

### The Schneider Cup Race

All Canadians interested in aviation will be enthusiastic over the feat of the British in winning the Schneider Cup at Venice. The average speed of more than 281 miles an hour of Lieut. Webster should be compared with the best time in previous contests: 44.7 miles an hour in 1913, 117.4 in 1921, 146 in 1922, 177.38 in 1923, 232.57 in 1925 and 246.49 in 1926. The course is 217 miles with turns. British time for the whole distance was 46 minutes 26.08 seconds. Therefore it took less than thirteen seconds to fly a mile. While Lieut. Kinkaid did not finish, he at one time reached a maximum speed of 280.75 miles an hour for one lap, the greatest ever recorded. The Italians had engine trouble. It was a day of glory for British flying men and British engines.

This year the Royal Air Force took over from private hands control of British participation in the contest. The machines used at Venice were designed by the Air Ministry. Six were sent to Italy and a cruiser took in state the five officers of the team to Venice. They were a smart-looking lot. The machines finishing first and second at Venice were very small monoplane. They were not so large as the Mech type. They were fitted with pontoons, being seaplanes, which makes the record-breaking speed per mile the more extraordinary. The fuselage is metal. The engine is described as "twelve cylinder, fan shaft, in three blocks of four cylinders each." For such a little engine the power developed was impressive. Scrupulous care is the hall-mark of Napier work, and it is the care and craftsmanship in manufacture, the continual striving after perfection, combined with genius of design, which has enabled this British engineering firm to produce such a fine engine.

There is no reason to doubt that designers will soon turn out an engine capable of driving a light plane 300 miles an hour. This was the aim of the British. Nothing is told us of the mental condition of their fliers during the race. So it is quite likely that the theory that men flying 300 miles an hour could not stand the strain and would lose their senses is wrong.

### Qualifications of Advertising Men

A free employment agency has reported to "The Editor and Publisher" that it is placing about two people a day in advertising positions. In the nine years of its existence it has got about 5,000 men and women the various jobs connected with the advertising business, from "ownership of an agency to third assistant checking clerk." This experience gives weight as well as interest to the conclusions drawn by the secretary.

Many applicants "don't know what it is all about." They think it would be nice to be in the advertising business, but they have no experience and no particular qualifications. Among those for whom the agency has found lucrative work are those with special training, with experience in newspaper reporting, with a college education or with poetical gifts. It is not the poet's imagination which is used in advertising, though the inexperienced seem to think that a freak idea or two is all they need in order to make \$15,000 a year. "Because they are schooled in condensation and precision, poets usually write beautiful advertising copy." A number of well known poets have obtained jobs through this agency. For some years college graduates caused considerable trouble. They expected to do important national advertising as their first work. The agency got in touch with college faculties, and now the boys and girls approach more humbly. They get the preference, because "college is good training for any kind of work."

### Powerful Air Lines Are Predicted by Byrd

New York.—Rivalry between air-planes and dirigibles as commercial passenger and freight carriers is forecast by Commander Richard E. Byrd, writing for the October World's Work.

Commander Byrd expressed the belief that an airplane speed of 500 miles an hour is in sight. He pictured the air liner of to-morrow as a multi-engined ship with an aerodynamic balance that will keep it steady even in a heavy gale, among numerous other factors.

### Ole Was Puzzled.

Ole Oleson, track-walker, was supposed to be testifying after a bad head-on collision. "You say," thundered the attorney, "at ten that night you were walking up toward Seven-Mile Crossing and saw Number 8 coming down the track at 60 miles an hour?" "Yah," said Ole. "And when you looked behind you, you saw No. 5 coming up the track at 60 miles an hour?" "Yah," said Ole. "Well, what did you do then?" "Aye, got off the track." "Well, but, then, what did you do?" "Vell, aye say to mineelf, 'Dis banco of a way to run a railroad.'"

First Knut—"What would a nation be without women?" Second Ditto—"A stagnation, I guess."

### THIN, WATERY BLOOD ALWAYS DANGEROUS

If Not Corrected Serious Results Sure to Follow.

In no trouble is delay or neglect more dangerous than in anaemic-thin, watery blood. It is very common in young girls and in persons who are overworked or confined within doors. It makes its approach in so stealthy a manner that it is often well developed before the trouble is recognized. But taken in time the tonic treatment through the use of Dr. Williams' Pink Pills is as certain as anything can be. Miss Teresa Heaty, Dunraven, Que., is one of the many anaemic sufferers who has found new health through the use of this medicine. She says:—I cannot express too warmly my thanks for what Dr. Williams' Pink Pills have done for me. I was suffering from a badly run-down condition. I was very nervous, had little desire for food, and often, in this condition I began taking Dr. Williams' Pink Pills, and before using them very long found my health gradually improving, and under their continued use was completely restored. For this reason I earnestly advise all weak girls to take these pills, feeling sure that they will do for others what they did for me.

