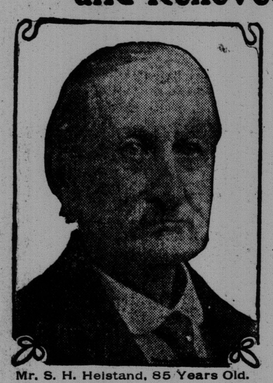
MC 2035 POOR DOCUMENT

At 85, Gave Him Vigor and Relieved Constipation



Mr. S. H. Heistand, 85 Years Old.

From a mere skeleton, constipated, no appetite, Mr. S. H. Hiestand was restored to health, gained 20 pounds and reinvigorated till he says he feels like a young man again.

"Two years ago I was a mere skeleton, weighed less than 100 pounds, was constipated, appetite gone, and thought I would never recover. I procured some Duffy's Pure Malt Whiskey, used it, and in the course of three months gained 20 pounds. I remained well for two years, and once more was taken with a bad cough and appetite gone; also became constipated. I used more of this medicine, and am happy to say that I am once more well; am feeling just 25 and yet I am 85. I have been recommending it to other old people and I have not found one whom I persuaded to try its virtues but who has been wonderfully benefited.—S. H. Hiestand, Liberty, Ind."

Duffy's Pure Malt Whiskey

is one of the greatest strength builders and tonic stimulants known to science. It assists digestion and assimilation of the food, thus driving nourishment into the system and giving tone and vitality to every organ in the body. It has been used with remarkable results in the prevention and relief of all throat, lung and stomach troubles and all wasting and diseased conditions. Recognized as a family medicine and prescribed by physicians everywhere.

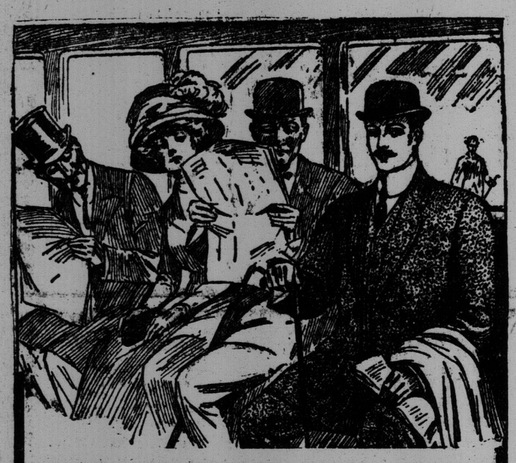
Be Sure You Get Duffy's

When you ask your druggist, dealer or at your hotel for Duffy's Pure Malt Whiskey be sure you get the genuine. It is an absolutely pure medicinal malt whiskey and is sold IN SEALED BOTTLES ONLY—never in bulk. Look for the trade-mark, the 'Old Chemist' on the label, and make sure the seal over the cork is unbroken. Write our Medical Department for doctors' advice and illustrated medical booklet sent free.

The Duffy Malt Whiskey Co., Rochester, N. Y.

The Canadian Drug Co., Ltd., Local Distributors

ABSOLUTELY PURE & UNADULTERATED — TRADE MARK



THE WELL-DRESSED MAN

inspires confidence. To be well-dressed is not to be overdressed, but to be attired in suitable clothing.

The Curzon tailoring is something more than ordinary workmanship, just as the Curzon cut is something outside the realm of mere draftsmanship. It means Distinction and Character. That is why well-dressed men, not only in Canada, but all over the World, wear Curzon clothes.

$20 SUIT TO MEASURE

(CARRIAGE AND DUTY PAID)

FOR $8.60

(Valued by thousands of clients at $20).

Most Wonderful Tailoring Creation of the Century. Perfect Style, Perfect Cut, Perfect Finish, Perfectly Trimmed.

THERE'S COMFORT AND STYLE IN THE CURZON CUT.

It will pay you to write for our explanatory booklet and free patterns of cloth, fashion-plates and unique list of testimonials. With these will be found our registered system of self-measurement and tape measure, so that you may with perfect accuracy and a degree of certitude equal to that of a local tailor, take your own measurements in the privacy of your own home. Complete satisfaction or we refund money. Will your own tailor guarantee this?

One Silver and Two Gold Medal Awards.

Read our unique list of unsolicited testimonials. **$25,000** forfeited if not absolutely genuine.

WRITE FOR FREE PATTERNS.

Address for Patterns:—

CURZON BROS., CLOUGHER SYNDICATE (Dept. 53), **449 Spadina Avenue, Toronto, Ontario.**

CURZON BROS. 60 to Curzon — *The World's Measure Tailors,*

(Dept. 53) 60/62 CITY ROAD, LONDON, ENGLAND.

