

TAKES OFF GRIME WITHOUT SCOURING

NO need for hard rubbing and scrubbing when you use a solution of Gillett's Pure Flake Lye. It cuts right through grease, clears clogged drains, keeps out-houses sanitary and odorless, scours pots and pans, takes the hard work out of heavy cleaning. Keep a tin always handy.

FREE BOOKLET — The Gillett's Lye Booklet tells how this powerful cleanser clears clogged drains, keeps out-houses clean and odorless by destroying the contents of the closet, how it performs dozens of tasks. Send for a free copy to Standard Brands Ltd., Fraser Ave. and Liberty Street, Toronto, Ont.



*Never dissolve lye in hot water. The action of the lye itself heats the water.

Ten Year Building Peak Reached in U. S. Cities

New home construction in 310 leading American cities in 1939 totaled the highest in value and volume in 10 years, according to the annual national home building survey of Investors Syndicate recently made public.

"Volume of new homes last year was more than 10 times (10.4) the 1934 total, the low for the decade," explained C. J. Ryan of the company.

"Value of these new residences was almost 10 times (9.8) the low total hit in 1934."

Contributing substantially to these record breaking figures was the smallness of the advance, only four-fifths of 1 per cent, in average cost per person provided with new housing over the preceding year.

"Rapidly of the residential construction last year, the fifth successive year to record gains, is emphasized," said Ryan, "by the fact that both value and volume increase were the largest year to year rise during the decade."

The cities included in the survey, located in 41 states and the District of Columbia, have a population, according to the 1940 preliminary estimate of the United States bureau of census, of 49,134,705, or 37.4 per cent of the population of the United States.

This group includes the 92 cities with a population of 100,000 or more. New home building in these 310 American cities in 1939 provided housing for 867,694 people.

This was a gain of 202,032 people, or 30.4 per cent, over the 665,632 newly housed in these same cities in 1938.

New residential construction last year in these same cities provided for 67.1 per cent more people than in 1930, when only 519,192 were newly sheltered.

Green Walls Replacing White Ones in Hospitals

The immaculate white of walls and linen that used to be the symbol of everything starched and sterile in an antiseptic hospital is giving way in the operating rooms to a new color, spinach green.

More the shade of spinach cooked and creamed than the dark leaf of the raw vegetable, the new color is being used for walls, for gowns of surgeons and nurses, and for sheets that cover patients.

The color change-over is not yet complete, because there are still a good many white uniforms in the linen room of hospitals that have to be worn out. Besides certain older surgeons balk at giving up their traditional white.

The spinach shade was chosen after several years of experimenting with tons of gray. No light meters or close measurements were used in these tests, which were "just practical." Green, it was decided, was the most restful color, and since patients nowadays are wheeled into the operating room already anesthetized, the possible nauseating effect of spinach was of no consequence.

Progress by individuals is made only by individuals—some young, some old, but not by the mass movements, says one noted psychologist. It is his belief that "youth movements" are engendered by selfish interests of old and young, and partly because youth and age both are, in the mass, pretty stupid. "Youth is always in rebellion," this psychologist states, "this is one of the great facts of human nature. The younger generation always wants to change things toward what they think is improvement, while the old folks are either angered, stocked or amused. Older folks forget that they went through the same rebellion and that now they have jelled into a sort of compromise."

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This is a big colt, clean, strong bone, good feet, weighs over 1800 lbs, stands 16.2 hands.

Horsemen should see this horse before breeding.

TERMS—To insure a foal, \$10.00, \$1.00 down at time of service, balance payable Feb. 1, 1942. All accidents at owner's risk.

W. H. ALLAN
Lot 3, First Line, Esquesing.

Strict Feeding Schedule May Build Resentment

The mother who puts her young baby on a strict feeding schedule may be building up a personality that will resent co-operation in later life.

This seems to be the implication of a report by Dr. J. V. Hunt of Brown university to the American Psychological Association.

In a laboratory experiment with rats, Dr. Hunt found scientific confirmation for the Freudian doctrine that experiences in very early infancy have a profound effect on the character of adult men and women.

