

## BLEMISHES OR THE SKIN

Are Proof the Blood is in a Weak and Watery Condition.

One of the surest signs that the blood is out of order are the pimples and unsightly eruptions that break out on the face or body. The same condition is indicated by an attack of eczema or scrofula. You cannot get rid of these troubles by the use of purgative medicines, as so many people try to do. Purgatives merely gallop through the system and leave it still weaker. What is needed when the blood is shown to be out of order is a tonic which will restore its missing elements and leave the blood rich and red. For this purpose there is no other tonic can equal Dr. Williams' Pink Pills, every dose of which helps enrich the blood, drives out impurities, and brings a new feeling of health and energy. Mrs. R. E. Bishop, Hawthorne Ave., Hamilton, Ont., tells for the benefit of others what these pills did for her. She says: "I was suffering terribly from scrofula. I doctored with several doctors, but without success. My complexion was sallow; I had no strength, feeling very weak and languid. My neck was full of lumps called scrofula, and at times they were very painful. After trying several so-called blood medicines, Dr. Williams' Pink Pills were recommended to me and I got half a dozen boxes. After taking them I found a decided improvement in my appearance, and to my joy the lumps were disappearing from my neck. I persevered in the treatment, and finally the only sign left of the trouble was a scar on my neck where one of the swellings broke. Since that time I have been in robust health and heartily recommend Dr. Williams' Pink Pills to any suffering from impure blood."

You can get these pills through any medicine dealer or by mail at 50 cents a box from the Dr. Williams' Medicine Co., Brockville, Ont.

### Just Words.

Mrs. Mary Austin, in her recent book, *Everyman's Genius*, declares: "Few people will see in the present craze for the cross-word puzzle a device of the deep self to provide itself with a larger English vocabulary, in which to deliver the rapidly ripening fruit of social experience, but I make no doubt that this will prove to be the case."

The shallow selves of the casual reader and the ardent puzzle fan will hardly accept such a profoundly serious explanation of their enjoyment of a clever diversion. But they will certainly not deny the extension of their vocabulary, not only by the addition of new words, unfamiliar variants of old ones, terms of chemistry, anatomy, zoology and other sciences, but by the inclusion of mythological and historical names and scraps of foreign languages.

Does there remain in this country, I wonder, humorously inquired one puzzle-solver recently, "any human being who sees a newspaper and can wield a pencil who has not made acquaintance with Ra, the sun god, Bos, the goddess of dawn, Ate, the goddess of mischief, Og, king of Bashan, and Gog, co-giant with Magog? It cannot be!"

Another puzzle-worker, a trifle cross with "any who deprecate cross-word puzzling," challenges them to define, off-hand, twenty-five of her newly acquired words, "reeled off without stopping to think or choose, but all perfectly good words." If you too solve cross-word puzzles, you probably know them also. If not, do you?

Although certainly "perfectly good" for use when you need them, they are surely such as you are likely to need very often, but here they are:

All, al, ken, em, en, eff, rot, ryot, yen, ob, ob, om, orlon, aye, aye, stale, own, dulce, cam, taal, proa, moa, pawl, pac, pac.

### Maxims by One Who Made Them:

Let every one attend to his own business and to the duties of his office, if they will then be better discharged.

Let religious sects be carefully extirpated as soon as they spring up, it might be too late afterward.

Endeavor to acquire a perfect knowledge of the rules of civility and politeness; these tend to maintain cordiality.

Avoid slander and abstain from malicious accusations.

Let those who cultivate the earth and breed silkworms be esteemed and respected; you will then want neither grain for your nourishment nor clothing to cover you. Confidus.

### Don't Worry.

Doctors have been gathering statistics on nervous diseases, and their tendency to shorten life, and have issued a remarkable bulletin against worrying.

So far as is known, the bulletin says, "no bird ever tried to build more nests than its neighbor; no fox ever fretted because he had only one hole in which to hide; no squirrel ever died of anxiety lest he should not lay by enough nuts for two winters instead of one; and no dog ever lost any sleep over the fact that he did not have enough bones laid aside for his declining years."

### Encouragement.

She (as train tools at grade crossing) "George, you go right ahead. Don't let that big brute bully you."

## EARL HAIG AS ENGINE DRIVER



### Is Music a Language?

"Programme music" has become so much the mode, music which dismisses that "beauty" of the kind that might be called classic, that it is interesting to read an expression from Mendelssohn—who probably surpassed all others in the balance of the classic and romantic spirits in music—in a letter written by a young poet to the composer asking if he had succeeded in embodying the sentiments of certain of his compositions in a set of poems written for this purpose.

"You give the various numbers of the book such titles as 'I think of Thee,' 'Melancholy,' 'The Praise of God.' A Merry Hunt. I can scarcely say whether I thought of these or other things while composing the music. Another might find I think of Thee where you find Melancholy, and a real hunman might consider 'A Merry Hunt' a veritable 'Praise of God.' But this is not because, as you think, music is vague. On the contrary, I believe that musical expression is altogether too definite that it reaches regions and dwells in them which words can not follow it and must necessarily go lame when they make the attempt as you would have them do."

### A Marriage Mischief.

A Frenchman, whose bride has failed to preserve after marriage the glamour of courtship days, has brought an action for damages against her parents. He claims compensation on the ground that they "deceived him as to the qualities of his wife."

A further point in the case for this disappointed husband is the statement that "contrary to the information given to him before marriage, the family into which he married contains some most undesirable characters."

Marriage seems to be much the same in France as in Canada, only Canadian husbands don't make a song about it!

