

Quality "AIDA" TEA

...will have more to say on this...
...hesitate to write me for con-...
...ential advice in your personal...
...problems. The following...
...be obtained by send-...
...a 2c stamp for each one re-...
...sented: Facial Care; Bust Devel-...
...ment; Smooth Skin; Hair; Glam-...
...our; Fascinating Eyes;...
...Last; Slimming; Under-...
...standing in Spots; Hand

Married 250 Times

...the simple expedient of ver-...
...divorce King Ibn Saud of Sau-...
...Arabia, whose religion permits...
...four wives, has achieved a...
...record of 250 spouses two tra-...
...verses reported at New York last

Snow Service

...heavy snow falls, a crew...
...diverted in a truck equipped...
...a snow plow. Thus custom-...
...er driveways cleared free.

Itchy, Itching Skin Gets Speedy Relief

...a clean, scab-free, penetrating...
...will bring you speedy relief from...
...itching and distress of Eczema, Itching...
...and Psoriasis, Hives and skin troubles...
...only does this great health-giving...
...moisturizer cool and soothe...
...but also relieves the itching...
...and soothes the skin...
...and scale off in a very few days...
...and relieves the itching...
...and soothes the skin...
...and relieves the itching...
...and soothes the skin...

Nest Colds Get Quick Relief from Their Distress!

...soothing, warming Mucrole...
...to your chest and throat...
...is NOT just a salve. It's...
...counter-irritant" containing...
...essential cold remedies, oil of...
...and other valuable ingredi-...
...to clean white ointment...
...why it gets such fine results...
...than the old-fashioned muc-...
...le. Mucrole penetrates...
...soles, warms and soothes, help-...
...fully relieving local congest-...
...and pain. Used by millions for 30...
...Recommended by many dis-...
...ing nurses. Made in Canada, in...
...strengths: Regular Strength...
...and Extra Strong...
...regiment, 40c each.

Mucrole

...is the ideal...
...sweetener on...
...your morning...
...cereal because...
...it is easier...
...to digest.

TRY IT TOMORROW

...Russian airplanes which will fly...
...between Moscow and New York by...
...way of North Pole regions will...
...carry 42 passengers and crew of...
...six.

Egg Consumption Over-Estimated

Statisticians, by a peculiar error, have been over-estimating Canada's egg consumption. W. A. Landreth, of Winnipeg, president of the Canadian Produce Association, declared last week.

Their estimates have been based on the assumption that roosters as well as hens are among Canada's egg producers. Mr. Landreth told delegates to the association's annual convention.

"Two-Thirds Egg Per Day" "For some years, the per capita consumption of eggs was quoted in Canadian statistics as approximately 30 dozen or an egg a day, which was far in excess of any other area of the world," Mr. Landreth said.

"During recent years this has been adjusted to approximately 21 dozen, about two-thirds of an egg a day."

"We understand that the former quotation was based on the theory that egg production was not limited to pullets and hens, but that all chickens and cockerels performed a similar mission."

"Even statisticians must have their fun."

Canadian Cardinal Might Be Papal Choice



Adrien Cardinal Villeneuve, Archbishop of Quebec, who is Canada's only Cardinal of the Roman Catholic Church is being prominently mentioned as a possible successor to Pope Pius XI in the event that the Italian members of the Sacred College of Cardinals, whose task it is to elect a new Pope, should split their vote.

Don't Hunt For Pearls In Stew

Nobody Ever Found One Of Any Consequence In A Plateful Of Oysters On The Half-Shell, Either.

Don't go fumbling around in a dish of oyster stew looking for pearls.

Frank Gardner Hale, jewel expert of the Boston Society of Arts and Crafts says it isn't worth while.

"Nobody ever found a pearl of any consequence in an oyster stew or in a plate of oysters on half shell," he told a lecture audience.

Facts About Gems

Hale dropped these other facts about gems:

The diamond is not the most valuable jewel and never was. The emerald is, having replaced the ruby.

