

## More In Cities Are On Relief

### Increase in Government Aid to Farmers, However, Lower Canadian Figures For March

Grand total of all classes of persons on urban and agricultural aid in Canada in March was 1,025,000, an increase of 0.7 per cent, over February but a decrease of almost two per cent from March, 1933, according to preliminary figures released by Labor Minister Rogers.

A total of 702,000 persons were receiving non-agricultural aid in March this year, less than one per cent more than in the previous month. This category includes all totally unemployed, partially employable and fully employable persons, together with all dependents of family heads. This aggregate showed a net increase of 7.7 per cent over the figure for March, 1933.

### 270,000 in Saskatchewan

Number of farmers and members of their families in receipt of agricultural aid continued to show a decline from the year before. A total of 71,000 farmers who, together with their dependents, account for a farm population of 322,000, were reported as receiving agricultural aid in March. Of these, 270,000 were located in Saskatchewan alone. The total on agricultural aid, while up 0.6 per cent, over February, was 18 per cent less than in March, 1933.

## Road Named After Queen

### Ontario Receives Permission to Name New Highway

Hon. T. B. McQuesten, Ontario Highways Minister, announced that the King and Queen had granted the province's request that a new "super highway" between Toronto and Fort Erie be called "Queen Elizabeth's Way."

Their Majesties travelled over a section of the highway during their visit to Toronto and the Royal Automobile Club passed an electric beam, breaking the beam and officially opening a new bridge at Henley, near St. Catharines, and formally inaugurating work on the new Rainbow Bridge at Niagara Falls. "Queen Elizabeth's Way"

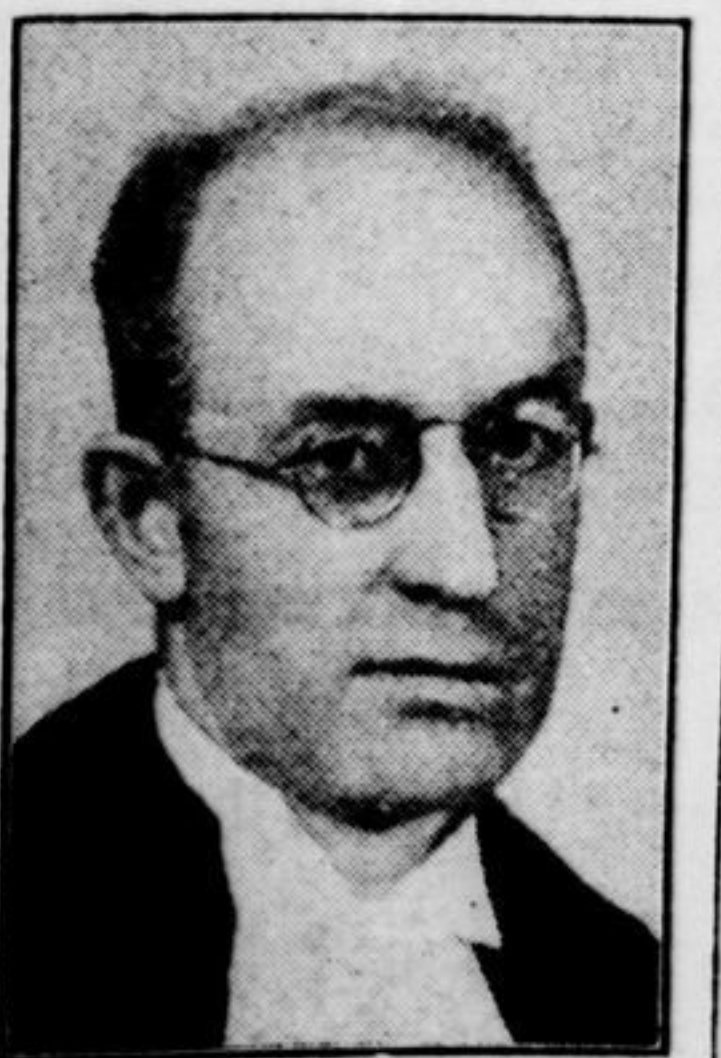
Queen Elizabeth's Way will apply to the entire route including the middle road from Toronto to Burlington, the new road through Niagara Peninsula to Fort Erie, and the connecting link through Niagara Falls to the Rainbow Bridge.

