

Work Newspapers Do Gratis

If Newcastle, Chatham, Moncton town or city or any other city paid its newspapers at regular card rates, all the free advertising which the newspapers do gratis, the annual municipal outlay of each town would be increased by millions of dollars.

The people of a city or town never expect a shipyard to do anything but build ships. A locomotive plant has done its duty when it constructs railway engines. A hat factory, flour mill, clothing factory, bank, store, trolley road or telephone is not reckoned upon to give its time, service or capital for boosting any enterprise except its own.

But a newspaper has dozens of requests every day to print or to urge, to commend or damn, to beg or promote, something out of which the owner of the paper can derive no financial benefit.

He is expected to employ his capital in that way for the common welfare.

A newspaper has but two possible sources of income. One is from the sale of the paper and the other from the sale of advertising space.

Whatever in a paper does not attract readers to buy is not a profitable thing for the owner financially.

Whatever in a paper takes up space where an advertisement might be printed is a direct and immediate loss. Very little of what is called "civic boosting" ever brings to a newspaper a single reader. Certainly no begging proposition does.

Armenians or other oppressed peoples in the East seem to always require "relief," and the papers are expected to print columns of appeals.

But no person would ever think of buying a newspaper just to read an article asking him to contribute money to some one 6,000 miles away.

On account of a prize fight, baseball game, murder, election, elopement, a battle or a hot debate in congress, would sell papers. Readers would buy to see that sort of thing.

It may be contended that it is a newspaper's legitimate business to beg and boost. But it is no more the function of a newspaper than of a magazine, and magazines thrive by publishing only such articles as their editors believe the public wishes to read.

The magazine tries and does so

OPERATION WAS NOT NECESSARY

"Fruit-a-lives" Restored Her To Perfect Health

155 PAPIERAV AVENUE, MONTREAL.

"For three years, I suffered great pain in the lower part of my body, with swelling or bloating. I saw a specialist who said I must undergo an operation. I refused.

I heard about "Fruit-a-lives" so decided to try it.

The first box gave great relief; and I continued the treatment. Now my health is excellent—I am free of pain—and I give "Fruit-a-lives" my warmest thanks."

Mme. F. GAREAU.

50c. a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

USE "DIAMOND DYES"

It's right! Don't risk your material. Each package of "Diamond Dyes" contains directions so simple that any woman can diamond-dye a new, rich color into old garments, draperies, coverings, everything, whether wool, silk, linen, cotton or mixed goods. Buy "Diamond Dyes"—no other kind—then perfect results are guaranteed even if you have never dyed before. Druggist has "Diamond Dyes Color Card"—16 rich colors.

circulation by interesting its readers and so gets advertisements. It publishes no Polish, nor Armenian appeals, never urges better street paving and cleaning; does not coax people to contribute for the support of hospitals and colleges; makes no demonstration for saving babies, swatting the fly or any other kind of thing which newspapers are constantly asked to help.

Every newspaper publisher knows that there is neither circulation nor financial gain in such a policy, yet they all do it.

There is another feature of metropolitan journalism which is rarely thought of by those not in the business of printing papers.

Every paper refuses to accept certain classes of advertisements which, if printed, would yield tens of thousands of dollars in revenue.

The public says, perhaps, a paper has no right to publish questionable ads. But do other businesses scrutinize as closely?

Does any job printer refuse to print nice stationery for so-called brokers who are trying to gull the public by sending them lying letters? Does any job printer refuse to print accept the perfectly good money on such a fake concern although the car is to be used in furthering the crook's trade?

Even the United States Government sells postage stamps to carry millions of swindling letters to the victims of fraudulent games.

So the newspaper gives more of its services free than almost any other institution that is not an endowed charity, while at the same time it voluntarily, for what it deems to be the public good, refuses to accept profitable advertising.

Who can estimate, therefore, the sum total of such a policy, day in and day out, adhered to by American or Canadian newspapers?

Blankets And Blanketing

In summer and while at work horses do not require blanketing because they are usually warm enough. However, we are now approaching the time of the year when blanketing will, under certain conditions, become necessary. Young or idle horses that are gradually accustomed to the change from field to stable conditions do not require any blanketing, as their coats become heavier as the temperature goes lower. It is the horse that is at work in all kinds of weather, in one day and out the next, that requires close attention. When a horse comes in wet from perspiration or rain he should be dried off as much and as quickly as possible. If soaking wet a scraper may be used, this to be followed by a brisk rub with a wisp of hay. The horse should then be blanketed until such time as his coat becomes dry again.