Dr. Hunt put baby rats on a "schedule." For two weeks he gave them only a limited amount of food instead of feeding them all they wanted. When they were grown, the rats turned into misers, hoarding great quantities of food if they felt even slight pangs of hunger. Rats who were "put on a schedule" early in infancy were affected more in later life than those whose dieting was begun later.

In human terms, this might mean that babies brought up strictly on schedule, regardless of how hungry they may sometimes be, are likely to be peculiarly sensitive to any deprivation or neglect in later life.

Progress by Individuals

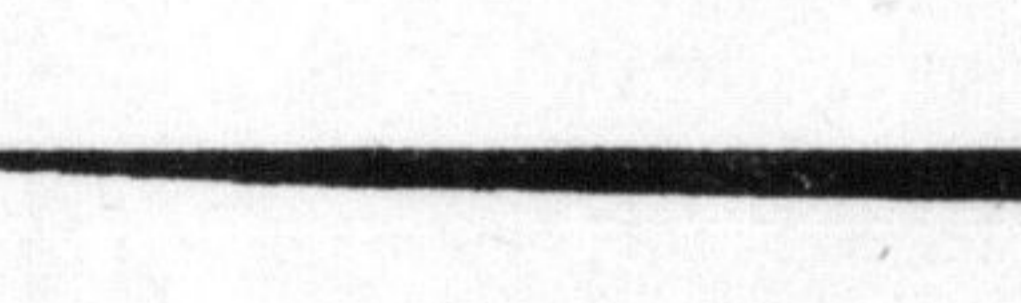
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Antiques Made in France Reach U. S. Despite War

From a yearly business of over \$5,000,000 in pre-war days, French imports of antiques to United States have sunk since to the near zero mark. Nevertheless, we are still receiving some French-made antiques—not from France, but from Persia. These facts were revealed in a survey of antique sources conducted among dealers at a recent gift market held in the Merchandise Mart, Chicago.

Chandeliers and torchieres, made in France over a century ago for the palace of the shahs of Persia in Teheran were among the items shown at this market. These candle-holding curios made up the lighting system of the Shah's palace until the regime of Persia's present ruler, Reza Khan Pahlavi, who took office a few years ago. Going modern with a vengeance, he has since been disposing of the furnishings of the sultan's palace, finding his best market in the United States.

The chandeliers are approximately 5 feet by 4 and were made in Baccaret, France, by a firm of glass makers dating back to 1765. The arms that hold the candle sticks are serpentine in shape and of solid glass. Red glass balls and large hemispherical doo-dads give the chandeliers a typical oriental flavor. Unlike occidental chandeliers, they are richly embellished at both top and bottom. The torchieres are equally ornate, but smaller. Both were listed as decorators' items intended to be wired for electricity.



THE EIGHTH DECENNIAL

Census of Canada

June 2, 1941

THE Census is the stock-taking of the nation — of its men, women, and children; its agriculture, trade, and industry; its housing, and general social condition. By it, all Governments, — Dominion, Provincial and Municipal—are enabled to work more effectively and economically in the interest of every resident of the Dominion.



IN these days of increasing Government responsibilities, no Government can give the best service unless it has detailed and accurate knowledge of the people and their varying circumstances. That is why we request the co-operation of all Canadian citizens in the taking of the Census. When the Government's Enumerator calls at your door, receive him courteously and give him all the information for which he asks. Remember that he is in your service. Accuracy and despatch in your replies will promote good administration in your country, now under stress of war and facing crucial post-war reconstruction.

ALL INFORMATION SUPPLIED HELD STRICTLY CONFIDENTIAL

You can place absolute trust in the official Enumerator who is sworn to secrecy. All the information which you provide will be held in strictest confidence both by him and the Dominion Bureau of Statistics, and can never be used against you by any tax-collector, military, or other agency, or in any court of law.

It is compulsory by law to answer the questions, but you will be assisting your Government in these difficult times by giving the information readily and accurately in the spirit of good citizenship.



Issued by authority of The Honourable JAMES A. MacKINNON, M.P., Minister.
DOMINION BUREAU OF STATISTICS - DEPT. OF TRADE AND COMMERCE

Plane Flights Aid in Fight Against Hay Fever

Medical science took to the nation's airways in 1940 on behalf of 4,000,000 Americans suffering from hay fever.

