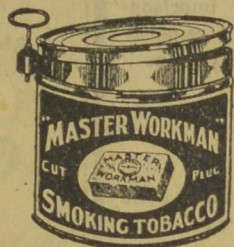


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CUT PLUG
SMOKING TOBACCO

Save the "POKER HANDS" that are packed with
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they are VALUABLE in
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PLAYING CARDS



1/2 lb. Vacuum (air-tight) tin

Mail your "Poker Hands" to Imperial Tobacco Company
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ILLUSION OF DISEMBODIMENT FELT BY FLIERS OVER POLE

New York—Arctic seas and ice were described by Lincoln Ellsworth, companion of Roald Amundsen on the flight to the North Pole, as an amazing world "that God had seemingly forgotten" in a talk which he gave members of The New York Times staff the other day.

The successful flight of the Norge across 2,000 miles of unexplored polar sea in 48 hours," Ellsworth said in his address, "was indeed an epic in exploration, and the crowning achievement of Roald Amundsen's 32 years of Arctic effort. As to the value of such a flight, beyond its appeal to the imagination, only time can tell. But there will always be those who persist in asking, 'What was the use?' when there is no direct gain in sight.

The Ways of the Unknown.

"Sometimes out of the most seemingly abstruse efforts comes a practical gain. Helium was found in the sun, 93,000,000 of miles away from earth, but, after a search lasting nearly a quarter of a century, it was discovered on earth in time to be of use in the Great War as a non-inflammable filling for airships. Out of man's passionate curiosity as to the ways of the Unknown has come this civilization we live in. Man peering into the darkness on all sides and striving to understand, is the creator and builder.

"For nearly 400 years the Polar Sea has zealously guarded her secret against man's invasion. Mystery—a mystery as luminous and yet as impenetrable as its own mirage—enveloped the desolate waste until the airship Norge penetrated its heart, a million square miles in area, and changed the unknown into the known.

The Polar Air Highway.

"Besides adding to man's knowledge concerning the planet on which he lives, the flight has shown that the meteorological conditions over the Polar basin offer no hindrance to the successful crossing of a modern airship. Thus, new facts in time sweep away the most stubborn prejudices, and the world may one day awake to find itself fast wedded to a new hand-

mand of progress—the linking of Occident and Orient by a short route through the air, via the North Pole.

"Finally, to those who took part in the flight it was indeed 'life's great adventure.' To how few has the opportunity offered of speeding so fast and so far into the Unknown. There is an indefinable something about such an experience, where illusion and reality are so hauntingly intermingled, than may well color one's whole sentiment of existence forever.

"As the snow-crowned peaks of Spitzbergen lost their identity in the deepening blue of the southern sky, civilization seemed to recede, beyond recall, and we hung like a speck—suspended at the heart of an oppressive mystery. In flying, as in life, it is not what we see, but what we cannot see, that we fear. A sense of utter solitude took possession of us—an illusion of disembodiment—while I seemed to float through the void like a lost soul, beyond the confines of a three-dimensional world. Beneath, silently aloof lay the flat surface of a frozen Polar Sea, a weird, unfamiliar world, forsaken save where wind and tide had rift the icy surface into cracks and leads of open water. I found myself hanging over the side of the fuselage, lost in wonder and amazement at a world that God had seemingly forgotten. Yet the polar ice is not without its fascination!

"There is an inexplicable something about great open spaces, forsaken of men and given over to loneliness, that have a peculiar attraction all their own. There is a simplicity in breadth, space and distance that is inviting and ennobling. Things that lie flat are at peace and the mind grows peaceful with them.

"The first Transpolar Flight itself will soon become a memory of the past, but that call of the silence and desolation of those far-flung ice fields, that strangely beautiful world of glittering white, lying beyond the rim of the Polar Sea, will ever 'soothe and ravish me.'"