West End Depot: 133/5 OXFORD STREET, LONDON, ENGLAND.

Please mention this paper.

READING GLASSES!

A good many people think that in selecting glasses for reading it is quite sufficient to merely try on various pairs of glasses, until a pair which they think suits is found.

WE THINK DIFFERENTLY. The same careful exacting test is necessary to determine whether the two eyes are alike or whether astigmatism or other defect be present. If you want the most careful and satisfactory optical work consult

Epstein & Co., Optometrists and Optician **193 Union St.**

ETHICS OF ADVERTISING BY POSTER

Aesthetic Paris in Revolt Against Ugly Outdoor Hoardings

THE COMMERCIAL ASPECT

Question Whether it Pays Advertisers to Offend Good Taste—An Amusing Incident

(Times' Special Correspondence)

Paris, Aug. 4—The Commercial Institute of Paris has a Professor of the Science of Advertising who not long ago contributed an article to the "Siecle" on the question of defiling the landscape by aggressive posters. He began by saying that when artistic advertising first invaded France it met with an enthusiastic reception, and the gay note introduced into the dull and smoky streets of the suburbs was a joy to the inhabitants. Gradually it crept away down the railway lines and interposed its commercial opacity between the eye and the beauties of meadow, forest and stream. At first it was only in the immediate neighborhood of cities and towns that the boardings and posters were seen, but they quickly ran down the big traffic routes, and insolently planted themselves in the midst of the quietest and most rural scenery of France. This state of affairs led to a very general outcry and to a discussion of means for putting an end to the nuisance, which has at last resulted in the propounding of the law recently passed by the Chamber inflicting heavy taxes, amounting to fines, upon these "hideosities.

Professor Gerin, even if against the grain, is obliged to admit that this attack upon his especial domain is justified, and he proceeds to consider the situation from the advertisers' point of view. To anybody who has followed the evolution of advertising—which is a most interesting study—it is clear that the advertisers have unwittingly become the victims of their own audacity and enterprise. Everybody wished to surpass his rival, and the strong beat down the weak, but not without having to pay dearly in the process. To the question if enormous advertising pays, the obvious, superficial answer is that the permanence and development of the practice is the best proof of its efficacy. Professor Gerin, however, long ago, laid down an axiom, upon which he bases his teaching, that "an advertisement acts upon the public in proportion to the state of mind in which it finds the reader," and this doctrine of "receptivity" has the corollary that "every article shares in the estimation of the buyer the favorable or unfavorable circumstances accompanying its advertisement." Good impressions strengthen the suggestive effect, and bad ones destroy it. Consequently, a tourist whose eye moves over a lovely valley or river, and finds it cannot get round or through a boarding that interposes, will probably remember the subject of the advertisement. But his recollection is associated with intense irritation, and every time he remembers the article he will also unconsciously feel an after-taste of his anger at the advertisement. Consequently, M. Gerin believes that the huge sums spent in this sort of country advertising would be better employed in more judiciously chosen sites, or in newspapers and magazines.

Almost Civil War

An amusing instance of the complications arising from ugly advertisements may illustrate several phases of the problem. A newspaper, the "Cri de Paris," denounced not long ago an abominably disfiguring "reclame" which a hotel-keeper, who may be called A, had posted on the face of the hill on which rests the pretty village of Baux. The Ministry of Fine Arts thereupon invited the Prefect of the Bouches du Rhone to have the offending placard removed. The Prefect forwarded the order to the Sub-Prefect of Arles, who in turn notified it to the Mayor of Baux. But M. le Maire was a bosom friend of A, and took no notice of the letter. The population, however, got to hear of the business, and soon split into two parties. The A party maintained that neither the Ministry of Fine Arts, the Prefect of Marseilles, nor the Sub-Prefect of Arles could give orders to the Mayor of Baux. Their adversaries condemned the rebellion of the mayor, and fortified their case with a letter from the poet Mistral fulminating against the inscription on the rock.

Meanwhile the municipal elections came on, and were fought on the platform of the advertisement. A rival hotel-keeper, the Pere B, headed the foe. Not only does he keep an inn but he is a poet, wears his hair long, and boasts the friendship of Jean Richepin. Naturally his aesthetic leanings indicated him as a defender of Nature's beauties. He succeeded in gaining a notable advantage by being named president of the ballot, and this led to much excitement among the partisans of A, who would not give him their voting papers, and sent their wives to vote for them. Seeing that the day was going against him, A rushed to the mairie, and with a violent kick upset the table, but B seized the ballot box and held fast to it till the police came to the rescue. In the end the B party won, and A was fined $5 for interfering with the election.

