



MOTOR VEHICLES BRANCH ONTARIO DEPARTMENT OF HIGHWAYS Leopold Mowbray, Manager

DON'T BE SORRY—BE CAREFUL REMEMBER—CHILDREN ARE CARELESS AND IMPULSIVE—PARENTS AND MOTORISTS MUST ACCEPT THE RESPONSIBILITY FOR THEIR SAFETY

CONSCIENCE is torturing not one, but hundreds of careless Ontario motorists because of tragedies like this. Honest, decent citizens for the most part, perhaps neighbors of yours, but somewhere in Ontario are the drivers who last year killed or injured 1,943 innocent children. For the rest of their lives these men and women will vainly regret having failed to obey the few simple driving rules which keep motorists out of trouble and save life, limb and property.

Because so many drivers ignored these rules 8,250 persons were killed or injured on our highways in 1933. Every death, every accident was caused by human negligence. Isn't it time for us to do a little thinking?

Do you drive carefully... always? You should, if only for your own protection. Remember that over 50 per cent of the victims of fatal accidents last year were occupants of motor vehicles.

FACTS ABOUT HYDRO—No. 4 of a series of official announcements by the Ontario Municipal Electric Association, representing the Municipalities who own the Hydro-Electric System of Ontario.



How Hydro helps Rural Ontario

ELECTRICAL service in the rural municipalities of Ontario, as provided under the administration of the Hydro-Electric Power Commission, is unsurpassed for any comparable area and circumstances.

About 365 Township municipalities have contracted with the Commission to supply power from the extensive transmission networks serving the urban municipalities.

Rural power districts generally include parts of several townships to give the most economical distribution costs. They are operated by the Commission as agent for the Townships. Rural consumers receive special advantages not conferred upon urban consumers. The Provincial Government helps in three ways: it pays half the capital costs of rural distribution lines and equipment; it makes loans for the purchase of wiring and equipment; and, by its guarantee, it has enabled the Commission to establish reduced maximum service charges.

Rural hamlet service corresponds to urban domestic service. Farm Hydro service includes both lighting and power and thus is a combination of urban domestic service and power service. Here are some uses for Hydro service on farms:

Table with 2 columns: In the House (Lighting, Cooking, Washing, Ironing) and On the Farm (Cream Separating, Churning, Field Cropping, Root Pulping, Sawing, Workshop, Silo Filling, Hot Beds).

On account of the fact that electric service in the rural home is now so widely used that it can be considered a necessity, a five-year contract with the consumer is available in those districts where the townships concerned so approve.

The service charge incorporated in rural rates is designed to meet the capital and operating costs of rural distribution lines and equipment required to deliver the power to the rural consumer. To reach each rural consumer there is required twenty to fifty times greater length of distribution line than to serve each urban consumer, with a corresponding increase in expense. Nevertheless, Government aid and economical operation make it possible to supply farm service in Ontario, combining household use and three-horsepower of agricultural power, at even less monthly cost to the farmer than the low charges in many Ontario towns for a comparable domestic service plus a three-horsepower power service. Co-operation pays. In districts where farmers make full use of service, rates go down. More than 40 per cent of rural consumers pay less than the government-guaranteed maximum service charges. Energy charges are also low. More than 65 per cent of all rural consumers pay a first consumption charge per kilowatt-hour of 3.6 cents net or less, and this rate applies only on from 30 to 42 kilowatt-hours (hamlet and ordinary farm services). For additional energy consumed, the rate is any rural consumer does not exceed 1.8 cents net per kilowatt-hour, and thousands obtain it for 1.35 cents net per kilowatt-hour. A low follow-on energy rate of 0.67 cents net per kilowatt-hour has recently been approved for rural users making liberal use of the service. This is a lower follow-on rate than is available in almost any city, town or village for domestic service.

Ten Years of Progress in Rural Hydro Service

Table with 6 columns: Year, Miles of Rural Primary Line, Number of Consumers, Peak Load Horsepower, Capital Investment, Government Grant Actually Paid.

Hydro service brings to the citizens of the Township municipalities the comforts of urban life. No other material agency can contribute so much to the maintenance of a standard of living which makes life in rural districts more attractive. A service that has doubled its business under the difficult conditions prevailing since 1928 has proved its worth.

ONTARIO MUNICIPAL ELECTRIC ASSOCIATION

PUBLICITY COMMITTEE: Chairman, Controller James Simpson, Toronto; Frank L. Mason, Ottawa; T. W. McFarland, London

* Keep this informative statement and watch for further statements by the Publicity Committee.

OUTLOOK

Not to be conquered by these head-long days; But to stand firm; to keep the mind at brood; On life's deep meaning, Nature's attitude; Of loneliness and time's mysterious ways; At every thought and deed to clear the haze; Out of our eyes, considering only this: What man, what life, what love, what beauty is.

