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#### CHATS WITH YOUNG MEN. "How Can I Improve my Business To-day?"

A marked characteristic of the progressive man is that he is always improving something somewhere. He has a horror of possible deterioration, and he knows the demoralizing, disintegrating power of familiarity with inferior-

The trouble with most men is that The trouble with most men is that they think they must improve their business as a whole, in some mysterious way, in order to get ahead. They do not know the magic of keeping everlastingly at the little improvements everywhere. It is the effort to improve little things in one's business that counts. It is the gradual betterment, evolution, not the great spasmodic strokes that, in the long run, count most.

Start out every morning with the de termination to improve upon the day before. Resolve to leave your office, factory, or other place of business at night with things in a little better connight with things in a little better condition than they were the night before. Make some improvement somewhere every day. Move your pegs a little further along or a little higher up. You will be surprised to see the transformation in your business within a

Besides, this habit of eternally im-Besides, this habit of evertainy in-proving things, of jacking them up a little higher, making everything a little better, is contagious. Your em-ployees will catch the spirit and they will try to improve on each day's work. The man who is a perpetual inspira-

tion to everybody about him has a tre-mendous advantage over the man who is a constant depressant, a discourager, who kills ambition by his criticism and

harsh judgment.

If you can spur people about you to do their best voluntarily, you will have a powerful ally in your work.

Put this motto up in your office and look at it every morning: "Where can I improve my business to-day?"

I know a man who adopted this motto early in life, and it has been a perpetual inspiration to him. You can see the effects of it upon everything he does. He is always trying to improve on his best. The result is that he has developed more of his ability than any other man I know. There are no fag-ends or half-finished, slipshod jobs about him. Completeness is the trade-mark upon everything in and around his premises. Nothing else seems to trouble him more than a poor day's work or a bad job.

#### The Delusion of Bargains.

Many a merchant has been ruined by buying a much larger bill of goods than he wanted in order to get the discount offered on the larger larger discount offered on the larger order. It is a pretty safe rule for a merchant to buy only what he believes he needs or can sell, and never to buy a thing just because it is cheap. In fact, it is a pretty good life rule for any one, never to buy a thing just because it is cheap.

cheap.

Thousands of people keep themselves poor buying "bargains" at auctions. In many homes we find all sorts of things in basement and attic, and packed away in boxes, that were bought because they were cheap, and that have never been put to any real use. I know some bargain-crazy people who

really spend considerably more money in a year than others similarly situated who only buy what they want, and then of good quality. Those bargain hunters never have anything just right. There is nearly always some defect or flaw in the thirty they buy as "hargains." the things they buy as "bargains." They are forever coming to pieces, and

They are forever coming to pieces, and requiring repairs, or they never match with anything else in the house.

People who are always buying things at auctions and bargain sales, which they do not really need, do not realize how the cost mounts up in a year. They think it is economy; but it is oftentimes great extravagance.

#### Business Manners.

Why is it many of the cashiers, book-Why is it many of the cashiers, book-keepers, bank tellers, corporation clerks, and people who serve the public through glass windows or across counters, are so pert and unobliging? Why is it neces-

Public officials, clerks, and attendants in our public buildings and municipal offices are proverbially cur', short, and offices are proverbially cur', short, and snappy. Though you are paying them through your taxes for their services, they make you feel that they are doing you a great favor by giving you what belongs to you and for doing what you are paying them for doing.

How quickly you notice the atmosphere of a business house—a great department store, for example. There is as much difference between the feeling you have in walking through two great

you have in walking through two great establishments as that you experience in talking with the different heads of these houses. In one, refinement, court-eousness, consideration for others, a feel-ing of a good will, permeates the very atmosphere. You have a feeling that atmosphere. You have a feeling that every employee in the place would be glad to serve you if he could, and is anxious to please, whether you buy or not. There is evidence that the employer thinks a great deal of the character as well as the ability of his clerks, and that manners and deportment are and that manners and deportment are never left out of consideration in their selection. In another house, only a few blocks away, you are ill at ease. Carelessness, indifference, and chilliness pervade the place. You do not feel at home. There is a lack of harmony, a sense of antagonism in the atmosphere. The employees make you feel that they are doing you a favor in letting you see the goods, or giving you the opportunity to purchase them with your money.

to purchase them with your money.

