

YOUR HOROSCOPE

Under what Star were you born?



REFER to the reading under your birth date and find out what your strong points are and how to overcome your weak points. See what your general characteristics are, how to make and hold friends. Every month is carefully written up for a full year. Keep "Your Horoscope" handy, refer to it often. See what the stars say about your kiddies, your sweetheart and yourself. It is both entertaining and instructive.

BISURATED MAGNESIA WORD CONTEST

SEE CENTRE PAGES FOR CASH AWARDS

What is Bisurated Magnesia?

BISURATED MAGNESIA is a preparation that is known and recommended in over 50 countries in the world for the distresses arising from acid stomach, such as formation of gas, heart-burn, pains after eating, acid indigestion, belching, bad breath, tired sleepy feeling after eating, and ulcers of the stomach.

Used for over 20 years in Canada, it has a host of friends among both the general public and physicians. It is, in our opinion, the most scientifically balanced formula available to stomach sufferers to-day, possessing fully twice the pain relieving speed—three times the acid neutralizing power, and tenfold the lasting curative properties of the ordinary run of stomach remedies for acid indigestion.

Actually about 90 per cent of all human ills have their origin in the stomach. Four out of five people have acid stomach whether they know it or not. Bisurated Magnesia taken a few minutes after meals, will within three minutes give you a relief and comfort from acid indigestion that is amazing.

Do You Believe In Astrology?

IF not, why not? Perhaps you have never investigated this age-old science.

However, you, like many others, may have laughed in scorn at the idea that your CHARACTER AND DESTINY could be in any way affected or foretold by the stars.

Astrology is a doctrine which has enlisted the scrutiny and respect of such giant intellects as Aristotle, Hippocrates, Ptolemy, Roger Bacon, Newton, Kepler and in later days by such intellects as Napoleon, Webster and numerous others of like capacity. Thousands of the greatest business men of our day consult their "Horoscope" before making important changes.

Those who declare the "Science of the Stars" to be false do but air their ignorance of this most profound subject, not knowing that it embraces and contains all Sciences, all Religions that have ever been or ever will be.

Astrology reveals the mystery of why the Master selected the twelve disciples from the twelve signs of the Zodiac, why Jacob had twelve sons so conceived that they would be born under the twelve signs of the Zodiac, why we have twelve jurors in the jury-box, twelve months in the year, twelve hours in a day, twelve hours of night, twelve

inches in a foot, twelve dozen in a gross.

It is a well established and indisputable truth that from the Sun, the centre of our Solar System, is derived all force, every power and variety of phenomena, that manifests itself on Mother Earth.

Astrology is truly an inductive science, founded on an assemblage of facts, collected together by men of learning and science of all nations and in every day and age of the world's history.

When a Canadian visitor to the United States enters the concourse of the Grand Central Railway Station in New York he is entranced and fascinated by its beautiful Zodiacal ceiling which is some 300 feet in length, and again, on entering the Congregational Library at Washington, D.C., we behold the same ancient symbols—the signs of the Zodiac, standing out in bold relief—and so, for there we see the Ram, the Bull, the Heavenly Twins, near the Crab the Lion roars. Then comes the Virgin just before the Scales, the Scorpion, Archer and the Goat, and now we see the man who bears the water in the pot, and at last comes the fishes with their glittering tails—an old story, so old that it is lost in antiquity. Originated by who—no one knows.

Surely, Astrology is the key that

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AQUARIUS—THE WEATHERMAN

January 20th to February 19th

THESE people are among the strongest and weakest in the world, they can achieve the highest and greatest things or be utter failures—it lies within themselves to what extreme they will go. Some of the greatest people in the world's history were born in this sign, and it is equally true that some of the greatest failures, cranks and skeptics come out of it. In brief, their minds are quick, their judgment good; make excellent salespeople from the fact that they are clear reasoners and have the natural ability and clairvoyant power to read human nature, which enables them to forecast with remarkable accuracy the outcome of their dealings. Aquarius people know how to drive a shrewd bargain; are ever thinking out new schemes and ideas, but often lay their plans so big they are unable to carry them out. Their nature is very deep, are fond of popularity and public, do not always keep their appointments, often become melancholy. The women have easy, graceful manners; are witty, bright, vivacious and are loyal to their friends.

The ailments of these people are usually brought on by disturbed mental conditions rather than physical causes; therefore they are very susceptible to mental disorders, nervousness, despondency, melancholia, affections of the heart, neuralgia, gout, varicose veins and erysipelas. The eyes, lungs, stomach and kidneys are probably the weakest parts of the body; are also troubled with spasmodic affections, cramps and swelling of the feet.

