

## "Milking" Clouds May Stir Up Big Argument in West

Experiments in artificial rain-making — "milking the clouds" is what some call it — have attracted much attention in many parts of the world, especially in dry and semi-dry areas. Now a rancher out in the state of Nevada has actually filed a claim on the moisture above his ranch, with the idea of seeding the clouds with dry ice or silver iodide, for the purpose of filling his reservoirs with precious water.

This claim — which at first was greeted with laughter and taken as a joke — actually may be the means of starting a big controversy; for water is so valuable in some sections of the west that any hold on its possession is hotly defended. While in the Eastern States no one has a claim to ownership of the water that flows through the land, out west it is just the opposite, and a man who can establish a claim as the "first beneficial user" is allowed to make use of all the flowing water his claim calls for, even though a neighbor just below him thereby goes entirely dry.

Much of the moisture which falls on interior western states comes from the Pacific Ocean. Should people on the western side of the Pacific slope decide to go in for "milking" the clouds before they pass across the mountain ranges it might have a decided effect on the entire economy of the interior areas. Whatever the final result, it would seem as if both lawyers and engineers will have many problems to solve before the matter is definitely settled.

## STUFF AND THINGS



"Look who dropped in, on his way to the happy haunting ground!"

## Magazine "Facts" Need a Recheck

In a recent issue FORTUNE — the magazine that sells for a dollar a copy and seldom mentions anybody lower down in the social scale than a millionaire — published something of a "blast" at Canada. The article, among other things, said that "in an even race Kansas wheat growers might put Canadian growers out of business" — the reason being that our farm research was so greatly behind that in "God's country".

Canadians who pay any attention to this kind of thing are having a quiet smile to themselves over such nonsense. According to the C.P.R. "Agricultural and Industrial Progress in Canada" the world's wheat championship — decided annually at the Chicago International Grain Show — has been won by Canadians just 29 times out of 33 shows held since 1911. More than that, all four of the wins by non-Canadians were on wheat from Montana — which lies along the Canadian border; and the prize-winning grains were all varieties either originated in this country, or from a descendant of Canadian strains.

It would seem as if FORTUNE might do a little checking on its much-publicized "fact-checking" staff.



Bachelor and Hockey Bobby Soxers—Marlboros' Johnny McCormack, leading scorer in the OHA senior race, has other worries besides bagging his quota of goals for Joe Primeau's team. They're obviously pleasant worries, however, as you might discover from this picture of Johnny instructing his St. Mike's (U of T) hockey team. Left to right (front row) Vicky Boehler, Ann Malcolm, Betty Markle, the coach, Fran Conlin, Rita Bauer (sister of Bobby, ex-Boston Bruin), Helen Martel, Babe Coughlin and Barbara Smith. Back row: Nancy Gates, Jean Rutherford and Mamie Flynn.

## Sports — And One Thing or Another

By FRANK MANN HARRIS

("A Sixbit Critic")

One of our feminine readers—we might say that the lady is a violent supporter of the Montreal Canadiens and not feeling any too good about the state of the world at present—writes regarding a certain well-known member of the Toronto Maple Leafs. "I understand that many years ago there used to be a song entitled AND BIG BILL IS 'SWEET WILLIAM NOW'. I wonder if you could get a copy of it, and send it with my compliments to 'Bad Man' Ezinicki. Ever since one of our boys gave him a mild going-over in Montreal 'Big Bad Bill' seems to have lost a lot of that much advertised fight of his—just another of the kind that loves to dish it out, but can't take it!"

Personally, we have no particular feeling either way regarding Mr. Ezinicki—or any other professional athlete, for that matter. There was a day when we could follow, with intense and even passionate interest, the progress—or lack of it—of some pro. team. But that day is in the dim and distant past. It goes back to the time when a great Canadian Sports Editor—Francis Nelson, by name—gave us a little advice which really opened our eyes.

We had been bewailing to Mr. Nelson the fact that "Our" team—if memory serves aright it was the old Tecumseh's Lacrosse Team—was getting the worst of it from some hated rival, and appeared to be in great danger of losing its last chance for the Championship.

"Don't worry about it too much," advised Mr. Nelson, "Just remember this—if you were to go into those dressing-rooms, right now at half-time, and scratch the uniforms on those two teams, they'd probably be battling one another just as hard when they came on the field again."

