

EFFICIENCY IMPAIRED

Why Many Men and Women Are Badly Handicapped.

When you are so run down in health that it impairs the efficiency of your work as well as your power to enjoy your leisure hours, or obtain rest, it is time you looked to the cause. If you do not, a serious breakdown is almost sure to result sooner or later. In nearly all cases this condition, which doctors usually describe as general debility, is due to poor blood—blood that is deficient in red corpuscles. When the blood is thin and weak your whole system suffers. You lose appetite, have no energy, your nerves trouble you and you feel restless.

What you need is help to build up your blood and you should begin at once to make your blood rich and red by taking Dr. Williams' Pink Pills. You will soon notice the difference in your health by a better appetite and increased vigor. The reason is that the new blood created by Dr. Williams' Pink Pills stimulates all the organs of the body to healthy activity, and so the system gains nourishment and strength. If you are weak or out of sorts begin gaining new strength to-day by taking Dr. Williams' Pink Pills.

You can get these pills from your druggist or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

BABY CHICKS, C.O.D.

BY D. D. SLADE.

The modern hatcheryman must follow modern business methods, that's certain. If he has sales problems to solve, he must solve them in a modern way. His hatchery is like a factory: eggs are the raw material; baby chicks are the finished product. The factory must be kept working at capacity to keep overhead and production costs down. Sales must keep step with production.

In the early days of the baby chick industry selling was simpler. Once the public got the idea that baby chicks could be bought in the market like apples or handkerchiefs, it was necessary only to tell it where the chicks could be bought, for everybody wanted to buy them. But it wasn't long before the problem complicated itself. Competition developed rapidly and hatcherymen had to begin to use their brains in working out selling problems. Quality production proved to be the best solution of the quantity production problem; quality chicks mean satisfied customers. Here is one method to help reduce the added cost of producing quality chicks.

In carrying on the business of the Kentucky Hatchery, we make it our regular practice to have the customer pay delivery charges upon his chicks. All shipments of our chicks are made by express or parcel post, shipping charges collect. We know this is entirely different from the usual custom, but we are able to do it because our chicks are high quality and our customers are so anxious to get them that they willingly pay the shipping costs. It means only a slight extra expense to them, but to us the aggregate saving is a very material item.

In any case, it seems logical to us that the customer should pay delivery charges. In practically all other businesses where delivery is made by mail or express, this plan is accepted without question. We make it a matter-of-fact proposition, emphasizing it clearly in our catalogue and price list; people simply make up their minds they want Kentucky chicks and the question of a small delivery charge does not deter them from ordering.

It is an easy step in the same direction to sell chicks on a C.O.D. basis, which we have been doing regularly. A \$1 deposit is all that is necessary to secure the booking and shipment of an order, no matter of what size. We require this nominal deposit to show us that the customer is in earnest in his desire for the chicks.

Last year 60 per cent. of our business was handled on a C.O.D. basis, with entire satisfaction. We found that the percentage of returns was very small: such chicks as were returned were brooded in our own storage brooders. Our chicks can readily stand the shipment and return without injury. We run them in the nursery for two weeks and another week in the colony house before selling them as three-week-old chicks. We also sell some six-week stock.

Of course, one must have high grade chicks if the C.O.D. sales plan is going to work. That reduces the chances of return, for the customer will be so pleased with the quality of his shipment that there will be no reason for refusal.

Plants from Cuttings

It is easy to start a potted winter garden with almost no capital. The mere statement of one's desire usually brings offers of cuttings from anything that one fancies in the collections of friends, together with directions as to how to grow them. All one needs for such cuttings is a glass of moist sand in a sunny window. In this sand must be buried the cut end of the slip: in a few days the roots will start, and before long the new plant will be ready to take its place among the potted collection.

It may be true, but nevertheless it is a "tall" story, that the height of Japanese children has been increased by their proclivity for sports.

Canadian National Hotel and Terminal at Halifax



Illustration of the new hotel and station being erected at Halifax, N.S., by the Canadian National Railways. This is taken from the architect's drawing and indicates that the group when completed will form a fitting Atlantic gateway to the Dominion. The terminal will be connected with the deep water pier at which the Trans-Atlantic passengers will arrive and depart. This pier possesses the most modern facilities for dealing with passengers of all classes and special provision has been made for the reception and comfort of new settlers. These latter will be able to proceed from ship to train under shelter and in comfort.