DO YOU BELIEVE IN ASTROLOGY?

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opens the door to all Occult knowledge. It is the key that unlocks the mysteries of man's being; his why, whence and whither. Fundamentally speaking, the Astrologer groups all mankind under the twelve Signs of the Zodiac, for we know that the keynote struck at birth cannot be changed. An Aries person will forever express an Aries disposition through life. Astrology, however, teaches that there is a higher and lower phase to the disposition or character, according to one's education, environment or the plane in which they live.

This book contains but a brief outline of the great truths taught by the Science of Astrology. It was purposely made small and compact so that it might be kept close at hand and when you meet a friend—say, "When were you born?" Surely they will be amazed by the accuracy with which you read their character from the date of birth.

And so we see that the Signs differ and that God in His wisdom has given each of us some divine talent or touch of genius and to "know thyself" is the most important thing in life. To know yourself is to do away with the misfits of life, the square pegs in round holes—the doctors and lawyers who ought to be blacksmiths and carpenters, the farmers who ought to be financiers and the housewives who ought to be interior decorators.

Having completed the introductory discourse, we will now proceed on our journey through the twelve Signs of the Zodiac and by so doing prove or refute the claims of Astrology.

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PISCES—THE FISHES

February 19th to March 21st

THESE people are often "walking encyclopedias", yet with all their knowledge they hesitate to go before the world and present their views of a subject on account of the woeful lack of self-confidence; they seem to fear that the world would expect more of them than they can give. They must learn the value of three words—COURAGE—CONFIDENCE — PERSEVERANCE before they can hope to rise to any great height. They should not concern themselves so much about the future, stop worrying and fretting and crossing bridges which they never come to and when this is done, there are no more beneficial, happier or successful people in the world than they. It is necessary that Pisces people learn to press onward and forward with more confidence in themselves. They are inclined toward religion, art, music, science and literature and many of the most skilled workmen come out of this sign; they are very neat and exacting in all things—a place for everything and everything in its place, is their motto. They have a sympathetic and attractive personality; are modest, clean minded and have ennobling instincts; are never talkative or boastful. These people are attracted to Libra, Virgo and Scorpio.

Most people of this sign are inclined to despondency and gloomy forebodings, thus bringing on mental trouble, impaired circulation causing cold hands and feet. They are also susceptible to heart trouble, gout, dropsy, tumorous affections, pains in the head, feet, ankles and back.

Your Stomach

THE stomach is one of the vital organs, the proper functioning of which is of the greatest importance. If the stomach does not do its work correctly, the body does not receive from the food you eat proper nourishment to sustain normal well-being, and insure freedom from a number of distressing symptoms.

While the vital organs are interdependent, no one of these organs can fail to properly do its work without the other organs feeling the effect of the deficiency. It is in the stomach that food, when properly digested, gets an important treatment that transforms it into energy necessary to health. When the stomach is out of order and has its tremendous work to do hampered by an excess of acid, causing acidosis, the effects are felt throughout the entire system.

It is indeed a fortunate condition that nature has endowed the stomach with great recuperative powers. Ordinarily it may be brought back to its full efficiency through the use of a little common sense, the proper medicinal help and co-operation on the part of its owner.

WHAT IS ACIDOSIS?

Acidosis is a defective condition due to a continued excess of hydrochloric acid in the system, which hydrochloric acid has its origin in the stomach. In order to prevent an accumulation of acids in the system, nature has set up a balance in the intestinal secretions, the blood and tissues, which are alkaline. The excess of alkali over acids is known as the "alkaline reserve" and this margin, called the "chemical balance", though quite small is of extreme importance.

With a normal alkaline reserve, the acid toxins from the burned up food are effectively neutralized; but when the

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ARIES—THE RAM

March 21st to April 19th

THESE people, like the ram, are born leaders, can not be driven; are quick tempered, headstrong and impetuous of restraint or criticism and can never bear to be contradicted. They lay out their own work; insist upon doing it in their own way, and if interfered with, they are apt to abandon their undertakings or fly into a rage, hence cannot work well under others. Their ideals are so lofty that few things come up to their expectations; yet having great self confidence, they are seldom, if ever, discouraged—the future always looks bright to them. In brief, they are original in thought, ambitious, energetic, reliable, audacious, dauntless and highly capable of rising to a great height in the world. They are fluent talkers, have excellent memories and are always busy thinking out new plans and ideas, therefore, are apt to overtax the nerve and brain. The women are leaders in style and dress, and fond of things so long as they are new; they are warm hearted, sympathetic and attractive, though often jealous. The lives of Aries people are strange and eventful; much of the trouble comes through the opposite sex. They often marry twice.

