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*Book of
Useful
Information
1931*

Beecham-Veno

Issued from the Beecham-Veno Central Distributing Depot,
Chester Road, Manchester.

BEECHAM'S PILLS

Few products in any field can claim a term of leadership as long and outstanding as the record achieved by Beecham's Pills. World-famous for several generations, these famous vegetable laxative pills are still the world's largest selling proprietary laxative.

And yet during the period of time that Beecham's Pills have maintained their leadership, as many changes have taken place in the laxative field as in any other field. Tastes have changed and changed again. Products have become famous overnight, sold in great volume, and disappeared. New types of laxatives have come and gone. But the world at large still expresses its confidence and preference for Beecham's by making it still the universal favourite.



**Worth a
Guinea
a Box.**



22501037455



Round the Clock with 1930



Britain's most popular ambassador continues to cement the warm bond of fellowship between himself and all the peoples of the British Empire by his continued gestures of democratic friendliness and goodwill. The Prince opened his year's activities with an extensive tour of South Africa, creating wherever he went a happy spirit of comradeship between the Colony and the Mother Country. Of the Prince one can rightly echo Kipling's words, "If you can walk with crowds nor lose your virtue, or talk with Kings nor lose the common touch," for in whatever rôle he appears, be it as Sportsman, as Ambassador, as Ranchman, or as Civic Guest, he ever rays out that generous kindness which has so endeared him to the hearts of all people. During the year, besides fulfilling his many social engagements, which included the launching of the new C.P.R. Liner "Empress of Britain," the Prince has shown a keener interest in Aviation, himself learning to pilot his new plane and also entering one of his planes for the King's Cup Air Race, having the privilege of being the first member of the Royal Family to compete in this event.



Probably another of the most interesting items during the year was the birth of Princess Margaret Rose at Glamis Castle. The Duke and Duchess of York have so won their way into the fabric of the family life of the British Empire that this happy event proved a matter for National rejoicing, but one wonders whether anyone was quite so happy at the birth of the new Princess as the Princess Elizabeth, who thinks it is great fun to have a sister who will soon be her playfellow in all her games.



The year 1930 seems to have been one of the landmarks in the emancipated woman coming into her own. Miss Amy Johnson won the admiration of the world by her marvellous flight to Australia. A qualified air pilot in 1929, and startling the world by a solo flight to Australia in 1930, at the age of 22, such is the beginning of the career of England's Air Girl.



The machine Miss Johnson used was bought from Capt. W. L. Hope, who won the King's Cup two years ago. It is a standard D.H. Moth, with a standard "Gipsy" engine. Amy supervised all the arrangements for her great adventure with the same calm attitude of one who contemplates a half-hour's journey by rail. Miss Winifred Brown shone brilliantly also in the world of aviation by her victory in the Air Race for the King's Cup, while at Bisley Miss Marjorie Foster created a precedent by having the honour of being the first woman to win the King's Medal.

Speaking of the realm of woman the world of feminine fashion seems to be passing through one of those periodic transformations which can ever be seen in the history of the eternal feminine. In the early year there were definite signs of the return to longer and fuller dresses, many of which reflected the departed glory of the ballrooms of our grandmothers' days. By the summer time the world of fashion had definitely decreed this change and during the autumn months one met everywhere with the longer skirt, the lower waist-line, the wider hem, as the established decree of Dame Fashion.



**WELLCOME
LIBRARY**
General Collections

Round the Clock with 1930.—(Continued.)

There are no longer any doubts that the Talkies have come to stay in the amusement world. The year 1930 has seen many advances, particularly in the better quality of British Films which have been released from Elstree. One of the biggest film scoops of the year was the buying by the British Company of the film rights of the series of Aldwych Farces by Ben Travers in which the original creators of the characters Mary Brough, Ralph Lynn, and Tom Walls are to appear. The talkie still needs great improvements before it reaches perfection, but those of us who remember the advent of the silent film realise that this will come with years of experience and experiment.

Closely related to the talkies is the realm of Radio, and here there have been rapid advances. Experimental Television grows more and more successful, all pointing the way to the day when we shall sit in our homes and see as well as hear the latest events and entertainments over the ether.

Turning to the realm of Sport perhaps the greatest shock of the year was the lamentable death of Major Sir Henry Seagrave. At all times in history those figures arise who go down to posterity as the men who have played well in the greatest game of all—Life itself. Such a man was Henry O'Neal de Hane Segrave, or as he was popularly known, Major Segrave. His tragic yet victorious end on Lake Windermere, while calling forth sympathy in the minds of the lovers of sport in all lands, will ever be seen by all who knew and loved him as the mighty climax of the King of Speed in his conquest of the water.



A catastrophe which struck the whole world with horror was the crashing and total destruction by fire of the giant airship *R101*, at the commencement of her flight to India in October. This mighty vessel was Britain's most ambitious effort in the science of lighter-than-air transport and although we mourned deeply the loss of forty-eight of her complement of fifty-four, we are proud to enrol their names among those gallant pioneers who have given their lives for their ideals.

The English Football Cup was won by Arsenal against Huddersfield Town, the final duel for the trophy being as exciting and well-matched a duel as has ever been staged. The Test Matches this year were in one sense disappointing, for the weather proved a formidable handicap, the whimsicality of the English Summer not proving an ideal atmosphere for Test Match Cricket. While all Englishmen regret that the Ashes have gone to Australia yet all will readily admit that it was from the first a sporting struggle between the rival factors and all will happily offer the hand of fellowship to the Australians echoing "Well Done."

We cannot close these short notes of the year without making mention of the rapid advances that are being made in Ocean Travel with the advent of the Motor Ship. One of the great events of the year was the rousing send-off which the White Star Motor Vessel "*Britannic*" was given when she set off on her maiden trip from Liverpool to New York. This vessel is the last word in luxuriance, and as one contemplates this new departure in the sphere of travel one pauses to wonder what surprises the future holds for the coming generations.



The whole trend of the year has been towards the new age of Electricity, Aviation, and Internationalism. The dark clouds of the past seem to be clearing while the bright rays of a happier future seem to be penetrating all departments of life.

JANUARY BEECHAM-VENO FEBRUARY

ALMANAC

! 1931 !

1	Th	New Year's Day.
2	F	Paris Reparation Conference opened, 1923.
3	S	Great floods Europe, 1926.
4	S	2nd Sunday after Xmas.
5	M	Divinsk captured by Poles and Letts, 1920.
6	Tu	Epiphany.
7	W	Sir Edmund Barton died, 1920.
8	Th	Repar'n Con. failed, 1923.
9	F	De Valera defeated, 1922.
10	S	Dr. Temple enthroned Archb'p of York, 1929.
11	S	1st Sunday after Epiph'y.
12	M	Capt. Lancaster and Mrs. Keith Miller crashed on flight to Austral., 1928.
13	Tu	Peace Treaty ratified in Paris, 1920.
14	W	King Amanullah abdicated 1929.
15	Th	American Senate ratify Kellogg Pact, 1929.
16	F	Lady Bailey's flight to Cape, 1929.
17	S	Prohibition came into effect in U.S.A., 1920.
18	S	2nd Sunday after Epiph'y.
19	M	Atlantic Shipping Con. met in Paris, 1928.
20	Tu	Liang Chi-Chao, a noted scholar died, 1929.
21	W	Lord Lloyd opened Sennor Dam on the Blue Nile, 1926.
22	Th	Prince of Wales admitted a Fellow of the Royal Society, 1920.
23	F	Cardinal Mercier died, 1926.
24	S	Submarine K5 sunk with all hands, 1921.
25	S	3rd Sunday after Epiph'y.
26	M	Mr. Asquith became Earl of Oxford and Asquith, 1925.
27	Tu	General Yudenitch arrested, 1920.
28	W	Viscount Kato, Japanese Prime Min., died, 1926.
29	Th	Lady Shaftesbury launched H.M.S. Dorsetshire, 1929.
30	F	Death of Field Marshal Earl Haig, 1928.
31	S	Evacuation of Cologne by British troops, 1926.



1	S	Septuagesima.
2	M	Scottish Quarter Day.
3	Tu	Small revolt at Lisbon, 1926.
4	W	Turks refused to sign Peace Treaty at Lausanne, 1923.
5	Th	Revolt in Oporto, 1927.
6	F	Queen Maria Christina died, 1929.
7	S	Resignation of Lord Milner, 1921.
8	S	Sexagesima.
9	M	Röntgen (X-Rays) discovered, 1923.
10	Tu	Geddes Economy Committee's first report issued, 1922.
11	W	Papal Italian Agreement, 1929.
12	Th	Leyden Town Hall destroyed by fire, 1929.
13	F	General Higgins elected chief of S.A., 1929.
14	S	St. Valentine's Day.
15	S	Quinquagesima.
16	M	Massacre of 7,000 Armenians by Turks, 1920.
17	Tu	Allies' decision not to deprive Turkey of Constantinople, 1920.
18	W	Ash Wednesday.
19	Th	Capt. Campbell drove car at 207 m.p.h. in Florida, 1928.
20	F	Gen. strike at Shanghai, 1927.
21	S	Airship "Roma" disaster, 1922.
22	S	1st Sunday in Lent.
23	M	Duke of Connaught opened Bombay Legislative Council, 1921.
24	Tu	French airman killed attempt. to fly beneath Eiffel Tower, 1926.
25	W	Rand Mines strike, 1922.
26	Th	Lord Milner married Lady Edward Cecil, 1921.
27	F	Brit. coinage in Ireland, 1929.
28	S	Princess Mary married Viscount Lascelles, 1922.

WEATHER FORECAST

The weather of January is likely to prove colder than that experienced during January of 1930. There will be an excess of N. and N.E. winds with snow at times and heavy falls in the East and North-East of Great Britain. A milder spell of weather can be looked for towards close of month. Rainfall will be below normal.

WEATHER FORECAST

The cold weather of January after a temporary break will be renewed, and about the 6th a severe spell of cold weather is to be expected with bitter N. and N.-E. winds and heavy falls of snow. These conditions will last about a week when the cold will moderate and the month close with milder weather. The Rainfall will be slight.

THE FINEST TONIC and BODY BUILDER.

BANISH Nerve
and Digestive
Troubles — get
rid of them once and
for all.

x x x

The way to do this is
to nourish your nerves
and strengthen diges-
tion, by taking

Dr. CASSELL'S
TABLETS.

They build up nerves,
strengthen weak diges-
tion, and enrich poor
blood.

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Dr. CASSELL'S are
the foremost nerve and
digestive treatment.
Start a course to-day.



Dr. CASSELL'S TABLETS
should be taken in cases of
OVERSTRAIN, NERVOUS
BREAKDOWN, NEURITIS,
NERVE PAINS, NEURAS-
THENIA, HEADACHE,
ANÆMIA, PALPITATION,
KIDNEY WEAKNESS,
CHILDREN'S WEAKNESS.

Dr. Cassell's Tablets

1/3 & 3/-

THE POPULAR TONIC.



The Romance of Radio



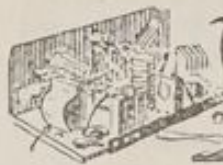
We live in an age of surprises. As we look back over the last hundred years we realise that many of the dreams and phantasies of our grandparents have now actualised into realities. The flying dragon of fairy tales is surpassed by the wonder of modern aeronautics; the seven-league boots of many a legend are outpaced by the steamship and railroad; while the invisible elves and fairies of folk-lore have been forced to abdicate and give way to the invisible yet ever real friends we daily hear by means of radio. From a general viewpoint the birth of radio may be stated to date from 1831, when Michael Faraday made the historic discovery of induction between two parallel coils of wire placed close to each other. The first practical use of Wireless Telegraphy was made in 1882, when the cable connecting the Isle of Wight and the mainland broke down. Professor Troubridge, who had for some time been carrying out experiments in signalling without wires, was called in by Sir William Preece, and the successful culmination of his research was proved when he managed to establish a telegraph system on wireless principles between the island and the mainland, which served until the broken cable had been repaired.

Meanwhile, many advances had been made in the realm of physics and mathematics which had yet to find their place in the new field of wireless telegraphy which was fast maturing from an idle dream to an actual reality. The Torch of the new science was now well alight, and those men were close at hand who were to carry it forward, ever fanning its flame into a greater brilliance as they trod the course from the simple experiments in code and telephone telegraphy to the marvels of modern radio. Sir Oliver Lodge had already been carrying on a series of experiments, all of which had a definite bearing on wireless telegraphy. It was through these experiments of Lodge's that Marconi became interested in, and later devoted himself to, wireless research work.

Marconi's pathway seemed to be paved with success from the first. His early efforts were made between the G.P.O. and the Savings Bank Department, in Victoria Street. These were quickly followed by successful experiments on Salisbury Plain, where he demonstrated a transmission over a distance of 4 miles. He next erected his aerial on Flat Holm Island, in the British Channel, but his early experiments here were unsuccessful. However, after careful re-adjustment in the height of his aerials, he made a great success of his communication with the mainland. With the bridging of the Channel, a distance of 9 miles, which followed quickly after the Flat Holm Island demonstration, the public began to sit up and take notice. In 1897, wireless entered into the sphere of practical affairs and the Marconi Wireless Telegraphy Co., Ltd., was formed.

