



SLICE a banana into a bowl of Kellogg's Rice Krispies. Pour on milk or cream.

You've never tasted a cereal that combines so well with the flavor of ripe fruit!

Rice Krispies are nourishing and easy to digest. At grocers everywhere in the Mother Goose story package. Made by Kellogg in London, Ontario.



SO CRISP they actually crackle in milk or cream

Bank Business Review Says Gains Held

(Bank of Nova Scotia Report)

Despite the severe weather which accentuated seasonal inactivity, business has maintained the gains which were achieved in the Summer and early Fall of 1935. This Bank's Cumulative Index of Business was 4 per cent higher in February, 1936, than in February, 1935, and although complete figures are not yet available for March, it is likely that the advance over the corresponding month a year ago will have been maintained.

The manufacturing were appreciably busier this Winter than last, particularly those making durable goods. The metal mines increased their output, responding to enlarged demand from abroad. The building trades were slightly more active, with improved prospects for the Spring and Summer. And conditions in rural areas were somewhat better as a result of an increase in farm income. According to a recent estimate from the Dominion Bureau of Statistics, cash receipts from agriculture were \$609 millions in 1935 as compared with \$578 millions in 1934.

Perhaps the most encouraging feature of the past quarter was the further increase in export trade. During the first three months of 1936, exports were valued at \$185 millions as contrasted with \$148 millions during the corresponding period of 1935. Enlarged sales of wheat and base metals, accounted for more than half the expansion: the value of wheat exports increased by 66 per cent and that of base metals by over 50 per cent. Exports of newsprint, lumber, cattle and automobiles also contributed towards the general upturn.

While these developments are favorable, it must be remembered that almost 12 per cent of the Canadian people are still dependent in varying degree upon Government relief payments. Fortunately, there has been some diminution in the relief rolls during the past year. According to figures recently announced in the House of Commons by the Honorable Norman Rogers, Minister of Labor, the total number of persons dependent upon relief payments, direct and indirect, was 1,310,000 in February,

1936, as compared with 1,431,000 in February of the previous year.

In the pages that follow, a detailed discussion of industrial changes is presented for each of the five main territorial divisions of the country.

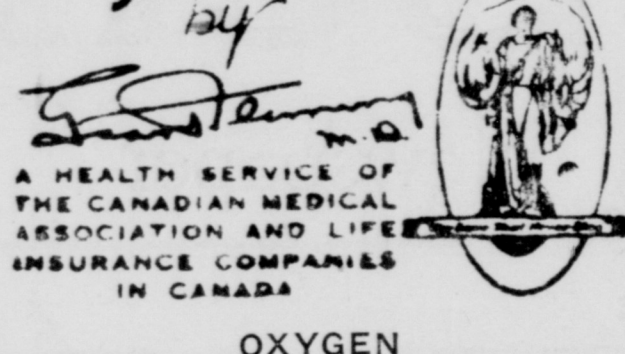
Though business in the first quarter of the year is seldom active, conditions in the Maritime Provinces during the past three months were somewhat better than during the corresponding quarter of 1935. Both retail and wholesale trade showed some improvement: cash business was larger and collections on current accounts were good. Employment, too, had increased: the number of people at work was 4 per cent greater this Winter than last.

The most favorable development of the past twelve months has been the rise in prices of farm products. Apples, potatoes and turnips have largely contributed to the advance. The apple crop, of unusually fine quality, has been almost entirely marketed at considerably improved prices. Despite some reduction in the size of the harvest, aggregate returns were substantially larger than those of the preceding season. Receipts for the potato crops of the Saint John River Valley and Prince Edward Island were also greater this season than last. Although prices declined from the beginning of the year to March, more recently they have advanced substantially. Stocks are low and a fair Spring demand for seed potatoes is expected from the United States.

A further encouraging development has been the pronounced increase in the activity of the iron and steel industry of Cape Breton. Ingot production in February was 985 per cent of rated capacity, whereas a year earlier the ratio was below 60 per cent. This expansion in operations and the recent change in the length of the working day from twelve to eight hours, was responsible for a marked recovery in employment: the working force in February was 43 per cent larger than in the same month of 1935. While coal output was slightly lower this Winter than last, operators anticipate that production will be the greatest since 1929.

WOOD'S PHOSPHODINE
The Great English Preparation.
Tones and invigorates the whole nervous system, makes new blood in old veins. Used for Nervous Debility, Mental and Brain Worry, Headaches, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$2 per box, 3 boxes \$5. Sold by all druggists, or mailed in plain wrapper on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO. TORONTO, ONT.

HEALTH



OXYGEN

The human body is built up from a very large number of individual cells. There are cells of various types which group together to form the different tissues and organs of the body.

The cells differ in certain aspects, making it possible for them to perform their special functions, but, at the same time, they have much in common. They are all alive and active so they all require food and all manufacture waste products.