This sign rules the head, therefore, Colds, Catarrh, Fevers and Pains are most likely to affect the head, Eye Trouble, Headaches, Eyes often water, also Dizziness, Congestion of the Brain, Insomnia, Convulsions, Nervousness, and frequently have trouble with the stomach, liver, kidneys and back.

YOUR STOMACH—(Continued from page 3) reserve is diminished and the acid predominates, then the stomach is out of chemical balance and this excess of acid causes a number of disturbances, resulting in acid indigestion, formation of gas in the stomach and bowels, food distress, loss of appetite, headaches, bad breath and a dull lifeless dragged-out feeling, and, if allowed to continue, ulcers. Not all these symptoms are present at the same time and in many cases are intermittent with either long or short periods of comfort between periods of distress.

FOUR OUT OF FIVE PEOPLE HAVE ACIDOSIS

Acidosis is, perhaps, more prevalent than is thought. Statistics would indicate that about four persons in every five have acidosis, whether they know it or not. And that about one out of every seven persons suffering from acidosis has advanced to the stage of ulcers. It is nothing to be ashamed or embarrassed about. It is merely an unfortunate circumstance of modern civilization, incorrect food combinations, and methods of living, but should be attended to before more serious consequences develop.

STOMACH ULCERS

ACIDOSIS IS ALWAYS PRESENT WITH ULCERS and the symptoms are about the same. But in addition to acidosis, there are raw sores in the stomach membranes which cause pains and distress in themselves.

In some ulcer cases there is experienced pain that is variously described as a burning, gnawing, dull ache, or there may be merely discomfort. The more aggravated and advanced cases experience cramps, or sharp knifelike pains. In some instances these pains are constant, in other cases they are described as coming after eating. A full stomach sometimes

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**TAURUS—THE BULL**

April 19th to May 20th

THESE people, like the bull, have great strength and will power. They can be coaxed but never driven; once their minds are made up, persuasion and arguments are useless, they will carry out their ideas regardless of consequences. They do not get angry quickly, yet they become exceedingly furious when they do, therefore, should not be teased or tormented. They seldom seek advice from anyone and while not gifted with an over abundance of originality, yet they display wonderful skill in developing and bringing to completion the ideas of others. They are light-hearted and joyous of spirit and sorrows pass them lightly by. Being so care-free and pleasure-loving, they often go to extremes in eating, drinking and all the pleasures and sensations of life. Having such winning manners and being so warm-hearted and passionate, they often become attached to the opposite sex in a most peculiar way. The women of this sign are so clinging and lavish with their love and affection that many of them are led astray. Taurus people are usually more successful in money matters than in their love affairs. Their first marriage usually takes place early in life and is often a hasty or secret one.

This sign rules the base or lower brain, neck and throat, and reacts upon the stomach and heart. As a result, these are the weakest parts of their body; the parts that are most apt to become affected first; colds usually result in sore throat, stiff neck, pains in back of head and shoulders.

YOUR STOMACH—(Continued from page 4) has the tendency to relieve the pain but as the stomach empties and the food passes over these raw sores, the gnawing pains return.

Taking cold, with its rush of acid in the stomach has the tendency to bring back pains that have not been felt for some time, unless, of course, the ulcers have been healed up. Corrective measures at this time will correct the acidosis and eliminate the ulcer symptoms, if they exist.

In treating ulcers two things must be accomplished—the acidosis condition must be corrected, and the ulcers must be healed. An unprotected ulcer is irritated by foods passing over it. Stomach ulcers are a serious matter. They result in loss of tissue of the mucous membrane and, if allowed to develop, attack the deeper structure of the stomach walls.

BISURATED MAGNESIA

In developing the formula for Bisurated Magnesia it was the intent to provide in therapeutic doses those medicinal ingredients that have an acknowledged reputation in standard works of medical therapeutics, as being effective in cases of acidosis and the healing of ulcers.

Bisurated Magnesia used as directed will neutralize the excessive acids that accumulate in the stomach and coat over ulcers that may exist, with an effective healing agent. By neutralizing the stomach acid we remove the cause of ulcers and through proper medication they are protected and permitted to heal.

