BRING THIS WITH YOU

OPTICAL SALE EXTRAORDINARY
INVISIBLE DOUBLE VISION LENSES
Ground to the prescription you require to see clearly both near and far.
DURING EXHIBITION WEEKS ONLY
Regularly $15.00 to $18.00
SPECIAL SALE PRICE $7.95
E. T. BURCH
Optometrist & Optician
15 RICHMOND ST. EAST
TORONTO, ONT.
Open Evenings To 8 p.m.
Tivoli Theatre Bldg. (South Side)

BRING THIS WITH YOU

WATCH YOUR MENTAL STEPS!

The force of education is so great that we may mould the minds and manners of our children along the lines we please and give them the impressions of such habits as shall ever after remain.

With young children one of the first things, tangible or material, that form an impression on their plastic minds, is their playthings and toys. Wise is the parent who selects these toys not only at the Christmas season but throughout the year with an eye toward the constructive development of the child's mind. This does not mean that parents should so mold their children's mental processes that their own individual childish initiatives are smothered. Rather, that the parent, through wise and tactful direction of the child's play and the selection of his playthings gives him the opportunity to discover himself and what he would like to do.

The sand pile, a trapese, wagons, swings, slides, pedal toys, balls, and jumping ropes are all exercising and healthy toys that every child should have his wise portion of, to develop himself physically and give his play spirit its natural outlet. But attention must not be given to the physical with neglect to the mental. Certain "mental toys" really give the child food for thought. It is surprising the initiative he will show in working out new things in a formative way.

The constructive toys, the building blocks, engines, trains, mechanical sets, and all the jointed building toys, help to exercise and develop his brain as his pedal toys do the muscles of his body.

The child is a great imitator of his elders both in habit and action. If the youngster of the family is the possessor of a tiny engine, motor, wagon or garden tools, the miniature duplicate of "dad's" his joy is complete. Such mechanical toys with a long list of others tends to help in developing the initiative of both boys and girls toward the mechanical building or other lines. And every girl needs this sort of training to help her in solving the problems in her future home.

The growing boy needs constructive toys to develop his powers as well as the younger child. He will enjoy a supply of shingles and carpenter scraps with which to make bird houses and other articles. To make such play complete give him hammer and nails suitable to his age. The tools should be well made and durable with which he can do his work well.

Almost every little girl is content to play at home with her playmates if she has a large piano box play house. Such a box may be made into a very attractive place when it is furnished with a door, one or two windows and a porch. Furnishing the playhouse is constructive play and develops the child's originality.

Then it is for parents not to starve the mental development of their children to feed their physical development, for a fifty fifty balance is essential for the normal growth of our boys and girls.

CHOLERA INFANTUM

Cholera infantum is one of the fatal ailments of childhood. It is a trouble that comes on suddenly, especially during the summer months and unless prompt action is taken the little one may soon be beyond aid. Baby's Own Tablets are an ideal medicine in warding off this trouble. They regulate the bowels and sweeten the stomach and thus prevent the dreaded summer complaints. They are an absolute safe medicine, being guaranteed to contain neither opiates nor narcotics or other harmful drugs. They cannot possibly do harm—they always do good. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

The Cornet.

The cornet is a very ancient instrument, but not the cornet as it now known. It was made of wood, usually covered with leather—some were of horn—its mouthpiece was of ivory or hardwood and its tube and six holes for the fingers, with two underneath for the thumbs. Its date is unknown, but mention of it is found in a Psalter of the year A.D. 1000; and the Harleian manuscript gives a list of Henry VIII.'s musical instruments, from which we learn that the cornet was known by the name of gitteroune. The metal cornet, or cornet-a-pistons, as we now know it, is very modern, and dates from about the year 1825. It was never intended to be a rival of the trumpet. Its tone is much coarser and less musical. The great classical and symphonic composers have not included it in their orchestras.

A Love Pat.

Kind oOld Squire—"Bless my soul, Mirandy, where did you get that awful bruise on your cheek?"

