bid two clubs, Z bid two diamonds. A bid three clubs, Y and B passed and Z bid three diamonds. A passed and Y bid three spades. B doubled three spades and all passed. What should A lead from the foregoing hand at either Auction or Contract?

Three-on-a-Match Wartime Superstition?

"Three on a match? No, thanks, not for me! I'll light my own!"

So say many of us, smilingly, but nevertheless more earnest than we would care to admit in our deference to this curious superstition.

Where did it come from? It seems to be a comparatively new addition to the already imposing array of black cats, horseshoes and four-leaf clovers that encumber the petty activities of our lives.

Some attribute its "back-luck" abilities to the old "Curse of Three"; others declare that devils can be drawn by the sulphurous flame of a match burning for any length of time. The best explanation, however, is that offered by a returned soldier from over-seas quite convinced as to its validity.

They quote a certain general in the Allied Forces as having said during one particularly lengthy siege: "Be careful of lighting cigarettes in trenches. In the time that it takes to light three cigarettes from one match, enemy aircraft can compute our location accurately enough to blow us all from the face of the earth."

And this, in the light of the possible result, seems about as strong an argument as ever gave rise to a superstition!

New Colors for Fall Chosen By British Fashion Creators

London.—In addition to the "Empire Shades" already announced for the Ottawa Conference, British fashion creators are sponsoring an interesting list of colors for the autumn season. The usual pliant titles are in evidence again, with nature furnishing most of them, but with emotional implications providing a few (such as "love-in-the-mist"), and a modern soft drink (orangeade) helping out the general scheme.

Morning and afternoon shades will include, in the browns, Jacobean and briarwood; yellows, marigold, mustard, and orangeade; reds, holly-berry, nasturtium, peony, damson juice; greens, chestnut leaf, Gretna green and love-bird green.

What New York Is Wearing

Illustrated Dressmaking Lesson
 Furnished with Every Pattern

Red and white seersucker makes this smart sports dress. The smart front adds attractive graceful height to the figure. Its as easy as A, B, C to make it. And it will cost you next to nothing.

Style No. 2948 is designed for sizes 14, 16, 18, 20 years, 36, 38 and 40 inches bust. Size 36 requires 2 1/2 yards of 39-inch material.

Another delightful scheme is yellow linen with brown bone buttons and brown leather belt.

White crinkle crepe silk is snappy with vivid-red buttons and red leather belt.

HOW TO ORDER PATTERNS.
 Write your name and address plainly, giving number and size of such patterns as you want. Enclose 20c in stamps or coin (coin preferred); wrap it carefully for each number, and address your order to Wilson Pattern Service, 73 West Adelaide St., Toronto.

Owl Laughs

For Health and Happiness
 Here's ten golden rules of Health for everyone:

1. Eat slowly.
2. Be cheerful.
3. Brush your teeth daily.
4. Avoid contagious diseases.
5. Always cover a sneeze or cough.
6. Keep clean—body, clothes, mind.
7. Learn something each day—do your best.
8. Drink at least four glasses of water daily.
9. Sleep eight hours in a well ventilated room.
10. Play hard and fair.

Weak after Rheumatism

There is only one way to deal with rheumatism. It is not sufficient merely to clear it out of the system—it must be kept out. For 10 years this man has been free from the trouble—

"A bad attack of rheumatic fever 10 years ago laid me up for four months. When I started work, I could not raise my right arm sufficiently to button my collar at the back. Having to get my own living, I became very anxious, because of my arm being so weak, so I started taking Kruschen Salts in small doses straight away, and have been taking it ever since. I am pleased to say I have not been troubled with rheumatism during this time. Although I am 61 years of age, I feel quite fit for my work."—J.E.M.

Kruschen dissolves away those needle-pointed crystals of uric acid which are the cause of all rheumatic troubles. It will also flush these dissolved crystals clean out of your system. When you keep up the little daily dose, uric acid will never form again.

"The Dust-fall"

There is not a prettier valley in Switzerland than that of Lauterbrunnen. Whoever has seen it upon a misty day in summer, when the meadows were green, the streams full, and the sun shining upon the crystal glaciers which lie, from the beginning to the end of the year, at the head of the valley, can never forget it. I do not think it can be more than half a mile broad at its widest; and in many places, I am sure it is much less. On one side the rocks, brown and jagged and tufted with straggling shrubs, rise almost perpendicularly; and a stream of water which comes from higher slopes, far out of sight from below, leaps over the edge of the precipice. At first it is a solid column of water; then it breaks and spreads and waddles with the wind, and finally in a rich veil of spray, reaches the surface of the mead of Lauterbrunnen, a thousand feet below. They call it the Dust-fall.

The opposite side of the valley does not change so suddenly into mountains. There are slopes, green or yellow as the season may be, with the little harvests which the mountain people raise; there are cliffs with wide niches in them, where you may see sheep or kids cropping the short herbage which grows in the shadow of the rocks; and there is a path zigzagging up from the road below. I scarce know how.

