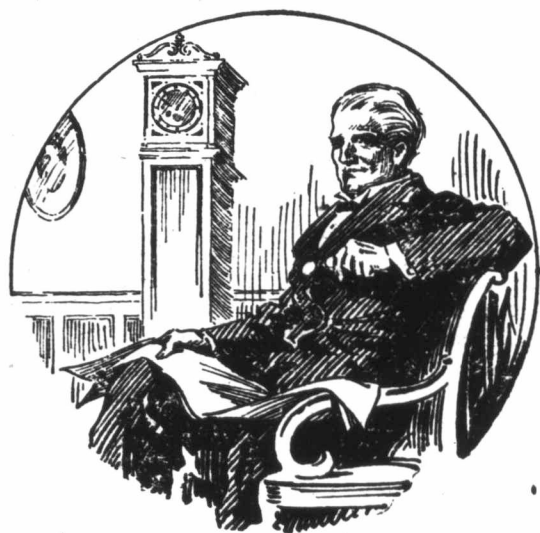


WE WANT EVERY WOMAN'S OPINION

And will pay \$300.00 in Cash Prizes for the best answers to these Questions---This offer is open to every woman in Canada and the Competition Closes Nov. 15th, 1920



The Human Clock usually Breaks Down Instead of Runs Down

It has long been a favorite idea of mine to compare the human body with my old clock here.

"Without proper attention the old clock gets run down and stops until I wind it up again and then it ticks away just as heartily and regularly as ever."

"And so it is with the human body, but the great difference I find is that the human clock usually breaks down instead of runs down, because people neglect to take proper care of their health."

"Through all these years I have managed to keep well and to keep young by using restorative treatment whenever there are indications of the system becoming run down."

"Fortunately I learned the value some years ago of Dr. Chase's Nerve Food and to it I use I largely attribute my healthful condition at this age."

"When I hear people talking about being unable to sleep, or of suffering from nervous headaches, indigestion or worn-out feelings, I ask them, 'Why do you not use Dr. Chase's Nerve Food to increase your nervous energy?'"

"So many people, as age advances, suffer from a lowering of the vitality, from high blood pressure or hardening of the arteries, but I have found that the use of this restorative treatment, when required, keeps my health at the high water mark."

ILLUSTRATED CONVERSATIONAL STYLE

The Questions to be Answered

1. Which style of advertising interests the most people in Dr. Chase's Nerve Food?

A. The use of testimonials?
B. Human interest advertisements with illustrations and conversational style of copy?

2. For what ailment do you find that Dr. Chase's Nerve Food is most frequently used?

Both these questions can best be answered by making inquiry among your friends. Then write a good letter telling what you found out by your investigation.

\$300.00 in Cash Prizes

\$100 for the best letter.
\$50 for second best letter.
\$25 for third best letter.
\$5 each for succeeding twenty-five best letters.

For your guidance we would suggest that you clip out this advertisement and start in at once to make an investigation among your friends and neighbors.

The competition closes Nov. 15th, 1920, but in case of two letters being equally good, the first one received will have the preference.

Edmanson, Bates & Co., Ltd.
DEPT. 88 TORONTO, ONT.

Before beginning the next series of advertisements to tell people about Dr. Chase's Nerve Food, we want you to help us to decide on the style of our advertising.

The use of testimonials has always been favored in medical advertising, but with an effort to make our advertisements more interesting we have during the last few years used attractive illustrations and the conversational style of reading matter.

You will find samples of both styles of advertising on this page. What we want to know is which style appeals most strongly to women, because it is on the wife and mother mostly that rests the responsibility of looking after the health of the family.

If in addition to reporting that such a style of advertising is most interesting to you, you can say, "I have made inquiry among 25 of my friends and find that 16 have used Dr. Chase's Nerve Food as the result of reading your illustrated advertisements, 7 on account of reading testimonials and the other two have never used it," your answer would be much strengthened.

By adding further particulars as to various cases which have come to your attention your letter would be made more interesting and more likely to win a good prize. Your name will not be used publicly without your permission.



Was Given Few Months to Live Is Now Strong and Well

Miss E. W. Ehmman, School Teacher, Libau, Man., writes:—"Four years ago, while living in Regina, I was afflicted with fainting spells, nervous headache, and became very thin and pale. I sought medical advice and was treated for consumption, and given only a few months to live. I had to sleep on the verandah and was told not to go to public places for fear of spreading germs."

"A newspaper advertising Dr. Chase's Nerve Food fell into my hands. I bought six boxes and after a few weeks began to increase in weight and feel better. Under this treatment I gradually regained my health and now weigh 165 pounds. I

enclose a picture I had taken while ill and my photo of to-day, so that you can see what a difference there is."

"The reasons for my writing this is the hope that this statement of mine will fall into the hands of some poor sufferer who can be benefited, may be saved, by the steady, regular use of Dr. Chase's preparations."

"I often use Dr. Chase's Kidney-Liver Pills to keep my kidneys and liver in shape. I have recommended Dr. Chase's medicines to a great number of people for kidney trouble, lame back, appendicitis, shortness of breath, indigestion, nervousness, and in fact for every sickness I am asked advice about."

TESTIMONIAL STYLE

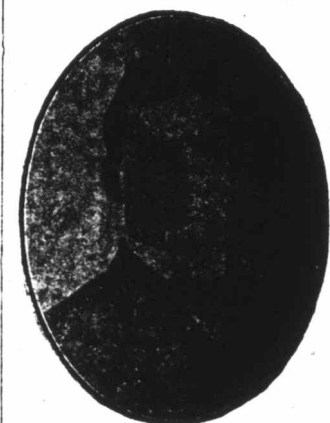
A Series of Talks On Music

By Prof. C.C. Laugher, Mus. Bac. Sarnia, Ont.

