



"If only everybody would read that—"

"What a wonderful thing it would be, if all the worn-out, miserable, suffering people would heed this great truth—why it would mean everything to them—just as it did to us."

TANLAC

Makes You
Eat Better—Sleep Better
Feel Better—Work Better

These glad tidings have been heeded in millions of homes and tens of thousands of grateful men and women in all walks of life have testified that this great tonic medicine has brought back the sunshine, the laughter and happiness into their lives.

Make up your mind to profit by their experience. Gratify your wish for radiant good health—determine that you, too, will be well. Start to-day—take Tanlac.

Over 30 Million Bottles Sold

SIDE TALKS.

By Ruth Cameron.

IN THE BACK PAGES.



Did you ever notice what a totally different atmosphere you will find in the advertising pages of different magazines? If a stranger, totally unacquainted with our American magazines but with a shrewd mind, should be shown the advertising pages of any one of our magazines, I think he could tell, without looking at any of the reading matter or knowing anything further about the subject, just what class of readers the magazine was addressed to.

In The Men's Magazine.

There is, for example, the magazine which is addressed par excellence to men, though many women read it. It is interesting to note by the way that in a field of perhaps 30 first class magazines this is the only one that is looked upon as appealing primarily to men, though there are about half a dozen that frankly appeal to women. I won't write the name of this magazine but you know what it is, very likely you take it. Turn to its back pages with me and mark the distinctly masculine note of its advertising. Masculine things advertised in a masculine way. Revolvers, advertising razors, tobacco, adding machines, locks, life insurance, shingles, underwear, roof paint—such articles as these dominate its pages. Automobiles? Yes, but far more than auto-

Constipation Banished
A druggist says: "For nearly thirty years I have recommended the Extract of Roots, known as Mecca's Catarrhic Syrup, for arresting and permanently relieving constipation and indigestion. It is an old reliable remedy that never fails to do the work." 30 drops thrice daily. Get the Genuine. 50c. and \$1.00 bottles.

mobiles the parts and accessories,—brakes and piston rings and tires, oils and spark plugs and valves. Imagine a maker of spark plugs or piston rings advertising in a woman's magazine!

Now turn to a magazine of distinctly feminine appeal and see how the atmosphere changes. Tapoca, bouillon cubes, hams, blankets, corsets, lingerie, pearls, dish towels, complexion secrets—I turn the pages at random and pass through a sort of combination food shop, department store, and beauty parlor.

Guess Which This One Is.
But the difference in appeal of the various magazines is not only a sex difference. It is far more subtle than that. Enter with me the back pages of a certain magazine and then guess what that magazine's front pages contain. This magazine contains many ordinary advertisements but it also contains an unusually large proportion of this sort of appeal: "From Laundry Wagon to District Sales Manager, the Same Opportunity open to You," "A Big Raise in Salary is Very Easy to Get if You Go About it in the Right Way," "Be Master of a Real Job," "Your One Chance to Earn the Biggest Money of Your Life," "Double His Salary then Doubles It Again," "High School Course in Two Years," "How Good is Your Money?" I will leave you to guess the name of this magazine. Do you remember the catch our big brothers used to spring on us when we were little "Tar, pitch and turpentine, all begins with A." Well so does the name of this magazine.

The Luxury Magazine.
In another magazine the advertising pages of which I much enjoy passing through, I doubt if a single advertisement of this sort could ever be found. Apparently its readers do not need to think about money, except how to make it by the loveliest things possible. The lady who reads this magazine "demands of her undergarments the same correctness she insists on in her outer clothing." She wears shoes that come from "a costume bootery." She lets the complexion salon "restore her to fresh love-

liness after the summer's ravages." She sees that "her bathroom reflects her personal taste and appreciation of beauty in form and color in its appointments," and insists upon "long slim lines of unwrinkled flowing grace in her garments."

Utah Mine Operators Fight Boll Weevil.

The ores of the Western Utah Copper Company are to be treated in a special plant just being finished at Salt Lake City, Utah, for the manufacture of calcium arsenate. This is the chemical compound that is needed to protect the cotton crop of the southern states from the ravages of the boll weevil, says the Engineering and Mining Journal-Press of New York.

In spite of delays in the arrival of machinery and material, it is hoped to begin the treatment of ores about the middle of December. A good demand for the material seems assured, particularly as indications are that the supply of foreign arsenic is not nearly as large as has been estimated. Indicative of the need for the product is the damage to the cotton crop of the South from the pests. The production of cotton has been reduced from 11,000,000 to 6,000,000 bales in the last six months, largely on account of the boll weevil, which can best be combated with arsenic poison, according to the U.S. department of agriculture. Frank K. Cameron is originator of the process to be used and is manager of the plant in Utah.

