

## Improving Tone Of the Press

Too Much Publicity is Given to Crime in Newspapers.

Moving the resolution before the author's convention at Montreal requesting newspapers to give more attention to current Canadian literature and deprecating the attention given to crime, accidents, scandals, etc., Capt. J. V. Mackenzie, M.C., editor of McLean's Magazine, said there was a certain irony in his being asked to do so, as most of his journalistic career had been spent in writing on just such topics as had been specified for curtailment, and he had also noticed that this topic formed the basis of the most saleable products of the writers of fiction.

Captain Mackenzie, thought, however, that more attention on the part of many newspapers to literary matters would prove of real benefit both to the newspaper and to the reader. A good many papers in Canada already gave worth while consideration to this department.

Hector Garneau thought the newspaper proprietors would do well to give less attention to the details of crimes and sensational trials and more to literary matters. Arthur Stringer said: "Such stuff is sometimes mighty interesting."

Nevertheless the resolution was adopted.

## Air Map of London

Will Give Distinct Photograph of Each Separate Building.

A scheme for a great photographic map of London taken from the air has at last assumed practical shape, and the first machines equipped for the task have begun work. Three aeroplanes connected with each other by wireless telephones, so that they can all manoeuvre together on a pre-arranged plan are being employed in making this gigantic map which when complete will cover an area of 300 square miles and require an exposure of 10,000 plates. Planes will fly at a distance of about 5,000 feet when taking photos. The air map will be complete in that it will give a distinct, if tiny, photograph of each separate building in London. The photos will all be pieced together in one "Mosaic."

## Saskatchewan Clays

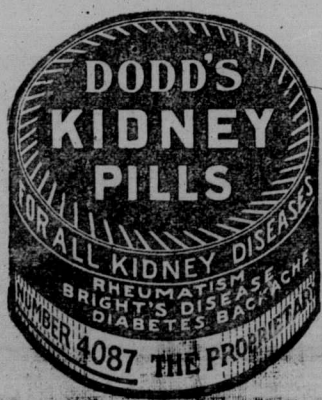
Laboratory Tests to Determine Suitability of Clays for Manufacture of Ceramics.

A new industry may be opened up for the province as the excellent results of a series of laboratory tests to determine the suitability of Saskatchewan clays for the manufacture of ceramics which has just been completed for the bureau of labor and industries. Some of the clays proved to be similar in texture to the Kentucky ball clay used generally throughout the United States in the manufacture of porcelain. These clays are found in the province in layers from three to six feet thick. Another sample, found in layers four and five feet thick, makes excellent bricks, wall tile, stoneware and pottery. Yet another proved to be pure white china clay. It is probable that a large clay products manufacturer in Great Britain will in future import the Saskatchewan raw material.

## Our Empire Prince

Is Good Speaker With a Knowledge of Everyday Affairs.

Seven years ago the Prince of Wales was a subaltern, now he is a colonel with a string of hard-earned war ribbons. He has made strides towards approaching the record of his father, who is easily the most traveled of sovereigns in this or any other period; he has become a finished public speaker, and has changed from a shy youth into a young man with an intimate knowledge of everyday affairs, immensely popular wherever he goes.—London Daily Chronicle.



W. N. U. 1360

## Stops Bronchitis Quickly. Helps Irritable Throat, Ends Sneezing, Coughing.

Relief comes at once when you breathe in the soothing vapor of Catarrhozone. Once its healing, piney essences strike the bronchial tubes, you realize that a powerful treatment is at work. Irritation can't live in the throat of a person inhaling Catarrhozone. It is so soothing, so warming, so full of concentrated healing power that you get results at once. Catarrhozone strengthens the weak throat, stops the cough, removes that hacking irritating necessity to clear the throat, makes even the chronic sufferer realize that at last he has discovered a real friend. For coughs, colds, catarrh and winter ills, nothing in the family could be better than the complete dollar outfit. Small size 50c trial size 25c all dealers or the Catarrhozone Co., Montreal.