Send your name and address to The Dr. Williams' Medicine Co., Brockville, Ont., and they will mail you free a useful little book on "Building Up the Blood." The pills can be obtained through any druggist or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

### Basis of Marriage

Westminster Gazette (Ind. Lib.): Women are sometimes inclined to scorn the need for protection, and the independence of modern woman may have given an enormous impetus to this attitude. The basis of marriage in companionship may, too, have been affected a little by the fact that we are presented with an increasing number of substitutes for social life. But the man who says that a motor-car is a better investment than a wife, and a woman who professes to believe that a business post offers a safer protection than a husband, are usually the first to contradict their views by their actions. Marriage remains the best of man's inventions, however many people believe the inventor to have been a woman.

### The Young Scamp.

Manufacturer—"How did my son carry on the business while I was away?" Manager—"Oh, he carried on all right, but he forgot the business."

### The better the quality of the tea you use the more important it is that the container should be the very best.

By careful tests it has been proven that Aluminum is the best container yet found for tea—and Red Rose Tea is packed only in Aluminum—the finest package ever used for tea.

### Col. Rattray Head Soldiers' Board

Manitoba Provincial Police Officer Succeeds Major Barnett

Ottawa.—Col. J. G. Rattray, of Winnipeg, Man., former head of the Manitoba Provincial Police, has been appointed head of the Soldiers' Settlement Board, filling the vacancy caused by the resignation of Major John Barnett. The Board now operates in connection with the Land Settlement Branch of the Immigration Department, and, apart from administering the Soldiers' Land System, also has considerable to do with the location of immigrants under the Empire Settlement plan.

### Istar—Shark Hunter

"Shark-infested seas." . . . To the ordinary man the words have an ominous sound, but to Dr. Ehrenreich, the man who has equipped the yacht Istar for the strange trade of shark hunting, they mean oil, glue, isinglass, leather, pigments, a silky fibre which is said to be stronger than silk, the strongest of all poisons, Poison G, and numerous other products. Dr. Ehrenreich carries on his ship a whole staff of chemists, who treat the fish so that a few hours after the catch the by-products are all ready for marketing and the skin is dried, tanned, dyed and turned into leather. Hitherto, according to the doctor, it has been found impossible to make leather from the shark's rough skin which it is encased, but now he has solved the problem of removing them, and making a beautiful, pliable and useful leather. In fact, he has found a way of turning every bit of the catch except the hard scales to some practical purpose.

At present the Istar—she lies in the Thames—does not appear too ready to part with all her secrets, but when the methods used aboard this first floating shark factory become more widely known others will doubtless join the chase. Already we foresee the doom of the hound of the sea.

### Canadian Ice Cream Made for West Indies

Halifax, N.S.—The marketing of ice cream manufactured in Halifax, for the consumption of people of the British West Indies, is one of the latest developments of the Canada-West India trade, so it was learned here recently. The ice cream is sent in bricks to Bermuda, and is shipped in liquid form as far south as British Guiana. For the latter market it is put in tins, hermetically sealed, and kept at an even cool temperature in the cooling rooms of the Canada-West India ships, particularly those of the Canadian Government Merchant Marine. It is believed there is almost an unlimited market for such Nova Scotia products in the British West Indies, and when developed, will be a great aid to the development of the dairy industry of Nova Scotia.

The aviators seem to have contributed a new and more uplifting meaning to the word "hops."

Your mind is your mint. What are you coinng?

### Wonders Never Cease



Apparently a paradox, nevertheless true; one of the wonders demonstrated at the Radio World's Fair at the New Madison Square Garden, N.Y. A radio wave passing through the ice caused the heat.

### BABY'S OWN TABLETS ALWAYS IN THE HOME

Once a mother has used Baby's Own Tablets for her little ones she always keeps a supply on hand, for the first trial convinces her there is nothing to equal them in keeping children well. The Tablets are a mild but thorough laxative which regulate the bowels and sweeten the stomach, thus driving out constipation and indigestion, colds and simple fevers, and making teething easier. Concerning them, Mrs. Saluste Pelletier, Dumas, Que., writes:—"I have used Baby's Own Tablets for the past ten years and am never without them in the house. They have always given the greatest satisfaction and I can gladly recommend them to all mothers of little ones." The Tablets are sold by medicine dealers or direct by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

### "Hey Mister! Help!"

Rumania's Madcap Monarch Nearly Carried into Sea by His Monster Kite ROYAL RUNAWAY

