

UIT FOR A



Advertisement for 'Yes' brand soap, describing its benefits for skin.

Advertisement for 'Yes' brand soap, mentioning its availability.

Advertisement for 'Yes' brand soap, detailing its ingredients.

Advertisement for 'Yes' brand soap, highlighting its effectiveness.

Advertisement for 'Yes' brand soap, emphasizing its purity.

Advertisement for 'Yes' brand soap, noting its long history.

Advertisement for 'Yes' brand soap, mentioning its popularity.

Advertisement for 'Yes' brand soap, describing its texture.

Advertisement for 'Yes' brand soap, highlighting its fragrance.

Advertisement for 'Yes' brand soap, mentioning its availability.

Advertisement for 'Yes' brand soap, describing its benefits.

### Photography Aids Art Appreciation

Architect Urges Young Folks to Take Up Camera Study to Develop Artistic Talents.

The craze for amateur photography which has swept the country in recent years has aided in making the nation more art-conscious, Hazen Sise, architect, told art students in Montreal last week, during an illustrated lecture on art. Mr. Sise was speaking on behalf of the National Committee for Art Appreciation, which in co-operation with certain newspapers, is launching a continent-wide campaign to awaken interest in art by the distribution of inexpensive reprints of famous masterpieces.

Photography develops a feeling for form which is the first essential for all artists, Mr. Sise said. He urged the students to take up photography as an aid in developing their talents.

Form, color and the ability to harmonize both in such a manner as to please the eye while retaining the true sense and feelings of whatever is reproduced were held the main essentials in a masterpiece, the speaker believed.

### King George Memorial



During a visit to Liverpool, England, this July, the Duke and Duchess of Kent will unveil giant memorials to the late King George V and Queen Mary, and the picture shows Sir William Goscombe John, sculptor of the statues, at work on the one of the king in his London studio.

### Need Seed Tests For Good Crops

No Matter How Favourable Growing Conditions Are, Seed Must Be Vital, Capable Of Producing Strong Plants.

Yields of crops are dependent to a considerable extent on soil and climatic conditions, but, no matter how favourable are the growing conditions, the crop cannot be good if the seed is lacking in essential qualities. Seed must be vital, capable of producing strong vigorous plants, and should belong to a variety suitable to the conditions under which it is grown. Vitality, variety, purity, and freedom from diseases are among the qualities in seeds studied and tested by laboratory methods.

Testing Removes More Hazards The final purpose of making a test is to determine the value of seed for planting, and the system has been developed to aid the farmer in avoiding some of the hazards of crop production by furnishing all possible information. Seed testing has made rapid strides in Canada during the present century. The first seed laboratory in the Dominion was opened in Ottawa in 1902, and since that time laboratories have been established at Sackville, N.B.; Montreal, P.Q.; Toronto, Ont.; Winnipeg, Man.; Saskatoon, Sask.; Calgary, Alta.; and Vancouver, B.C. In addition to these, a laboratory for seed research has been started in Ottawa, and already considerable progress has been made.

Huge lake trout can be seen through the ice. Frightened by the skating forms over them, the trout swim frantically around. Chased exhausted into shallow water near shore, the fish are then caught by chopping a hole in the ice.

### News Parade

By Elizabeth Eedy

PRINCIPLE OF THE THINK: We tried hard to, but we just couldn't make it. Leave Hitler and Mussolini out of our column this week, we mean. You'll forgive this time, no doubt. . . . It's impossible to avoid concentrating on these two foci of the world's attention, if we are to understand what the present international crisis is all about, and where the next one is coming from.

The French newspaper "L'Epoque" went prophetic (?) last week in a whimsical way. It published an imaginary dialogue between the Nazi and Fascist dictators: Hitler: "As soon as Franco wins in Spain we'll pull a 'second Munich'."

Mussolini: "Without wasting a minute, Adolf."

Hitler: "And here's how you do it: you mass 500 planes behind the Pyrenees, 500 seaplanes and 30 submarines in the Balearics, 500 seaplanes in Spanish Morocco. After that you tell Daladier you want Djibouti."

Mussolini: "And Tunisia?"

Hitler (irritated): "No, I've told you a hundred times that you must go slowly at the beginning. It's the principle that counts."

SURE THING: Take our word for it, or leave it—there's going to be "another Munich," this spring before the ice goes out.