The cells are able to store a certain amount of fluid and food, but they are unable to store oxygen. The body can live for some days without food or water, but can survive only a few minutes if deprived of air.

Oxygen is in continuous demand by the cells of the body to burn up the waste products of their activity. The body is never completely at rest because such vital functions as breathing, the beating of the heart, and so forth, are continuous, as they are essential to life itself.

Increased physical activity calls for more oxygen. Lactic acid is a product of muscular activity. It is got rid of by being combined with oxygen, thus forming carbon dioxide. The carbon dioxide is carried by the blood to the lungs and is there released.

It is common knowledge that when we engage in physical activity, breathing becomes deeper and quicker. The result of this is that more air is taken into the lungs. At the same time, the heart quickens its beat so that more blood circulates through the lungs and the tissues of the body. Altogether there is, as a result, a greater amount of oxygen carried to the tissues, and the carbon dioxide is removed in proportionately greater quantities.

This may not suffice to meet the need. In such cases, the product of muscular activity, lactic acid, accumulates. The deep breathing which continues for some time after physical activity supplies the oxygen required to take care of the accumulated lactic acid.

This is but one of the many examples of how the body adjusts itself to meet the demands that are made upon it. We think very little about the body need for oxygen because it is so freely and readily available in the air around us. Under ordinary living and working conditions, there is never any lack of oxygen in the air which we breathe. Physical activity makes a call upon the mechanism of the body, and provided that the calls are not exhaustive, the body is kept in better condition by regular use of its muscles, heart, lungs and other parts.

Questions concerning health, addressed to the Canadian Medical Association, 184 College St., Toronto, will be answered personally by letter.

ROOM 16

(Ottawa Citizen)

After going for twenty years without Room Sixteen as the congenial meeting place for members of the House of Commons, it will doubtless take more than one session before members of this new parliament become sufficiently sociable to foregather around the fireside. In the old parliament before the fire of 1916, after members had verbally labored one another in the chamber, they would be found in friendly conversation in the common room across the corridor. This ability to differ politically without letting differences become personal to the point of impairing friendship is a commendable feature of Canadian politics, as it is of British. It should be encouraged.

The new Room Sixteen, across from the entrance behind the Speaker's chair, is one of the most attractive in the parliament buildings. The windows look out over the Ottawa River to the Gatineau Hills. At one end of the room there is a big fireplace with a pair of wise old owls blinking down. Another owl in the centre is seated with a gavel as though vainly trying to keep order.

Around the room is a comical frieze consisting of jackdaws. The sculptor gave the jackdaws an almost human touch. Some are engaged in altercation, others whispering, plotting, suavely greeting one another, pecking and hobnobbing. Probably the sculptor had in mind that the room would be used for government caucus purposes. The Speaker appropriated it, however, for rather exclusive use. This government has democratically restored it to the members. It is fitting that one of the best meeting rooms should be so made available to members on both sides of the House. When parliamentary institutions are being attacked in other lands, the parliament of Canada will be none the weaker by maintaining the spirit of good fellowship. Room Sixteen can

That nice tea! Old English Blend King Cole

HOW TO IMPROVE HOME WEEDS AND PLANTS FIGHT FOR GROUNDS LIFE

Practically every householder in the country or an urban centre has a desire to have attractive surroundings and nothing will do so much in this way at so small a cost as the planting of trees, shrubs, plants and vines. Within the next few weeks is the best time for planting, but such work should be done on some definite plan in order to get the most pleasing results.

Then there is the question of just what to plant. This and a wide range of other questions is answered in the handbook "Beautifying the Home Grounds of Canada" issued by the Horticultural Council of Canada, 114 Victoria Street, Ottawa. The opening chapter is on Landscape Architecture—Arranging and planting the Home Grounds, written so that the most junior tyro in gardening can readily understand. There are plans to illustrate the arrangement of lawns, gardens and plantings for average small house with pictures of what engaging results can be attained. There is also a special chapter dealing with planting the Farm Home Ground.

How to Establish and Maintain a Rock Garden is also fully described and plans are given to indicate how to get the most effective layout. Every conceivable detail about arranging lawns, gardens and plantings is given in the book, which includes with a complete list of trees, shrubs, herbaceous perennials and annuals that are suitable for planting in each province prepared by Provincial Horticulturists.

SUCH A WORLD

She—The world is full of rascals. This morning the new iceman gave me a counterfeit half dollar.

He—Where is it, my dear.

She—Oh, I've already got rid of it. Luckily the butcher took it.

make a real contribution to this healthy Canadian spirit.

