x medias

WE WANT CHURNING CREAM

To obtain the top price. Cream divide or absorb interest. The largest the way advertising works. must be free from bad flayers and and most astounding advertisement contain not less than 30 per contain makes but a fleeting impression. Bowes Company Limited

Toronto

eferences-Head Office, Foronto. For references—Head Office, Poronto, Bank of Montreal, or your local banker. Established for over thirty years.

Where the Gold Goes.

Every year they work up "Look undred and fifty tone of gold youth!" cardety an ounce of which is eyer re Gold leaf absorbs in Britain alone some forty. the of gold are used for platting other; But China and India and the worst building Such an operation offen all for others."

orbs \$50 pp0 worth of gold! Net ong You have youth, igo an Indian rajah , used seyenteen housand overeigns to form cen res to

Between two and three millions sterl-

akeyourown ustard Pickles

ade mustard pickles. How and how easy to put up. Here's the recipe:-

MUSTARD PICKLES onions. 1 large cauliflowders. 2 heads celere. 2 red peppers onions, cut vegetables in one es coper with weak brine and overnight. In the morning to a boil and drain off. cups brown sugar, I challespoonfuls Keen's D.S. 1 tablespoonful turnierical vinegar. Boil this mixy by minutes



THE MERCHANTS' CORNER

Making Your Advertising Known. Frequency of insertion is of vital im- if that were the case. If advertising

makes but a fleeting impression.

interest in that advertisement is extra-vance. world's output of gold is ever- brdinary. Very likely he expects an Thirty-five years ago it was lit; immediate response in sales of the than twenty millions a rear; items advertised which he can credit over one hundred dillions, to this publicity, and prove that the adthere is not enough to go vertisement has paid for itself. The reasons for this are the . It would be a rare exception indeed to make your advertisements known.

crafts, and the ever larger Youth Means Success—If You SUINER COMPLAINTS "Look at that boy wasting his

These were the words of the head huge of a big business concern when a pances a year. Vast quanti, by as if he were walking in his sleep.

before you realize it.

ing in gold vanish yearly in Ingil, and to get on in life. Yet many of them price, 25 cents per box, by The Dr. William our share, and in order to get it ous illness which left me very anaemic, and in order to get it ous illness which left me very anaemic. much, in China. This is all are not doing so. Nor will they, until liams' Medicine Co., Brockville, Ont. adopt means which are unworthy. It I was not able to get around to do my work. In fact I could scheely walk buried, and as a rule the owner dies their desire to succeed is sufficiently. A little booklet, "Care of the Baby in is that sort of selfish practice that without proventing the secretary their desire to succeed is sufficiently. Health and Sickney with he can tree makes who say: Today you can't be calling the secret of his fild. strong to impel them to make the big Health and Sickness," will be sent free makes men say: To-day you can't be that the gold is jost for effort, which alone can bring success. d that the gold is lost for effort, which alone can bring success.

The grim fact remains, however, that the nothing-but-pleasure fellows could see what lies a few years ahead alty of to-day's wasted opportunities, trying to improve the tastes of her the highest special by impatient new to begin young pupils in things literature is sometimes. Divorces hey would be impatient now to begin young pupils in things literary and

Only a man in whom the fires of enstand how well worth while is any play'I have been reading to you?" sacrifice made by a youth for the sake of his career.

trier can win, too. Just put your best next question. into everything you do, and you will gradually release your stores of energy which will help you to "get there" every time. 🦸

Rely upon yourself. Your youth is gilt-edged speculation. Decide what you want to be, then concentrate on it. Don't scatter your onergies. Go forward step by step tovards the big goal.

It will mean hard work. There will be buffetings, set-backs. But it is part of the game of life. Just carry on i steadily. Your youth, will see you

Kiss or Castor Oil? Customer (to little girl)-"I'll give Little Girl-"Huh! I get more than hat for taking castor oil."

His Rock-Hewn Home Seventeen years' labor on the part of a Spanish peasant has regulted in his acquiring a house carved out of a solid rock. It possesses a balcony, gar-

Read the Telegram

DOES IT PAY?

charges. We pay daily by express spectacular and thrilling news item is could in a few years make enough ways going to do right you are going to have a had time of it. They ascert express portance in advertising. The most worked that way any good merchant money orders, which can be cashed quickly out of the public mind. The money from his business to retire to have a bad time of it. They assert money from his business to retire to have a bad time of it. They assert

Advertising has to earn its place in Business men will say to one an public interest through continuity and other, in striking a borgain, "I only was taken before the tribunal. makes but a fleeting impression.

To make a profitable impression in advertising, it must be kept up continuity and frequency, and by interesting truthfulness that inspires confidence. It takes time for a new store to acquire profitties ment is to him the most import.

To the new advertiser his first advertisement is to him the most import.