In the year 1899 Marconi had succeeded in transmitting readable signals over a distance of 85 miles, and during the Boer War, wireless telegraphy was utilised on the field by the British troops. A year later, Marconi was able to transmit over a distance of 200 miles and in 1902 the stage was set for the most dramatic coup of all, the bridging of the Atlantic by wireless.

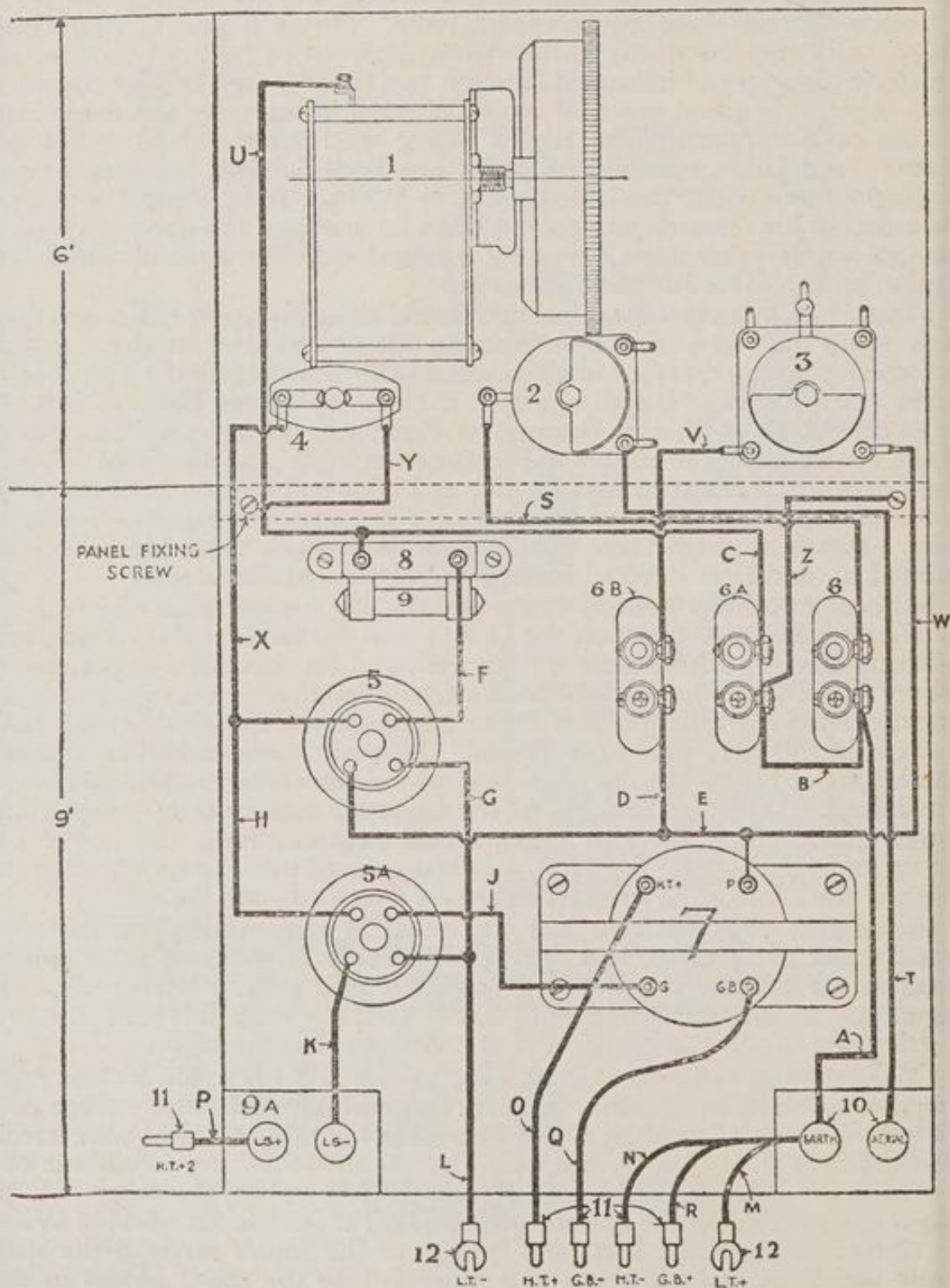
On December 11th, 1901, from a station he and his followers had erected at the Cornish village of Poldhu, Marconi transmitted the letter S—three dots in the Morse Code—followed by a short message. The three dots were received by the listeners at St. John's, but owing to the unsatisfactory behaviour of the kite aerials, the message could not be read. Nevertheless, the three dots were a truly mighty symbol of the greatest achievement of the Master Mind of Wireless Telegraphy; in them the ideas and dreams of the future received the seed of promise which was to germinate and blossom into the rarest bloom in man's garden of patient scientific research—the wonder of Modern Radio.



Wireless Set & Components



THIS WIRELESS SET HAS BEEN SPECIALLY COMPILED
FOR "THE BEECHAM-VENO BOOK OF GENERAL
INFORMATION."



COMPONENTS AND MATERIAL REQUIRED.

- 1 Lotus Panel, complete, consisting: Tuning Condensers with Drum Control (No. 1); Aerial Condenser (No. 2); Differential Reaction Condenser (No. 3); Battery Switch (No. 4).
- 2 Valve Holders (Pye or Marconiphone). No. 5 and 5A.
- 3 Coil Holders (Lotus or Edison Bell). No. 6, 6A, 6B.
- 1 L.F. Transformer (Edison, Lotus or Brown). No. 7.
- 1 Grid Condenser (.0003) (T.C.C. or Dubilier). No. 8.
- 1 Grid Leak, 2 meg. (Dubilier). No. 9.
- 2 Terminal Mounts (Junit). No. 9A.
- 4 Terminals: Aerial, Earth, L.S.+ and L.S.— (Belling Lee). No. 10.
- 3 Red and 2 Black Wander Plugs (Lissenin). No. 11.
- 1 Red and 1 Black Spade Tags (Lissenin). No. 12.

BUILDING OF RECEIVER.

The baseboard, preferably of $\frac{3}{8}$ in. plywood, should be assembled with the components shown in the diagram. Before fixing the panel it is perhaps wise to wire up the baseboard components as far as it is possible, as follows:—

POINT TO POINT WIRING.

- A. Earth Terminal to Aerial Coil Socket (6).
- B. Aerial Coil Socket (6) to Grid Coil Socket (6A).
- C. Grid Coil Socket (6A) to Grid Leak and Condenser (8 and 9).
- D. Reaction Coil (6B) to Plate of Valve Holder (5).
- E. Reaction Coil (6B) to Plate of Transformer (7).
- F. Grid Leak and Condenser (8 and 9) to Grid of Valve Holder (5).
- G. Negative Filament of Valve Holder (5) to Negative Filament of Valve Holder (5A).
- H. Positive Filament of Valve Holder (5) to Positive Filament of Valve Holder (5A).
- J. Grid of Valve Holder (5A) to "G" on Transformer (7).
- K. Plate of Valve Holder (5A) to L.S.— Terminal.

EXTERNAL LEADS TO BASEBOARD.

- L. Low Tension Negative to Valve Holder (5A).
- M. Low Tension Positive to Earth Terminal.
- N. High Tension Negative to Earth Terminal.
- O. High Tension Positive (1) to "H.T." on Transformer (7).
- P. High Tension Positive (2) to L.S.+ Terminal.
- Q. Grid Bias Negative to "G.B." on Transformer (7).
- R. Grid Bias Positive to Earth.

At this stage the panel, which is purchased complete, should be fixed to the baseboard by the two screws, as shown in the diagram. The Wiring can now be completed as follows:—

- S. Aerial Condenser (2) to Coil Socket (6).
- T. Aerial Condenser (2) to Aerial Terminal.
- U. Tuning Condenser (1) to Grid Coil Socket (6A).
- V. Reaction Condenser (3) to Reaction Coil Socket (6B).
- W. Reaction Condenser (3) to "P" on Transformer (7).
- X. Battery Switch (4) to Positive Filament of Valve Holder (5).
- Y. Battery Switch (4) to Panel Fixing Screw.
- Z. Grid Coil (6A) to Panel Fixing Screw.

NOTE.—Earth (screen) connections to Tuning and Differential Reaction Condensers are automatically made by contact with screen.

TYPES OF VALVES.

Detector (Holder 5)—H.L. Types.

Amplifier (Holder 5A)—Power and Super-power Types.

COILS (Igranite, etc.)

HOLDER		
6	6A	6B
2	4 or 6	2
L 25	L 60	L 30
L 50	L 200	L 50

Short Wave
Medium Wave
Long Wave

STOP THAT COLD

at once with

*Beecham's
Powders*
(NOT A LAXATIVE)

The Most Wonderful
Remedy for COLDS,
'FLU, LUMBAGO,
HEADACHES and
NERVE PAINS

8 Powders - - 1/3
SINGLE - - 2d.

also in Tablet form
1/3 per bottle of 16

A WONDERFUL PICK - ME - UP

MARCH

BEECHAM-VENO ALMANAC

APRIL

1931

- 1 S 2nd Sunday in Lent.
- 2 M Egypt rejects proposed treaty, 1928.
- 3 Tu Abolition of Caliphate, 1924.
- 4 W Denmark joined League of Nations, 1920.
- 5 Th Moslem reunion in India, 1929.
- 6 F Madeira landslide, 1929.
- 7 S Severe earthquake in Japan, 1927.
- 8 S 3rd Sunday in Lent.
- 9 M Rand Revolt, 1922.
- 10 Tu Landslide at Santos, Brazil (200 deaths), 1928.
- 11 W The Emir Feisal proclaimed King of Syria, 1920.
- 12 Th Geneva protocol rejected by Gt. Britain, 1925.
- 13 F Alan Cobham completed flight to Cape Town and back, 1926.
- 14 S Fresh Water Coarse Fishing ends.
- 15 S 4th Sunday in Lent.
- 16 M Egypt became indep'd't Kingdom, 1922.
- 17 Tu St. Patrick's Day.
- 18 W Madame Tussaud's wax-work exhibition burnt out, 1925.
- 19 Th St. Joseph.
- 20 F Marshal Foch died, 1929.
- 21 S Spring commences.
- 22 S 5th Sunday in Lent.
- 23 M Singapore Base approved again, 1925.
- 24 Tu Four - power Pacific Treaty ratified by U.S. Senate, 1922.
- 25 W Lady Day.
- 26 Th Sarah Bernhardt died, 1923.
- 27 F Zaghlul Pasha released from Gibraltar, 1923.
- 28 S Duke of Orleans died, 1926.
- 29 S Palm Sunday.
- 30 M Irish Peace Conference Settlements, 1922.
- 31 Tu Government accepted Coal Commission Report, 1926.



- 1 W All Fools' Day.
- 2 Th Moslem-Hindu riots in Calcutta, 1926.
- 3 F Good Friday.
- 4 S Government brings in Trades Dispute Bill, 1927.
- 5 S Easter Sunday.
- 6 M Easter Monday.
- 7 Tu Attempt made on Mussolini's life, 1926.
- 8 W Beam service to Australia started, 1927.
- 9 Th Princess Yolanda married Count Calvidi Bergolo, 1923.
- 10 F Geneva Con. opens, 1922.
- 11 S Apology demanded from China for Nanking Outrage, 1927.
- 12 S Low Sunday.
- 13 M Atlantic flown westwards by German aeroplane, 1928.
- 14 Tu Attempt to murder King Boris of Bulgaria, 1925.
- 15 W 13 Labour Members suspended, 1926.
- 16 Th Capt. Wilkins flies across Arctic Regions, 1928.
- 17 F Civil War in China, 1922.
- 18 S New Government set up at Nanking, 1927.
- 19 S 2nd Sunday after Easter.
- 20 M Prince Henry, ex-Kaiser's brother died, 1929.
- 21 Tu Princess Elizabeth born, 1926.
- 22 W Robert Bridges died, 1930.
- 23 Th St. George's Day.
- 24 F Riot in Shanghai, 1929.
- 25 S Sir Tudor Vaughan died, 1929.
- 26 S 3rd Sunday after Easter.
- 27 M Major Segrave knighted, 1928.
- 28 Tu A monument of Adam Mickiewicz, a Polish Poet, was unveiled, 1929.
- 29 W H. Bottomley sentenced 7 years' penal servitude, 1922.
- 30 Th New air service opened between Paris and Antwerp, 1929.

WEATHER FORECAST

The proverbial Easterly winds of March are to be expected with, however, a large amount of bright sunshine. Sharp frost will occur at night during earlier part of the month, especially about 6th to 11th. Some strong westerly gales will occur about 21st accompanied by some heavy rain.

WEATHER FORECAST

April will open with fine Spring-like weather—exceptionally beautiful during the first ten days. About 11th a cold spell connected with northerly winds will set in and snow will fall in places and there will be sharp night frosts. During the last week Spring will reassert itself.

