

Building Trade Has Reason To Be Optimistic

The building trade in Toronto and vicinity has reason to feel encouraged over existing conditions. With the stimulus furnished by the Federal Government in the construction of the Armouries on Fleet Street, and the large addition to the Federal Building on Front Street, the report of the issue of permits issued by Building Commissioner K. S. Gillies is reassuring. For the month of March, according to Building in Canada, the permits granted exceeded in value those for the entire first three months of 1934. They totalled last month \$1,021,677, as compared with \$322,662 for the corresponding month last year. During the first three months of this year the permits reached an aggregate value of \$2,392,415, as compared with \$793,765 for the first quarter of 1934.

Activity is apparent in Leaside, with twenty-five new homes under construction. Forest Hill has evidently another active building year in prospect. Permits to the value of \$218,575 were issued by Commissioner MacNicol during the first three months of the current year, as compared with \$191,150 for the similar 1934 period. In Etobicoke, permits issued between January 1st and March 31st this year totalled \$119,583, as compared with \$112,150 in 1934. In York Township a gain of nearly 600 per cent. in building permit values is reported for March. Real estate activity is indicated in these Toronto suburban areas, and the outlook is brightening.

Intense interest centres in the recommendations made to Parliament by the Ganong Housing Committee. The plan put forward is that the public treasury lend \$50,000,000 to be matched by \$200,000,000 from private sources to finance a national house-building scheme. The expenditure of \$250,000,000 on such a project would go far to galvanize the building trade into new life and to stimulate many industries engaged in the production of building supplies. Nothing would do more to increase employment.—Toronto Mail & Empire.

MATERNITY CHEMISTRY

Prolactin Used to Stimulate the Motherly Instinct

The motherly instinct is something that can be soon purchased in the corner drug store. Two properly compounded pills a day, or an occasional injection, will make the hardest-hearted woman yearn for children and gather those of the next-door neighbor unto her. The chemical that performs this miracle is prolactin, about which Dr. Oscar Riddle of the Carnegie Institution of Washington, has been telling us much of recent years in various scientific publications.

Prolactin is a hormone—an extract of the anterior lobe of the pituitary body which lies at the base of the brain. Dr. Riddle injected it into very young female doves with astonishing results. They nested, brooded and conducted themselves like actual mothers—in deed, were ready to become mothers. Administered to mammals, to hormone started the breasts growing and caused them to produce milk. Already prolactin is a boon to physicians who specialize in the care of babies and mothers.

