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LIFE IN THE COUNTRY

Considerable discussion is heard these days as to the means that may be adopted to keep folks on the farm. The situation has become serious, for many experienced farmers are moving into the cities, either for the purpose of earning what they consider easier money, or to use their savings in giving their children and themselves the advantage of city life. Whatever the cause, the situation remains, and it constitutes a problem that may well engage the attention of national and provincial authorities. The fear is expressed that the production of food may become reduced to such an extent that the scarcity will not only greatly increase prices, but threaten the welfare of the people.

While the reasoning is purely academic and subject to the view of each individual it is probably true that the persons who make occasional trips from the rural districts to the larger towns enjoy those visits and the things they see much more than those who see them every day. It is a case where familiarity sometimes breeds contempt. In the matter of better school facilities in the towns, there is in most cases no place for argument, although some progress has been made in a number of provinces to bring about a centralization of teaching that gives country pupils some of the advantages of the city in a course of study.

There is nothing to justify undue pressure to keep men and women and boys and girls on the farms. Rural life should be so attractive in itself that enough persons will make choices in the country life to insure the crops of grain and quantities of other food-stuffs needed to maintain all the people at a reasonable cost.

GETTING NEW BUSINESS

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as the result of all changes that naturally occur, that a considerable proportion of those customers will not be on the list in a year or two.

Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them.

People are not inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them, if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times.

People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

NO CAUSE FOR WORRY

There is always more or less worry connected with money. Those of us who do not have it worry about getting it, and those of us who have it are often put to a great deal of

worry in hanging on to it. In addition to this no little worry is brought on by the desire to make a penny grow where only a penny grew before. It seems as though poets and philosophers have conspired to bring money into disrepute, so anxious are they to tell us that the mere possession of it is a great burden.

In more recent times there has come to us the warning that money carries germs. Germ-experts even went so far as to demonstrate that a bank clerk's occupation was particularly hazardous because he handles so much money. But now this dread has been dispelled. After exhaustive investigation on the subject of money as germ carriers two Illinois University experts assure us that this danger has been greatly exaggerated. It seems that the metals from which coins are made act as destroyers of bacteria.

This relieves us of the worry connected with the handling of money, the next thing for some expert to do is to tell us how we may be relieved of our worries in trying to get hold of it.

RECORD RAMBLINGS

Men who write books about themselves are full of their subjects.

The man who talks to himself wants to hear something he can believe.

A man may be down, but he is not down until he is down in the mouth.

Did you ever make a bet with a lady and feel like 30c afterwards?

Shock absorbers on autos would be better if the driver could wear them.

Sometimes a man finds he can't make ends meet because they are loose ends.

All that stands between us and a hot time is the rest of this summer's ice.

With so many other things to worry about some men insist on wondering if their hair is combed.

Many a man calls his wife the better half, when she is about 90 per cent of the family.

How dull business would be if every man refrained from buying until he could afford it.

Over 700,000 school children of Canada have received invitations to attend the Canadian National Exhibition as guests of the management on Young Canada's Day.

FERTILIZER NOTES

We believe it interesting to you that Scottish Special Fertilizer, after only seven years use in Ontario, have achieved such marked success, that the Ontario farmer has unconsciously proven not only to us, but also to himself, that he required a quality product in a commercial fertilizer. In other words, he knows a square deal when he gets one, and thus his returning each season, makes possible our policy practised in the Old Country for over one hundred years. Namely, of mixing, curing, maturing and analysing each ton under the supervision of our chemist, for months before shipping.

In case you are ready to buy before called upon, it will put you under no obligation to call me at 3-33 Jarvis, Walter H. Hill, Agent.

The Agricultural Section of the Canadian National Exhibition offers prizes totalling approximately \$100,000.

JULY ROD AND GUN AND CANADIAN SILVER FOX NEWS

A pleasantly varied bill of fare dealing with some more unusual phases of life in Canada's outdoors features the July issue of "Rod and Gun and Canadian Silver Fox News" which has just been published. While Ozark Ripley contributes one of his splendid fishing stories, Bonnycastle Dale, in view of the recent discussion, this month deals with natural phenomena in Canada which have been mistaken for the fabled sea serpents.

