MELTING

By Juanita Hamel



Men are said to be very susceptible—even a man of snow—wny, the ice-heart of him nelts at her touch! But can't you imagine the frantic struggle of him-who, somewhere out of this picture—hurries to catch a picture of these strangely contrasting two—the nelting man of snow and the one whose cheeks are snowy-white and crimson with the flag f the heart which he adores?



Gather the same into the leather band at the neck within about three inches of meeting. The band around the neck is cut from the double to the body of the coat at the very edge of the cut in the exact size required, and stitched oo give body. There are 33 tabs of leather, to be The material I needed for this model was 31/4 yards, 36 inches wide and 1/3 yard of the

eather, one yard wide. If you have any difficulties in following the directions or the pattern I have drawn address me

at Cosmopolitan Productions, 127th Street, New York City.



KING GEORGE MEETS THE KING OF NORWAY. This Photograph was taken recently at King's Cross Station, London. From left to ght: Princess Victoria, the King, the King of Norway, the Queen of Norway and Prince

WM. WRIGLEY JR. COMPANY

October Twenty Sixth. 1921.

Canadian Daily Newspapers Association, 902 Excelsior Life Building. Toronto, Ont.

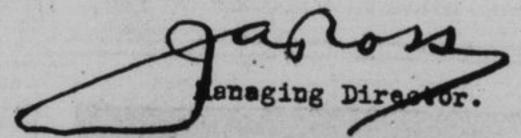
Gentlemen:

For over ten years we have used about two hundred million quarter-page advertisements, every year, in the newspapers of Canada, and this, doubtless, has constituted the greatest permanent newspaper campaign in the history of the country. Our advertising has appeared in approximately three hundred newspapers, farm papers, and a few magazines, with a total circulation of well over three million for each issue used.

We have built the Canadian WRIGLEY business on newspaper severtising, because, in the initial stage of our development, we felt that the Press was the great medium of general information. Long experience has not only substantisted that feeling, but we are convinced that without the newspapers of Canada it would have taken us a very much longer time to have made WRIGLEY'S Chewing Gums the greatest sellers in the land.

It is not my intention to belittle the importance of other forms of advertising -- perhaps for many businesses the well recognized mediums of street-car and bill-board publicity are logically the best -- but, for the development of the WRIGLEY business, there can be no question but that the daily and weekly Press of Canada has been our greatest asset in telling the people about what we had to sell.

Very truly yours,



The finest tribute that can be paid to Daily Newspaper advertising is contained in the second paragraph of this letter. The Daily Newspaper remains supreme as the advertising basis of business development, because its appeal is

Issued by The Canadian Daily Newspapers Association, Head Office, Toronto.

## Putting the Hist Into History

Vinnifred Black King Solomon did not write the

song of Solomon. Somebody else wrote it-when Solomon had been dead five hundred

years. And we're just finding out about it-so they say. Dear me, how many things I've known all my life that turn out to

be nothing but fairy tales. There's Shakespear-did he really dream Portia and Nerissa and the little candle that shed its beams so

far in such a naughty world? Did he envision Beatrice and Benedik and Romeo and Juliet? Where Queen Mab and her faithful messen-

ger, Puck, born in his brain? Or did't he have a thing to do with it, Sweet Will Shakespeare? he just a common, ale-house gossip, without a thought beyond his bread and cheese and the few poor lines he spoke in the Strollers' Theatre?

And Now They Say.

Napoleon-wasn't he a great soldier, after all, and a great intellect? Was it just some little nobody who stood behind him somewhere in the shadow, and moved him about like a

DO YOUR BOWELS

MOVE REGULARLY, OR DO THEY Become Constipated There is no medium through which disease so often attacks the system as by allowing the bowels to constipated, and there is no other trouble which flesh is heir to that is more liable to be neglected, because material inconvenience may not be felt, at once, from irregular action of the bowels. When there is not enough to him to love him. But if regular action the retention of the somebody's going to write a book decayed and effete matter, with its and tell us that Washington cheated whole system by being absorbed into he spent it, I hope I'll never find from Beunaventura to Cali. headaches, internal bleeding or protruding piles, heartburn, jaundice

MILBURN'S LAXA-LIVER PILLS properly on the bowels, thus making but by something perfectly commonthem active and regular, and remov- place and absolutely uninteresting. ing the constipation and all its allied

Mr. Samuel Buckler, Tatamagouche, N. S., writes:- "For over a year I suffered with constipation. I took several different kinds of medicine. but could only get temporary relief. was told to try Milburn's Laxa-Liver Pills. I procured two vials of was trembling under my feet.

