

St. Croix Avis.

75TH YEAR.

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A NEW SOURCE OF MEAT SUPPLY.

People are so accustomed to think of meat as the flesh of the common domesticated animal, that perhaps it will seem strange if the flesh of wilder beasts such as the reindeer, the caribou, and the musk ox, were found largely supplying the meat markets of the world. Yet from an article in *United Empire*, May 1920, it appears that such an event is not only possible but probable in the near future.

A new industry has been inaugurated in Canada, with the widest possibilities. In the vast regions of Northern Canada, stretching to the Arctic Circle, enormous herds of reindeer and caribou range unmolested. Contrary to the popular conception, this area experiences a beautiful though short summer, and grows a thick, heavy vegetation, which provides an adequate supply of nutritive food to those animals through summer and winter.

Recently there was laid before the Premier of Manitoba a scheme to turn the uncultivated portions of northern Manitoba, Ontario, and Quebec into one vast reindeer farm. This plan is also before the Ontario and Quebec Governments and the co-operation of the Federal Government is practically assured. It is proposed to stock this enormous area with reindeer imported from Norway. Thus, it is believed an enormous source of meat supply would be created, which would be a source of profit to the Provincial Governments.

There is no fodder question to cause trouble and worry, as in the case of cattle, and it is stated to be possible for one man to take charge of a herd of a thousand of these animals. The milk, flesh, and hides are all valuable, reindeer meat, in fact, commanding a higher price than beef, and it is asserted that the Canadian barrens could support 50,000,000 reindeer, worth a huge sum of money. — *Agricultural News*, July 10th.



A Gift

A 10-Day Tube of Pepsodent is sent to all who ask. See coupon.

Women Who Smile

Should end that film on teeth

All statements approved by high dental authorities

Most teeth are clouded more or less by film. Millions of teeth are ruined by it. It causes most tooth troubles.

There is now a way to combat that film, advised by dentists everywhere. And a ten-day test will be sent on your request.

How film dims teeth

A viscous film clings to your teeth, enters crevices and stays. You can feel it with your tongue. Then it forms a cloudy coat and may lead to endless damage.

It is the film-coat that discolors, not the teeth. Film is the basis of tartar. It holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea.

Very few people, under old methods, have escaped these troubles. The ordinary tooth paste does not dissolve film, so the tooth brush failed to end it. Dental science has for years been seeking a way to combat it.

Five years ago the way was found, and dental authorities have amply proved its efficiency. Now it is urged for daily use, and millions already employ it. It is embodied

in a dentifrice called Pepsodent—a tooth paste made to meet modern requirements.

Teeth quickly show

There are three ways in which Pepsodent brings results unique and beneficial, but its action on film is the chief one.

Pepsodent is based on pepsin, the digestant of albumin. The film is albuminous matter. The object of Pepsodent is to dissolve it, then to day by day combat it.

Pepsin must be activated, and the usual agent is an acid harmful to the teeth. So this method long seemed barred. But science has found a harmless activating method, and now active pepsin can be daily applied.

You see the results of Pepsodent wherever you look today—teeth whiter, cleaner, safer. Now see the results on your own teeth.

Send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coat disappears.

Compare your teeth now with your teeth in ten days, then decide for yourself what is best for them. Cut out the coupon to avoid further delay. This test is most important.

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