surance.

READ YOUR

CHARACTER

NO. 322-SELLING IMMEDIATE AND FUTURE BENEFITS. Every salesman of life insurance

knows that there is a certain type

of person more concerned with the immediate prospect of the rate than with the ultimate benefits of the in-

Again, there are some men to whom

the idea of profits at some period in the future does not look nearly

so attractive as a policy which will

With the varied forms of policies

on the market today the agent at

best has a hard time fishing around

to find out just what premium and

benefit combination has the greatest appeal for his prospect, and he will often lose out to a competitor who

is no better able to fill the man's

needs than he is, simply because he

did not happen to offer him just

To know whether to talk present

or future to a man, see if his head

is noticeably longer or shorter than

average. Pay no attention to width

but do observe height. If he is short-

headed, keep your talk in terms of the present or near future. If he

is low-headed as well as short

premium possible. But if he is

high-headed and short-headed, talk

to him first of policies which mature

long-headed, talk to him of the

quickly or are paid up quickly. If he

profits and advantages in those forms

of policies which mature in the dis-

tant future. Talk to the short-head of the dangers of sudden death; to

the long-head on the wisdom

looking out for his old age. Granting

the two men are equally able to

carry the policies offered to them

Company.

you will find that this works.

headed, give him the

the combination that appealed.

mature or be paid up quickly.

Condon Advertiser

MORNING.

London, Ont., Thursday, Sept. 14.

Our Show-Off Points.

P BEMIER KING paid a visit to his home district around Kitchener and Elmira, and of course, they were busy hunting up all sorts of things for him to do and see.

It's a great habit we've developed, this business of grabbing our visitors and hustling them off to see the places we consider interesting and out of the ordinary.

For instance, when visitors of note go to Guelph they take and cart them out of the city to the college, and after they have spent all the time there, they are rushed around and presented with an address in front of the city hall, where they can keep an eye on the station to see that the train doesn't go without them. Likewise in Brantford they load

their visitors up and usher them away out to an Indian church, then journey them too the Institute for the Blind, and by the time that's over they shoot them past the city hall so fast that they don't see it. Also when Woodstock is on the list, the visitors must see the hospital for the treatment of epileptic cases, the college, and a view of the waterworks property, after which a couple of circles are cut around the city hall, and it doesn't look so bad, because it's apt to be fairly dark by

this time. But we're all the same. When they bring them to London they to give the impression that he has is its only purpose. tote 'em out on the river bank. If been a reader and a student, but there's been a good rain we're in he has not the time to dig in now fuck, and have a river to show them. as he might have when he was Then they must see Springbank, and younger. visit a half dozen places of interest. hall off here, because the thing's installment of H. G. Wells' Famous murder. The government is an ac purse of the family keep the house. against the next building and never

says a word. at the first joint pointing at the new hotel. the last fifteen factories that have who is well fitted by a scientific been opened over the week-end, education, undertook to revise and point to the latest location of the edit a work done by seventeen spenew bridge, and hustle them off to the train.

Much the same all over. It must be tough some times to be a public man and have this program worked hibitive, but despite that fact it has off on you by officials who have been been a best seller in the non-fiction over the ground a dozen or twenty times. And, of course, the distinguished visitor is always expected sible," "Wonderful, isn't it," and so tocal history as dense. But if he does have lots to say it may bring him a kind word or a vote in days

itors walk around town by themselves. For instance, if the premier to Kitchener, why shouldn't he do easy to make an index of these clip- that if they work steadily coal sup- 1? Can I remove any outside buildwith Bill Euler, M.P., when he got book for future reference. It is very so, without the populace blocking pings, adding to them each day. doorway and obstructing the The big thing is this—any man, some time in the spring. usual flow of business?

Can't Be Done.

styles, says new styles are not conversant with the history of men being. coming rapidly from Paris to the and of the world. North American continent.

He intimates that long skirts, here by now, but they're not. Perhaps no person ever told Paul

that a trailing skirt can carry more disease than a dozen rats. Nine months ago the models em-

ployed by M. Poiner paraded in Parisian hoop-skirts, trying to resurrect grandma's styles.