Canadian orchards grew fruit worth \$24,000,000 last year.

Minard's Liniment for Corns and Warts

## THE MERCHANTS' CORNER

### Cultivating a Preference for Your Goods.

Every purchase is made as the result of desire. The desire may be to satisfy an actual need—acquire a necessity to go without which is hardship. Or it may be a desire to satisfy convenience, comfort, pride, pleasure in a luxury, or any of a score of impulses.

Mighty few purchases are made on the spur of the moment. The desire that finally crystallized into the action of buying may have existed for days, weeks, months, even years. Desire for this thing struggles with desire for that thing. Surplus money is so little that desires can be satisfied only one at a time in the case of most people. Choice must be made—many desires must wait for realization.

Preference for your merchandise, therefore, must be cultivated. It is up to you to do that cultivating. Competition in desire comes before competition in stocks, in price, in service. It is not competition with fellow merchants in your line that is the big competition. The big competition is in de-

sire for ten thousand things you do not sell. Your problem is to have desire for your goods stronger than desire for the goods of others—to cultivate preference for your merchandise.

Cultivation requires work and time. It requires constant effort. It requires systematic planning and systematic execution.

All people have desires. All people have some surplus money that is not spent for vital necessities. All people buy some things you sell. The public as a whole is your sales territory.

You do not know who will buy, or what, or when. You do know that the more interest you can get everyone to take in your merchandise, the more general you can make desire for it preferred—the more sales you will make. Such general desire can not be aroused or maintained unless you are reaching all the people all the time, in a way that is agreeable to them, with interesting messages about your goods.

Advertising is cultivating preference for your goods.

### My Dog.

I have no dog, but it must be somewhere there's one belong to me. A little chap with wagging tail, And dark brown eyes that never quail, But look you thro' and thro' and thro' With love unspeakable, but true.

Somewhere it must be I opine, There is a little dog of mine, With cold black nose that sniffs around. In search of what things may be found In pocket or some nook hard by, Where I have hid them from his eye.

Somewhere my doggie pulls and tugs The fringes of rebellious rug, Or with the mischief of the pup, Chews all my shoes and slippers up, And when he's done it to the core, With eyes all eager pleads for more.

Somewhere upon his hinder legs My little doggie sits and begs, And in a wistful minor tone, Pleads for the pleasure of the bone I pray it may be his owner's whim To yield and grant the same to him!

Somewhere a little dog doth wait It may be by some garden gate, With eyes alert and tail attent— You know the kind of tail that's meant,— With stores of yelps of glad delight To bid me welcome home at night.

John Kendrick Bangs

## SAVE THE CHILDREN

Mothers who keep a box of Baby's Own Tablets in the house may feel that the lives of their little ones are reasonably safe during the hot weather. Stomach troubles, cholera, infantum and diarrhoea carry off thousands of little ones every summer, in most cases because the mother does not have a safe medicine at hand to give promptly. Baby's Own Tablets relieve these troubles, or if given occasionally to the well child they will prevent their coming on. The Tablets are guaranteed by a government analyst to be absolutely harmless even to the newborn babe. They are especially good in summer because they regulate the bowels and keep the stomach sweet and pure. They are sold by medicine dealers—or by mail at 25 cents a box from the Dr. Williams' Medicine Co., Brockville, Ont.

### A Bird Falls.

T. hunter fired a gun with telling skill, His mark a bird, which fluttered to a mound, Rolled over and died without complaint or sound.

A fluff of feathers and an open bill, The relic of this speck of life, a thrill The less on earth, where cruel lusts abound,

A tiny bit of energy around, A gem to Beauty lost, a voice now still; Yet Truth and Beauty will reflect their light.

Until the heedless are a vanquished throng, And blood lust shall no more the world brighten,

When men who kill for sport shall sense the wrong,

And know the shot that stops the finch's flight.

Kills not a bird, but more—a song.

The Critic

### Caste.

The man whose costly radio set Enables him with ease to get

The programs from some distant place Without of static roar a trace.

Looks down with supercilious sneer Upon the chap who cannot hear A sound from stations farther, say Than fifteen hundred miles away.

This man, in turn, regards with scorn The common person, lowly born Whose limit with his radio Is fifty dinky miles, or so.

While both of these, with uplish eye Will pass the mere plebeian by Whose set is cheap and homemade things.

Of wire and wood and tin and string Can only tap the atmosphere.

For concert stuff absurdly near, And thus is formed, by fate's decree, A radio aristocracy.

A middle class and peasantry.

A. H. Folwell

Manganese has never been mined to any extent in Canada, but during 1924 shipments amounting to 584 tons valued at \$4,058 were made from the Province of New Brunswick to the Province of Quebec.

### Frozen Flowers.

The flower trade has entered on a new phase as the result of a recent experiment, which proves that cut blooms can be carried in cold storage. This may come to mean that cut flowers can be had all the year round in much greater variety and at cheaper prices than at present.

Considerable interest was taken in the experiment, which was entirely successful. The flowers selected for the "trial trip" were peonies grown in Montreal. They were packed in containers and placed in cold storage on a liner, and were in splendid condition when they reached London. They had not suffered by the journey in any way.

It is stated that the flowers were kept during the voyage at a temperature varying with the humidity of the atmosphere. For the best results a temperature below 40 deg. Fahr. is required.

At first the blooms carried in cold storage may be of the rarer and more expensive kinds, but in course of time "frozen" flowers may become as democratic as chilled beef. But where will be the thrill of the first "harbingers of spring" when we have flowers in abundance all the year round? Progress does have its disadvantages.

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