

Known People

and for such a purpose that
on reaching his destination,
a man of some age and rank
was given to him, and he
had to go through the
whole process of getting
the money out of his pocket
and then had to pay it over
again to the man who had
given it to him.

OPTICAL INVISIBLE SALE EXTRAORDINARY DOUBLE VISION LENSES	Ground to the prescription you require to see clearly both near and far. DURING EXHIBITION WEEKS ONLY Regular \$16.00 \$16.00 SPECIAL SALE PRICE \$7.95
E. T. BURCH Optometrist & Optician 15 RICHMOND ST. EAST TORONTO, ONT. (South Side)	Tivoli Theatre Bldg.

WATCH YOUR MENTAL STEPS!

The force of education is so great that we mould the minds and manners of our children along the lines we please and give them the impression of such habits as shall ever after remain.

With young children one of the first things tangible or material impresses them on their plastic minds in their playthings and toys. Wise is the parent who selected these toys not only for the Christmas season but throughout the year with a view to constructive development of the child's mind. This does not mean that parents should hold their children back from their own individual childish initiatives. Rather than the parent through wise and tactful direction of the child's play and the selection of playthings gives him the opportunity to discover himself and what he would like to do.

This sand pile, a trapet, black slides, pedo toys, balls, and jumping ropes are all excellent playthings that every child should have its wise portion of, physically and give him his natural outlet. But they must not be given to the physical neglect to the mental. Certain "mentally boys" really give the child thought. It is surprising the amount of thought in working out new things in a constructive way. The constructive toys, the blocks, engines, trains, mechanical toys, and all the jolted building

help to exercise and develop his brain power.

The child is a great imitator of his elders both in habit and action. If the youngster of the family is the possessor of a tiny engine, motor, wagon or garden tools, the miniature duplicate "dad's" his joy is complete. Such mechanical toys with a long list of parts tends to help in developing the initiative of both boys and girls together with the mechanical building or other like. And every girl needs this sort of training to help her in solving the problems in her future home.

The growing boy needs constructive toys to develop his powers as well as his younger child. He will enjoy a supply of "shingles" and carpenter tools with which to make bird houses and other articles. To make such playthings give him hammer and nails suitable to his age. The tools should be well made and durable with which he can do his work well.

Almost every little girl is content to play at home with her playmates if she has a large piano but play house. Such a girl may be made into a very attractive place when it is furnished with a door, window or two windows and a porch. Furnishing the playhouse is constructive play and develops the child's originality.

Then it is for parents not to starve the mental development of their children to feed their physical development for a fifty-fifty balance is essential for the normal growth of our boys and girls.

Where Skill Beats Strength.

There are many examples in natural history of skill overcoming sheer brute strength, and there is an illustration of educated animal instinct which comes very near to human skill. This is the collie dog, which by hereditary and acquired skill, is capable of controlling the movements of herds of sheep and herds of cattle, as well as herds of horses, and even the most powerful of them, are easily driven by her skill.

Faith is on record in which she stuck one out of a flock of sheep gone back and either driving it home or driving it dead. This is an interesting approach to human skill exhibited in the animal kingdom. In the jungles of India, there are stories of tigers which are able to take down a deer, and then drive it till it dies. In such a fashion the tigers cannot strike with their heads against stones, till they are dead or stunned. A still more curious fact is that the monkeys, which are the particular snake's prey, cannot strike with their heads against stones, till they are dead or stunned.

Anger and grief have a mental basis and indulgence in both produce marked effects on the body, says a writer in "The Times." Sir James Paget and Dr. Murchison, for example, considered that protracted grief and anxiety were the cause of cancer in certain organs of the body. Further investigations into this subject tend to prove the truth of their assumptions. Anger, which, like grief, is a mental quality, is known to provoke indigestion, headaches, and neuralgia. Seeking relief in tears, therefore, when the feeling of anger is sought to be overcome, would be tantamount to jumping from the frying-pan into the fire. Both anger and grief, therefore, ought to be shunned by all right-thinking people, and thus modern applied psychology teaches one how to do it.

The Cornet.

The cornet is a very ancient instrument, but not the cornet as it now is. It was made of wood, usually covered with leather—some of horn—the mouthpiece was of ivory or hard wood and its tube and six holes for the fingers, with two underneath for the thumbs. Its date is unknown, but it is found in a Psalter of the year A.D. 1000; and the Harleian manuscript gives a list of Henry VIII's musical instruments, from which we learn that the cornet was known by the name of gitterone. The cornet, or cornet-a-pistols, as it is now called, is very modern, and dates from about the year 1825. It was never intended to be a rival of the trumpet. Its tone is much coarser and less musical. The great classical symphonists composers have not included it in their orchestras.

Silk probably is the most commonly weight for weight, red and silver bullion, carried on a large scale by commerce, is usually sent on a special train, worth £5,000,000. The ugly little silk-worms are with respect in the Orient, belongs to the eastern people a every year.

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Not until 1840 were watches successfully made by machinery.

SMP Labeled TEA KETTLE



SENIOR DELEGATE TO THE LEAGUE OF NATIONS
Senator Raoul Dandurand, Minister of State and senior Canadian dele-

gate to the League of Nations, photographed on board the Canadian steamship, "Empress of Scotland" on his way to attend the gathering at Geneva in September. Before returning to Canada, the Senator will visit practically every capital of Europe.

PICKING SHIPS' POCKETS

When a ship is in dock, and her crew all paid off and ashore, not infrequently the only find aboard is the watchman. He is in charge of the whole ship, and it is his job to see that no unauthorized persons come aboard. He is, therefore, also to protect the ship from outbreaks of fire and from theft.

