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Only Selected Seville Oranges and Reined Sugar, but so skillfully blended as to preserve the valuable tonic properties of the fruit. "Your Olde English Marmalade... makes breakfast worth while," writes a user.

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p231b,ttf

The printed chiffon frock may be caught closely around the hips and led in front.

REARD'S LINIMENT FOR COLIC.

The Problems of the Cinema

SOME AMAZING STATISTICS AND WHY EDUCATIONAL FILMS ARE SO OFTEN A FAILURE.

The question of the cinema and its physical, social and moral influences, particularly upon the young, has long needed serious investigation. The National Council of Public Morals has initiated such an investigation, and the report takes the form of a book, *The Cinema in Education*, which is ably edited by Sir James Marchant, L.L.B. The problem of the cinema is so important and becomes more pressing as the years go by, that there will be many who are perturbed and concerned who will be desirous of learning what the able people who served on the Commission think about this vital matter.

Sir James states:—"The functions of the cinema," (quoting the report) "are broadly three: recreative, educational, and propagandist. Of these the recreative is at present the most prominent, but to this aspect of the cinema we have not exclusively directed our attention in this inquiry. We recognize quite clearly that it would be a mistake to throw on an industry commercially conducted for private profit the onus of leading public opinion, and, indeed, no claim is made that the leaders of the industry desire or are competent to undertake this work. Accordingly, educational and other authorities in the country might well consider how far they can assist in raising the whole status of the cinema, and to help them in this endeavour has been a main object of our inquiry."

"Although, as already stated, the cinema is to be regarded primarily as a means of amusement and recreation, many praiseworthy attempts have been made by some producers of films to deal with natural phenomena from the educational standpoint, and films have been prepared in which the educational interest is predominant. Films of natural history, geographical and historical interest have been prepared with marked ability and at great cost, but it must be admitted that these films have not proved sufficiently attractive to the general public to warrant the expenditure involved in their production. The reasons for the failure of the mainly educational films are many. The most important are the following:—

"1. The public to which the cinema appeals has not sufficient general knowledge of science, natural history, geography or history to form that connection between previous experience and the subject-matter of the film which is so essential to vivid interest."

"2. The atmosphere in which such films are introduced is highly antagonistic to their favourable reception and to their educational value. A film, however beautiful, of the life history of a plant or insect sandwiched between a Charlie Chaplin film and a thrilling episode of the 'Exploits of Elaine' has little chance of survival. The interest—if ever it has been aroused—is soon switched off, and a feeling of boredom results. To be effective in such surroundings the film must have interests other than the purely educational."

"3. To make an educational film of real value there must be preliminary preparation by work in the school, or the running comment of a lecturer. The valuable film of the making of the Panama Canal would have lost its educational value without the accompanying lecture."

"Teachers and children who have appeared before the Commission had little to say in favour of the educational film as it is at present shown in a mixed programme, though some mentioned the possibility of such films proving of educational value under favorable conditions and in close association with the work of the school."

"We were also told by representatives of the trade that the public would not tolerate a greater admixture of educational films than 10 per cent. in a mixed programme. From statistics of an investigation of the interest of children in different classes of films, it appeared that the total number who preferred educational films was almost negligible. The small percentage of children who like this type of film more than any other was, however, markedly greater among those with good home surroundings than among those from very poor districts. Such films were also shown to be more popular among girls than among boys, but even among girls from good homes only 3 to 4 per cent. declared a preference for educational films."

"The Commission was thus driven to the conclusion that under the existing conditions the educational film had failed to make an appropriate appeal to the school child."

"It would," continued the report, "appear to the Commission that, in the exhibition of films which combine matters of general with great educational interest and which from their nature are not capable of direct observation by children, the cinema may prove a valuable adjunct to the school. This function of the cinema should, however, be clearly distinguished from that of its use as a means of direct education and as a part of the apparatus of the school. The confusion of

the two functions, has led to much misunderstanding. In the opinion of the Commission, no film of purely educational interest, which for its successful employment needs preparatory work in the school, can serve any useful purpose in a mixed programme for adults and children."

CONFEDERATION LIFE.
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The Mosquito Danger

There seems a great probability that unless drastic steps are taken the southern countries are likely to suffer this year from a plague of mosquitoes. "It is of great importance that steps should be taken to stamp out the pest, for not only is the mosquito a nuisance, but also a danger. It feeds on all kinds of filth, and thus its bite is not merely irritating but contaminated."

In tropical countries, where mosquitoes are the carriers of various fevers, such as malaria and yellow fever, incessant war is waged upon them, but in England we have hitherto regarded the insect rather in the light of a nuisance than of a danger.

But it must not be forgotten that owing to the war many Englishmen living at home now have the germs of malaria in their systems, and that, consequently, the anopheles mosquito, which has for years flourished in England in a more or less innocuous state, may thus become an active agent of malaria in this country, provided that the conditions are sufficiently favourable.

In various ways, therefore, the mosquito is a real menace, and we hope that everybody will do his best in the fight against it.—Daily Mail.



Constitution for South-West Africa

CAPE TOWN, South Africa, May 14 (Canadian Press, via Reuters).—The following is stated here to be the essential features of the preliminary draft of the Constitution for South-West Africa, which was formerly a German colony:

The Colony is to be governed by a body of eight members, including the administrator who is appointed by the Government of South Africa. Three are to be nominated by the Government, one of whom will be a public servant representing the Department for Native Affairs, and the other four will be elected by the Legislative Assembly and must not necessarily be members of that body. The Assembly is to consist of 18 members, six to be nominated by the Union Government and the others to be elected by registered voters. The territory will be divided into twelve constituencies, containing as far as possible an equal number of voters.