Bisurated Magnesia will prove an effective aid in maintaining normal body alkalinity, will assist in building up alkali reserve so necessary to proper chemical balance. Wise nature gives an alarm when any part of the system goes wrong. This alarm is registered by definite symptoms. It is not wise for you to

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GEMINI—THE TWINS
May 20th to June 21st

THESSE people, like the Twins, have a double or dual nature which makes them very restless and changeable. They are always busy, yet never content and often leave their work in an unfinished state; this is equally true with books, in music and, in fact, all things, seldom remaining for the "last act"; are even changeable in their love affairs—hot and cold in almost the same instant, yet they are among the most wonderful people in the world; and can do anything. They are well read and can discuss any subject, with which they seem perfectly familiar. They are sure to see both sides of every proposition and to grasp new ideas which often cause them to engage in too many different things. They delight in driving a shrewd bargain; can always make money, but do not save it; are quick tempered, suspicious, skeptical and to convince them requires proof. The women are very affectionate, yet they can grow cold quickly on account of their changeable nature. They are great readers, lovers of music and extravagant in their tastes. Gemini people have much trouble with their love affairs. The women are fond of books, music and dancing, and like to be on the go; they are not over affectionate and often grow cold quickly on account of their changeable nature; both the men and women of this sign have much trouble in their love affairs, and are seldom if ever happy in their marriage.

This sign rules over the arms and hands and reacts upon the lungs, chest and heart, etc.

YOUR STOMACH—(Continued from page 5) disregard such notice from nature. When the stomach informs you it is in trouble, you should immediately take steps to correct the condition.

Bisurated Magnesia comes in two forms, powder and tablet. We most strongly urge the use of the powder when it is convenient.

BISURATED MAGNESIA POWDER when thoroughly stirred in a glass of water reaches the stomach in its fully soluble state, while the tablets must be dissolved in the stomach. Use the tablets as a matter of convenience only, when away from the house or travelling.

**Always Use Bisurated Magnesia
 Powder When Possible**

DOSAGE

A spoonful of Bisurated Magnesia Powder, thoroughly stirred into a glass of water, after meals and at bed time. Repeat in 30 minutes if required.

Two to four tablets followed by a glass of water after meals and at bed time.

In this dosage we wish to point out that Bisurated Magnesia taken at bed time is a routine of unusual value and its use should not be neglected at that time.



***Bisurated Magnesia
 Should Be In Every Office***

Hurried meals, gobbling cold, poorly chosen foods have a tendency to send people back to the office tired, sleepy, belching gas, without ambition to do their work. It would pay big dividends for every office manager to always have Bisurated Magnesia on hand, available to the employees. There is no three o'clock fatigue from indigestion when Bisurated Magnesia is used.

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CANCER—THE CRAB

June 21st to July 22nd

THESE people, like the crab, are reflective and retrospective; have much tact, diplomacy and commercial sagacity, as well as executive, mechanical and inventive ability; often being gifted to the point of genius, but like many geniuses a flaw or defect keeps them from rising in the world. Wealth comes to them quickly and unexpectedly through inventions, speculations or travel. They are conservative, kind-hearted, sympathetic, and extremely generous; being sensitive, their feelings are easily hurt through slights or criticism, which frequently cause them to make sudden changes or abandon their undertakings. They like to be looked up to. Cancer people can be ruled through kindness but not compulsion. They are hot headed, quick tempered and very set in their ways. The women having a charming personality, are very gay, emotional, talkative, brilliant and witty. Many are gifted with music and dramatic talent; display excellent taste in dress and are apt to go to great extremes to satisfy their desire for finery. These people are difficult to understand, hence, marriage often proves unhappy; and being restless with a constant desire for change and travel, they should not contemplate marriage until they are ready to settle down, and fully understand their own nature.

Physically this Sign rules over the breasts, giving liability to diseases seated in the lungs, where colds invariably settle. Other ailments are gastric and stomach trouble, colic, cramps, spasms, biliousness, fermentation, etc.

Bisurated Magnesia for the "Morning After"

When one has indulged too heavily in rich food, good wine and stayed up a little too late, try this just once and see how much better you feel in the morning. When you come in from a banquet or a party, take a dose of Bisurated Magnesia before you go to bed. Take another after breakfast the next morning. This will neutralize the acidity, break up the blues and put you on your feet in a jiffy. You will turn up at the office bright and smiling and full of pep. Try it just once and see how wonderfully it works.



Keep Your Dog Thin

If you want a good healthy dog, keep him thin, just enough flesh to cover his bones. Two meals a day are plenty. Don't give him potatoes or white bread and once in a while give him a real meal of good wholesome meat. Don't wash him too often. Dogs respire only through the pads of their feet and from the tongue. Too much washing will ruin the coat.



BISURATED MAGNESIA Is Not Laxative

Bisurated Magnesia in itself is not a laxative. In some cases however, where there is a decided upset of the stomach functions the first dose may act as a slight laxative through its action in correcting the upset condition. This laxative action would be temporary and the continued use of Bisurated should produce no further laxative effect.

