



If you haven't... you are missing something

Your favourite dealer can get you a variety of Dried or Pickled Canadian Fish, the flavour of which is as tasty and as perfect as though you had caught them yourself and promptly popped them into the pan.

They can be served in various appetizing ways... Dried Fish such as Cod, Haddock, Hake, Cusk and Pollock, and Pickled Fish such as Herring, Mackerel and Alewives can be brought to your table as new dishes... that the family will like.

Serve Canadian Fish more often. Make "Any Day A Fish Day". Your dealer can secure Dried or Pickled Fish for you no matter how far you live from open water... with every bit of its goodness retained for you. And, by the way... you'll find it pleasingly economical.

DEPARTMENT OF FISHERIES, OTTAWA.

Ladies! WRITE FOR FREE BOOKLET

Form for requesting a booklet: "Please send me your free 52-page booklet '100 Tempting Fish Recipes' containing 100 delightful and economical fish recipes." Includes fields for Name and Address.

ANY DAY A FISH DAY



"Not tomorrow or the next day... but RIGHT NOW!" Tom Watson emphasizes the fact that he doesn't want delay, but intends to get the answer right away, by Long Distance. So a call is put through and a deal, which might have hung fire for days, is closed promptly.

As Tom Watson puts it: "With Long Distance there's no room for misunderstanding. It gets results. And the cost? An insignificant part of our operating budget, although we do use it so frequently!"

Reductions in telephone rates—local and long distance—in 1935, '36 and '37 have effected savings to telephone users in Ontario and Quebec of nearly one million dollars yearly.

USED CARS and TRUCKS

Table listing used cars and trucks with prices. CARS: 1938 Ford Fordor, \$505.00; 1935 Ford Coupe, \$425.00; 1934 Ford Cabriolet, \$350.00; 1930 Durant Sedan, \$125.00; 1930 Essex Sedan, \$75.00; 1929 Essex Coach, \$40.00; 1929 Olds Coupe, \$125.00; 1929 Chev. Sedan, \$119.00; 1929 Ford Tudor, \$95.00; 1929 Ford Tudor, \$75.00; 1929 Ford Roadster, \$75.00; 1930 Chrysler Sedan, \$129.00; 1929 Chrysler Coupe, \$89.00; 1929 Pontiac Sedan, \$98.00; 1929 Whippet Sedan, \$65.00. TRUCKS: 1937 Ford Truck, \$500.00; 1937 Ford Dump Truck, \$650.00; 1936 Ford long wheeled base Truck, platform and racks good, \$550.00; 1933 Chev. Stake Duall, \$90.00; 1931 Rugby, heavy duty, \$190.00; Fordson Tractor, \$125.00; Fordson Tractor, \$195.00; Tractor Disc Plow, used for demonstrating a few acres, \$195.00.

