Finest Quality— Easy to Use

TEA BAGS

Was That Jingle Ever Really Read? Good News for Those Who Enter Contests

"I like MERRY MONDAY soap | ograph, they would have done just flakes because --- " When you finish this statement in 25 glowing words and drop your bid for the grand prize of the advertising contest into the mailbox, do you sometimes wonder if your pearl will ever be read by the judges? writes Dorohea Kahn in the Christian Science Monitor. Do you sometimes think it may be overlooked entirely mong the hundreds of thousands of entries these contests attract? reassured. It's true that the makers of Merry Monday flakes and Tranquil Tuesday starch may not have time to read everything that

comes in, but they can, and do, hire experts who do. Every Little "Gem" Read To find out ast what happens to our entries, leas call at the offices of Reuben H. Donnelley Corporation in Chicago, a direct mail advertising concern. This company has handled many of the larger contests since it embarked upon the considerations. contest judging business in response early 30's. This year, so far, it has conducted nearly a score, including

sure Top contest with its prizes totalling \$205,725. Their system, like those of the three or four other companies doing this work, simply does not permit personal or geographical considerations to influence the choice of winners. You would be wasting your time if you tried to dress up your entry in novel form to catch

Armour & Company's Chiffon

Flakes contest, which offered \$100,-

000 in prizes, and the Pepsi-Cola

No Frills Allowed Fortunately, the lady who embroidered her 25 words on a table runner in order to make a hit with the judges doesn't know what happened to her entry. It was typed out by a clerk and sent to the judges in the same form as all the rest, for the embroidery would be pretty awkward to handle on a judging

The same thing happend to the entry of the man who surrounded his jingle with electric lights and sent it in equipped with battery, ready to be turned on to dazzle the on a neatly typed slip. And so did that of the cook who entered a cakeflour contest with an endorsement written in frosting on a beautifully

As for the enterprising contesttake time to play them on a phon-



李林宗李宗教

Trousseau time is here-and here is the perfect gift! Embroider linens with these smart monograms; HIS, HERS, MR. and MRS. Colorful, practical, easy. Pattern 929 has transfer of 12 motifs 61/4x

Laura Wheeler's new, improved pattern makes needlework so simple with its charts, photos, concise

Send TWENTY-FIVE CENTS in coins (stamps cannot be ac-Needlecraft Dept., Box 1, 123-18th Street, New Toronto. Print plainly PATTERN NUMBER, your

as well to write them with a pencil on a piece of scratch paper, accord ing to Donnelley executives.

All these contestants showe great ingenuity, but they expressed originality in the wrong place. The contest terms stated that credit would be given for originality in the

wording of the entry, not in its

strictly to the terms as stated.

presentation, and judging is kept

Judges Must Be Fair Geographical location is not a lowed to enter into decisions either the Donnelley people explain. The companies that make a business of judging stake their reputations on the fairness of their work. They say they would not stay in business long if they manipulated the awards in any way, even if they did it to please an advertiser. One of the reasons that most big companies hire their judging done outside, they say, is to make sure that the judging is entirely removed from any personal

But in a contest with thousands. sometimes millions, of entries, to be fair requires more than good intentions. It demands know-how. What would you do if even 10,000 entries were piled on your desk some morning and you were required to pick the best? How It's Done

Here's how the Donnellys do it. First they arrange with the postoffice and the advertiser to get a post-office box number. This enables the postal workers to place all contest mail directly into Govern-ment postal bags, which can be picked up and carried to the contestjudging room upon presentation of proper credentials. In popular conor more bags a day, each with around 2,000 contributions. As the deadline draws near, the volume swell enormously. Most people rush to get under the wire for contests just as they do to file their

income tax. A bonded messenger gets the bags. Careful check is made to be sure the number signed for reaches the contest room. In the room they are kept under lock and key until the contest staff goes to work upon

The steps in judging are systematic. A battery of workers, picked for natural judging ability and trained in the actual work, is ready and waiting when the letters arrive. As fast as the envelopes come in ants who make records of their con-tributions, hoping the judges will they are opened and examined to see if the entry complies with the they are opened and examined to terms of the contest. Was it post before the expiration of the contest facsimile thereof, enclosed? (Yes, some persons actually go to the it very well with color effects).

Preliminary Judging Then comes what is called "preliminary judging." The trained workers run through the entries to see if they meet basic requirements, such as the specified number of words or the rhyme. A rough estim-

Each worker who passes upon an entry writes his or her initials upon Next comes the "junior judging," with scoring by points. For each contest a scale is set up in accord with the terms of the contest.

completing statement (or jingle) 10 points maximum. For aptness, 30 points maximum. For sincerity, 30 points maximum. For originality, 20 points max.