Constanza, Rumania.—While Robert M. Patterson, Charge D'Affaires of the American Legation in Rumania, was motoring along a smooth beach on the Black Sea here he heard cries for help from a small, half-naked boy flying a huge kite which was carried so high by the wind that it threatened to pull the youngster into the sea. The frightened urchin was 5-year-old King Michael, who, despite his elevation to the throne, cares more about kites than kingdoms. Theonly ratrium the juvenile foreign wore was a pair of tiny trunks. "Hey, mister, help me! I'm losing my kite," cried the young king, like any Canadian kiddie. "Come quick or I may be dragged into the water." Mr. Patterson, who has known King Michael from babyhood, stopped his motor and rushed to rescue the frightened king and his kite. Taking the thick cord from the blistered hands of the barefooted, tousled-haired monarch, he pulled in the huge kite, which was twice the size of Michael, and required all his strength. "Don't tell my mother," admonished the anxious Michael. "She will kill me. She doesn't know I'm out." Mr. Patterson placed the "mischievous Mickey" in his automobile and drove to Princess Helen's house. Depositing the little king safely in the hands of his English nurse, he whispered: "See! He's been out on the beach again and he almost flew away with his kite. Don't tell on him."

### A Gentle Rebuke.

While little Robert was visiting a neighbor, a huckster called, trying to sell her some apples. Although she did not want to buy them, he insisted on giving her one. As soon as the man had gone, she gave Robert an apple from a basket she already had. He ate silently for a few minutes, and then he said, "Miss Brown, you're just like me; I always keep the best one for myself, too."

### The Large Party.

The steamer was just leaving the pier when a man rushed up and shouted: "Hold on a minute; there a party of fifty coming aboard." The steamer backed in again and the man, walked on board and sat down. After five minutes of waiting the captain went across to him and asked if the party would be much longer. "What party?" asked the man. "The party of fifty you spoke about." "Oh, I'm the party! I'm fifty today."

### He'd Be Glad to Give It Up!

Last winter Mr. and Mrs. Brown were ill with "flu" in separate rooms. One morning, hearing a conversation going on between the colored maid and Mr. Brown, Mrs. Brown asked the maid when she entered her room if Mr. Brown had any fever. The maid replied that she did not know. Mrs. Brown then said to the maid: "Go and ask Mr. Brown if he has any temperature this morning. Tell him I haven't any."

### Quick Lunch.

Mrs. Brown had tried hard to make her boy refrain from taking such large mouthfuls. At last one day, her patience exhausted, she exclaimed, "Jack, open more bite like that and you'll leave the table!" And Jack replied, "One more bite like that and I'll be through."

### Use SIMONDS SAWS

BECAUSE guaranteed to cut 10% more timber in same time, with less labor than any other saw. SIMONDS CANADA SAW CO. LTD. MONTREAL, VANCOUVER, ST. JOHN, N.B., TORONTO. ISSUE No. 41-27

### After long tests we are convinced Aluminum is the best container for tea.

# RED ROSE TEA

"is good tea"

Now packed only in Aluminum.

### Song Eliminated By Circus Clown

Skit on Mussolini Nearly Causes Diplomatic Break

Sarajevo, Bosnia, Jugo Slavia.—This little town of fateful name nearly witnessed a sudden diplomatic incident between Italy and Jugo Slavia when a circus clown here, amidst uproarious laughter, sang a song ridiculing Premier Mussolini.

The Italian Consul in the town lodged an indignant protest with the Jugo Slavian authorities, declaring that if the offending clown was not punished, Italy would take suitable measures to insure the dignity of its Premier.

Alarmed at the vehemence of the Italian official's complaint and fearing repercussions from Rome, the local officials ordered the circus to leave town immediately. It did so, and the clown is now singing in a neighboring town, minus his skit on Mussolini.

### Minard's Liniment for Lumbago.

Starting All Over. Little Mary Ruth, age four, had been trying to learn to tell time. After worrying over it awhile she went out in the yard to play. Soon a playmate came to play with her. "How old are you, Goldie?" she asked. "I'm twelve," was the reply. "My goodness! Next year you will have to be one again."



### For 100 bushels of wheat—

That's about all the trip costs, and that's why thousands of people go to the Old Country for the Holidays—an unforgettable pleasure. Are you going?

The Anchor-Donaldson Steamer "Letitia" leaves Montreal for Scotland on November 26th. The Cunarder "Ausonia" leaves Montreal November 25th for the Channel Ports.

Special Christmas sailings from Halifax for the second week in December will enable you to arrive in plenty of time for plum puddings and haggis, bappies and pantomimes.

Round Trip from \$155.00 up; everything included. Children half fare. Your Steamship Agent will make all arrangements.

CANADIAN SERVICE. Cunard and Anchor-Donaldson LINES. THE ROBERT REFORD CO., LIMITED. Cor. Bay & Wellington Streets, TORONTO.



Proved safe by millions and prescribed by physicians for Colds Headache Neuritis Lumbago Pain Neuralgia Toothache Rheumatism

### DOES NOT AFFECT THE HEART

Safe. Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacturers of Mononucleoside of Salicylic Acid (Acetyl Salicylic Acid). While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer" cross.