Then he added something we have always remembered, and frequently

quoted. "When you look at any professional sport, if you see a good game you've had your money's worth. If it's a poor game, even the fact that it might be for the championship of the world doesn't make it any different. Amateur athletes, playing strictly for the fun of it, have no obligation to think too much about the spectators but it's different with professionals, who if they put on a tame exhibition are cheating those who make their living possible."

Here, we seem to have got slightly off the trail of Bill Ezinicki—and whether or not he's lost some of the battling spirit that has characterized him for the past couple of seasons. Our personal feeling is just the same as it has always been—that Ezinicki is a colorful and potentially-great hockey player who was being exploited, mostly by irresponsible sports writers, to his own great disadvantage.

Billing Ezinicki as a "killer" and all that sort of tripe might help swell the box-office tally, and draw extra customers who came only to holler "Get Ezinicki" every time he stepped on the ice. That's very fine, especially for the type of "sports" promoter whose idea of the greatest game of the season is the one which broke the last attendance record.

But just suppose that Ezinicki—spurred to more intensive efforts by those hostile shouts, he being that type of athlete—should by some mischance injure an opponent really seriously, perhaps even fatally. In less time than it takes for you to read this, he finds himself suspended, maybe banished for life.

Inside a month all we writers who hammered out so many greatly-needed columns from his doings—to say nothing of the promoters who cashed in on his drawing-powers—would have practically forgotten him completely, or almost so. If Mr. Ezinicki has pulled in his horns a trifle—is no longer letting himself be made the sacrificial goat for an entire club, we think he has been very well advised. Coaches and managers who stress the "fighting qualities" of their teams have a lot to answer for. If the penalties fell as heavily on them as on those they incite to such process, maybe they too would "cool out" a trifle.

A week or so ago we wrote something in praise of the British Boxing Association for its action in curbing the broadcasting and televising of fights in future. John Lardner—son of the great and only Ring W. and himself a smart and thoughtful sports observer—a couple of days

later wrote along the same line, and speaks about how the increasing popularity of television threatens the very life of sport, not only in Britain, but on this Continent as well.

"It appears," he says, "that the British fight fan is getting his entertainment practically everywhere but at the place where fighters are fighting and ticket sellers selling tickets. The boys might be fighting at the bottom of the Suez Canal for all they are drawing at the gate. The big shows are playing to peanuts, and the small shows folding up."

Well, we can picture it as a very sweet thing indeed—to sit by your home television screen and, in a single Saturday afternoon, tune in and see a few innings of World Series Baseball, some scraps of American and Canadian football, the finish of some of the most important horse races of the day, and various other items of the sort—all without the slightest exertion. If you have the only television set in your vicinity and can charge the neighbors a small admission fee, it will be even sweeter. But after a few years of it—just where the athletes are coming from, to keep things going, is something we haven't yet been able to figure out.

### One Too Many

A lad watching a house painter at work, said, "How many coats do you give it?" "Two," said the painter. "Then," said the lad, "if you would give it three coats, would the third one be an overcoat?" "No, sonny," said the painter, "that would be a waste coat."

ROLL YOUR OWN BETTER CIGARETTES WITH

# DAILY MAIL

CIGARETTE TOBACCO

## Streamlined Ski Lighter and Faster

Britain has produced a new, streamlined ski, said to be lighter and 10 per cent faster than any other.

The new ski, likely to prove the surprise of the 1948 Olympic winter games, is made of steel, plastic and wood, and may later be made unbreakable.

It was tried out secretly on the Jungfrau glacier during the summer by James Palmer Thompson, captain of the British ski team for the Olympic games. News of the invention is beginning to leak out among the other teams in Switzerland—and one of the new skis has disappeared mysteriously in the night.

### A Bright Idea

Fond Mamma: "Wouldn't you like to give your hoop to that poor little boy who has no father?" Tommy: "Couldn't we give him father, instead?"

WHY BE ENVIOUS of other peoples' coffee when you can serve Maxwell House? It's the world's leading brand and it contains choice Latin-American coffees for extra flavor.

ITCH CHECKED in a Jiffy - or Money Back

For quick relief from itching caused by eczema, athlete's foot, scabies, dandruff and other itching conditions, use pure, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless and painless. Soothes, cools and quickly calms intense itching. Don't suffer. Ask your druggist today for D. D. D. PRESCRIPTION.

ISSUE 6-1948

## Classified Advertising

**BUSINESS OPPORTUNITIES**  
AN OFFER to every inventor—List of three ideas and full information sent free. The Ramsey Co. Registered Patent Attorneys 473 Bank Street, Ottawa.