Between Ourselves

ON THE CHOICE OF A LOUD SPEAKER.

In choosing a loud speaker, individual tastes and requirements necessarily play a very important part, since the reproduction by different instruments will please one man and fail to satisfy another. However, there are certain general hints which may prove helpful to the amateur radio fan in making his choice.

Roughly, loud speakers may be grouped under three heads—Horn, Cone and Moving Coil. For the man who desires a sensitive loud speaker giving a passable reproduction of speech, the horn type will prove ideal, but to those who tend more towards the musical side of the programme, there is nothing better than the moving coil type of speaker. With the use of this instrument it is possible to get an exact rendering of the item being broadcast perfect in tone values and smooth in reproduction. In this type of speaker we have a coil of fine wire attached to a cone moving freely in a very intense magnetic field, and it is this undamped movement which gives the instrument such a delicate adjustment as to allow the finest vibrations of the musical scale to be reproduced to perfection. The one disadvantage at the moment is the cost of buying and maintaining such an instrument which requires a really good amplifier working on a high anode voltage to do full justice to its powers.



For those who are not too critical there is nothing better than the cone type of speaker, which will give a very passable rendering of both music and speech and will be found ideal for general use. These speakers will work well from almost any type of valve set, and will be found both economical in first cost and general upkeep.

The Marconiphone Company have recently introduced a model of a type which does not require a super-power set to operate it. By reducing the magnetic gap they have overcome to a large extent the comparative insensitiveness of the moving coil type of speaker and, no doubt, the time is rapidly approaching when we shall have instruments of this type which can be operated by the simplest of sets in quite unskilled hands.

TELEVISION.

One of the most recent advances in wireless transmission is the introduction of television as a demonstrable fact to the amateur, and without doubt the coming years will show great strides in this new branch of man's creative genius. The idea of seeing through space dates back over half a century, when Bell's invention of the telephone caused men to discuss the possibility of seeing as well as speaking over a distance by means of electrical apparatus. Numerous theories of transmission of sight by electricity were put forward at that time and the modern research and experimentation has in the main followed the lines mapped out by those pioneers of fifty years ago.

On the 27th January, 1927, Mr. Baird demonstrated to forty members of the Royal Institute the fact that real images could be transmitted from one room to another, while a year later, on February 9th, 1928, Baird startled the world by spanning the Atlantic by vision, when using a short wave station at Coulsdon he transmitted images to Hantsdel, a suburb in New York.

At the present time, experimental transmission of images takes place from time to time, but many advances will have to be made in all directions before the radio fan can see as well as hear his evening's entertainment.

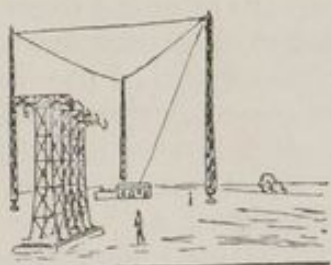
MAY

BEECHAM-VENO
ALMANAC

JUNE

1931

- 1 F Foundation stone of new Manchester Grammar School laid, 1929.
 2 S Many killed in U. S. Tornado, 1929.
 3 S 4th Sunday after Easter.
 4 M First General Strike began, 1926.
 5 Tu Lieuts. A. Gavin and Zens Soucek completed 36 hrs. duration flight, 1928.
 6 W Sir John Simon stated General Strike illegal, 1925.
 7 Th Bp. of Southwell, Dr. Heywood, resig. 1927.
 8 F Death of Dr. Moule, 1920.
 9 S King George and Queen Mary received by Pope Pius, 1923.
 10 S Rogation Sunday.
 11 M Colonial Office Conference, 1927.
 12 Tu General Strike ended, '26.
 13 W Lord Milner died, 1925.
 14 Th Ascension Day.
 15 F Lady Heath flight from Cape Town, 1928.
 16 S Mons. Doumergue visited this country, 1927.
 17 S Sunday after Ascension.
 18 M Gen. Townshend d., '24.
 19 Tu British War Memorial unveiled at Gheluvelt by Gen. Sir A. Cobbe, V.C., 1929.
 20 W Sir E. Goschen died, '24.
 21 Th Earl Rosebery died, '29.
 22 F Earl of Ypres died, 1925.
 23 S Riots in Egypt.
 24 S Whit Sunday.
 25 M Whit Monday.
 26 Tu Duke of Northumberland appointed K.G., 1925.
 27 W Abd-el-Kum and his family surrendered, 1926.
 28 Th Col. Lindbergh married. Miss A. S. Morrow, '29.
 29 F Military Revolt in Portugal, 1925.
 30 S King George opened Gt. West Rd. at Brentford 1925.
 31 S Trinity Sunday.



- 1 M Lord Dawson's return, 1929.
 2 Tu Sir J. D. Rees killed on railway, 1922.
 3 W King's Birthday.
 4 Th Fall of Kandahar, 1929.
 5 F Title of Duke of York conferred on Prince Albert, 1920.
 6 S The King opened New Southwark Bridge, '21.
 7 S 1st Sunday after Trinity.
 8 M Governor of Rome arr. in London, 1927.
 9 Tu Prince of Wales unveiled Kitchener Memorial, 1926.
 10 W Death of Pierre Loti, '23.
 11 Th Re-election of Minister Bill passed, 1926.
 12 F E. H. Macartney appointed Agent-General for Queensland, 1929.
 13 S Sir Henry Seagrave kill'd, 1930.
 14 S 2nd Sunday after Trinity.
 15 M Russian Red Terror revived, 1927.
 16 Tu General Booth died, '29.
 17 W Sinn Fein raids in L'don suburbs, 1921.
 18 Th Miss Amelia Earhardt accomplished Trans-Atlantic flight, 1928.
 19 F Corpus Christi.
 20 S Prince of Wales reached England after Far East tour, 1922.
 21 S 3rd Sunday after Trinity.
 22 M Sir H. Wilson assassinated 1922.
 23 Tu Lieut. R. L. Maughan flew across America, 1924.
 24 W Midsummer day.
 25 Th Melba's Farewell, 1926.
 26 F King opened extension of Tate Gallery, 1925.
 27 S A fire broke out in Peking 1923.
 28 S 4th Sunday after Trinity.
 29 M Eclipse of Sun, 1927.
 30 Tu Conclusion of the International Air Congress, 1923.

WEATHER FORECAST

May will open with beautiful summer-like weather. A change must be expected about May 8th, lasting a week. This will be accompanied by cold Easterly winds and the night frosts dreaded by the farmer in Spring. About the middle of the month real summer weather will set in, but severe local thunderstorms must be expected about 22nd.

WEATHER FORECAST

Fine summer weather with a very dry atmosphere is expected to prevail throughout June. The temperature will be abnormally high. Some severe thunderstorms and thunder rain will occur here and there, especially about 17th to 21st, but these will be local in character. And in the main this will be an ideal month for early holidays.

THE MAKING OF A TALKING PICTURE.

The advent of the talking film has without doubt been a nine days' wonder to all who are interested in the realm of popular amusement. We were so used to the stereoscopic silent film that we were no longer amazed at the life-like reproductions we sat and watched week by week, as our favourite Star made his bow to us from the screen, but when those same Stars further added to their appeal by addressing us from their square of white sheet we most of us rubbed our eyes.

The mechanical and electrical principles of the new Sound Photography which form the basis of the production of the Talking Pictures is comparatively simple, and can be clearly outlined without going into confusing details as to the technical intricacies of the many inventions and devices which are used in their production. The main factor in the producing of a "talkie" is to catch the sound waves and turn them into something which can be photographed and recorded. Rays of light, as all photographers are aware, cause definite chemical changes on the surface of a sensitive plate or film which can be fixed permanently allowing a lasting and reproducible record of the effect of the light waves striking the plate to be made. If then we can translate sound waves into light waves, we can easily produce a permanent sound record on a photographic film.



The Microphone which forms part of the talkie producers' equipment, is little more than a highly sensitive telephone transmitter. This microphone is connected with an electric current in such a way that the brightness of an electric light varies in accordance with the sound variations in the microphonic current.

As you will see, by this method waves of sound, set up by the actor's voice, are thus caught by the microphone connected with the electric current which automatically changes the sound waves set in motion into light waves which can be made into a permanent record for reproduction on the sensitive film in the operator's camera.

The method of reproduction in the Cinema is simply the reverse of the above: the light waves, which are recorded on the film, are retranslated back into sound waves and broadcast by an apparatus much in the nature of a highly sensitive telephone.

THE MANUFACTURE OF A CIGARETTE.

The leaf of the Tobacco, after being slightly damped to make it pliable, is first stripped from the stalk or mid rib and then is placed into the cutting machine. This machine prepares the tobacco in long shreds, after which it is put into heated pans or stoves to remove any excess of moisture and also to bring out the richness of its aroma.

The sheaf, or "cigarette paper" is then rolled into a cylinder and the edge stuck or "crimped" by machinery. When this process is completed the tube thus formed is ready for filling with the required tobacco, Turkish, Virginian, Russian, or whatever blend may be desired.

The filling process, which earns the cigarette the name of "hand-made" is then carried out as follows:—The shredded, dried and blended tobacco is taken and rolled into a small piece of parchment one end of which is inserted into the already prepared sheaf. The operative who is carrying out the filling next pushes the tobacco into the sheaf from the parchment with a pencil-shaped stick, any excess of tobacco being trimmed off with a pair of scissors. The finished cigarettes are then ready for packing and dispatching to the various wholesale and retail depots through whom they pass to "the Man in the Street"—the customer.



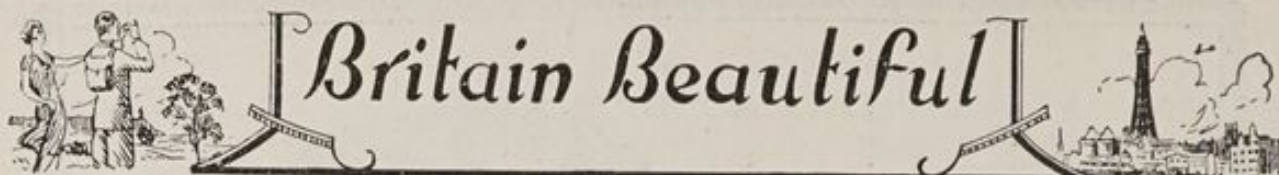
The
Family Remedy
for COUGHS, COLDS,
BRONCHITIS,
ASTHMA and
CHILDREN'S COUGHS.

Year after year, young, middle-aged and elderly people have been cured by Veno's Lightning Cough Cure. The soothing relief it brings to the throat and chest has made it the popular family cough cure. Wise mothers keep it handy always.

VENO'S
LIGHTNING
COUGH CURE

VENO'S PASTILLES. *Delightfully soothing and warming to throat and chest. In handy rolls for pocket or handbag. 3d. each. Sold everywhere.*

1/3 & 3/-



WHY NOT SEE THE BRITISH ISLES ?

Lying nestling in the Atlantic Ocean are a group of islands small in area, yet rich beyond compare in historic associations, and marvellous in their wealth of natural beauties.

To those of us who have been born and nurtured in the British Isles, there is, one feels, at times a lack of appreciation of the splendours of our own country. This is very marked when we find strangers realising the charm in our homeland which we have, more or less, accepted as commonplace. Probably no country in the world is more richly endowed by nature than ours, with its cultivated and natural beauty, rich in literary, historical and racial associations. Dotted here and there over these islands of ours are quaint villages, mainly composed of groups of old-world grey, red or white cottages clustering irregularly round a simple country church. Strangers from other lands come regularly to enjoy the simple pleasures which English Country Life, with its May Days and Fairs, still offers in spite of the advance of civilisation. Here, too, are to be found the picturesque ruins of abbeys and castles, of manors and cathedrals, all designed by the master architects of their periods. Nor must we forget the lichened barns, the weathered bridges over clear streams, old inns and ancient market-places, lesser towns with their straggling streets of Elizabethan, Jacobean and Georgian fronts, terraced causeways, moot-halls, guild-halls and grammar schools, all possessions which people of other lands eye with envy yet by which, at times, we set little store.

When one surveys the length and breadth of these islands, and ponders for a while on the richness of this heritage, one realises that here are to be found spots to suit all types, and holiday resorts to accommodate all temperaments. Think for a moment of the stately splendour of the Welsh Mountain-lands, the elusive charm of the Green Isle of Erin, enlightened by its wealth of legend and fairy-tale, the rugged beauty of the Scotch Highlands, the mysticism of the Hebrides, the silent splendour of the Yorkshire Moors, the simple delights of the Pennines, the old-world simplicity of Wessex, the restful tranquillity of the Vale of Pershore, and the Shakespeare Country, all of which offer their own particular advantage to the holiday maker.