Although the road will not be paved completely for two or three years, it will be possible this year to drive over most of it, including some gravelled sections.

## Better Health Trade Benefit

"That a higher standard of public health would not only decrease disease by one-half but usher in an age of economic plenty which would be the only sure foundation of world peace was the opening voice last night by Sir John Boyd Orr, eminent Scottish authority on nutrition and member of the League of Nations committee on nutrition. Speaking to a gathering of local medical and laymen at London, Ont., last month Sir John pointed out that proper nutritional standards in the United Kingdom alone would require 2,500,000 more cows, that imperial trade would increase tremendously if the people of Great Britain ate enough of the right variety of foodstuffs and that the whole production of dairy products which are now a glut on the world market would easily be absorbed.

### New C.P.R. Solicitor



Joseph Quinten Maunsell, K.C., Toronto, assistant solicitor, legal department, Ontario district, Canadian Pacific Railway, since 1931 who has been appointed solicitor to act in association with John D. Spence, K.C., with headquarters in Toronto. Mr. Maunsell served with distinction overseas in the 77th and 38th battalions and was mentioned in despatches.

## In Magnificent Setting Canada Gets Royal Salute



Framed in the doorway of the dominion Parliament Buildings at Ottawa, following the solemnly historic ritual within, the King and Queen make a magnificent picture, as the Queen, charmingly dignified, stands at His Majesty's side as he takes the salute during the martial ceremony which followed that in the Senate. Prime Minister Mackenzie King stands farther back in the arched doorway.

## Modern Etiquette

BY ROBERTA LEE

- 1.—What are the superstitions concerning the various days of the week for a wedding?
- 2.—Is it the proper gesture, in company, when eating or drinking, to keep the little finger prominently crooked?
- 3.—What is the birth stone for May, and its significance?
- 4.—Is it permissible for a girl to use perfume?
- 5.—When dining in a public place, is one permitted to call to a waiter, when wanting anything?
- 6.—When a man is walking in the rain with a girl who is carrying an umbrella, should he offer to hold it?

Answers:

- 1.—Wed on Monday, always poor; Tuesday, wed once more; Wednesday, happy match; Thursday, splendid catch; Friday, poorly mated; Saturday, better wait; Sunday, Cupid's wooing; and wed in the morning, quick undoing.
- 2.—No; this is an affected mannerism that one should avoid.
- 3.—The emerald, which signifies success in love and immortality.
- 4.—Yes, if the perfume is good and the scent is faint. Cheap perfumes and strong scents are often obnoxious.
- 5.—No. One should be patient until the waiter is nearby, then ask in a low tone.
- 6.—Yes.

## Tobacco Hits Record High

### Dominion Statistics Put Crop Value at \$20,000,000 For 1938 Output

An all-time high in Canadian tobacco production was registered in 1938 when a commercial crop of 98,427,900 pounds with a farm value of approximately \$20,000,000 was harvested, the Dominion Bureau of Statistics reports.

This represented an increase of 26,300,000 pounds or 36.5 per cent over the 1937 output estimated at 72,114,000 pounds with a farm value of \$17,000,000.

Increase of 36.5 P. C. As a result of the large crop and heavy stocks carried over from the previous season, prices of flue-cured in the 1939-40 season estimated at \$9,000,000 to 9,000,000 pounds.

In the case of burley tobacco, somewhat lower supplies than in the previous year resulted in an average price of 13.3 cents a pound

## What Science is Doing

against 13.3 in 1937, a large proportion of the cigar leaf crop is still unsold and prices probably will average two to three cents lower than prices received for the previous year's crop, the report said.

### All Varieties

Increased production in 1938 was evident in all tobacco varieties excepting the small aromatic pipe varieties, production of which is confined to Quebec.

### Brain Keeps Man Upright

Discovery of the specific part of the brain which enables man to stand upright is now announced. It is a "strip area" of brain cells lying just under the front part of the skull where a person scratches his head when puzzled.

### Chemical Seeds Aid Cure

Human "hormone culture" is being developed by which chemical seeds are planted in the body to treat disease.

Addison's Disease, one which is generally weakening and often fatal, has been successfully treated with the seed-planting method and the sufferers restored to normal health.

### Are You Going Crazy?

Development of an electrical "robot physician" that diagnoses the mental diseases was announced last week.

The electrical "brain" of the machine.