You haven't seen any hoop-skirts

lately, though, have you? The bet overlooked by Poiner was that the hoop-skirt is a physical impossibility in this country. It couldn't be gotten through the door of the average apartment, let alone

a street car, auto or theatre seat. The only possible way in which a hoop-skirt could be used now would be in a farm-field or for transporting a few cases of liquor under cover.

A Chance To Improve.

D ID you ever notice that where a few people are gathered together the conversation is generally directed by one or two of them? That is, if it is real, worthwhile conversation. It was a rule of the late Lord Northcliffe that he would never permit useless or flippant conversation in his presence. believed that conversation should serve some useful purpose, and those engaging in it should be better informed in consequence.

Why is it that some people are able to direct and lead conversation, while the others naturally fall back and listen? They may hang on for a while, but too often they find the water getting too deep for them, so they turn back toward the shore of common things.



months to complete this publication, and THE ADVERTISER has the exclubeen wearing their initial fingers off sequential story, covering all this terrible menace to life is to whether Willie is coming or going. periods and all peoples—it is a stop making the guns. Then they show them book of the human race. Mr. Wells, History." It was a costly undertaking, and the original editions sold at a price that was almost proclass all over the world.

The world's greatest critics have read the book, and they call it good. to say, "Well, well," "Is that pos- It may be that you may not agree with all that Mr. Wells has to say, on, and if he doesn't, well the but that in itself will drive you on chances are that he'll pass down in to further research, and good will result.

Many families make it a point to read the daily installments to the children. In some places the schools time to let these distinguished vis- have taken Wells' Outline of His-

Others are clipping it out each wanted to drop in and pass an hour day and pasting it away in a scrap-

daily installments carefully, study normal things will be in good shape them and get the facts stored away for another strike. in the mind, will, at the end of the The strike is not settled-it is PAUL POIRET, famous creator of series, be a well-informed person, merely patched up for the time

THE ADVERTISER believes it is doing a real service to its constituency even touching the ground, should be in bringing such worth-while reading matter within reach of its read- Hope to see you next spring.

Export Trade.

FIRM making toys got the following letter from Lucknow,

"The sample wax dolls is all running away, owing to equatorial heat of Indian summer., Eight china dolls is to hand with six broken noses and nine cats is come with only seven tails. The leopards is too much deficient in spots for our climate."

Queer letter, perhaps, but it has its point.

We like to talk in large terms about building up an export trade. Then we take a certain pride in reading certain figures showing its development. But it means work and lots of it.

These dolls did not suit the trade in Lucknow, India, although the maker thought they would. Canadian bacon producers are

losing out in the British market because bacon eaters there turn up their noses at the fat pork we want them to take. Britain lost a lot of Canadian

trade in a dozen lines because United States studied this market and found out what we wanted. Very easy to talk about export trade, but it comes to those who study world markets and the various conditions in world markets.

A National Menace.

FEW days ago the officers of common things.

Some people are naturally back- A San Francisco hired a boat and ward, and we make all allowance went out into the Pacific Ocean. for such. Too often the reason is From this craft they dropped into may live to see the day when a to be sound in the fact that those in the ocean a small cargo of re- buxom maiden will once more hitch the company are not well informed. volvers, pistols and other murder- herself to the bedpost, and come They have nothing in reserve, and ous weapons which had been collectwhen the topic turns from the com- ed from time to time from crooks mon everyday happenings with placed under arrest. There were which they are familiar, they are some very dangerous guns among why not stress the idea of getting the number, and many also, that the work to which they are suited. Knowledge is pover. Many a man had been used in killing men and longs to have a general knowledge women. The revolver is a weapon of things, so that he can have a little for the commission of marder, for Ford \$19 a week as a financial re-

The San Francisco method for

doing away with revolvers is good so far as it goes, but it is but a drop in the bucket. So long as the Willie." Such used to be a phrase government permits their manufac- indicating how many a family car-Advertiser publishes every day an ture, criminals will be aided in ried on in an effort to make the so modest that it just leans up Outline of History. It may take ten cessory to murder so long as it It's an old trick, perhaps forgotten volver. The weapon is not used for the diligent mother who can still hunting. The only way to root out do it and make it possible to know

Under laws which are in force in many of the States, the carrying of weapons is forbidden. The home owner may not have one in his cialists and entitled "Outline of house. He is, therefore, placed at a disadvantage when a burglar enters his place. The burglar is armed but like to see answered: he is not. The law forbids carrying concealed weapons, but only a few gun-toters are apprehended.

