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RUB-NO-MORE WASHING POWDER

STILL 5¢ A PACKAGE

You save even more money by buying the large package.

Cleans, purifies and sterilizes dairy vessels, dishes and all kitchen utensils. Makes dish and clothes washing easy. Saves soap!

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Opportunity Calls from CANADA

Visit Canada this summer—see for yourself the opportunities which Canada offers to both labor and capital—rich, fertile, virgin prairie land, near railways and towns, at $15 to $20 an acre—long terms if desired. Wheat crops last year the biggest in history; dairying and hogs pay well; mixed farming rapidly increasing.

Homeseekers' Rates on Canadian Railroads

If you wish to look over the country with a view to taking up land get an order from the nearest Canadian Government Agent for special rates on Canadian railroads. Make this your summer outing—Canada welcomes tourists—no passports required—have a great trip and see with your own eyes the opportunities that await you.

For full information, with free booklets and maps, write

J. M. MacLachlan
Desk W
10 Jefferson Ave., East
Detroit, Mich.

Authorized Canadian Gov't Agt.

WANTED

Bookkeepers, Stenographers Typists, Accountants, Secretaries

D. B. U. graduates are in demand. Our placement bureau is swamped with calls for D. B. U. graduates. Take a short course at the D. B. U. and the position will hunt for you.

Send for Bulletin B2

Opportunities to work for board and room while attending.

"The school that places its graduates in better positions."

DETROIT BUSINESS UNIVERSITY
411 W. GRAND RIVER AVENUE
Corner Park Place

"Oldest and Best Known Business School in Michigan"

Skin Troubles Soothed With Cuticura

Soap 25c, Ointment 25 and 50c, Talcum 25c.

MUSSELS TO BE CULTIVATED

Adequate Supply of Raw Material for the Pearl-Button Industry Is Object Sought.

An important step toward insuring an adequate supply of raw material for the pearl-button industry is being made by the United States bureau of fisheries, which, for the first time in history, is cultivating fresh-water mussels during the entire first year of their growth. The activity of mussel culturists heretofore has been confined to getting the young bivalves well started in life, during the brief period when they attach themselves to the gills and fins of fish. Now, however, as a check upon the effectiveness of their work the fish will be kept in large wooden troughs until the mussels drop off, after which the latter will be retained in the wooden tanks for a year, the better to observe and facilitate their growth. The mussels will then be planted in their natural environment to complete their life cycle.—Popular Mechanics Magazine.

Admired Mathematical Accuracy.

The ancient Egyptians had several markedly distinct intellectual and mental characteristics, the first and most unusual of which seems to have been a love of mechanical accuracy that amounted to a passion. Combined with their natural mechanical aptitude, this passion resulted in some of the most highly skilled work the world has ever seen. To cite but a few examples, in the Egyptian tombs the granite work was polished by hand to such an accuracy that its average deviation from perfect smoothness has been found to be 1-7,000th of an inch.—New York Tribune.

Nervous? If Coffee disagrees Drink Postum "There's a Reason"

Never Was a Woman Born Who Was Satisfied With the Man She Married

By C. E. BYRNE, National Association of Music Merchants.

THERE never was a woman born who was satisfied with the man she married. She always makes him over, or, rather, she mistakes his gradual disintegration for something constructive in her own handiwork.

The universal husband! Pathetic, bedraggled scarecrow in trousers. No wonder men always answer their country's call to arms. It is far easier to face quick death on the battlefield than slow death beside the domestic hearth.

At home they are helpless, numb. Things overtake them, fasten on them while they are asleep. Whichever way they go, it is not the way of their choice. They are pushed along from behind, never doing any of the things they desire, never wanting any of the things they get. Poor universal husband!

As the blare of trumpets and the swirl of smoke gradually die down on the feminist battlefront, an unbiased eye sees, still breathing, but spiritually dead, a pathetic, bedraggled sort of scarecrow in trousers—the universal husband! The universal husband, made out of all the promising little boys in the world, is warped and cheated by women from the moment he expands his lungs at birth until he contracts them (often wilfully) at the moment of death.

Woman have very little honesty, no modesty and no sense of shame. They cannot afford such fairy-book luxuries. Real honesty, modesty and a sense of shame are not things with which to catch a husband. Maiden ladies invariably possess some of these abnormal qualities. That is why they remain maiden ladies.

