WELL

mpion Swimmer.

YOU SPEAK
PUBLIC?
Dale Carnegie

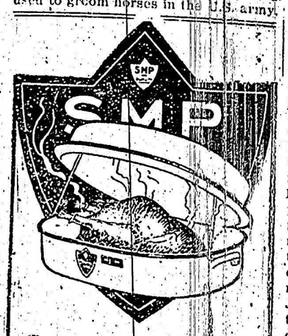
Scenery Under the Sea.

The reported discovery of a plateau only 150ft. beneath the surface of the Atlantic serves to remind us how little we know of the portion of the earth's surface—nearly three-fourths of the whole—that is covered by the sea.

It was only in 1901 that the stupendous Britannia submarine mountain range was discovered by the cable ship Britannia in the South Pacific.

The Edward VII. range, too, in the North Atlantic, was unknown to oceanographers until comparatively lately, although some peaks rise to within 100 fathoms of the surface. Near by is Mount Laura Ethel, its summit only thirty-six fathoms below.

Vacuum cleaners are now being used to groom horses in the U.S. army.



Saves $24 A Year

Cooking experts figure that the SMP Enameled Ware Roaster will save the average Canadian family fully $24.00 a year in meat bills. The secret is, it roasts the meat with very little shrinkage. Also, it makes cheap cuts taste like the best ones.

You place the roast in the roaster, put on the cover; the roaster does the rest. No basting required. Every roast is perfectly cooked.

The cover fits close, so that cooking odors cannot escape. Grease can't spatter out, which means a sweet clean oven. Prices range from 85c. to $3.50 each, depending on size and finish—and don't forget the saying of $24.00 yearly.

SMP
Enameled Ware
ROASTERS
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THE MERCHANTS' CORNER

Planning Your Advertising.

The oftener your advertising appears, the quicker it builds up a following and the more productive it becomes. The thing to do then is to make sure your advertising appears.

Other elements enter in, however, to complicate the situation. Among these are: The amount of money a merchant can wisely use for advertising; the character and variety of stocks; the size of each advertisement; the use of other means of advertising. These and other factors, with the problems and alternatives they present, must be carefully considered in planning advertising.

The year is the logical basis for the advertising plan. Each day holds sales possibilities. You must make the most of those possibilities every day.

You must never let the public forget you. You must never give even your established trade a chance to forget you. You must exert every effort to bring in more frequently the occasional customer, and to get an ever increasing number of brand new customers.

The spending of your advertising appropriation must be spread through the entire year. The newspaper holding marked advantages obtainable in no other way, should have the bulk of the advertising. Seventy-five per cent. of the appropriation to be used in the newspapers is a conservative allotment.

TOURIST TRAVEL IN NATIONAL PARKS

Never before in their history have the Canadian National Parks in the Rocky mountains had such an influx of visitors, both by rail and by automobile, as this present season. The world is now "on wheels" and the foresight of the Parks' authorities in opening up motor roads through the parks to connect with the great lines of motor travel, both in Canada and from the United States, has resulted in an immense increase in the number of automobile touring parties entering the parks. Last year the number was twice that of 1923 and this year, from the returns already in, it is certain that the 1924 figures will be greatly exceeded. What this means will be seen when it is stated that last season there passed, both ways, through Kananaskis Gate, the eastern entrance to Rocky Mountains park, 15,448 cars carrying 61,222 passengers. Large as these figures are, they will be much exceeded this year since they have been practically equalled by the totals to the end of July, 1925. The figures for the western entrance and for the Banff-Windermere highway shows a proportionate advance. The various motor camps in the different parks are recording a greater number of parties than ever before. At Mount Rundle camp, in Rocky Mountains park, the number of camping parties up to 21st July was 1,950 as compared with 1,280 for the same period in 1924. On one day this year there were 458 parties, totalling 2,061 persons under canvas in this camp.

The number of visitors arriving by rail shows a gratifying growth, and this, combined with the increase of visitors by motor car, is reflected in the increased demand upon hotel space and in the greater use of park facilities. At Jasper Park, where the hotel accommodation was recently doubled, the Lodge has been taxed to capacity many times this season.

The year 1924 was the record one for the number of bathers at the Upper Hot Springs and the Cave and Basin in Rocky Mountains park but at the middle of July this year the number had gone over 20,000, which was several thousand in advance of the same period in 1924. The largest single day this season saw 1,078 bathers at the different pools, which was nearly fifty per cent. more than the record day of last year.