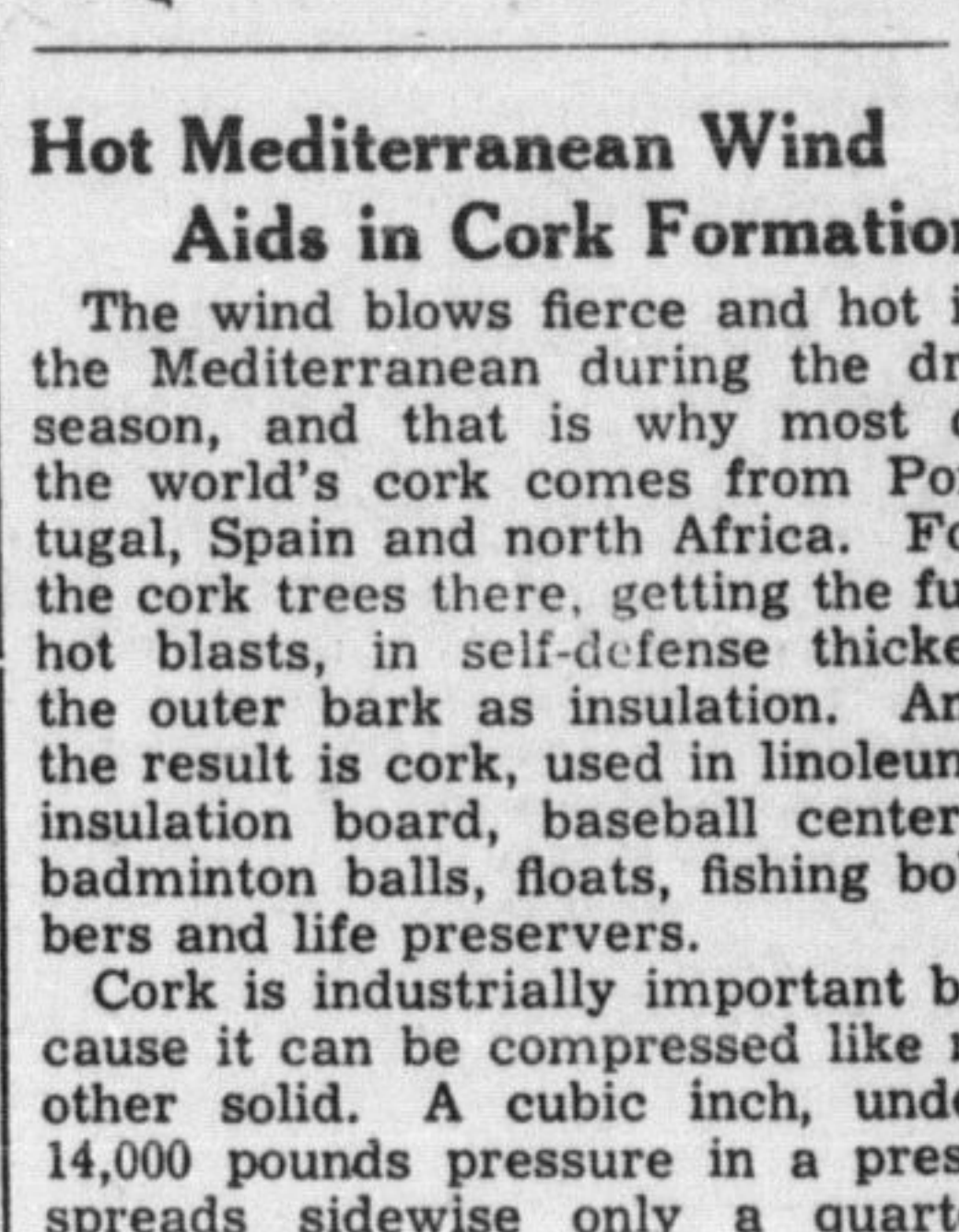
EARLY'S SALES AND SERVICE

These cars and trucks are suitable for antifreeze and are in good running shape.

Advertising Pays—TRY IT!

HEATING HINTS by James Stewart

I RECENTLY explained how to adjust the Turn Damper of your furnace to reduce Chimney Loss to a minimum, by leaving it as nearly closed as possible. Now the Turn Damper should be left in this position throughout the burning season.



Do not use it to regulate your fire from day to day. The only time you should ever move the Turn Damper, after finding the ideal position for it, is at the beginning of the very cold season and again at the beginning of the very mild season—to take care of extreme changes in outside temperature.

Hot Mediterranean Wind Aids in Cork Formation

The wind blows fierce and hot in the Mediterranean during the dry season, and that is why most of the world's cork comes from Portugal, Spain and north Africa. For the cork trees there, getting the full hot blasts, in self-defense thicken the outer bark as insulation.

Cork is industrially important because it can be compressed like no other solid. A cubic inch, under 14,000 pounds pressure in a press, spreads sidewise only a quarter inch. Remove the pressure and it will regain 95 per cent of its height.

Modern Beach Footwear Designed by Japanese

From the south of France has spread to Miami beach and Malibu a fashion of footwear with light-weight soles three inches thick to keep the feet off the hot sands. A new vogue in the West, it is centuries old in Japan. The geta, as Japan's stilted clog is called, dates back to the Eighth century in literature, but first achieved widespread popularity in the Tokugawa period, which began in the Seventeenth century.

Nowadays it takes a big shop to contain anything like a fair selection of the many kinds of geta. The fine-weather geta, called koma-geta, is carved from a single block of wood, and for sole and heel has two thick square supports called ha ("teeth"). Taka-geta ("high" geta) have thin wood insoles to make the wearer appear taller.

Fine Animal Aids Study Of Cell's Regeneration

A new discovery in cell regeneration, a leg-making factory in a small animal which grows 12 or more legs every time one is cut off, was reported recently at the American Association for the Advancement of Science.

The Dear House

By RALPH MILLER (Associated Newspapers.) (WNU Service)

DEEP in Minna's heart was her dream of the dear house. And then she married Ted Byram and came to No. 1 Peters street, one of a dun-painted row of just-alike uglies.

She hated it from the first. Nothing fitted. Wall spaces were wrong, the windows too narrow, stock-size rugs would not fit the floors and the wallpaper was hideous.

Ted beamed at the results, however, while she choked down the lump in her throat to smile back at him. "Grand little place!" he would crow. "Old Peters should see it."

G. H. Peters, millionaire, in his pink villa in Florida. "Glad you like it, Ted, but we will begin to save right now for a house of our own," she announced firmly.

They saved rigorously until interrupted at the end of the first year by fat little Theodore. Many things checked their headway after that, up to their second interruption, which was Wilhelmina, also fat and adorable.

The case against No. 1 Peters street grew with the larger family. The little beds and chiffoniers took all the space in the bedrooms, and there was no place for the perambulator or kiddie car downstairs.

Minna brought her dream of the dear house to the fore, and again began saving for it. Ted took extra work at the mill to help out. G. H. Peters was still in Florida and his agent refused paint and paper.

Then one day—Minna called it her black Friday—he ran home. "Minna! Merry Christmas! Happy New Year! Birthday surprise!"

"What have you done, Ted?" Why should her heart be leaden? "G. H. Peters is home and is closing out his loose real estate. He gave me a wonderful bargain on this house and I snapped it up. You are a grand little saver, for we have enough for the down payment, and the rest will be like rent. Why, Minna—don't cry."—new money that you wanted a home so badly!