A Shuttle in the Empire's Loom.

All the way from London to Glasgow, in order to take a trip to Birkenhead on the City of Nagpur preparatory to her first voyage to Colombo and Calcutta; the Thames, the Clyde, the Mersey, the Hoochley. The trip down the Firth of Clyde to the great Lancastrian docks is short, but imagination is poor indeed if the very name of the city and river do not fire thoughts broad based on Empire itself. An invitation to take a preliminary run in the newest-ship of the Ellerman City Line, built by Messrs. Workman, Clark & Co., Ltd., of Belfast, was not to be resisted. And if there has been the smallest hesitation, it would surely have vanished beyond recall when it was known that the Captain of the City of Nagpur is none other than the Commodore of the Line, Sir Jas. Rae & Co.

How Captain Rae has found in his heart to desert his beloved City of Exeter with her record of war and post-war service, is an intimate question which Father Neptune, the Father Confessor of all loyal sailor men, alone is privileged to put. Induce Sir James to talk of the City of Exeter and "the Liner she's a lady" is almost spoken by his eyes. He will tell many stories of her; intensely interesting, though not always on all fours with some that will reach you from less authoritative lips. The story of stories concerns the mine she struck when almost in sight of Bombay; she began to sink; the captain who loved her saw her settling down and the tragic moment when decision to take to the boats had to be made. All are safely away, except the captain and one or two prepared to stay by to the last; then he watches the line he presently comes to the conclusion that she is making no more water, ultimately decides to recall the boats, gets every one back, hoists in six of the eight life boats, but regretfully has to abandon two; slowly the ship makes its way to Bombay, minus only the two life-boats. Then the sequel; some hours afterwards there drifts into port following in his wake, one of the abandoned boats; more hours elapse and the second boat appears. Both have returned to him like faithful hounds! A veritable epic of loyalty in the inanimate! The little ones finding their way to the fold where the badly maimed mother rests. With such an incident in mind, one gets the most eloquent proof of the appeal the new love, in the shape of the City of Nagpur, must have made before her master could steel courage to be off with the old.

Somehow, as I move about this latest of the Ellerman liners—and I know her from bridge to stoke-hole—Rudyard Kipling thrusts himself into memory, and is the more insistent perhaps, because just now the glorious old Cutty Sark, the last word in clippers, has been bought by an Englishman and is sheltering comfortably in the Firth. As though to emphasize the contrast between old and new, there, in the early mist-piercing morning sunlight, is an ancient but picturesque schooner standing down the Clyde. The Empire of Commerce of which the Cutty Sark was the builders, has been preserved and extended by the steamships from the Great Western to the ocean greyhounds of today all "twit shunties of an Empire's loom that weave us main to main." They tell me wonderful things of the engines, the multibulbar boilers, designed for either coal or oil, the emergency dynamos, the wireless, the cruiser stern which yields to so many extra thousand cubic feet as compared with the old fashioned stern, they show me the tastefully decorated saloons and smokers' cabins, with the conveniences and comforts of a first-class hotel, and I can only hear the echoes of M'Andrews' Hymn:

Lord, Thou hast made this world below the shadow of Thy hand, An' taught by time, I tak' it so—excepting always Steam.

Here we are moving through the seas, with mighty engines at work, and but for the waters around us, there is nothing to remind us that we are not on terra firma itself. Not a tremor passes through the compact frame of the City of Nagpur to give quills to the most sensitive of animal mechanisms, as Sir Charles Sherrington might say. And one feels instinctively that M'Andrews was wholly justified in his scornful retort to the superior query: "Mister M'Andrews, don't you think steam spoils romance at sea?" "Romance! . . . Why don't poets tell?" "Lord send a man like Robbie Burns to sing the Song of Steam." The "orchestra sublime" which moved M'Andrews to poetic utterance was an agglomeration of distracting discords if judged by the subdued rhythm of the City of Nagpur, and how even M'Andrews would have marvelled if he had learned that the single wire overhead kept us in touch with the folk on land!

LOWER TARIFF! LOWER PRICES!

Action, Not Arguments Needed

KEARNEY'S Looking Ahead Takes the First Step!