Similarly the eighteen-hole golf course at Banff has been in almost constant use, while the new course at Jasper, opened by Field Marshall Earl Haig on his recent visit, is well patronized and is receiving unstinted praise.

This state of affairs is encouraging from every standpoint. It shows that thousands of Canadians by "seeing Canada first" are keeping money circulating at home; it indicates that other thousands are coming from abroad to visit our great playgrounds and view our unsurpassed scenery, and are thus adding to our national income by the "purchase" of the only exportable commodity which never diminishes; and, above all, it is a barometer which indicates the approach of better times for Canada and for the world.

Dental Health.

Personal appearance and comfort prompt us to care for our teeth, but the bad effects of diseased teeth (such as rheumatism, neuritis, heart disease, etc) are sufficiently serious to induce us to use every means to keep our teeth healthy.

To assist every man, woman and child in Ontario in the attainment of "healthy teeth in a healthy mouth," the Department of Health, through the Division of Dental Services, is carrying out a program as follows:

(1) Providing (without charge) lectures on dental subjects.

(2) Making dental surveys of the schools without cost to a municipality.

(3) Assisting communities to establish school dental service.

(4) Promoting Dental work in hospitals (dental services being given gratuitously, the hospital supplying equipment).

(5) Assisting in the establishment of dental clinics in factories, thereby helping the worker in industry.

If you desire information about dental service in schools; if you would like a speaker for a club meeting; if you want to know about dental clinics in hospitals or factories; if you wish copy of free pamphlet on "Proper Care of the Teeth," write to the Department of Health of Ontario, Spadina House, Toronto.

Had Acquired the Taste.

Missionary (much encouraged)—"So you like religion very much?"

Cannibal—"Yes, we acquired a taste for it from the last two missionaries we had."

A GRATEFUL LETTER

From a Lady Made Well by Dr. Williams' Pink Pills.

"I wish from my heart I could persuade every person who is run down in health to give Dr. Williams' Pink Pills a trial." Thus writes Mrs. Louis Mitchell, Oak Point, Man., who further says:—"About a year ago I was a weak woman, suffering from a run down system and impoverished blood. Any little exertion would cause my legs to tremble and my heart to throb violently. I could not sweep a room or walk fifty feet without being exhausted. Then I began taking Dr. Williams' Pink Pills and after taking only six boxes I am as well and strong as ever. I can walk and run without stopping every few seconds gasping for breath as previously. Dr. Williams' Pink Pills will be my stand-by in the future if ever my blood needs building up again, and I shall always find pleasure in recommending them to anyone needing a tonic.

There are many troubles due to weak, watery blood which can easily be overcome by a fair use of Dr. Williams' Pink Pills. The sole mission of this medicine is to enrich and purify the blood and when that is done all the varied symptoms of anaemia disappear, and good health returns. You can get these pills through any dealer in medicine or by mail at 50 cents a box by writing The Dr. Williams' Medicine Co., Brockville, Ont.

A Grim Jest!

When the Titanic disaster horrified the civilized world, one of the tales of miraculous escape concerned Oscar Palmquist, of Bridgeport, Conn.

When the Titanic smashed into the iceberg Palmquist was flung into the ice-cold midnight waters of the Atlantic. He swam for hours, hopeless of saving his life, but dauntlessly refusing to let himself give up. The icy waters chilled him to the bone. He was bruised and battered by floating debris. Again and again the waves broke over his head, or eddies sucked him under.

But he swam on! Kept afloat by his indomitable will-power, and by his strength and prowess as a swimmer.

At last after many hours, a rescue ship picked him up, more dead than alive. He recovered quickly from his hideous experience none the worse for it.

A few months ago the newspapers recorded Palmquist's death. He was drowned in a pool barely six feet deep.

Britain Leads in Wireless Progress.

The new wireless station which the British Government expects to open next year at Rugby will make it possible for Great Britain to talk to the entire world without the aid of intermediaries. Trials start in November, with twelve "Eiffel Towers," as the giant masts, which rise 820 feet in the air, are called. Never before has the Eiffel Tower in Paris been approached so nearly in height within the British Empire, although the famous tower in Paris is 90 feet high. The masts are among the tallest in the world, and are twice the height of St. Paul's dome. Five other stations are being built simultaneously with Rugby—at Bodmin, Bridgewater, Skegness, Grimsby and Dorchester. Britain confidently hopes to lead the world in wireless development, and link up with the Mother Country not only the far-flung Dominions and colonies, but every other part of the world.

Cherry Ripe.

Bill Bird—"It's a cinch these cherries will never make a pie!"