It would be very tiresome were it not for the views it gives you at every turning. Sometimes from under a thicket of trees you look sheer down upon the bridge you have traversed in the bottom of the valley—so near that you could toss your Alpenstock into the brook. Sometimes the green of the meadow, and the sparkle of its stream are wholly shut out from sight, and you look straight across upon the Dust-fall, where it leaps from the cliff abreast of you, and catch sight of its first shiver, before it is yet broken into spray. As you mount still higher toward the plateau of the Ober-Alp, the pretty valley you have left dwindles to a mountain chasm, over whose farther edge, the shimmering Dust-fall seems only a bit of gauze swaying in the wind.

The first time I made this ascent from the valley of Lauterbrunnen, was many years since, on a mid-summer's afternoon. The mountains were clear of clouds; their white skirts and the jagged spurs of the glaciers, which lie between the peaks and pour down their clumsy billows of ice toward the head of the valley, were glowing with warm sunlight; warm and golden, the sunlight lay upon the green slopes around me—golden upon the farther side of the meadow below, where the peasants were gathering in their July crop of hay, and golden upon the gush and vapor of the Dust-fall. A mountain girl, from a near cottage, in the hope of a few pennies, was singing a plaintive Swiss air, whose echoes mingled pleasantly with the tinkle of the bells the kids wore, upon the cliffs above, and with the faint murmur of the stream trailing below.—From "Seven Stories With Basement and Attic," by Donald G. Mitchell.

Luxembourg Garden Beehives

Paris at heart is rustic. In the midst of all its proud buildings and rush of traffic it dreams of meadows, little gardens, and the drone of bees. And at the heart of it you will even find certain of these rustic things.

Paris almost in the center of it cherishes its beehives. In a secluded corner of the Luxembourg Gardens you will find the city's apiary. There, within a hedged enclosure, just like some little garden in the country, you may see the hives, some in straw like Byzantine domes, others in wood like miniature cottages. And there you will see the busy bees winging outward to seek the nectar hidden in the garden's flowers, others speeding inward laden with spoils, to vanish into the mystery of a hive's interior. Sometimes about the little colony you may see a little group of people gathered for instruction in the ways of bees and the secrets of acquiring much honey. Not far away is the drone of the traffic on the busy boulevard, but nearer is the drone of the bees, soothing, unobtrusive, amid the flowers.—F. G. Hurrell, in "The Lantern Show of Paris."

Empire-Made Butter Sales Boosted in Lancashire

Ottawa—A canvass of stores in Lancashire by agents of the Empire Marketing Board has resulted in an increase of those stocking Empire-made butter from 43.3 per cent. to 73.5 per cent., according to the report of the board just issued.

In 11 of the largest Lancastrian cities a total of 7,224 stores were visited. It was found that 3,129 were already selling Empire-made butter, but after the visit the total rose to 5,312.

"The board are of the opinion," says the report, "that market promotion by retail canvass affords a most promising method of extending the consumption of Empire produce in this country. The district which was selected for experimental purposes in the case of the butter canvass was one in which it was known that foreign butters were predominant and where the greatest consumer resistance to such a sales campaign was to be expected."

COULD NOT BUTTON HIS COLLAR

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Cost of World War

Dr. John Maurice Clark, professor of economics, Columbia University, has figured that if the war debts are not collected the tangible costs of the World War will be increased from \$52,000,000,000 to \$90,000,000,000. The net benefits were, probably somewhere about midway between 25c and 31c.

Very Useful

"What is the most useful creature in the world to mankind?" asked the teacher.

"A hen, sir," replied Freddie Wilson.

"A hen?" echoed teacher. "How do you make that out?"

"We can eat it before it is born and after it is dead," explained the boy.

Life

Life is but the edge of a vast ocean of existence.

Stops Summer Odors

The heavy smell which warm weather brings to many people is largely prevented by regular bathing with a free lather of Baby's Own Soap.

The delicate aroma dispels all unpleasantness and the skin feels so refreshed, cool and sweet.

Baby's Own sells at 10c a cake at dealers everywhere.

"Best for you and Baby too"

ARE YOU SUFFERING FROM DEAFNESS

and HEAD NOISES

Our Specialists are proving by actual trial at home that much can be done to overcome this condition. Our treatment is constructed, so small, hardly noticeable, bringing to you actual relief at once.

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Write us today. We will answer, giving you full particulars for trial at home, or call while at the Exhibition.

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 Suite 1112 Star Bldg.
 (Clear-Tone Dept.), Toronto, Ont.

At First Signs of Pimples Use CUTICURA

Acne with the Ointment. After five minutes bath with the Soap. Soap 25c. Ointment 25c. and 50c.

PURELY VEGETABLE

Take them every so often. They'll Keep you HEALTHY

Sold everywhere in 25c and 75c red pkgs.

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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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 Sherbrooke, Quebec
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 Newton A. Hill, 8 Front St. East
 Toronto

AEROXON FLY CATCHER

Catch the fly every time

ISSUE No. 34-32

Fish Rate High In Vitamin A

Valuable Work in Vitamin Content Study Conducted in B.C.