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To the new advertiser his first advertisement is to him the most import.

To the new advertiser his first advertise his first advertisement is to him the most import.

To the new advertiser his first advertise his first advertis ant news item in the paper that day.

He is starting out on a business-getting undertaking of practically unlimited takes continuous effort for the estabnossibilities. Naturally bishparanai possibilities. Naturally his personal lished store to hold its own and ad-

> It takes continuous insertions for advertising to hold public interest and increase, it. ed: "Does it pay to be honest?" You must have continuous insertions |

pleasure at any price, it will be gone government analyst that they are abso- And, of course, there is nothing lutely safe. They are sold by all drug- wrong in endeavoring to get it. The All the young men around you want gists or will be malled on receipt of wrong creeps in when we want more

One Great Advantage.

"Now, boys," she said, at the end of thusiasm have died can fully under the lesson, "what is the name of the

" 'Hamlet, 'miss!" answered the class You needn't be "brainy." A sincere , "And who wrote this play?" was her

> "Shakespeare." chorused the boys. "Now, Willie," said Miss Greene to a boy who, she noticed, had not ansi same. 'At the last he thing that will wered with the rest, which would you matter is whether we have done rather be. Shakespeare or Charlie right: not our smartness or social "Charlie Chaplin, miss!" was the un-

expected answer. "Why, pray?" 'Cause he ain't dead, miss!" re-

plied the young hopeful. .



The world's best hair tint. Will restore gray hair to its natural color in 15 minutes. Small size, \$3.30 by mall Double size, \$5.50 by mall

The W. T. Pember Stores Limited 129 Yonge St.

One who never turned his back but marched breast forward, Never doubted clouds would break, better:

We Eat Air! Toronto . keep things coo without the aid of lodging, she had come to "suffer" her single ounce of ice!

Sleep to wake.

A small but amazingly efficient motor and a series of p pes-that is all, ow in a cell, and next morning, after a and the result is the exact degree of hearty breakfast she left for her home goolness desired. Just a simple appli- after thanking the warders for their cation of the well known principle that the expansion of gas produces cold and the counter that relied on broken ice and freezing salt promptly became chamsy, messy, and out of date!

When you eat |ce cream, you think you are eating frozen cream and custard. So you are, but exactly half bour portion is made of plain, ordinary air! Put ten gallons of custard into a modern freezer and it is beaten up so thoroughly before it is frozen that you take out twenty gallons of ice

s made of the juice of the fruit. As a matter of fact, the best part of the oranges and lemons is the peel! That contains the essential oil which gives the flavour to the fruit and it is this oil that is extracted and made into drinks.

In some of the cheaper flavors, the original fruit is absent. The chemist can make in his laboratory a very passable imitation of any fruit, in the world, but naturally these synthetic essences are not to good and wholesome as the real thing.

Seeing the Joke.

Visitor (to newlywed) -- So you are not getting tired of studio life, eh?" Artist's wife-"Good gracious, no! It's most interesting. Jim paints, and I rook. Then the game is to guess what the things are meant for." Minard's Liniment for Distemper.

Ink stains can be removed by first washing the fabric with vinegar, and afterwards with a solution of one tablesproudul of oxalic acid in five tablespronfuls of water



A Father Who Was a Hero.

In the year 1793 a young barrister, M. de Loizerolles, came under suspicion for some act and was arrested and sent to the St. Lazare, Paris, prison. One day, while the young man's father was visiting in the prison, mesnext day there is something else to should be so desire. Put that is not that it does not pay in business or for trial. Young Lotzerolles was social life, because the world is steep, asleep. The father, with the heroic ed in sharp practices and trade tricks. wish to sacrifice himself and save his

fourney we like to know we are on the right road. If we have something to scaffold without trial.

AEIRING A BREAKDOWN

do we are wishful to do it correctly.

Women like to dress in a correct fas-

hion, men want to play aright; all are

Yet you still hear the question ask-

The thing most people stumble over

in this world is money. In itself money

love matters. Often it does seem as

Truth is ever on the scaffold, Wrong for ever on the throne.

Then one remembers that there

A man may gain all the world by his

wrong-doing, but he is a fool all the

"God within the shadows."

anxious that he coming generation

should be right

Condition That Calls for Reliable Tonic

s never wrong we make it wrong by Many women give so much of their applying it to the wrong use. Long time to the cares of their years ago it was said that "The love that they neglect their own of money is the root of all evil." If sometimes reach the verge of a break NILL LITTLE OVES you come to consider it; most of the down before they realize world is caused through health is shattered. Often the heart At the first sign of illness during the ing for it. People either have too the stomach fails to digest food and young, "dead-and-alive" clerk strolled bot weather give the little ones Baby's much or too little.

by as if he were walking in his sleep.