"There is scarcely a flawless precious stone. Even diamonds usually are flawed. Just because a 'diamond' will scratch glass is no proof it is a diamond. 'French paste' will scratch glass just as well."

So far as scientists can learn there is no difference between an aquamarine and an emerald except the shade of green.

"Any emerald of more than two carats is either flawed or synthetic. The chief trouble with synthetic diamonds is that they are too perfect."

"There is no such thing as an uncut stone." Those that appear uncut are just cut that way.

News Parade By Elizabeth Eedy

KEY TO PACIFIC

The most important island in the world has fallen into the wrong hands. The domination of Hainan by Japan will strike heavily against Great Britain, France and the United States, strategically situated as the island is athwart the British Far Eastern lifeline; menacing France's Indo-China ports; threatening the United States' lines to the Philippines and Hawaii. Should Britain and the U.S. ever decide to act in concert in the East, their movements will now be seriously hampered.

At the present moment the island's chief importance to Japan is as a base from which air attacks can be launched at China's two remaining communications with the outside world.

Looking at it the long way, however, as Generalissimo Chiang Kai-Shek put it last week, the seizure of Hainan is the first step in a southward expansion of the Japanese Empire. Japan now has an excellent jumping-off place toward the Dutch Indies, rich in oil, and is in a better position than ever before to attempt the eventual domination of the whole Pacific.

CHILDREN, TAKE CARE!

Everybody's met Ferdinand the Bull—who loved to smell the flowers—in the movie or in the book or in the song (adv.). and loved him too, we're certain. But for all his charm, his mildness, Ferdinand is yet a menace. Because little children love him too much.

"Not wisely, but too well" . . . Ferdinand, the bull who never learned to fight, is giving children a false idea of bulls in general. They see a Ferdinand in every snorting, pawing, tearing bovine. Tell them it's a dangerous animal, they don't believe you. They know different, knowing Ferdinand.

So if your little child is gored this summer while proffering flowers to some fierce bull in a pasture field, you "can't say we haven't warned you."

PREPARE FOR PEACE

Colonel Tchou, dynamic former secretary to China's Chiang Kai-Shek, speaking in Toronto last week made a significant statement which it would be well for us Western democracies to think over. He said: "ou'll never achieve peace by preparing for war; you must prepare for peace!"

HELD UP!

The British North America Act can become one of the greatest barriers to social progress in the Dominion unless all the nine Provinces agree to co-operate for the common good. That, in fine, was the substance of a speech by Hon. Norman Rogers, Minister of Labor, to the House of Commons last week when he announced that the Federal Government is preparing to introduce a bill for instituting unemployment insurance in Canada.

Other countries have unemployment insurance. Why not Canada? Because the B.N.A. Act leaves loopholes open for the provinces to set up howls each for their own particular rights. And reform is blocked.

THE WEEK'S QUESTION:

Why are automobile insurance rates in Ontario going up the first of this month? Answer: There has been a marked increase in public liability and property damage claims the past year. The increased speed limit, too, tends to make each accident more costly. (Incidentally, fire insurance rates on cars have been substantially reduced).

Testing Cattle For Tuberculosis

Ontario Breeders Ask Federal Government to Speed Up the Work—Many Farmers Under Serious Handicap.

The Dominion Department of Agriculture was urged in a resolution adopted at the annual meeting of the Ontario Cattle Breeders' Association to "speed up" the work of testing cattle for tuberculosis.

The resolution, adopted after W. P. Watson of the livestock branch, Ontario Department of Agriculture, told the meeting that at the present rate it would require 24 years to complete and test in this province, declaring that many Ontario breeders were under a serious handicap in marketing cattle.

Important To Cattle Business

Mr. Watson, presenting a report on tuberculosis testing in Ontario, said the work began 12 years ago as a health measure but now was a "most important" factor to the entire cattle business. He added that there are 500,000 cattle in areas under test in Canada and 1,600,000 in other areas.