Total, 100 points maximum.

The junior judges "grade" the entries just as if they were examination papers on the basis of these points and total the score. They too, sign their initials. The senior judges then take over. The seniors grade the papers over

again, sometimes changing the marks given by the junior judges, but leaving the first ratings visible so that the next set of judges, who have the final say, can see what was done at each stage. Secret of Winning

When I had the opportunity to talk with the executive who is in charge of this big judging business at the Donnelley Corporation, I couldn't resist asking him to tell me the secret of winning contests. "Send in a good entry," he said on his reply. Freshness and sparide are the qualities that make an entry

stand out. But there must be a not of sincerity, too. Cleverness alone



What Is It Mystery Animal May Be 'Catabbit'—The \$64 question in Kirkland Lake hinges on the strange animal shown above with its owner, Patsy Marinich. It apparently is half cat, half rabbit. Front half is cat—rear half, rabbit. It eats lettuce and carrots, but also likes milk, fish and other cat tidbits. At top right it plays with string, like a cat, but can't climb trees because of over-long rabbit-like legs.

Such rascals as the man you mar-

for a little while. But if they per-

It is a sad situation, and I sym-

pathize with you. But now you must take the man's part, look

ahead, try to secure the future of

you both. If he will not co-operate,

then you two do not belong togeth-

If a wife cannot trust her

husband's sense of honor, what

has she to tie to? If you are in

this spot, Anne Hirst can help

guide your future. Write her

at 123-18th Street, New Tor-

YOUR HANDWRITING

and YOLL

Alex S.
Arnott

California and it tells us of some

The letter 'q" in the word "re-

ture, a person who is ever ready to

exert mental and physical effort in

the desire for accomplishment.

Such writers are usually hard task-

others to keep pace with their ef-

forts, becoming very impatient

when their instructions are not car-

The lower stroke of the letter

"y" is unusually long and has a

wide loop, signifying two things:

desire for change and variety, and

the ability to associate easily with

others. These features give the

writer an unusual combination of

ability to make quick changes to

meet new and varied conditions and

yet remain poised and reserved,

The extra long loops have an

added meaning: the writer is foud

of pleasure, and especially of out-

m requesting

my hand on

Anyone wishing a more complete

analysis please send self-addressed,

stamped envelope to Alex S. Arnott, 123, 18th Street, New Toronto 14

making others feel at ease.

door activities and sports.

ried out quickly

quest" has no loop but comes down to a point

at the bottom of

the stroke and

then leads off in

a straight line

to the next let-

ter. This sign is

indicative of an

ried can get away with their folly

ANNE HIRST Your Family Counselor-

MANY A GIRL, after a couple of | his acceptance of it. If he fails you, years of marriage, finds that her husband is irresponsible. He floats

then you are on your own...

Such rascals as the man you may from one job to from one job to another. It doesn't matter how good matter how good sist in it, they have no right to drag matter how good the pay is, or what sort of work he is doing. At the least little excuse, he quits—and she is left holding the left holding the

years of reading such complaints, I find that most of these girls married in good faith. The lad had a position, told her he had a future ahead. During their courtship he spent generously, took her to nice places, brought her gifts, and seemed entirely secure.

But after they return from their honeymoon, she is flooded with earlier debts he made which, of course, she knew nothing about. And she finds him tossing them off lightly, with, "Don't worry!" and more and more come in! He is not taking care of their current obligations, either.

* COULD it be that she really did * not know him when she married * him? Could it be that, then in * debt, he had no other idea than to * keep on getting further into debt? * that this irresponsible way of living was part of his character?

Well, if that is true, it is too

* bad for her. Brought up to real-* ize one's responsibilities, she is * shocked. He is not the man she * thought he was. Her respect for * him vanishes with the knowledge. idea of making any sacrifices to get them on their feet. He is fastidious about his food, and if she tries to economize there, he throws a scene—and goes out to * a restaurant alone. After these few years of mar-

riage, she needs a new wardrobe. So does he. Does it worry him? * Not one bit. Her Solution WHAT is she to do? She can appeal to his sense of

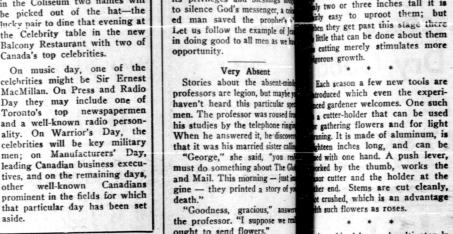
* honor, if he has any. She can ate is made of the merit of each. * show him exactly what it costs to * run the home for a single month * —adding payments on the various bligations he has not taken care * of trying to explain that paying * the bills and establishing credit is the only way to live honorably. If he refuses to co-operate, then typical one may read something like * it means separation. He will not like the idea. But if he is to keep * his wife (and the family she hopes to have) he must buckle down. If