Usually an old sailor is the watch, but though he is ever on the move from deck to deck, he cannot be everywhere at once.

Ordinarily, the ship's burglar is just a common petty thief. He cannot pass the policeman at the docks carrying anything bulky. Therefore he just sneaks aboard to pick up anything he can find lying about—clothes, engine-room trifles, tools laid aside by workmen—which he can readily turn into cash at the stores of a dockside "fence".

But to get his few quarters' worth of odds and ends, he will wilyly descend one by one into the hold, where he finds the ship's fittings and locks.

Rather, but infinitely more dangerous, is the cracksmen who preys upon ships just as the city law-breakers prey on jewellers' shops and lists. He knows the "lay" of the vessel, and moreover is possessed of a pass or master key which will open any lock on the ship.

He has an almost uncanny knowledge of the movements of the ship's officers, and it doesn't take him long to find the valuable papers and trinkets they leave behind in their locked cabinets. Sometimes he has to be content with jewellery, small sums of money, nautical instruments, and other portable articles. But now and again he secures a nice haul.

But whether the thief be an expert burglar or a patricide pickpocket, his chief may mean the dismissal of the ship's watchman. So it isn't surprising, therefore, that when a crook does happen to step out of a cabin into the hands of a waiting watchman, he has a very rough five minutes.

Probably the greatest difficulty which faces the ship's watchman and the dock detective is that of combating the rope thief, especially in an English harbor.

Rope is very valuable. Old rope is eagerly bought for use in paper-making. For a short length of thick hawser a rope an unscrupulous dealer will give a thief as much as seven dollars.

The rope thief steals nothing but ship's ropes. Top ropes, lashings, falls—there is no lack of cordage on the deck of a vessel in dock.

He works only at night. Under cover of darkness he rows out into the river. Little fisher boats pass so frequently that his small tub attracts no attention. He draws alongside his quarry.

With a sharp knife he cuts lengths of any rope hanging over the ship's side. He has his own monkey methods of getting on deck. And he will steal rope even if he has to climb the Perkins anchor chain! —W. J. H.

Mohair goods in the dress line are made from goat's hair.

THE MERCHANTS' CORNER

The advertising appropriation is a percentage of annual sales. Logically it should then be expended throughout the entire year. And the sliest business reasons justify a merchant in advertising regularly each week. Results prove the profit of it.

Sales are made every day—in season and out of season—in good times and in bad times. The idea in business is to increase the number of Sales. The Sale is the crux of the whole business. Everything else that is done is merely leading up to the Sale. Until the Sale is made there is no profit—no money in running a business. Up to that point everything is expense-money laid out in order to make that money make money.

The longer the Sale is in coming, the greater the expense. Every day merchandise remains in the store adds to its cost. The carrying charge can easily become a worm that gnaws profit. Making Sales quickly is the im-

portant as making many Sales. Making many Sales quickly is maximum merchandising success.

When we speak of a Sale, we mean a transaction with profit. Otherwise it is a gift. You don't have your profit from a Sale until you get the money for the merchandise from the customer. Until then the money is in hand, you have your profit to collect.

Sales are made in the store. The customer comes in, picks out the merchandise. You wrap it up, take his money, hand it to him or deliver the merchandise. Until then the transaction with a profit is not complete.

Obviously then you must get people into the store in order to sell them.

Advertising gets people into the store—gives you the opportunity to make a sale. More opportunities and better ones.

That is why you advertise. Advertising brings more people into the store—and more of them often. And Advertising works all the time if you let it.

"Land of Frozen Meat."

To most English people the Argentine is known chiefly as "the place where the frozen meat comes from," says a London despatch. Certainly frozen meat does come from there, but the Argentine produces corn, cattle, sheep, horses, hides and wool as well. It has millions of pigs and goats and it grows enough grapes to produce nearly a million gallons of wine a year.

Originally the country was called la Plata, which is Spanish for silver, the name having been given by the Spaniards to the great river—Rio de la Plata—because the natives' teeth were very much silver in their com-

tutes.

The capital of the Republic is Buenos Ayres. It was occupied in 1806 by a British force, but the Spaniards, during the war with Spain, took possession.

Eventually, however, the colonists founded a provincial government, and after many wars, the independence of the country was acknowledged by Spain.

But for fifty years after Argentina was a colony it was constantly disturbed by revolutions, civil wars, and riots. These disturbances, though, came to an end some forty years ago, and now Argentina is politically settled and commercially prosperous.

The visit of the Prince coincides with the centenary of the first, and still existing Commercial Treaty made between Great Britain and the United Provinces of the River Plate, the Argentina was signed a hundred years ago.

The Treaty confirmed Britain's recognition of the young republic as a sovereign state, and for this Argentina has always respected Great Britain. Consequently the Prince received a right royal reception.

The ONE SURE WAY TO GOOD HEALTH

Is Keeping the Blood Pure by Using Dr. Williams' Pink Pills?

The man who gets up cheerfully in the morning and goes to bed reasonably contented every night, and between the two carries out his natural instincts, works hard, plays heartily, thinks honestly, feels strongly and deeply, and who every day tries to do all these things a little better—such a man lives.

For life is an art, not a science. You learn as you would learn to lay bricks or carve statues or manage a farm. But at bottom life is not so much a task as it is an opportunity. We live for life.

It is not enough, however, to say that the man who gets up cheerfully in the morning and goes to bed reasonably contented every night, and between the two carries out his natural instincts, works hard, plays heartily, thinks honestly, feels strongly and deeply, and who every day tries to do all these things a little better—such a man lives.

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THAT'S good tea!"
The ORANGE PEKOE is extra good. Try it!

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