A woman cannot be frail. She is not frail. She is a tigress. She is not helpless. She can move mountains, and does if she is not always given her own way. If she were helpless the universal husband would know how to provide for her, how to place her in his relation to a struggle for existence. But he does not know where to place her. She turns up at unexpected moments, in unexpected places, and acts as a positive menace to his psychology and to his business career.

If Advertising Is Selling, Who Are the Greatest Advertisers Ever?

By JANE BURR, American-Born English Writer.

Advertising is selling. The art of selling is as old as the world itself. The first salesman was a woman. When Eve sold Adam the apple in the Garden of Eden she had the satisfaction of taking the first order—and we all know Adam paid a very high price for it.

You may not be aware that the first department store was conducted by Noah during the flood. In fact, some historians go so far as to claim it was the original Piggly Wiggly. However, it is only fair to Noah to state he never bucked the New York stock exchange.

If advertising is selling, who were the greatest advertisers that ever lived? Just consider these names: King Tut—he built a tomb in order to get on the front page of every newspaper 3,000 years later; Cleopatra—she put the word "vamp" in the dictionary and helped to make the movies popular; P. T. Barnum, who said "the people want to be fooled"; Volstead, discoverer of the American Sahara; Bryan, press agent of grape juice; Bambino Ruth, the home-run magnate; Henry Ford, inventor of perpetual motion, and Pocahontas, after whom so much of our soft coal has been named.

The reason they were so successful in winning the recognition of the public was because their advertising methods were right. They always emphasized one idea, and they emphasized it, as a chiropodist would say, with both feet.

Take George Washington, for example. He had a great slogan, "First in war, first in peace and first in the hearts of his countrymen," and no president since his time has been able to earn a better one.

Great Lakes-St. Lawrence Canal, the South and the Cotton Boll Weevil

By JOSEPH O. THOMPSON, American Cotton Association.

In Chicago some day will be tremendous terminal warehouses for the storage of our cotton where it will be assembled for export by way of the Great Lakes-St. Lawrence ship canal. The boll weevil is destroying in one year enough wealth to build this canal three or four times, the estimated cost of which is $240,000,000.

The South is tremendously interested in this project as there are parts of the world which would be reached at a cheaper freight rate by this route than by any other, and our interest is that it will afford another means of competition which is the life of the cotton as well as other trade.

There are 900,000,000 people in the world, some only partially clothed, who are depending upon the South to supply them. There is another group of 700,000,000, about 3 per cent of whom are coming into civilization annually by the wearing of clothes.

Senator Morgan said, in his speech, advocating the Isthmian canal, that one inch added to the shirt-tail of every Chinaman would make it profitable to grow 20,000,000 bales of cotton. The field for cotton production at a profitable price is without limit. First of all we must get rid of the boll weevil.

The U. S. Navy Must Be Kept Ready for Defense in a World Full of Menace

By SECRETARY DENBY, to Naval War College.

The United States navy must be kept ready for defense in a world full of menace. At no time in the nation's history has there been greater need for close study of naval science and earnest devotion to duty. It is a day when naval strength is vitally necessary and a full grasp by naval officers of world possibilities highly important. We think in terms of hope for continued peace; we strive through diplomacy, backed by power to keep that desired peace, but we must not be blind to facts.

We know now beyond peradventure that war between great powers or groups of powers will always involve many other nations and we cannot say with certainty that such a war may not come at any time. There need be no demand for excessive armament.

There will be none for a great increase of our present establishment made by the Navy department at the coming session of congress. We shall ask for additional cruisers, allowed under the treaty for the limitation of armament. We shall ask for additional light-draft gunboats, the vital need of which is being demonstrated every day; and we shall ask for certain submarines and airplanes.

Albert B. Fall, Former Secretary of the Interior.—We are an extravagant generation, extravagant with human life and labor, as well as with nature's bounties. We need to stop, turn about and take a good, square, honest look at ourselves. We must get back at work, spend less than we produce, use common sense and pay our debts.

Scott S. Smith.—Today distribution is accepted as the basis by which to judge the strength of a business. Depression may wipe out great reserves, but judgment may pinch seemingly unlimited financial resources, but where the backbone, distribution, is sound, a constant revenue is assured.

WHY YOU ARE WHAT YOU ARE

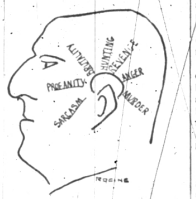
By EDNA PURDY WALSH

(©, 1923, Western Newspaper Union.)