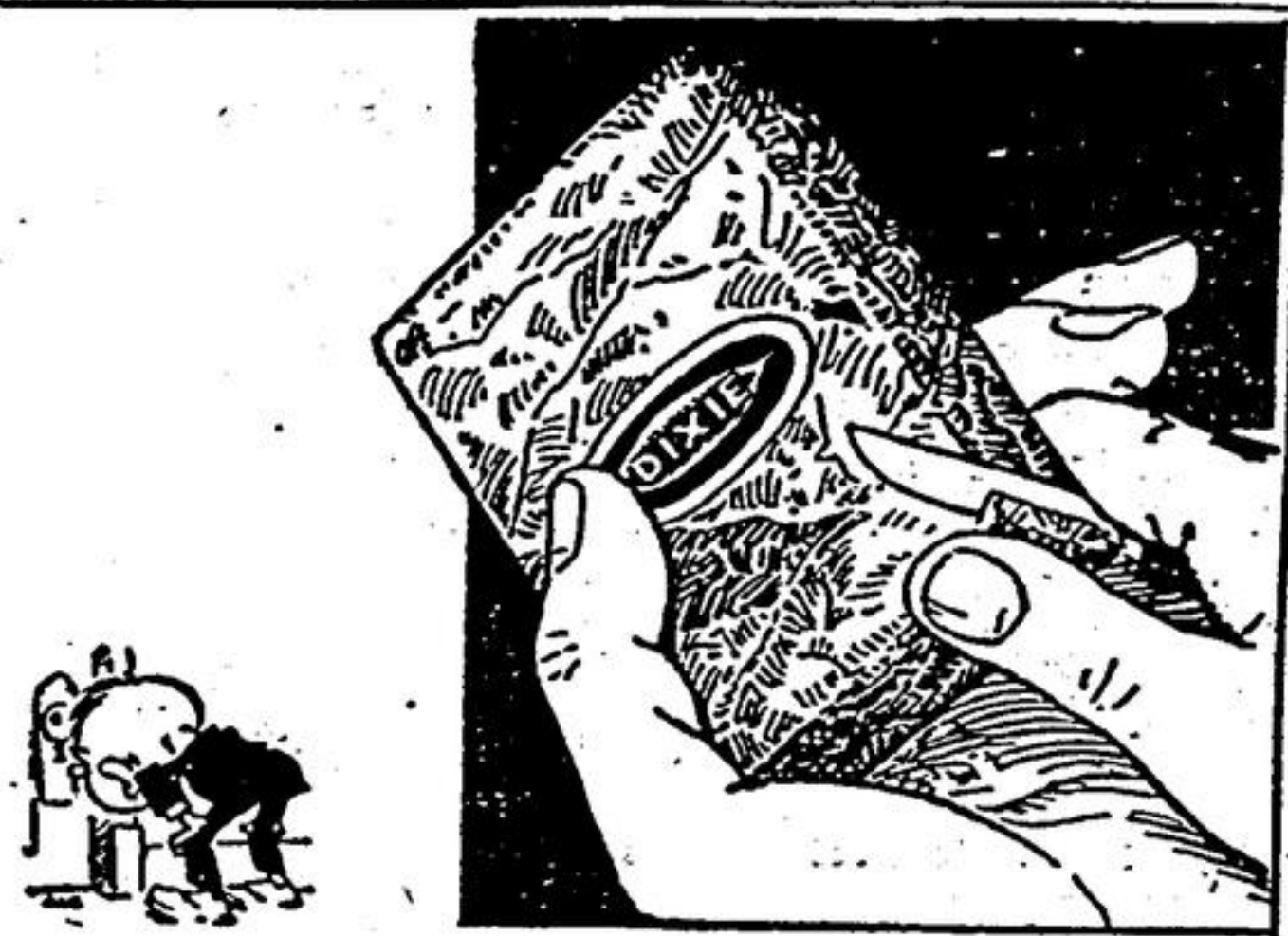
At the meeting of the American Physiological Society, Dr. Riddle summarized the results of more recent laboratory studies made by himself and his collaborators, Drs. Ernest L. Lahr and Robert W. Bates. Rats prove to be just as satisfactory animals for experimentation as doves. Their one interest in life, after a few doses of prolactin, is their young. The effect is manifest in twenty-four to forty-eight hours after the first injection.

EFFECTS OF PROLACTIN

From the anterior lobe of the pituitary body a follicle-stimulating hormone can be extracted as well as prolactin. The two have opposite effects. Heat prolactin to destroy the growth hormone, inject it into a male dove and the result is nearly the same as castration. The mating instinct is gone. On the other hand, the pituitary follicle-stimulating hormone makes a Lohthario of any male dove. He is all for love-making. Mare serum has the same effect on him but fails to arouse the maternal instinct in females.

Going still further, Drs. Riddle, Bates and Lahr experimented with the anterior pituitaries of embryo calves, new-born calves, adult bulls and steers, and cows in different stages of pregnancy. Again doves received the injections—this time a combination of prolactin, the follicle-stimulator and a third hormone which somehow stirs up the thyroid gland, even though it is situated in the neck and therefore far from the pituitary.

Germany has the highest marriage rate—over ten per thousand of the population—in Europe. The next is Poland with 8.3, Holland and Italy with 7.6, England with 7, and France with 6.9.



A SIGHT BETTER!

LARGE PLUG Fresh from start to finish
20¢ Costs so little, too;
Cut it as you like it,
It's Dixie Plug for you!

DIXIE

PLUG SMOKING TOBACCO

Picturesque Pioneer Dies In Victoria

VICTORIA—Mrs. Mary Ann Croft, 70, one of the most picturesque pioneers of the British Columbia coast and for 30 years keepers of the Discovery Island lighthouse in the Gulf of Georgia, is dead.

Classified Advertising

PATENTS
AN OFFER TO EVERY INVENTOR. List of wanted inventions and full information sent free. The Emswamy Company, World Patent Attorneys, 273 Bank Street, Ottawa, Canada.

FARMS FOR SALE
FARMS AT BARGAIN PRICES never equalled. Willoughby Farm Agency, Kent Building, Toronto.