Robert James continues his interesting series of "Tales from the Wardroom Mess" with sketches of life in the north and the Swampy Cree. Other articles deal with many subjects from song birds to wild cats and jack rabbits and fish, dogs and guns. The "Canadian Silver Fox News" section, capably edited by J. R. Herr, contains a usual quantity of interesting and instructive articles relative to the industry.

"Rod and Gun and Canadian Silver Fox News" is published monthly by W. J. Taylor, Ltd., Woodstock, Ont.

HEALTH SERVICE of the CANADIAN MEDICAL ASSN.

SUMMER DIARRHOEA

Every year there occurs an appalling number of deaths from diarrhoea. In Canada, in the year 1926, there occurred 4,314 deaths of infants under one year of age as a result of this condition.

The best and surest protection against such a condition is breast-feeding. Wherever such deaths are investigated, it is found that most of the cases occur amongst infants who are artificially fed. There are many other good reasons why infants should be fed on the natural food, but the one reason that it protects against diarrhoea is sufficient to make every mother realize her duty in this matter.

The baby who is so unfortunate as to be deprived of his natural food must receive every care. He should be under the regular supervision of the family physician. He should be fed according to the physician's instructions and no change should be made in his feedings unless they are ordered by the physician.

The baby must be dressed according to the temperature, and to the time of year, in order to protect him from sudden changes of temperature against which he must be safeguarded.

Diarrhoea in a young child is a very serious condition. When it occurs, the family physician should be called at once. Thinking that the diarrhoea was caused by teething or some other condition has been responsible for delays in securing prompt treatment. Such delays may cost the baby his life.

DIET AND DISEASE

There has always been an association between diet and disease. In their earliest days, health departments were occupied in cleaning up the towns and cities because it was believed that disease was bred in dirt. We have learned that there is a great difference in the various kinds of dirt. The only dirt that is dan-

gerous is that which is contaminated by secretions of the human or animal body. The reason for this is that the body secretions carry away from the body the disease germs which may be present in it.

The cans are unsightly, but tin cans are not in themselves going to cause disease. Potatoes or apples, in rotting, give off an offensive smell but that smell does not cause any disease.

The clean person, the one who covers his coughs and sneezes with a handkerchief, who keeps flies out of his home, who washes his hands before he eats, is not going to live in a dirty, untidy place. The clean person gets rid of dangerous dirt when he gets rid of all dirt. This is why, generally speaking, health and cleanliness go hand in hand.

Because a clean city or town, by caring for all dirt, makes sure that dangerous dirt is disposed of, because clean surroundings are a stimulant to personal cleanliness and orderliness, and because cleanliness makes for more comfortable and happier lives, all efforts towards securing and keeping a city or town clean are to be commended and should be supported.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College St., Toronto, will be answered. Questions as to diagnosis and treatment will not be answered.

DOUGHERTY

In loving memory of a dear wife and mother, Isabelle Dougherty, who passed away July 8th, 1926.

Mother, dear, thy form hath vanished Thy smiling face we do not see, But our grief is mixed with gladness, Because we know tis well with thee.

In our minds we oftimes see thee, In our hearts we oft recall The happy days we spent together; Thou art mingled with them all.

Fondly remembered by
Husband and Family.

C. S. E. T. CAMP

The Haldimand County C.S.E.T. Camp is to be held July 2nd to 10th at Featherstone's Point, Selkirk.

Every boy will be interested to learn that Jim Finlay, Field Secretary, will be present throughout the whole week.

Expert leaders in astronomy, aquatics, handy craft, camp craft, bible archery and nature study, and numerous other phases of camp life, have been engaged. Bring a smile and spend a real week at the lake. Fees: Up to 14 years, \$6.00; 15 years and up, \$7.00.

Harold Senn, Caledonia,
Camp Secretary.

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