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TEA
 is kept deliciously fresh in airtight aluminum foil packets. Never sold in bulk. Try it.

PRACTICAL TRAINING

The story of our school is a story of success. The records made by our graduates are an emphatic argument as to the practicality of our business courses.

Fredericton Business College
 FREDERICTON, N. B.

Write for full particulars. Address: F. B. Osborne, Fredericton, N. B.

Croup and Whooping Cough

Guard your children from the dangers of winter weather. Check their first cough with Buckley's "Modified" Mixture. Pleasant to take and brings instant relief.

Buckley's Mixture "Strong" or "Modified" acts like a flash on Croup and Whooping Cough or any affection of throat, chest and lungs. Keep a bottle handy. Wonderful at night. A dose stops coughing.

BUCKLEY'S MIXTURE
 "Strong" or "Modified"
 75c-40 doses
 W. E. Buckley, Limited, 143 Mutual St., Toronto

NEW LAMP BURNS 94 p. c. AIR

Beats Electric or Gas
 A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 35 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94% air and 6% common kerosene (coal oil).
 The inventor, J. M. Johnson, 246 Craig St. W., Montreal, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him to-day for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

PREVENTION

Medical science acknowledges that cod-liver oil is invaluable to prevent rickets, weak-bones or other forms of malnutrition.

Scott's Emulsion
 of pure, nourishing cod-liver oil, abundant in the vitamins that nearly every child needs regularly.
 Scott's Emulsion is important nourishment to help overcome faulty nutrition.
 Scott & Bowne, Toronto, Ont. 22-41

CHECK CIGAR
 Enjoyment in Every Puff!



WILL UPSET MANY BIRTHDAYS

Proposed Calendar Reform Will Work Many Changes in Anniversaries

Superstitious people the world over will have new cause for apprehension in the recent announcement that the League of Nations' committee on calendar reform proposed to revise the present calendar of twelve months by the addition of a new and thirteenth month. The same of the new month which has been proposed is Sol.

Already the date for Easter has been permanently fixed as the second Sunday in April, commencing in 1928 and the new calendar will be composed of thirteen months of four weeks each. It may or may not provide for future freedom from superstitious beliefs resulting from the frequent occurrence of a Friday on the fateful thirteenth, such as will occur next week.

The proposal for the inclusion of the thirteenth month of April provides for the absorption of the two last weeks of the present calendar June with the first two weeks of July. Consequently people whose birthdays or anniversaries fall within this period will have some revisions to make. It will probably afford an excellent excuse for absent-minded husbands in failing to remember the anniversary of their wedding days.

Whether or not monthly salary contracts will automatically increase the year's earning power is already a matter of interesting speculation, as also the legal status of contracts based on months and dates which will come within the scope of the revised changes. One of the most important of Canadian public holidays—July 1st, Dominion Day—will come within the scope of the proposed changes. Will it remain July 1st or will it be the half-way holiday in the new month of Sol?

A feature of the proposed calendar not to be overlooked is the fact that after 1928 persons whose birthdays occurred but once every four years in the past on February 29th, will be entirely out of luck insofar as official birthday is concerned for there won't ever be a February 29th again. Their age will—so all intents and purposes—remain stationary.

Weather statistics, based on the present calendar, will also go into discard together with all statistics based on the twelve-month calendar. But if Rev. William Boaz Macgregor is correct in his prediction that this change in the times and seasons will usher in a world-wide religious war and the general end of all things, it won't much matter after all.

RALPH CONNOR'S NEW BOOK

A very large reading public will welcome the announcement of a new book by Ralph Connor, for ever since the days of "The Sky Pilot" he has been a favorite author with thousands, particularly in his native Canada. His new book is a most interesting one, with plenty of action and thrill, an appealing love story and a touch of seriousness throughout that will give the careful reader pause to think. In spite of its Biblical title, however, it is not in any sense an "uplift" book. Nor is it a war story, though its action covers that period.
 The story opens in a little Nova Scotia fishing village, and much of the action takes place there. The quaint folk of that vicinity are the principal characters. Tony Mackinroy, the handsome cultured son of a marvellous father who has been fisherman, sailor and naval officer in his day, is the central figure. To this quiet village comes a party of American tourists, young ladies and gentlemen, and during their stay their yacht is wrecked and of course Tony goes to the rescue. He falls in love with Diana, one of the girls of the party and she with him, but it is not till the outbreak of war makes separation imminent that either of them speaks.

Tony does special service during the war, in charge of his own gunboat. The war section of the book is comparatively short, though its influence is felt through the whole story, but the surprising twist that is given to the whole chain of events, and the final outcome is too good to expose here. A big powerful theme has been handled in a most sincere and convincing way.

Without hesitation or reservation we recommend "Treading the Winepress". It can be classed with the very best work that Ralph Connor has ever done. Put it on that Christmas list now—you can't go wrong because a story of this kind will appeal to almost any type of reader.