The new mayor at once started to remove the obnoxious poster, but when the workmen had erected a scaffolding against the rugged face of the rock, A fetched his rifle and declared he would shoot anybody who climbed up. The mayor did not much like this resolute attitude, and telephoned to the Sub-Prefect of Arles for instructions. That official, being well out of range, replied magnificently: "Order the men to mount the scaffolding and pull down the advertisement. The costs of the operation will be paid by A."

Encouraged by the authority of Arles the men swarmed boldly up. A did not fire upon them, and the poster was removed. As the rock retained unsightly traces an artist who was painting in the neighborhood offered to restore it gratis, and so ends this veracious history, which is mute as to the subject of the offending advertisement. Probably it vaunted the hostelry of A, and therefore he and his friends had to fight out their battle alone, but had some mighty manufacturer with deputies at his back been interested, it would not have been so simple a business.

Buffalo, N. Y., Aug. 16—Fire this afternoon destroyed the Cypher's incubator plant at Court and Genesee streets. The loss was $250,000. Eight employes of the plant escaped uninjured.

ACADIANS HOLD CELEBRATION AT ROGERSVILLE, N. B.

Feast of the Acadians and Dedication of Monument to "Our Lady of the Assumption"—Five Thousand Attend

(Moncton Times.)

The celebration of the Feast of the Acadians, and the dedication of the magnificent monument to 'Our Lady of the Assumption,' took place at Rogersville yesterday, before five thousand people from all points in New Brunswick. About forty members of the Catholic clergy were present and took part in the proceedings, which, owing partly to the excellent manner in which the programme was arranged and carried out, and to the fine weather, were a great success and very enjoyable.

Upon the arrival of the Moncton and Shediac contingent in a special train of six cars, which left Shediac at 6.30 and Moncton at 7.40, arriving in Rogersville at 9.30, the proceedings were started.

The Moncton and Shediac contingent were met at the station by the reception committee and welcomed to the village. A procession in which the British and Acadian flags were carried, was then formed, and headed by the Shediac band, marched to the church. Fully one thousand members of L'Assomption society marched, and upon arrival at the church sang "Ave Maris Stella."

The gathering then entered the church where mass was celebrated by the Right Rev. Father LaDugal, of St. Basile. He was assisted by Rev. Father Doucett, of Doaktown, and Rev. Father Cormier of Newcastle as sub-deacons.

A very impressive sermon was preached by Rev. Father LeBastard, provincial superior of the Eudist Order.

At the conclusion of the service a procession was formed which marched to the monument to witness the dedication to "Our Lady of the Asoemption," by Rev. Monsigneur Varily, of Bathurst, who was present as the representative of Bishop Barry of Chatham.

This concluded the morning proceedings.

In the afternoon commencing at three o'clock, a very enjoyable musical concert was given in St. Francis De Sales hall by Moncton and Rogersville talent, assisted by the local choir, those taking part being the Misses Beliveau, Mrs. Tilman Melanson, John Melanfant and Alfred Gaudet of Moncton, and Miss Richard of Rogersville, who presided at the piano.

At the conclusion of the concert speeches were delivered by Rev. Father Doucett of Grand Anse, and Rev. Father Belliveau of Grand Digue.

In the evening another grand procession was formed which marched to the monument, which was illuminated with Chinese lanterns, etc., where a speech was made by Rev. Monsigneur Richard, of Rogersville, and the Benediction of the Blessed Sacrament was pronounced by Rev. Father Doucett. The assemblage, numbering over 3,000 people, sang hymns during the benediction.

INVITING SICKNESS

People Whose Blood Supply is Scanty are in Danger of a Breakdown

Thin or impure blood is an invitation to sickness. The blood is at work day and night to maintain the health and any lack of strength or purity in the blood is a weakness in the defence against disease. Anaemia is the doctor's name for lack of blood. Its surest symptom is palor. Anaemia does not confine itself to age or sex, though it is particularly common to young girls between the ages of 14 and 17, when nature makes peculiar demand upon the blood supply. The same lack of blood, however, prevents full recovery after la grippe, fevers, malaria, and operations, and is present in old age, and in persons who have been under unusual mental or physical strain. In all cases of bloodlessness Dr. Williams' Pink Pills are the best medicine known to medical science. They actually make new pure blood, which brings with it a healthy appetite and new strength and vitality. Mrs. George Roy, Clair, Sask., says: "I have tested the value of Dr. Williams' Pink Pills time and again when a poor condition of the blood might have led to more serious trouble. I am a woman of forty and as occasion required I have used the Pills off and on since girlhood. I have proved their value in the ailments that afflict my sex, and I have never known them to fail. I also gave them to my son for nerve trouble which we thought would result in St. Vitus dance, but the use of the Pills prevented this and made him well and strong. I do not know any better investment than to keep half a dozen boxes of Dr. Williams' Pink Pills in the house, as they will save more expensive doctor's bills."