### That Reminds Me—Roll Ogdens For Cool, Fragrant Smoking

Refreshing as a summer bloom is the aroma of Ogdens' Fine Cut. Test it yourself. Compare it point by point with any other cigarette tobacco and you'll agree that Ogdens' has what it takes. By all means try Ogdens' and choose the best papers to go with it—"Vogue" or "Chanticleer".

"Why, Jane," protested the mistress, "that cake is as black as a cinder. Did you cook it according to my instructions?"

"Well, no, mum," replied the culprit. "It's one of me own creations."

"Everyone has some secret sorrow," says a philosophic friend. "Even the fattest and jolliest of us has a skeleton in his midst."

A young man was doing his own shopping. He said to the pretty girl behind the white goods counter: "I want a pillow-case, please."

"Yes, what size?" asked the girl.

"Why—er—I'm not sure, but I take a seven-and-a-quarter hat."

## Have You Heard

A fat man bumped into a rather lean gentleman. "From the looks of you," he said belligerently, "there must have been a famine."

"And from the looks of you," replied the lean gent, "you're the guy who caused it."

About the only thing modern girls can cook like mother used to cook is some man's goose.

After a scene at the night-club, where some men had started fighting with chairs, a policeman asked the Irish doorkeeper: "But why didn't you do something?"

"Sure," replied Pat, "an' there wasn't another chair."

Speaking of brave performances, one man took a taxi to the bankruptcy court and then, instead of paying his fare, invited the driver in as a creditor.

"Why, Jane," protested the mistress, "that cake is as black as a cinder. Did you cook it according to my instructions?"

"Well, no, mum," replied the culprit. "It's one of me own creations."

"Everyone has some secret sorrow," says a philosophic friend. "Even the fattest and jolliest of us has a skeleton in his midst."

A young man was doing his own shopping. He said to the pretty girl behind the white goods counter: "I want a pillow-case, please."

"Yes, what size?" asked the girl.

"Why—er—I'm not sure, but I take a seven-and-a-quarter hat."

Refreshingly as a summer bloom is the aroma of Ogdens' Fine Cut. Test it yourself. Compare it point by point with any other cigarette tobacco and you'll agree that Ogdens' has what it takes. By all means try Ogdens' and choose the best papers to go with it—"Vogue" or "Chanticleer".

Refreshingly as a summer bloom is the aroma of Ogdens' Fine Cut. Test it yourself. Compare it point by point with any other cigarette tobacco and you'll agree that Ogdens' has what it takes. By all means try Ogdens' and choose the best papers to go with it—"Vogue" or "Chanticleer".

Refreshingly as a summer bloom is the aroma of Ogdens' Fine Cut. Test it yourself. Compare it point by point with any other cigarette tobacco and you'll agree that Ogdens' has what it takes. By all means try Ogdens' and choose the best papers to go with it—"Vogue" or "Chanticleer".

## Olive Trees Are Very Long-Lived

Some Are Estimated to Be at Least 1,200 Years Old—Product Prized For Food Value and Also as Beautifier

There is romance in a bottle of olive oil, for the trees from which the product comes are among the most long-lived in the world. Some of them are estimated to be 1,200 years old, and what a history of the shaping of world events they could tell if they were able to speak.

Symbol of Peace

Some plantations, such as those of Terni, in Italy, are supposed to have existed in the time of Pliny, and rival giant California redwood trees in point of age. The olive has been cultivated in the East from most remote times, and its branches have come to be symbolic of peace and plenty, and the highest award, paradoxically enough, that could be granted for bravery and honor. The tree is largely cultivated in Greece, Anatolia, Levant, Morocco, Tripoli, Spain, France and Italy. It grows

## Ship Stewardesses Usually Versatile

### Selected From Many Walks of Life, Some Are Trained Nurses, Others Linguists, Athletic Instructors or Traveling Companions

It usually requires considerable training in service and hospitality, as well as a good background, to become a stewardess aboard a modern liner. Many of the stewardesses chosen for the new Cunard White Star liner Mauretania have had many years of training in this calling.

In selecting the personnel for the stewardesses' division in the new Mauretania, only the most skillful of the present generation were selected.

The women chosen come from many walks of life. Some have been trained nurses, linguists, hair dressers, athletic instructors, and traveling companions, but all have served for years aboard ships of Cunard White Star.

