

## 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. Louise 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 weep 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 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 Zurlie Cook, who, having been cursed with an outlandish name, determined that all his children should suffer with him. Zurlie Cook married Polly Lombard at Henderson, New York, early in the nineteenth century. His large family of children were named as follows: Zurlie, Zeressa, Zeremo, Zelous, Zephronis, Zerofid, Zedina, Zegotus, Zedora, Zethaniel, Zeruth, Zelobus, Zedelia 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.

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.

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. Established over 60 years. 36-39 Bonsecours Market—Montreal.

## A Poem You Should Know.

Sigh no more, ladies, sigh no more; Many gem-like songs are found in Shakespeare's plays. The following is Balthazar's song in "Much Ado About Nothing":  
Sigh no more, ladies, sigh no more; Men were deceivers ever; One foot in sea, and one on shore; To one thing constant never; Then sigh not so, but let them go, And be you blithe and bonny; Converting all your sounds of woe Into, Hey nonny, nonny.  
Sing no more ditties, sing no more Of dumps so full and heavy; Tho' fraud of men was ever so, Since summer first was leavy, Then sigh not so, but let them go, And be you blithe and bonny; Converting all your sounds of woe Into, Hey nonny, nonny.

## Sentence Sermons.

A Good Loser—Always has more friends than a poor winner.  
—Finds it easy to accept defeat by remembering that to-morrow means a new chance.  
—Is one who keeps his self-respect even though he loses the game.  
—Has never lost until he loses his head.  
—Is always the first to get a new opportunity.  
—Is one who put principles above profits.  
—Saves the time that poor losers spend framing up alibis.

## 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 municipalities 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.

## 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 terrified 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, 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 falls 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 young 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, until tenderness and tolerance help them to bear them.

If they are alone, these differences soon fade. When relations are there the temptation to confide is too great to resist, and once a third person is dragged in, all the privacy that is so important a part of married life, vanishes.  
Young people should start nest-building alone, even if they can get only one room. And relations will, if they are wise, stand aloof until the period of adjustment is past.

Cherry Ripe.  
Bill Bird—"It's a cinch these cherries will never make a pie!"  
Color Six Centuries Old.  
Belge, 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.  
With an area about four times the size of the Wembley Exhibition grounds, London's latest and greatest reservoir will be ready for opening shortly.  
Ask for Minard's and take no other.

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 wing or parachute attached to their seed; 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 hooked 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 eighty plants sprang from this small portion of soil.

## How Plants Travel.

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 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.

## 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.

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.

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.  
Last Year 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."

Willy's Proxy.  
Willy, won't you have some more ice cream?  
"No, ma'am. Mother says I don't want any more."  
Minard's Liniment for Distemper.

**REWARD**  
  
**MISSING**  
**Andrew Gump Esq.**

Where's my PADA?

**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.

**29 Reasons Why You'll Enjoy The Telegram**

1. Uncle Wiggly 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 Wiggly 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

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.

**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 occasion at 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.

**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 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.

Vacuum cleaners are now being used to groom horses in the U.S. army.  
**MURINE**  
FOR YOUR EYES  
Wholesome Cleansing Refreshing  
**STIFFNESS**  
of any kind can be quickly relieved by massaging with  
**MINARD'S "KING OF PAIN" LINIMENT**

**The Price Cutter.**  
Tell me not in smiling numbers,  
Selling costs are what they seem,  
And the man who cuts for orders  
Gets the lion's share of cream.  
If you strive to build a business,  
Do not be a human sieve—  
Letting leak your needed profit.  
Trusting luck will let you live,  
Lives of dead ones all remind us  
What it means to sell on guess;  
Their departure makes us keener  
To sell right and not tell less.  
For no trade can long be loyal  
To a man who's all regrets  
Can't deliver, whose just living  
On the interest of his debts.  
—Exchange.

**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-lathering 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 Free by Mail. Address: Cuticura Dept., Shohola, Pa. Price, Soap 25c, Talcum 25c, Cuticura Shaving Stick 25c.

**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 - Manufacturer of Monoacetic Acid Ester of Salicylic Acid.

**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. It was a very nice 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. Ross, 580 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 suffer 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 chore. I recommend the Vegetable Compound to my friends, and am willing for you to use this testimonial letter." - Mrs. A. A. Adams, Box 64, Provost, Alberta, O.

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