You can get Dr. Williams' Pink Pills through any medicine dealer or by mail at 50 cents a box or six boxes for $2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

Lowell, Mass., Aug. 16—William Stickney Lamson, well known throughout the country as the inventor of cash carriers for stores, died at his home here today. He was 66 years old and leaves two sons.

London, Aug. 16—George Basil Haddon Smith has been appointed governor of the Bahamas in succession to Sir William Grey Wilson.

Aunt Sally's Advice to Beauty Seekers

W. C. D. says: "My elbows are so thick-skinned, goosepimply and muddy, I can't wear short sleeves. How can this condition be overcome?" Don't use elbows as props. The treatment recommended to Minnie L. will make your elbows quite presentable.

Ellen B. asks: "What should I do for deep lines under my eyes and across my forehead?" Such lines, and all wrinkles, are best obliterated by bathing affected portions in a good astringent and tonic lotion, which strengthens and draws in the relaxed tissue. Here's a reliable formula: 1 ounce powdered saxolite, 1-2 pint witch hazel; mix and use daily until entirely relieved.

Minnie L.: The undue redness, as well as the pimples, may easily be removed by using ordinary mercolized wax. Apply nightly like cold cream and erase mornings with warm water. Soon you'll have a beautifully white, clear, soft and velvety complexion. Mercolized wax, sold by all druggists, is better than cosmetics for any complexion trouble. One ounce suffices for most conditions.—Woman's Realm.

From time to time delicious new ways of serving Kellogg's Corn Flakes are discovered. Here are a few:

Kellogg's with strawberries, raspberries, blackberries, blueberries.

Kellogg's with sliced peaches, pears, or apples.

Kellogg's with sliced oranges, bananas, or pineapple.

Kellogg's in the centre of half a canteloupe.

Kellogg's with ice cream, fruit jellies, custards.

Try Kellogg's with fresh fruits, stewed fruits, or preserves.

Your palate will welcome variety.

THE NEAL INSTITUTE

A Worthy Institution for the Treatment of the Liquor Habit Established in St. John

An institution has recently been opened in St. John for the treatment of the liquor habit. It is situated on Crown street, corner King and Crown streets. It is one of the famous "Neal Institutes," which have been such a boon to all humanity, and especially to those who have had to contend with the great drink evil.

By the Neal treatment it is claimed that perfect relief from the craving for strong liquor is given the patient in three days, and that he is forever freed from bondage. There are at present some sixty Neal Institutes in the United States and seven in Canada.

In the local institution, persons taking treatment are accorded all the comforts of a modern home, and on looking through the building, the visitor finds everything in accordance with the up-to-date, home-like institute.

Each room is well furnished and equipped with everything necessary to give the patient the best results. A thoroughly competent medical doctor is in charge. Full particulars may be obtained from the manager, Mr. B. L. Stevens.

THE LAST TWO PERFORMANCES

There will be a matinee and evening performance of The Red Rose today and the company will close its engagement tonight. Last night was a repetition of the success of Thursday evening when a capacity audience declared The Red Rose to be the finest, largest and most gorgeous musical comedy production seen here in years. It is greatly to be regretted that the engagement is so short but all who attend will see and hear a delightful feast of good music and dancing and a lavish display of costumes and scenery.

REPARTEE.

A celebrated engineer, being examined at a trial where both the judge and counsel tried in vain to browbeat him, made use in his evidence of the expression, "the creative power of a mechanic," on which the judge rather tartly asked him what he meant by "the creative power of a mechanic."

"Why, my lord," said the engineer, "I mean that power which enables a man to convert a goat's tail into a judge's wig."

Eight Years of Bad Eczema on Hands

Miss Mary A. Bentley Montreal

Cured by Cuticura Soap and Ointment

Miss Mary A. Bentley, 93 University St., Montreal, writes, in a recent letter: "Some nine years ago I noticed small pimples breaking out on the back of my hands. They became very irritating, and gradually became worse, so that I could not sleep at night. I consulted a physician who treated me a long time, but it got worse, and I could not put my hands in water. I was treated at the hospital, and it was just the same. I was told that it was a very bad case of eczema.