### Meet Interesting People

It is the duty of stewardesses to make things pleasant for all women passengers, as well as children, during a transatlantic voyage. Other duties include the arrangement of flowers, dusting, making beds, and serving meals in ladies' staterooms.

There is another important service which falls to the stewardesses. They often act as interpreters for passengers from continental Europe. They wear a small flag on their uniform which designates the foreign languages they speak.

They meet many interesting people, the most famous in the world.

## Gone On Errand Thirty-One Years

Anthony Kesey of Buckley, Pa., completed an errand to the store for his mother but he was gone 31 years.

Mrs. Veronica Kesey answered a knock at her door last week and found her middle-aged son standing there with a jug of kerosene in his outstretched hands.

"I knew you would come back," sobbed the 70-year-old mother. "My prayers have been answered."

Kesey was just 13 when she sent him for the oil. He recalled starting to the store but decided to run away. Since then he had worked on Western Pennsylvania farms and with a circus as a wrestler, never communicating with his family.

### AGENTS WANTED

AGENTS: STOREKEEPERS! Make big profits selling our over 250 kinds of Dry Goods and Smallwares. Write today for free Price List, General Outfitters Reg'd. Box 965, Place d'Armes, Montreal.

### ARTICLES FOR SALE

JEWELRY SPECIALS—WALTHAM Pocket Watches, \$4 up. Wrist-watches, Rings, Earrings, and Smallwares. Unredeemed Pawnbrokers' Stock. Catalogue, McTamney's, Toronto.

### BABY CHICKS

HOME POULTRY FARM, HALLFAX, Nova Scotia — Poultryman John Massey, 500 Bay Barred Rock pullets laying at 1 month, averaged over 61 per cent, at six do the trick for you too. Order today. Bay Hatchery, 120 John St., North, Hamilton, Ontario.

### FAST-GROWING CHICKS IN YOUR BROODERS

now, mean early-laying pullets in your laying house next Fall. Get in on the high Note next egg prices. Order Bray chicks now. Bray Hatchery, 120 John St., North, Hamilton, Ontario.

### IF YOU WANT CHICKS ON SHORT NOTICE

order Tweedle Government Approved Chicks. We hatch 45,000 Breeds 10,45; 90 per cent. Pullets \$16.75; Cockerels \$3.00; Leghorns \$2.75; Extra profit hatched from 25 to 30 ounce extra. Special mating slightly higher. Free calendar and poultry guide. Tweedle Chick Hatcheries, Limited, Fergus, Ontario.

### JUNE PRICES FOR BADEN HIGH

Quality Chicks effective June 8th. Heavy Breeds \$3.95; 90 per cent. Pullets \$12.95; Cockerels \$3.00; Leghorns \$2.45; Pullets \$17.45; Cockerels \$3.00. Extra Quality hatched from 25 to 30 ounce extra. \$16.45; Cockerels \$3.00; Leghorns \$2.75; Pullets \$19.90. Prompt delivery. Baden Electric Chick Hatchery, Limited, Baden, Ont.

Canada's exports of soap in 1938 amounted to 15,046,732 lbs. valued at \$1,394,753 compared with 14,306,855 lbs. worth \$1,240,872 in 1937.

## Less Speed

Mr. Joseph Lonini was in a hurry to build a laundry in Chicago. So he set up an 8-ton well drilling apparatus on the site and started the builders putting up the walls at full speed. Now they have to pull down one wall to get the drilling apparatus out.

## Fiery, Itching Skin Gets Speedy Relief

Here is a clean stainless penetrating anti-septic now dispensed by chemists in trifling coat, that will bring you speedy relief from the itching and distress of Eczema, Itching Toes and Feet, Rashes and skin troubles. Not only does this great healing antiseptic oil promote rapid and healthy healing in open sores and wounds, but boils and abscesses are quickly relieved and cleanly healed. In skin diseases—the itching of Eczema is instantly stopped, the eruptions dry up and scale off in a very few days. The same is true of Barber's Itch, Salt Rheum and other skin eruptions. You can obtain Moore's Emerald Oil (full strength) at any modern drug store.

## THE TIRE SENSATION OF 1939

### New Firestone CHAMPION

★ NEW SAFETY-LOCK CORD BODY  
Made by a new method of tire building by which every part of the tire is locked and checked for perfect safety. New and advanced method of Gum-Dipping adds every part of the tire into a super-safe, inseparable unit of amazing strength.