Hunting Cancer To Its Lair

Dr. Louis Sambon, as Test of Cancer Theory, Plans Concentrated Research in Isle of Man

London.—As soon as the sanction of the Ministry of Health is obtained the Isle of Man will become the centre of a concentrated cancer research to be carried out by Dr. Louis Sambon, one of the world's leading cancer experts.

He plans to make a minute examination of the flora and fauna of the island and to leave no stone unturned in the hope of finding a cure for the disease. Dr. Sambon, who is working under the direction of the British School of Tropical Medicine, has intimated that he already has a theory regarding the origin of cancer and hopes by this means to find support for his theory.

With the aid of street maps and medical registers he plans to make a thorough check-up in all the island districts of persons who died from cancer in the last fifty years and all cancer victims now living.

"If my previous experience counts for anything," he said, "I will discover that cancer clusters in well-defined areas where the people living there are liable to be attacked.

"My colleagues and I will then conduct a minute examination of the vermin in each district, especially rats, mice, cockroaches, cellar beetles, and various kinds of worms. We have already established a theory and we want to see how it is supported."

Dr. Louis Sambon, an authority on tropical diseases, who almost twenty years ago reported the cause of pellagra and later investigated the cause of malaria when he lived in the mosquito-infected Roman Campagna, has in recent years devoted his attention to cancer.

In 1925 he announced a belief that the disease was parasitic. His declaration was printed in The Journal of Tropical Medicine and Hygiene, published in London, and received much attention. Cockroaches, cellar beetles and other insects were the contagion carriers, he wrote.

Last April Dr. Sambon reported investigations on cancer in villages in Northern Italy, where he had searched death records and street maps and isolated whole sections as "cancer streets" and "cancer villages." At that time he made the request, supported by medical authorities, that the British Government and public should subscribe to a fund to carry out further research into this theory and set apart a region for mass investigation.

Early last month the authorities of the self-governing Isle of Man gave permission to carry on the work there. The local medical society furthered the plan, which now awaits sanction of the British Health Ministry.

"Spare Comb, Spoil Scalp" Shingled Women Warned

London.—Since the shingle and boyish women have been growing prematurely bald, say West End hairdressers. The short-haired vogue isn't wholly to blame, they hasten to add, declaring it is a case of "sparing the comb and spoiling the scalp."

In the olden days when a woman was compelled to spend several minutes daily combing and brushing her long tresses, she stimulated the scalp, keeping it healthy, while nowadays the hair seldom gets a good brushing, merely being run through, stray wisps coming loose from the permanent wave. It used to be man's privilege alone to buy scented concoctions guaranteed to make bald pates hirsute, but now the beauty experts stock up on restorers and revivers to meet the feminine demand.

According to Plato the important thing for a youth to secure by the time he is seventeen is the admiration of noble deeds, and noble deeds and noble character. The love of good literature is the backbone of this elementary education.

CONSTIPATED CHILDREN

Constipation is one of the most common ailments of childhood and the child suffering from it positively cannot thrive. To keep the little one well the bowels must be kept regular and the stomach sweet. To do this nothing can equal Baby's Own Tablets. They are a mild but thorough laxative; are pleasant to take and can be given to the newborn babe with perfect safety. Thousands of mothers use no other medicine for their little ones but Baby's Own Tablets. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Disorders in Russia

Paris Temps: The rupture of relations with Britain and the tension of relations with France, the impossibility of obtaining credits from abroad and the virtual ostracism of the Soviet Union have put the Soviet rulers in a difficult position at the very time when they have to grapple with opposition at home which is gaining power day by day. For some time now attempts have been reported from various sources to renew relations with London and in a recent speech the British Prime Minister, Mr. Stanley Baldwin, allowed it to be understood that the British Cabinet would not refuse to consider re-opening relations with the Soviets as soon as they were ready to conduct themselves according to the obligations and rules of international courtesy.

At an examination a boy, asked to state why a tiger is striped, wrote: "It is striped because it makes it better for circus proprietors. If a tiger escapes from a circus it is easier to find him that way if he had no stripes. He will not go far without someone noticing that he is not a horse or a dog, on account of his stripes, and calling up and asking the circus people if they have lost a tiger."

Keep Minard's Liniment in the house.

Another Disasterous Trans-Atlantic Flight



GERMANY FAILS THIS TIME

The German plane Heinkel D-1220, which started from the Azores for America, crashed into the ocean. The occupants had a miraculous escape.