THE STALK BORER AND HOW TO DEAL WITH IT

The Stalk Borer of potatoes, tomatoes and corn caused some injury to plants in New Brunswick fields and gardens last year and promises to be more abundant this year. The wilting down of the plants is the first indication of injury usually seen and then it is commonly too late to save that particular plant. Examination will reveal the presence of a caterpillar, an inch or more in length, inside the stem; or the tunnel made by such a caterpillar. After feeding for a time in one plant, the caterpillar sometimes moves to another and when an empty tunnel is found, search should be made for the insect in other nearby plants.

The adult is a mouse-colored moth, on the wing late in August or early September, and laying eggs on couch-grass and other weeds. These remain in the field throughout the winter and hatch early in June. The young caterpillars travel about in search of food plants and will attack nearly anything into which they can bore. Potatoes, tomatoes and corn are preferred food plants, but various weeds are also attacked.

CONTROL

In gardens, pull up and destroy injured plants and contained larvae. Tomato stems can sometimes be split with a knife, the larvae killed, and the plant survive. Other plants are commonly too badly injured to survive. The destruction of all weeds nearby and burning of plant refuse in the fall will help in keeping a garden free from this insect.

Sod land intended for potatoes or other vegetables the next year should be plowed as soon as possible after haying and, later, harrowed occasionally to keep down weeds. This is good farm practice in the preparation of a seed bed for the next year and helps to keep down stalk borer and cutworm injury by affording the moths no weeds or grass on which to lay eggs.

Anyone having trouble with stalk borer will confer a favor by sending samples to the laboratory. We desire to know how widespread the insect is and whether more than one species is present.

Yours very truly,

R. P. GORHAM,

Dominion Entomological Laboratory,
Fredericton, N. B.

LONELINESS.

Lonely the sea where no ship ever strays,

Lonely the desert, pitiless with heat
Untrodden lines the North in its white sheet,

And silence ringed with ice forever stays

Mohe desolate than these the lonely ways

The crowded cities know; street after street

Resounding with ebb and flow of feet,

Where eyes meet eyes with swift averted gaze

So close—so close—yet blind the surging throng

Te lineliness that eats a heart like rust

And all unheeded is the world old cry;

"What is it to you that the days are long,

That sorrow crumbles every dream to dust—

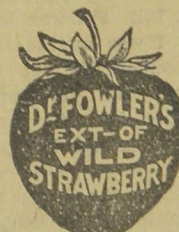
Oh, what is it to you—who pass us by?"

—IMOGENE CLARK in New York Sun.

London, July 17—Queen "Hat," who was the Queen Bess of ancient Egypt has been reconstructed by Mrs. Winnifred Brunton and Londoners are now able to get some idea of the appearance of the strong minded ruler who dressed as a man on state occasions and led her own armies.

England has been stirred by a doctor of divinity who says Adam and Eve were not real people. Then what made them act that way?

When Attacked By
Dysentery
YOU SHOULD TAKE



AND YOU WILL GET
PROMPT RELIEF

When you ask for "Dr. Fowler's" be sure you get what you ask for, as some of those cheap, no-name, no-reputation preparations may prove dangerous to your health.
For 80 years, put up only by The T. Milburn Co., Limited, Toronto, Ont.

CABLES UNDER THE ATLANTIC OCEAN ARE EASY TO PICK UP; CHARTS SHOW THE LOCATION

New York, July 12—Work is proceeding rapidly on the world's fastest cable now being laid between New York and London for the Western Union. Already approximately three hundred miles of it have been laid out from Penzance, England, and the giant cable ship Colonia is now pushing its prow eastward from Bay Roberts, Newfoundland, through the waters of the Atlantic to meet this buoyed end. The final splice of this section will be made about the middle of July. The Colonia will then reload with cable and will proceed to lay the section from Bay Roberts to New York, completing it in September.