Find in Desert Cause

Stir Among Scientists In a scientific expedition near the ancient Pyramid of Giza, Egypt, a wonder discovery has been made by the Egyptian Department of Antiquities. Several stone statues were found in a heap at the top of a large sand-filled depression, some distance from the building. The statues, of various times and attitudes indicate that they were hidden there. On the other hand, their workmanship seems to show the hand of an Egyptian sculptor of the Pharaonic or Ptolemaic period. The largest statue represents a fat, well-dressed man, wearing a high turban. Other representations are of a stout man and a woman, both wearing the same turban. The man's right arm is raised, with his hand extended forward, while a man's head with a large beard seems to come from a winged bull.

Old and New Cosmology

on Streets of Madras Madras has been aptly termed "The Eschanted Isle," and still deserves its poetic title in spite of a recent landslide which occasioned considerable loss of life and property. Madras is a land of sun and flowers and blue skies which has become highly popular as a holiday resort with those of means and leisure. What happened to most about it (writes a correspondent), was the extraordinary survival of customs at least five or six centuries old alongside modern methods and improvements. Up and down the narrow, twisting streets of robbin, patient pairs of bullocks still groan as they strain at their loads with passengers or merchandise, and driven by men or boys in picturesque native costume, while the most modern motor car, and motor bus, carrying a hundred passengers, ply between the village of the hinterland, with past times at a quite incredible pace.

Use of Whales

Practically the entire whale is used for commercial purposes. Whale oil, of course, is the chief product and is used principally at the present time in making soap. Occasionally it is used as a lubricant in combination with mineral oil, and recently a new use has been found for it in an animal oil for making margarine. Little whale oil is now used for heating and lighting purposes. Whales are also ground into whole-meal meal for cattle feed, and both the flesh and bones are ground into fertilizer.

Careful Class

Two Smith college girls were members of a committee on one occasion when the question of mushrooms came up. "Care," said one of these with reference to the specimens brought in, "there may be good mushrooms all right, but are you sufficiently expert in such matters to know that they are not in reality toxic?" "Wally," said Clara, "where wasn't any loads sitting on them?"—Kansas City Times.

Eye for Value

A collector of manuscripts and first editions of early Americana found a sermon in pamphlet form in a second-hand book shop. It was the only known copy of the old sermon except the one which the collector already possessed. He paid \$200 for the second copy, then took it home with him and threw it into the fireplace. The destruction of the second copy added several times its purchase price to the one the collector originally held, he explained.—Nation's Business.

Roman Carnival Changed

In a general way it can be said that carnival is held just before the beginning of Lent, but it exists in more or less its ancient form. In Rome it is now almost wholly limited to masked balls in the theaters and its manifestations in the streets are sparse and very attenuated. On the Riviera, however, there are floats, mainly with flowers, while this aspect of carnival, once so important, has altogether disappeared in Rome.

Animals Well Treated

In Roffa, Bulgaria, animals of burden are protected by laws which are impartially enforced. Only loads of certain size are permitted on wagons and the wagons must be greased regularly so they pull easily. Every animal pulling a burden must be properly shod and drivers are cautioned to foot them well, keep them treated properly when they are ill. Fowls cannot be carried with heads down, as this is cruel.

Why He Was in Jail

"A man never knows when he's burnt his potatoes," chuckled Cash Miller, cigar store philosopher. "A poor fish to have recently says he's got trouble at home and don't know why. He always does right, he says, and even when he went to Niagara falls he was thoughtful enough to send his wife's mother a souvenir postal card of the whirlpool rapids, saying affectionately, 'I wish you were here.'"—Thrill Magazine.

Visitor—How old are you, my little man? Boy—Darned if I know, mister. Mother was twenty when I was born, but now she's only twenty-four.

COULD NOT DRESS HERSELF

NEURITIS IN LEFT ARM

"For neuritis I am using Kruschen Bricks," writes a woman of 60 years. "And they are a real benefit, for I could not dress myself sometimes, my left arm was so painful. I take Kruschen every morning, and the pain has now gone. I was recommended by my doctor to take salts of some kind that suited me, and I find Kruschen to be the best. In fact it is wonderful. I feel ever so much better, and I shall always take it. I am 60 years of age, and have not felt so well for years."—N. Y.

The pains of neuritis and sciatica are a symptom of deeper trouble—they cause trouble that causes rheumatism, gout and lumbago. They are a sign of an impure blood-stream. They show that poisons have crept into the blood.

A PROMINENT HINDU

Editorial Comment on the Late Chatterjee, Who is Held to Economic and Labor Reforms. Sir Anil Chatterjee, K.C.S.I., C.I.E., I.C.S., is a statesman and economist, and who headed the Indian delegation to the Imperial Economic Conference at Ottawa, has the reputation of being one of the most eminent living statesmen of India. He was a member of the Wazirpur Committee.