OLD COINS
UP TO \$50.00 EACH PAID FOR U.S. Indian head cents. We buy all dates regardless of condition. Up to \$1.00 each paid for U.S. Lincoln cents. We buy stamp collections, Medals, Books, Old Paper Money, Gold, etc. Send 26c (coin) for large illustrated price list and instructions. Satisfaction guaranteed or 26c refunded. HULL COIN SHOP, 159-23 Front St., Sarnia, Ont.

CHICKS FOR SALE
SIX BREEDS CHICKS, 8 CENTS; 100 pullets, 30c. Complete catalogue mailed. St. Agatha Hatchery, St. Agatha, Ontario.

GOOD LUCK CHICKS
SPECIAL ROSE COMB Brown Leghorns. The kind mother used to keep. Vitality restored for laying large eggs. Neuhauers, Chatham Ontario.

ANDY ANDERSON'S CHICKS
I WILL SHIP you my best blood tested Barred Rocks or White Leghorns for \$5. Day old. Any Monday or Thursday. 100% live arrival. Send my deposit with order. Balance C.O.D. Both breeds are the finest type, large bodied and good layers. Andy Anderson, Box 17, Essex, Ont.

CHICKS FOR SALE
LOOK! CHICKS FROM WINTER layers, Leghorns and Rocks, as low as 7c. Send for circular. Sander's Poultry Farm, Box B, Shakespeare, Ontario.

THREE FREE PRIZES

A framed landscape water color painting by Giff Baker. Valued at \$10.00.

A box of personal stationery, consisting of 100 sheets and 75 envelopes, with an address printed on paper and envelopes, valued at \$1.75, or embossed effect, valued at \$3.00.

A box of personal stationery consisting of 24 sheets and 24 envelopes, valued at \$1.00, or embossed effect, valued at \$1.75.

Send a 3 cent stamped envelope for full information.

GIFF BAKER
39 LEE AVENUE

Toronto, Ont.

We pray for our daily bread, but we want a lot of butter and meat and something pleasant to wash it down with, and plenty of gas thrown in.

When her father, Richard Brinn, was appointed lighthouse keeper at Discovery Island in the '70's, Mary Ann went there to live and she took over from her father at the turn of the century. She maintained the light until her retirement in 1932. Last October, Mrs. Croft was honored by the King with the Imperial Service Medal for devotion to duty.

MAPLE SYRUP CROP IS WORTH MILLIONS TO THE FARMER

The mild, sunny days of late March and early April will be worth more than \$3,000,000 this year to the farmers of southeastern Quebec and the Province of Ontario.

The output of maple sugar in Canada averages around 5,000,000 lbs. annually at the present time, and that of maple syrup approximately 2,000,000 gallons, with a total value of more than \$3,000,000. This output is produced by nearly 50,000 farmers in Central Canada and the total number of trees now being tapped annually ranges between twenty and twenty-five million. Six years ago the total output of maple products was valued at about \$6,000,000, but since then the trade in maple products, as in many other lines, has been considerably reduced.

The tapping of maple trees goes back to the Indian days, on the eastern seaboard, and while little appears in history about their method of extracting the sap and rendering it into syrup, references are found to the tribal dances, known as the maple dances, held in the spring. It was not until 1685 however that the maple syrup industry began to receive prominence in the reports of the governors and intendants of New France. Towards the end of the 18th century, the industry gained recognition as a commercial venture of some magnitude. Much of the advancement of the industry is attributed to modern methods of collecting and boiling the sap, making refining simple and profitable. Although maple syrup and sugar making are still carried on in a more or less primitive way in some sections, there are also a number of refineries using high-speed, scientific machinery for the purpose.

Gold can be beaten out so thin that one ounce will cover an area of 146 square feet.

for CUTS & SORES

Apply Minard's freely. It washes out poison and cleanses. Any wound heals quickly after its use.

There's nothing better!



ROSS for HEIGHT
Height Specialist, Scarborough, Eng.

Our Sketch Club

Review of the Previous Lessons

In Lesson No. 51, we studied Tone in Line Technique. A very important subject and one I derived a great deal of benefit from myself, in going over this feature again. So the thought came into my mind, that it would be practical for our students to go back at this phase of our lesson to review the work taken up thus far.

You will remember in Lesson No. 1, we made a statement that anyone who could learn to write, could also learn to sketch. No doubt you all now agree with me that the statement is not so rash as it may at that time have appeared to be. Many of the sketches submitted to me since we started this Sketch Club indicate that the time has been well and profitably spent.

