

LONDON, NEW YORK and PARIS ASSOC. of FASHION

STARTS GREAT FALL AND WINTER APPAREL SALE

beginning on Tuesday Morning,
November the 7th, at 9
o'clock, sharp.

London, New York
and Paris
Assoc. of Fashion

SIDE TALKS.

By Ruth Cameron.

BLESSED BE SYMPATHY.

"Next to love, sympathy is the divinest passion of the human heart."—Burke.



This isn't such a bad old world after all, is it? Sometimes in moments of depression it seems as if everyone in the world were selfish, and as if selfish motives were behind almost every act and thought, as if love itself were wholly selfish, and people only cared for others because they administered in some way or another to their own happiness and comfort.

And then again one is surprised and uplifted by catching a glimpse of the breadth and depth and selflessness of human sympathy.

Such an experience came to me the other day.

She Really Cared.

The postman was late. Twice the little maid who works in my kitchen came to me to ask if the postman had come yet. Thinking she expected some important letter I inquired if anything were wrong with any of her relatives.

"Oh no," she said, "it's the morning paper I do be waiting for. It's the President's wife I'm wondering is she better or worse this mornin'." (It was just at the time when Mrs. Harding's life hung in the balance.)

The postman came and we tore the paper open together. "She's better, Mary," I said.

"Thank God," breathed Mary. I wish you might have heard her exclamation. It was so genuine, so sincere, such unmistakable thanksgiving for another's happiness.

And Mary never saw the President or his wife and, in all probability, never will!

But you can't account for Mary. I suppose you have heard that very fashionable phrase "maximization of the ego." It refers to the human instinct to make oneself stand out in some way. It is supposed to explain why men strive to excel in business, why women want to dress strikingly, why boys fight. It is even used to explain selfishness and lives of self-sacrifice, "just another form of maximization of the ego." I have come to hate that phrase because it seems to discount all virtues.

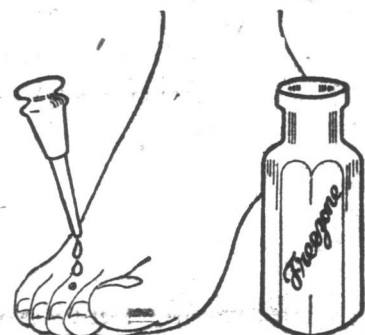
But I can't see how it can be made to apply to Mary and her unaffected joy over the recovery of the President's wife.

And Thank God For It.

No, I think that was a just spontaneous welling of the selfless human sympathy and kindness, that, say what the cynic will, does dwell in the hearts of common folks, and that helps as much to make life beautiful as flowers and trees and sunsets and October mornings.

CORNS

Lift Off with Fingers



Doesn't hurt a bit! Drop a little "Freemore" on an aching corn, then instantly that corn stops hurting, then shortly you lift it right off with fingers. Truly!

Your druggist sells a tiny bottle of "Freemore" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the calluses, without soreness or irritation.

Just Folks.

By EDGAR A. GUEST.

EVER A BABY.

Above the ceaseless clamor and the cry, The strife for fortune and the loftier place, Ambition and the urge to scramble high, Most of us hold a little baby's face.

Here is a fairer dream than fame or gold, A richer treasure than the stuff we seek, What wondrous secrets may the cradle hold, What joyous words those little lips shall speak.

Servants of Mammon! Such we seem to be, Sordid the tasks which face us every day, Yet ever smiling at us, we can see The babe that soon shall follow down the way.

Here is the purpose of the wrongs we bear, Here is the urge that sends us after gain, Gives us the courage to stand up to care, And sets our teeth to bitterness and pain.

Seemingly seeking gold we spend our days, Seemingly selfish, mad the pace we make, Yet most of us are pledged to sordid ways Nor for ourselves but for a baby's sake.

Grief and Worry

Childbirth
La Grippe
Excesses and
Overstrain

Nervous Exhaustion
Take the new remedy

Asaya-Neurall

which contains the form of phosphorus required for nerve repair.

PREPARED BY
DAVIS & LAWRENCE CO.
MONTREAL

Leaving Wine in Wills.

A bequest to a friend of a sum of money to be expended in the purchase of a dozen bottles of vintage port wine, with which to drink to his memory when he was gone, was included in the will of a London solicitor who died recently.

Such bequests are not so very uncommon, and they are perfectly legal in this form. But a few years ago, when a member of the Savage Club bequeathed £500, the interest on which was to provide free drinks for members of the club for ever, the law decided that the bequest was not valid.

In days gone by many similar bequests have been allowed to stand. There are, for instance, at least twenty English towns and villages where free beer is distributed on certain anniversaries in accordance with the will of certain testators.

And only a few years back a Kentish gentleman left a hundred pounds apiece to eleven boon companions, "to be expended in port wine or any other good drink."

A curious instance of a convivial will was that left by John Redman, a friend of Fox, the famous statesman. He enjoined his executors to keep open his house in London, for at least a year after his death, and to visit it frequently, taking friends with them, "to help drink up the good wines contained in the cellars."

On the other hand, teetotalism by will is not altogether unknown.

A famous case in point occurred in 1915, on the death of a wealthy South Wales colliery owner. He left over half a million pounds in legacies to a number of people, on condition that they should refrain for the rest of their lives from intoxicating drink.

