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TAKE THE HEAT ON HIGH (or Keep In High Gear This Summer)

WHEN the heat comes, some people, like old cars, can't make the grade—they have to slip into "second" or into "low." The heat slows them, saps their "horsepower." Why can I, a youngster of almost 30, who, judged by conventional standards, should be on the scrap heap, drive in high through the hottest summer, defying Mr. Sol, just as in winter I scorn Mr. Zero? The answer is foods. People give no thought at all to the foods they ought to eat, only the foods they like. They follow the herd. Herd intelligence is notably no intelligence at all.

If people would really think, they would realize that bodily health depends upon the blood that feeds the body cells. The blood depends upon the kind of foods which build the blood. Therefore the kind of blood that flows through our bodies can make us shrivel and shiver on cold days and wilt and wither on hot days. The cause of both is viscid, ropy, toxic blood, derived from denatured, dead, demineralized, constipating foods.

Here is how to prove me right or wrong. During the hot spell, make your breakfast of Roman Meal, Bekus-Puddy or Lishus, all you can enjoy with milk or cream, raisins or chopped dates, not body-heating sugar. Make thick enough to chew thoroughly. If hot cereal is not liked, cook any of them the previous night, allow to cool, place in refrigerator and serve for breakfast, with sliced or canned peaches, ripe bananas, fruit jelly, preserve, or honey with cream or milk. Drink iced Kofy-Sub, sweetened with brown sugar, or preferably honey, added while hot, a very delightful and healthful beverage. For noon meal a salad of fresh fruit or raw vegetables, iced Kofy-Sub. For evening meal, a large fruit or vegetable salad, sprinkled with grated nuts, grated cheese or cottage cheese, or lightly steamed vegetables if salads are not liked, as second choice. Any kind of juicy fruit for dessert. Iced Kofy-Sub or hot Kofy-Sub if hot drink is preferred.

Train the intestines to eliminate after each meal. It is of utmost importance to exercise all groups of muscles briskly, fifteen or twenty minutes daily, to the point of deep breathing, to burn up internal poisonous waste. If you do not know how, send fifty cents for my book "SYSTEMATIZED



The above is from a photograph of Robt. G. Jackson, M.D., taken in his 77th year.

Robt. G. Jackson, M.D.

MUSCLE EXERCISES, illustrated. Rub the body down with rough towel wrung out of hot water in hot weather; cold water in cold weather. Relax muscles, nerves and mind. Do not fret or worry and—well, I stake my reputation on this assertion:—follow this program for one month, or at most two, and so remarkable will be your improvement, you will always follow it. Write for University proof that Roman Meal, Bekus-Puddy, Lishus and Kofy-Sub are wonderfully rich in blood-forming minerals, also other important health literature free. Address: Robt. G. Jackson, M.D., Vine Ave., Toronto.

NEW BRUNSWICK FARMERS CONTRIBUTE TO FEEDING 45,000,000 BRITISHERS

Bacon Supplies May Find an Ever Increasing Volume If Properly Handled — Much Depends Upon the Quality

At the Stanley Fair as well as at other gatherings of farmers throughout the Province speakers stressed the value of the bacon hog industry. During the last couple of years the Provincial Department of Agriculture has done much to promote the bacon industry amongst the farmers. In many sections of the province today the farmers are reaping the financial results of this campaign for bacon supplies.

If present prospects hold, Canada in 1937 will export between 180,000,000 and 190,000,000 pounds of bacon and hams. This compares with approximately 125,000,000 pounds in 1935 and with 70,000,000 pounds in 1933, the first full year that bacon control was effective in the United Kingdom. It brings this country within about 95,000,000 pounds of the quota of 280,000,000 pounds allotted to Canada. The gain of 55,000,000 pounds from 1933 to 1935 and of 60,000,000 pounds from 1935 to 1937 is striking. Two more gains, even if at a more moderate rate, will bring us close to our quota objective.

In 1932, when a quota equivalent to an export of 2,500,000 hogs per year was assigned to Canada, many persons scoffed at the idea that we should ever reach the objective. All through the past five years many well meaning persons have anxiously inquired why Canada was not making greater progress. At this time, however, it is evident that surer foundations for progress were being laid than even the best informed visualized. A gain of 115,000,000 pounds in exportable surplus between 1933 and 1937 is conclusive evidence of the value of this trade. The gain equals nearly one million head in terms of hogs. Producers may take a just pride in this accomplishment.

The development in this trade has been made in the fact of the worst crop conditions Canada has ever known. In 1932, 1933, 1934 and 1936, large areas of the West suffered from extreme drouth and much of Eastern Canada had subnormal crops. In 1935, except in relatively small areas in the West which continued to suffer from drouth, the Dominion had crops which resulted in a large feed supply. True, the splendid crop prospects in the West were ruined with rust and frost, but the net result was large supplies of hog feed. So that, of the crops from 1932 to 1936 inclusive, which fed the hog production of 1933 to 1937, only one crop gave liberal supplies of feed. However, due to other conditions, grain prices were very low and, as hog prices were relatively high, conditions favored the development of hog production.

It took the people of Canada as a whole some time to realize the value of the opportunity that had been opened to them through the restriction of the entry of European bacon to Britain and the assignment of 280,000,000 pounds per year to Canada. Many people still do not realize its significance. The bulk of farmers, however, have shown they value the market thus opened to them, as evidenced by the fact that when a good supply of feed was harvested in 1935 they bred the hogs that gave the heavy production of the fall of 1936, and down through 1937.