**BABY CHICKS**  
Mockton Poultry Farms You buy baby chicks for the summer. To receive direct goods on your investment, you must be certain where your money is invested. We offer you baby chicks from a poultry farm with every breeder's laboratory tests and government banding. Take advantage of our early discount. Write for our 1948 catalogue and price list. Mockton Poultry Farms, Mockton, Ontario.

**Four-Week-Old Pullets**  
Two, three or week and older pullets February hatched. Start with early hatched chicks and get the high prices for eggs next summer and early fall. Large Type White Leghorns and seven other popular breeds. Send for price list, Management Guide and catalogue and lock your order now.

**Lakeview Poultry Farm**  
Exeter Ontario

**ORDER 1948 CHICKS NOW**  
Be sure and receive our special price list on our chicks, the progeny of Registered and Pedigreed blood-tested breeders. Mixed chicks for sale up, pullets 25¢ and up. Write today. Goldard Chick Hatchery, Chatham, Ontario, or Branch at Britannia Heights, (Ottawa), Ontario.

Grow quality birds that live and lay. If you're really interested in high quality poultry you will not hesitate to get some of our chicks this year. Now, more than ever before, quality will pay a very important part in the poultry business. The only sensible thing to do is put the best quality chicks that you can buy into your flock this year. You'll begin to notice the difference in about five months when your layers begin to produce. Remember just one egg from your flocks during the time of high prices will return the added profits that make the difference between the average and highly successful investment. Send to-day for catalogue and price list. Travelle Chick Hatchery Limited, Ferris, Ontario.

**CHICKS THAT ARE STRONGER, EASIER TO RAISE, AND LAY BETTER**, from 4,679 high producing Leitchs, Leghorns, Game and Hybrids. Miller Poultry Farm, Clarkson, Ontario.

**12 1/2c Hurondale Chicks 12 1/2c**  
All breeders blood tested, banded, and inspected and backed by high pedigree. Foundation stock. Sussex x New Hamp. Rock x New Hamp. Barred Rocks. New Hamp mixed 12c. Medium bred 25¢. 1109 down balance C.O.D. Order from and enclose this ad.

**Hurondale Chick Hatchery**  
London Ontario

**BREK and pork are still high.** Moreover all indications point towards continuing premium on all types of meat. The alert poultryman who wisely invests in a flock of fast-growing chicks that mature into broilers and roasters in a few short weeks stands to make an extremely handsome profit this year. No matter whether you are raising chickens for the eggs they will produce or to sell as broilers or roasters you can make more money if your chicks are fast-maturing, heavy-laying ancestry. Be sure to buy the kind of chicks that will live, grow rapidly, feather out early and get on lots of weight. They will return greater profit on your investment in less time. Top Notch chicks will do the above. Free catalogue and price list. Top Notch Chick Sales, Guelph, Ontario.

**RING THE BELL**  
with Schummer's Quality Chicks. Government approved. Fast-maturing. Make your take. Catalogue Free. Schummer's Hatchery, Inverroch, Ont.

**100 CHICKS FREE!**  
With every order of 100 pullet chicks we give 100 free heavy breed chicks. Barred Rock Pullets \$22.50. White Rock Pullets \$22.50. White Leghorn Pullets \$24.95. Brown Leghorn Pullets \$23.95. Red-Rock Pullets \$22.95. Leitch-Horn Pullets \$22.95. All chicks sold are from blood tested stock, backed by high pedigree ancestry. Also fast-maturing into broilers and roasters. \$1.00 books your order. Balance C.O.D. Guaranteed delivery. Kent Hatchery, Chatham, Ontario.

**"Oxford" Approved Chicks live, lay and pay.** They are the results of twenty-two years of careful selection and breeding in O.F.S. very best kind of chicks for our own flocks. We raise and sell them in large quantities. We assure you high quality chicks. Write for prices. Cochrane's Poultry Farm, Ridgeville, Ontario.

**Lakeview Chicks for 1948**  
from a real buying and breeding plant, over 10,000 breeders inspected, banded and blood tested. Many customers have had years of continuous success with Lakeview Chicks. This year it may be even more important to buy the best. Mr. and Mrs. Norman Mollars, Parkhill, Ontario, have had 15 consecutive years of continuous success with Lakeview Chicks. Why can't you too? Send your chicks early. They can be a substance of eggs next fall and prices are bound to be higher. Send for large illustrated catalogue and Poultry Management Guide with big early order discounts.