> he will not, then she will go out on her own-but NOT to support A man must deserve the wife he married. Security is the least * she should expect. To "Mrs. E. C.", "Frightened", FACE your husband with your budget—pleasantly but firmly. Your whole future, and his, depends upon

For Teen-Agers Only!-Every day of the CNE two visiting teen-agers will be in for a fine treat. Each afternoon at Teen Town in the Coliseum two names will be picked out of the hat-the ncky pair to dine that evening at the Celebrity table in the new Balcony Restaurant with two of Canada's top celebrities.

MacMillan. On Press and Radio Day they may include one of Toronto's top newspaperme and a well-known radio person-ality. On Warrior's Day, the celebrities will be key military men; on Manufacturers' Day, leading Canadian business executives, and on the remaining days, other well-known Canadians prominent in the fields for which that particular day has been set

Advance Notes From the "Ex."



Golden Text-As we have

prejudice still raises its

miah as a fifth-colum

his heart was moved. He ple

from the dungeon before he di

Ebed-melech was a kind

Accompanied by thirty of the ki

men he took old rags and let i

down by a cord to Jeremiah.

these under his shoulders to pro

him from rope burns they were at

Ebed-melech was rewarded.

miah's prediction that those

Until little ago, the buying and selling o was legal in the British While that traffic is stopp

that the pri



"I don't care if you can't cook, darling — so long as can open packages of Post's Grape-Nuts Flakes!"

don't forget."

"Yep, Hon — they're jam-packed with carbohydrates, minerals and "How about picking up so "How about picking up so "Grape in the carbohydrates, minerals and "How about picking up so "Grape in the carbohydrates, minerals and "marriage license?"

"Oh George — you're wonderful!
I'll just open a package of maltyrich, honey-golden Post's GrapeNuts Flakes, and quick-like breakfast will be ready!"

"Um-m-m — that one-and-only,
out-of-this-world Post's GrapeNuts Flakes flayor!"

"And good nourishment too.

"How about nicking up son





ials will germinat diately after being like the seed of annual is generally better

English daisies and foxgloves all biennials easily grown; and sown now will provide young nts ready to be moved to garden ations in about two months. They lower next year, but hollyhocks ire two full years.

remained in Jerusalem would die It is almost impossible to estimate the sword, famine or pestilence e number of seeds or keys that that whoever went forth and s rendered to the Chaldeans wo a single summer. And the seedgs that grow from these seeds, live, came true. But in the meant Ebed-Melech was the subject of special prophecy. He would not slain but his life would be spare d those of other trees such as the n, add greatly to the gardener's because he had put his trust i weeding and cultivating. Lord.
God has his great souls ever One of the places were they give lot of trouble is around a hedge. where. He "hath made of one blow all nations of men." While the nless the tree seedlings are re-oved, your hedge can be ruined

ahead wrecks summer theatre at-When the seedlings are aly two or three inches tall it is tendances, and are said to be willing to spend plenty of money for lobirly easy to uproot them; but bying purposes. cutting merely stimulates more Each season a few new tools are troduced which even the experi-nced gardener welcomes. One such a cutter-holder that can be used

a cutter-holder that can be used r gathering flowers and for light uning. It is made of aluminum, is ghteen inches long, and can be led with one hand. A push lever, orked by the thumb, works the nor cutter and the holder at the therend. Stems are cut cleanly, the tend of the long and any agent which is an advantage. ot crushed, which is an advantage th such flowers as roses.

combined hoe and cultivator is dealing with the inevitable One of the newer ones has ree-prong cultivator and a narbladed hoe. Either tool can be night into use by a flip of the ; and although quite light, it do most of the weeding and rating in a fair-sized garden. Watering and fertilizing can be

growing things, I find I

me home. In whatsoever

the everlasting process of

CROSSWORD

PUZZLE

ne or race, in whatsoever

speak a common

enant can ever bind"

-Marion Cran.

us one, stronger than

e at the same time with some of e new-type sprinklers. They feare a glass container in which any fertilizer, lawn weed killer insecticide can be mixed with The sprayer may be used s one mounted on wheel

boom on which three nozzles This happened while they were unted. This sprayer is used lying 2, 4-D weed killers. It d wheeled back and forth over Every time I go into a garden eight years before. te the man or woman who owns passionate love of the earth

29. Kind of onion 20. Before 31. Luzon native 33. American humorist 24. Dowry 35. City in Oklahoma

polish with amonia in it."