To disarm the holdup man and burglar, the government should prevent the manufacture of the pistols and cartridges designed for them. In no other way will the menace be rooted out.

Peace officers and army men should be armed. Their arms can be manufactured or secured by the government.

Miners Working.

H ARD coal miners at Scranton, some 155,000 of them. The encouraging note is added

these. And about the time they become

LITTLE 'TISERS

Well, good-bye old straw hat.

We all know the price of success but few are willing to pay it.

Some men rule their own homes

tothers help wash the dishes. Is a man nervous because he smokes or does he smoke because

he's nervous?

"Keep the Home Fires Burning" may become somewhat of a national anthem this winter.

A lot of mosquitoes get mad when holiday season is over, while a few more daring ones follow us home.

Plans are under way to eliminate strange words in menu cards. So a-la this and a-la that goes into \$2 each for badges. the discard.

Wouldn't it be great to wake up some morning and find that a Canadian dollar was worth as much here as in Germany?

They're ringing the curfew at nine in some of the towns around here, and some of the old boys who retire early complain that it wakes them up.

Now that hunters are preparing to take to the woods and shoot everything that looks like a deer, there may yet be a milk shortage in the land.

Tight shoes are being worn again by women, say the critics. And we forth with a wasp waistline.

People are told to work hard, but

over a million a year as a factory

"Papa's pants will soon fit

Editor, Advertiser:

more intelligent." have been wondering for some time whether a man got a privilege along with his car license to repair his

J. H. McDONALD, Listowel, Sept. 12, 1922.

If I buy a house at so much per month and fall behind four or five months in my payments can I be made to vacate? If so, what notice can I demand, and what redress have A PRESBYTERIAN NEXT TIME.

Thanking you in anticipation,

Answer.-Not unless agreement Sunday agreement and then definite answer again, I'd just believe I'd be a Pres-

LEGAL QUERIES

Sir,-Here is a question I would

Not being an owner of a car, I car on Sunday?

Sir,-Would you kindly answer these few questions through your

Tomorrow-When to Cut It Short. Copyright, 1922, by Public Ledger

Answer .- No license is necessary

legal column:

LEARN A WORD

EVERY DAY TODAY'S word is-MODICUM.

It's pronounced - · mod-i-kum, with accent on the first syllable. It means—a little; a small quantity; a limited amount or supply. It comes from-Latin "modicus,"

moderate; more indirectly from "mo-It's used like this—"News that veloping in the seas of our world.

Lenine is again at the helm in Russia Through long ages, through the earli-Lenine is again at the heim in Russia-is received with a modicum of satis-is received with a modicum of satis-than a proliferation of such swimfaction in most quarters, not because he is considered, basically, any less a super-radical than the rest of the water. Bolsheviki, but because he is deemed

Brain Testers

If a letter "M" is inserted in the proper place in the follow-ing line what three words will

A DEN I I CAN DOCK. Solution to yesterday's puzzie: We will go tomorrow, at two minutes to two, to two twenty-two, to 222 Tooley street.

Little Mary Lou, aged six, had always been an ardent Methodist, but was one day persuaded by a small Such was the life of the shallow playmate to visit a Presbyterian seas through a hundred millions years or more in the early palaeozoic period.

The land during that time was appeared. permits it. You had better send the by the new surroundings and was agreement so that we can advise you especially infatuated with the charmdefinitely. It depends as to whether they are fixed to the soil or not, and they are fixed to the soil or not are fixed whether there is any provision in agreement or not governing the matter. Write more fully and send the send that t

25 YEARS AGO TODAY

HERE WE HAVE ITEMS OF LOCAL AND DISTRICT INTEREST AS RECORDED IN THE ADVERTISER OF 1897.

byterian."