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\$1000.00

IN PR

Bisurated Magnes

Every user of Bisurated Magne
cash prize in this interesting

1st Prize \$500.00

2nd Prize \$2

Next 10 Prizes will be \$10.00 each.

CONTEST CLOSSES DECEMBER 14th, 1932. Any list

Rules for the Word Contest

Take the word "BISURATED" and see how many words you can make from it without using any letter that appears in "bisurated" more than *once* in any one of your words.

With your list of words, you *must* send in the top of the cardboard box of a Bisurated Magnesia powder package; or the front of a Bisurated Magnesia tablet package; either one will do.

Your list must show the following:

- 1.—Your name, City or Town and street address or Rural Route. Print plainly.
- 2.—Number of words in your list.
- 3.—Name, City or Town and street address of the druggist from whom you purchased Bisurated.
- 4.—Price you paid for your Bisurated.

Send All

BISURATED, INC.

- -

66 Wellington

PRIZES \$1000.00

Asia Word Contest

Asia has a chance to win a
and instructive word contest.

200.00 3rd Prize \$100.00

Next 20 Prizes will be \$5.00 each.

st post marked after that time will be disregarded.

CAUTION

Lists received without these requirements will be rejected.

Lists received without the top of the powder cardboard box,
or the front of the tablet box, will be rejected.

The list showing the largest number of correct, unduplicated,
English words will receive the 1st prize; the list showing the
second largest number, the 2nd prize, and so on until all the
prizes are allotted.

In purchasing Bisurated Magnesia be sure and get the new
packages adopted in March, 1932. The new packages of
Bisurated have been increased in size and content and give
greater value without any increase in price.

No discussion can be entered into by telephone, correspon-
dence or otherwise, in reference to this contest and all Contest-
ants by entering this contest, agree to accept as final the Judges'
decision.

Lists to

Street West - - Toronto, Canada



LEO—THE LION

July 22nd to August 22nd

THESE people, like the lion, are fearless, courageous and impulsive; they often do many things on impulse which they later regret; are of a happy, sunny, jovial disposition; light-hearted; care-free—seldom worry about to-morrow; are extremely affectionate and are born lovers of all the signs. They are fine entertainers, have great personality and make friends quickly, although they form their likes and dislikes of a person at a glance. They are quick tempered, argument or persuasion are useless, yet they can be controlled by appealing to their heart and sympathy. These people have the talent for money making to a large degree, but are not at all careful in saving it; much of their earnings are lost through making impulsive changes or buying and selling. Many Leo people have sacrificed honor, reputation or the earnings of a life time in a moment of impulse or ill-decision. The women are warm-hearted and sympathetic; lovers of music and home and have many admirers. The strong attraction of the Leo people for the opposite sex has brought much pleasure as well as sorrow. They usually marry twice and have many secret love affairs in early life. This sign rules over the heart, thus they are subject to organic weaknesses, cramps, palpitation, spasms of the heart and swooning. Other ailments are scrofula and skin diseases caused by poor circulation and impurities of the blood, violent fevers, spinal trouble, weakness of the back and lungs.

Gas in the Stomach Is Dangerous

The danger of the formation of gas in the stomach comes from the pressure it puts on the heart and lungs. As the stomach fills with gas, it distends the stomach walls and pressing upwards puts a pressure on the heart, and lungs. This causes a shortness of breath and crowds the heart. Bisurated Magnesia will relieve this condition almost immediately, and permit a full free action of both the heart and lungs.



BISURATED MAGNESIA FOR THE CHILDREN

Unlike most remedies for indigestion, Bisurated Magnesia may be taken safely by children. Too much candy and sweets sometimes upset the youngster's stomach and ruin the appetite. When you have a condition of this kind give half a teaspoonful of Bisurated Magnesia in about two-thirds of a glass of water and the youngster will get immediate relief. It is entirely safe to use but it isn't necessary to give quite as much in a dose.



Corrective Remedies Are Better Than Drugs

In acidity of the stomach and indigestion, corrective remedies are better than drugs. Bisurated Magnesia corrects the alkaline balance and permits the stomach to do its work naturally. Drugs have a tendency to either stimulate or retard systemic functions and once the effect has worn off the condition remains unchanged, and stomach distresses are again noticed almost immediately.