SIR ANIL CHATTERJEE

Secretary of the House of Western Civilization, Chatterjee has been President of the College in Calcutta with high honors. He completed a brilliant academic career at Cambridge. He has accomplished the remarkable feat of passing first in the open competition for the Indian civil service.

His first post, on returning to India, was that of assistant magistrate in the United Provinces. For nearly seven years he held the post of assistant magistrate and was able to put to excellent use a keen and serious interest in economic problems.

In 1918, as a member of the board of industries and mines of the central government of India, he was appointed Indian representative to the International Labor Conference at Washington. Two years later he was sent to Geneva in the same capacity and since then he has spent much of his time there, serving as the Indian and labor expert of the Indian government. The International Labor Conference elected him their president in 1927.

His subsequent successful handling of responsible positions for his country has led to his election as a member of the high commission in London (filling vacant in 1927). For nearly seven years afterwards he dealt with his own skill, being popular with all classes of politicians and a favorite in society.

GIFTS TO ROYALTY

Even the Whites for Prince of Wales. Officers and District. Members of the Royal Family are delighted with gifts people think they would never receive. The King's rule however, is strictly followed. In no circumstances are he except gifts from his subjects. The rule is so little known that his staff almost daily returns presents offered from all parts of the Commonwealth.

The King is a philatelist and is frequently offered stamps by fellow enthusiasts. Recently the King refused a collection offered by an Englishman overseas which had taken half a lifetime to acquire. What he refused was a history offered to buy some of the rarities for his own collection. When the King became a collector he was a collector of handsome sets described on Buckingham Palace. He still uses the art he has had to acquire. What he refused was a history offered to buy some of the rarities for his own collection.

MODERN MAN'S BRAIN

Not Superior to That of Cave-Man. Professor Thoms. Dr. Cyril Burt, professor of psychology at London University, told students at London College that the human brain seems to be in decline.

A CASE FOR SOLOMON

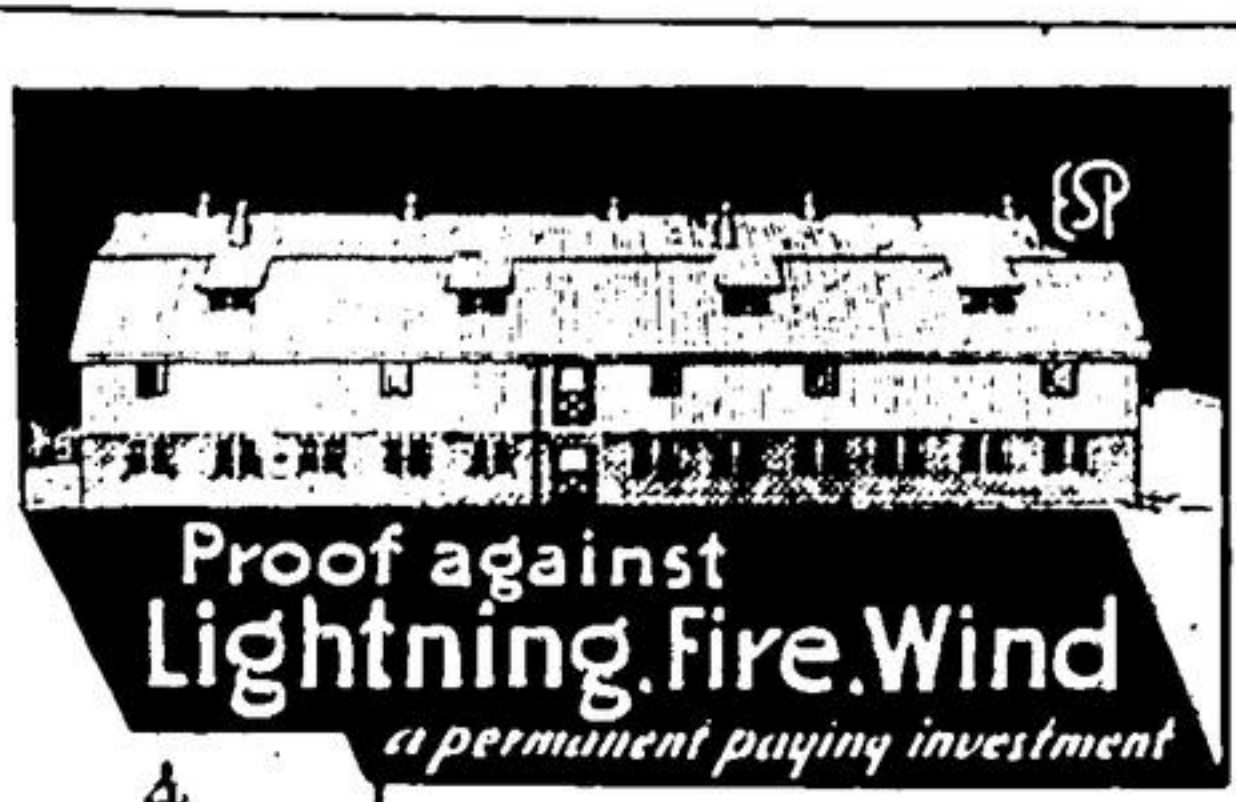
All Goldfish Look Alike to This Hotel Manager. Louis Frederickson, hotel manager, at Evanston, Ill., took Charles Olson into court over 78 goldfish. Olson lent Frederickson 100 goldfish for the hotel goldfish tank for the winter. Frederickson said all but 22 goldfish died. Olson, he claims, came and got his 22 fish and 78 others.

