

TEN WAYS TO LOSE MONEY

Twenty years' experience looking over investment portfolios shows us that 90% of investment losses occur the following way:—

- 1st. Attempting to catch the short swings of the market.
- 2nd. Acting on "TIPS" from strange salesmen.
- 3rd. Market gambling on "Short" positions.
- 4th. Trying to pick one or two "Low priced winners."
- 5th. Maintaining a precarious margin position.
- 6th. Over concentrating in one security or industry.
- 7th. Buying at the top regardless of market position.
- 8th. Investigating AFTER investing.
- 9th. Disregard for business cycles which control markets.
- 10th. Not keeping a balanced account at any time.

Avoiding these pitfalls is the service we render. We believe that every investor is entitled to the fullest information available. "THE MARKET OBSERVER", the complete investment counsel service, aids you by the elimination of these hazards to build a sound investment portfolio which will yield a good income, and good capital increase.

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The Market Observer,
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Toronto.

DATE _____

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SIGNED _____ ADDRESS _____ W.L.

HAVE YOU HEARD

Philosophy
Most things are made for various uses, and this includes our poor excuses.

Here's one to deal with the man who tells fish stories: He had long outstayed his welcome. At last he said:

Host — "Tell me, how long was the fish you caught the other day?"
Guest — (holding his hands wide apart) — "Oh, so long!"
Host — "Well, so long, if you really must be going."

Passenger — "Oh, Captain, what would happen if this ship hit an iceberg?"
Captain — "Madam, the iceberg would go on its way just as if nothing had happened."

Passenger — "Oh, thank you, Captain! I feel so relieved!"

He — "Honey, would you love me just as much if I told you that I was broke?"
She — "You aren't, are you?"
He — "No."
She — "Of course I would, darling."

READ IT OR NOT!

The average depth of the ocean below sea level is 12,540 feet.

A young woman organist wanted to make a good impression on the visiting clergyman. The organ was pumped by the venerable sexton, who occasionally gave up the job, or else failed to work vigorously enough, very much to the chagrin of the fair organist.

On this very special occasion she wrote a note intended for the sexton's eyes, only, in which she said: "Oblige me this morning by blowing away till I give you the signal to stop, Miss Allen."

Imagine her discomfort to see the sexton take it up the aisle and hand it to the visiting clergyman for whom he thought it was intended!

Recruit Instructor (to a squad of new boots at the Naval Training Station) — "Halt!"
But one of them marched on.
Recruit Instructor — "See here, Jones, what did you do before joining the navy?"
Jones — "I was a teamster, sir."
Recruit Instructor (next time he gave the command) — "Squad halt, Jones whaaa!"

To the man who has been forced to swim rivers, creeks look small.

Friend — "I started in life without a penny in my pocket."
Bright — "And I started in life without a pocket."

The press room philosopher who is full of years and puns, asked us the other day why a man usually makes the most racket when he is well oiled.

Officer (to midshipman in ranks) — "Sound off!"
Flebe — "Midshipman MacTavish, fourth class, sir."
Officer — "Why are you late for formation?"
Flebe — "I squeezed out too much toothpaste and had a hard time getting it back into the tube, sir."

When your neighbour goes wrong, you want the home newspaper to tell all. When you go wrong, it occurs to you that the people are not concurred about your private affairs, and that your trouble has no news value. — *Acheson Globe.*

Love may be blind, but the average mother-in-law is an eye opener.

Hunting Whales From Airplane

In Alaska — Victims Are Easily Sighted

The hunt is up — in the air. In Alaska the Ferguson Brothers, owners of a chain of fur farms, trading posts and lightage stations, now go wolf-hunting by airplane and are finding it a profitable enterprise.

Wolves are spotted easily from an aeroplane circling low over the bleak tundra country. Each animal brings a return of \$120. The territory of Alaska pays a bounty equivalent to \$20 for each wolf killed. The skins, cut up and sold to natives for clothing purposes, bring in about \$50 each. Reindeer herdersmen, working for Ferguson Brothers, give ten carcasses, worth \$50, for each wolf slain.

The meat is used to feed mink on the fur farms.

Stewed tomatoes may be given an extra fillip by seasoning with onions fried in butter to a golden brown or a generous sprinkling of crisp, minced bacon. When scalloping tomatoes try toasting and buttering the bread crumbs before adding to the baking dish of tomatoes.