The extreme drouth in United States in 1936 resulted in a sudden and spectacular hoist in feed grain prices. It lasted a single year. With an abundant crop again in the United States, feed grain prices are dropping to 50 or 60 per cent of last year's values. Barley, that in the fall and winter of 1936-37 sold for from 90c to \$1.10 per bushel, is now forth from 45c to 60c.

The high price for barley last fall and winter induced a considerable number of farmers to sell the feed out from under their legitimate money-makers—hogs. It was, of course, unless with as good and cheaper feeds—a mistake. They sold their birthright for a mess of pottage. The majority of farmers, however, stuck to their legitimate job of producing hogs. Many have carried on under difficulties. With poor farm crops they lacked normal feed supplied and were forced to get into a very high market to secure the additional required. A more than normal percentage of hogs marketed were, in consequence, light and unfinished. In spite of all this the volume of good hogs marketed week by week has been splendidly sustained. For this, that large body of solid farmers which we have in Canada deserve full and unstinted credit.

It is now high time to consider how to set about to hold, in 1938, the gains we have made. Abundant crops in the United States mean a return to normal feed grain prices. Low supplies of livestock, especially of hogs in United States, to consume the grain may tend to even lower than normal feed grain prices. Last year's great spurt in barley prices was, as repeatedly stated, a flash in the pan.

Furthermore, in spite of the very small wheat crop in Canada, there is no scarcity of world wheat supplies. This has some bearing on the feed grain situation.

Feed supplies on the whole in Canada are fairly good and by proper action could readily be supplemented.

There is every reason to believe that hog prices will remain good. In the face of greatly increased supplies in the fall of 1936 and in 1937 and of heavy storage stocks they tended down through the summer to strengthen. This disposes of the statement occasionally made that producers cannot afford to increase production because when they do the bottom falls out of prices. Hog prices this year have been very good in spite of the fact that those farmers who had to buy feed in a high feed market did not find them remunerative.

From the spring of 1933 to the fall of 1936 barley and oats efficiently fed to hogs returned from one and a half to twice the cash value of the grains. In 1937 barley and oats fed to hogs on the farm on which they were produced returned profitable prices for the grains. The indications are that in 1938 barley and oats fed to hogs on the farms where they are produced will give good returns compared with their cash value. Indications also are that under reasonably favorable location and feeding conditions it will pay to supplement home-grown grains with additional purchased supplies.

There are two reasons for the remarkably good and steady prices for hogs.

The basic position was made for us, the second is of our own making. The Government of Great Britain assigned to us a definite place in the bacon market. Every Canadian should realize the tremendous importance of this fact.

Based on this fundamental we took up (more or less haltingly it is true) the work of realizing our opportunity. The result is measured by the progress made to date.

Amongst the factors important in our progress has been improvement in quality of type, weight and finish of hogs by the farmer and his technical advisers; the improvement of manufacture, packaging and shipping by the meat packer, and an improvement in transportation conditions by the railways and ocean carriers. These improvements aided in securing volume, but the most important factor

MOTORIZED EDUCATION ASSAILED

British Press Laments Modern Tendencies Of Oxford and Cambridge Men

LONDON, Sept. 25.—A fierce attack on modern tendencies at the ancient universities of Oxford and Cambridge is being made in the press, notably in the Times. The core of the criticism is that the alarming growth of distractions is making university life a disintegrating influence.

It was said by Giordano Bruno long ago that the Oxford dons knew more about beer than they did about Greek and the testimony of many of the critics today is that the Oxford and Cambridge undergraduate gets little out of his four year residence except increased restlessness.

A widespread view is expressed by parents, contributing to the discussion that, having had through their sons a vicarious experience of modern university life, they would not send them to the universities again if the opportunity were put before them a second time.

The distractions which are playing such havoc with the modern student life are many, ranging from the cinema to the girl friend with her demands for entertainment. But it is

the motor car which is the chief villain of the piece.

The general sentiment is expressed by one writer who declares that the possession and use of motor cars by undergraduates have completely changed university life.

"Oxford and Cambridge have become merely places to get away from," he said. "The boys neither work nor play games. If they do not go off to see their young lady friends the latter come to see them, and then they all tear off together, either to London or to neighboring country houses, returning at the very latest possible hour."

And summing up the case on this point, the Times strongly argues that the time has come when the possession of motor cars by undergraduates should be forbidden. It is pointed out that there has been case after case in recent years of undergraduates wrecking their cars, often with the loss of life.

Another aspect of the subject raised in the discussion goes deeper. It is suggested that the transition from the severe discipline of school life to the full freedom of undergraduate life is too abrupt, especially for the more wealthy and less able boy.

In this connection, some adverse criticism is directed against the modern tendencies among the dons, who are accused of failing to exercise that personal influence upon the undergraduates which is as important as the fulfillment of their scholastic functions. More and more fellows of colleges marry and emigrate to the ends of Oxford and Cambridge, and more and more they devote their leisure, not to social contact with the undergraduates, but to political and propaganda work and interests entirely divorced from those of the university.

But in reply to this accusation, it is argued that if the undergraduates are not at the university, but are always flying off in their motor cars to see their girl friends, the dons are helpless. So once more the discussion returns to the mischief of the motor car.

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