

GILLETT'S PERFUMED LYE

CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "Gillett's."

Like all good articles, which are extensively advertised, Gillett's Lye is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.

E. W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.



A WISE RULE FOR DOMESTIC HAPPINESS

(By William Jennings Bryan, Democratic Candidate for the Presidency of the United States.)

Only a few begin life with an inheritance so large as to make economy unnecessary. With the vast majority of young men and young women the life begins with the gradual accumulation of a fortune. If the word "gradual" is objected to, it is enough to say that, as a rule, the accumulation is gradual, even though the imagination may picture a rapid rise. And gradual accumulation is better, after all, than getting rich in haste. "That which comes easy goes away." We need the discipline that struggle brings. Of course, some young men will marry rich, and busy themselves with the care of the wife's property; while some young women will marry a fortune and be relieved (if relief it can be called) of the necessity for careful saving. But rules are made for the multitude rather than for the exceptions, and to the multitude long years of patient self-denial and rigid restraint on expenditures precede the years spent on "Easy Street."

WISE RULE.

It is not necessary to dwell here on the demoralizing influence of "great expectations," or to philosophize on the strengthening effect of wholesome poverty. It is sufficient to take the situation as we find it and consider life as it presents itself to the average young couple. The husband and wife make their plans together, or should; they enter heartily on their work—she is willing to sacrifice as he is to labor, and her willingness to save is as important a factor in their success as his ability to earn. The first rule that they need to learn is to live within their means. In fact, this is so important a rule that for the purpose of this article it may be considered as the only rule necessary. Without its observance other rules are useless. No matter how much money a man may make, he will finally become a bankrupt if his income is less than his expenditure. It is possible, of course, that one may by extravagance purchase a business standing that he does not deserve, and

by lucky ventures retrieve what he has spent. But such a course has in it all the elements of a lottery, and usually brings in its train the ruin that overtakes the gambler. It is not for the gambler or for those who would play at hazard that these lines are written.

The honest, well-meaning young man who is willing to give to society a service equal in value to the reward which he asks, and the real helpmate who becomes his wife because she is willing to share his sorrows as well as his joys, his trials as well as his triumphs—these are the people I have in mind.

SACRIFICE FOR FUTURE GAIN.

When a family lives beyond its means the cause can generally be found in one of three reasons: in false pride, in lack of honesty, or in an unwillingness to make a present sacrifice for a future gain.

Of these three a false pride is probably the most frequent. The young people want to commence where their parents left off. The first generation begins modestly, rises slowly, and, by the time the children are grown, lives in comfort. The second generation is less contented, and begins in the same way, but wants to start with the comforts and then add the luxuries at once.

Sometimes the young lady of marriageable age feels that it would be beneath her station to marry one who had to commence at the bottom of the ladder as her father did, and the poor young man, knowing the sentiment

that prevails in society, hesitates to ask her to share his privations. He may have ambition, good health, good habits and high ideals; he may feel sure that in a quarter of a century he will be able to provide her a better home than the one she has at present, but will she be willing to wait for these things and endure the slighting remarks of girl-companions who are looking for more "eligible" suitors?

This question has caused many a lover to pause, and it has prevented many more from reaching the loved one. Possibly an injustice is done the girl in assuming that she demands all the comfort of modern life, and it is not straining the truth to say that many a maid has been so hedged about by the influence of her father's wealth that no one but an adventurer will pay court to her.

"WE CANNOT AFFORD IT."

Even when love has led them into a union the husband and wife sometimes lack the moral courage to admit before the world the meagreness of their income. They pay more rent than they can afford to pay, dress better than they can afford to dress, entertain more than they can afford to entertain, or travel when they cannot spare the money that travelling costs. The effort to live as well as to dress as well, and to spend as much as the richest one in their social set, has caused the downfall of many. And what is the use? No one is deceived. The neighbors know, as a rule, about what one's income is, and if we live beyond it who helps us spend our money will criticize us behind our backs and think the less of us because of the deception attempted.

"We cannot afford it" is a valuable phrase; it is often worth a fortune. It is a manly phrase, and a womanly phrase, too. It will alienate no one, whose friendship is worth having; as a matter of fact, one is fortunate to lose a friend who takes offence at that admission when spoken in truth. Candor is a virtue which disarms criticism, even from those who lack it themselves, and wins admiration.

FREE FROM DEBT.

As against the false pride of the man who conceals his financial condition from his wife, or which leads the husband's means, let us consider the merits of the opposite position. There is a pride that is justifiable; the pride of the man and woman who scorn false pretence and refuse to compromise with self-respect.