A Family of Z's.

Some persons have a queer, not to say a perverse, humor in names, and when they happen to be parents they often inflict on their offspring names that are a lifelong embarrassment. A writer in the Boston Herald recalls the case of a man named Zuriel Cook, who, having been cursed with an outlandish name, determined that all his children should suffer with him.

Zuriel Cook married Polly Lombard at Henderson, New York, early in the nineteenth century. His large family of children were named as follows: Zuriel, Zeresa, Zeremo, Zelnus, Zephronia, Zerodia, Zedina, Zegotus, Zelora, Zethaniel, Zeruth, Zelobus, Zedella and last of all James.

It is fair to presume that James was a posthumous child. If Mr. Cook had lived the boy would probably have been named Zephaniah or Zerubbabel.

Last Liar Has Best Chance.

"When I was in India," said the club bore, "I saw a tiger come down to the water where some women were washing clothes. It was a very fierce tiger, but one woman with great presence of mind, splashed some water in its face—and it slunk away."

"Gentlemen," said a man in an arm chair, "I can vouch for the truth of this story. Some minutes after the incident occurred, I was coming down to the water. I met this tiger, and as is my habit, stroked his whiskers. Gentlemen, those whiskers were wet."

Willie's Proxy.

"Willy, won't you have some more ice cream?"

"No, ma'am. Mother says I don't want any more."

Color Six Centuries Old.

Beige, the fashionable color of the day, was popular six centuries and more ago. Monks who illuminated old manuscripts used this color for garbing their saints and angels.

Minard's Liniment for Distemper.

Treaty Provides for Boundary Adjustments

Slight adjustments in the International Boundary between Canada and the United States which will remove certain anomalies and otherwise simplify the work of the International Boundary Commission, are provided for in a treaty signed at Washington on 24th February 1925. All matters concerning the boundary between the Dominion and the United States are handled by a joint commission composed of one commissioner from each country, Mr. J. D. Craig, Director General of Surveys, Department of the Interior, being His Britannic Majesty's Commissioner.

Maps of the vicinity of the northwesternmost point on the lake of the Woods, based on notes of the surveys of 1872, showed that this meridian boundary intersected in five places the boundary passing through the lakes and the treaty recently signed provides for the moving of the boundary point known as the "northwesternmost point" of the lake of the Woods 4,785 feet due south, and thereby transferring to Canada two small water areas of about two and a half acres in extent which were formerly part of the United States, but which were entirely surrounded by Canadian waters, a somewhat anomalous situation. The treaty also stipulates that the boundary south of the provinces of Manitoba, Saskatchewan, and Alberta, shall consist of a series of straight lines joining adjacent boundary monuments, instead of the present series of curved lines which are difficult of determination. The straight lines never deviate from the curves ones more than a few inches, and the total area involved is only about 25 acres, along a boundary of 853 miles in length. In this case the United States is the gainer. A small zone of water in Grand Manan channel between the provinces of New Brunswick and the state of Maine and formerly of controvertible jurisdiction, has been divided between the two countries by extending the boundary 2,383 metres from its former terminus, to the high seas. The treaty also provides for the permanent maintenance of the boundary line in a state of effective demarcation, by repair and renewal of boundary monuments and the reopening of boundary vistas.

The adjustment of the boundary in the Lake of the Woods region is a matter of considerable satisfaction. The earliest reference to the point is contained in the description of the boundaries of the United States in the treaty of Paris of 1783. By the treaty of Ghent, 1814, commissioners were appointed to decide upon the boundary through the Great Lakes as far west as the northwestern most point of the Woods. In 1818 the 49th parallel of latitude was decided on as the boundary from the lake of the Woods to the Rocky mountains. In 1824 the latitude and longitude of the northwesternmos point in the lake of the Woods was determined, and in 1872 a line was run south connecting this point ad the 49th parallel.

MANY MOTHERS RECOMMEND THEM

Baby's Own Tablets Are Fine for Nervous, Sleepless Children.

From Canada the fame of Baby's Own Tablets is spreading over the world. Mothers recommend them to other mothers and wherever they are tried nothing but words of praise are heard for these pleasant tasting little tablets that promptly relieve the minor ailments of young children.

"Baby's Own Tablets are one of the best remedies for children's ailments I have ever used," says Mrs. Arthur T. Allen, of Auburn, Me. "My little girl was nervous and could not sleep. I tried the tablets and she was relieved at once. She was also troubled with constipation and nothing seemed to help her. I had used the tablets but a short time before her bowels were regular. All mothers should keep Baby's Own Tablets in the house for they are a valuable remedy."