The man who thinks he is going to make a fortune without considering the man at the other end of the bargain is very short-s ghted. In the long run the customer's best good is the seller's best good also; and, other things equal, the man succeeds best who satisfies his customers best and whose customers not only come best but hat he had a best who back, but always bring

others with them. Merchants sometimes lose some of their best customers because of the in-solence of a clerk. It is useless to say

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that the proprietor knows nothing about that the proprietor knows nothing about this; that it was not his fault. The fact remains that people prefer to go where they are treated courteously, kindly, and with consideration. Great business houses find that it is

impossible to carry on extensive trade without the practice of courtesy; and they vie with one another in securing the kindliest, the most affable, and most obliging employees possible in all deobliging employees possible in all de-partments. They look upon their em-ployees as ambassadors representing them in their business. They know that they can not afford to have their interests jeopardized by objectionable, indifferent clerks. They know that it will not pay to build attractive stores, to advertise and display their goods, to do everything possible to bring custom-ers to them, and then have them turned away by disagreeable, repellent clerks. They know that a clerk that will attract They know that a clerk that will attract trade will not cost any more, and is worth ten times as much as one who drives

To-day our large business houses make a great point of accommodating customers, of obliging them and catering to their comfort in every possible way. Waiting - rooms, reading - rooms, with stationary, attendants, and even music are furnished by some of them. Shrewd business men are finding that nothing pays so well as courtesy, and consideration for customers.

I know a man who has built up a big business largely because he is always trying to accommodate his customers, to save them expense, or to assist them in buying things which he does not

day upon courtesy and good manners. They are taken into consideration in hiring employees just as much as general

ability.

A. T. Stewart owed a great deal of his success to his unvarying principle of ence to his unvarying principle of employing fine appearing, polite clerks. He knew that the difference between snappish, independent, crabbed indifferent clerks and well-mannered, gentlemanly ones, might make all the difference to him between failure and success.

This principle has had a remarkable illustration on two parallel railroad lines in the West. On one of them there was a spirit of snobbishness, insolence, which manifested itself in a total lack of de sire on the part of its employees to ac-commodate the public. So far was this spirit carried that the officials of the road found that they were losing busi-ness; that passengers were patronizing the other line on which just the opposite policy was pursued — every employee being instructed to be as polite as possible, to be a commodating, and to try in every way to please passangers. The result was that not only passengers, but also freight was rapidly shifted to the

Cleanliness and Attractiveness Pay Every employer who has tried it, finds that cleanliness and attractiveness and comfort in the surroundings of his employees pay. Unhappy, discontented employees can never do good work; and the mind can not be satisfied in an unhealthful, unattractive, uncomfortable environment. It requires something more than the prod of profanity, or of scolding, or of threats to bring the best out of people. Excellence responds only to spontaneity, never to compulsion. Make your employees just as comfortable as possible; make their surroundings bright and attractive, and they will respond in better and more faithful service.—Success. Every employer who has tried it, finds

#### OUR BOYS AND GIRLS.

Fidelity to Parents.

My Christian maidens, would it not be very ignoble, would it not be extremely ungrateful, if you were not kind and loyal towards your parents? If you would not conscientiously fulfil your various duties towards them? When we visit the sick, who are lying in exhaustion and misery upon their bed of suffering, and offer them a little refreshment, they are deeply affected and thank My Christian maidens, would it not b suffering, and offer them a little refreshment, they are deeply affected and thank us for our kindness with tears in their eyes; when we ourselves are shown a little favor, or a slight service is rendered to us; we at once say: "I thank you kindly," or "May God bless you." It is commonly considered a sign of great want of education and of delicate breeding not to acknowledge such marks breeding not to acknowledge such marks of kindness and not be grateful for them. Yet how very insignificant do these f vors appear when compared to the innumerablemarks of kindness which our dear parents have bestowed upon us, their children!