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VIRGO—THE VIRGIN

August 22nd to September 23rd

THESE people, like the Virgin, are pure minded, refined, modest, courteous, abhor anything vulgar and are retiring and sensitive in their nature. They are exceptionally neat, in fact, their whole life is based on order and harmony. They have great personality and magnetism; are intense and fascinating; have happy, jovial dispositions and seldom become discouraged. They admire dignity and intellect; make fine distinction in the use of words and seldom regard anyone as being their superior. They love detail, have fine reasoning ability; have a place for everything and dislike confusion and discord. They are too conservative and lacking in confidence to be aggressive; are proud, discriminating, critical and dogmatic in their opinions. The women are much loved and admired for their wit; often display excellent taste in dress and are extremely fond of music and dancing. Their beauty and charm of manner often win for them many admirers, but they find it difficult to place their affections on account of their discriminating nature. This Sign rules the stomach and bowels and reacts upon the throat and eyes, hence they are most susceptible to trouble with bowel disorders, colic, dysentery, diarrhoea, uterine affections, constipation, all irregularities of the digestive system, dyspeptic action arising from debility and blood impurities. Eczema is also common with many of them. Worry, anxiety, constitutional changes and weather also disturb the system, which affects the throat and eyes.

DON'T FORGET THE BED TIME DOSE OF BISURATED

Except in exaggerated cases the bed time dose of Bisurated is the most beneficial. Bisurated taken just before you go to bed soaks up all excess acid, soothes and sweetens the stomach and gives you an internal bath that sets you up afresh. You simply drift off to sleep in serene comfort.



Stomach Acidity Causes Sleepless Nights

If your nights are filled with wakefulness, if you count sheep until three, four or five in the morning, the chances are nine times out of ten there is an excess of acid in the stomach. The bed time dose of Bisurated will correct this condition immediately and give you a good night's sleep.



COMMON COLDS MAY BE HELPED BY BISURATED MAGNESIA

While we never have and never will make any claims that Bisurated Magnesia will cure a cold, we do know that Bisurated Magnesia taken when a cold is first noticed will be of great benefit. Taking cold with its rush of acid to the stomach, generally upsets the entire system and makes the cold hang on. Bisurated will neutralize this excess acid promptly and will relieve a cold before it really has a chance to get started. Take Bisurated regularly and the chances are your colds will be less frequent and of shorter duration.

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LIBRA—THE SCALES

September 23rd to October 23rd

THESE people are always balancing and comparing. They are extremely charitable, warm-hearted, benevolent and amiable in disposition, and are always putting themselves out to help others. They are ambitious, energetic, progressive, fair, honourable, honest and just in all their dealings and are qualified to hold positions of trust and authority. Libra people are original in their ideas; have well balanced minds; display excellent judgment and are mechanically inclined. They are guided by intuition; impulsive and enthusiastic, but seldom, if ever, make a mistake when acting upon first impressions. This sign represents the balance, therefore, enables them to see both sides of a question and judge impartially. These people are nervous, excitable, egotistical, vain and very impatient with delays and the slow methods of others, so much so, that they become sarcastic and cutting in their speech. The women are refined, gentle, kind hearted and loyal to their friends; fond of entertainment, and social gaiety, and very popular with the opposite sex. Libra people's social and marriage relations frequently prove a disappointment; although they are almost invariably successful in their business undertakings.

This Sign rules over the back, kidneys and reins and it is in these parts that colds usually settle. The diseases they are most susceptible to at different periods of life are, diabetes, Bright's disease, nephritis, suppression of the urine, lumbago, stomach and kidney trouble.

How Long Should We Live?

If a person would start in real early life and eat those foods that would supply the body with the necessary elements to replace the tissue that is constantly being broken down, the span of life might be lengthened from the two score and ten, to almost any limit. We do not wear out nearly as much as we rust out. That is why statistics show that nearly 90 per cent of all human ills have their origin in the stomach. Acid indigestion does not permit you to get the full value from your food. Bisurated Magnesia will give you a better, stronger and healthier stomach with better assimilation of food values and a building up of the vital energy necessary to good health.



HOW TO PEP UP A TOMATO JUICE COCKTAIL

If you want to take away the flat taste of a tomato juice cocktail and give it a tingle that will please your palate, put in one teaspoonful of Worcestershire sauce. As an appetizer you can't beat this combination. Try it and see.



Suffered for 20 Years

We recently had a letter from a man who wrote he had suffered for over 20 years with a bad case of acid stomach and acid indigestion after almost every meal and that Bisurated Magnesia was the only thing he had ever found that gave him positive relief. He wrote that at the first touch of any indigestion after eating he took a spoonful of Bisurated and that was the end of his distress.