September 14, 1897.

Weather-Fair and warm.

Fair Notes. Among fair visitors today is Mr. McNee of the Windsor Record,

and Mr. Ford, of the Chatham Ban-Hon. G. W. Ross and Hon. John oryden are expected tomorrow. The weather today is bringing a

fine crowd. The press badges are more ornamental than useful. They entitle the wearer to no privileges.

It is too much to suppose that all juveniles in the ring yesterday paid the city public schools to allow the

Wednesday is Farmers' Day.

ine, south of the G. T. R., was run last night by Manager Carr and Superintendent Potter.

The Western District rifle matches committee to complete arrangements.

Thursday and Friday of this week have been declared holidays in all pupils to attend the fair. The teach-Joseph Kitty and Stephen Scott, ers are desirous that all should wait two boys who were locked up for for these days, so as not to cause a jumping the fence, were discharged decrease in the attendance at school today and tomorrow. DR. BISHOP'S ADVICE

DRINK MORE MILK

in police court.

BY DR. R. H. BISHOP.

the only food hurriedly.
which contains all Products

energy for digestion.

Milk is, however, not easily toler-

mines in milk, other dishes als INCE milk is a should be considered that contain typical natural this element. Many vegetables conlized and uncivilized people
alike, it seems
worthy of respective seasons.

It is well to give children a quart

special considera- of milk daily, while adults should drink at least a pint. It should be It is practically taken slowly and not in gulps and Products of milk, such as cheese or

the elementary buttermilk, are healthful. Cheese, principals in anything like the right promote its digestion it ought to be proportions. It requires very little grated or eaten with some other easily-digested food.

Cream contains most of the fats of

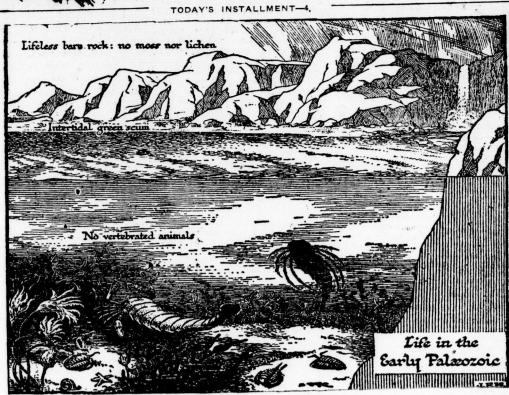
Milk is, nowever, not easily tolerated by some people, and in any case is very deficient in iron, so that food. One pint of cream contains most of the milk and is a somewhat heavier the milk



H.G.WELLS The Romance of Mother Earth



Creatures of the Early Seas.



LIFE IN EARLY PALAEOZOIC AGE.

Note its general resemblance, ex cept for size, to the miscroscopic su mmer ditchwater life of today.

terozoic rocks is a third series, which is found to contain a considerable number and variety of traces of living things. First comes the evidence of a diversity of shellfish, crabs and such-like crawling things, worms, seaweeds, and the then of a multitude of fishes of the beginnings of land and

plants and land creatures. These rocks are called the palaeo zoic (ancient life) rocks. They mark a vast era, during which life was slowly spreading, increasing and deming and creeping things in the

Through Long Ages

big sea woodlice that were probably rocks of the world in orderly layers related to the American king-crab of one above the other, convenient for today. There were also sea scorpions, the prefects of that early world. The individuals of certain species of these were nine feet long. These were the very highest sorts of life. There were arranged office after it has exoundant different sorts of an order of shellfish called brachipoda. There were plant animals, rooted and joined an earthquake, riots, and a fire. ogether like plants, also loose weeds

xcite our imaginations. There was nothing that ran or flew or even swam swiftly or skillfully. Except or the size of some of the creatures, was not very different from, and ather less various than, the kind of ife a student would gather from any summer-time ditch nowadays for microscopic examination