The man who can, and, having done the best they can, look the world in the face. They buy what they can, and free from the servitude which debt always enforces. Laying aside a little each year, they see hope in the future instead of despair. It is no day-dream that pictures a larger house and "provisions for a rainy day." In such a family a child is not a dread visitation, but a welcome sharer of an increasing store.

Between the false pride that means final disgrace and agonizing suspense before exposure comes—between this

and the dignified admission of limited means, who can hesitate to choose the latter? And yet thousands of families today are filling the present with dread and sowing the winds from which whirlwinds spring. Because they are ashamed to live within their means.

DISHONEST EXTRA-VAGANCE.

There is an element of honesty in this question, too, which cannot be overlooked. Not that one who lives extravagantly always intends to be dishonest, but in there not lacking a rightly-adjusted sense of honor. The embezzler seldom enters debt; he borrows the money expecting to be able to pay it back, but loses it in speculation or squanders it, and finally, when repayment is demanded he stands forth a violator of the law. So there is incipient embezzlement in purchases made when one is not sure of being able to pay.

For is it honest to run accounts and trust to chance to find the means with which to make payment? The landlord, the grocer, the tailor and the dressmaker are in a position to compare the various standards of integrity, and some are deplorably low. There are two ways of being untruthful, saying that which is known to be false, and saying that which is not known to be true. And so there are two kinds of dishonesty: the contraction of a debt with the intention of not paying it, and the contraction of a debt without knowing how it is to be paid.

To be sure there may be cases of sickness or emergency when a person must buy on credit and in such cases honesty requires that the creditor shall know the facts and take the risk voluntarily; but these cases should not be confounded with living beyond one's means. A semi-intentional fraud is practiced when, to keep up appearances one runs into debt without reasonable prospect of payment and yet the gullible party would probably indignantly resent the charge of dishonesty.

LOOK TO THE FUTURE.

Dishonesty in financial transactions is a blood relative of falsehood, and there are several other members of the family large and small. Extravagance is in itself another form of untruthfulness, for it is usually the acting of a lie. Every lawyer of experience has gathered some amusing illustrations of this pervasiveness which is resorted to by those who buy without knowing when or how payment is to be made.

The mildest indictment that can be made against those who live beyond their means is that they are willing to purchase tomorrow's sorrow with today's enjoyment or, to state it more accurately, are unwilling to make a sacrifice today who order to secure a large advantage in the future. And yet, after all, this is quite a second day-dream that pictures a larger house and "provisions for a rainy day." In such a family a child is not a dread visitation, but a welcome sharer of an increasing store.

Between the false pride that means final disgrace and agonizing suspense before exposure comes—between this

savings of his earlier years. The student sacrifices an opportunity to make a few dollars while he continues his studies, but he thereby lays up a capital far greater than he could accumulate in any other way. And so those who save little by little by limiting self-indulgence have not only the pleasure of seeing their fortune grow but they also have the well-being and security from want which comes with a competency. Self-indulgence pays no dividends, while self-denial yields an annual return.

THE HAPPY METHOD.

There is moral development as well as pecuniary advantage in the avoidance of debt. Control over one's self is essential to character and regular, systematic saving involves the curbing of the appetite, the suppression of vanity, and the strengthening of the will. Of course, this does not mean that economy should be carried to the point of parsimony.

There is, however, a mean between the two extremes illustrated by the miser and the spendthrift, and it is for this mean that one should aim. There is an ideal that avoids both stinginess and wastefulness and this is the ideal that public opinion should urge on the newly married. And that the ideal may be the more readily accepted after marriage, it should be presented to the young before marriage.

There are hundreds of thousands of families following this ideal now, and they are the strength and moral fibre of the land. The man and woman drawn together by the indissoluble ties of love—planning and working together, mutually helpful, mutually forbearing and sharing fully in each other's confidence—these represent the home that has given to British and Canadian domestic life its high position.

These people buy only what they have the money to buy; they claim a fair reward for their labor and yet give good pleasure in their service and, laying aside year by year, they travel life's path together, their independence increasing as they proceed. Their children are trained to prudence by example as well as precept and their own position in society and business becomes each day more secure.

The Quiver.

Every one—Don't you think, Harold, that July is a common month to get married in? Almost all the weddings take place that month.

Harold—Well, what's the matter with July, then?

Every one—No, let's make 't the twentieth.

Comfort during life's decline is a sort of annuity which one buys with the

BICYCLING

THE BICYCLE REVIVAL

John Westren Tells Why We Are Coming Back to the Wheel.

This has been an historic year in the bicycle trade, and those interested have been exchanging communications through the newspapers, in which they seek to explain the cause of the decline of a few years ago, the stagnation which followed and the revival which got under way three years ago, to attain its greatest vigor this present season.

