

THE DOCTORS

I like to talk with business men, with bankers and with clerks. And I can spend a pleasant hour with any one who works.

THE OLD MAN OF THE BIG CLOCK

THE OLD MAN OF THE BIG CLOCK. I saw her when life's tide was high. When youth was hovering 'er head.

LIFE'S MORNING, NOON AND EVENING

I saw her when life's tide was high. When youth was hovering 'er head. When she was dancing in her eye.

Menu Hints

Recipes for New and Novel Dishes; Household Ideas and Suggestions

By Betty Barclay. PRUNE WHIP DELICACY. 1 package of orange junket. 1 pint milk.

BANANA CANOE. 4 bananas. 2 oranges. 2 slices pineapple.

ORANGE AND PEANUT BALAD. 1 banana. 2 oranges. 1/2 cup peanuts.

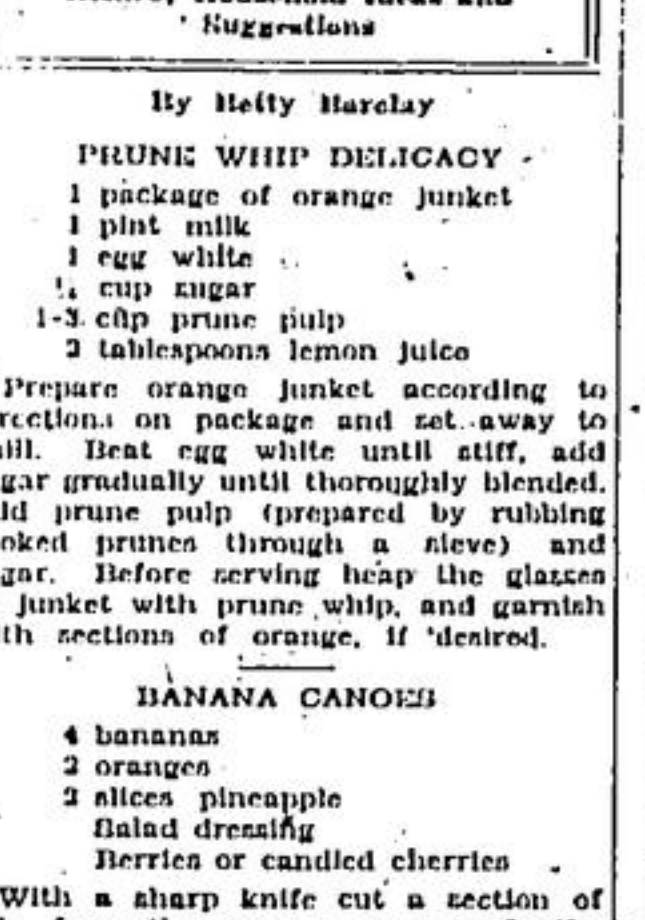
RICE WITH DATES. 1 cup rice. 2 cups boiling water. 1 teaspoon salt.

NO OPENING FOR HIM. "Morning Governor in" inquired a confident-looking stranger of a young man who was standing in a morning village grocery store.

ONE WHO. An amusing little incident of her career as a lecturer was related the other day by a brilliant woman who is known to American audiences from coast to coast.

CHARACTER GAUGES. Show me the man who habitually leaves the top of his footprints of a shoving crowd and I'll show you the man who will leave his watch in the rummaging of a crowd.

Fashions for the Smart Woman

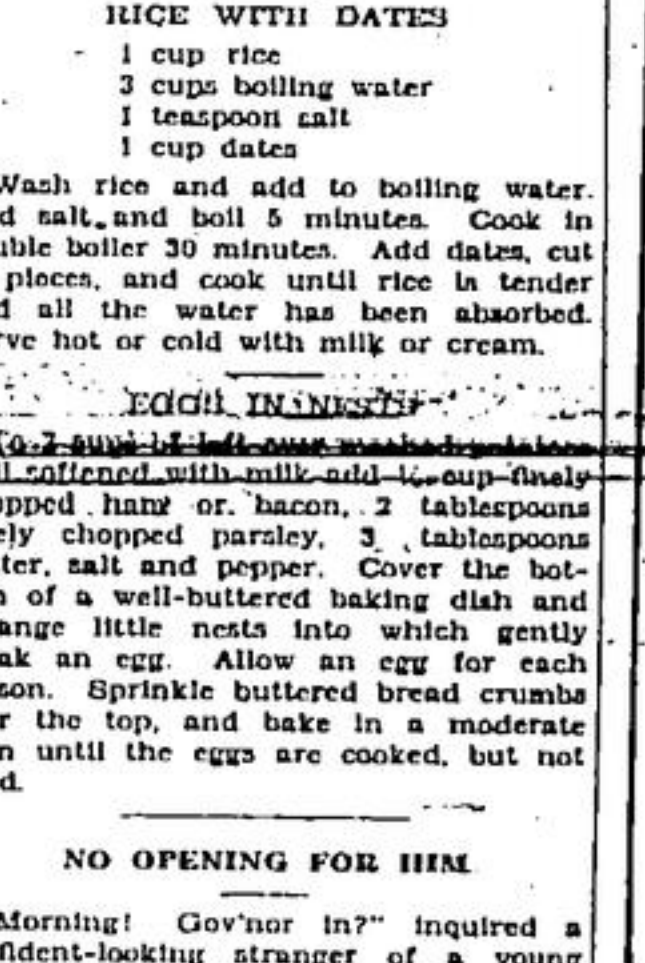


UNUSUAL NECKLINE

The scarf effect is portended for continued and more charming use as the winter season progresses.