While engaged now in the laying of this permalloy cable, the Colonia keeps a careful record of every mile laid. This is done so that if a break occurs any section of the cable may be picked up without difficulty and the necessary repairs made. To grapple for a broken cable in the black depths of the ocean seems to be an almost hopeless task, but so carefully and completely are the records kept that the picking up of a particular section in two or three miles of water is all in the day's work.

When a break occurs in a cable it is possible to tell from the shore by electrical measurements and calculations how far from either end the trouble lies. A cable ship then hurries to the spot which is clearly indicated on the chart made when the cable was laid or last repaired.

Cut Cable in Depth.

Having arrived at the place where the cable is to be picked up the cable ship puts over an anchored buoy to mark the point of departure. It then steams back and forth across the line of cable dragging a grapnel which resembles a five-pronged anchor over the sea floor. In shallow water an ordinary grapnel is used but for depths of a mile or more a special form of grapnel has been devised which, when it hooks the cable, cuts it in two and holds one of the severed ends tightly. It is a simple matter, once the cable has been hooked, to splice in a new section and then haul up the other end and splice that on.

Most of the breaks, however, occur in shallow water near the shore as

there is little to interfere with the cable's smooth working in the depths of the sea. Near the shore the cable has a host of enemies both animate and inanimate. The worst of these especially in the warmer waters, is the teredo, the boring sea worm against whose ravages ships' bottoms are copper sheathed and wharf-piles are concreted. As a protection against the teredo the shore ends of cables have a layer of brass tape wound about them between the gutta percha insulation and the galvanized sheathing wires.

Whale's Carcass in Coils.

In northern waters, icebergs grounding on shoals often grind the cables flat, exposing the conductor or severing it entirely. Once the carcass of a whale, entangled in many loops of cable, was hauled up by a cable ship. It was disclosed that the animal's death struggle had parted the cable. At another time the story of what had happened to the insulation was told by the finding of a shark's tooth imbedded in the cable's covering. Closer in shore cables are often caught up by the trawls of fishing boats which drag the ocean bottom to a depth of 200 fathoms or more. The first international cable laid from Dover, England, to Calais, France, was picked up by a fisherman who thought it was a new kind of eel.

Many people have an exaggerated idea of the cost of the present day cablegram. In 1866 it cost \$100 to send twenty words to Europe. Today a twenty-word week-end cablegram can be sent to London, for instance, for from \$1 to \$1.80 depending upon the location of the sending office. And all one has to do to send a cablegram is to lift the telephone receiver and dictate the message to the operator.

One of the interesting superstitions prevalent among those on reduction diets is that eating out of the ice box at 11 p. m. doesn't count.

"What did you do with that announcer, Dora?"
"I turned him out."

"\$41⁹⁸ as Advertised"

HOW do you spell "financially?" asked a college student of his roommate.

"F-i-n-a-n-c-i-a-l-l-y," said the room-mate, spelling out the word slowly. As an afterthought, he added: "And 'embarrassed' has two r's and two s's."

How often have you said to a salesman, "That's more than I care to pay"? If you had known the price in advance you would have been spared this little embarrassment. That's one of the great services rendered by newspaper advertising.

By reading the newspaper advertisements before going to the stores, you know what you will have to pay for an article. You need not reveal your financial status to a salesman. You perhaps do not like to ask the price of goods anyhow. If the merchant has told you the price in his newspaper advertisement, you do not have to ask.

Any way you figure it out, IT PAYS YOU TO READ THE NEWSPAPER ADVERTISEMENTS. REGULARLY! The one advertisement you skip may contain just the news you would have welcomed. READ ALL THE NEWSPAPER ADVERTISEMENTS. KEEP INFORMED.

The intelligent way to shop is to read the newspaper advertisements and then go to the stores that offer the best values. Make notes beforehand of the articles that interest you. That's the way to get the most for your money. That's the way to save time.

When You Know the Price in Advance, You Can
Ask to be Shown the Goods—
"as Advertised"