DANGER AREAS IN THE HUMAN HEAD

When there is a large development in the head at the top of the ear—the region of destructiveness—many characteristics automatically follow the growth of the brain in that area. If the upper forehead and front top head are not well developed, where the benevolence and honor, the man with large destructiveness is a danger to civilization.

Poison, murder, revenge, brutality and anger generate in destructiveness. When the higher faculties call out mental interests in an individual with such development, he is a great force for good, but when they are missing in his forehead, top head, a loveless



mouth, deceitful, half closed eyes, and a pointed ear at the top, he is the man who fills the jails and creates vice.

Many people have a particular talent for swearing and cursing. They take to it as does a duck to water from their earliest childhood days. The next time you hear an individual cursing for two minutes without a single repetition, look at his head at the tip of the ear. You will find it well developed, and the top head at the center, veneration, will be low.

If destructiveness is well developed, but other faculties, such as constructiveness or good reasoning powers, combined with adaptability, are also present, the individual makes a powerful worker in the business world.

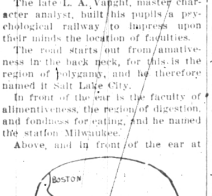
A PSYCHOLOGICAL RAILWAY

The late L. A. Vaught, master character analyst, built his pupils a psychological railway to impress upon their minds the location of faculties.

The road starts out from amativeness in the back neck, for this is the region of polygamy, and he therefore named it Salt Lake City.

In front of the ear is the faculty of alimentiveness, the region of digestion, and fondness for eating, and he named the station Milwaukee.

Above, and in front of the ear at



top, the regions of destructiveness and acquisitiveness lie. Chicago, with its stock yards and money making, was given as a symbol.

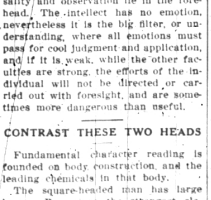
Above the outer eyebrow, approximately two inches, is the region of constructiveness—invention, designing, manufacturing, are the work done by this faculty, and Pittsburgh is its appropriate station.

Boston represents the intellectual region where memory, comparison, causality and observation lie in the forehead. The intellect has no emotion, nevertheless it is the big filter, or understanding, where all emotions must pass for cool judgment and application, and if it is weak, while the other faculties are strong, the efforts of the individual will not be directed or carried out with foresight, and are sometimes more dangerous than useful.

CONTRAST THESE TWO HEADS

Fundamental character reading is founded on body construction and the leading chemicals in that body.

The square-headed man has large bones. Bones are the strongest element of the body. They are made of



calcium, and the square-headed man will be very fond of foods such as milk, cottage cheese, figs, etc., in which there is much calcium. Calcium gives strength of mind and continuity of thought, and as a result the square-headed man invents, is able in science and heavy work. Engineering, physical science and mechanics interest him. He is never in a rush, and he does everything with mathematical accuracy.

Contrast him with the round-headed man, large from ear to ear. He has a low top head where the reasoning faculties are located. He belongs to the vital temperament, where flesh predominates over bones and muscles, and he will be found eating foods which contain carbon, hydrogen, nitrogen and oxygen. The vital man is the consumer—not the producer. Flesh-making foods he eats do not produce long continued thought. He makes a good hotel keeper, butcher and dealer in foods and drinks because his interest lies along those lines. Vital temperament people are good natured, mirthful, lovers of pleasure and entertainment.

They are often good salesmen because of their warm hands and cheerful dispositions.

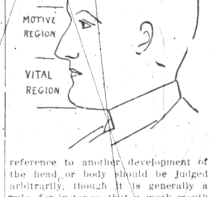
HOW TO STUDY THE FACE

For practical character reading from the features the face may be divided into three sections. From the chin and jaw, mouth and upper lip the emotions are indicated. The affections, the appetites, the temper, etc., are indicated in the lower region of the face.

The middle portion of the face indicates the executive region. A face long in the central region belongs to a powerful determination and strength in undertakings, while the short, central face is more feminine, emotional, and not as powerful as a leader in the business world.

From the eyebrows to the top of the forehead is the intellectual region. Observation, understanding, reasoning, memory, and construction are shown by the relative development of the forehead to the rest of the face. States of mind are presented in the eye.