Own Tablets or in a few hours he may Never believe the man who says: "I some weak and headaches grow more "A boy who wastes money," went on be beyond aid. These Tablets will pre- don't live for inquey; I don't care for frequent. The body grows weak and this famous business man, "may learn vent summer complaints if given ochit." He is not true to himself. Either they are always depressed. This wisdom and make more money. But a casionally to the well child, and will be has sufficient or he is certain of a condition requires immediate treatment. big residence of some telegrous wisdom only when he is making money come on suddenly. Baby's Own Tabwisdom only when he is making money come on suddenly. Baby's Own Tabfor others."

Williams' Pink Pills, which enrich and sweet are the thoughts things and experiences can be obtained by money for any of us to despise it. You have youth, and there is a future home where there are young children. We all want it. If we haven't it we do energy to every part of the body. The shead of you. But if your future is go and the mother medicine as good all we can to get it; if we have it we have it we rundown condition is proved by the rundown condition is proved by the following statement from Mrs. Alex McInnes, Bowsman River, Man., who

wonk; in fact I could rearcely walk I was troubled with palpitation of the heart with the least exertion. One day Then there are, for instance, speech a friend advised me to try Dr. Wiland sport and love. Does it always pay to be right the e? Lying is prevalliams' Pink Pills as they had done her much good. I followed this advice and took the pills for some weeks when I felt as well as ever. I have since been sometimes make a laughing stock of able to attend to all my lourehold duties. The dizziness and palpitation

> Dr. Williams' Pink Pills. | They are just the medicine for those weak and rundown." You can get these pills lealer or by mail at 50c. a box from The Dr Williamy Medicine Co., Brock-

Prison Used as Hotel. A grey-haired widow who lives alone right: not our simplifies or social in her own small house above Aigle, standing. Unhappy endings to life are Switzerland, was recently such for not

ville, Ont.

caused by the recollection of fraud and paying her taxes, which amounted to deceit, and the game is not worth the a small sum. candle. Let no one persuade you A gendarme climbed to the hamlet otherwise that, finally, truth and goodto arrest the widow unless she agreed ness and virtue mus win. It is better to pay. He was asked into the house,. seemingly to lose with right than appear to win with the coward. We must be as while the widow collected her belong to Eton must be prepared to the boys' names practically at this the astonishment of the gendarme, he st long is the waiting found the widow in the garder with a famous school,

cow, a pig, a dog, and some chickens, ready for the journey. is there is nobody in the house to worsted, wrong would triumph, look after the animals while I am away Held we fall to rise, are baffled to fight I thought I would take them with me and I hope you will help me.

ow explained with a smile.

The omeer refused and returned alone to Algle, where the widow was sentenced in de ault to twe ve liours' The very first thing you think of in imprisonment. Some days later the connection with a soca fountain is ice widow entered the prison with her ice creams, ice cold drinks, and great empty baskets, stating that, having solid blocks of de to keep everything sold her product in the local market cool. Yet the big modern counters and not wanting to pay for a night's

> sentenco. The amused warders placed hospitality.

Minard's Liniment used by Physicians Among the most musical Royalties is Queen Mary charming singing voice was by Tosti.

ONTARIO COLLEGE OF ART

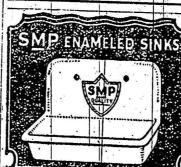
Grange Park - Toronas

DRAWING PAINTING MODELLING DESIGN

DIPLOMA COURSE | JUNIOR ODURSE

TEACHER'S COURSE COMMERCIAL ART

GAREID R. C.A. Principal Session 1925-26 opens October 5th For Prospectus apply to Registrar



A Real Sink for \$12.00 Up to now kitches sinks have cost real money. Now he low cost, you can put in the newset type SMI knameled Ware Sink. This is atrong sink built of rust resisting Armeo Iron, with three coats of purest white canner, same as on bathuba i Complete with 12" back, strainer, brackets, fittings, and full directions for setting up. Btandard size 20' x 30' x 6' step.

Priog. Complete \$12' had

Price, complete, \$12.00 Buy one or twe of these SMP Enamefed Ware Drain Boards size.
Made to fit SMP Sinks and all standard tinks. Size 20' x 24'.
Same stundy construction as on SMP Sinks. Very handsome and a great labor saver. Sold complete with brackets and fittings for setting up.

Price, complete, \$6.00
For sale by plumbers and hardware

"SHEET METAL PRODUCTS CO

ISSUE .: b. 33-'25.

People who use "Red Rose" are usually those who ke tea of extra good quality

TEA is good tea The ORANGE MKOE is extra good. Try it!

A Poem You Should Snow.

It is said that Rebert ir the ago of thirty wo of a surfeit o was one of the will see why fald the foundations of our dram, and verhips his last work, "A Gront's Wolff of Wit Bought With a Million of Referance. shows signs of the rependance It apeaks.