Plant competition is a natural phenomenon in which plants of the same or unrelated species growing in close proximity develop at the expense of their weaker rivals. This competition is of general occurrence in the plant kingdom both among native species under natural conditions and between crops and weeds in cultivated fields. In a recent issue of "Scientific Agriculture," T. K. Pavlychenko and J. B. Harrington of Saskatchewan University of Saskatchewan give some interesting information on the subject together with results of experiments carried out at the Weed Nursery of the University's experimental farm.

Observations over a period of several years indicate that competition between overhanging root systems takes place long before the tops of the plants begin to shade one another. In short, competition commences under the soil surface when the root systems overlap in their search for water and food, and manifests itself immediately in the retarded development of the top growth, becoming intensified by the top growth competition for light, only after shading of one plant by another has taken place. Moisture, the predominant limiting factor in plant growth on the open plains of Western Canada, is the most important consideration in weeds versus crop competition in that area. In one of the experiments it was found that the yield of Marquis wheat was 40 per cent lower in plots infested with wild mustard than in plots free from weeds. Plants of barley, wheat, and wild oats, grown alone in areas ten feet square, attained approximately ten times as large a growth of top and root system as plants grown in ordinary six-inch drill rows. Plants of hare's ear mustard, common wild mustard, and Russian thistle, when grown alone, produced from 100 to 1,000 times the growth they had when grown in ordinary six-inch drill rows.

In a weed-versus-cereal competition study, Hannchen barley competed

much more successfully with wild oats and wild mustard than did Marquis wheat. This is due to the fact that Hannchen barley at five days after emergence usually has a larger number of seminal roots, and 22 days emergence it develops also more crown roots than Marquis wheat. Marquis wheat in the same study completed fairly successfully with wild mustard, having a total root system 30 per cent longer than the mustard, but was badly depressed by wild oats, the latter having more than four times as large a total root length.



Canadian-made maple skewers are highly regarded in the British Isles.

The Wawanesa Mutual

Still Lower Rates Effective April 15th.

When our company began business here it was urged that life insurance could not be obtained at our rates.

THE ANSWER: The safety of our policies could not be challenged so other companies have lowered their rates: We have still lower rates for farmers.

Before you insure your car, get our rates.

Lovely & Bishop
WOODSTOCK, N. B.

Warning to Motor Truck Drivers

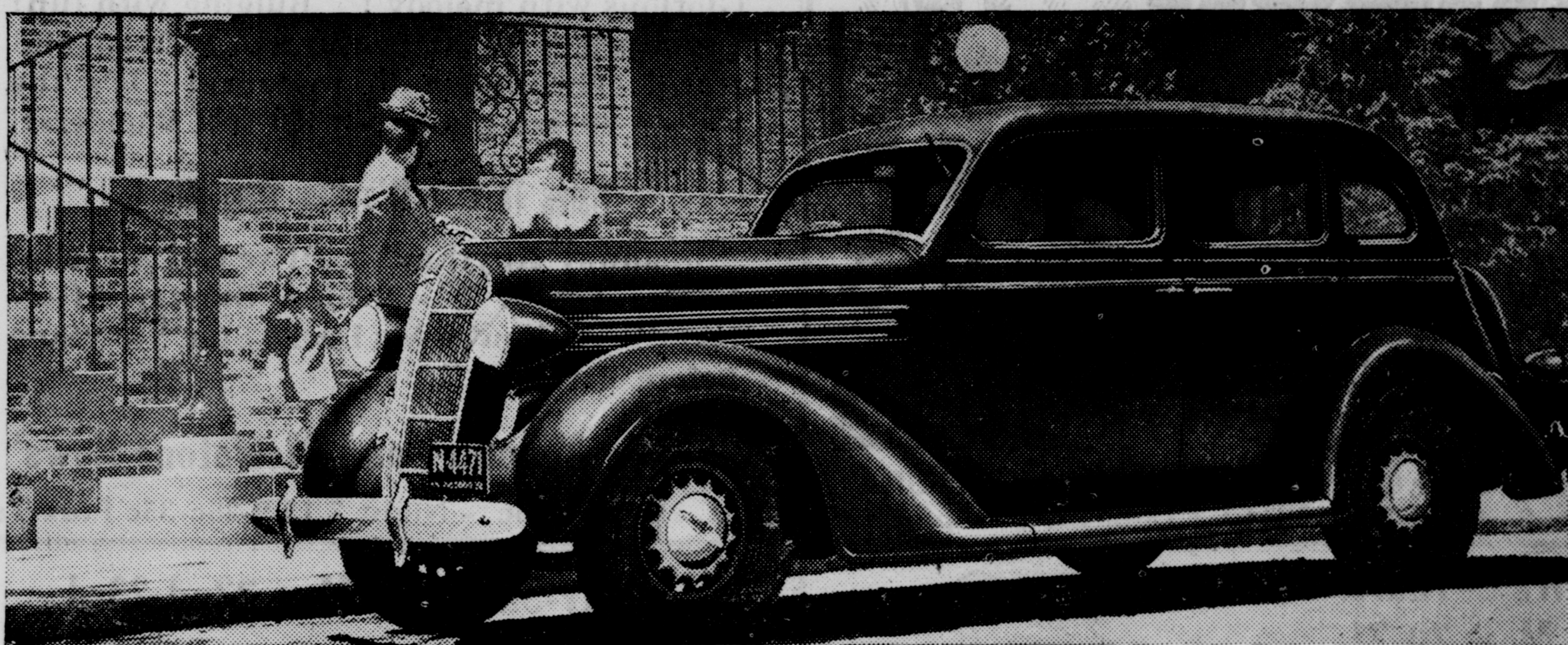
Your attention is directed to an amendment to The Motor Vehicle Act adopted at the 1935 Session of the Legislative Assembly