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SCORPIO—THE SCORPION

October 23rd to November 22nd

THESE people are very cunning and hard to understand even by their closest friends, their whole lives are often surrounded with secrecy and mystery. They are quiet, dignified, courteous and reserved in both manner and speech which enables them to gain the confidence of others. They are aggressive, judicial, alert, energetic, persuasive, and have great will-power and determination. Their minds are active; are close observers and have keen perception and intuitive faculties as well as possessing great magnetism. They have remarkable intellect; are clever and original in thought and ever busy with new ideas. Scorpio people have great executive ability, make excellent mechanics, foremen and superintendents and can accumulate wealth far beyond the average when embarked in a suitable business of their own. Sometimes these people are selfish, jealous, dogmatic, critical, and often sarcastic in their speech. The women have excellent taste and much originality. These people are all fond of luxurious surroundings; have many secret love affairs.

The generative and excretory systems are the most sensitive parts of their body; most of their ailments are brought on through waste of the vital fluids. The ailments they are most susceptible to are skin, throat and heart diseases, weakness of the back, kidney trouble, lumbago, gout, rheumatism, piles, ruptures, fistula and venereal troubles, which are often caused by high living, rich foods and their uncontrolled sex nature.

Acid Foods

We are listing below some of the foods that cause excess acid. We do not say, "Avoid them," but we do say you will enjoy them more if you will use Bisurated after eating them. And, too, you will not have to stick to any set diet that may exclude many of the things you like to eat.

Catsup	Fresh bread
Waffles	Griddle cakes
Curry	Baked beans
Radishes	Horse radish
Pork	Meat sauces
Pastry	Fried meats
Garlic	Pork products
Candy	Raw or fried onions
Salmon	Cucumbers
Pickles	Olives
Mackerel	Salty foods
Blue fish	Rich gravies
Shad	Steamed puddings
Mustard	Soda fountain drinks

Generally these are good and well liked foods. Eat them if you like them but take a spoonful of Bisurated the first sign of stomach distress and they will never bother you. Cucumbers, radishes, raw onions, we all like them, but in many people they cause distress and belching. Bisurated will end that in no time at all and stop the annoyance of raw vegetable "repeat" which is often so embarrassing.

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SAGITTARIUS—THE ARCHER
November 22nd to December 21st

THESE people, like the Archer, seldom miss their mark when acting upon first impressions and are most sure to meet with loss and disappointments when following the advice of others instead of their own judgment. They are strong, honest, fearless and blunt; say what they think and often make enemies by doing so. Having great power of concentration, they do one thing at a time and do it well (unlike Gemini people who do many things at a time and tire of each in turn). Sagittarius people work with tireless energy and cannot bear to leave a task unfinished, others often marvel at the extent of their great energy. Being open and honest themselves, they dislike secrecy, trickery or deception in others; a confidence once lost can seldom, if ever, be restored. These people are thrifty and practice economy closely and are seldom without money; are odd in their ways which makes them very hard to understand. The women of this sign are brilliant and intellectual; kind and generous, yet never wasteful or extravagant. With them, every movement has a value, they have neither time nor desire to gossip, are excellent housekeepers and absolutely detest people who are lazy and shiftless.

It is a matter of great importance that these people avoid haste in consuming their food, which is sure to bring on stomach trouble and nervousness. They are also susceptible to bronchial trouble, weakness of the chest, rheumatism, gout, varicose veins.

Bisurated Magnesia For the Traveller

Change of water, change of food and sleeping conditions generally upset stomachs that are usually strong and robust. Carry a package of Bisurated Magnesia with you and when you feel distress from what you have eaten or drunk, take a dose and see how quickly you are back to your normal self.



Stomach Acid Burns Like a Lake of Fire

Sometimes stomach acids cause a sensation of painful burning in the stomach. You feel as if your stomach was a lake of fire. In these cases Bisurated will give you immediate relief. The burning sensation and pain are quickly banished.



Bad Breath Comes From the Stomach

If you want real relief from a tainted, offensive breath you should remedy the cause. Mouth washes can give only temporary results because they do not strike at the seat of the trouble. Bisurated will cleanse and sweeten the stomach and when this is done bad breath vanishes quickly.

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CAPRICORN—THE GOAT

December 21st to January 20th

THESE people, like the Goat, place their main dependence upon their heads and at times become very stubborn and obstinate, determined to have their own way. Many heads of the world's greatest corporations were born under this sign. They have remarkable intellect and are positively among the best thinkers and organizers; are cool-headed, deliberate, quick to grasp an opportunity and never fail to see the money making side of any scheme or purpose. These people are very practical, saving and industrious; always trustworthy and faithful to every duty. Their executive ability alone is quite sufficient to carry them to a great height in the business world, although, when embarking in a business of their own, they lack self confidence, therefore, should be given much encouragement, otherwise they become gloomy and despondent and at such times get very blue and seek solitude. The women are extremely sensible, practical, and lovers of music and art, and are susceptible to the charms of the opposite sex. Capricorn people have many ups and downs in life and while they may be poor yet they are proud.

