

MELTING

By Juanita Hamel



Men are said to be very susceptible—even a man of snow—why, the ice-heart of him melts 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 melting man of snow and the one whose cheeks are snowy-white and crimson with the flag of the heart which he adores?

WM. WRIGLEY JR. COMPANY LIMITED MANUFACTURERS OF CHEWING GUM

WRIGLEY BUILDINGS TORONTO CANADA

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.

We have built the Canadian WRIGLEY business on newspaper advertising, because, in the initial stage of our development, we felt that the Press was the great medium of general information.

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,

Jarvis Managing Director.

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 universal.

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

Advertisement for a cape, including a diagram of the garment with labels like 'Center Back Seam', 'Cape', 'Collar', and 'Hem'. Text describes it as 'Cape of Duvelyn Trimmed With Leather is Useful and Smart'.

Putting the Hist into History

Winnifred 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.

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 become constipated, and there is no other trouble which flesh is heir to that is more liable to be neglected, because material inconveniences may not be felt, at once, from irregular action of the bowels.

ly, when you come right down to it? 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.

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 "Mirror"?

High Climbing Railroad.

The high-climbing railroad that crosses the western cordillera at the Andes in Colombia was thirty-five years in the building, for construction had to be suspended very often because of lack of funds, says the New York Evening Post.

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 changing.

R. ARTHEY, R.O. OPTOMETRIST AND OPTICIAN 145 PRINCESS STREET

Pain in The 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. Others have a dead pain go on, and all the time the disease is getting a stronger hold upon them.

Don't Neglect a Cold

Mother, don't let colds get underway; at the first cough or snuffle rub Mustersole on the throat and chest. Mustersole is a pure, white ointment, made with oil of mustard. It draws out congestion, relieves soreness, does all the work of the good old-fashioned mustard plaster in a gentler way, without the blister.

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