Had "The Tattoo" been started earlier in the summer, with provision of relief for the performers, human and equine, it is more than likely that the second year of the Wembley exhibition would have been transformed from a financial failure into a success. Major Creighton has gone near enough to this to justify the appellation of a miracle worker, for, thanks to "The Tattoo" there is not expected to be a deficit on this year's working.

Creighton's production is merely a glorified presentation of features

WEMBLEY DEFICIT MADE UP THIS YEAR

Army Major Works a Miracle With Military Pageant, Attracting Thousands

(Special correspondence The New York Times).

There is "a miracle of Wembley," as well as "the miracle of Locarno," that the British Prime Minister, Stanley Baldwin, spoke of this week. The worker of the Wembley is a soldier whose name is probably not known to more than a few hundreds of the millions and a half people who have paid tribute to his thaumaturgic powers. His name and titles are Major W. R. Creighton, M. C., which final initials stand for the decoration of the Military Cross won during the late war.

When after one year of rather inglorious existence the British Empire Exhibition at Wembley, to the north of London, was closed last autumn, there was a possible deficit of £2,500,000. Conceived on magnificent lines and carried out on a colossal scale, the exhibition had, partly owing to bad weather and partly owing to its difficult accessibility, failed to attract a sufficiency of visitors. The Government had put up a guarantee fund of £1,000,000 and a number of big business firms, banks and private individuals were guarantors for another £1,000,000. Even these huge sums would have been inadequate to cover the deficiency in receipts. Proposals to carry on for a second year were put forward and finally agreed to by all concerned.

Government, guarantors and exhibitors, despite a considerable amount of opposition on the ground that it would turn out to be a case of throwing good money after bad.

Second Exhibition Also Fails

Well, the exhibition was reopened last spring with a blare of trumpets and very little else. Visitors could not be got out to Wembley in sufficient numbers. All sorts of schemes were tried, but in vain. Professional "showmen" said it was owing to the fact that the exhibition authorities did not understand the rudiments of the art and science of attracting the public. Lord Stevenson gave the professional "showmen" an opportunity. Some of them balked at it; others did after studying the possibilities, that it was to late to carry out the grandiose schemes they could have elaborated had they been given an earlier chance. Thus it looked as if the second year of Wembley would be even worse from a financial point of view than the first.

Then came along Major Creighton. He was no "showman"; his profession was soldiering. But he had an idea for producing at the Stadium at Wembley a military spectacle which he believed would appeal to the public on patriotic grounds, and which in any case would be a good recruiting advertisement for the British army, navy and air forces. The military and naval authorities were agreeable, and finally Major Creighton got the ear of the exhibition management. Then he produced a "torchlight and searchlight tattoo," which once leaped into the most enormous successful open-air spectacle even seen, not excepting the Roman circuses in the Coliseum. I don't know how many people the Coliseum at Rome was calculated to accommodate, but as far as one can judge from its ruins its capacity could not have been as great as that of the Wembley Stadium, which will hold 130,000 spectators.

New Spectacle Attracts Thousands

After the opening night of "The Tattoo" London began to flock out to Wembley in numbers which filled the guarantors with hopes of a considerable reduction of their liabilities. Then the provinces began to send their swarms to the stadium. Special trains were run from centres of population in the "home counties" just for the evening performances. Night after night the stadium was packed to capacity. Parenthetically, the seating accommodations for "The Tattoo" provide for 45,000 persons.

Although only fifty performances of "The Tattoo" have been given up to the date of writing, considerably over 1,500,000 people have been to witness it. It was hoped that the 2,000,000 mark would have been attained before the exhibition closes on Saturday, Oct. 31, but the spell of bad weather which set in this week has cut down the performances to be cancelled, and only three can be given next week, the closing week, owing to the fatigue of both horses and men engaged.

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audience joins in hymn.

But as a spectacle, with searchlights playing over the arena and occasionally showing the forty-thousand people watching, it awakened enthusiasm and patriotism to such a high degree that nightly, as if moved by a common impulse, the spectators rose to their feet and stood bareheaded to listen to the evening hymn, "Abide With Me," as it was rendered first by massed bands and choir, echoed by choir, and finally taken up by bands, choir and public in the concluding verse: "I fear no foe, with Thee at hand to bless. I'll have no weight and tears no bitterness. Where is death's sting? Where, Grave, thy victory? I triumph still, if Thou abide with me." Then came "God Save the King," and the crowds dispersed to lively marches.

"Swat the fly" with GILLETT'S LYE

A teaspoonful of Gillett's Lye sprinkled in the Garbage Can prevents flies breeding

Use Gillett's Lye for all Cleaning and Disinfecting

Costs little but always effective

Imitating this artificially he produced a vegetable fibre which organically resembled cotton more than silk. Improvements were made in the process until cellulose, the material constituting the cell walls of plants, could be manufactured into rayon on a large scale.

Many processes are used, but in all capillary tubes so small as to be invisible to the naked eye. This produces endless threads which are pumped into chemical baths to harden and bleach them. From this stage the fibres are spun and handled like silk.

The silk-like sheen which rayon imparts to cotton fabric when woven into it within the past few months has resulted in a large demand from the cotton mills of the south and has greatly stimulated the sale of cotton goods throughout the country.