CHILD'S LINGERIE. It seems as though the young girl was never too young to start her wardrobe for the loveliest of lovely things in underwear.

Fashions for the Smart Woman



CHILD'S LINGERIE

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GEMS OF THOUGHT. Be brief, that the mind may catch thy precepts, and the more easily retain them.—Horace.

OPTOMETRY. It's Value to the Public. BY A. D. NAVAGE, Guelph, Ontario.

THE EFFICIENT PERSON. Must be comfortable. He cannot be hampered by headaches or an unstable nervous system.

Acids in Stomach Cause Indigestion. Medical authorities state that nearly nine-tenths of the cases of stomach trouble, indigestion, burning, gas, bloating, nausea, etc., are due to an excess of hydrochloric acid in the stomach.

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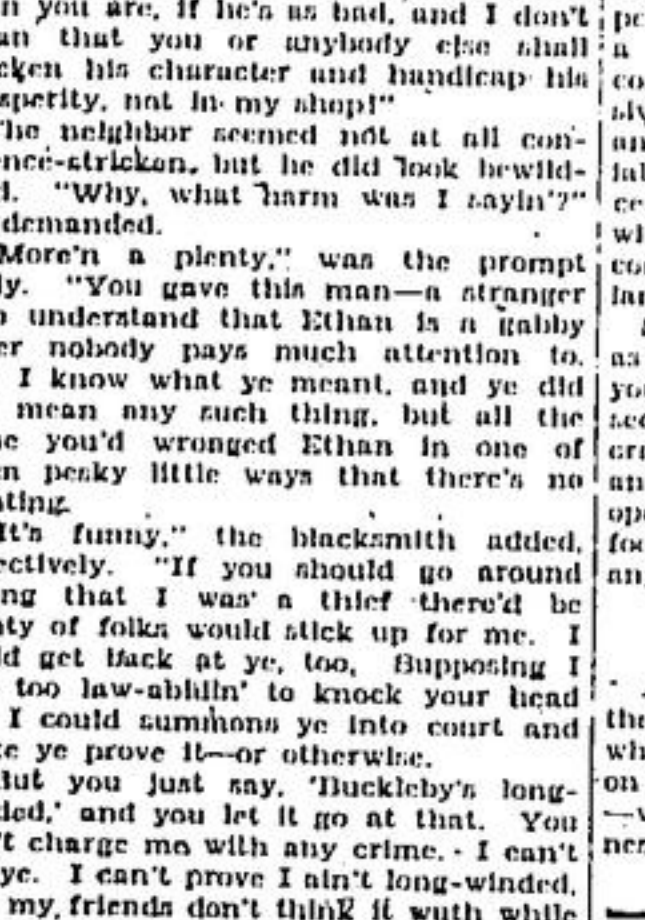
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Trouble Signs For Those Past 40

Weakness, Nervousness, Headache, Frequent, Painful, Urination, Getting-up-Nights

The employment agencies and general industry of Boulder, Colorado, are full of trouble signs.

While correct, if neglected, it is ordinarily a simple matter to relieve these troubles by the treatment of the cause.

It is a matter of fact that the value of the human body is not in its ability to stand up to the strain of a long life.

A meandering stream usually takes the path of the least resistance. A man who follows that path is likely to take a long and winding way to the end.

Listen In Monday Nights Starting December 3rd THE VOICE OF FIRESTONE

8.00 p. m. Eastern Time OVER THE RED NETWORK—41 STATIONS

Hear something new—surprising—different—35 piece orchestra—internationally known soloists—male octette—the latest and best in radio entertainment.

Did You Ever Stop To Think

That people are well sold on the advantages of buying from persistent advertisers.

That quality and advertising pull together in an intelligent way.

That steady advertising leads to steady business. It keeps old customers.

That persistent advertising brings new customers and causes them to come back for more.

That business concerns who have the best in quality and service advertise and sell them.

That advertising inspires confidence because it offers protection to buyers and profits to sellers.

That advertising is a tremendous factor in the building of business. Without its aid no business can succeed.

That the right kind of advertising of the right kind of business or service will always bring better business.

That advertised lines are in demand; unknown lines are not. Profits are made on sales—not on "shelf-warmers."

When a Merchant Makes a Dollar on Well Advertised Merchandise and Loses a Dollar on Unknown Merchandise, it Should Not Take Him Long to Find out Which is the More Profitable to Handle

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