**Lakeview Poultry Farm**  
Wein Bros. Exeter, Ont.

**DYEING AND CLEANING**  
HAVE YOU anything needs dyed or cleaned? Write to us for information. We are glad to answer your questions. Department H. Park's Dry Works Limited, 721 Yonge Street, Toronto, Ontario.

**HARLEY DAVIDSON**  
MOTORCYCLES

Parts and Service. Bert E. Kennedy & Son, 419 Colborne St. Toronto.

**REGISTERED Wire Fox Terrier Puppies**—\$25. Also brood matrons. Westmont-Nova Kennels, Reg'd, Berwick, Nova Scotia.

**529 ACRES**—going concern—three sources income. Timber, Farm, Beaver, all cash or part trade. balance cash, immediate possession. Write E. C. Conland, Golden, B.C. For Feb. 16th and 22nd, \$2.00 per 100, also non-sexed chicks and pullets at bargain prices. Write today for price list and free calendar. Big Rock Farm, Millie Roche, Ont.

**FOR SALE**  
**GARDEN TRACTORS**  
and  
**ROTARY TILLERS**  
1 1/2 to 3 horsepower. Garden Tractor, Disc Cultivator, Sickle Mower, etc. Write:  
**UNIVERSAL TRACTORS LIMITED**  
Manufacturers — Suppliers  
Bartonville (Hamilton), Ontario.

**5 LBS. FINE QUILT PCS. \$1.20**  
Colorful assortment. Practical designs. Guaranteed washable cottons, percale, broadcloth, stunning silk quilting patches, assorted colors, making attractive quilts. Preferred selection, \$1.20 (2 lbs. \$1.20). FREE! 10 quilt designs. Needle; Thread; Remittances with order. Delivery extra.

**12 YDS. REMNANT PIECES \$1.00**  
Washable Cotton Prints, Broadcloth, Pique, etc. About 10" to 26" width. Liberal measurements. Postage 25¢.

**MONTREAL REMNANTS**  
Station H. Dept. 4, Montreal

**FOR SALE** one Automatic Oliver Wire-Tie Pickup Tractor. Used one season. Write: Coleman, R.R. 4, Emsalem, Ont.

**CHINCHILLA**  
Ontario Chinchilla Ranchers, affiliated with Fur Farms, Inc., California, have an offering for an attractive sale to start a Chinchilla ranch, with an opportunity on our sales staff. Be your own boss. Atlas Chinchilla and work with one of the world's largest Chinchilla organizations. If you have the capital and can measure up to our requirements, your future is assured. Write: W. H. Franzone, 56 Delaware Ave., Hamilton, Ont.

**REPAIR AUTO PAINT**  
**FACTORY-LIKE JOB FOR ONLY \$4.95**  
Just wipe it on with a powder puff. Amazing new enamel gives you smooth, shining permanent, glossy finish to your car or truck. Guaranteed two years, not to peel, chip or fade. Nine beautiful colours: maroon, bright red, dark blue, evergreen, desert tan, gunmetal gray, ocean green, golden yellow, black. One quart paints your car. Send money order for \$4.95 to McGraw Corporation, Toronto, Ont.

**Broad-Breasted Bronze Turkey**  
Poults

Reserve your order for 1948. We turned down orders for 50,000 Poults last season. Poults all hatched in brand new special turkey incubators, all turkeys (no chicks). We expect there will be more money in turkeys in 1948 than 1947 as they are likely to be cheaper next summer when the new crop comes along. Send for turkey manager's report and price list and book your order for 1948.

**Lakeview Turkey Ranch**  
Exeter Ontario

**FOR SALE**—shop repair equipment and also paint spraying machine, complete. Inquire: Pete Lohsler, Tilbury, Ont.

**BATTERY-OPERATED Radio Set for auto.** Deforest Crosley Corona model, 8 tubes, specially equipped with Remco automatic for use with either storage battery or dry cells. New coat over \$200. Make offer. A fine and lasting gift. Box 171, 72 Adelaide W., Toronto.

**CHOICE light amber honey, case of 8 1/2-lb. pails, \$12.50 F.O.B. Barrie.** If flat station, include freight charges to shipping agent. Stanley R. King, Bayview Lodge Apartments, Barrie, Ont.

**GERMAN shepherd pups, registered, bred in 1948** (also 1947) as 43 puppies. Write: J. Skeeter, 259 Campbell St., Winnipeg, Man.