As in Lesson No. 1, we practiced on strokes or lines as used in writing, so, we too, continued doing the same in Lesson No. 2, by carrying on with these lines and developing them into simple borders. Then we studied the sketching of an apple in the four stages of outline, to a finished drawing in full shaded effect, demonstrating the three dimensions of height, breadth and depth or thickness. The lines and borders were drawn with pen and ink, and the apple with lead pencil or a crayon pencil.

Then continuing the study of crayon technique we practiced drawing tones in lines, shading a sphere and cylinder. We also gave you some problems to draw with each lesson and answered any questions which our students required assistance with, as they were confronted with various problems.

With the work of Lesson No. 4, we assembled crayon lines into a pictorial effect representing portions of a brick wall, a stone coping, and some foliage. As one problem for this lesson you were asked to assemble the wall, coping and foliage to form a composition in pictorial effect, which we illustrated in Lesson No. 6, to show the finished result.

In Lesson No. 5, we studied the use of spread lines for pictorial effects. You were asked to make a pen line drawing from a half-tone reproduction of a dish of apples.

The method of enlarging and reducing the size of a sketch was explained in Lesson No. 6, by using a rectangle and a diagonal line. We also studied the correct procedure of how to enlarge the apple drawing from the previous lesson.

Lesson No. 7, brought out the problem of drawing three cubes resting one above the other and three different colors or tones of cubes. Then we also studied the light and shade effect of these cubes and a cast shadow upon a cylinder. The problem of a hollow hexagon was also explained and illustrated.

We took up our first study on Landscape Drawing with Lesson No. 8. We here studied the use of a Range Finder to select compositions. Then we announced a Landscape Sketching Contest and offered three illustrations by prominent Canadian artists for prizes.

Lesson No. 9, we continued the use of a Range Finder, and also how to change a bit of scenery around in order to make a new composition. Lesson No. 10, illustrates new uses of pen and ink, and also brush techniques, together with the use of white paint combined with pen lines.

The method of using a decorative technique of landscape for advertising purposes was demonstrated in Lesson No. 11. We also studied pen stipple and scatter work by the tooth brush.

Lesson No. 12, brought out the filling away of sample pictures for future reference. Lesson No. 13, was given over to answering special questions and problems submitted by our students, this proved to be very interesting and helpful to both the Art Director as well as the students. Lesson No. 14, was a continuation of study on tree trunks.

Trees in different atmospheric conditions were dealt with in Lesson No. 17, such as seen in rain or snow effects. Strong sunlight effects on trees was studied in Lesson No. 18 together with the effective use of the crayon pencil for sketching certain kinds of trees.

Pine needles, reflection of tall grasses upon water, stone and grass in strong sunlight was studied in Lesson No. 19. Lessons 20 and 21 taught the value of carrying around a sketch book with you when out walking, so that important and valuable little bits of useful material may be recorded and then filed for future reference.

Lesson No. 22 changes the scene to water, and boats, and birds. The winners of our Sketching Contest were announced and prizes sent out to the three lucky winners.

Contrasts in ocean going boats or ships were illustrated in Lesson No. 23, in modern and early shipping events. A test drawing was asked for in illustrating with pen lines a pictorial scene of water, horizon and

sky, showing clouds and reflections.

Lesson No. 24, changes the scene to yachts. Then more contrast in boats as used on Lake Ontario as shown by the use of paddle steamers and modern turbine engine ships in Lesson No. 25.

We went back again to yachts in Lesson No. 26. Small dinghys, both pleasure and racing yachts and also steam ships were illustrated, also a decorative bit of design suitable for marine subjects.

Lesson No. 27 takes us into a study of battleships, and specimens of "The British Navy" were illustrated here. Lesson No. 28 continued this study on "The Navy" and its "Jolly Tars." Notes on Wooden Ships were discussed here too.

Notes on Viking Ships were printed in Lesson No. 29. Also a splendid example of a combination of pen lines with the use of the crayon pencil in illustrating a modern liner against the sea and sky.

In Lessons No. 29 and No. 32 we commenced a series of features in outline drawing such as the Captain, an Anchor, a Ship's Cutter.

Lesson No. 33 was given over to answering questions and various problems sent in by our students.