Rayon also is used for covering telephone wires and electromagnets, trimming and beading tire fabrics, for doll's hair, artificial flowers, shoe laces, suspenders, garter linings, and in knit goods.

In a statement issued by the Babson Statistical organization it was estimated that the domestic production of rayon was approximately 39,000,000 pounds in 1924, as compared with 8,000,000 pounds in 1920 and 2,450,000 in 1914.

This year's output will approximate 70,000,000 pounds. One hundred and forty million pounds was the total of the world's production last year, with the United States leading all other countries.

The competition between silk and rayon is reflected in prices. In 1920, raw silk dropped from \$13 a pound to \$5, while rayon of the unbleached 150 denier grade was cut from \$6.50 a pound to \$2.

Says an Indiana newspaper: "Nearly every man you meet is always ready to defend his home city or town." When he is away from home, yes; but when at home he knocks unmercifully.

"Look here," said Brand angrily "did you say my wife had a face like my bull-terrier?" "I did," answered Grant. "What about it?" "Take off your coat," shouted the irate one. "Nobody's going to say things against that thoroughbred dog of mine and get away with it."

From San Francisco they will go to Honolulu, Hawaii, where they also will remain for some time, and then on to the South Sea Islands, where they mean to spend some considerable time. From thence the journey will lead to Australia, from Melbourne along the coast to Sydney and Brisbane, with steamer further on to New Guinea, Java, Borneo, Sumatra, etc., and then by way of Philippines to Japan and China. Thence along the east coast of China to Shanghai, Hong Kong, Bangkok, Singapore, Bangoon, and Mandalay. They mean to do India thoroughly from Calcutta up the Ganges to Benares and Delhi, across the country to Bombay and also penetrating into the interior. They have planned long excursions in Egypt, from there to Palestine, through Asia Minor to Constantinople. In Europe, they intend to visit Greece, Italy, Switzerland and Germany.

THE RAYON FABRIC SURPASSES SILK

Silk Worm Giving Way to Competition of Man's Science

New York, Nov. 24.—The silk worm, after losing its secret, it giving way to the competition of man's science and machinery.

Rayon, an artificial textile fabric closely resembling silk in appearance, is used in the manufacture of hosiery, which consumes one-fifth of the domestic production, and if ribbon, cotton and woolen goods. Its tensile strength is greater than cotton and less than silk.

Count Halaire de Chardonnet was the first to produce rayon, and he called it artificial silk when he introduced the fabric at the Paris Exposition in 1864. His invention resulted from a study of the organic process which takes place as the silk worm produces silk.

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CONCENTRATED

Strength and nourishment of prime fresh beef. Oxo adds flavour and food-value to soups, sauces, gravies, stews, hash and meat pies.

"OXO" CUBES

THE ADVERTISING MIND

Lord Beaverbrook, proprietor of the Daily Express, has a column advertisement in the Times describing the mind of the advertiser. He admits the difficulty of giving a precise definition but as an illustration refers to Gordon Selfridge who, having first made a million in Chicago, built up an enormous fortune in London by lavish advertising. "What is the advertising mind?" asks Lord Beaverbrook.

"It is the capacity of getting an article across to the public." He says that in some points Mr. Selfridge's career is parallel to his own, and as financial operations in Canada were a great success, we may quote his explanation of getting things across to the public. "In the ultimate resort it demands a kind of courage, inhuman or heroic, which by sheer display in the force of overwhelming odds demands that the things of value should be taken at their value and compels the public to believe what the originating genius believes itself."

Lord Beaverbrook points out that the advertising mind and the organizing mind do not always go together. Lord Northcliffe was a great advertiser. He knew how to get his personality, his views and his newspapers into the homes of millions. But he was not a born organizer in the methodical sense. "Nor am I," says Lord Beaverbrook.

READER OF TORO

IN NORTON JAIL
 Magazine Salesman Charged With Being Too Familiar by Woman.

Toronto, Nov. 30.—George Dawes, according to his own claim in women's court yesterday, is a reader of heads. As a magazine salesman he approached a Frankland Avenue housewife, according to the evidence, and offered a free reading if a subscription were taken. He also placed his arm around the lady's waist, complainant alleged, and she telephoned the police, resulting in Dawes' arrest. The prisoner will now have his own head read by the jail doctor, pending whose report he is remanded for sentence.

Simple Mixture For Constipation

Simple buckthorn bark, magnesium sulphate, glycerine, etc., as mixed in Adlerika, is excellent for constipation. It often works in one hour or less and never gripes. The pleasant and QUICK action of this efficient intestinal evacuant will surprise you. Adlerika helps any case gas on the stomach, unless due to deep-seated causes. Often removes matter you never thought was in your system. A. Mc Donald, Druggist, Campbellton, N. B.

For Beauty plus Durability at a Low Price, See CONGOLEUM GOLD SEAL ART-RUGS



"For all your baking"
 YOU will never know how good your recipes are—how well you can make pies, cakes, puddings and bread, until you've used Purity Flour. Your dealer knows. Ask him.
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