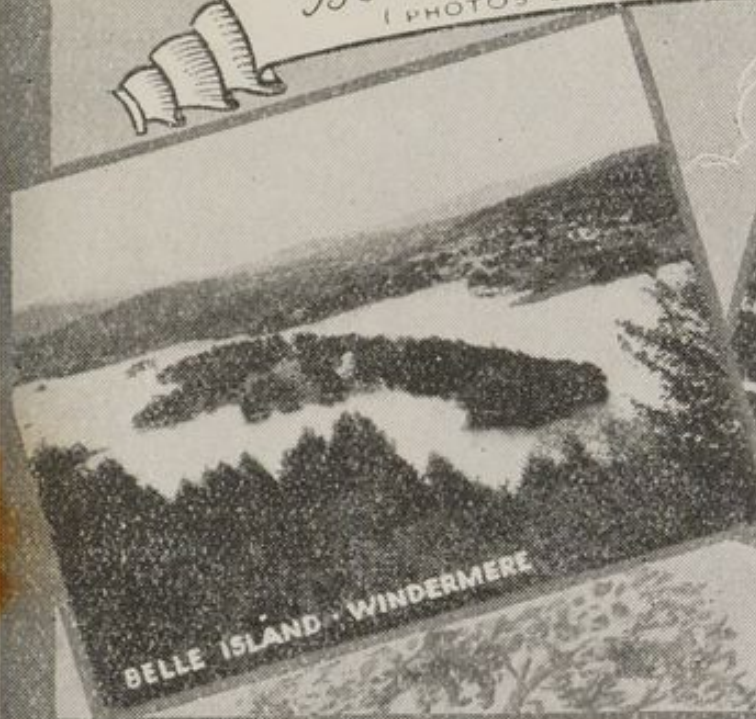
As we pause to consider the coastal resorts we find here again a variety to meet any reasonable demands which are made upon them. From the boisterous hustle of Blackpool or Douglas, with their bracing air and heavy seas, one can turn to the semi-tropical quiet of Torquay or Paignton, or the fishing towns such as Bridlington, Yarmouth or Lowestoft, to find one's demands for jollity or quietude amply satisfied. Again, we possess Spa resorts such as Buxton or Matlock Bath, and Harrogate, which are unequalled for medicinal springs and scenic grandeur. Nor must one forget the pleasurable hours that can be spent amid the Lakes of Westmorland, the lanes of Devon and Cornwall, the hills of Derbyshire, the Vales of Somerset, and the many other places of vantage too numerous to mention.

Each county offers its own contribution to the natural splendour of these islands, each has its wealth of folk-lore and historical legend to share with us, and each has secrets to reveal to those who are patient enough to penetrate beneath the surface to the heart of the natives of village and township.

Can you wonder that we ask, "Why not visit the British Isles?" They have much to offer to all who learn to love them and are peopled with those who for many generations have been noted for their hospitality. The following views are typical examples of the scenic and holiday centres in the British Isles.

Beauty Spots of the British Isles

(PHOTOS BY COURTESY OF THE L.M.S. RY.)



BELLE ISLAND · WINDERMERE



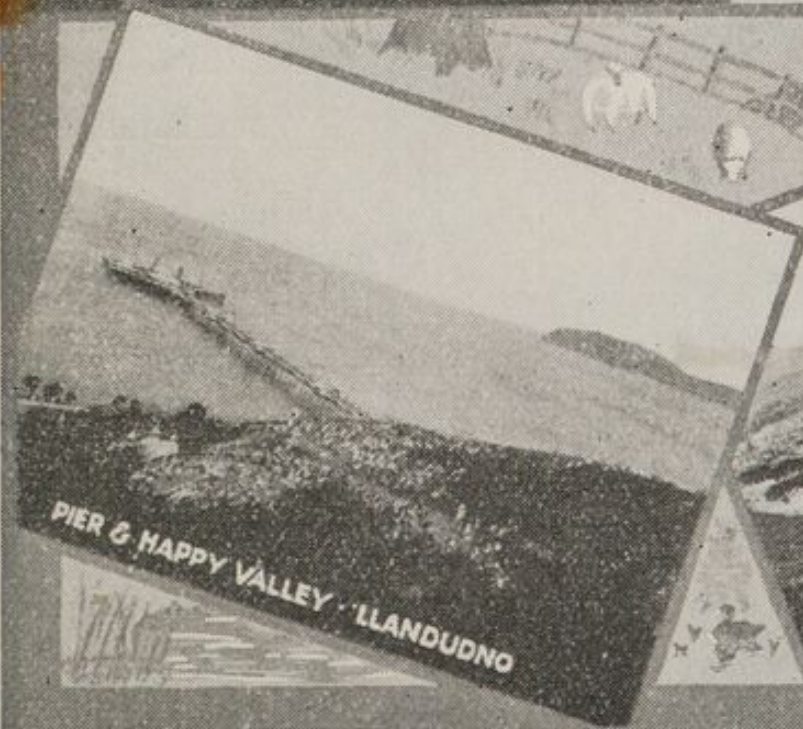
PORTENSCALE BRIDGE · KESWICK



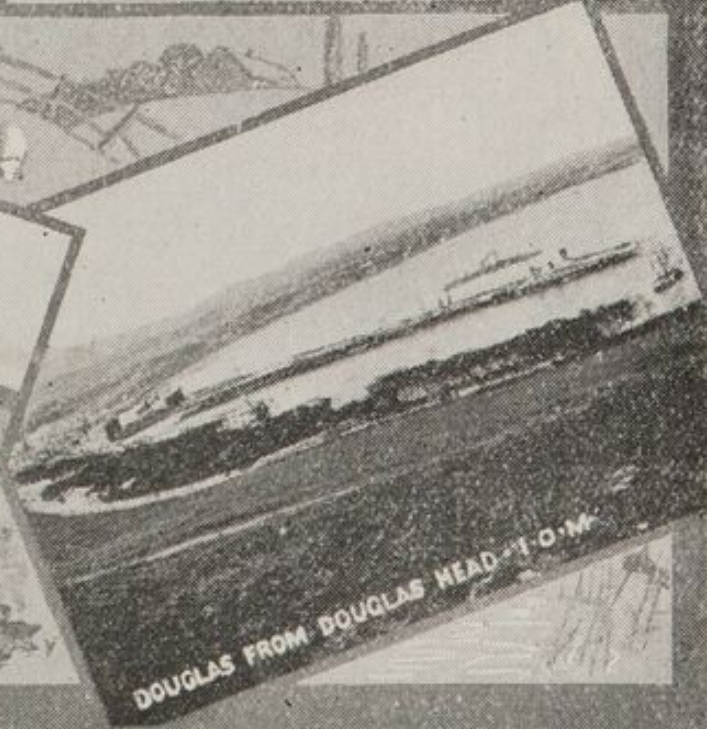
DUNOON · WHULEFIELD · LOCH ECK



TROSSACHS · LOCH KATRINE

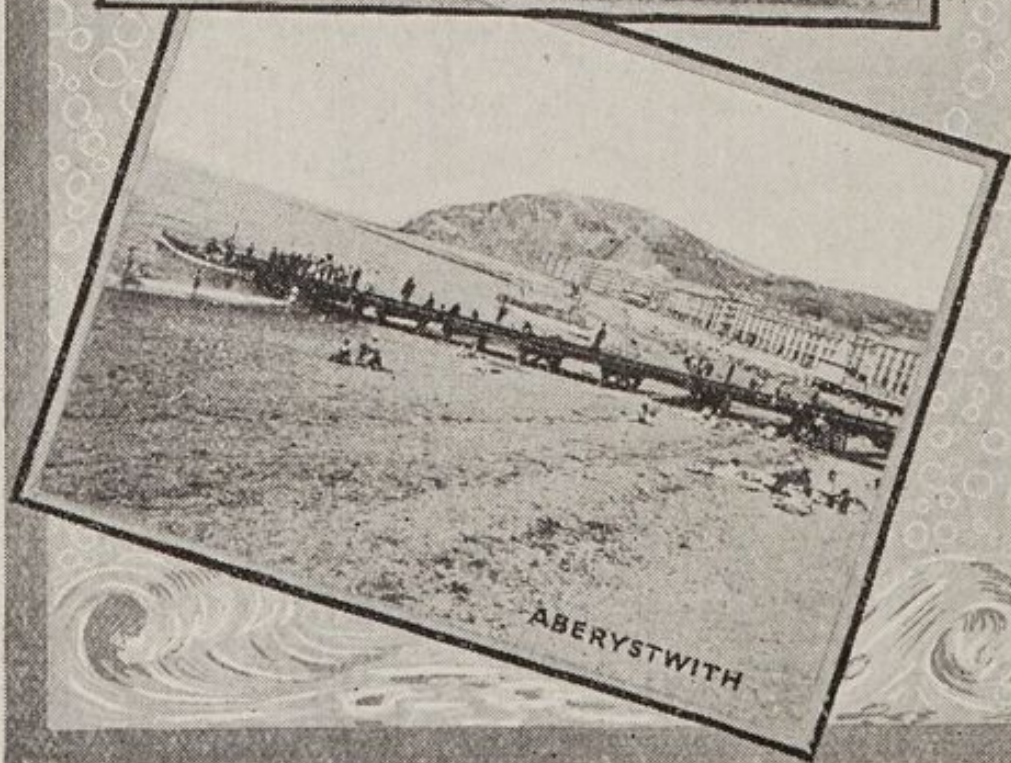
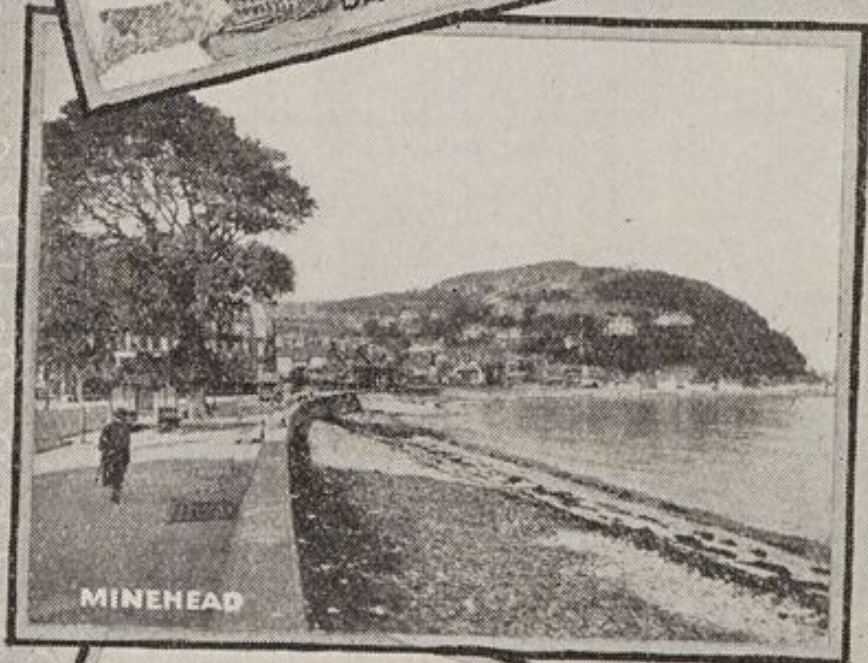
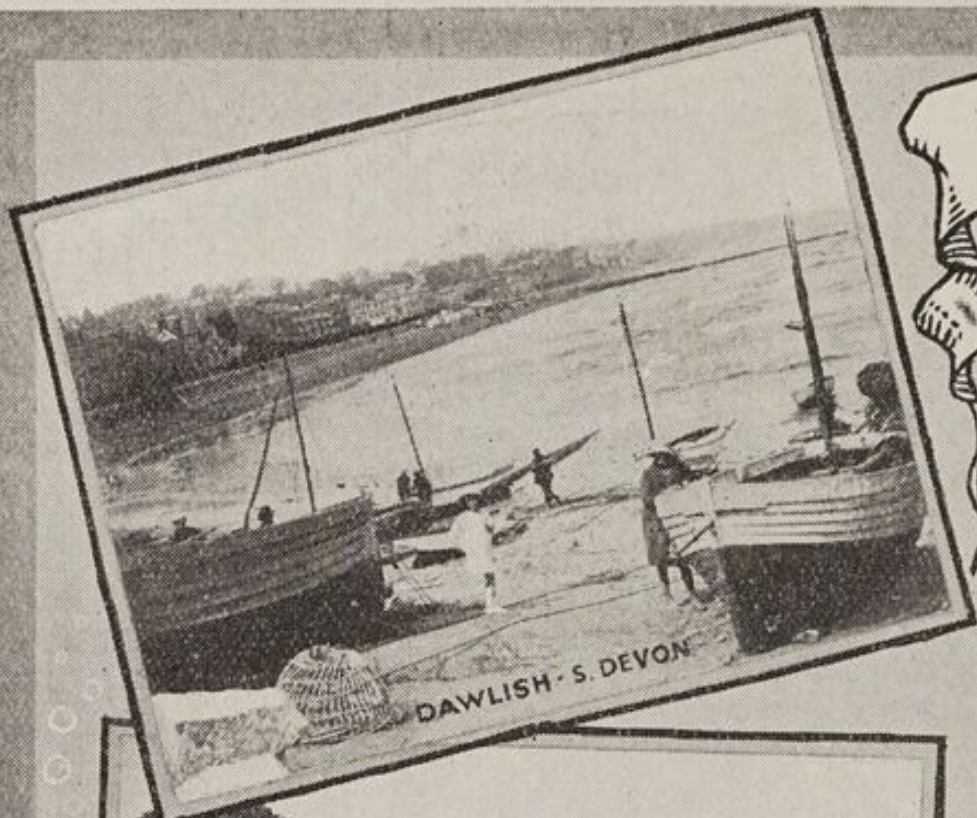


PIER & HAPPY VALLEY · LLANDUDNO

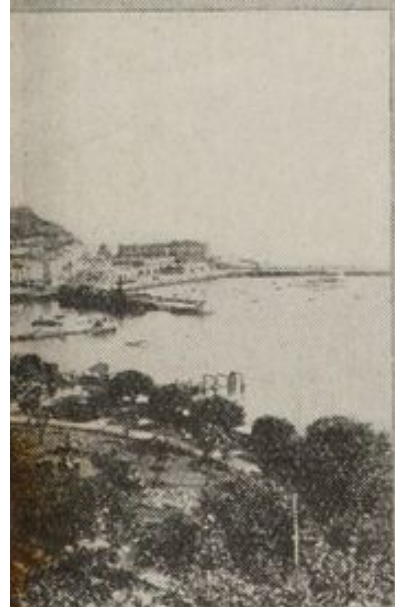


DOUGLAS FROM DOUGLAS HEAD · I.O.M.