Fulfil your duties towards your parents loyally and conscientiously, because they are God's representatives for you on

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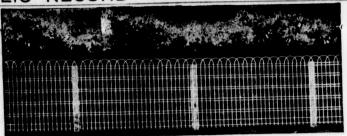
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earth. For the most part, God does not earth. For the most part, God does not act immediately upon His creatures, but rather mediately, that is through the instrumentality of other creatures. With the work of the industrious farmer and the skilled gardener, He combines His own activity which causes the seed to sprout forth, and to adorn those gardens with the most beautiful flowers.

So, through your parents, He has given you life; through your parents He nourishes and clothes you; through your parents He wishes to bring your parents he wishes to Jung you up, to guide you to all that is good and to lead you to heaven. Your parents hold for you the place of God. God has taken, as it were, a sparkling je..el from His own celestial crown and placed it in the crown of parental authority. Should not this thought powerfully impel you to honor them with the utmost generos-When Pharao, king of Egypt appointed

When Pharao, king of Egypt appointed Joseph, the patriarch to be his vice-regent over the kingdom, he gave him his own ring, put a chain of gold about his neck, invested him with a robe of fine linen and placed him in his second chariot, commanding the herald to proclaim aloud that all should bend their knees to him, and honor him as the one who held the highest dignity in the land



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them slowly and attentively, and to take them to heart, and to resolve that, by following them you will render yourself deserving of God's blessing. 'Thou shalt honor thy father and thy mother, that it may be well with thee, and thou mayest live long on earth." This is the fourth commandment of God, which you learned when but a little child. "He that honoreth his mother is as one that layeth up a treasure." (Ecclus, iii, 5.) "Son, support the old age of thy father and grieve him not in his life; and if of Egypt. Temporal sovereigns and kings insist that their representatives are respected and that a share of the royal honors are paid to them. Now, my Christian maiden, will not the King of kings before Whom the mightiest monarch of this world is, after all, but a mere creature of dust, will not the inthat it may be well with thee, and thou mere creature of dust, will not the in-finite God demand that His representa-

make rapid progress in a life of virtue. God Himself, Who never can be guilty of an untruth, and Who keeps His every word, has made this solemn promise. Let me quote only a few of the beautiful passages we find in Holy Scripture, and let me ask you to read them slowly and attentively and to take."

good shall be repaid to thee for the sin of thy mother: and in justice thou shalt be built up, and in the day of affliction thou shalt be remembered, and thy sins shall melt away as the ice in the fair, warm weather." (Eccles. iii. 14-18.)—"Christian Maiden."

So your Christian life and mine when faithfully lived is made the best preparation for the hours of trouble which may be before us. We grow as we use the opportunities God has given us. . . . Just so our one day's struggle becomes the inspiration for the next and the enthusiasm for a later triumph.—Rev.

Nobody runs over a child if he can help it. Even a thief will bring you back your pocketbook if you trust him to take care of it. It is the trusting that does it. Few men, no matter how erooked, can resist the temptation of reaching, if only for a moment, an honest man's level.—F. Hopkinson Smith. Sympathy is the mother of patience

mere creature of dust, will not the infinite God demand that His representatives, our parents, be honored and respected, and that great love and loyalty be shown them?