WILD LIFE: A scheme to purchase and maintain a wild life sanctuary in the Bruce Peninsula as advocated by Dr. W. Sherwood Fox, president of the University of Western Ontario has been turned down by the Federation of Ontario Naturalists. The members would have had to finance the enterprise out of their own personal pockets.

It is urged by Dr. Fox that an 1,800-acre area be set aside in the Bruce Peninsula for the preservation of a number of rare plants—wild orchids, pitcher plants and other botanical species now threatened with extermination. If the naturalists can't afford it, perhaps the Government can. Attention Department of Mines and Resources.

AT WAR OR NOT: In the course of a fiery speech last week before the House of Commons, Georges Heon, Conservative M.P. for Argenteuil, demanded the calling of a general election to decide whether Canada should automatically go to Great Britain's aid in any war.

Sir Wilfrid Laurier propounded the policy that when Britain is at war Canada is at war, and Prime Minister Mackenzie King has reaffirmed this. . . . I do not infer that we should never take part in any war. What I say is that any war in which we do take part must be a war in which something better than sentiment, actuated by propaganda, is at stake. It must be a war that threatens our very liberty, independence and existence, and the issue of which would be of immediate vital concern to all of us.

Commonsense? Isolationist talk? Take your pick.

THE WEEK'S QUESTION: Why is Germany's financial situation desperate? Answer: Germany has no foreign exchange for the purchase of raw materials abroad. Up to now, subsidized exports have provided enough foreign currency to buy vital imports. But this year the Reich's exports have sunk away down, incurring an unfavorable balance of trade. In addition, the annexation of Austria and the Sudetenland make foreign-exchange needs even more desperate.

### Ice Harvest

Farmer May Reap It From His Own Ponds And Streams—Free From Contamination.

The ice harvesting season fortunately comes at a time when there is the least work on the farm for men and teams, and consequently the actual money cost is usually not very great. Water for the ice supply should be entirely free from contamination or pollution. Ponds and sluggish streams usually have grass and weeds growing in them, so that the ice harvested is likely to contain vegetable matter, which is always objectionable. They should therefore be thoroughly cleared of such growths before the ice has formed.

Filling the Ice-House A cubic foot of ice weighs about 57 pounds, so in storing ice it is customary to allow from 40 to 50 cubic feet per ton for the mass of ice. At least 12 inches must be left between the ice and the wall of the building for insulation, unless the ice house has permanently insulated walls and an unusually large space for insulation beneath and above the ice. From these figures it is possible to calculate readily the quantity of ice that any given ice house will hold.

### They Are Investigating the "Cavalier" Disaster



Captain George C. Pirie, air attache of the British Embassy, is shown in a New York hotel questioning Captain M. L. Alderson, RIGHT, who was in charge of the flying boat Cavalier when it plunged into the Atlantic ocean between New York and Bermuda. Pirie is in charge of the investigation into the disaster which claimed three lives.

### Wolves Are Seen In Brant County

Deer, Partridge, Beaver, Are Also In Evidence In Southern Ontario.

Four wolves, three large and one small, reported seen a few days ago on the farm of William Hutchinson in Benholm Township near Princeton, Ont., owe their freedom to assistance from the weatherman.

Peter Porter, district game overseer, told of the incident. Fred Fearheller, working on the farm, told his employer that he had seen the four wolves in a field. Mr. Hutchinson believed his employee had seen police dogs and had mistaken them for wolves. Later Mr. Hutchinson was driving a team when he also saw the wolves and was convinced they were not dogs. They approached so close he feared they might attack his horses. He raced the team to the barn for safety.

Thought To Be Police Dogs Having no gun available, Mr. Hutchinson borrowed one from a neighbor, but darkness had set in by that time and nothing could be accomplished.

Deer are still being seen in Brant County and in that section of Oxford County where the wolves were sighted. Partridge have become numerous, Mr. Porter said, in the South Dumfries preserve. In the vicinity of Scotland, where beaver are numerous, an area two miles square has recently been posted as a game preserve.

### Best Actors Not Found On Stage

Sir Cedric Hardwicke, Eminent Britisher, Says They're In Politics or Business, Witness The Dictators.

First rate actors today are not on the stage nor in Hollywood, but are in politics or business, Sir Cedric Hardwicke, British star of "Shadow and Substance," said in an interview last week.