The ailments they are most apt to have are weak eyes, skin disease, stomach trouble, and frequently suffer with chills, colds in the head and chest, poor circulation, trembling and weakness of the knees, heart trouble and nervousness brought on largely by over-work and worry trying to do too many things at the same time in their great desire to succeed.

Bisurated Magnesia Should Be In Every Home

For the attacks of indigestion that are experienced after a meal that is too heavy or too rich, Bisurated is unexcelled. It will give relief in three minutes by the watch. Keep it handy, always where you can put your hand right on it. The minute you feel the need of it, you can be sure it will give you prompt relief.



Couldn't Eat Corned Beef and Cabbage

We know of an instance where a man who was especially fond of corned beef and cabbage had to give it up because it caused so much stomach distress. We suggested he try his favorite dish again but about ten minutes after eating he take a spoonful of Bisurated Magnesia, and follow in about half an hour with another spoonful. Just recently we ran into this chap and he was so profuse in his thanks for the tip we almost felt embarrassed. He says now he can eat anything because he knows Bisurated will prevent any bad after effects. He also said he would never again be without it.



Changing an Old Saying

There is an old saying, "Tell me what you eat, and I will tell you what you are". We would change this to, "Tell me how well your food is digested, and I will tell you how well you are". It isn't what you eat nearly as much as the value you get out of your food that counts. Some people can eat half a dozen meals a day and never gain a pound, while others will just nibble a little of this or a little of that and stay way over-weight. Be sure your food is properly taken care of in your stomach. Bisurated Magnesia will help to do this by neutralizing the excess acid that may accumulate.

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Bisurated Magnesia is a Staple Remedy

THERE is always a lot of satisfaction in buying something you know is good and will do what you expect it to do. That is one thing about Bisurated Magnesia. It is good—it works—it does just what you expect it to do.

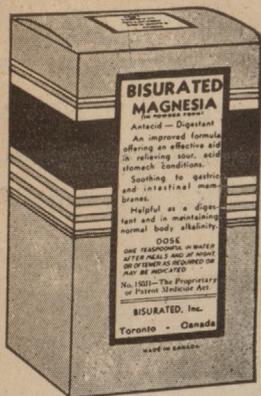
Remember Bisurated Magnesia is in daily use in over 50 countries in the world. It is the world's largest selling stomach remedy. There is scarcely a drug store or chemist's shop in the civilized portions of the world that can not supply Bisurated Magnesia.

The formula originated in England some 30 years ago. It has been sold consistently in Canada for the last 20 years and is handled by practically every druggist in the Dominion. With a record of 20 years of satisfaction Bisurated Magnesia now comes to you in a bigger and better package. The powder size has been increased nearly 3 times over the old packages and the tablets have been increased 25 per cent by actual count. The formula embodies the best practice in medical therapeutics. It is perfectly balanced as to ingredients and is really the best formula it is possible for us to produce to-day. But best of all it is a "proven" formula. Bisurated does just what is claimed for it, and does it quickly, safely and effectively.

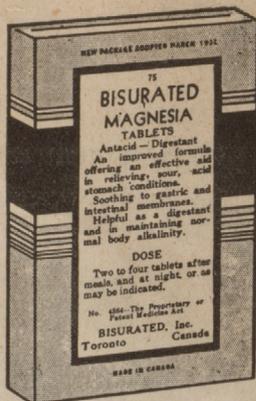
Its hosts of Canadian friends will testify to its merit and the wonderful results it gives.

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An Excellent Use for Bisurated Magnesia



Facsimile of Powder package



Facsimile of Tablet package

MOST people like to eat and enjoy their food. Often there is an overindulgence in either food or drink. If you have dined "too well but not wisely", be sure and take your Bisurated Magnesia at bed time. A spoonful of Bisurated in a glass of water at bed time will set you up afresh and you will get up in the morning without a dragged out feeling of despair. Then after you have had your breakfast take your Bisurated again and you will start the day fresh and new, the envy of your friends and associates.

*Bisurated Magnesia can be procured at
all Drug Stores or Dealers in medicine.*

Watch out for Substitutes

WITH the enormous popularity Bisurated Magnesia has enjoyed in Canada for the last 20 years, a number of competitors have sprung up. When you ask for Bisurated Magnesia, be sure you get it. Look for the name

BISURATED MAGNESIA

Be sure it is spelled just as above. Accept nothing else. Every druggist has Bisurated Magnesia and if you pronounce the name clearly it will be furnished promptly. Don't take a chance of being eliminated from the contest by getting the wrong product.



BISURATED, INC.

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