ently absolutely barren. We find no trace nor hint of land life. Every-

our own time, there have intervened almost immeasurable ages, repreented by layers and masses of sedimentary rocks. There are first the upper palaeozoic ocks, and above these the geologists

distinguish two great divisions. Next above the palaeozoic come the mesozoic (middle life) rocks, a sec ond vast system of fossil bearing rocks, representing perhaps a hun-The first car on the Rectory street dred millions of swift years, and con taining a wonderful array of fossil remains, bones of giant reptiles and the like, which we will presently describe; and above these again are the cainozoic (recent life) rocks, a third great volume in the history of son, Capt. Thomas Robson, Staff- life, an unfinished volume of which Sergt. Goodwin, Wm. Robson and the sand and mud that was carried Major Hayes comprise the executive out to sea yesterday by the rivers

KIN-

scales and bodies and tracks that will become at last fossils of the with certainty in the matter.

The Record of the Rocks. These markings and fossil in the rocks and the rocks themselves are our first historic documents. nistory of life that men have puzzled out and are still puzzling out from

rocks. By studying this record men are slowly piecing together a story of life's beginnings, and of the beginnings of our kind, of which our anestors a century or so ago had no suspicion But when we call these rocks and the fossils a record, and a history, it must not be supposed that there is

any sign of an orderly keeping of a happens leaves some trace, if only we Through Long Ages.

There were creatures called trilodites; they were crawling things like meaning of that trace. Nor are the meaning of that trace. Nor are the one above the other, convenient for men to read. They are not like the books and pages of a library. They are torn, disrupted, interrupted, flung about, defaced, like a carelessly Co., perienced in succession a bombardment, a hostile military occupation,

that waved in the waters.

It was not a display of life to age of the cidest reals by Speculations about geological tim age of the oldest rocks by geologists and astronomers starting from different standpoints, have varied between 1,600,000.000, and 25,000,000. That the period of time has been vast that it is to be counted by scores and had any practice.

LYING over and above the Pro- of the world, to bury the bones and possibly by hundreds of millions of years, is the utmost that can be said

> things of today, constitute the last reader reading quickly through these

> > in reality that subsequent history longer only because it is more de tailed and more interesting to us. It looms larger in perspective. For ages that stagger the imagination this earth spun, hot and lifeless, and again for ages of equal vastness held no life above the level of the

think of them as a mere swift prelude

of preparation to the apparently

of view of life and humanity empty, but time is empty also. Life is lik little glow, scarcely kindled ye in these void immensities.

the McClure Newspaper Syndicate Tomorrow-The Peculiar Thing Called Life.

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published by arrangment wit

NOT A MERE APPRENTICE. "Your extravagance Husbandwful! When I die you'll probal ve to beg! Wife-"Well, I should be better of

han some poor woman who never

OUT OF THE WILD.

BY BERTON BRALEY ME again, home again, back from va Back to the comforts of civilization, Back where the bugs don't attend each collation, Back where the food isn't constantly fried; Home, where the beds aren't excessively lumpy, Home, where the tables aren't shaky and jumy, Home, where the floors aren't all gnarly and bumpy,

After all, home is the place to abide HOME, where the windows aren't stubborn and sticky, Home, where the stove isn't smoky and tricky, Where all the woodwork's not wormy and ticky, Where there are mirrors to aid your adorning, Where you get water by turning a tap; Where milk and papers are brought you each morning, Life in the country I'm not at all scorning;

Still, I think home's the best spot on the map! THERE'LL be collectors to bother and hound me, There will be noise of the city around me, Worries and cares that have oftentimes bound me Once mere will give me a pain in the dome; Business will drive me without much cessation, Clothes, food and fuel bills cause irritation, Nevertheless, now I'm through with vacation, Take it from me, it is good to be home:

(Copyright, 1922.)

THE NAME -YOUR GUARANTEE



Made in five grades for the

proper lubrication of all makes of automobiles, trucks and tractors.

product of a company which has at its command every facility for making and distributing the best. Then use, exclusively, the grade recommended by that manufacturer for your make of car or truck. Value and Service go with every sale of Imperial Polarine Motor Oils.

When buying lubricating oil, choose the

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