Sir Cedric said Garrick, one of the most famous actors in stage history, would not bother with the theatre if he were alive today. Instead of swaying hundreds in the theatre, he would be a dictator exerting his spell over thousands and hundreds of thousands.

### Will Advertise No. 7 Highway

As Tourist Route For Visiting States' Travellers On Way To Winter Fair

Executive of the No. 7 Highway Association at a meeting in Toronto last week decided to ask every municipality between Point Edward, Sarnia, Ottawa, Pembroke and Montreal to consider a co-operative proposal for advertising the highway as a tourist route for United States' travellers on their way to the New York World's Fair.

Mayor Thomas E. Henry, of Stratford, said the highway must qualify this year as one of the main roads bringing United States' visitors into the province on their way to New York.

Mayor A. T. Claxton, Lindsay; Reeve George West, Madoc, and J. T. Stephenson, Alisa Craig, were elected directors of the association.

More than 19,000 runners participated in Russia's recent cross-country contests.

### VOICE OF THE PRESS

IT'S THE FARMER WHO PAYS

Many farmers are feeding the pheasants in order that the hunters may have a good day's shoot next autumn. And their farms must be invaded too.—St. Catharines Standard.

THE MORE, THE MERRIER

Is it not time that Ottawa inaugurated a new policy of bringing selected immigrants into Canada? We can never solve a lot of our problems without more people.—London Free Press.

THINK, AND BE HAPPY

A thought for the moment when you just can't bear to hear another word about the state of Europe: Snowdrops and primroses and first crocuses in the black earth—and then, in a little while, buttercups and daisies in the grass.—Vancouver Province.

OBsolete APPOINTMENTS

A good example of obsolete municipal practice is the re-appointment of a pound-keeper to serve Ridgedown, Ont., although the appointment has never been called upon to place an animal in pound for 20 years. Almost in the same category must be the individual who is still, we understand, Brockville's official fence-viewer.—Brockville Recorder and Times

GOD SAVE "THE" KING

It is a poor reflection both on our education and our patriotism that not very often do we hear "God Save the King" done correctly. In that familiar piece we are not, perhaps, blessed with anything approaching a great piece of music, but at least we could learn to sing "THE" King, whose written, in stead of "OUR" all the way through.—Brantford Expositor.

COMPULSORY INSURANCE

As the law stands, a car owner is under no obligation to take out insurance until after he has had an accident; then he cannot get a license until he has. This is like locking the stable after the horse has been stolen. If anyone should be compelled to take out insurance at the same time that he acquires a car it is the owner of the used—and sometimes very much used—car. And the cheaper the car the greater the need for insurance.—St. Thomas Times-Journal.

What is an ibex? An ibex is the back of the book where you look for things you can't find.

### Airplane Ride Cures Cough

Twelve children with whooping cough were flown for two hours at a height of more than two miles above Berlin, Germany, last week, and, according to attending physicians, came back to earth relieved.

One of the doctors, a director of the district health insurance bureau, said the children all fell asleep in the rarefied atmosphere.

### Selection Of Poultry Breed

Choosing Best Type—Depends On Strain And Management

A subscriber who intends to start keeping poultry wants to know what is the best breed. The fact is there is no best breed. Everything depends on the strain and the management.

It stands to reason that no matter how good the management is, results cannot be got if the birds are inferior, either in strain or stamina. Healthy birds are absolutely essential at all times and most difficult to secure.

Healthy Birds Essential

In purchasing the nucleus of a flock, a visit should be paid to the farm where the stock is being bought and every observation given to the health of the main stock.

In selecting a breed, consideration must be given to the space available. If space is limited, then a light breed will be the most suitable and they will be kept for egg production alone. More space is desirable for heavy breeds, which may be kept for the supply of table birds at the same time.

### Dietary Changes Affect Farming

Trends In Diet of Consumers Have Direct Bearing on Agriculture—Ottawa Keeps Tab To Give Tips to Growers.

Increasing attention paid to dietary habits by medical and public health authorities may foreshadow important new trends in farming. Such at least is the view of some agricultural economists who are following with interest the dietary and nutrition studies undertaken

by the League of Nations and the governments of several nations, including Canada.

Eating Habits of Canadians In these studies emphasis is placed on the desirability of a greater consumption of protective foods such as meat, eggs, milk, fresh fruits and vegetables. Should consumption of these foods increase in any marked degree farmers would be called upon to produce more of them and less of cereals in order to meet consumer demands.