Mirandy—"We-all had a pahty last enenin', and Ah was kicked in the face by a gentleman friend."

The first white woman to enter the forbidden City of Lhasa, Tibet, has just returned to Paris. This intrepid Frenchwoman made the journey to Lhasa on foot, dressed as a native beggar, and accompanied only by a young Tibetan.

Not until 1840 were watches successfully made by machinery.

WE WANT CHURNING
CREAM
We supply cans and pay express charges. We pay daily by express money orders, which can be cashed anywhere without any charge.
To obtain the top price, Cream must be free from bad flavors and contain not less than 30 per cent. Butter Fat.
Bowes Company Limited, Toronto
For references—Head Office, Toronto, Bank of Montreal, or your local banker.
Established for over thirty years.

Where Skill Beats Strength.

There are many examples in natural history of skill overcoming sheer brute strength, and there is on illustration of educated animal instinct which comes very near to human skill. This is the collie dog, which by hereditary and acquired skill, is capable not only of controlling the movements of flocks of sheep and herds of cattle which, as regards brute strength, are infinitely superior to itself, but is further able to count the herd or flock and discover if one is missing from it.

Cases are on record in which collies, missing one out of a flock of sheep, have gone back and either hunted it up or found it dead. This is certainly the nearest approach to human skill exhibited in the animal kingdom.

In the jungles of India there are monkeys who are able by means of something like human skill to take hold of snakes which could easily kill or crush them, in such a fashion that the reptiles cannot strike with their fangs. The monkeys then hit the snakes' heads against stones or trees until they are dead or stunned.

A still more curious fact is that the monkeys only do this when they know they are within reach of a herb which frequently proves an antidote to the bite of the particular snake they attack.

Of marine animals the whale is physically the most powerful. Its most determined enemy is the thrasher, a fish of much inferior strength, which, by superior skill in attack, frequently comes off victor. There is also a kind of shark which arranges its attacks so skilfully that it will wound to death a whale which could kill it with a single stroke of its flukes.

The Longest Way Round, etc.

"How is it you always slice over into the woods from the ninth tee?"

"You don't know how to hold your club yet."

"No, that's not it. You don't know my partner."

He Had Grit.

Inspector (to constable who has just brought in a prisoner)—"So this is the fellow who stole the wagon-load of sand. Did you get the sand?"

Policeman—"No."

"Search him!"

A notice displayed in a New York restaurant: "Do not look upon our knives and forks as medicine; they are not to be taken after meals."

Minard's Liniment for Aches and Pains

"Land of Frozen Meat"

To most English people the Argentine is known chiefly as "the place where the frozen meat comes from," says a London despatch. Certainly frozen meat does come from there, but the Argentine produces corn, cattle, sheep, horses hides and wool as well. It has millions of pigs and goats and it grows enough grapes to produce nearly a million gallons of wine a year!

Originally the country was called La Plata, which is Spanish for silver, the name having been given by the Spaniards to the great river—Rio de la Plata—because the natives they saw on it wore much silver in their costumes.

The capital of the Republic is Buenos Ayres. It was occupied in 1806 by a British force, but the Spaniards, during the war with Spain, took possession.

Eventually, however, the colonists founded a provincial government, and after many wars, the independence of the country was acknowledged by Spain.

But for fifty years after that Argentina was constantly disturbed by revolutions, civil wars, and riots. These disturbances, though, came to an end some forty years ago, and now Argentina is politically settled and commercially prosperous.

The visit of the Prince coincides with the centenary of the first, and still existing Commercial Treaty made between Great Britain and the "United Provinces of the River Plate," as the Argentina was called a hundred years ago.

The Treaty confirmed Britain's recognition of the young republic as a sovereign state, and for this Argentina has always respected Great Britain. Consequently the Prince received a right royal reception.

Star-Gazers' G.H.Q.