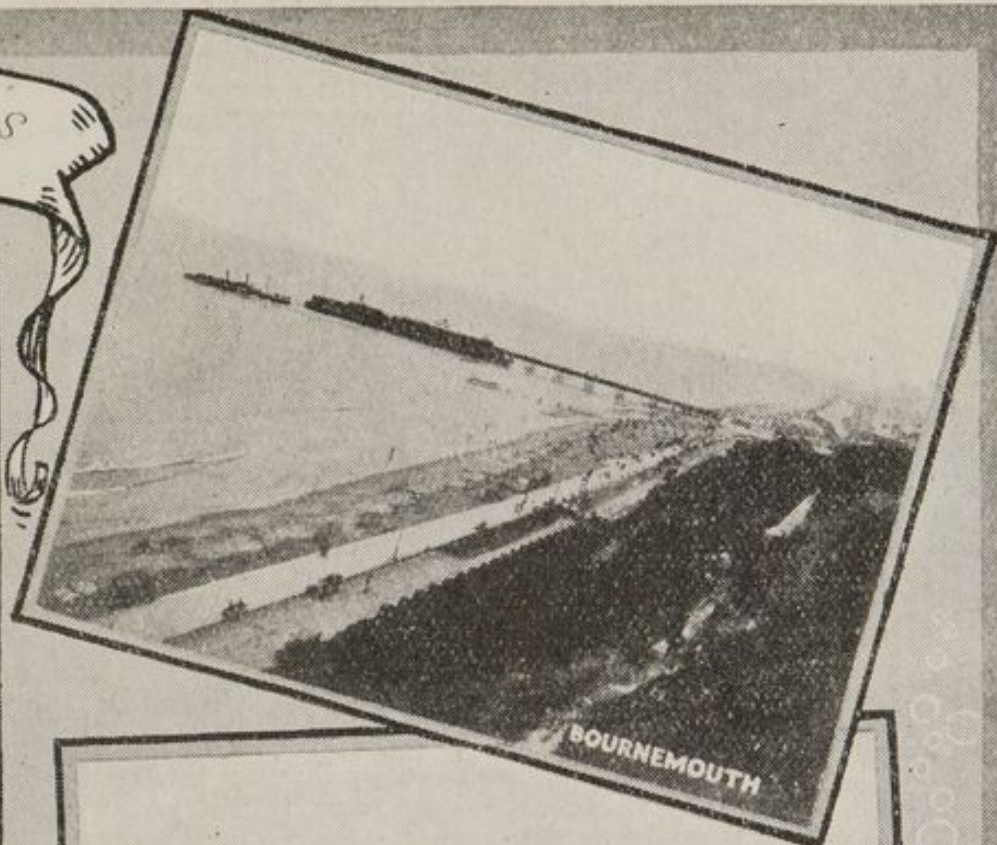
Beauty Spot
(PHOTOS BY COL)



the British Isles
(BY THE C.W.R.)



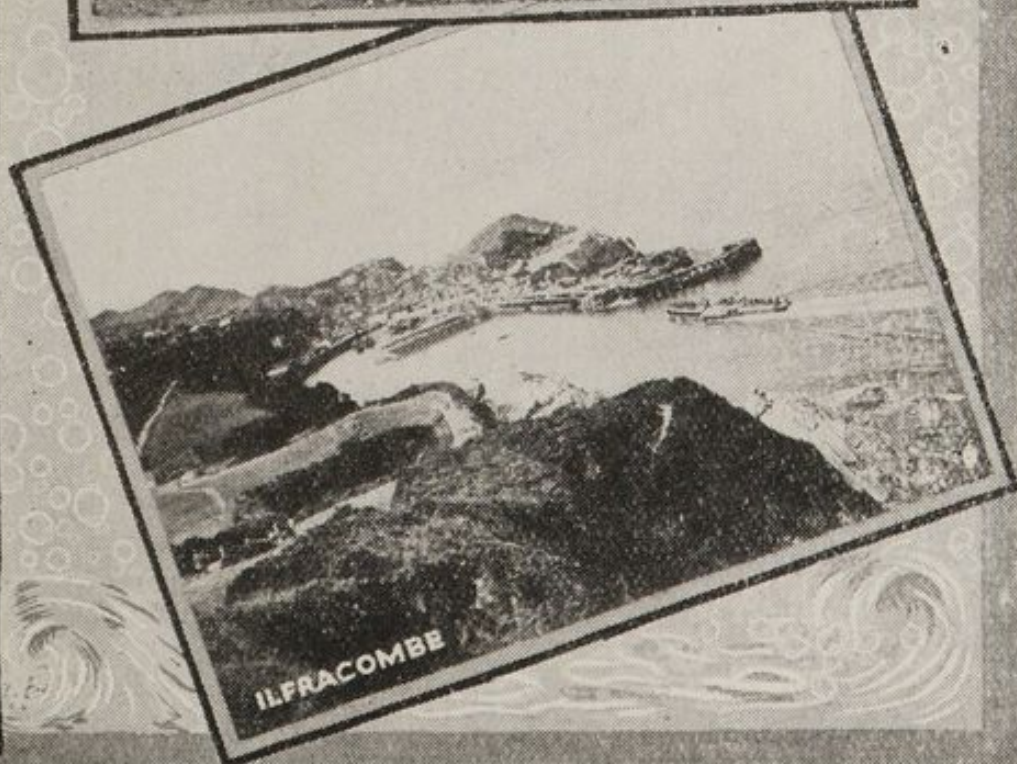
FALMOUTH



BOURNEMOUTH



BARMOUTH N WALES

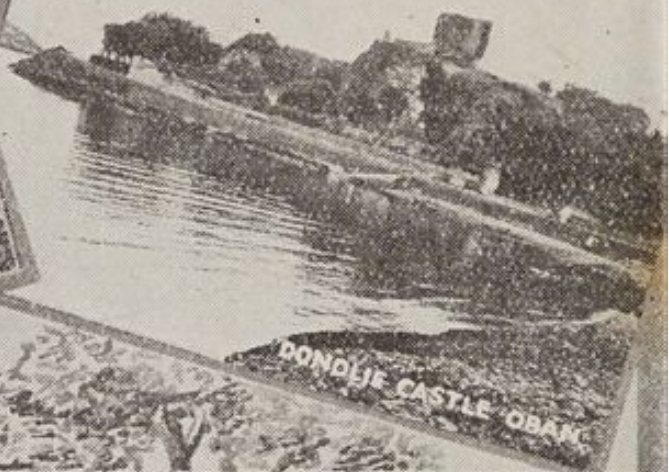


ILFRACOMBE

Beauty Spots of the British Isles
(PHOTOS BY COURTESY OF THE L.M.S. RY.)



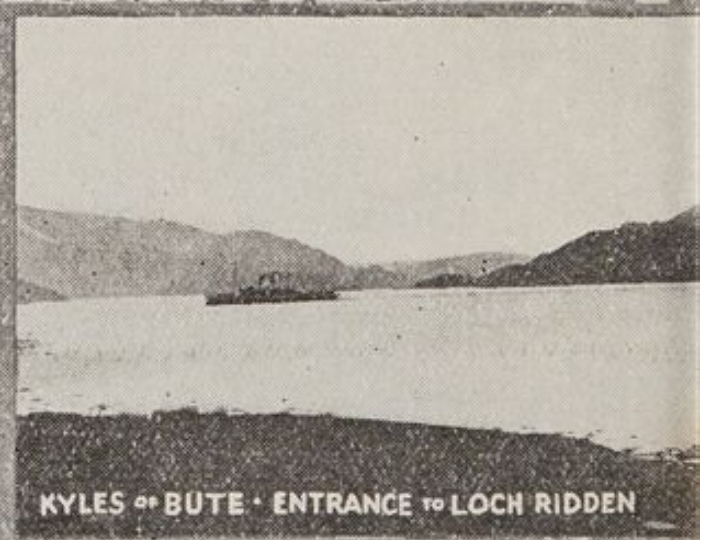
BALLACHUEISH FERRY



DONOLLE CASTLE - OBAN



LOCH LOMOND - THE ISLANDS



KYLES OF BUTE - ENTRANCE TO LOCH RIDDEN



GIANTS CAUSEWAY



BRICKEEN BRIDGE - KILLARNEY

JULY

BEECHAM-VENO

AUGUST

ALMANAC

1931

- 1 W Germany handed over airship L71 to Great Britain, 1920.
- 2 Th The Bombay strike, 1929.
- 3 F Chicago-Berlin flight by R. H. Gast and Mr. Parker Cramer, 1929.
- 4 S Independence Day, U.S.A.
- 5 S 5th Sunday after Trinity.
- 6 M First Dock opened in Paris, 1929.
- 7 Tu Statue of Maréchal Foch unveiled, 1927.
- 8 W Mr. Justice Fraser d. '26.
- 9 Th New Prayer Book approved by Church Assembly, 1927.
- 10 F Death of Lord Fisher, 1920.
- 11 S Ex-Empress Eugénie died in Spain, 1920.
- 12 S 6th Sunday after Trinity.
- 13 M Final session of the Congress of the International Chamber of Commerce, 1929.
- 14 Tu M. Millerand fired at, '22.
- 15 W Serious riots Vienna, '27.
- 16 Th Prince of Wales opened International Aero Exhibition, 1929.
- 17 F King opened new L.C.C. County Hall, 1922.
- 18 S Russia broke off relations with China, 1929.
- 19 S 7th Sunday after Trinity.
- 20 M King Fuad of Egypt arr. in London, '29.
- 21 Tu Bremen beat world record across Atlantic, 1929.
- 22 W Rioting in Belfast, 1921.
- 23 T King Ferdinand of Bulgaria died, 1927.
- 24 F Indian strike leaders arrested, 1927.
- 25 S The Roads Beautifying Association est., 1928.
- 26 S 8th Sunday after Trinity.
- 27 M Revolt in Persia, 1929.
- 28 Tu 27 killed in pit explosion, Maltby, Yorks, 1923.
- 29 W Capt. Barnard killed while flying, 1927.
- 30 Th General Jevitoh d. 1929.
- 31 F World's Jamboree began, 1929.



- 1 S Graf Zeppelin began her attempt to fly round the world, 1929.
- 2 S 9th Sunday after Trinity.
- 3 M Bank Holiday.
- 4 Tu Graf Zeppelin arrived at New Jersey, 1929.
- 5 W Temme swims Channel, 1927.
- 6 Th Miss Ederle swam Channel in record time, '26.
- 7 F Old St. James Day.
- 8 S Treaties with Soviet signed, 1924.
- 9 S 10th Sun. after Trinity.
- 10 M Telephone between Berlin, Spain and Portugal opened, 1928.
- 11 Tu Cork captured by Irish National Troops, 1922.
- 12 W President of Dail Eireann (A. Griffiths) died, 1922.
- 13 Th 500 Germans expelled Alsace Lorraine, 1922.
- 14 F Lord Northcliffe d., 1922.
- 15 S First electrified railway in Portugal, 1926.
- 16 S 11th Sun. after Trinity.
- 17 M Communist riots occurred in Sheffield, 1921.
- 18 Tu Hong-Kong swept by a severe typhoon, 1923.
- 19 W Viscount Haldane d., '28.
- 20 Th London Dock Strike ended, 1923.
- 21 F Princess Margaret Rose of York, born, 1930.
- 22 S Lord Rawlinson appointed Commander-in-Chief in India, 1920.
- 23 S 12th Sunday after Trinity.
- 24 M Airship R38 wrecked by explosion over Humber, 1921.
- 25 Tu Peace Treaty between U.S.A. and Germany signed, 1921.
- 26 W Arab attack in Jaffa, 1929.
- 27 Th Peace Pact, 1928.
- 28 F First wireless telephone exchange came into operation at Croydon Aerodrome, 1922.
- 29 S Viscount Cecil resigned Chancellorship, 1926.
- 30 S 13th Sunday after Trinity.
- 31 M Official end Great War, '21.