With the Movie And Radio Folks By Grace Sharp

It's is rumored that Hollywood is getting ready to start a big antidaylight saving campaign early next year. Movie bigwigs are convinced that shoving the clocks an hour

Radio folks are having attendance troubles too. The big networks are having plenty of trouble getting big enough studio audiences for dramatic, comedy or musical shows.

What people want tickets for these What people want tickets for, these have vegetables days, are the "give-away" programs where they will have a chance to possible. If the win a refrigerator or some such. * * *

A film version of Lloyd C. Douglas's sensational best-seller, "The water. Robe" has long been expected and the latest word is that it will go into production shortly. Gregory Peck is slated for the leading role with Joan Fontaine a strong probability for the feminine lead. It is to be a four million dollar affair, with Maxwell Anderson doing the script.

* * *

Although the Rexall people are replacing Jimmie Durante with the Phil Harris- Alice Faye show, it did not take "Schnozzola" long to find another sponsor. He'll be on the air for Camel cigarettes again on Friday evenings. Most of the top-flight movie stars have been "ducking" television; but

now that Ronald Coleman has taken the plunge there will no doubt be plenty to follow his lead. Colman has signed up to do a series of 26 half-hour films that are to be made especially for television. Half the pints 25 minutes, quarts 55 minutes, stories will be by Dickens, the at 10 pounds pressure.

filming a scene for "Loser Take All" or anyway the publicity man says it did. In the scene Anna Lee furiously polishes her silverware to mask her agitation as she berates Edgar Buchanan for deserting her

41. Goddesses of destiny

destiny
42. Flower containers
42. Beetles
44. Pacific island
tree
45. Measure
65. Canal in
New York stat
49. Array
51. Color
52. Pen

It's a pathetic scene, all right, but when an assistant camerman broke down and wept, the director told him to get a grip on himself. "After all," he said, "it's just a picture so don't take it so hard." "Why, I feel fine," said the camera man "It's that I never could stand silver

Jane Andrews.

lids. Process pints 55 minutes, quarts 85 minutes, at 10 pounds vegetables, if improperly canned, are far more likely to spoil than fruits,, so it's of the utmost impor-Green Peas
Shell and wash. Cover with boiltance to follow the rules with the greatest of care. General rules, coving water. Bring to boil. ering all the following varieties are-Glass Jars: Pack hot to 1 inch of top. Cover with boiling water. Leave Use young and tender vegetables, 1-inch head space. Add 1/2 teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pint and

quart jars 40 minutes at 10 pounds pressure. have vegetables as near boiling as Summer Squash Wash; do not peel. Trim ends, and cut into ½-inch slices, halved or quartered to make uniform-sized vegetables are to be packed in hot pieces. Add just enough water to cover; bring to a boil. cooking liquid and there isn't

Glass Jars: Pack hot to 1/2 inch of top. Cover with hot cooking liq-uid. Leave ½-inch head space. Add 1/2 teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process inch pieces. Cover with boiling water, and boil 5 minutes. pints 30 minutes, quarts 40 minutes, Glass Jars: Pack hot to 1/2 inch at 10 pounds pressure. of top. Cover with hot cooking liquid. Leave 1/2-inch head space. Add New, — And All 1/2 teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pints 20 minutes, quarts 25 minutes, at 10 pounds pressure (240 deg. F.).

Cut off tops, leaving taproot and 1 inch of stem. Cover with boiling water; boil 15 to 20 minutes, or until skins slip easily. Skin and trim. Can baby beets whole; medium or large beets cut in 1/2-inch slices, halved or quartered, if necessary.

Glass Jars: Pack hot to 1/2 inch of top. Cover with boiling water. Leave 1/2-inch head space. Add 1/2 teaspoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process

Wash, scrape and slice or dice. Cover with boiling water, and boil 5 minutes. Glass Jars: Pack hot to 1/2 inch

of top. Cover with hot cooking liquid. Leave 1/2-inch headspace. Add 1/2 tablespoon salt to pints; 1 teaspoon to quarts. Adjust jar lids. Process pint jar 20 minutes, quarts 25 minutes, at 10 pounds pressure. Whole Kernel Corn Shuck, silk and wash. Cut corn

rom cob. Add 1 pint of boiling water to each quart of corn. Heat Glass Jars: Pack hot to 1 inch of top, dividing hot cooking liquid among the jars. Leave 1-inch head space. Add ½ teaspoon salt to pints;

Answer to Last Week's Puzzle



Of Them Useful Self-Powered Telephone. Although primarily designed for use on oiltankers, or in plants making explo-sives or chemicals where standard phones present hazards, this telephone can be used as a communica-

tion system on farms and to provide service in isolated districts where commercial power is not available. Will talk and ring up to a distance Aluminum Identification Cards. You can prove who you are beyond a doubt as these featherweight alum-

inum cards carry all important identifying data, including the er's photograph and signature. Space also provided for complete physical description, as well as addresses and telephone numbers. Useful when cashing checks, establishing credit or in emergencies.