"Well, I just kept on using everything that I could for nearly eight years until I was advised to try Cuticura Ointment. I did so, and I found after a few applications the burning sensations were disappearing. I could sleep well, and did not have any itching during the night. I began after a while to use Cuticura Soap. I stuck to the Cuticura treatment, and thought if I could use other remedies for over seven years with no result, and after only having a few applications and finding ease from Cuticura Ointment, it deserved a fair trial with a severe and stubborn case. I used the Cuticura Ointment and Soap for nearly six months, and I am glad to say that I have hands as clear as anyone. It is my wish that you publish this letter to all the world, and if anyone doubts it, let them write me."

Cuticura Soap and Ointment are sold by druggists and dealers everywhere. For a liberal free sample of each, with 32-p. book, send to Potter Drug & Chem. Corp., 55 Columbus Ave., Boston, U. S. A.

EUROPEAN AGENCY

WHOLESALE buying agencies undertaken for all British and Continental goods, including

Books and Stationery,
Boots, Shoes and Leather,
Chemicals and Druggists' Supplies,
China, Earthenware and Glassware,
Cycles, Motor Cars and Accessories,
Drapery, Millinery and Piece Goods,
Fancy Goods and Perfumery,
Hardware, Machinery and Metals,
Jewellery, Plate and Watches,
Photographic and Optical Goods,
Provisions and Oilmen's Stores,
etc., etc.

Commission 2½ p.c. to 5 p.c.
Trade Discounts allowed.
Special Quotations on Demand.
Sample Cases from £10 upwards.
Consignments of Produce Sold on Account.

WILLIAM WILSON & SONS
(Established 1814.)
25 Abchurch Lane, London, E.C.
Cable Address: "Annuaire, London."

Abbey's Effer-vescent Salt

Is the gentlest, mildest and most effective of all tonic laxatives. It makes the bowels act right.

Two Sizes, 25c. and 60c.
All Druggists. 5

TOG TENDER

"My husband is too tender-hearted altogether to get on," said Mrs. Muggins, dolefully. "It shows his good points, certainly. Why, he won't even speak a cross word to me, nor whip the children, nor even kill a fly."

"Oh, that's nothing," said Mrs. Buggins. "My husband is so tender-hearted that he can't even beat a carpet.'

A CURE FOR WEAK MEN

Every man who is weak and "going back" knows that there ought to be something that will restore that old "steam" to his physical body. He has tried the usual drug method and found that a fizzle, and yet he knows there must be something.

I know it, too, and I've got it. It's Electricity. You can't name anything more likely to have that force which a weak man lacks. It's a natural power. I can pump it into a weak man while he sleeps, and make him feel like a Sandow in no time. It's the fire of life.

If you have been paying money to doctors and taking nasty drugs for years, and after getting no benefit from it all you find a new lease of life after using my Belt for a month, you will be enthusiastic. You will want to go out to the highways and shout, and you won't care who knows that you were once a weakling, because you are cured and a man again. My Belt is easy to use; put it on when you go to bed you feel the glowing heat from it (no sting or burn as in old-style Belts), and you feel the nerve tingle with the new life floating into them. You get up in the morning feeling like a two-year-old.

Feels Better Than He Has For Years

Dr. McLaughlin St. Catharines, Ont.

Dear Sir,—I am pleased to say that I have not felt any return of my ailments and have not felt better for some years than I have done this summer, for which I thank you and your Electric Belt. Yours truly,

ROBERT COMBE.

Permanently Cured

Dr. McLaughlin. Mone Mills, Ont.

Dear Sir,—I just wish to say that I am real well and perfectly satisfied with your appliance. Yours truly,

STUART MASON.

Did Him All Kinds of Good

Dr. McLaughlin. Baldwin, Ont.

Dear Sir,—The Belt I purchased from you has done me all kinds of good, although I had very little faith in it when I bought it, but in order to give it a fair trial I threw away all medicines and used nothing but the Belt, and it certainly did its work. I can now do as much work as ever without being tired out, and have only worn it a very short time. Yours very truly,

CHAS. W. TOMLINSON.

The Dr. McLaughlin Electric Belt is a cure for all signs of Breakdown in Men and Women. The Vitality of the body is Electricity—the force in the Nerve Cells. My Electric Belt will give you back this power and enable you to fight on in the Battle of Life!

CALL TODAY

FREE BOOK

If you can't call, send coupon for Free Book

DR. M. C. McLAUGHLIN:

Dear Sir,—Please forward me one of your books as advertised.

NAME .....

ADDRESS .....

Office Hours—9 a. m. to 6 p. m. Wednesday and Saturday until 8.30 p. m. Write plainly.