**PARKI Cornish Cockerels and pullets \$5.00 to \$10.00 each.** Geo. Fraser, R. 1, Durham, Ont.

**CHERRY LOGS**  
25¢ per lb. for cash. Write Box 82, Ferris, Ont.

**Doberman Pinschers**—Sired by Champion Goethe von Mansterheim. Show prospects for approved homes. Particulars on request. Tammendahl, 1847 St. 43 Yorkville Ave., Toronto, Midway 2297.

**TAXI BUSINESS**  
For sale in Sudbury, Ontario. One of Sudbury's leading and most prosperous taxi business with eight new cars and all modern equipment. Best location in city with a large garage and service station. \$20,000 cash or payment plan arranged to writer's satisfaction. 149 Edward Ave., Sudbury, Ontario.

**TANKS, 19,000 gals.** Immediate delivery. Also other sizes of tanks. R. St. Germain, 575 St. Lawrence Blvd., Montreal, Que.

**10 TONS baled hay, \$29 per ton, F.O.B. Brimston.** B. J. Sayer, Triguoula, Ont.

**HAIRDRESSING**  
**LEMAN** Hairdressing the Robertson method. Information on request, request: W. S. Robertson's Hairdressing Academy, 127 Avenue Road, Toronto

**MEDICAL**  
**IT'S EXCELLENT.** Real results after taking Dixon's Remedy for Rheumatic Pains and Neuritis. Write: Dixon's Remedy, 21 Elgin, Ottawa. Postpaid \$1.00.

**PEOPLE are talking about the good results from taking Dixon's Remedy for Rheumatic Pains and Neuritis.** Munro's Drug Store, 225 Elgin, Ottawa. Postpaid \$1.00.

**OPPORTUNITIES FOR WOMEN**  
**BE A HAIRDRESSER**  
JOIN CANADA'S LEADING SCHOOL  
Great Opportunity Learn

Pleasant dignified profession, good wages thousands successful. Marvel graduates America's greatest system. Illustrated catalogue free. Write or Call

**MARVEL HAIRDRESSING SCHOOLS**  
255 Bloor St. W., Toronto  
Branches 44 King St., Hamilton  
& 74 Rideau Street, Ottawa

**OPPORTUNITIES FOR MEN AND WOMEN**  
**EARN MONEY AT HOME**  
Spare or full-time money-making. Learn to make candy at home and earn as you learn. Correspondence course. National Institute of Confectionery Rec'd. Delormeier P.O. Box 152, Montreal, Que.

**PROOF TELETYPEWRITER**  
Commercial salary \$175 monthly. Big demand. Learn at home with self-teaching machines. Very practical career. Free folder describes. Write Cascan Systems, Toronto. NEED immediate steady income? Send 25¢ to Green's, 115 Oxford, Toronto, for book on tested mail business lesson on short-stroke.

**PATENTS**  
**FETHERSTONHAUGH & Company Patent Solicitors** Established 1829, 14 King West, Toronto. Booklet of information on request.

**PERSONAL**  
**LONESOME!** Romantic correspondence Magazine contains photos, descriptions, 10c. With addresses 50¢. One year \$2. World Federation Club, Parkerville, Sask.

**"ELIJAH COMING Before Christ"**, wonderful book free. McLeod Mission, Rochester 11, N. Y.

**PHOTOGRAPHY**  
Kuskoza Photo Service, Baraboo, Ont. Rolls developed and 8 prints 35c, 12-18 prints 40c. Work guaranteed.



Cup for Top Score—Cup donated by the Guernsey Cattle Breeders' Association of Ontario for highest standing in Ontario calf club projects is presented to Lloyd Balsdon, RR2, Sharon, by Bruce Hodgins, field secretary of the association. With them is George H. King of Oakville, past president.

**PILES**—Modern medical science has overcome ailments formerly thought impossible. Piles were considered one of them. That's nonsense today. The new Piltane treatment has proven itself in thousands of the most stubborn cases. It gets results because it goes direct to the internal cause. Your first bottle (a liquid taken by mouth) shows you the difference, or that price refunded at once. All modern Druggists.

POP—None Worse

THIS WINE WILL BE NONE THE WORSE FOR BEING KEPT FIVE OR SIX YEARS!

WE'VE GOT SOME AT HOME LIKE THAT...

WHAT MY WIFE DEAR MADE!

(Reprinted by The Pop. Reference, Inc.)