## Using His Wealth To Lower Boot Prices

People in Switzerland Profit by Millionaire's Scheme.

A Ticinese multi-millionaire of Lugano, named Battist Betetta Piccoli, who amassed a fortune in America and recently returned to his native town, is using his wealth to lower the prices of boots. For some time past the price of boots in Switzerland have been so high that in Italian Switzerland people went about wearing elags or patched footwear, and children even went barefooted. Signor Betetta Piccoli bought wholesale a quantity of leather and had boots made in Italy, and then imported them into Switzerland, where he sells them at half the ordinary retail price; that is, 20 francs or less per pair.

At first the local boot-sellers took no notice, but afterwards they were also obliged to lower their prices to the level of his, and now the whole population of Lugano is wearing new boots. This millionaire is now proposing to import several hundred thousand more pairs of boots into other parts of Switzerland; the price of boots is not lowered there.

## To Open Homestead Land

Government Lands Which Will Be Again Available For Homesteading.

Dominion Government lands within fifteen miles on either side of railways in Western Canada which have been held in reserve for returned soldiers, will be made available on May 1st for general homesteading, except in so far as the reservation applies to lands withdrawn in the Porcupine Forest reserve, the Riding Mountain reserve, Hudson Bay reserve, Donkohor reserve, or any individual parcels reserved for the purpose of dealing with cases of soldiers still pending or reserved for other special reasons. Power also is reserved for the minister of the interior at his discretion to withdraw for soldier settlement any other areas if deemed desirable. This means that after May 1st, civilians may acquire Dominion lands within the 15-mile radius excepting in the areas mentioned. In the case of newly opened areas, however, soldier settlers will be given one day's priority.

## "A Feather in One's Cap"

Origin of Expression Goes Back to Savage Days.

In the Lansdowne Ms., in the British Museum is a description of Hungary in the year 1599 in which occur these words:

"It hath been an ancient custom among them that none should wear a feather but he who had killed a Turk."

Hence the phrase, "A Feather in One's Cap" came to mean an honor or mark of distinction, and it is so used to the present day.

The origin of the expression goes back to savage days, to the tribal custom of adding a new feather to the head-dress for every enemy slain.

In Scotland, it is still customary for the sportsman who kills the season's first woodcock to pluck a feather from the bird and stick it in his cap.

## Improved Milk Machine.

A young Belgian living in Calgary, Alberta, claims to have invented a milking machine, the actions of which can be adjusted to the various cows being milked at the same time. A demonstration of this machine before a number of dairymen indicated that this invention might prove of much value in the dairy industry.

The sheriffs annually pay into the English treasury six horseshoes, with the proper number of nails, as rent for a piece of ground in the parish of St. Clement's.

## The Experiment Farms System

Experimental Farms System of Canada Not Appreciated as it Should Be.

Remark has several times been made in parliament and elsewhere that the splendid work performed by the experimental farms system of Canada is not nearly so widely known and appreciated as it should be. In The Agricultural Gazette of Canada for January there appears an outline of the system and the tasks in which it is engaged. The Central Experimental Farm at Ottawa is the headquarters of the twenty branch or auxiliary farms and stations. It is stated that there is one farm in each of the provinces of Prince Edward Island, New Brunswick and Ontario, two in Nova Scotia, four in Quebec, two in Manitoba, three in Saskatchewan, two in Alberta and four in British Columbia. There are also two sub-stations in Alberta, two in the Yukon and one in British Columbia. In addition, working with the system are tobacco stations at Farnham, Que., and Harrow, Ont. At all of these experimental and research work of national importance is carried on. Eighty illustration or demonstration stations have also been established in New Brunswick, Nova Scotia, Quebec, Alberta and Saskatchewan. Each branch of agriculture is dealt with in actual experiment, and the results are made public through the press and by means of addresses, demonstrations and exhibits. In short every effort is made to encourage, advance and benefit agriculture, the basic industry of the country.