Petitions for tuberculosis testing have been circulated in all counties in the province except Renfrew and the county council there now is working on the proposal, he said. It was hoped to have all counties in Southern Ontario signed up this year in favor of the plan.

Canadian-Born Actress Weds Peer's Brother



Honeymooning in Hollywood after a surprise marriage in Tucson, Ariz., are Frances Drake, Canadian-born actress, and her husband, Cecil John Arthur Howard. Howard is the brother of the Earl of Suffolk.

Canada's Greatest Highway Project

Road Connecting Peace River District With Great Slave Lake Will Soon Be Under Construction—400 Miles Long.

Final sanction was given last week by Federal Resource Minister Creer to the construction of a winter traction road connecting the Peace River division of the Northern Alberta Railways with Great Slave Lake, almost 400 miles farther north.

This will be the greatest roadway of its kind in Canada. It will serve the purpose of a railway and tractors drawing 10 or more trailers will ply along it.

To Radium Mines

Departmental officials expect that next year the pitchblende concentrates from Eldorado Mines, gold concentrates from the Yellowknife Mines and the fish from Great Slave Lake will be hauled to the railway over this road.

For the return trip food supplies and construction materials will be hauled north. It will furnish a direct connection between the mining fields and the farm lands around Fort Vermilion in Northern Alberta and the Peace River districts.

Although the distance was less from McMurray to Great Slave Lake, it was decided the Peace River route was preferable because the country over which it would pass is more level.

Co-eds Are Told What To Eat, Do

Saner Food And Less Cosmetics Urged By Miss Davis to Class At University of Western Ontario—"Can't Trust Own Tastes".

One teaspoonful of cod liver oil contains as much bone-building vitamin D as 1,500 servings of spinach, Miss L. M. Davis, instructor in home economics, told a class of co-eds at the University of Western Ontario last week.

"Cokes and chocolate bars are the modern adolescent's diet," she deplored. "There are 30 food elements necessary to a well-balanced diet, and we cannot live and retain our health without them. A little less money spent on cosmetics and a little more spent on the right kind of food would mean a lot to the average beauty of the American woman."

Diseases Due To Wrong Diet Refuting the common impression

VOICE OF THE PRESS

WOLF AT THE DOOR

In Sweden, packs of wolves are keeping people away from church. That isn't what's keeping them away over here.—Toronto Star.

THE OLD RELIABLE

When we're moved to speak slightly of the "horse and buggy days," we might remember that the horse would always start on a cold morning.—Owen Sound Sun-Times.

AXES TO GRIND

It is strange that nearly everyone who protests against increased debt and increased taxation has his own pet project which, if accepted by the governments, could only mean more debt or more taxation.—Brookville Recorder and Times.

YOU'RE TELLING US!

Addresses to the King are to be as few as possible, and his Majesty will not be expected to reply. This might be a good policy to follow in regard to all distinguished visitors. A weakness of Canadians is their tendency toward speech-making on the slightest provocation.—Toronto Globe and Mail.

SMALL TOWN EDITORS

Editors of small town papers meet a lot of people. In spite of the fact that a good 50 per cent. of these people want to sell him something, he learns a little about a great many subjects from conversations with callers who find it considerably easier to gain access to the office of a small town editor than the holy of holies occupied by editors of metropolitan publications.—Lindsay Post.

SAFE DRIVING—JUST BRAINS

Safe driving is not a mechanical problem—although the mechanics of safety must be enforced. It is primarily a problem of the human mentality. It is not a question of stronger metals or safety glass or brakes or laws or penalties. It is purely and simply a matter of brains. Death lurks, not in the mechanism of the automobile nor on what we are pleased to call "dangerous crossings." Death lurks in the human mind.—Vancouver Sun.

More Orchards Being Planted

Production Of Fruits In Dominion Has Been Showing An Upward Trend In Recent Years.

Production of the more important fruits in Canada have been showing an upward trend in recent years, according to the Agricultural Situation and Outlook for 1938, issued by the Dominion Department of Agriculture and Trade and Commerce.