Science continues energetically to seek out all the hiding places of the vitamins, those mysterious elements essential to health, and among the successful investigators are scientists on the staff of the Pacific Fisheries Experimental Station at Prince Rupert, B.C., whose laboratory work has brought out valuable facts as to the presence of Vitamin A in the livers of such Pacific fish as halibut, salmon, ling cod, and grey cod.

Samples of halibut liver oil prepared and examined at Prince Rupert have been found to be very potent in Vitamin A. To quote from a progress report by H. N. Brockley, a member of the station's staff:

"The liver of the ling cod (also known as the Cultus and Buffalo cod) has been found . . . to be rich in Vitamin A."

Tests of oil from the liver of red spring salmon indicate that the oil is apparently a very good source of Vitamin A, although certain further research must be completed before a definite statement can be made as to the vitamin potency.

The grey cod, says another passage in the report, "yields a liver oil of fairly high Vitamin A potency." The oil, by the way, resembles closely that of the cod of the Atlantic coast. The chemical and physical characteristics are much the same, but the oil from the Pacific grey cod is more deeply pigmented.

New Use for Dogfish?

More than this, the station's investigations have shown that the oil of the greyfish, or dogfish, a creature generally regarded by the fishermen as a pest or nuisance, has Vitamin A content and "since it can be obtained cheaply in large quantities it is suggested that it can be used for increasing the Vitamin A content of oils high in Vitamin A. Blended oils of this nature have been prepared in these (Prince Rupert) laboratories and are now being tested. For poultry purposes they would appear to be very satisfactory, and since they can be produced at very low cost it is hoped that a substantial market may be found for them."

Study and experiment in connection with the vitamin content of some of these liver oils—halibut oil, for example, which is now being used commercially in the production of a medicinal preparation similar to cod liver oil—has also been carried on, of course, by other scientists, but the research at the Prince Rupert station, which is one of four stations conducted by the Biological Board of Canada under the control of the Dominion Minister of Fisheries, is a valuable piece of work. Its benefits will probably be seen in the increasing utilization of fish livers which have heretofore been so much waste material in Pacific coast fisheries operations. Last year quite a tidy little business was done by some British Columbia fishermen in selling halibut livers to a company which had begun the marketing of halibut medicinal oil and business in other livers now found to contain vitamins will doubtless develop and add to the earning possibilities of the fishermen.

Facts brought out in the Prince Rupert investigations, which make up only part of the research work and experimentation carried on steadily by federal scientists on behalf of the fishermen and fishing industry, are of importance to the scientist and to men engaged in the fisheries by-product business, but some of them, at all events, have their interest for the layman too. For instance, the oil obtained from the livers of ling cod caught in the autumn showed a lower Vitamin A potency than oil from spawning fish caught in the spring. "Whether the variation in vitamin potency is due to the seasonal variation or to sexual condition is a question that is being further investigated."

Similarly, the liver oil from grey cod caught in the autumn had lower vitamin potency than oil from fish taken in the spring, although the actual oil content of the autumn livers exceeded forty per cent. as compared with an average of less than ten per cent in the livers from the spring-caught fish. In the case of halibut the yield of oil per fish is not large. The liver makes up about two per cent of the weight of the fish and contains from fifteen to twenty per cent of oil, although "there is considerable seasonal variation in size of liver and oil content and apparently also with the condition and sex of the fish."

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1933 Models

now on display at our store. Also large assortment of USED MOTORCYCLES to choose from. Prices lower than any time in our history. We invite you to call and inspect our stock of motorcycles while attending the Exhibition.

Kennedy and Menton
 421 COLLEGE ST., TORONTO
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Life

Thunder the brave Irresistible message:—"Life is worth living"

"Through every grain of it, . . . From the foundations To the last edge Of the corner-stone, death."

W. E. Henley.

TWO REASONS

"I didn't see you in church last night," said the parson who was noted for his very long sermons. "How's that?"

"Too wet," was the reply.

"But it's always dry inside," protested the parson.

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A M. LOOKING FOR WEEKLY NEWSPAPER in Ontario which I could lease for a term with purchase in view. Send particulars to Box 12, Wilcox Publishing Co., Ltd., Toronto.

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RICHARDSON DOUBLE CABIN cruiser, about thirty feet in use altogether only four or five months in two seasons; complete equipment including carpets, bed and table linen, chairs, glassware and silver as well as all marine equipment and many extras. This cruiser with its two cabins and its well equipped galley is an unusually comfortable boat for week-ends or longer cruises for four to six people. It is exceptionally seaworthy and has cruised all over the Great Lakes. It has a high class and very economical 50 horsepower, 12 cylinder power plant with complete electric lighting throughout and speed of 12 to 14 miles per hour. It is a special paint job and has attractive in its appearance. Owner will sacrifice for sale its original cost. Write to W. H. WATKINS, 73 W. Adelaide St., Toronto.

REMOVE THE CAUSE

That is what Thomas' Rheumatism Remedy does. It will do the cause for you. Write for Free Particulars.

LIE W. THOMAS MFG.
 211 Yale St., London, Ont.

6,000 Tons of Dust

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