★ NEW CLEAR-GRIP TREAD  
This new tread is deeper, wider and tougher. Thousands of quick-stopping and long mileage. Firestone's Extra Cord Plus under the tread adds even greater strength and safety.

★ NO EXTRA COST  
With all their extra new features, Firestone Champion Tires do not cost one cent more. Have the nearest Firestone Dealer put a set of these smart, new, streamlined tires on your car and give it an entirely new appearance.

## Classified..... Advertising..

### BUSINESS OPPORTUNITY

START YOUR OWN BUSINESS. Every dollar sale brings you seventy-five cents profit. Write Economy Distributing Company, Curtis Avenue, Leamington, Ontario.

### DEVELOPING

ROLLS DEVELOPED, ETCHCRAFT Enlargement—8 prints 25c. Reprints 3c. Photoart Service, Trenton, Ontario, Drawer 503.

### FEMALE HELP WANTED

SPARE TIME INCOME IS OFFERED TO RESPONSIBLE women with good local contacts. Leading magazine publisher seeks neighborhood subscription workers. Experience unnecessary, commissions liberal, generous bonuses. State age. Give references. Box 50, Room 421, 73 Adelaide St. W. Toronto.

### HAIR GOODS

WIGS, TUPLES, TRANSFORMATIONS, Switches, Curis, and all types of finest quality Hair Goods. Write for illustrated catalogue. Good Hair Supply Co., 528 Bathurst, Toronto.

### HUNTERS AND TRAPPERS' SECRETS

HOW TO CATCH MUSKRAT, FOX, Mink and Beaver. Legitimate plans \$2.00 at once. George Green, P.O. Box 104, Richmond, Indiana, U.S.A.

### MACHINERY

HANDY GREASE CONTAINER AND Gun Loader, Guaranteed. Clean one minute job. Write G. E. A. Malchow, Stavelly, Alberta.

### NURSERY STOCK

HARDY, VIGOROUS STRAWBERRY Plants, Harvest King \$1.00 per hundred; Improved Senator Dunlap 60c per hundred. Cash with order. Quantity discounts. Max Pife, Indian River, Ontario.

### PHOTOGRAPHY

FREE ENLARGEMENT WITH EVERY roll film developed and 8 high class prints 50¢. Enlargements 25¢. Reprints same price. Brightling Studio, 29A Richmond Street East, Toronto.

### FILMS DEVELOPED

FILMS DEVELOPED, TWO PRINTS enlargement and FREE ENLARGEMENT coupon 25¢. Office Photography Dep. "A", 2 Russell St., Toronto.

### PERSONAL

MARRY—HUNDBRETT TO CHOOSE from. Many with means. Farm-Property. Particulars 10c. Confidential. Box 128, Calgary, Alberta.

### QUIT TOBACCO, SNUFF, EASILY.

Indesmissibly. Home remedy. Testimonials guaranteed. Admittance free. Bartlett's, Box 1, Winnipeg.

### IF YOU WANT AN AFFECTIONATE

romantic sweetheart, write: money, write: A. Lee, 445-0, Hollis, Missouri.

### PSORIASIS — SKIN TROUBLES.

If you suffer from psoriasis, dry eczema or similar skin afflictions, try the stainless Singer Bros. Skin Ointment. Has already proved successful in thousands of stubborn, hopeless cases. Price \$1.00 per jar. Post free on receipt of price, from Singer Bros., Chemists Dept. W, 26 Queen St. E., Toronto.

### SEWING MACHINES & SUPPLIES

FOR SEWING MACHINES, repairs, supplies—all makes. New or trade-in, reconditioned machines in stock—Write A. Gilbert & Son, 250 Young St., Toronto.

### STAMPS

NEWFOUNDLAND STAMPS, 40 different 6c. catalogue value \$2.50. Price lists furnished. Ed. Schrammell, Dwyer, Newfoundland.

### WHY GO GREY?

THOSE GREY STREAKS IN YOUR hair are dead against you. Undoubtedly the finest remedy for grey hair is Mergal. Mergal is not a dye, but a scientific prepared treatment which revitalizes the hair. 2 ounce 1.00; large four ounce \$1.50. Prepaid Order from—J. A. Turnbull (Canadian Agent) 911 Bloor St. West, Toronto. Made and sold in England for 20 years.

Issue No. 22 — '39