WEATHER FORECAST

A short broken spell of weather is anticipated during the opening days of July with cooler weather. About the 5th the fine hot weather will reassert itself and a period of intense heat is anticipated. A break will occur about the 15th with severe thunderstorms, but this will be only temporary, the fine hot weather setting in until about the 28th.

WEATHER FORECAST

August will be the least fine month of the present summer with much broken weather, some heavy falls of rain accompanied at times by thunder. Strong winds reaching gale force will occur from time to time. The temperature will be much lower than in June or July. Some fairer periods will occur during the middle week.

MODERN OCEAN TRAVEL.—The Advent of the Motor Ship.

The year 1930 has seen very definite advancements in the realm of Ocean Travel, and without doubt the Motor Vessel is at last commencing to come into its own. A large percentage of all the passenger ships which are now being launched are motor ships, the White Star Line's supreme achievement being the "Britannic" which is the last word in comfort and luxury for cross-Atlantic journeys.

There are four main types of Motor Driven Vessels—those driven by heavy oil engines, those driven by light oil engines, those in which steam engines with fuel are used and those driven by electrical power. The Heavy Oil or Diesel Engine, is run on paraffin oil, the system of the drive being very simple. With the down stroke of the piston a vacuum cylinder is created, this drawing a charge of heated air from the vapouriser with a certain admixture of paraffin vapour which enters the cylinder. On the upstroke of the piston the mixture is compressed, and is then fired by means of ignition. The cycle of driving operations is: suction, compression, firing exhaust and when in proper working order the engine will go on working as long as there is a supply of oil to drop into the vapouriser to make the firing mixture. The Light Oil Engines are run on petrol, and in so doing, show their superiority to the heavy oil type in that there is a safer and greater range of ignitable mixtures, these engines, at the same time, being far easier to start. The Electrical Engine is not so popular owing to the liability to get out of order, and the difficulty in finding flaws should they appear. They have a certain vogue for use on inland waters.

The main advantages of motor driven vessels are, economy of space, weight and fuel, while the greater cleanliness greatly adds to the comfort of the passenger. Without doubt, the Motor Ship has come to take a foremost place in the world of ocean transport and during the coming years we shall probably witness improvements and advances which will revolutionise humanity's mode of sea-journeying.

PIONEERS OF YOUTH.

As we study the history of human progress we always find those men and women who have stood a little apart from their own day and generation, and who have sighted afar off the vision to whose cause they have devoted their lives in patient service, that mankind might be helped along a little on its mighty pilgrimage. Among such figureheads stand Sir William Smith, the founder of the Boys' Brigade; The Rev. J. B. Paton, D.D., who called into being the Boys' Life Brigade, and Lord Baden-Powell, the inspirer of the Boy Scout Movement.

One cannot speak too highly of the work of these noble men and their band of stalwart supporters who have given their lives to the service of Youth. The initial urge out of which all these three movements have arisen was a keen desire to instil into the rising generations a sense of "playing the game" of life fairly and squarely, learning that the true joy in any life is only realised as that life is lived in the interest of others and not merely in the narrow circle of one's own selfish longings. In these boys' organisations we have an active example of the importance of the small things out of which the great things in life arise. Each movement commenced with a few sincere people, and has from them spread until it has become international in its nature and character. Boys of East and West learn through these organisations to meet one another as friends, as potential fellow-servers of humanity. In them is born a wider outlook and a greater tolerance towards differences of opinion and differences of environment and one can safely say that these happy bands of young people learning by working and playing together to face life and its problems as "Brothers" will play a large part in the future when they grow to maturity in establishing firmer than ever those bonds of world-fellowship and good will out of which alone the Peace of the World can arise.

WHY IS
LACTOPEPTINE
nature's
positive cure
for
INDIGESTION?

B E C A U S E

it contains the natural
digestive pepsin,
pancreatin, diastase,
etc. and thus assists
digestion by natural
means

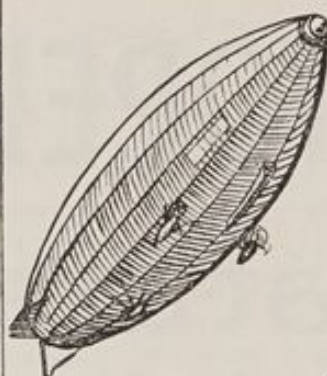
1/3 and 3/-

SEPTEMBER BEECHAM-VENO OCTOBER

ALMANAC

1931

- 1 Tu Albania proclaimed a Kingdom, 1928.
- 2 W Duchess of Albany d. '22.
- 3 Th Statue of Thomas Carlyle was unveiled, 1929.
- 4 F Greeks routed in Asia Minor, 1922.
- 5 S Military revolt broke out in Spain, 1926.
- 6 S 14th Sunday after Trinity
- 7 M Flying Officer H. R. D. Waghorn won Schneider Trophy, '29.
- 8 Tu Manchurian frontier attacked by Soviet Forces, 1929.
- 9 W First Irish Parliament under the Free State met in Dublin, 1922.
- 10 Th Capt. Kingsford Smith flight fr. Sydney, '28.
- 11 F Sir Gilbert Clayton d., '29.
- 12 S Orlebar made a world's record by flying at 357.7 m.p.h., 1929.
- 13 S 15th Sunday after Trinity
- 14 M Army revolt in Spain, '23.
- 15 Tu Resignation of French Pres. M. Deschanel, '20.
- 16 W A Military Directory est. in Spain, 1923.
- 17 Th Sir E. Shackleton sailed voy. to Antarctic, '21.
- 18 F J. H. Thomas, Lord Privy Seal back from mission to Canada 1929.
- 19 S Hurricane swept over Florida (many killed), 1928.
- 20 S 16th Sunday after Trinity
- 21 M Serious landslide occurred at Blackgang, 1927.
- 22 Tu Slavery abolished in Sierra Leone, 1927.
- 23 W Mr. MacDonald received freedom of Elgin, 1929.
- 24 Th Celtic Congress in Glasgow, 1929.
- 25 F Lucknow Day.
- 26 S Chinese pirates seized steamer Anking, 1928.
- 27 S 17th Sunday after Trinity
- 28 M Sir William Waterlow elected Lord Mayor of London, 1928.
- 29 Tu St. Michael.
- 30 W Ex-King Constantine leaves Greece, 1922.



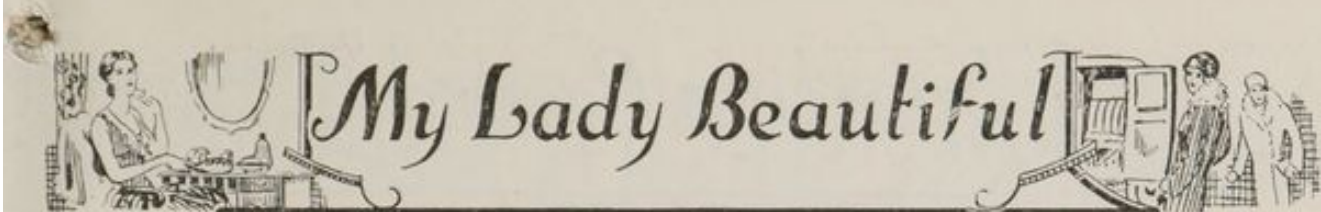
- 1 Th Cobham arr. back after Australian flight, 1926.
- 2 F Allied troops evacuated Constantinople, 1923.
- 3 S Telephone service between Gt. Britain and Canada inaug. 1927.
- 4 S 18th Sunday after Trinity
- 5 M R 101 Disaster, 1930.
- 6 Tu Alan Cobham knighted, 1926.
- 7 W Ras Tafari crowned King of Abyssinia, 1927.
- 8 Th Fall of first Labour Government, 1924.
- 9 F Kabul captured by Nadir Khan, 1929.
- 10 S Mr. Amery arrived in Australia, 1927.
- 11 S 19th Sunday after Trinity
- 12 M Anner Castle in Ireland destroyed by fire, 1926.
- 13 Tu Chinese Civil War ended, 1924.
- 14 W Civil war broke out again in China, 1929.
- 15 Th German airship crossed Atlantic with 60 persons, 1928.
- 16 F Coal strike declared, 1920
- 17 S Nadir Khan elected King of Afghanistan, 1929.
- 18 S 20th Sunday after Trinity
- 19 M Discovery sailed on Antarctic expedition, 1929.
- 20 Tu Prince ret. fr. Canada, '23.
- 21 W A Rhine Republic proclaimed, 1923.
- 22 Th Serious hurricane at Bermuda caused considerable damage, 1926
- 23 F Ex-King Carl flies to Hungary and joins Royalist army, 1921.
- 24 S Prince of Wales opened Masonic Temple, '29.
- 25 S 21st Sunday after Trinity
- 26 M De Valera President Irish Republic, 1922.
- 27 Tu Headquarters League of Nations removed from London to Geneva '20.
- 28 W North China revolt, 1929.
- 29 Th Kemal Pasha first president Turkey, 1923.
- 30 F Bonar Law died, 1923.
- 31 S Shah Persia deposed, 1925.

WEATHER FORECAST

Fine and pleasant weather will be experienced during the first ten days. There will be a tendency for the heat of July 5th to return, and some hot weather expected from 19th to 23rd, when some strong winds or even gales with much cooler weather will be encountered. The month will close with fine autumn weather.

WEATHER FORECAST

The opening days will be unusually pleasant—autumn at its best. A break will occur about 5th lasting a few days. The middle of the month will be fine, with bright sunshine and warm days but cold nights. A break will occur about the 20th with severe westerly gales and heavy rain. The month will close with fairer conditions.



What is it about "the woman of charm" that gains her an unstinted admiration wherever she goes? For her the way of life seems continually along the roads of friendly smiles. Everywhere she is received with a warm welcome, other women do not envy her, men do not flatter her, yet there is in her that irresistible "something" which makes for perfect womanhood. However sweet her nature may be, in the armoury of "the woman of charm," her physical appearance plays an important part. The following hints will aid all women to have that radiantly healthy body which does so much to promote a happy life.

THE BATH. There is no more vivifying tonic than a cold bath. The ideal temperature is between 60° and 70° Fahrenheit, and the bath itself should not be continued for longer than three minutes. Afterwards massage well with a rough towel until the body glows with that radiant health which makes the whole world appear to be the best of all possible places to live in. The warm bath will be found cleansing and refreshing if partaken just before retiring. The temperature should be about 97° Fahrenheit. If you are suffering from sleeplessness there is no better remedy than a warm bath followed by a dose of Cassell's Tablets. This simple treatment will be found a valuable aid to healthy and refreshing slumber.

THE COMPLEXION. To improve the complexion use regularly an oatmeal bath. To prepare this, place two tablespoonfuls of oatmeal in a small bag and pour boiling water over it. As the water cools, dip the fingers in "Amami" Elderflor Skin Food, and gently massage the face and neck with the finger tips. Wipe the skin free from grease and then bathe it well in the oatmeal bath. Dry with a soft towel, making sure the skin is thoroughly dry. Apply "Amami" Elderflor Vanishing Cream to the face and then lightly dust the face with powder if desired. For Acne and Pimples, a course of treatment with Germolene Blood Purifier or Germolene will prove a simple and effective remedy.

If there are tendencies to Anaemia resulting in a pale face, then our best advice is get plenty of healthy outdoor exercise, massage the face well with a rough towel and take a course of Cassell's Tablets, which will so purify and enrich the blood as to clear away the basic cause of the pale face—the anaemic tendency of the system.

THE HANDS. There is nothing more delightful than a pair of beautifully manicured and carefully tended hands. To thoroughly cleanse the hands, soak them in soapy water for five minutes. Dry them thoroughly and then rinse in cold water, drying again on a soft towel. A little "Amami" Elderflor Skin Food should be next rubbed in the hands, followed by a manicuring with the "Amami" Almond Oil Set. Always keep the nails scrupulously clean and polished, since finger tip beauty is one of the hall-marks of the Perfect Woman.

THE HAIR. Massage the hair each night with the tips of the fingers, which have previously been dipped in bay rum. In cases of dry hair it is advisable to rub a little Sweet Almond Oil in the Scalp before massaging. If the hair is of an oily nature, then wash it twice weekly with "Amami" Tar Antiseptic Shampoo and rinse thoroughly, taking care that the last rinsing water contains lemon juice. "Amami" Shampoo supplies a complete tonic treatment for the scalp and if used regularly will greatly improve the appearance of the hair. If a lustrous burnish is desired, simply pour boiling water over a few Rosemary Leaves and use when cool as a final rinse after washing the hair.