A study of Design was commenced in Lesson No. 26. The use of a "Docket" or "Time Sheet" was mentioned in Lesson No. 35. Also a filing system for pictures clipped for reference. Lesson No. 36 and 37 brought up the subject of tools or instruments. Also practical problems were set out for the students to create in design work. Lesson No. 38. Suggestions for Design were given and then The Principles of Design in Lesson No. 29. Lesson No. 40, taught Rhythm, Balance Harmony and the same subjects were continued in Lesson No. 41.

We then had a chat on Design for Surface Patterns in Lesson No. 42. Rhythm and Surface Patterns were discussed in Lesson No. 43. Flowing Rhythm in Lesson No. 44. Flowing Rhythm and Repetition in Lesson No. 45. Flowing Rhythm in Natural Leaf Forms in Lesson No. 46. Rhythmical arrangements in Lesson No. 47. Rhythmical Arrangements of Simple Pattern over a surface in Lesson No. 48. Flowing Rhythmical Pattern in Lesson No. 49. Simple Rhythm, Flowing Rhythm, Tone Rhythm in Lesson No. 50.

Then in Lesson No. 51 we took up the study of Tone in Line Technique, this being a very important study as will be seen in the near future. Master this important feature of Tone and all will be well.

Questions will be answered, etc. Questions will be answered in this department. Anyone wishing to receive a personal reply may have same if a 3c stamped, addressed envelope is enclosed with the request. The Art Director, Our Sketch Club, 73 Adelaide Street, West, Toronto.

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LAMB ONE OF BEST OF MEATS

In Biblical days lamb, unblemished and of choice quality, was offered up in sacrifice, and even today in the Holy Land lamb is the chosen meat for religious feasts.

In Canada lamb was first used as a farm meat in the early days of settlement at logging camps, barn raisings, and other festive gatherings. In those days lamb owed its popularity to the fact that it was fresh-killed, thus possessing all the quality of a high-class farm product. Nowadays, after a lull in popular favour, the fine flavour of lamb is once more being duly appreciated and the use of lamb is becoming more general in Canadian homes. With modern packing-house facilities, with the Dominion Department of Agriculture meat inspection service, and with the sheep industry well organized, choice, deliciously flavoured lamb is now available for the retail trade in Canada all the year round.

At this season of the year, a regular supply of freshly-killed carcasses from Prairie raised range lambs fattened in feed lots throughout Canada on the best of clover or alfalfa hay and Canadian grains are on display in meat stores and butcher shops. Roasts and chops from these carcasses are tender, carrying a large amount of juicy, lean meat. Dinners served from

ARE YOU MISERABLE?

Mrs. A. Cluckie of 73 Charles St., Hamilton, Ont., said: "When growing into womanhood I became pale and thin, had not much appetite, suffered from headaches, pains in my back, and cramps. Mother gave me Dr. Pierce's Favorite Prescription. Soon my appetite improved, I had better color and all pain disappeared." All druggists. New size, tablets 50 cts., liquid \$1.00.

Issue No. 18—'35

this meat are particularly appetizing. The satisfaction resulting from the purchase of lamb in any of its many cuts has steadily increased the volume of sales so that today an ever increasing number of families are becoming regular users of lamb.

THE FEED SITUATION IN CANADA

There are several factors which will influence the feed situation in Canada in 1935, says the 1935 "Agriculture Situation and Outlook" about to be published by the Dominion Department of Agriculture, in co-operation with the Department of Trade and Commerce. Feed reserves will be considerably less than normal owing to low yields in 1934, domestic requirements in drought areas, and strong export demand from the United States. Meadows and pastures in large sections of eastern Canada, which were seeded in 1933, and also in 1934, will show the effects of subsequent adverse climatic conditions. The restricted seed supplies of grass, clover and alfalfa, coupled with high prices, is expected to reduce the acreage of these crops seeded in 1935. In the drought areas of the Prairie Provinces, less summer-fallowed land than usual, and low reserves of subsoil moisture, are unfavourable conditions for the seeding of grasses and legumes. To these adverse factors may be added also the possibility in 1935 of some crop destruction in the Prairie Provinces from grasshoppers and cutworms, and to a lesser extent, in a part of the Province of Quebec, from white grubs.