Baby's Own Tablets are sold by all druggists or will be mailed on receipt of price, 25 cents per box, by the Dr. Williams' Medicine Co., Brockville, Ont. A little booklet, "Care of the Baby, in Health and Sickness," will be sent free to any mother on request.

There are certain creatures which never feel the pangs of thirst, for they are so constituted that drink is unnecessary to them, and they never swallow a drop of water in their lives. Among these animals are certain gazelles of the Far East and llamas of Patagonia.

Ask for Minard's and take no other.

That the earth is much older than the sun is the opinion of a well-known scientist.

The timber of an oak is not really much good until the tree is about a century old.

WE WANT CHURNING
CREAM

We supply cans and pay express charges. We pay daily by express money orders, which can be cashed anywhere without any charge.

To obtain the top price, Cream must be free from bad flavors and contain not less than 30 per cent. Butter Fat.

Bowes Company Limited,
Toronto

For references—Head Office, Toronto, Bank of Montreal, or your local banker.
Established for over thirty years.

Perhaps you are using good tea. We think "Red Rose" extra good. *Won't you try it?*

RED ROSE
TEA "is good tea"

The same good tea for 30 years.
57

Mother-in-Law's Mistakes.

The mother-in-law of a young wife is undoubtedly in a difficult position. She has brought up her son, often at very great sacrifice. When he comes to her with the news that he has decided to get married she is full of mixed feelings.

Every mother is certain that the girl will not be good enough for her boy. She looks at her with critical eyes, and later on, after the wedding, cannot resist pointing out the young wife's mistakes to her son and pointing them out also to her husband.

The young wife won't understand her mother-in-law's feelings until she is a mother-in-law herself.

Most of the interference of relatives is meant kindly, although it is done so clumsily that it fails absolutely in its object.

The little blunders of early married life never do much harm, certainly not so much harm as the quarrels that ensue when relatives interfere.

The greatest mistake early married people can make is to live with the parents of either after marriage.

The first year of marriage is a year of adjustments. Young people, during an engagement, see each other at their best. After marriage they find out all sorts of little things about each other, things that disappoint, untidiness and tobacco help them to bear them.

If they are alone the differences soon fade. When relatives are there the temptation to criticize is too great to resist, and once a person is dragged in, all the peace that is so important a part of married life, vanishes.

Young people should insist on building alone, even if they can get only one room. And young wives will be wise, and keep out until the period of adjustment is over.

How Plants Travel.

Most people would be surprised if told that the dandelion growing on their back lawn had its origin in Africa. Yet this might easily be so, for seeds do travel in the most remarkable way.

How, then, do they do it? One way is by air. Those that travel in this manner have a kind of parachute attached to their seeds, by means of which they can be carried by the wind for miles before they finally come to earth and grow.

Others with the aid of a light float take a sea voyage and travel with the current of the water for great distances. But by far the most interesting way of all is the seed that travels with animals and birds. This is done with the help of a hook or attachment which clings to the animal's fur.

Charles Darwin once took from the foot of a wandering bird a small fragment of hardened earth. This he moistened and warmed, and waited with curiosity to see whether or not anything would grow from it. To his surprise no fewer than sixty plants sprang from this small piece of soil.

The Price Cutter.

Tell me not in smiling accents
Selling costs are what they seem,
And the man who cents for cents
Gets the lion's share of cream.
If you strive to build a business
Do not be a human sieve
Letting leak your needed money
Trusting luck will let you live.
Lives of dead ones all reminds us
What it means to sell on prices;
Their departure makes room sooner
To sell right and not sell lower.
For no trade can long be joyous
To a man who sells all right
Can't deliver—whose goods don't satisfy
On the interest of his profits.

Exchange.

Minard's Liniment used by Physicians.

With an area about [illegible] times the size of the Wembley Exhibition grounds, London's fit [illegible] greatest reservoir will be ready for opening shortly.

SHIP US YOUR
POULTRY, GAME, EGGS, BUTTER AND FEATHERS
—WE BUY ALL YEAR ROUND—
Write today for prices—we guarantee them for a week ahead
P. POULIN & CO. LIMITED
36-39 Housewares Market, Montreal

Genuine BAYER
ASPIRIN
Say "Bayer"—Insist!
For Colds Headache
Neuralgia Rheumatism
Lumbago Pain
Safe Accept only a Bayer package which contains proven directions
Handy "Bayer" boxes of 12 tablets
Also bottles of 24 and 100—Druggists
Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylicacid.