The two hundred and fiftieth anniversary of the founding of the Royal Observatory in Greenwich Park will shortly be celebrated. It was not founded for astronomical work in the usual sense of that term, but for the practical business of enabling seamen to have correct tables for the purpose of finding their longitude or angular distances east or west from a standard meridian (as that of Greenwich to the meridian of any place, reckoned to 180 degrees East or West.

In 1675 a French scientist devised tables based on the movement of the moon, but King Charles II. decided that English seamen should have their own tables, and John Flamsteed was appointed Astronomer Royal at £100 a year. Sir Christopher Wren proposed Greenwich Castle as a suitable site for the observatory. The foundation stone was laid on August 10th, 1675, and the building was first occupied by Flamsteed on July 10th, 1676.

Perils of Anger.

Both anger and grief have a mental basis, and indulgence in both produce marked ill-effects on the body, says a writer in "The Times." Sir James Paget and Dr. Murchison, for example, considered that protracted grief and anxiety were the cause of cancer in certain organs of the body. Further investigations into this subject tend to prove the truth of their assumptions.

Anger, which, like grief, is a mental quality, is known to provoke indigestion, headaches, and neuralgia. Seeking relief in tears, therefore, when the feeling of anger is sought to be overcome. would be tantamount to jumping from the frying-pan into the fire. Both anger and grief, therefore, ought to be shunned by all right-thinking people, and this modern applied psychology teaches one how to do it.

The Latest Bulletin.

"Sorry to say my sister has had rather a bad accident. She's been bitten by an adder."

"Good gracious! An adder? Where was this?"

"Well, perhaps not exactly an adder, but she got her fingers mixed up in the machinery of the cash register."

"Dear, dear! Is she getting better?"

"Well, the latest report is 'no change'."

Mohair goods in the dress line are made from goat's hair.

The Job of Living.

Life is not a problem, it is a task. We don't have to understand it, we have to live it. Consequently those simple folk who set themselves about living their days as they come have much saner views about themselves and the world than the philosophers have.

Why should we make ourselves unhappy over what is none of our business?

The man who gets up cheerfully in the morning and goes to bed reasonably contented every night, and between the two carries out his natural instincts, works hard, plays heartily, thinks honestly, feels strongly and deeply, and who every day tries to do all these things a little better—such a man lives.

For life is an art, not a science. It is a trade, not a puzzle. You learn to live as you would learn to lay bricks or carve statues or manage a farm.

But at bottom life is not so much a task as it is an opportunity. We are full of forces. Nature means us to operate them. In the functioning of these forces we find pleasure.

It is not enough, however, to say that we are merely to follow our own instincts. We have something else besides instincts. We have brains. Reason criticises and constantly improves the quality of life. Thus the natural forces in us become refined and produce a pleasure we call higher because it is most lasting and wider in its scope.—Dr. Frank Crane.

THE ONE SURE WAY TO GOOD HEALTH

Is Keeping the Blood Pure by Using Dr. Williams' Pink Pills.

Impure, weak blood is the cause of most of the troubles that afflict people. This is the cause of the wretched feeling of languor and faintness, pains in the back and side, headaches and breathlessness, that afflict women and make her daily life a torture. To get new health and strength the blood must be enriched. What Dr. Williams' Pink Pills do in cases of this kind is told by Mrs. Augusta Emery, Woolford Station, Alta., who says:—"Living on the prairie, and knowing that there are thousands of women like myself miles away from a doctor, I want to tell them what Dr. Williams' Pink Pills have done for me. After my first baby was born I seemed to have little energy. I felt weary and run-down and unable to do even the ordinary household duties. I felt I needed a tonic and as I had long seen Dr. Williams' Pink Pills advertised I decided to try them. I got a supply and carefully followed the directions and before very long the result was wonderful. Day by day I regained my former strength and energy. The pills seemed to give me a keen appetite and I gained in weight and soon was able not only to do my work about the house but to help with many chores on the farm. For this reason I would advise women, particularly those on the prairie or the farm, to keep a supply of these pills always on hand. One trial will convince you of their worth. I have recommended them to many of my friends and never have they failed to produce good results."