Ever broken a tooth and experienced the agony of an exposed nerve? Or—milder, but bad enough—jumped under the probe of a dentist as he "excavated" a tooth before putting in a filling?

Consider, then, the case of "Boy," Munich Zoo elephant, who weighed more than five tons and was claimed to be the biggest elephant in Europe. In a fit of temper he charged a tree and broke off his tusks. The nerves were exposed, and his sufferings drove him frantic. They had to shoot him.

Dr. Heck, director of the Zoo, did the job with a rifle. But he wasn't taking any chances. In case the first shot failed and trouble followed, a machine-gun was in readiness.

"Boy" was 26 ft. long from trunk to tail, stood 10 ft. 6 ins. high at the shoulders, and had a girth measurement of 17 1/2 ft.

Fishworms Stage Sidewalk Dance

Have Nothing Else to Do Since Homes Hit By Spring Floods

Quick Watson, the needle! Windsorites who rose at the customary hour one morning last week, says the Windsor Daily Star, found an intricate design on their sidewalks. They stepped high and lightly. The sidewalks were invaded by denizens of the underworld. Awakened by spring they came out and did a "valse macabre" all over the public streets.

At least that's the way it looked, but the thousands of fishworms that crawled and slithered their way all over the thoroughfares weren't inspired by a desire to "valse macabre." They slipped and slithered their way all over the thoroughfares, but were not inspired by a desire to "valse macabre." They slipped and slithered because the exceptionally heavy rain had flooded their homes. Fishworm experts have another theory, too, and that is that the storm was an electric one, and that the earth was so charged with volts and watts and things that the worms had crawled out. In proof, they point to the practice of soaking the ground with water, and applying electricity, to get the big fat dew worms to poke their noses out of their burrows, in the summer.

Has Seven Feet Of Sore Throat

Nevertheless Giraffe Enjoys Hourly Snack of Chopped Onions

Stranger than the tale of the polar bear, Snow White and the seven woofs (those being her nasty neighbors, the wolves), is the newly developed affection of the Brookfield (Chicago) zoo's giraffe, Isolo, for chopped onions.

"An onion an hour keeps the doctor from looking sour," is Isolo's motto, in giraffe language. It was the privilege of a Chicago correspondent to visit Isolo in her sick bay in the elephant house, where she is enduring the world's most palatial pain in the neck. That is, the poor giraffe has connected up with the currently popular outbreak of sore throat. At a late hour the following bulletin was issued from her hay-padded bedside:

"Isolo resting nicely, with seven feet of slight cold in the throat. Breathing good and pulse normal."

Wants Them Every Hour
"It took a touch of sore throat to acquaint Isolo with the delicate bouquet and intriguing flavor of raw bulbs," said Director Robert Bean, while the giraffe dispatched a helping of onions on its long downward journey. "Now she expects onions every hour, in fact she awaits 'em breathlessly. She is also getting four meals a day of gruel, which is followed by a mouth rinse in tepid water containing salt solution."

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Inoculation Against Leprosy Successful

Big Advance Reported In Fighting Disease—Experiment On Rats

CAIRO, Egypt.—The International Leprosy Conference was told that experiments on a rat had produced "probably the greatest step in many years in the struggle against leprosy."

The experiments were conducted by Dr. Saul Adler of the Hebrew University in Palestine, who told the Congress he had successfully inoculated the rat with the disease, then communicated it to other rodents.

Dr. Victor Heiser of New York, president of the congress, said "research workers here can scarcely wait to get home to repeat Dr. Adler's experiments."

Great Step Forward
Dr. Adler inoculated the rat with bacilli taken from a leper in Jerusalem. Dr. Heiser explained, and within a few weeks was able to communicate the disease from one rat to another.

"The pathology of leprosy thus cultivated more closely resembled the pathology of human leprosy than any other cultivated in other animals," Dr. Heiser said. "Moreover, this particular test has never before been effected with any other animal."

"If the experiment bears out its promise—and there is no reason why it should not—it will probably be the greatest step in the struggle against leprosy made in recent years."

A Five-Ton Pain

Ever broken a tooth and experienced the agony of an exposed nerve? Or—milder, but bad enough—jumped under the probe of a dentist as he "excavated" a tooth before putting in a filling?

Consider, then, the case of "Boy," Munich Zoo elephant, who weighed more than five tons and was claimed to be the biggest elephant in Europe. In a fit of temper he charged a tree and broke off his tusks. The nerves were exposed, and his sufferings drove him frantic. They had to shoot him.