All character analysts is relative. No single feature analyzed without



reference to another development of the head or body should be judged arbitrarily, though it is generally a rule, for instance, that a weak mouth is placed in a head low at the point of firmness in the top of the head above the ears, etc. The features and hands conform to the head shape.

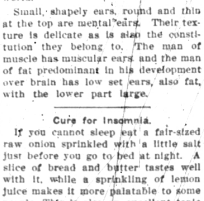
YOUR EAR REVEALS YOU

Here is the balanced ear, belonging to a man balanced in mind and body neither too tall nor too short, not a genius, but possessing a balanced temperament, in social, business, religious and home affairs.

In studying the ear, the upper part represents the mentality, the middle part the executive power, the lower part the vitality and physical functioning. When the lower part of the ear is small and the upper large the person is mental, sensitive, and weaker in a constitutional strength. A wide head, heavy base of the ear, pointed at top, goes with a selfish nature. A good illustration is the cat.

The ear of the degenerate is ill formed, and sometimes turned inside out as it were.

The ear that lies close to the head usually belongs to an easy-going, abstract, quiet and unpretentious person. The long, large ear, well devel-



oped in the center executive region, denotes the man of action, interested in work, variety, and all the physical world.

Small, shapely ears, round and thin at the top are mental ears. Their texture is delicate as is also the constitution they belong to. The man of muscle has muscular ears and the man of fat predominant in his development over brain has low set ears, also fat, with the lower part large.

Cure for Insomnia.

If you cannot sleep eat a fair-sized raw onion sprinkled with a little salt just before you go to bed at night. A slice of bread and butter tastes well with it, while a sprinkling of lemon juice makes it more palatable to some people. This is also an excellent tonic for a muddy complexion.

Out of Reach.

When the meek inherit the earth, they will come into possession of a lot of problems no meek man can handle.

Her Own Words

"Coming to the end of his harangue, an English lawyer said, 'and what, gentlemen, did the poor woman say to the magistrate? I will read you her very words, and I think you will agree with me that they bear the stamp of conscious innocence.' He seized the depositions and turned them over.

"'Let me read you her exact words. Ha! Here we are. Oh! H'm! Well, gentlemen, this uneducated woman does not put it as you or I would put it, but I said I would read her words, and I will. What she says is: "How the —— could I have the —— boots when he was wearing them?" And, gentlemen,' continued the lawyer, striking the desk with his fist in a final burst of eloquence, 'I ask you with some confidence, how the —— could she?'"

Machine to Sell Milk.

A London resident has invented a coin-in-the-slot machine to sell milk.

WOODRUFF GAINS 30 LBS. ON TANLAC

Fred J. Woodruff, 814 Trowbridge St., N. E., Detroit, Mich., who has run a tailor shop at 123 Michigan St., for the past twenty-three years, in telling of the way Tanlac has restored his health and renewed his strength and energy, said:

"I was absolutely all in, could scarcely eat anything whatever, was worried and depressed, and had lost all my strength. My stomach was bothering me terribly from a kind of gastric trouble.

"Well, Tanlac suited my case exactly. It put a sharp edge on my appetite, rid me of all that indigestion and gastric condition and soon sent me up thirty pounds in weight. From that good day till this I have been enjoying the best of health. My wife is now taking Tanlac as a tonic and is as pleased with it as I am."

Tanlac is for sale by all good druggists. Accept no substitute. Over 37 million bottles sold.

Tanlac Vegetable Pills are Nature's own remedy for constipation. For sale everywhere.—Advertisement.

Surgery 3,000 Years Ago.

Experts are now at work deciphering a roll of papyrus 15 feet long. It deals with the Egyptian methods of surgery and medicine as practiced three thousand years ago.

RECORD IN CROPS

Western Canada Farmers Assured of Bountiful Yields.

Conditions Reported From All Parts of the Provinces Satisfactory in the Highest Degree—Pass Expectations.

From as early as April 17, when seeding became general throughout the Western Canadian Provinces, was there anything but optimism in the feelings of the farmers of that country. An uninterrupted chain of favorable conditions have bound the early seeding data with the conditions of the crop today. There were no setbacks. There may have been a hail storm or two with some ill effects through portions of the country, but the track they took was so small that the percentage of loss was almost imperceptible compared with the whole. Rains fell just when needed, the sun shone as if regulated by the farmer himself, the ground, generally, was in perfect condition and fully responsive. It is now a quest on of rivalry between districts and provinces which will produce the greatest results in crop yields and averages. Out in Alberta whether it be in the north or in the south, that which grows as surprise, in a well-prepared seed bed, of an excellent crop is passing expectation, and experts say there will be produced a crop away greater than ever before in the history of the province, and Alberta has had some big yields. Then, in Saskatchewan there exist the same conditions. The extreme north and extreme south will vie with the east and west in the story at harvest and threshing time.