The advisability of blanketing the working horse continually throughout the winter, when not out at work, depends on conditions in the stable. Generally speaking, it is healthier to keep the stable cool enough to make a blanket necessary at the time, hot stables being very unhealthy. If the stable is warm at all times it will only be necessary to blanket the horse when it comes in warm. In the former case, too heavy blankets should not be used for the horse will then feel the cold much worse and will require extra heavy blanketing if obliged to stand for any long time outside.

When the horse is obliged to stand idle outdoors in cold weather for any length of time, it should be well blanketed. This is particularly true of clipped horses. Some horses are blanketed continually to keep them clean and to make their coats glossy. This is wrong practice for, in the first place, the dirt in a horse's coat originates for the most part in his skin hence the blanket cannot keep it out; in the second place the blanket does not make a true gloss on the coat but only a temporary one which is soon lost when the horse goes out in the cold. Liberal use of the curry comb and brush are the best means of obtaining a clean and glossy coat.

In the case of cattle, blanketing is not of so much importance as the animals are not subject to so many changes. If, however, any animals, and particularly milk cows, are being transported from one place to another in cold weather they should be properly blanketed. If being moved on foot and they have become heated up they should be blanketed until they become cooled off again. Once established in a stable it is rarely so cold that a blanket is necessary at all times. In this case of cattle washing and then blanketing heavily for a short time is often practiced to obtain a soft glossy coat for exhibition purposes.

In practically all cases of sickness in the above classes of animals blanketing is to be recommended, the idea being not to keep the animals unduly warm but to keep them warm and at the same time be able to provide plenty of pure fresh air. This is particularly true in cases of pneumonia or other lung trouble. When an animal is seen standing trembling and with its back up it is safe to throw a blanket or two over it as the first remedial measure. Often a good warming up at this stage will check worse sickness.

The best blankets are made of cotton or canvas with wool or flannel linings. The wool and flannel serve to absorb the moisture and thus help to dry out the animal's coat besides being warmer in winter than the all cotton blanket. A light waterproof canvas blanket with flannel or no lining is serviceable for outdoor use in wet weather. All blankets should have good strong fasteners for very often an otherwise good blanket is ruined through becoming unfastened, trampled upon and torn. A good strap and buckle at the breast is a necessity the same being fastened to the blanket in such a way that the strain is exerted on a considerable portion of the blanket and not just in one small spot, for in the latter case the fastener will soon pull off. With the blanket a surcingle is generally used. This should be fairly wide and padded on either side of the girth to relieve the pressure on the latter. In some cases also it will be found necessary to use thigh straps, these being fastened to the rear of the blanket about the height of the breeching and passed around the inside of the thigh and fastened to the blanket again at the flank. It is advisable to have these straps fairly loose to allow a little play or they will be easily broken.

As most blankets are rather expensive they should be given a little care. After using on a sweating horse or when damp from other causes see that they are aired and dried at the first opportunity. At the end of the season they should be soaked and then washed, thoroughly dried, and packed away in a box with cedar or moth balls.



Growing Old Together

THIS aged couple, mellowed by time and the experiences of life, are happily growing old together.

They are happy because they are healthy. Life is still full of interest to them, and they are wide awake to new ideas.

These are the kind of old people that everybody likes. For, in spite of the years, they are cheerful and optimistic.

It is only natural that the blood should get thin and vitality wane as age advances, but there are ways of keeping up the quality of the blood and maintaining health and vigor.

Very many men and women have found in Dr. Chase's Nerve Food exactly what they need to restore energy and strength and keep them healthy and happy.

As an example Mr. Stephen J. Leard, North Tryon, F.E.L., writes: "At seventy-five years of age my heart gave out and became very irregular and weak in action and would palpitate. My nerves also became weak, and I could do nothing but lie in bed in a languishing condition, losing strength and weight. In that condition I began using Dr. Chase's Nerve Food, and am cured. Had I not obtained this treatment I would now be in the box with the roof over my nose. At eighty-one I have an energy which means go, and I am writing this letter so that old people like myself may prolong their health and strength by using this great medicine."