NO. II—THE HARP

The name "Harp" is attached to so many of its kind and all the instruments are plucked strings that it is advisable to mention some. The Irish harp is an instrument of the lyre family but having more strings and is only used to play simple melodies and to accompany another instrument. The harp was an instrument of the guitar kind and an improvement was made by Edward Light, who produced this instrument with 12 gut strings, the finger-board having frets on it and a thumb key was fitted to each string, this key when depressed was to adjust the pitch similar to the modern harp and its pedals.

The harp is one of the most ancient and universal of stringed instruments, and possessed a larger number of strings than the lyre. The strings were plucked with the fingers. The triangular form of the present harp is very similar to that of the Egyptian and Assyrian harps depicted on the ancient monuments. The shape gives to us the idea of it



Professor C. C. Laugher Mus. Bac.

being driven from the bow of an archer, for we find the farther back we go that these instruments are bow-like in shape.

We read that the paintings dated from the thirteenth century, B. C. have been discovered at the entrance of the tomb at Thebes, which depict two priests out at each side of the portal, playing upon harps, these instruments are taller than the players. We now come to the more modern times and find the harp now tuned in semitones and has a double row of strings.

The Welsh harp has three rows of strings and is sometimes called the triple harp, the gut strings numbering 98. The outer rows produced the natural tones and the centre row gave the sharps and flats.

The real modern harp has a double action invented by Sebastian Erard about 1810. The modern harp is a graceful orchestral instrument possessing a triangular outline. It has a straight slender pillar, a slanting sounding box and a curved neck connecting the two, both pillar and sounding box rise from a circular base in which eight pedals are arranged in a semi-circle, the compass of this instrument is over six octaves. There is a limit to the technique on this instrument as the scales or passages of a chromatic order are almost impossible and even when practicable is ineffective. Simple chords and arpeggios are the most telling on this instrument. With but few exceptions, what music is suitable for the piano is suitable for the harp.

In the modern double action harp by means of the pedal the strings may be raised two semitones, affording great facility for modulations. The strings are arranged in diatonic scale and tuned in flats, the normal scale being E-flat. Each lever or pedal controls two sets of discs from each disc project two pins, the strings pass between the pins, but in pressing the pedal half way down, presses the pin against the string, thereby shortening it or making it one semitone higher, by pressing the pedal entirely down presses the second pin against the string shortening it yet another semitone. The seven pedals affect the strings but the eight govern the damper. The voice of the harp possesses great sweetness, as the strings are not plucked sharply, but gives a sweeping motion, producing a stately effect.

\$100 REWARD, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages and that is catarrh. Catarrh being greatly influenced by constitutional conditions requires constitutional treatment. Hall's Catarrh Medicine is taken internally and acts through the blood on the mucous surfaces of the system, thereby destroying the foundation of the disease, giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in the curative powers of Hall's Catarrh Medicine that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

Address F. J. CHENEY & CO., Toledo, Ohio. Sold by all Druggists, etc.

Planets Causing Longer Summer

Youngstown, Ohio, Oct. 24.—That old mother earth may be facing one of those glacial experiences such as she underwent thousands of years ago, is seriously mentioned as a possibility by John H. Chase, of this city, whose articles on astronomy have gained wide attention. Mr. Chase, who is supervisor of playgrounds in Youngstown, and who, ever since his graduation from college has continued his studies in astronomy, views the almost unseasonable warm weather of the present autumn as a probable consequence

of the rare alignment recently undergone by certain planets. If his theory in this respect is correct, he regards the phenomenon as a forerunner of a glacial slide, which apparently would wipe out Australia and part of Africa's surface and effect a marked change in the climate of this continent.

"It is possible we are now experiencing the first effect of the remarkable planetary alignment which occurred last winter," said Mr. Chase, discussing the subject.

"If you recall, the planets Jupiter, Uranus, Mars and Saturn were all in direct line with the earth for the first time in many centuries. The combined pull of these great bodies, it was predicted by many astronomers,

was certain to affect the earth's orbit—probably in the way of lengthening and flattening the ellipse.

"If that occurred we could expect longer summers in the northern hemisphere and shorter ones in the southern hemisphere, and more important than this is the likelihood that a glacier may form, covering all of Australia and part of Africa."

"Just such a flattening and stretching of the earth's orbit thousands of years ago caused a glacier to creep over North America as far as South Leontia, twenty miles south of Youngstown."

"This may not be the explanation, but it is a possibility based on what is known to have happened at least once before in the world's history."

Luxury Taxes Closing Shops Labor Asserts

Ottawa, Oct. 27.—Not the manufacturers themselves, but the ranks of organized labor are now endeavoring to secure the removal of the luxury tax on certain kinds of production, basing their action upon the grounds that its imposition has led to a great deal of unemployment. This attitude was evinced this morning by a delegation from Toronto, which waited upon Sir Henry Drayton, Minister of Finance, and Senator O'Brien Rob-

ertson, Minister of Labor.

The Piano Case

The delegation pointed out that over 650 men employed in the piano, organ and phonograph trades were at present out of employment in Toronto, and stated that the manufacturers had given as their reason for shortening production of these articles of trade that the people would not buy them with the added cost due to the imposition of the luxury tax.

The delegation inquired whether the Government could not see its way clear, if the luxury tax was absolutely imperative, to have it included in with the sale price of pianos, organs and phonographs, instead of over and above it as at present.