THE TEETH. Remember that the appearance is entirely spoilt by teeth that are discoloured or decayed. To keep the teeth in good health, is to keep the entrance to that temple of yours—the body—pure and beautiful.



Sporting Records



GRAND NATIONAL WINNERS.

Year.	Owner.	Horse.	Rider.
1923	Mr. S. Sandford	Sergeant Murphy	Capt. G. H. Bennett.
1924	Lord Airlie	Master Robert	R. Trudgill.
1925	{ D. C. Goold } { F. Archer }	Double Chance	Major J. P. Wilson.
1926	Mr. Schwartz	Jack Horner	W. Watkinson.
1927	Mrs. Partridge	Sprig	T. Leader.
1928	Mr. H. Kenyon	Tipperary Tim	Mr. Dutton.
1929	Mr. Laidlaw	Gregalach	R. Everett.
1930	Mr. W. H. Midwood	Shaun Goilin	T. Cullinan.

DERBY WINNERS.

Year.	Owner.	Horse.	Rider.
1923	Mr. B. Irish	Papyrus	S. Donoghue.
1924	Lord Derby	Sansovino	T. Weston.
1925	Mr. H. E. Morris	Manna	S. Donoghue.
1926	Lord Woolavington	Coronach	J. Childs.
1927	Mr. F. Curzon	Call Boy	E. C. Elliott.
1928	Sir H. Cunliffe-Owen	Felstead	H. Wragg.
1929	Mr. W. Barnett	Trigo	J. Marshall.
1930	H.H. Aga Khan	Blenheim	H. Wragg.

UNIVERSITY BOAT RACE.

1923	..	..	Cambridge.	1927	..	..	Cambridge.
1924	..	..	Cambridge.	1928	..	..	Cambridge.
1925	..	..	Cambridge.	1929	..	..	Cambridge.
1926	..	..	Cambridge.	1930	..	..	Cambridge.

CHAMPION CRICKET COUNTIES.

1919	Yorkshire.	1923	Yorkshire.	1927	Lancashire.
1920	Middlesex.	1924	Yorkshire.	1928	Lancashire.
1921	Middlesex.	1925	Yorkshire.	1929	Nottinghamshire.
1922	Yorkshire.	1926	Lancashire.	1930	Lancashire.

CRICKET TESTS, 1930.

	Played at	Date.	Result.
1.	NOTTINGHAM	17th June.	England, by 93 runs.
2.	LORD'S	2nd July.	Australia, by 7 wickets.
3.	LEEDS.	16th July.	Drawn.
4.	OLD TRAFFORD.	30th July.	Drawn.
5.	OVAL.	24th August.	Australia, by an innings and 39 runs.

FOOTBALL ASSOCIATION CUP WINNERS.

1923-24	Newcastle United	v.	Aston Villa (2-0).
1924-25	Sheffield United	„	Cardiff City (1-0).
1925-26	Bolton Wanderers	„	Manchester City (1-0).
1926-27	Cardiff City	„	Arsenal (1-0).
1927-28	Blackburn Rovers	„	Huddersfield Town (3-1).
1928-29	Bolton Wanderers	„	Portsmouth (2-0).
1929-30	Arsenal	„	Huddersfield Town (2-0).

NOVEMBER BEECHAM-VENO DECEMBER

ALMANAC

1931

- 1 S 22nd Sunday aft. Trinity
- 2 M Dam of Lake Eigiau burst, 1925
- 3 Tu. Crown Prince of Sweden married Lady Louis Mountbatten, 1923.
- 4 W Crown Prince Leopold married Princess Astrid 1926.
- 5 Th Prince Amadeo married Princess Anne of France, 1927.
- 6 F Mr. Hoover elected President, 1927.
- 7 S Kinnaird Castle practically destroyed by fire, 1921.
- 8 S 23rd Sunday after Trinity
- 9 M The Economic Conference ended, 1923.
- 10 Tu Lord Mayor's Day.
- 11 W Anniversary of Armistice.
- 12 Th First automatic telephone service in London commenced, 1927.
- 13 F Eruption of Etna, 1928.
- 14 S Sugar Conference in Paris 1927.
- 15 S 24th Sunday after Trinity
- 16 M Rye Lifeboat Disaster, 1928.
- 17 Tu Lausanne Conference opens, 1922.
- 18 W G. S. Gordon elected President of Magdalen College, Oxford, 1927.
- 19 Th Murren partly destroyed by fire, 1926.
- 20 F Queen Alexandra died, 1925.
- 21 S Outrage in Dublin, 1920.
- 22 S 25th Sunday after Trinity
- 23 M St. Clement.
- 24 Tu Erskine Childers executed in Dublin, 1922.
- 25 W Crown Prince appointed Regent, 1921.
- 26 Th King Rama VI of Siam died, 1925.
- 27 F Great gales in England, 1924.
- 28 S Prince reached Dar-es-Salaam, 1928.
- 29 S 1st Sunday in Advent.
- 30 M St. Andrew's Day.



THE LURE OF THE DANCE



- 1 Tu Earthquake destroyed Talca, Chili, 1928.
- 2 W Lake Gleno in Northern Italy burst, 1923.
- 3 Th A National Tithe-Payers' Association formed, '24
- 4 F Dr. Cosmo Gordon Lang enthroned Archbishop of Canterbury, 1928.
- 5 S A. J. Cook arrived in Moscow, 1926.
- 6 S 2nd Sunday in Advent.
- 7 M Record for Light Planes (119 m.p.h.) by A. S. Butler and Mrs. Butler, 1928.
- 8 Tu Mr. Healy appointed Governor-General of Irish Free State, 1922.
- 9 W Sir A. Pearson died, 1921.
- 10 Th S.S. Celtic wrecked at entrance of Cork Harbour, 1928.
- 11 F Lord Halsbury died, 1921
- 12 S Riza Khan, Regent of Persia, app. Shah 1926.
- 13 S 3rd Sunday in Advent.
- 14 M Lieut. E. W. Howard-Crockett, of H.M.S. Wallflower, killed, 1929
- 15 Tu Austria admitted to the League of Nations, '20
- 16 W Airship R100 first flight, 1929.
- 17 Th Afghan revolt, 1928.
- 18 F Tariff treaty between Britain and China, signed, 1928.
- 19 S King Constantine ret'ned to Athens, 1920.
- 20 S 4th Sunday in Advent.
- 21 M St. Thomas.
- 22 Tu Parliament prorogued, 1927.
- 23 W Hidden German guns found Dresden, 1921.
- 24 Th Aeroplane crash at Purley 8 killed, 1923.
- 25 F Christmas Day.
- 26 S Boxing Day.
- 27 S 1st Sunday after Xmas.
- 28 M Syrian demonstration prohibited, 1929.
- 29 Tu Surrender of D'Annunzio 1920.
- 30 W Floods in Rumania, 1925.
- 31 Th Paisley cinema disaster, 1929.

WEATHER FORECAST

This will prove to be a cold month, one of the coldest Novembers of recent years. Skating will be general at the close of the month. Some fog will occur at times. Heavy falls of snow are to be expected in the North. Easterly and Northerly winds will predominate and severe gales will probably be experienced.

WEATHER FORECAST

Mild conditions will prevail over the first week of this month with severe S.W. and W. gales on all coasts of the British Isles accompanied by heavy rains. The middle period will be characterised by cold frosty weather, snow in places and N. winds. A white Christmas will be experienced in parts of the country.

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BURNS and all SKIN TROUBLES.**

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Result.

OLYMPIC GAMES—1928.

HIGH JUMP. R. King (U.S.A.)—6' 4".

THROWING THE HAMMER. P. O'Callaghan (Ireland)—168' 68.3"

800 METRES. D. G. A. Lowe (Great Britain)—1 min. 51 $\frac{9}{10}$ secs.

WOMEN'S 100 METRES. Miss E. Robinson (U.S.A.)—12½ secs.

MARATHON (26 MILES). El Ouafi (France)—2 hours 32 mins. 57 secs.

SWIMMING (1,500 METRES, FREE STYLE). Arne Borg (Sweden)—18 mins. 51½ secs.

SWIMMING (200 METRES BREAST STROKE). T. Suruta (Japan)—2 mins. 48 $\frac{1}{2}$ secs.

CYCLING (1,000 METRES) AGAINST THE CLOCK. Falk Hansen (Denmark)—
1 min. 14 $\frac{2}{5}$ secs.

CYCLING (103 MILES). Henry Hansen—4 hours 47 mins. 18 secs.

Hrs. Mins.

Hrs. Mins.

1875	Webb	..	..	21	45	1926	George Michel	..	11	5
1911	Burgess	..	..	22	35	1926	N. L. Derhan	..	13	50
1923	Sullivan	..	..	27	25	1927	E. H. Temme	..	14	29
1923	Tiraboschi	..	..	16	33	1928	Miss Ivy Hawke	..	19	16
1923	Toth	..	..	16	54	1928	Miss Hilda Sharpe	..	14	58
1926	Gertrude Ederle	..	..	14	39	1928	Helmy (Egyptian)	..	23	40
1926	Mrs. Corson	..	..	15	28	1930	Miss Peggy Duncan...	16	17	
1926	Wierkotter	..	..	12	35		(South Africa)			

Sir Henry Seagrave's record of 203.8 m.p.h. was broken at Daytona Beach, Florida, in February, 1928, by Capt. Campbell, who averaged 206.95 m.p.h., and by Ray Keech, in April, 1928, who averaged 207.55 m.p.h. Sir Henry Seagrave accomplished over 231 m.p.h. on March 11th, 1929.

Gar Wood's record of 93.123 m.p.h. was broken on Lake Windermere, Great Britain, on June 13th, 1930, by Sir Henry Seagrave, at an average speed of 98.76 m.p.h.

MEN'S SINGLES: W. T. Tilden.

WOMEN'S SINGLES : Mrs. Moody.

MEN'S DOUBLES: W. Allison and J. Van Ryan.

WOMEN'S DOUBLES: Mrs. Moody and Miss Ryan.

MIXED DOUBLES : J. Crawford and Miss Ryan.

ALL ENGLAND PLATE: E. Du Plaix.

Winner.

1929	NORTHERN RUGBY LEAGUE.. ..	Huddersfield.
1929	COUNTY LEAGUE—	
	Yorkshire	Huddersfield, 44 pts.
	Lancashire	Swinton, 35 pts.
1929	COUNTY CUP FINAL RESULTS—	
	Yorkshire, at Wakefield—Leeds beat Featherstone by 5 pts. to nil.	
	Lancashire, at Warrington—Wigan beat Widnes by 5 pts. to 4.	

Sporting Records.—(Continued.)

RUGBY UNION, 1928-29.

- 1st. Scotland won the International Tournament with 3 wins in 4 games.
2nd. Wales and Ireland with 2 wins each.
3rd. England 2 wins and France all matches lost.

Australia defeated New Zealand in a series of four Test Matches, in Australia, by 3 games to 1.

ASSOCIATION FOOTBALL.

(SCOTLAND).

ENGLAND v. SCOTLAND.

1925	Scotland	..	2—0.	1928	Scotland	..	5—1.
1926	Scotland	..	1—0.	1929	Scotland	..	1—0.
1927	England	..	2—1.	1930	England	...	5—2

Scottish League won by Glasgow Rangers, 1929-30.

Scottish Cup won by Kilmarnock, 1929-30.

International Championship won by Scotland, who won all their games.

(IRELAND).

RUGBY UNION, 1928-29.

Ireland and Wales came second in the International Tournament.

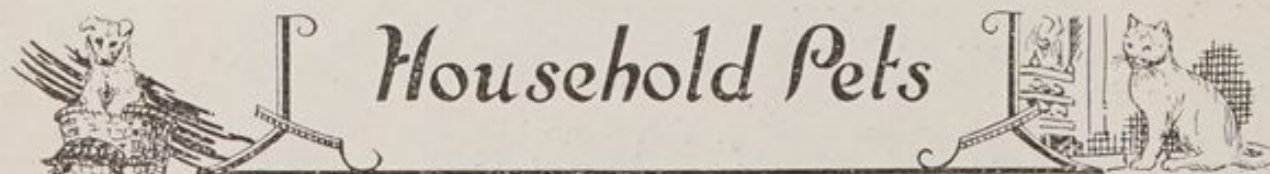
ASSOCIATION FOOTBALL.

1929-30 Irish F.A. Cup won by Ballymena, against Belfast Celtic.
(Ballymena 2, Belfast Celtic 1.)

IRISH GRAND PRIX, 1930.

	Driver.	Car.
1st day of Irish Grand Prix won by V. Gillow	..	Unsupercharged Riley.
2nd day of Irish Grand Prix won by Herr Carraciola	..	Supercharged Mercedes.

Scottish Amateur Golf Championship, 1930, won by K. Greig.