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Proof against Lightning Fire Wind a permanent paying investment

In the twenty-one years that we have been building Preston Steel Truss Barns not one of these barns has been destroyed by lightning. One fire can wipe out a lifetime's work and savings so that fire is one thing you must think about when building a barn. Preston Steel Truss barns are absolutely fire-proof from rodded. They are lightning-proof too when rodded to Fire Marshal's instructions.

PRESTON STEEL TRUSS BARNS are the strongest barns you can buy. Side trusses are of heavy structural steel riveted with pneumatic riveters. Sills and ends are braced in all directions. Roof has a pleasing pitch. Corbels are deep and neat. Heavy factory built doors with strong heavy rolling hardware. Large handsome Ventilators and operable Gable Windows keep the loft cool. You are judged by your buildings. Buy a Preston Steel Truss Barn and you will always be proud of it—distinctive in appearance—low in cost—guaranteed by one of our crews in a few working days without any "stalling time."

Write for our Barn Circular. Eastern Steel Products Limited. "The-Lee" applied with Special Lubricants. Note: Building space—be sure you have the best of steel. The best of steel is the best of everything. The best of everything is the best of steel.

N. A. ROBINSON Live Stock Dealer and Butcher, Norval LIVE STOCK TRUCKING All loads fully insured PHONE: Georgetown 101-13

Bray Chicks at Reduced Prices. Once more, Opportunity knocks at your door. Bray chick prices have been materially reduced, on all eight breeds. For the balance of the season, you can buy genuine Bray chicks at prices very little, if any, higher than you will have to pay, anywhere. Don't miss this chance to get some really outstanding chicks at low cost. The demand for Bray chicks has increased TEN TIMES in seven years. That sort of thing doesn't just "happen." There's a reason. The reason is the all-round satisfaction given by Bray chicks. Phone your nearest Bray Hatchery for today's price of your favorite breed. Or write direct to Head Office. BRAY CHICK HATCHERY, 49 Clapham Ave., St. Catharines, Ont. Agent—G. C. BROWN, Norval. Eight Breed—Eighth Year Blood—Sixth Year Government Approval.

That BABY CHICKS Lay Live. FROM WATKIN'S BREEDING STATION FLOCK. Barring flocks and flocks hatched from our own stock which has been blooded under O.M.B. for your protection, three years without one reactor. Last year June customers report having pullets laying at four and a half to five months. There is still a chance to get next fall's high egg prices with WATKIN'S CHICKS. Hatchery every five days from June 1st. FOUNDATION GRADE CHICKS AT STANDARD GRADE PRICE. J. B. Watkins. PHONE 22-21 One mile west of Acton on No. 7 Highway R.R. 1 ACTON

Advertisement for Coleman Instant-Gas Ranges. NEW BEAUTY for Your Kitchen and BETTER Cooked Foods for Your Table! WITH THE NEW 940 SERIES Coleman Instant-Gas Ranges. Make and Burn Their Own Gas... Light Instantly! In these new, modern ranges you will find handsome design and finishes that will add new brightness and beauty to your kitchen. New improvements make it easy to have better cooked foods for your table! The new Coleman Instant-Gas Ranges are the finest stoves ever made! All range models have concealed fuel tanks made of patented Everdur metal—rust, acid and corrosion-proof. And they provide modern gas service for cooking... no matter where you live. Amazing New BAND-A-BLU Burner. Cuts fuel costs one-fifth. Provides a wider range of cooking heat. Gives even heat distribution; 20 per cent greater heating efficiency. A time, money and labor-saving improvement! Dial Type Safety Carburetor Valve. The new Dial Type Carburetor Valve gives you, at your finger tip, positive, visible fuel control. It produces gas instantly from any good grade of untreated motor fuel. Makes these Instant-Gas Ranges easier to operate than ever before. See These Remarkable Ranges at Our Store! THE COLEMAN LAMP AND STOVE COMPANY, Ltd. TORONTO, ONTARIO. SEE YOUR DEALER.