Manitoba, while not boastful, completely watches fields of wheat, oats, rye and barley, that promise to set a new record for that province.

The fact is apparent that Western Canada will have a crop yield in all grains away ahead of any year in the history of the country. This will be pleasing news to the thousands in the United States, who have friends and relatives farming in that country. It should not be forgotten that these crops will be raised on land that in many cases cost less than $40 an acre and some of it was procured by merely homesteading. It is possible today to secure improved farms at very low figures as well as raw or virgin prairie. Any Canadian government agent will gladly give information as to the condition of the crops, and dates when special rates may be had by those who wish to look over what is probably one of the greatest grain fields on the continent.—Advertisement.

To Be Exact.

Judge—Have you ever been convicted before?

Prisoner—No, always after.

To Have a Clear, Sweet Skin

Touch pimples, redness, roughness or itching, if any, with Cuticura Ointment, then bathe with Cuticura Soap and hot water. Rinse, dry gently and dust on a little Cuticura Talcum to leave a fascinating fragrance on skin. Everywhere 25c each.—Advertisement.

Unreasonable Request.

"Do look at your jammy mouth," exclaimed the nurse. "I can't, Nanna," replied the child. "My face is on it."

Safe instant relief from CORNS

Dr Scholl's Zino-pads

Put one on—the pain is gone

Vaseline

Pure and healing—a grateful aid on countless occasions

CHESEBROUGH MANUFACTURING CO.
Consolidated
New York

Vaseline
Yellow or White

Earn From $20 to $50 Daily

—if you own an automobile, selling the greatest invention since the Self-Starter. Sells at sight. Write at once for descriptive matter and terms to agents. Enclose letter.

Fidelity Vaporizer Sales Co.
1210 S. Michigan Ave. Chicago

TOO LATE

Death only a matter of short time. Don't wait until pains and aches become incurable diseases. Avoid painful consequences by taking

LATHROP'S GOLD MEDAL HAARLEM OIL CAPSULES

The world's standard remedy for kidney, liver, bladder and uric acid troubles—the National Remedy of Holland since 1696. Guaranteed. Three sizes, all druggists. Look for the name Gold Medal on every box and accept no imitation.

A $2,500,000 Detroit company, in business 19 years, with resources of $23,000,000 and 50,000 customers, wants

Local Representative

You will be supported by intensive advertising campaign. No investment required. Selling experience not essential as we train you. Must have character and good reputation. Address

Post Office Box 1006, Detroit, Mich.

WHITE FOR INFORMATION about rich section of South Carolina, all year school, no malaria, improved farms, reasonable prices. VON A. HOYLE, GREENVILLE, S. C.

FORDS GET 25-45 MILES WITH NEW Automatic Vaporizer. Guaranteed. Sold today, Price $3.00. Agents wanted. Sold to Ford owners. Rudson Mfg. Co., 18 Burger Ave., Rochester, Mass.

SELDOM SEE a fly bite the skin, but you have may have a bunch or bites on the body, ankle, hand, arm, legs or thighs.

ABSORBINE

will clean it off without laying up the horse. No blister, no hair gone. Concentrated—only a few drops required, a application. $2.50 per bottle delivered. Book 1-C free. For man, horse, spots, lameness, and all kinds of ailments. W. F. YOUNG, Inc., 395 Lyman St., Springfield, Mass.

BATHE TIRED EYES with Dr. Thompson's Eyewater. Buy at your Druggist. Use Eye Cup in Each Bottle.

W. N. U., DETROIT, NO. 30, 1923.

Low Fares Pacific Coast

See the grandeur of the Canadian Pacific Rockies this year on your way West.

"The Mountaineer"

A brand-new through train, leaving every day from Chicago at 9:45 p. m., takes you through this Alpine Wonderland in solid comfort.

Stop Over Wherever You Wish

Banff Springs Hotel, Chateau Lake Louise, Glacier House and many other delightful hotels, chalets and bungalow camps offer all the essentials of the ideal vacation.

Reservations, tickets and full particulars

G. L. McKAY, General Agent
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