At first she sobbed convulsively, while he petted and coaxed her. Finally she could smile and say brokenly: "It will be lovely to own a home, Ted!"

The dear house was gone. All her life this ugly, tucked-up, dun-colored hovel would offend her eye and cramp her living. There were days when even the pranks of funny little Teddy or the chuckles of Willy could not cheer her, but she did her best to keep a good face before Ted.

One day when she was downtown, getting the children's hair trimmed, Ted called the shop, agitatedly. "Come home as fast as you can, Minna. The two houses back of us are burning, and they say ours may go, too. Some of the boys from the mill will go over with me and help get the things out."

Maybe the dear house would come now! She could not hurry toward the black cloud which hung over Peters street. Teddy's short little legs and plump Willy in her stroller held her back.

Would they get the children's toys? Her Bavarian tea set with the wheat-heads—and the Quimper bowl! The flames would break through the window where they sat in the evening to watch for Ted.

And the gable upstairs, by Ted's bed, where he watched the pigeons against the sky—the little peach tree by the kitchen—the folding breakfast table Ted had made—the old linen cloth she had dyed to make spreads for it only last week—to match the voile curtains.

As she hurried, sobbing under her breath, a flood of comprehension engulfed her. No. 1 Peters street was not ugly. Why, it was the dear house, and it had loved her all the years while she had been hating it! She never knew it until she had to lose it.

Smoke and tramping feet, shouts and hissing water, piles of furniture and clothing watched over by an officer, and a billow of smoke sweeping over the peaked roof. She turned and hid her face against the corner tree.

Then Ted's arm around her, his blackened face smiling at her. "It's all right, Minna—the fire caught the roof-peak at the back, but they got it out right away. It's all right, dear, don't cry!"

"Oh, Ted," she gasped. "You saved the dear house!" "We did—and the smoking needn't matter, for I was intending to have it remodeled for your birthday present. Now we needn't wait, but can go right to work. A larger living room, open stairs, a sun parlor, breakfast room, with an extra room, a sleeping porch and lots of closets upstairs. The plans are drawn, waiting your approval. Later we'll buy the place next door, sell the house off and have a real lawn, with shrubbery, hedge, a pool and everything!"

Oblivious of the neighbors who were caring for Teddy and Willy, to the laboring firemen and the eyes of curious strangers, they gazed at each other enraptured. Then her belated loyalty asserted itself.

"It will be grand, Ted, but without any of it, it is the dear house, just the same!"

London Holds Fish Fights Battles to the death between Siamese fighting fish offer a new craze in London society. The gaudy three-inch tropical enemies meet in a tank and betts are decided on points or a "knockout."

WHY We appeal to you

FACTS AND FIGURES: Patients treated in the "In-Patient" Department during 1938 exceed 9,000; Total patient days 140,000; Total attendance at "Out-Patient" Department during the past year exceeds 79,777; Total expenses exceed \$540,000; Total income from normal sources will be less than \$450,000; Net deficit for year \$90,000.

Somewhere in Ontario, before this hour has ticked away, a little child will be stricken or injured—Pneumonia, Poliomyelitis, an automobile accident, or one of a hundred or more diseases or accidents will have found a victim.

The life of this little child may depend on the PROMPT ACTION of The Hospital for Sick Children in Toronto.

Centralized here under one roof is every facility known to medical science for the effective prevention and cure of childhood disease and deformity.

More than 9,000 little children were treated here last year. ONE-THIRD of these children came from Ontario Municipalities outside the City of Toronto.

Most of them were children of parents unable to pay the low Public Ward rates. But they were not denied any treatment or care that would assist in their recovery.

This humane policy resulted in a deficit of \$90,000 last year. We appeal to responsible, charitable Ontario citizens for donations to help us meet this deficit and for practical encouragement to continue and expand this work next year.

Please... the life of a little child may be saved because you were kind and benevolent today. Send your donation, large or small... NOW.

New Device Will 'Talk' But Encounters Difficulty

Sir Richard Paget, inventor of a machine that talks, seems to have confused for a time his inventive genius and his ultimate goal; but out of his works may come in the end an improvement in methods of human speech. His machine feeds air through a tube to various mouth-pieces, and by pressing the bellows with his foot and placing a thumb before the orifices he makes the apparatus utter a few simple words.

Radio, for example, used by Sir Richard philosophizes that, culturally, human speech is thousands of years behind the times. He notes that speech is the natural result of gestures of the mouth and jaws, capable of 144 variations, but that the upper arm, forearm, wrists and fingers together can make 700,000 gestures. To complicate speech by sign language would generally annoy all except tourists in a strange land, but the talking machine has a mission if finally perfected.

Holland Well-Housed

Francis O. Wilcox, in Current History, says: "One of the brightest feathers in the Dutch cap is the fact that perhaps no other people in the world are housed quite so well as the people of Holland." From the humblest farmhouse to the apartment houses of the larger municipalities there is an air of neatness and permanence about Dutch sentences in court, answer the telephone when one wants to report himself not at home, and for other purposes to which an individual voice is not fitted or from which it shrinks or grows hoarse.

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