## Alberta Eggs Compete With the Best

Future of Poultry Industry in Province is Very Bright.

Through a proper service of egg marketing the standard of Alberta eggs has been raised during the last three or four years to where they are considered first-class on the British markets and the future of the poultry industry in the province is very bright. H. A. Craig, deputy minister of agriculture for Alberta is the authority for this assertion. "There was a time," says Mr. Craig, "when eggs were kept on the farm for a week after they were laid, and later kept in the country store for a week or more. The result was that by the time they reached the consumer they were often not fit for use. This condition won for Alberta eggs the reputation of being the worst in Canada. The market service was established to correct this condition. During the past three or four years the standard of Alberta eggs has been raised to where they can successfully compete with the best. This has been brought about by the establishment of a system of buying eggs according to quality by which the producer got paid for the quality of the eggs he offered, thus giving him some encouragement to put out a good product on the market."

## British Columbia's Mineral Output.

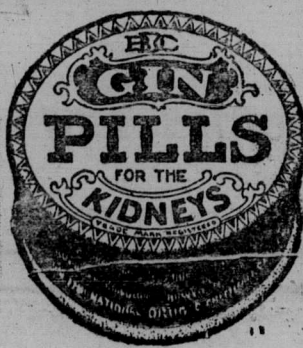
The value of the minerals produced in British Columbia in 1920 was \$2,284,312 greater than in 1919, or \$20,580,625. The president of the Vancouver Board of Trade considers these figures very gratifying in view of the fact that the copper mines had been closed down for a considerable period owing to the drop in price of copper. Mining prospects in British Columbia are very bright, and mineral production on a normal basis is confidently looked for in the near future.

## Fruit Juice Factory.

A new fruit juice factory, which will cost approximately \$150,000, will be established in Vancouver. Machinery for the plant is now en route. The company has a chain of factories throughout the west from Winnipeg.

Some men are poor because they are honest and some men are honest because they are rich and can afford to be.

Infants up to a few months of age have no sense of taste.



## MOTHERS!

With your children's skins. As soon as you see the slightest trace of a rash or sore, apply Zam-Buk. This antiseptic balm will protect the sore place from infection, prevent it from spreading and healing soon follows.

Careful mothers always keep Zam-Buk on hand for their children's injuries—it ends pain so quickly and prevents any possibility of festering. Best for cuts, burns, scalds, bruises, ringworm, scalp sores, eczema and teething rash. All dealers 50c box.

**Zam-Buk**

## Alberta Beef For Great Britain

Stockmen Planning to Open New Market For Their Cattle.

Alberta stockmen are now proposing to open a new market in Great Britain for their cattle, whether or not the present embargo on Canadian store cattle into that country is removed. A number of prominent ranchers are now making arrangements to send to England a number of live cattle which have been grain fed during the past winter, and the result of such a move will be watched by shippers throughout the prairie provinces.

Under existing regulations the animals will have to be slaughtered within ten days of their arrival at a British port. A considerable business, however, along these lines has already been built up by shippers from the Eastern Canadian provinces, and the great divergence between the price of meat in the two countries is tempting the western stockmen to follow their example.

It is stated that Scotch and English fed prime beefs, are selling at about twenty-four cents a pound on foot, a tremendous increase over the prices paid at Canadian and American stock markets. As the animals would be paid for in British currency there would be the difference in exchange to be taken into consideration and probable loss in weight, transportation and also an allowance in the appearance of the meat when placed on the market for sale. However, notwithstanding all this the Alberta stockmen who are making the experiment are inclined to the belief that there should be a sufficient spread left to make the venture profitable.

## Grain Movement At Lake Ports

Enormous Quantity of Wheat Handled by Canadian Elevators.