"Every commercial vehicle equipped with a cab, body or a rack of over six feet in width, or carrying a load of over six feet in width, shall have affixed thereto, in front and as high and as far apart as possible two lights, a red on the left and a green on the right, and, in addition thereto, when the body or rack is of a permanent character, shall have affixed at the rear thereof and as high up and as far apart as practicable, two white lights, one on either side and in addition to the lights required under Section 43 (1)."

MOTOR VEHICLE BRANCH,
DEPT. OF PUBLIC WORKS.

Check up on DODGE ECONOMY

Record-Breaking Gas and Oil Savings Make Dodge the Most Economical Car you Can Buy



Dodge D2 Four-Door Touring Sedan

OWNERS REPORT 21 TO 27 MILES TO THE GALLON OF GASOLINE... 15% TO 20% LOWER OIL COSTS!

AS more and more Dodge "Beauty Winners" go into service the evidence of Dodge amazing economy mounts higher and higher.

Owners from all parts of the country continue to report 21 to 27 miles to a gallon of gas and savings up to 20% on oil. No wonder they are saying "who wouldn't prefer Dodge when even with its Beauty and Luxury it costs less to own."

To Beauty, Luxury and Economy, Dodge adds Safety. You ride in the Dodge safety-steel body with pillars, corner-posts and side-braces of steel and safety glass in all windows. Safety beam headlights reduce night-driving hazards. Steering is easier and surer with Dodge Balanced Driving Control.

Genuine Hydraulic Brakes
Over eight years experience in building

hydraulic brakes are back of Dodge Genuine Hydraulic Brakes. You stop quickly, easily, evenly at a touch of your toe. The famous Dodge "Airslide Ride" takes you around curves, over bumps, through rough spots and over the longest journey with thrilling ease and comfort.

Come in. See the new Dodge Cars for 1936. We'll be glad to have you drive one so you can judge its roominess, comfort, safety and economy for yourself. Why not drop in today?

SERIES D3—113" wheelbase, 82 horse-power. Priced with the lowest. Four body models.
SERIES D4—113" wheelbase, 82 horse-power. Priced with the lowest. Five body models.
SERIES D2—116" wheelbase, 87 horse-power. Priced just above the lowest priced cars. Seven body models.

Read What Mr. Murray W. Hayes of Montreal Has to Say About Dodge Economy

"As the owner of a Dodge D-2 Touring Sedan, I would like you to know that after having driven this car for two months, I am eminently satisfied. My last car was an 8-cylinder of more expensive make, and I was hesitant about purchasing a six."

"Floating Power has removed any doubts which I had as to the smoothness and flexibility of this car. It has power and get-away in abundance, and is by far the finest performing car I have ever owned, although it is far from being the most expensive."

"I am pleased with its riding qualities, and the hydraulic brakes and steering make it an exceptionally easy car to handle."

"All this is topped off with an economy of operation which I would not have believed possible."

Insist on the New Official Chrysler Motors Commercial Credit Corp. 7% Time Payment Plan. You can figure it out for yourself. 1. Start with your unpaid balance. 2. Then add insurance cost. 3. Then multiply by 7%—for a twelve month plan. Costs for longer or shorter periods in proportion.

*In some provinces a small legal documentary fee is charged. NO OTHER CHARGES.

DODGE CARS are Money Savers

SMITH'S Electrical Service - King St., Woodstock, N.B.

THE BEST BRANDS OF PREPARED HOUSE PAINT

now
DOWN to \$3.75 PER GALLON

The reduction in price of the undernoted highest grade white lead paints has not affected the quality, which remains unchanged.

In the past you have been glad to pay top prices for the assured beauty and protection of these famous brands. Now that the price is reduced to \$3.75 per gallon there is less reason than ever for taking a chance on other brands.

Insist upon getting one of these famous brands. There is a store in your vicinity that can supply you.

**CANADA PAINT
MARTIN-SENOUR
SHERWIN-WILLIAMS**