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AS FRESH IN YOUR PIPE AS IT IS IN THE PLUG!

DIXIE

PLUG SMOKING TOBACCO

EARLY NORMAN-ENGLISH LAWS WERE PRIMITIVE AND CRUEL

Dogs For Rent
Chicago Bureau Hires Them Out For Every Purpose

A dog-less person longing to walk a canine thoroughfare along the boulevards these spring days need not buy one. In Chicago it is possible to rent a dog by the day, week, or month. Many people do, in fact, reports Mrs. Michael Von Motzke who, with her husband, runs the odd dog livery.

It started when commercial photographers began to use dog models for their pictures.

The Von Motzkes decided to supply the demand. To their usual notice about their kennels in the classified telephone directory they added the line "dog models rented," and noted that Mr. Von Motzke had trained 50 siredales for Orphan Annie of the radio. That was enough. Requests began to arrive.

The business developed along unsuspected lines. A woman, lonely during her husband's absence from the city, hired a dog for company. Another family engaged a watchdog to keep an eye on their baby.

Small Ones Most Popular
Another business man rents a German shepherd dog for a party. He wanted to show his friends how well he could handle animals, he said. He returned it the next day.

"What breeds are in the greatest demand?" Mrs. Von Motzke was asked. "It all depends upon the purpose for which a person wants a dog," she said. "Russian wolfhounds are popular for fashion shows, dobermans for the out-of-doors, and Great Danes are popular, too. Generally speaking, people that have small apartments want little dogs, while those with big houses prefer large ones."

Ordeal By Fire
In the or' by fire the de' want was required to walk barefoot over burning ploughshares. If the rears were heated at the end of three days, the defendant was innocent; if not, the scars didn't matter.

The ordeal of the "accursed morsel" consisted in requiring the accused to eat a small but very stale portion of specially prepared bread. If this stuck in his throat he was guilty; if not, he was innocent.

Less than 10 minutes is required for the average trial. Present are the judge, the plaintiff and a residence witness, an attorney for the plaintiff and frequently one for the defendant, a court clerk and sometimes a bailiff.

Birds Terrify Cat

Four sparrows of Vancouver have terrorized a tomcat until he hardly dare go out. Cat ate the young in the sparrows' nests; sparrows have harried puss ever since, swooping to peck and browbeat him every time he appears.

Perhaps you have wondered why your canary seems frightened when you stick a finger between the wires of his cage. A bird expert says it is because the canary is reminded of a snake, his natural enemy. And he warns against frightening a canary in any way—for fright disturbs the bird's singing.

GARDENING

there is something to build the rest of the garden around and there is less likely to be long blank periods when there is no bloom available. About a dozen different kinds will make a fair foundation. Here is a fair selection:

Delphinium Hardy Chrysanthemum
Phlox Oriental Poppies
Hollyhocks Dianthus
Lilies Peonies
Tulips Pansies
Yucca Columbine

SEED CATALOGUES
Seed catalogues put out by the large firms contain much more than a mere mention of the many flowers and vegetables available in Canada. They specify important points such as time of planting, resistance or lack of resistance to frost, height, color, season of blooming, whether scented, and also the suitability of the flower for cutting purposes. All of these points should be taken into consideration in planning a real garden, as only with such knowledge can a comprehensive and practical scheme be worked out.

With new lawns, the spade work should be done as early as possible. The main thing is to get the ground level. After digging or plowing, the ground should be allowed to settle for a few days at least, and then leveled again. If there is time, it is advisable to repeat this process several times. The top soil should then be raked fine and on a windless day the grass sown at a liberal rate, once across and then once lengthwise. This double sowing insures an even distribution. In covering, the gardener is advised to rake one way only and then firm the soil with a heavy roller or pommeter. The first cutting of the grass is made when about three inches high and it should be done with a very sharp mower. Frequent rolling when the ground is soft, regular mowings, and an annual application of good lawn fertilizer is advisable.

PERENNIALS
Even with a very small garden, there is a big advantage in having a few perennial flowers. With these

Wash the painful part well with warm water; then rub in plenty of Minard's and you'll feel better!

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2-Egg Power

A hen which regularly lays two eggs a day is owned by Mlle. Kakasovitch, who lives in a small Yugoslavian village.

Man Outruns Train

For a bet of \$5 a man has raced a slow train for eleven miles up the Montenegrin mountains. He ran along track, was allowed to take short cuts, won by 2 minutes.

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