In this curious fork he referred to Shakespeare as an apstar crow certain that Shakespeare borrowed the plot of "The Winters Take from Greene's "Triumph of Time." Though Greene left a great mass of work benthd him. but his fame may rest Ber, alls most securely on the gem-like peer's scat tered about bis writings

The quiet mind ·CTOWn. Sweet are the nights in ber spent.

The poor estate Such sweet conter sleep, such l leggars enjoy, when mies.

rest. The cottage tha nor care. The mean that music best. The isweet cons have left me and I bless the day I tried

Obscured life sets down mind content both crowl and kingdom is. Mayoress of London

low she wants handsha tions. She will probab! with the boy who was not sent a bouquet to a distingu sonage. I'll give he the said, "if she'll promise

is with a

Stays sharp longer

Cord Wood Saw Write Simonds Cd Limited, 1550 Duddas, St. Toronto, Ontario, for Simonds Special Cir ulac Cord Wood Sav

Strong Nerves Pure organic phosphate know

lost druggists as Bircall

Don't Wait 'till you get sick. Use Minard's - the



Classified Advertisements INCOMPARABLE SILVER FOXES OWEST PRUTE MOUGHT QUALTA.
Enquire about our Fortune Founders. Sour-

Somewhat in Doubt. Been hunting to-day, strange

"Yes." "I don't know yet I'm waiting for the rest of the party to get into comp

During the daytime, the Lordon has a population of 436,715, of which number only 13,709 remain there at night.

FOX FARMING

The Breeting of Silver Foxes will get you out of debt. It's a sound, interesting and profitable We have choice re breeding stock for sale Elder Machierson Fox Sales C

FOR YOUR EYES Refreshes Tired Eves

Bothered Over A Year. Cuticura Healed.

ompletely heale Use Cutterra for every-day totler purposes. Bathe with Spap, souther with Ointment, dust with Taleym. Sample Each | Yes by Mail. Address Co. | Dept. | "Itenheuk Lte Montre I" Price. 25c. Ointment Land to: I Four V.c. Quit ura Shaving Stick 25c

DOCTOR ADVISED

Read Alberta Woman's Experience with Lydia E. Pink-ham's Vegetable Compound

Provost, Alberta.—"Perhaps you will remember sending me one of your books a year ago. I was in a bad condition and would suffer awful pains at times and could not do mything. The doctor said I could not awe children unless I went under an or eration. I read testimonials of Lydia E. Pinkham's Vegetable Compound in the papers and a friend recommended me to take it. After taking three bottless became much better

Pains in Left Side Lichine, Queber "I took Lydin E. Pjiliham's Vegetable Compound be-cauge I suffered with pains in my left side and back and with weakness and side and back and with weakness and other troubles yomen so often have. I was this way about six months. I saw the Vergetable Compound advertised in the Montreal Standard, and I have taken four bottles of it. I was a very sicktwoman and I feel so much better I would not be without it. I also use Lydia E. Pinkham's Sanative Wash. I recommend the medicines to my friends and I am willing for you to use my letter as a testimonial."—Mrs. M. W. Rose, 580 Notre Damo St., Lachine, Quebec.

580 Notre Dame St., Lachine, Quebec

Proved safe by millions and prescribed by pl Headache Lumbago Cold's. Neuritis Rheumatism

Accept only 'Bayer" package which contdins proven directions. Handy "Bayer" boxes of 12 tablets Also bottles of 24 and 100—Druggists. Also bottles of Bayer Mainfature of Monoacetic ic Acid, "A. S. A."). While it is well known and the mibile against indications, the Tablet



For the Children

Uncle Wiggliy comic

Freckles and H i s

Uncle Wiggily bed-

For the Men

Two pages or more

Grain and live stock

"What's Trump in

Golf as champions

Chess and checkers

Bridge problems.

and hands.

Friends

Fairy fale.

of sports. .

Radio page.

Financial page.

Color cut-out:

comic strip.

Every Evening Latest News Best Features Cleverest Comics

ONE. of the world's greatest newspapers is The Evening

has more readers in Toronto any other newspaper. ts Chnadian and foreign news services are unsurpassed. Its edi-

Every evening it spreads before its readers a veritable feast of entertainment - magazine features for men, women, children and the whole

orials are courageous and stimu-

Read Canada's brightest and cheeriest newspaper every evening.' Buy it at your news agent's or send in your subscription. Two cents a day, 50 cents a month,

The Evening TELEGRAM Toronto, Ontario



Where is Andy Gump



Dumb Dora's Adventures

For the Women. Fashion pictures and Recipes. Cornelia's column. Society news. Tips to housewives.

Rube Goldberg comic strip. Serial story. Short story. With the wits -

Latest world news Gluyas Williams' drawings.





Club activities. For the Family Dumb Dora. comic

puzzles, etc. Flapper Fanny says. Auction bridge service.