You can get these pills from your druggist, or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

A Dire Threat.

Fly Lover—"Refuse me and I will alight on yon bald pate, and permit myself to be crushed by a slap!"

"I didn't mind her calling me illegible, Mrs. Brown," said the irate woman, "but when she starting casting asparagus on my 'usband's character I 'ad to take notice."

THE MERCHANTS' CORNER

The Advertising Appropriation.

The advertising appropriation is a percentage of annual sales. Logically an djustly then it should be expended throughout the entire year. And the sounest business reasons justify a merchant in advertising regularly each week. Results prove the profit of it.

Sales are made every day—in season and out of season—in good times and in ba times. The idea in business is to make Sales. The idea in Advertising is to increase the number of Sales.

The Sale is the crux of the whole business. Everything else that is done is merely leading up to the Sale. Until the Sale is made there is no profit—no money in running a business. Up to that point everything is expense—money laid out in order to make that money make money.

The longer the Sale is in coming, the greater the expense. Every day merchandise remains in the store adds to its cost. The carrying charge can easily become a worm that blights profit. Making Sales quickly is as important as making many Sales. Making many Sales quickly is maximum merchandising success.

When we speak of a Sale, we mean a transaction with a profit. Otherwise it is a gift You don't have your profit from a Salel until you get the money for the merchandise from the customer. Until the money is in hand, you have your profit to collect.

Sales are made in the store. The customer comes in, picks out the merchandise. You wrap it up, take his money, hand it to him or deliver the merchandise. Until then the transaction with a profit is not complete.

Obviously then you must get people into the store in order to sell them.

Advertising gets people into the store—gives you the opportunity to make a ale. More opportunities and better ones.

That is why you advertise. Advertising brings more people into the store—and more of them oftener. And Advertising works all the time, if you let it.

Sometime! Why not this time?
RED ROSE TEA "is good tea"
The ORANGE PEKOE is extra good. Try it!

The Miracle.

A delightful story comes from Christian Medical Missions in Bagdad. In the lovely date-palm gardens of the city a thief was discovered, not long ago, robbing one of the trees of its luscious fruit. The owner, a hasty, passionate man, promptly shot him, and the man fell from the top of a lofty palm to the ground. He was hurried away to the Christian hospital, with a bullet in his body, a broken arm and a shattered leg. On his way he begged to be put beneath a Moslem roof, even if it were a prison, rather than be left in the clutches of dogs of infidels. But as he was a criminal, his captors paid no attention to his wishes.

At the hospital they speedily put him under an anaesthetic, extracted the bullet, set his broken limbs, and before long he was comfortably settled on a palm-fabric cot, trussed up with dressings, but alive and likely to get well. For a long time he was very suspicious and surly and would have little to say to the missionary whenever he attempted to converse with him. But gradually he yielded to the kind treatment he received and one day he astonished the missionary with the remark, "This is a miracle! It's a place of miracles!"

"We deal," replied the missionary, "with much more difficult cases than yours, Ibrahim. You should see some of them."

"Ah! That is not my meaning," replied the man. "As I have been lying here I have seen rich men come to the door of this hospital and offer jewels even to half their wealth to the surgeon to come and attend their wives and children; but always he says, 'The poor must come first'; and he who might be so rich slaves here in the heat night and day for wretches like me, who can give him nothing. That is a miracle!"

Indeed, so touched was Ibrahim by the loving sacrifice of his new friends that he simply had to be turned away from the hospital when he was recovered.

But what can I do for you, sir?" he begged. "Is there nothing I can do?"

"Yes," replied the surgeon, "send me some more patients."

"Allah!" cried Ibrahim. "Here is a man who might have all the world if he asked for it, and all he wants is more work. You are a miracle, sir! But I will do something for you. Do you like dates, sir?"

"Yes, I like the dates," said the surgeon, smiling.

"Then, sir, let me know when you want some, and I'll always steal them for you!"