THE CAT. The cat is one of the most cleanly of animals and with proper care makes an ideal domestic friend. She should have clean food and special care should be taken that her saucer is always well rinsed out and kept sweet. Her coat Madam Pussy will keep tidy with the aid of her tongue, but she can be assisted in this by smearing a little butter on her paws. Long-haired cats should be brushed and combed regularly, as this will often prevent many minor illnesses troubling them. In the spring-time the Persian and other long-haired varieties shed their fur and there is a danger if the loose hair is not combed out of them swallowing it, thus forming a ball in the stomach which might easily kill the animal.

Household Pets.—(Continued.)

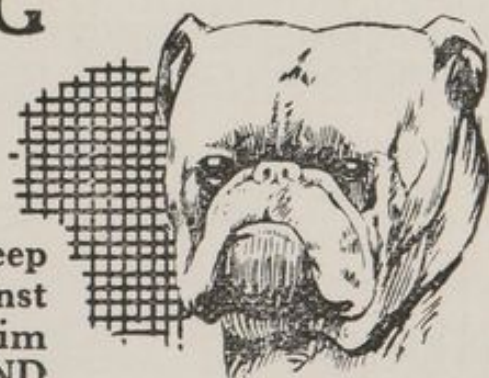
THE DOG. Probably the dog is the most popular of all the domestic animals. With proper attention he proves an ideal friend and playmate. If then the dog is worth keeping he is worth all the care and attention that can be bestowed upon him. See that his kennel is clean, large and airy, taking special care that it is free from all draughts. Keep it slightly raised from the ground to prevent dampness, but at all times in heavy rains or stormy weather let the dog sleep indoors or in a warm outhouse with a good bed of clean straw.

Regarding his personal requirements, the collar should be of leather not of metal, while if he is on a chain it should have a couple of swivels to prevent it from knotting. The water dish, which should always be kept fresh with a supply of clean water, should be of metal with a good broad bottom and should be well scoured from time to time. The dog should be well exercised daily, as this is a great aid to keeping him in good condition, while his coat should be regularly groomed, occasionally sprinkling well with insect powder to prevent vermin. See that he is fed regularly on a reliable food, being careful not to let him have too much meat as this tends at times to make certain breeds rather vicious. The maxim for the dog-lover is: treat your pet as you would your best friend and he will prove at all times a delightful companion.

KEEP YOUR DOG IN PERFECT CONDITION.

To maintain your dog's vitality, to keep him fit, and to safeguard him against illness and disease you should give him **SHERLEY'S DOG MEDICINES AND FOODS.** These medicines and foods are all based upon the most up-to-date Veterinary Research.

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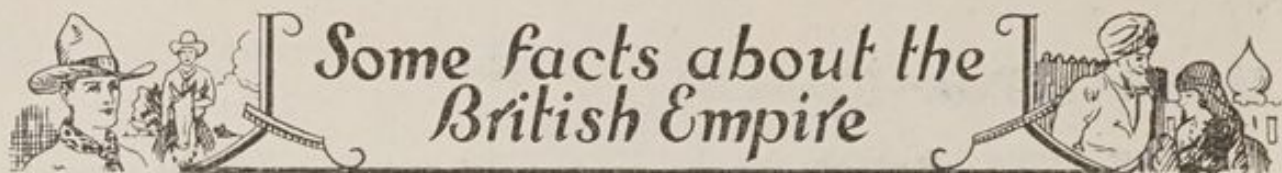


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THE BRITISH EMPIRE comprises The United Kingdom of Great Britain, the Irish Free State, the Empire of India, the British Dominions beyond the Seas including the self-governing Dominions, the Crown Colonies, Protectorates and other Dependencies, the whole forming one Empire under George V., King and Emperor. The Empire consists of a total of over 13,000,000 square miles, equal to almost one-fifth of the earth's land surface, its total population being 435,000,000 people and being made up as follows :—

Component parts of the British Empire.	Extent in Square Miles.	Population.
United Kingdom of Great Britain and Ireland ..	121,000	47,277,382
Empire of India and its Dependencies	1,900,000	322,500,000
Ceylon and Maldives	26,000	4,100,000
Eastern Asia	2,000	1,300,000
Dominion of Canada, Newfoundland, etc. ..	3,892,750	8,772,000
West India Islands, South America, Falkland Islands	130,000	2,080,000
Commonwealth of Australia, etc.	3,100,000	5,200,000
Dominion of New Zealand	105,000	1,250,000
South Africa	1,238,000	7,200,000
West Africa	600,000	20,000,000
East and Central Africa	750,000	16,000,000
Mauritius, Seychelles, etc.	900	400,000
Gibraltar, Malta and Cyprus	3,721	450,000
Antarctic ; South Georgia	1,500	—

The following table gives a summary of trade conditions within the Empire for the year 1928 :—

	Exports.	Imports.
	£	£
Irish Free State	44,062,395	35,079,584
Gibraltar	57,669	747,034
Union of South Africa	12,996,821	31,705,388
British India	50,170,127	83,900,440
Ceylon	10,954,082	5,962,199
Australia	42,117,686	55,654,241
New Zealand	39,238,737	19,287,825
Canada	54,247,848	34,466,279
Newfoundland	1,879,181	986,682

A SHORT CAMEO ON INDIA.

India, rightly termed "the brightest jewel in the British Crown," has an area of 1,805,000 square miles and a population of 319 million people, this being three-fourths of the total population of the Empire. The British Provinces in India comprise 61 per cent. of the total area, and 78 per cent. of the total population of the country. Over 72 per cent. of the people of India are dependent on pasture and agriculture for their living, while the industrial occupations

Some Facts about the British Empire.—(Continued.)

employ 33 million, a quarter of these being employed in the Textile Industries. The greatest of all problems which confront the student of Indian affairs is the religious one, for right through Indian history religious differences have proved a vital factor in moulding and guiding the lives of the Indian Peoples. To-day 68 per cent. of the population are Hindus, the rest being divided as follows: Mohammedan, 21 per cent., Buddhists, $3\frac{1}{2}$ per cent., the remaining $7\frac{1}{2}$ per cent. being made up of—Christians, $4\frac{1}{4}$ million; Jains, 178,500; Parsees, 101,700; Animists, $9\frac{3}{4}$ million. Spread over the country we have 222 different languages, the main ones being Hindi, Bengali, Telugi, Marathi, Punjabi, and Rajathani. From these few facts alone you will commence to realise how tremendous is the problem, and how numerous the difficulties which confront anyone who seriously endeavours to study the pressing problems of Modern India.

When we turn to study the history of this great country we find that the first actual record is that of Alexander's Invasion in 326 B.C. In the Sixth Century B.C., Prince Gautama, who later became known as the Lord Buddha, commenced to preach the doctrines of Buddhism which for a time arose and held sway over a tremendous portion of the land. During the centuries, however, Buddhism declined and in the thirteenth and fourteenth centuries the Mohammedans invaded India, establishing the era of the Great Moghul Emperors. In the meantime the West had been realising the need for trade expansion, and in England, on December 31st, 1600, the East India Company was incorporated by Royal Charter under Queen Elizabeth. Thirty-nine years later the East India Company purchased a piece of land on the West Coast of India on which they built a factory, naming their centre Fort St. George. The next three centuries were troublesome times for the Indian People and after many struggles they became a protected people under British Administration, Queen Victoria in 1888 declaring herself "Empress of India," hitherto administered in trust by the Honourable East India Company.

The bulk of the Imports of India are Manufactured Articles, while two-thirds of her Exports are Raw Materials, Food and Tobacco. The following table shows the principal Imports and Exports for 1928.

Imports.				Exports.			
£				£			
Cotton Goods	..	..	42,719,000	Raw Cotton	..	..	49,684,000
Cotton Yarn	..	..	4,716,000	Cotton Yarn	..	..	6,181,000
Iron and Steel	..	..	12,920,000	Manufactured Jute	..	..	12,680,000
Machinery	..	..	13,768,000	Raw Jute	..	..	26,261,000
Sugar	..	..	12,069,000	Grain and Flour	..	..	25,270,000
Grain	..	..	8,009,000	Seeds	..	..	22,219,000
Provisions	..	..	4,659,000	Tea	..	..	19,953,000
Liquor	..	..	2,697,000	Coffee	..	..	1,269,000
Salt	..	..	1,101,000	Spices	..	..	1,191,000
Wool and Woollen Goods	..	..	3,764,000	Metals and Ores	..	..	6,682,000

SEE MAP ON BACK PAGE.

**FRIDAY NIGHT IS AMAMI NIGHT.
AMAMI SHAMPOOS ARE THE BEST.**



World's Aerial Records



SPEED.—SEAPLANES. GREAT BRITAIN: Flying Officer Waghorn in a Super Marine Rolls Royce S 6, on September 7th, 1929 (Average 328.63 m.p.h.). Squadron Leader Orlebar, in a Super Marine Rolls Royce S 6 on September 12th, 1929 (Average 357.8 m.p.h.).

AEROPLANES. FRANCE: Adjutant Bonnett, on a Ferbois monoplane with a 550 h.p. Hispano-Suiza engine, at Istres, December 11th, 1924 (278.4 m.p.h.). AMERICA: Lieut. Bettis, in 600 h.p. Curtis, October 12th, 1929 (278.343 m.p.h.). GREAT BRITAIN: Greatest speed over 310 miles—Capt. H. S. Broad, in de Havilland Honad, 550 h.p. Napier, April 27 1928 (158 m.p.h.).

LIGHT 'PLANES. GREAT BRITAIN: Capt. H. S. Broad, in a de Havilland "Tiger Moth," with 32-130 h.p. D.H. engine, August 24th, 1927 (186.4 m.p.h.).

ALTITUDES. — AEROPLANES. AMERICA: Lieut. Apollo-Soucek, United States Navy, in a Wright "Apache" aeroplane, with "Wasp" motor and super-charger, on May 9th, 1929 (39,140 ft., nearly 8 miles).

LIGHT AEROPLANE. Willi Neuenhofen, in a Junkers W. 34, 420 h.p. "Bristol Jupiter" engine, on May 26th, 1929 (41,795 ft.). (Load 1,100 lbs.).

SEAPLANES. AMERICA: Lt. C. C. Champion, on a Wright "Apache" seaplane, with a 425 h.p. "Wasp" engine, on July 4th, 1927 (37,996 ft.).

BALLOONS. GERMANY: Suring and Berson, July 31st, 1901 (35,434 ft.).

AIRSHIPS. FRANCE: Cohen, on "Conte" dirigible, (10,015 ft.). 1928

DURATION.—AEROPLANES. AMERICA: Capt. G. Haldeman and Edward Stinson, on a Stinson monoplane, with Wright "Whirlwind" engine, March 28th, 29th and 30th, 1928 (53 h. 36 m. 30 s.). Dale Jackson and Forrest O'Brien by flying for 420 hours 20 minutes. (Re-fueling in flight) July 31st, 1929. England: Capt. Beard, lone duration flight, 24 hours.

SEAPLANES. AMERICA: Lieuts. A. Gavin and Zens Soucek, in P.N. 12, (two 525 h.p. Wright engines, at Philadelphia, May 3rd to 5th, 1928 (36 h. 1 m.).

DIRIGIBLES. GERMANY: Graf Zeppelin, commanded by Dr. Eckener, landed at Friedrichshafen, September 3rd, 1929, after a flight of 68 hours, from Lakehurst, New Jersey. At Lakehurst she completed a journey round the world, with stops, in about 12 days of actual flying.

DISTANCE IN A STRAIGHT LINE.—AEROPLANES. FRANCE: Coste and Bellonte, in a Breguet 19 Special 600 h.p. Hispano-Suiza, France to China, 4,941 miles, on September 27th, 28th and 29th, 1929. ITALY: Arturo Ferrarin and Carlo del Prete, in Savoia-Marchetti 550 h.p. Fiat, on May 31st, June 1st, and 2nd, 1928 (4,763 miles). AMERICA: Clarence D. Chamberlin and C. A. Levine, on a Bellanca monoplane, with Wright 200 h.p. J.5 engine, America to Germany, June 4th, 5th and 6th, 1927 (3,911.1 miles).

SEAPLANES. AMERICA: Commander Rodgers and Lt. B. Connell, on a P.M.9 flying-boat, twin 500 h.p. Packard engines, August 31st, September 1st, 1925 (1,837 miles).

LIGHT 'PLANES. FRANCE: Lieut. Knipping, on a Caudron biplane, with a 40 h.p. engine, Paris to Koenigsberg (869.5 miles).

AIRSHIPS. ITALY: Castracane and Castruccio, on a P.5 dirigible, July 30th, 1913. (503 miles).

NON-STOP FLIGHTS. S.-Ldr. A. G. Jones-Williams and F.-Lt. Jenkins, in R.A.F. monoplane (G.Britain)—England to India without a stop (4,130 m., 50 h., 38 m.), April 1929. Chamberlin and Levine (U.S.A.)—N. York to Eisleben (3,905 miles, 42½ h.). Lindbergh (U.S.A.)—N. York to Paris (3,610 m., 33½ h.) Carr and Gillman (Britain)—Cranwell, to the Persian Gulf (3,425 m.) Coste and Rignot (France)—Paris to Jask (Persia) (3,345 miles).

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The WORLD—showing the British Empire in red.