The Assembly will regulate its own procedure and members will be admitted, affording the members an opportunity of discussing all the questions of public importance, including those on which the Assembly is not empowered to legislate and which are reserved for treatment by the central authority. These reserved subjects are native affairs, railways, the public services, mines, posts, telegraphs, justice, immigration, defence, currency and customs. Moreover, the Government reserves for three years the subjects of settlement, education, police, land, banks and militia.

The subjects reserved can, from time to time, be delegated by the Central Government to the Assembly. If those subjects reserved for three years only are not voluntarily delegated by the Government to the Assembly at the expiration of that term a vote of at least two-thirds of the members of the Assembly may demand their transference.

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NEXT WEEK, STARTING WITH MONDAY MATINEE

BRAND NEW "RAPID FIRE" The Show That Smashed All Records in Canada Last Season

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The German language will be recognized in the Assembly as well as in courts of law.

The draft of the Constitution is to remain in force without amendment for three years, after which the Government may introduce alterations at the request of at least two-thirds of the members of the Assembly. The clause permanently reserving the subjects mentioned for control of the Central Government will, however, remain in force as long as the Constitution itself stands.

Thrilling New Film at the Majestic To-Day

There is a strong belief that the theatres and pictures are returning to honest and virile melodrama, and leaving their "sob-stuff" and sex stuff behind. There is justification for this theory in the success of such films as "Through Fire and Water" (adapted from Victor Bridges' "Greensea Island"), which is being shown at the Majestic to-night.

"Through Fire and Water" does not belie its title. There are staggering scenes in both elements, and the spectator is compelled to hold his breath as the story goes from excitement to excitement. There are fights, gallop, chases on the high seas; the hero nearly burnt to death—in fact, all the ingredients of good, honest melodrama.

Many people will think this is an improvement on a great many of the pictures that are shown in the cinema nowadays, and, produced by Thomas Bentley and played by such clever artists as Flora le Breton and Clive Brook, "Through Fire and Water" provides a wholesome, thrilling, entertainment which picture-goers of all descriptions will heartily enjoy.

Crawford Adams and Louis Cheney have a delightful programme of music all set for the last three nights of this week. Item 1, Ave Maria has been asked for several times. Harry Lauder's favorites will likewise be welcomed. The programme from every standpoint is another top notcher. Saturday afternoon a special matinee for children has been arranged.

CONFEDERATION LIFE.
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Killed by His Own Bomb

A man, aged 25, who had illegally manufactured a bomb, was himself killed by it, according to the Home Office explosives report for 1924.

His intention appears to have been to suspend the bomb from a telegraph post, and then by means of a taper to burn through the cord and so give him time to get away. The explosion occurred before he got away.

An example of the rash methods employed in throwing explosives was that of a corporation employee who was killed. He placed gelignite cartridges on sand on a sheet of corrugated iron over a fire. He was turning them over with his hands when they exploded.

In a house in London a man was pouring petroleum spirit along the wainscoting to exterminate vermin. He was smoking a cigarette and the spirit vapour ignited. This disposes of the belief that a cigarette will not ignite petrol.

100,000 Pounds Contract

BRITISH FIRMS UNITE TO BEAT GERMANS.

A contract involving £100,000 for the supply of oil casing to the Anglo-Persian Oil Co. has been obtained by Messrs. Stewarts and Lloyds, Ltd., of Glasgow, and the British Mannesmann Tube Co., Ltd., Queen Victoria Street, E.C., who have joined their resources for cheap production.

A German syndicate quoted figures 30 per cent. below the British companies' tendering separately, whereupon the Anglo-Persian Oil Co. conferred with the British firms, with the result that the firms referred to co-operated.

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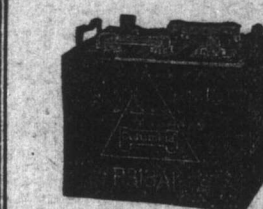
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Colgate's Cashmere Bouquet and Eclat Face Powder—15c. and 35c.
Colgate's Bandoline for dressing and keeping the hair in place, now25c.
Rogers & Gallet's "Bouquet de Amour" Face Powder, Reg. \$1.30, now95c.
Rogers & Gallet's Cold Cream, pot85c.
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Woodbury's Face and Cold Cream, large pot60c.
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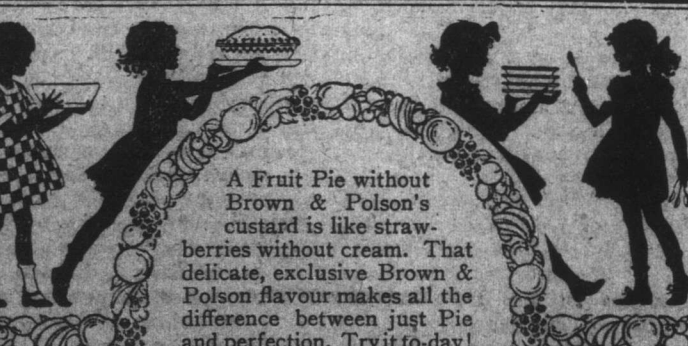
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understanding that I was to be mayor in the full sense of the word."

Chiffon tunics slashed down the back are held together at the shoulders by scarfs.

We note the two-piece bathing suit with straight trousers and small tailored collar.



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His Need

Prisoner, asked to select a counsel from the barristers in court, surveyed those gentlemen silently.

"Well," said the Judge, a little later.

MINARD'S LINIMENT FOR ACHES AND PAINS.

No for

No for

You are COFFEE. Once you use it, for quality is the Ask your

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TO

This is who are f as regard tom trous place to g made rece style. Th English to the cuff; bottom.

John

Whol

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The pupils of the school at the winter, when there last to the number of the school and repeat by the