Without accounting for the past decline in the popularity of the bicycle, Mr. Westren, who is general manager of the Dunlop Tire and Rubber Goods Company, makes a shrewd guess at the wherefore of the revival. He writes:—

"Although there has been a decline from the once extreme popularity of the bicycle the activities of the manufacturer have not been curtailed by the depression and the enthusiasts of ten years ago, who have again taken up wheeling, have been surprised to find that the bicycle of today is infinitely superior to the wheel they used to ride."

Mr. Westren invites old-time bicycle enthusiasts to try a ride on a modern bicycle. Referring further to the "activities of the manufacturers" Mr. Westren mentions the Doughty Process Bicycle Tire, made by his company, as a decided improvement on the old style tire. The Doughty is a patent process of making bicycle tires, brought to Canada by the Dunlop Company.

There is an appeal, also, in Mr. Westren's references to the bicycle. Evidently he has a kindly feeling for the wheel, a remembrance which the possession of an automobile cannot eradicate from his memory.

"In its time the bicycle has done much to create close friendships and to weld the members of families together," says Mr. Westren. "Let those who appreciate the bicycle in its true sphere maintain it in its returning general popularity to contend for a place with the automobile for the fresh air and the pleasure of the country ride."

Bank clearings for the week ending Thursday, July 2, were \$34,965, and for the corresponding week last year \$1,197,748.

The Enormous Demand WHICH HAS BEEN CREATED FOR KUMFORT Headache Powders

Since their introduction in 1896 has been built up on Merit and Merit alone. This has caused a number of imitations to appear but they lack the merit of the Genuine. Avoid substitutes, which you know nothing about and which often contain opiates and other dangerous drugs. Demand and insist on KUMFORT Headache Powders and avoid cheap substitutes. Remember there is nothing "just as good," as in that case the article would be good enough to sell on its own Merits. Kumfort Headache Powders are not an unknown quantity, but are endorsed by physicians who are familiar with the formula.

TESTIMONIALS:

Mrs. J. P. DAVIDSON, Burnt Church, N. B., writes: "I have used Kumfort Headache Powders, and my experience is that they will cure nervous headache in a few minutes."

MR. JOHN D. BUCKLEY, merchant, Rogersville, N. B., writes: "The best remedy for headache that I have ever used is Kumfort Headache Powders. They cure in a few minutes; create no habit; and I have found them safe and harmless."

MR. JAMES COLLINS, Newcastle, N. B., writes: "I use Kumfort Headache Powders and find they always cure and are safe and pleasant to use."

MR. F. H. P. DEWIS, Cape D'Or, N. S., writes: "I have used Kumfort Headache Powders and find them most excellent."

MR. A. V. SAVEY, Neguac, N. B., writes: "The most satisfactory and perfect cure for headache I find are the Kumfort Powders."

MR. W. C. BALCOM, Hantsport, N. S., writes: "I used Kumfort Headache Powders recently and found them a marvelous cure."

MR. W. A. FILLMORE of Fillmore & Morris, Amherst, N. S., writes: "I have used Kumfort Headache Powders and can recommend them highly."

MR. H. R. MILLER, Newcastle, N. B., writes: "I can safely recommend Kumfort Headache Powders. They are a good remedy for my headaches."

MR. JAMES H. McDONALD, merchant, Bridgeville, N. S., writes: "I have used Kumfort Headache Powders when required and have never known them to fail. I can cheerfully recommend them as a good article."

MR. A. S. HOOD, Agent Imperial Life Insurance Co., Truro, N. S., writes: "I have for years been a great sufferer from headache and have always found Kumfort Powders a reliable and effective cure."

MR. M. HENNESSEY, merchant, Joggins, Mines, N. S., writes: "I find Kumfort Powders all right. They will check a headache for me in a few minutes."

MRS. COLIN MCKENZIE, Kemptown, N. S., writes: "I have been using Kumfort Powders when needed, and they never fail to cure me. They create no habit, and I find no ill effects from their use. In fact I suffer less frequently from headache since I have used Kumfort."

MR. A. H. MACKAY, Sta. Agent, West River Sta., N. S., writes: "I have used Kumfort Powders with good results."

The REV. W. R. HARVEY, formerly of Economy, N. S., writes: "Although not in the habit of giving testimonials, I have great pleasure in testifying to the good qualities of Kumfort Powders. Being subject to nervous headaches I am always able to find relief by using Kumfort Powders."

F. T. WHEATON CO. LTD., - - Amherst, N. S. Sole Proprietors.