Transport planes participated in a coast-to-coast series of experiments, each carrying oil-smeared slides at altitudes ranging to 12,000 feet. The surveys were sponsored separately by Oren C. Dunham, a Chicago botanist, and the Hollister-Stier laboratories of Spokane, Wash.

If successful, the studies may provide the medical profession with one of its major achievements in the dogged battle against pollinosis. The full story of the experiments may emerge at winter medical meetings.

By studying the course and extent of wind-blown pollen migration, the investigators hoped to obtain additional data for the desensitization treatment of pollinosis victims. The treatment begins with injections of pollen extracts until the allergy is determined.

For a number of years, however, it had been recognized that hay fever in many instances could be traced to pollen from a plant not found in the victim's community. In these cases, the value of an index to local plants and hay fever prevalence was restricted.

Old Settlement in Sweden

Traces of human settlement dating back to 12,000 years ago have been discovered in the Uddeville district of West Sweden by an archeologist who has been excavating ancient remains there. He claims to have found on Stadsfallet, about 380 feet above sea level, stone age dwelling sites with quartz and flint implements and fragments of the material used to make them. He dates his discoveries to 10,300 B. C., when the whole of this district was under the sea and the high ground which is now Stadsfallet projected from the water. When the seas receded, settlement began.



Plane Drops Live Fish

Game fish dropped from a plane is the newest method employed to stock fish ponds in the wild areas of northern Maine. Hauling 6,000 baby fish on each trip, Pilot William Turgeon of Lewiston distributes trout and other game fish from the Birch river rearing pools at Winterville to the lakes in this area of the state.

The tiny trout, togue and salmon are placed in 10-gallon cans aboard the plane. Air is conveyed to these containers by an air intake which is located in the wings of the plane. The air filters in the cabin and passes through a distributor to each can. The plane is also used to plant wild rice, and to fly over beaver dams and colonies to ascertain if they are numerous enough to trap.

First Balloon Ascension

The first successful balloon ascension in this country was made by Francois Blanchard, a Frenchman, at Philadelphia on January 9, 1793. Blanchard had tried in 1784 to make a balloon with sails and a rudder, and in 1785 he crossed the English channel in a balloon and in the same year used a parachute. He came to America in 1792 and arranged to make an ascent from the yard of the old Walnut street prison in Philadelphia. President Washington was among the spectators on the date fixed. When the balloon rose into the air a salute was fired and a band played a lively tune. Blanchard landed at Coopers Ferry, in New Jersey, 45 minutes later and returned to Philadelphia, where he paid his respects to the President at his house.

Electric Muff for Hands

Probably the most famous hands for any active composer are those of Sergei Rachmaninoff, the Russian pianist-composer. There is not a country in the world where Rachmaninoff has not played during his long and varied career. During his current transcontinental tour, when appearing in cities where the temperature is extremely cold, he keeps his hands and his fingers supple by the use of an electric muff. This muff is an indispensable part of his traveling equipment. Made of wool, the muff has inner wiring that produces quick heat when the current is turned on. Thus his long, slender fingers are kept flexible no matter what the temperature.

"BLOOD...TOIL... TEARS and SWEAT"