More Protective Foods

This would probably mean a greater revenue for farmers generally as such foods bring higher prices. It might also involve changes in farming and marketing methods and in the values of different types of farm lands.

The economics division of the marketing service of the Dominion Department of Agriculture has given some study to the eating habits of Canadians, not particularly with a view to correcting deficiencies in diet but in order to obtain statistical data which would assist producers and distributors in planning their business.

The European population of Southwest Africa, a former colony of Germany, is now estimated at 30,000, including 21,000 South Africans, 6,000 Germans who are naturalized British subjects, and 3,000 unaturalized Germans.

Lac La Poudre is now frozen solid, but snow has ruined the usual glassy surface necessary in sport.

### INVENTIONS WANTED

We have been inventing, patented and marketed, since 1924, if you have a sound, practical invention for sale, write us immediately.

Chartered Institute of American Inventors Dept. 37-B, Washington, D. C.

Advertisement for Daily Mail cigarettes: "ROLL YOUR OWN BETTER CIGARETTES with DAILY MAIL EXTRA MILD"

### LIFE'S LIKE THAT



"An' I never thought she looked a day over thirty!"

By L. Frank Baum

### WONDERLAND OF OZ



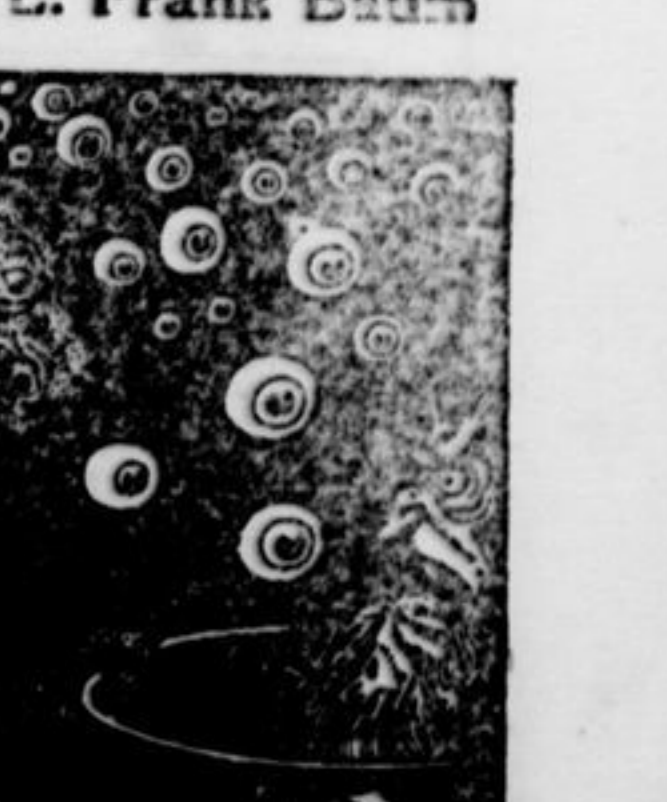
Suddenly there appeared from the opening another hairy man with a bear's head. In his hand he bore a brass hoop. He glared at the stranger in evident surprise. "Why have you captured this foolish one and brought him here?" he demanded, addressing the owl-man. "I did not capture him," was the answer. "He passed the scarlet alligator and came here of his own free will and accord." The First and Foremost looked at Gup.



"Have you become tired of living, then?" he asked. "No, indeed," answered Gup, swallowing nervously. "I am a gnome and the Chief General of King Ruzgado's great army of gnomes. I come of a long-lived race of people and, if I may say so, I expect to live a long time. Yet, bit down boys, if you can find any place to sit in this big haunt, and I will tell you of the big favor I am about to do for you."



With all his knowledge and bravery, General Gup did not know that the steady glare from the bear's eyes was reading his thoughts as surely as if they had been put into words. He did not know that the rock heaps were merely deceptions to his own eyes, nor could he guess that he was standing in the midst of one of the most luxurious cities that had ever been built by magic power.



Suddenly the First and Foremost caught Gup around the neck with his brass hoop. The next instant the General was dragged inside the rock hut. Here there was only a dim light by which Gup could see little of the inside of the building. Yet he had a feeling that many eyes were fastened upon him. The First and Foremost laughed grimly. "If you have anything to say that is interesting," he said, "speak out before I strangle you."