Price, 25c. a vial at all dealers, or

Cleopatra—they're beginning to say now that she had a long nose, and slant eyes, and could never have been cast for the vamp in any really successful screen company. She was forty when Marc Antony left his Empress and his kingdom to follow her -how all the women of forty have hugged that idea to their pathetic hearts for all these years-and now, they're telling us that Antony wasn't after Cleopatra at all, herself. What

he wanted was her kingdom. Elizabeth of England, red-headed, malicious, masculine-who can make a heroine of her?

Mary Queen of Scots-how we all wanted to be Mary, when we played "Mirror." What! You don't know what I mean by "Morror?"

You got all the lace scarfs and bits of illusion and artificial flowers in the neighborhood, and went one of the other girl's rooms, when her mother had gone to the sewing circle, and you draped things over your head, and powdered your face. and somebody played slow music on the piano, and you fitted wraithlike before the mirror, and were Cleopatra, or Mary Queen of Scots, or Rowena, or the Lady of the Lake, or the Lady of Shalot-oh, it was lovely.

Only everybody always wanted to be Mary Stuart. And now-they say she wasn't even pretty, even if she did have a way with her.

Last night I read a book about George Washington and who wrote it said that Washington had a very bad temper and a rather ugly trick of swearing.

I'm afraid I like George Washington a little bit better for hearing that-he was always so perfect before. You could admire him, but somehow, you never felt onous gases, soon poisons the at cards, or pinched a penny before

> It's bad enough to know that there isn't any Santa Claus-and that the rings in the grass are made, not by Maybe King Solomon did not

> write the Songs of Solomon. Perhaps the Queen of Sheba never came to visit him, but I don't thank the ing them from the housetop They make me feel as if the earth

them, but after I had taken one I The first thing you know we shall found that I was relieved of my be hearing that the prettiest girl (pretty ones, of course) kissing each in the chorus—the blonds on the end, other we cannot help but feel dein the sea-green costume, if you'd pressed at such useless waste. call it a costume wears a wig and

ture Service Inc.

## YOUR GLASSES NEED CHANGING

If you are not getting the comfort and satisfaction you formerly did from your glasses; if you must hold print farther from you than usual; if your eyes burn, blur and tire easily, your glasses need

Recognized authorities agree that everyone should have their eyes examined at least once in two years.

How big is our own particular lite universe, which is smaller than a pin-point in comparison with the universe itself?

Photographs taken at the Mount Wilson observatory indicate that light, which travels at a speed of 186,000 miles per second, would take 1,000,000 years even at this pace to travel from one edge of it to the

Mr. John Bray, a member of the Astronomical Society of France, calculating on this basis, declares that our universe-relatively microscopic as it is—measures from edge to edge the unimaginable distance of 5,869 713,600,000,000,000 miles!

He adds that, astronomically, our solar system is small, for it would take 4,400 of such systems placed edge to edge, only to reach the near-

High Climbing Railroad.

The high-climbing railroad that erosses the western cordillers at the Andes in Colombia was thirty-five tion had to be suspended very often acts as a new spark plug-after New York Evening Post. Completed the conditions of a terrain shown tem. Don't go about under Francisco J. Cisneros, the Co- druggist in every town. lombian railroad pioneer, began work at Beunaventura in 1878. You may Store. ride now, comfortably and loftly,

Two-Story Omnibus. Facilities which a two-story omni-

bus affords sightseers have finally will regulate the flow of bile to act fairles who dance in the moonlight, been recognized in Rome, whose every corner has something to attract the eye of tourist or pilgrim. says the New York Evening Post Double-deckers similar to the familiar ones of London and New York have now begun service in the ancient city, and it is promised that all discoverers of these facts for bawl- principal monuments and ruins soon will be included in their routes.

Dancing keeps him young, says mailed direct on receipt of price by is a grandmother.

The T. Milburn Co., Limited, Toronto, Copyright, 1922, by Newspaper Feapaying the piper that brings gray hairs.

## Back

Just Behind the Shoulder or Across the Hips?

Redmac Will Remove It Like Magic.

Thousands are suffering to-day with a drawing pain behind the shoulders, at times almost dragging them down to the ground. Other have a dead pain across the hips. They let this pain go on, and all the time the disease is getting a strong er hold upon them. Now there years in the building, for construct not working. Redmac, the Tonic something wrong, one cylinder few doses the pain goes, and continual use, the trouble is mad now, it is one of the great engineer- right. Redmac is the King of ing feats of the world. Seldom have Tonics—it purifies the entire systhemselves more daunting than they when you are only 40. Take Redmust have seemed to the men who mac and feel young. Sold by on Sold in Kingston by Sargent's Drug

> Don't Neglect a Cold there; don't let colde get under Musterole on the throat and ch Réusterole is a pure, white ointmer made with oil of mustard. It des

