

The only outstanding and unalterable fact about the definite mileage guarantee is that it must be paid for even by the careful driver who does not need it—like yourself.

The Good year Service Station Dealers know this well as you tyre users should know it.

The cost of such a guarantee, like every other cost of production and marketing, is included in the selling price of the tyre.

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Thus the presence of such a guarantee in the of normal price can mean only that a tyre of normal price can mean only that some other quality has been slighted or sacrificed.

If you drive with reasonable care, almost my standard make of tyre will deliver you mileage above the average guaranteed figure.

The premium you pay for the guarantee does you no good at all, and by paying it you deny yourself such additional mileage as uncomp romised quality could give.

It is only the reckless driver-the man abusive of his tyres-ho can expert to profit regularly from the definite plicage

It is wise to remember that you are gra-ing for his neglect and helping to Juy Dic tyres the next time you are offere. July a guarantee as an inducement to put 192.

General Motor Supply Co., Ltd.,



feet gave me the most trouble, as the Mars was in connection with reflect eternity, That such as have no pleasure

ure. They may enter into galleons and serve Him on the sea.

From the North Sea Dr. Grenfell extended his work to the Labrador coast. The breadth and scope of his labor along the coast of Labrador and Newfoundland can be realized only by those who read this volume from cover to cover, and there will be few who begin with the front cover who do not reach the back. Dr. Grenfell's work along the northern shores of our continent has covered a period of twenty-seven years. He has brought not only medical science and religions devotion to that isolated land, but he has also made his work of tremendous economic and social value to the people whom so joyously he has served. He has helped them to establish co-operative stores, has fought their

battles against unfair traders in fun and fish, has cared for their orphans, helped them to establish new industries ,and labored for the establishment of schools. This is only a partial catalogue of his efforts. Even those who have followed his work from year to year will be amazed at the magnitude of the work which he has undertaken and accomplished. All those who have known of his work in Labrador have realized that it has been carried on at imminent risk to his life. The navigation of a fog and rock bound coast is in itself no child's play. There is one particular adventure, however, which he recounts in this volume which may be briefly recorded here.

Attempting to cross an ice-covered stretch of bay to reach an emergency case, a shift of wind marconed him with his dogs on a little island of slob ice a few yards in diameter. After heroic effort to reach the shore across the drifting ice pans, Dr. Gren-

moccasins were so easily soaked ing mirrors. Now the wireless has For to praise the Lord by meas- through in the snow. But I remem- quite replaced any other form of signbered the way in which the Lapps aling. In such rapid manner have who tended our reindeer carried grass conditions changed in the last few with them, to use in their boots in years. It seems only a few days ago

place of dry socks. As soon as I that Marconi, watching from his could sit down I began to unravel the watch tower in Cape Breton, was reropes from the dogs' harnesses, and joiced with the flood of signal 'S's' although by this time my fingers were which poured in from across the Atmore or less frozen. I managed to lantic. Skeptics of those days were stuff the oakum into my shoes." more doubtful of signalling to Mars Another scientist is preparing a rock-Dr. Grenfell spent the night hudet which will pierce the atomshere dled close to his dogs under his improvised dogskin rug. The wind fortunsurrounding the earth and then boundately fell away to a flat calm and he ing through space will eventually strike the moon. The moon, a satellite awakened with the persistent thought of the earth, is not so far away as the that he must make a flag. Accordingplanets, but a rocket traveling at a ly, cold as it was, he removed his phenomenal rate of speed, will take shirt and, using the frozen legs of the dogs he had killed for a flag-staff, some time to reach the moon, and unfortunately there will be little evidhe endeavored to attract attention of ence of the successful experiment for some one on shore. At last his the man-in-the-moon signalling kind

> and will give no sign. Oliver Lodge, eminent scien-LIFT OFF CORNS! tist, is in America preaching the gospel of the after life, with which 1 _____ 30a. he is convinced that he is in communi-Apply few drops then lift sore, cation. In Britain there is no subject causing so much discussion as spirittouchy corns off with ualism. The newspapers are full of it. The magazines are full of it. The novelists base their new stories upon spiritualism. With one eminent and successful scientist attempting to communicate with a neighboring planet, another scientist getting in touch with the moon, and a third eminent scient-

ist communicating with the spirit, world, it cannot be said that man is satisfied with the marvelous advances he has made.

Sir

Historic King's College.

The loss by fire of King's College Windsor, last week meant more than the destruction of academic buildings and equipment. King's is the oldest Doesn't hurt a bit! Drop & little across the drifting ice pans, Dr. Gren-fell was forced to give up the attempt. He says: "Five miles away to the north side of the bay the immense pans of Arc-tic ice were surging to and fro in the ground seas and thundering against the corn, or corn between the toes, and the calluses, without soreness or university in the British Overseas the cliffs. No boat could have lived irritation. Treezone i: the sensational discov-ery of a Cincinnati genius. It is per Canada met, will serve to remind us that Nova Scotia was an old settled place before Upper Canada had any place before Upper Canada had any



English-speaking settlers. King's was The Low Cost of Reading founded by the act of the Legislature of Nova Scotia and by 1794 the main

building just destroyed was built in

stone and sheathed with wood.

(From the Review.)

"I am paying \$12 nowadays f the old fashioned German style, of shoes that I purchased a few year Seven years before, at the request ago for \$5 or \$6; a suit of clothe

or S Pric

Res

of Bishop Inglis the Legislature voted costs me \$70 or \$80, which I used money for the establishment of Grammar school or academy and this was get for about \$30; my meat and gr started at Windsor the following year. | cery bills are at least doubled; and Thus early did Nova Scotia start her have to pay a great deal more for m educational work in which King's bore theatre tickets," said an experience a significant part. The development of book publisher the other day. "Yet for education was along the line of de- a book that we once put out at \$1.50 nominational universities and in spite, the public now pays, only \$1.75. Three of this which some might consider a or four years ago we were binding handicap, or because of it, in its giv- books for eight, ten, or twelve cents ing additional grounds of appeals, the which now cost from eighteen educational level of Nova Scotia has twenty-five cents to bind. The cost always been among the highest in the of making books has just about double Dominion.

ed in the last eighteen months. Mor Many sons of King's have done than one-half of the twenty-five cent noble service for Canada in all increase in the selling price does not branches of useful learning, but her come to the publisher at all, because contribution to the Ministry of the the dealer gets the same rate of com-Church will always be her chief glory. mission on the advanced price and the Thus she has fulfilled the heart de- author gets the same percentage of sires of Bishop Inglis who was think- royalty on the larger amount." It is ing principally of the preparation for more necessary than ever to read good Holy Orders when he pressed for the books. How fortunate that their price establishment of an Academy and Col- has increased far less than that of lege.-Canadian Churchman.

other necessities!

AS EASY AS A.B.C. Simply drop an OXO Cube into a cupful of hot

> CUBE TOACUP

water, stir with a spoon and your OXO is

ready. What could be more simple-more

convenient!

A cup of OXO is good at all

hours-and is ready in a minute.

It revives-strengthens-and keeps

one brimming over with health and

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