In the case of apples production has been increasing steadily since 1926 and the 1938 crop, while only slightly higher than that of 1937, was more than 15 per cent. above the previous five-year average. Heavy new plantings in recent years indicate that the upward trend in production may be expected to continue for some time. The fact that apple production fluctuates greatly from year to year as a result of weather conditions makes it difficult to forecast the price outlook of this product in advance.

Shipments of apples both in barrels and in boxes for export were sharply higher in the fall of 1938 than in the previous year.

Thirty-three commercial nurseries reported to the Dominion Department of Agriculture on sales of trees during the year ended March 31, 1938. Apple trees led the list at 441,187, two-thirds of which were winter varieties. McIntosh continues to lead all other varieties for planting. Other sorts that continue to be popular are Duchess, McIntosh, Yellow Transparent, Fameuse, Wealthy, Cortland, Delicious and Spy.

Many communities in England are limiting dance hours to midnight.

Children Of 14 Eat The Most

Food Consumption Of Human Being Is Highest At That Age

The small baby does not require as much energy producing food as the active boy or girl. The baby of one month of age needs about 500 calories in 24 hours; of two months, 610 calories; of 5 months, 750 calories; of 10 months, 900 calories; of 12 months, 1000 and of 24 months, 1200 calories per day. After this time, however, the child begins activities which increase greatly the demand for energy food because the child is also at this time growing at an exceedingly rapid rate.

Fewer Calories Needed Thereafter

During the last fifty years attempts have been made to set up standards of food requirement for children of various ages. The calories required increase steadily with age, reaching a peak at the age of 14 after which there is a drop.

It must be remembered that for energy requirement of the body it is the carbohydrate foods which are chiefly important. In carbohydrate foods we include not only sugar but also all of the cereals, like oats, corn, wheat, rye, rice, barley and similar grains. Once children objected seriously to such foods because they were monotonous, but now they are manufacturers of prepared cereals have developed so many different modifications that any sort of appetite or taste may be met by the foods that are available.

Supplementary estimates announced by the British Government included an appropriation of \$445,550 for participation in the New York World's Fair.

MORE CIGARETTES FOR YOUR MONEY

DAILY MAIL

Cigarette Tobacco

EXTRA MILD

10¢

PACKAGE also in 25¢ Tin 1/2 LB. TIN 55¢

LIFE'S LIKE THAT



"A masquerade? . . . No, it's a bridge party . . . I'm to play"

By L. Frank Baum

WONDERLAND OF OZ



Dorothy was very glad to be permitted to go with this promise of assistance from the First and Foremost. The owl-man led him back down the mountain path and ordered the scarlet alligator to crawl away and allow the gnome to cross the bridge in safety. After the alligator had gone, a brilliant and gorgeous city appeared upon the mountain top, clearly visible to the eyes of the gaily dressed multitude of Phantoms that lived there.



The First and Foremost, beautifully arrayed, addressed the others: "It is time we went into the world and brought sorrow to its people. While we have remained here many nations have grown happy and prosperous. It is lucky that the gnome came to remind us to make trouble. We will use the tunnel to conquer Oz, then we will destroy the gnomes and their allies and afterward go out to ravage and annoy the whole world."



Dorothy and her fellow travellers rode away from the Cuteness village and followed the indistinct path as far as the sign post. Here they took the main road and again proceeded on their journey. When evening came they stopped at a dwelling and were welcomed and given food and good beds for the night. Early next morning, however, they were up and eager to start, and after a good breakfast they bade their host good-bye and climbed in to the red wagon.



The weather is always beautiful in Oz, and this morning the air was cool and the sunshine delightful. In about an hour they came to a place where another road branched off. There was a sign post here, too. "Oh, here is where we turn," said Dorothy, observing the sign. "What are we going to Puddinghead?" asked the Captain General. "Yes, Omg thought we would enter the Puddles. They are said to be very interesting," replied Dorothy.