Grasshoppers, which took a heavy toll of forage crops last year in the Prairie Provinces, are expected to be less troublesome in 1935 than in 1934, on account of a reduction in the intensity of infestation in all three provinces, the smaller number of eggs to be found in stubble land, and the greater skill on the part of the farmers in carrying on control campaigns. The pale western cutworm is expected to be present again over wide areas in Saskatchewan and Alberta. If moisture conditions and weather for growing crops in the early part of the season are not better than average, considerable losses may be expected in certain large, though scattered, localities. Wherever grasshoppers and cutworms are known to be present, tillage and seeding practices should be followed which are in keeping with recommended methods of control.

The total amount spent on advertising up to the end of this month estimated at \$50,026 by Mr. Dolan. One Canadian campaign cost \$15,000 and the first advertising campaign in the United States last August cost \$17,325, he said. The second United States campaign had cost about \$49,000.

TOTAL OUTLAY IS \$92,000. The total expenditure by the Bureau amounted to \$92,000 up to the present, he said. The Bureau was closing the present fiscal year with a balance of \$5,000 of its appropriation.

In the August campaign in the United States 47 newspapers in 23 cities covering 17 states were patronized, he said. Many inquiries had been received from the United States as a consequence of the August campaign, and much information was received which helped the Bureau in testing its campaign this spring, he added. The information indicated that the best sources of tourist traffic from the United States were: New York, Pennsylvania, Ohio, Illinois, Wisconsin, Missouri, California, Minnesota, Iowa, Kansas, Michigan and Indiana. The main inquiries received, he said, were about hunting and fishing, motoring and national parks.

\$100,000,000 Gain In Tourists Seen

Total of \$300,000,000 For Business in Canada For 1935 Forecast

Ottawa.—The return from the tourist business in Canada will approximate \$300,000,000 in 1935, representing an increase of \$100,000,000 over 1934. D. L. Dolan, director of the Canadian Tourist Bureau, told the Senate Tourist Committee recently.

"More people in the United States are looking to Canada for tourist purposes than ever before," the official said. "There is a tremendous increase in Canadian travel."

A sum approximating \$25,000 will be spent this year in Canadian newspapers and magazines advertising the tourist trade of this country, he said.

It was most important to develop interprovincial tourist traffic, Senator Dennis said.

\$150,000 TO BE SPENT
The amount to be spent this year in advertising this country's tourist

COULD NOT SEW A BUTTON ON

Her Hands Were Helpless With Rheumatism

At one time she thought she would lose the use of her right hand. But "a blessing"—in the form of Kruschen Salts—put her right again. "I was sure in a bad state," she writes. "In fact, I could not do my housework. I was so bad with rheumatism in my arms and hands. I could not sleep at nights, and I thought I would lose the use of my right hand. I could not hold anything, nor could I sew a button on. My arm would go dead. I was advised to try Kruschen, and inside of three weeks I found such a change. I have kept on taking it, and now I sleep all night—thanks to Kruschen's help and relief."—(Mrs.) J. H.

Two of the ingredients of Kruschen Salts have the power of dissolving uric acid crystals, which are responsible for rheumatic agony. Other ingredients of these salts assist Nature to expel these dissolved crystals through the natural channel.

attractions in the United States, which was an important market for the promotion of Canada's tourist trade, will approximate about \$150,000, the official said.

Mr. Dennis asked whether the question of the use of the radio in conjunction with the Canadian newspapers and magazines in developing tourist trade between the different Canadian provinces had been considered.

A suggestion was under consideration by which the Canadian Radio Broadcasting Commission might allot a few minutes two or three times a week at the end of the day's program to giving facts on the tourist attractions in the East and West, he replied.

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"Our statistics as to the source from which we draw our most tourist trade is the same and agrees with those of the railways and steamship companies over a period of years," he said.

The Bureau had consulted the provinces, the railways and tourist bureaus in different cities, as to meet the wishes of these various organizations in regard to the "general plan in their own provinces," he said.

Senator W. A. Buchanan (Lib., Lethbridge) urged the importance of promoting the tourist business among farmers. For this purpose Senator Buchanan said, the occasion for public speaking by tourist officials should be seized.



WINDSOR SALT
FROM remote parts of China come mysterious stories of prisoners deprived of Salt, a form of torture and death. Strange customs and superstitions feature our wonderful new picture book for Children: Would you like to read this gripping story? Then send the coupon now. It is free. Try this! When beating eggs—A little Salt helps you beat them quickly.

Pure For Oral Use
WINDSOR IODIZED SALT
whitens the teeth. Mild, pleasant, harmless for dentures. Wash and gargle. Cannot scratch. Prevents sore throat. Use daily for table and cooking.

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