Crime and Punishment in England

"The prison population of Great Britain is under 10,000 and the number of prisoners serving sentences over fifteen years is infinitesimal," states P. W. Wilson, former Member of the British Parliament, in December Current History. "For fifty years the number of murders has been uniform at about 150 per annum in spite of the fact that the population has increased. The death penalty is applied only about fifteen times a year." Mr. Wilson attributes these good conditions to the fact that prompt arrest and trial may be taken for granted and there is unified enforcement of law with Judges appointed for life and irremovable. The British police, moreover, are unarmed, and firearms in general are permitted only under a strict and personal license. The great efficiency in identification methods and detective work of Scotland Yard, whose officials are appointed for life with prospect of pension and are thus far removed from political influence, act as a strong deterrent force, as also does the known difficulty of escape due to the guarding of frontiers and coast lines throughout Europe in general.



AT THE GALLERY
Miss Hibrow: Ah, here's the portrait of a lady executed by Raphael.
Mr. Lobrough: Well, I don't believe in murdering women, but in this case I can't blame him if he did.

7 Reasons Why You Should Buy The Standard

- (1) 21 coloured comics.
- (2) Up-to-date rotogravure section.
- (3) Latest news from the Old Country.
- (4) Coloured magazine section.
- (5) Best Short Stories.
- (6) Scotland Yard disclosures.
- (7) Vignettes of Life.

The perfect weekly newspaper is colourful, informative and entertaining—that is why you should buy the Montreal Standard. It has these qualifications in unlimited degree.

The finest comic strip artists in the world are its contributors. Its rotogravure section carries photos of international as well as national interest. Famous correspondents supply it with the latest Old Country news. Its coloured magazine section has articles by well-known writers on all questions of current interest. Each edition publishes a new story by Fannie Hurst, the world's highest paid short story writer. The foremost authority on Scotland Yard makes an amazing disclosure on the operations of that famous force every week; and Norman Lynd contributes a series of amusing Vignettes of Life. And these are just a few of the many features.

- The following 21 Comics appear in every edition:
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| (1) Bringing up Father (Jiggs) | (11) The Van Swaguers |
| (2) Tillie the Toller | (12) Rosie's Beau |
| (3) Mutt and Jeff | (13) Happy Hooligan |
| (4) The Gumps | (14) The Katzenjammer Kids |
| (5) Little Orphan Annie | (15) Texas Slim |
| (6) The Nebbs | (16) Just Kids |
| (7) Moon Mullins | (17) Smitty |
| (8) Winnie Winkle | (18) Dingle Hooper and His Dog, Adolph |
| (9) Toonerville Folks | (19) And Her Name Was Maud |
| (10) Harold Teen | (20) Nicodemus O'Malley |
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Winter Vegetables Cure Spring Fever

The hated dose of sulphur and molasses which used to appear as regularly and at about the same time as Easter would never have been needed to tone up Johnny and Jane had their mother taken the trouble to give them plenty of vegetables during the winter, according to Alice Burrell Irvine, writing in the January issue of "The New Age Illustrated."

Much of the inertia that seems to come with the first warm weather is probably due, thinks this food expert, to an inadequate supply of vitamins during the winter. "Vegetables," emphasizes Mrs. Irvine, "are an important part of our winter diet. They are our most abundant source of food minerals, far exceeding fruit in their store of those dietary essentials."

"Calcium is the principal constituent of the bones and teeth. Green-leaf vegetables, such as spinach, lettuce, and cabbage, furnish calcium. Phosphorus is combined with calcium to form the bones and is a necessary part of every living cell of the body. Dried legumes—peas and beans—are rich in phosphorus. Green-leaf and stack vegetables furnish some phosphorus. Iron is highly important as a constituent of the red corpuscles of the blood which carry oxygen. Green vegetables, carrots and beets are the best sources of iron."

Wisdom is the fundamental form of virtue . . . Prudence comes next.

The Championship Winner

J. W. Gosling's Foxes were extensive winners at the Royal Winter Fair, Toronto. They were pre-eminent for their quality, color and texture. They brought the first trophy to the Ontario Silver Black Fox Industry. They won the Miniature Trophy contributed by the Canadian Fur Auction Sales Co. Limited, Montreal, for the best matched pair of foxes at the show. When you buy Vespra Foxes you buy the best. Write: J. W. GOSSLING, Box 164, Barrie, Ontario.

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MINARD'S "KING OF PAIN" LINIMENT

At once the best and the worst rendering of Epicureanism into verse is Fitzgerald's translation of Omar Kayam.

Of all men who strike scattered Epicurean notes . . . Our American Pagan, Walt Whitman, is the best example.