Sheep on Manitoulin Island.

Sheep raising has, for many years, been an important branch of farming on Manitoulin Island, Ontario. Besides the good outlet for lambs to tourist camps during the summer months large numbers of lambs have been marketed in the fall in Toronto and other centres. Owing to a dry season a few years ago, the sheep population of the island fell away to some extent but it is steadily building up and with better stock than was previously raised.

The male of the honey-bee comes between the queen and the workers in size, and is stingless.

Keep Minard's Liniment in the house.

Regarded as the largest of its kind in the world, an oak tree was recently blown down in California. It is believed to be from 700 to 1,000 years old.

CAPO POLISHES FOR ALL PURPOSES
"Makes old like New"
Staon Stove Polish
Odorless Stove Pipe Enamel
The Capo Polishes Ltd., Hamilton
LESS WORK BETTER RESULTS CAPO

Try MURINE FOR YOUR EYES
Wholesome Cleansing Refreshing

STIFFNESS
of any kind can be quickly relieved by massaging with
MINARD'S "KING OF PAIN" LINIMENT

Cuticura Talcum
is cooling and refreshing after shaving
Men who have tender, sensitive skins easily irritated by shaving will find Cuticura Preparations ideal. The new freely-lather[illegible] Cuticura Soap Shaving Stick permits shaving twice daily without irritation of the skin. Cuticura Talcum, an antiseptic powder, is soothing and cooling to the most tender skin.
Sample Each Free by Mail. Address "Cuticura," Dept. "Telegram," Ltd., Montreal. Price, Soap 25c. Ointment 25c. and 50c. Talcum 25c.
Cuticura Shaving Stick 25c.

PAINS IN LEFT SIDE AND BACK

Other Troubles Women Often Have Relieved by Lydia E. Pinkham's Vegetable Compound

Lachine, Quebec.—"I took Lydia E. Pinkham's Vegetable Compound because I suffered with pains in my left side and back, and with weakness and other troubles women so often have. I was this way about six months. I saw the Vegetable Compound advertised in the 'Montreal Standard' and I have taken four bottles of it. I was a very sick woman 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, 56 Notre Dame Street, Lachine, Quebec.

Doctor Said an Operation

Provost, Alberta.—"Perhaps you will remember sending me one of your books a year ago. I was in a bad condition and would often awful pains at times and could not do anything. The doctor said I could not have children unless I went under an operation. I read testimonials of Lydia E. Pinkham's Vegetable Compound in the papers and a friend recommended me to take it. After taking three bottles I became much better and now have a bonny baby girl four months old. I do my housework and help a little with the chores. I recommend the Vegetable Compound to my friends and am willing for you to use this testimonial letter."—Mrs. A. ADAMS, Box 62, Provost, Alberta.

ISSUE No. 39—25.

REWARD
MISSING
Andrew Gump Esq.

Where Is Andy Gump?

THE Gump family is plunged in gloom! Min and Chester are desolate. Andy, the breadwinner, is still missing. Dame Rumor says that Andy is headed back to Toronto. There'll be a real clue next week.

Meanwhile, the best comic strips and magazine features are found every day in THE EVENING TELEGRAM. Rube Goldberg, Gluyas Williams, Blosser, Chic Young, W. J. Enwright and others are daily contributors.

Read THE EVENING TELEGRAM every day for laughs as well as news. It is Toronto's favorite newspaper—read in five out of six homes. Buy it to-night from your news agent or subscribe now.

WHERE'S MY PAPA?

29 Reasons Why You'll Enjoy The Telegram

1. Uncle Wiggily comic strip.
2. Fashion pictures and news.
3. Authoritative financial page.
4. Dumb Dora comic strip.
5. Freckles and His Friends comic strip.
6. Daily recipes.
7. Sporting pages.
8. Rube Goldberg comic strip.
9. Fairy tale.
10. Cornelia's column.
11. Grain and live stock quotations.
12. Serial story.
13. Color cut-out.
14. Society news.
15. "What's Trump in Poultry?"
16. Radio page.
17. Short stories.
18. Flapper Fanny says.
19. Uncle Wiggily Bed-time Stories.
20. Tips to housewives.
21. Club activities.
22. Cartoons.
23. Daily puzzles.
24. Golfing instructions.
25. Chess and checker problems.
26. "Salesman Sam."
27. "Out Our Way."
28. Latest world news.
29. Gluyas Williams' drawings.

THE EVENING TELEGRAM
TORONTO - - ONTARIO