Entel your futter towards your parents

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HERE is big money in poultry

raising—anyone who is rais-

ing poultry right will tell you

The Canadian Government

Though there are no official

If the Canadian hen laid the

at 25 cents would mean a gross revenue of  $25\frac{3}{4}$  million dollars.

from the poultry yards of Canada of  $36\frac{3}{4}$  million dollars.

the farmers of Canada raise more poultry, and raise it

production of poultry, from the hatching of the chicks to

ing poultry, and making money out of it-men who have

made a study of the subject-men who have been up

against all the difficulties of poultry raising and have

help that goes with it, is absolutely free to every user of

Help them with expert advice on every point in the

This is practical advice given by men who are rais-

Membership in this Club, and all the advise and

You see, we, who make the Peerless Incubators

and Brocders, are closely allied with the largest and most successful poultry farm in the Dominion—the Poultry Yards of Canada, Limited.

to make it more successful, more profitable, that induced us to produce

In fact, it was raising poultry on this farm-looking for every means

But a good, honest hen should lay more than seven dozen eggs in 12

months. No class of farm stock will respond so readily to good treatment.

Providing she gets this care and that one dozen more eggs per hen is the

result, the increased revenue from the extra dozen eggs would amount to  $3\frac{1}{2}$  million dollars. Give the hen yet a little more selection and care, so

that the average yield would be 10 dozen, which is by no means large,

and the increased revenue would be 11 million dollars, or a gross income

There are more eggs and poultry wanted than the farms of Canada

The farmers of Canada are not raising enough poultry, nor are they

Now, the Peerless Poultry-for-Profit-Club has been formed to help

In spite of this the demand has not been filled by the supply

making as much profit as they should out of the poultry they raise.

ensus for 1901 proves that the

Canadian hen produced eggs and

table poultry, during that year, to

figures for 1908, the following is a

onservative estimate, made by F.

same average in 1908 that she laid

in 1901 there would be for this year

about 103 million dozen eggs, which

C. Elford, of Macdonald College:

the value of \$16,000,000.

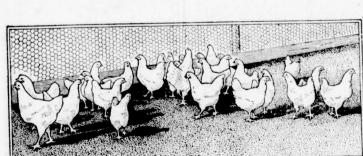
re producing.

more profitab'y .-

the selling of them.

a Peerless Incubator and Brooder.

An association, the chief object of which is to help the Farmers of Canada make more money out of Poultry



Money Makers of the Poultry Yards of Canada, Limited, Pembroke

the market - ave each one a thorough and careful trial. Not one of them came up to

We tested every incubator on

We

Prepay

Freight

standard which we were looking for. The best United States machines failed because they were not built to suit Canada's climate. The Canadian incubators were mere copies of obsolete United States machines—built to sell, not to hatch

So we built the Peerless Incubators and Brooders out of the knowledge and experience which actual poultry raising in Canada taught us.

We have published a Booklet called "When Poultry Pays" which tells the whole story of how we came to build the Peerless Incubatorand why it must be the best machine for anyone in Canada to use. Writing for a copy of this Booklet is the first step towards joining the

Peerless Poultry-for-Profit Club-the first step on the road to sure profits This booklet tells how poultry is being profitably raised nov in Canada. It tells how you can work in with the most successful poultry

farm in the country and make big profits under their guidance. Join the Peerless Poultry-for-Profit Club now and start in making

money. This is not like a gold mine. In a mine you just guess or hope that the yellow metal is there-99 times out of a hundred it isn't. But in the poultry business the gold is there - that's sure and certain. Others are getting it. You can get it-if you go about it right.

Going about it right means joining the Peerless Poultry-for-Profit Club and taking advantage of the knowledge and experience of those who are making poultry pay-who

are ready to help you in every way. There is no farmer in Canada who is making so much money that he can neglect to get the certain profit that he can make out of raising poultry the Peerless way. It takes but little time and little work to clean up a tidy sum each year raising poultry — your wife or daughter can do all that is necessary, and do it well, under our advice and help. You see, if you buy an ordinary incubator you have to struggle along by yourself. The maker's interest ends when the machine is paid for. But that's not the Peerless way. We want to see every Peerless Incubator make big money for its owner.

You can't help but make money once you join the Peerless Poultry-

for-Profit Club. We won't let you fail. Now, while you are thinking of it, is the time to take the first step. Write us a post card now for our booklet: "When Poultry Pays." We'll

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