The people will win! Lower Tariff is coming!—Prosperity is ahead for all! bringing lower prices and lower living costs. Then, will merchants, rising from the oppression of high duties, sell at the oft-wished "reasonable" prices. A great idea! while the people pay the price now. Why wait? Who has the courage to take the trail?

Without waiting for the change I am giving the public the benefit of the Lower Tariff beforehand; clearing my stocks, pocket my loss and be ready to start anew. Mark this event! Dependability is its backbone; freedom from the clap-trap of the booster and the bargain scab. The proof is below for the first selling period. No "job" lots, not odds and ends, not imperfect stock, not "shopworn" goods, but fresh, new, dependable lines the very vitals of this Store's stock.

STARTING THURSDAY MORNING.



The Master Value that will Topple Competition

ARROW LAUNDERED COLLARS 29c.
Perfect, fresh stock; not "job," not left-overs. Twenty late styles. Our entire regular stock. Selling everywhere at 35c.

EARL & WILSON SOFT COLLARS 35c.
In fine Piques and Plain materials, wash-sturdy fabrics that won't wilt or pucker. Pointed shapes. Regular stock formerly 50c.

75c. FANCY NECKWEAR DOWN TO 55c.
Ties that any man will take pride in wearing, take pride in the economy that effects a saving. A range that permits a choice so wide you'll be dazzled by the variety.

16 DOZEN COTTON STRIPED SHIRTS \$1.70
Shirts for scanty resources in neat pin stripes. Two-dollar look at a \$1.70 price. In this line also you are saved the surtax. At this price every man can afford at least two. Remember! Not "job," not left-overs, not bargain-counter stock. The reduction is genuine, not an enticing lie.

"Pioneer" Double-Grip GARTERS 59c.
Velvet-grip, no metal can touch. Won't bind or draw. 65c. before this sale.

\$1 CREPE-DE-CHENE TIES DOWN TO 75c.
Soft in feel, easy-tying, original in effect. Every man should add a couple to his outfit. Colors: Blue, Grey, Green, Red, Purple, Black.

20 DOZEN FANCY NECKWEAR DOWN TO 75c.
\$1 they were. Choosing these is a delight to the eye and the pocket-book.

BENGALINE TIES 34c. each.
These long-wearing, wrinkle-proof Ties that hundreds bought at 50c., and judged them worth it. Now, the last shearing reduction

34c. SNAPPY LINKS 37c.
Snap open, click shut. Saves soiled sleeves. 50c. before this sale.

\$1.50 PURE SILK NECKWEAR DOWN TO \$1.10
For men who like the clean feel and easy-tying properties of genuine Silk. Many unique, varied patterns in fancy effects satisfying the fashion craze for beautiful Neckwear.

True Value Kearney
286 Water Street
Hats, Haberdashery, Clothing

RED BLOOD.
The red blood of these times is much concerned with doom; for passing souls, the church bells toll in a dirge, and the graveyards have a boom; the heroes, steeped in gory crimes, are agents of the tomb. The cowboy still infests the scene; and pines his smoking gun, although his grave has long been green, his tribal race is run, and henyears burn gasoline where once he had his fun. And in the north the killers wade through snow, day after day, and dig a pathway with a spade to people they would slay.

Eczema
You are suffering from Eczema and it is itching, it is burning, it is painful. It relieves at once and gradually heals the skin. Sample box free. Chase's Ointment free if you mention this paper and send 5c. stamp for postage. Write to: all dealers or Edman, Baker & Co., Limited, Toronto.

Mustad's Hood
The Great Norwegian Fish Killers. THEY NEVER MISTAKE.
Ask for Mustad's. April 25, 1922.

Fads and Fashions.
Over a soft green velvet gown was draped a brown marmot lace. A number of sports frocks made by the French houses are braided. Very smart are the black mottre handbags trimmed with marcasite. Soft brim effects in small models are the matron's choice in millinery. Among the fabrics being used, printed crepes are especially popular. A virid coat for sports wear combines bright red and green in spots.

MAJESTY
TO-DAY
er so often Mr. D.
ensation—a produ
and thrills and
something that never
it.
The Love Flower
s year.

Great Acadia
2 and 4 CYC
From now to the
Engines at greatly
our stock.
FOR POWER, S
Large quantities
ACADIA
nov 21, 6m, eod

The Fruits and
Goods are picked
They are cooked
preserves the Flav

Raspberries, 50c
Strawberries, 50c
Cherries, 50c
Pears, 50c
Hawaiian Slice
Pineapple

BOWRING
In North Sydney
hol
M. MO
ry-Three
vice-Three