STEEDMAN'S

SPRING POWDER
Contains no Poison

An Obliging Afriidi.

OFFERED TO KILL THE INSPECTING OFFICER.

All inspecting officers find fault. They love it. If, when inspecting a regiment, they fail to find at least one man with a dull button, it quite worries them.

No one ever minds being "told off" in this way. Certainly no Tommy ever bears malice. But on one occasion this fault-finding was taken very much to heart by a Afriidi member of the famous "Guides" Regiment.

The Lieutenant-Governor of the Punjab was inspecting them one day, and, as usual, found a fault here and there.

Sir George Younghusband, who tells the story in his introduction to the newly published "Exploits of Asaf

whenever you see

"Atlas"

on a package of
CONFECTIONERY

you can buy it with perfect confidence and the full knowledge that you will get the finest quality in sweets that the world produces.



BOILING THE SUGAR.

THERE is no secret in these wonderful "Atlas" productions. They are simply made with the finest materials by highly skilled confectioners who work happily in a factory which is the model of modern hygienic conditions.

IT is only the best that will produce the best, and the best all round attains the perfection always associated with the goods turned out by the famous house of—

E. & T. Pink Ltd.
LONDON, ENGLAND.

And MESSRS. BAIRD & CO., P. O. Box 157, St. John's, Newfoundland, are the resident wholesale agents.

The "Sunrise" Jams and Marmalade are also made in the same wonderful factory.

THE WISE AUNT.



WALT MASON.

Khan," goes on to relate how that evening Col. Lumsden (who commanded the regiment), and was idolized by his men) was sitting in a chair in his garden, smoking a pipe before he went to bed. Out of the corner of his eye he saw standing silent, awaiting his notice, one of the men of the regiment, an Afriidi.

Turning round, he said, "Hullo, Yakub Khan, what do you want?"

"Sahib, at the inspection to-day, I and others of my comrades noticed that the Lord Sahib spoke words that were displeasing to your Honour, and that your Honour's face became black. Now the Lord Sahib travels by road to-morrow to Peshawar; but there is no reason whatever why he should arrive there!"

He often told this story afterwards to Viceroy and was lords who came to inspect the regiment—generally to their huge delight!

who should be fed. When my Uncle Jay has placed luscious victuals in his craw, my Aunt Jane, serene and chaste, tells him of a hat she saw. For that hat she makes a bid, saying, "Now, as help me John, I have worn my old bun lid till I blush to put it on. You can buy yourself cigars, and can play your billiard game, while my wornout bonnet jars every fibre in my frame." Filled with pastry, Uncle Jay, heaves a wide, forgiving smile; "Go and buy that hat to-day—I would see my wife in style."

Jersey Rolled Oats.

In packages only, are a great breakfast dish these cold mornings. JERSEY ROLLED OATS are appetizing and of superior quality. Ask your dealer to-day for a package. Try them and convince yourself that JERSEY ranks ahead of all Rolled Oats. J. B. ORR CO., LTD., Importers, Oct 23, 1922.

DAIRYMEN'S LEAGUE



Sterilized-Unsweetened
EVAPORATED
MILK

from inspected herds
Product of
DAIRYMEN'S LEAGUE
CO-OPERATIVE ASSOCIATION, INC.
GENERAL OFFICES, UTICA, N.Y., U.S.A.

New York territory couldn't help being "milk land"

It had to be the "milk land" of the Union. Iowa could raise corn. Main had her potatoes. Georgia says "cotton," and Texas spells "cattle." But New York's soil, rainfall, seasons, and climate generally made it the "Dairy State."

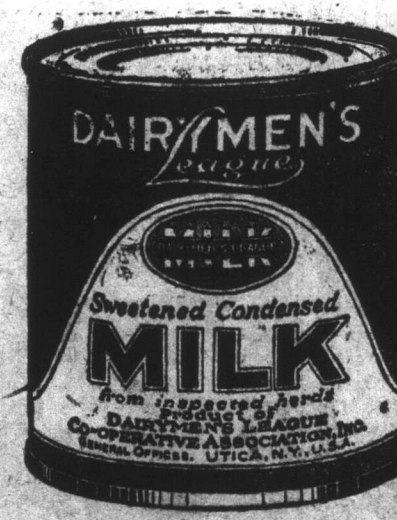
There are approximately 70,000 picked farmers in the New York State territory who belong to the Dairymen's League Co-operative Association, Inc., farmers who have clean, regularly inspected barns and clean, healthy cows. They are the Dairymen's League. Instead of 70,000 ideas regarding the production and distribution of milk and dairy products, they decided to have a single standard of purity and quality—the highest that human endeavor could make. When they put their collective name on anything, it is good.

So you can buy Dairymen's League Evaporated or Condensed Milk knowing that it is rich, "creamy milk," that it is pure and good and comes from the "dairy territory."

It is good to-day. It will be good to-morrow and next year, for the life-work of these 70,000 farmers is to see that the dairy products of the Dairymen's League are kept up to the standard that has been set.

For Sale at Royal Stores, George Knowling's, Ayre & Sons, W. E. Beams

DAIRYMEN'S LEAGUE
CO-OPERATIVE ASSOCIATION, INC.
UTICA, N.Y.



Ask your grocer for Dairymen's League Evaporated or Condensed Milk. He carries it year in and year out because he knows the quality.

Oct 10, 1922, eod