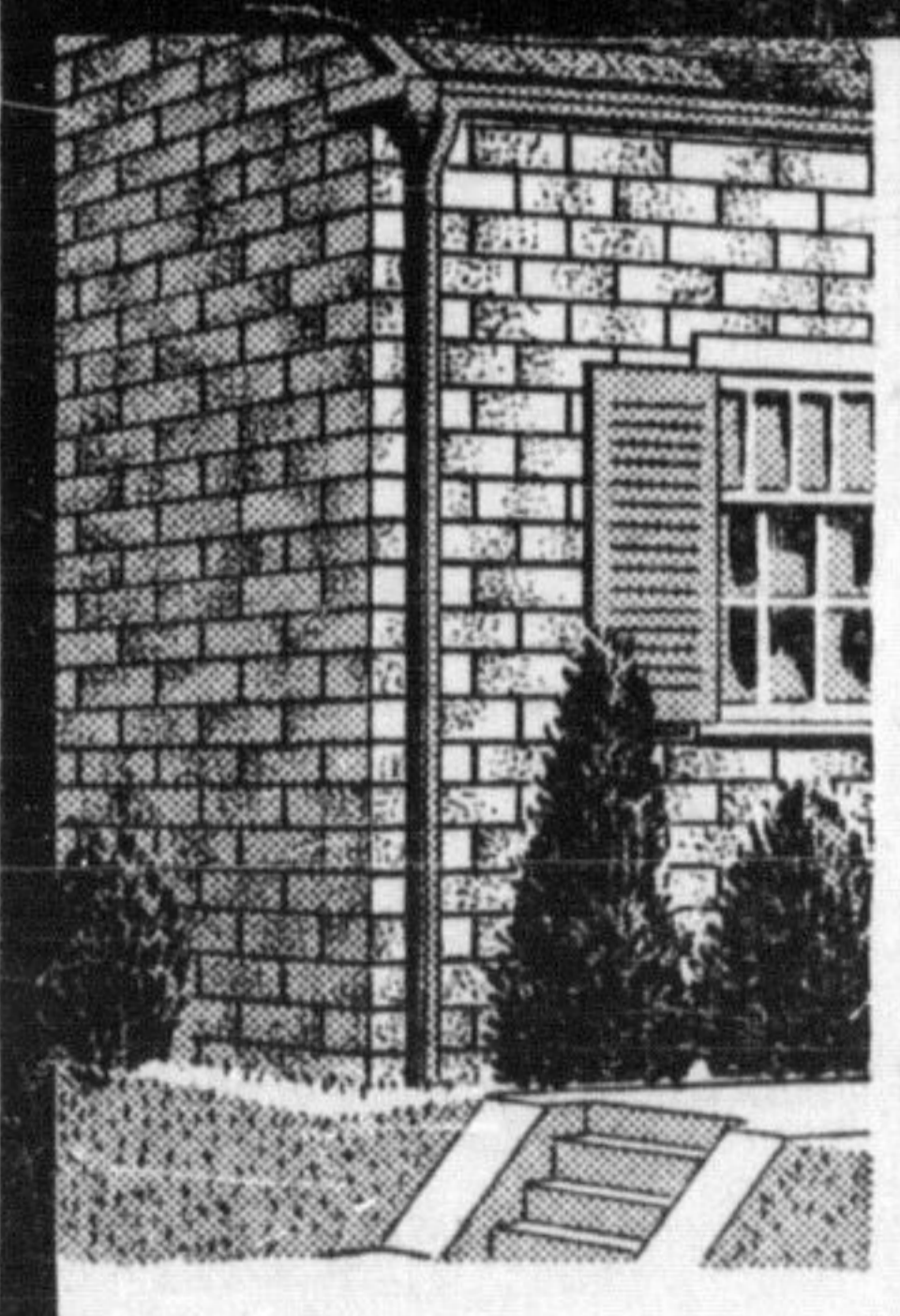
This is a war for existence. It is war to the death. It is a war to win or to lose. There can be no half way—no compromise. It is a war to WIN. Money is the fourth arm of the service. Whatever you are called on to pay or to lend, it is little compared to the lives that our sons offer. There have been many and heavy calls upon Canada already. There will be more. Let us face the truth and the truth will make us free. It is freedom we are fighting for, British freedom, the freedom of body and spirit that makes life worth living. If we fail, we fall. Be prepared for sacrifice. Great Britain has set us an example on a scale of heroic magnificence history doesn't record. Let us FIGHT! Canada has the resources. Let us spare nothing. When our soldiers offer their lives, let us be willing to share our livelihood. Presently the Government of Canada will call for money. The money is here. We are spending billions. We are already heavily taxed. But most of these billions and those taxes are being spent in Canada. That money comes back to you. Keep it rolling. Keep putting it back into the war effort, so that it may be spent again and again and again until Right prevails and the world is free.

FIGHT...WORK...PAY

Canada must be Free

DEPARTMENT OF FINANCE, CANADA

Secure-Insulation, Beauty and Protection with Brantford Insulated Siding



Your home benefits in three ways when you use Brantford Insulated Siding for the exterior walls.

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2. Obtain new beauty with the colour of Brantford Insulated Siding.
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