There can be no doubt that this treatment contained exactly what was required to build up Mr. Leard's system.

We are constantly receiving so many letters of this kind that we can, with the greatest confidence, recommend people of advanced years to put Dr. Chase's Nerve Food on trial, as a means of restoring and maintaining health and vigor.

Here is another interesting letter. This time from a lady:

Mrs. Joseph Lalonde, Hydro Glen, Ont., writes: "I have to thank you very much for what your medicines have done for me, especially the Nerve Food and Kidney-Liver Pills. I was so run down and nervous last summer that I was in bed most of the time, unable to do any work. I have also been troubled with my kidneys for over twenty years, and tried every doctor I knew of without any permanent results, but I can say that Dr. Chase's Nerve Food and Kidney-Liver Pills have made me feel quite different. Since taking this combined treatment I have been able to do my housework, and although I am now 76 years old, I feel better than I have for years."

("I know Mrs. Joseph Lalonde, and believe her statement regarding Dr. Chase's medicines to be true."—W. F. Flannery, Postmaster.)

Dr. Chase's Nerve Food, 50 cents a box, 6 for \$2.75, all dealers, or Edmanson, Bates & Co., Ltd., Toronto. Only the genuine bears the portrait and signature of A. W. Chase, M.D., the famous Receipt Book author, on every box.

BEST EVIDENCES

The plump, rosy cheek, a well-nourished body, are the best evidences of strength and vigor.

SCOTT'S EMULSION

is used in tens of thousands of homes every day. It improves the appetite, promotes growth and sustains strength.

Scott & Bower, Toronto, Ont. 27-66

The Complete Ingredients for a Wholesome Meal are found in Every Grain of Wheat

Eat More Bread Baked From PURITY FLOUR

More Bread and Better Bread and Better Pastry

Western Canada Flour Mills Company, Limited
1000-1010-1020-1030-1040-1050-1060-1070-1080-1090-1100-1110-1120-1130-1140-1150-1160-1170-1180-1190-1200-1210-1220-1230-1240-1250-1260-1270-1280-1290-1300-1310-1320-1330-1340-1350-1360-1370-1380-1390-1400-1410-1420-1430-1440-1450-1460-1470-1480-1490-1500-1510-1520-1530-1540-1550-1560-1570-1580-1590-1600-1610-1620-1630-1640-1650-1660-1670-1680-1690-1700-1710-1720-1730-1740-1750-1760-1770-1780-1790-1800-1810-1820-1830-1840-1850-1860-1870-1880-1890-1900-1910-1920-1930-1940-1950-1960-1970-1980-1990-2000

TAKING OUR OWN ADVICE

From the Woodstock Sentinel-Review:—They are telling a story of a Toronto judge who seldom missed an opportunity while on the bench of advising people to make their will as to save annoyance and expense

in the distribution of their property after death. In the course of time the judge himself died, and then it was discovered that he himself had made no will. He had been so busy giving good advice to others that he had neglected taking it himself. His neglect was very human. So many

people exhibit such zeal for regulating the conduct of others that their own needs are overlooked. Nevertheless, the fact that a man fails to take his own advice is not necessarily an evidence that it is not good advice.

To Help Out The HIGH COST of LIVING

We have decided to do our share by Reducing our prices on all our stock of FEEDS also ROBIN HOOD FLOUR which is sold with a guarantee as follows:

OUR "MONEY BACK" GUARANTEE

"ROBIN HOOD FLOUR is guaranteed to give you better satisfaction than any other Flour milled in Canada. Your dealer is authorized to refund the Full Purchase Price With a 10 p. c. Penalty Added, if after two bakings you are not thoroughly satisfied with the Flour, and will return the unused portion to him."

ROBIN HOOD MILLS, LIMITED.

We have a few bbls. of Gravenstein Apples which we are disposing of at \$4.00 a bbl. to make room for our winter stock

Expected to arrive this week one car Winter Apples, different varieties ranging in price from \$4.00 to \$5.00.

We also have in stock No. 1 Horse Hay, Hams, Bacon, Lard, and Creamery Butter.

The MARITIME PRODUCE Co.

JOHN RUSSELL—Manager