The missionary and the surgeon shook their heads over their patient, as he left them, and one remarked to the other, "Another miracle is wanted there, but evidently we've made some impression. Let us have hope that the rest will come in time."

Minard's Liniment for Corns and Warts

Some Consolation.

"Well, Mrs. Johnsing," announced the colored physician, after taking her husband's temperature, "Ah has knocked de fever out of him. Dat's one good thing."

"Sho 'nuff," was the excited reply. "Does dat mean dat he's gwine git well, den?"

"No," replied the doctor, "dey's no hope fo' him; but you has de saliefraction ob knowin' that he died cured."

Silk probably is the most precious commodity, weight for weight, excepting gold and silver bullion, that is carried on a large scale by commerce. It is usually sent on a special train, which will carry $5,000,000 worth. The ugly little silk-worm is treated with respect in the Orient, for it brings to the eastern people a fortune every year.

Genuine BAYER ASPIRIN
Say "Bayer"- Insist!
For Colds Headache
Neuralgia Rheumatism
Lumbago Pain
Safe — Accept only a Bayer package which contains proven directions
Handy "Bayer" boxes of 12 tablets
Also bottles of 24 and 100—Druggists
Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylicacid.

Classified Advertisements

INCOMPARABLE SILVER FOXES
LOWEST PRICES. HIGHEST QUALITY. Enquire about our Fortune Founders. S hurman Fur Farm, Summerside, Prince Edward Island.

Sentence Sermons.

Woe Unto—The man who thinks God is not watching him.

—The youth who has never learned from old age.

—The boy who thinks his troubles all arise from cranky teachers.

—The girl who comes to know more than her mother.

—The friend who thinks friendship must be proved by constant candor.

—The teacher who judges his work by what he does for his brightest pupil.

The first daily paper published in England was the "Daily Courant," the first number of which appeared on March 11th, 1702. It was "printed by E. Mallet, against the Ditch at Fleet Bridge."

Use MURINE FOR EYES
IRRITATED BY SUN, WIND, DUST & CINDERS
RECOMMENDED & SOLD BY DRUGGISTS & OPTICIANS
WRITE FOR FREE EYE CARE BOOK MURINE CO. CHICAGO, ILL.

For Warts
Apply Minard's freely and often and watch them disappear.
MINARD'S "KING OF PAIN" LINIMENT

Have You Pimples Or A Clear Smooth Skin?
If you wish a skin clear of pimples, blackheads and other annoying eruptions begin today the regular use of Cuticura Soap, assisted by Cuticura Ointment. No other method is so agreeable, so often effective and so economical.
Sample Each Free by Mail. Address Canadian Depot: "Stenhouse, Ltd. Montreal." Price, Soap 25c. Ointment 25 and 50c. Talcum 25c.
Cuticura Shaving Stick 25c.

BETTER IN EVERY WAY

After Taking Lydia E. Pinkham's Vegetable Compound

Ingomar, N. S.—"I took your medicine for a run-down condition and inward troubles. I had pains in my right side so bad at times that I could not walk any distance. I saw about Lydia E. Pinkham's Vegetable Compound in the newspapers and have taken five bottles of it. I am better in every way and you can use my letter to help other women." — Mrs. ALVITA M. PERRY, Ingomar, N. S.

Nervous Breakdown Relieved

Toronto, Ontario.—"It is pretty hard to explain your feelings in nervous troubles. I felt low spirited, had pains in my head and eyes, always crying, and did not want to go anywhere. I do knitting and fancy work, and I would get irritable after a few minutes of work. I have been in Canada five years and have been this way ever since I came. I am taking Lydia E. Pinkham's Vegetable Compound and I sleep better and it seems to make me eat, and I must say I am feeling more jolly. I have great faith in in your medicine because of what it has done for my husband's sister and she recommended it to me." —Mrs. A. SMITH, 10 Burleigh Avenue, Todmorden, Toronto, Ontario.

All druggists sell this dependable medicine, and women suffering from these troubles so common to their sex should give it a trial now.

ISSUE No. 35—'23.