Personal Protectograph. Designed to make scientific check protection available to private individuals as easily as to business firms. Operates like its full-sized counterpart, shredding check amount into fiber in indelible ink, making alteration impossible without destroying entire

Rat Water Trap. For thousands of years rats have been lured with food, until they're food-wary. But they always need water, sometimes desperately. This new trap, made of rust proof metal, takes advantage of this need. It can also be used with conventional food bait. Heat Saving Screen. New fireplace screen has venetian-blind-type glass louvers and is claimed to eliminate smoke and triple the amount of hear Plastic Car Lens. Amber fog len for automobile headlights made of plastic. Suction cup holds the de-

tachable lens in place. Fan Lamp. Combination fan and floor lamp with the electric fan concealed within the shade of the lamp.



flattened by wind or heavy rains, which would have meant so much Partner and I were all set for a nice, quiet afternoon—which we both needed. We had it—for about of peace, Tippy barked, voices shouted, and cows moo-ed and bellowed. The boys were both away so Partner ran out in slipperless feet to see what it was all about, and I soon followed. We found all our cows out in the front hayfield from whence, if they were not prevented, they could wander on to the road. Either they had managed to nose open the gate themselves or someone had left it open. John, going by in his car saw what had happened, so he and his chum drove in and were busy chasing the cows in and were busy chasing the company one lying down and change if easy! Ah, now they are heading this way again . . . excuse me a minute while I change their minds for them. Thank you . . . that's when we heard them. Once the cows were back in the yard Partner took over and drove them back to the bush pasture where they be-fonged. But would they stay there? Not a bit of it. "That alfalfa in the hayfield tasted pretty good," they thought. "Perhaps we could snitch another feed." So, hopefully, down the lane they came again, but when

chased them up the back lane once more. * * * Presently I said to myself-"Those cows will never stay there; they will keep up that bawling all they will keep up that bawling all the afternoon and there will be no peace for anyone." So here I am, sitting on a tree stump in the pasture, herding the cows. That way, Partner, at least, will get a little peace. Twice since I have been little peace. sitting here the cows have made a bee-line for the gate but each time I got there first.

they found the gate shut . . . oh my, such bawling you never heard. Of

course it wasn't long before Partner was out again and he and Tippy

It is nice up here; in fact, it is no real hardship to stay here at all-except that a tree stump is not the softest thing in the world to sit on. The view is lovely—trees and fields and farm houses nestling here and there until the scenery as a whole merges into the background of "The Mountain" and the dark green of its evergreens. Not only that but as far as the eye can see there is wheat—ripe, rich and golden, all just about ready for the binder and still standing straight and tall.

That is what we are so thankful

much loss for their pockets. Last it did much good to the gardens and yet no harm to the crops. Right where I am sitting is all that remains of our bush-twentyshade of its elms and oaks the cows are now standing around peacefull only one lying down and taking

Just imagine, by the time this column is printed my friend will have arrived from England. That is, if she doesn't' get cold feet at the will. Thirty long years since we have seen each other years is a long time for friendship to survive by correspondence, es

pecially when even our letters have been haphazard and irregular. And yet, in spite of that, we have always been so sure of each other, always knowing that each would be wel-come at the home of the other should the opportunity arise. We were the kind of friends who could sit for hours, if we felt like it, and never say a word. We used to scrap occasionally but I cannot recall a serious quarrel at any time-there were never "hurt" feelings because It is going to be fun watching

Cicely's reactions to Canadian life. Like most English people she has entirely wrong ideas about life on this side of the water. She is very excited about the trip. Every fer original illustrations of herself flying, or the two of us meeting at Matlon airport. Neither of us has ever mentioned any possible risk in coming by air. After all, why think of it, when the proportion of accidents is so slight. I would imagine the odds for getting killed are fat unnyside between five and six o'clock at night! "Suicide Stretch,"
one of our friends calls it.



Co-Stars With Mother-Although she is only seven weeks old, Candice Briskin acts like a veteran as she poses for her first picture with her movie star mother, Betty Hutton. Miss Hutton s the wife of Ted Briskin, camera manufacturer. They have another daughter, Lindsay Diane, 20 months.