With one hundred and thirty-seven million, five hundred thousand, five hundred and ninety bushels passing through its elevators, Fort William and Port Arthur lead all points on the American continent in the amount of wheat handled in 1920, according to the report issued by the grain commissioner. The ports were second in oats, fourth in barley and third in flax. Minneapolis came second, with one hundred and twelve million bushels handled.

## PILES

Do not suffer another day with itching, bleeding, or protruding piles. No surgical operation required.

Dr. Chase's Ointment will relieve you at once and afford lasting benefit. 60c. a box; all dealers, or Edmondson, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp to pay postage.

## 20,000 Children Die Violent Deaths

Red Cross Figures of Fatal Accidents In U.S. Are Alarming.

Figures compiled by the Red Cross prove that in the United States, 20,000 children, under fourteen years of age, each, meet violent deaths. Burns, falls, automobile and other vehicular accidents, drowning and poisoning exact, the heaviest toll of child life. Forty per cent. of the children who die before reaching their fifth birthday are killed accidentally, while almost 20 per cent. of the deaths claiming those between five and fourteen result from accidents, the compilation showed. After fourteen, accidents cause proportionately fewer deaths. First-aid instruction given swimmers throughout the country by the Red Cross had reduced drowning fatalities from 10,000 to 5,000 annually, the statement said.

Itch Cured in 30 Minutes. Itch, Mange, and all contagious scratches on human or animal, cured in 30 minutes by Wolfford's Sanitary Lotion. At Druggists.

## An Engraving Wonder

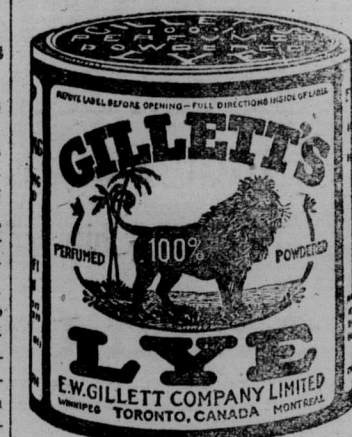
Lord's Prayer on Head of Ordinary Steel Pin.

J. O. Lowder has on display at his shooting gallery in Newburn, N.C., an ordinary steel pin on the head of which is engraved the Lord's Prayer. The engraving is the work of C. H. Baker, of Spokane, Wash., and the job required three years to complete, according to Mr. Lowder. There are 65 words, 254 letters and 19 punctuation marks on the pin head, and each is so perfectly formed that beneath a magnifying glass they stand out clearly and can be read with ease.

## B.C. Berry Crop.

British Columbia's berry crop for the 1921 season is estimated at 500 carloads, or 50 per cent. in excess of the 1920 harvest. There are twenty-eight hundred acres under berry cultivation.

He is a busy man who does half as much as he intends to do.



## Blames Unpasteurized Milk.

Thousands of men and women between the ages of 20 and 29 are dying from tuberculosis because of having partaken of unpasteurized milk, according to a statement made by Prof. Fitzgerald in a lecture to the students taking the farmers' course at the University of Toronto.

The man who thinks the world is growing worse imagines himself to be growing better.

A stiff upper lip has nothing in common with a limber tongue.

Forestall Colds, Chills and Influenza

Take

**Bovril**

Use Bovril in your cooking. It flavours, enriches, nourishes more.

The Body-building Power of Bovril has been proved by independent scientific experiments to be from 10 to 20 times the amount of Bovril taken.

EVERYBODY WANTS MORE WHEN MADE WITH WHITE STAR YEAST

Just Imagine The delicious preserves you would make if you could walk out into an orchard of One Thousand Acres of ripe, luscious fruit, in the pink of condition, picking only the choicest, using nothing with it but pure cane sugar, and if, in addition, you had the most scientific machinery to turn it out—Doesn't you think your Jam would be just about perfect? This is just how

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They were the first to make Pure Jams in Canada, and are still leading in popularity. Try a tin of their new seasons strawberry. It is delicious. Ask your grocer for E. D. Smith's Jams with the Maple Leaf label.

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