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Fine Art.
65c, 75c, 85c, \$1.00, \$2.00 Pound.
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Half Price Sale**
C. H. Ward & Co.
Diamond Merchants, Jewelers and
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WOOD
MOSTLY HARDWOOD.
12" and 16" BLOCKS.
DOMESTIC LUMP
MILLER CREEK
also
CANNEL LUMP
Chantler Bros.
263 BATHURST. PHONE 347.

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MOSTLY HARDWOOD.
12" and 16" BLOCKS.
DOMESTIC LUMP
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also
CANNEL LUMP
Chantler Bros.
263 BATHURST. PHONE 347.



SINCE 1858
**Taylor's
Throat and
Lung Balm**
Has been the favorite home-
hold remedy for cough, colds
and all bronchial affections.
Sheer merit alone has made
this medicine the standard
cough remedy for over 50
years.
75c, 65c and \$1.20
Manufactured and Sold
Only At
**TAYLOR'S
Drug Store**
New Address
390 RICHMOND STREET,
Half Block South of Dundas.
Phone 594 for Trial Bottle

**TAYLOR'S
Drug Store**
New Address
390 RICHMOND STREET,
Half Block South of Dundas.
Phone 594 for Trial Bottle



**Smithing
COAL**
Prompt delivery to all parts of
the city
Orchard's
45 York St. Phone 384.

Orchard's
45 York St. Phone 384.



EMILE COUE IN AMERICA

SAYS AMERICA NATION OF NEWSPAPER READERS

Emile Coue Declares Public
Display Insatiable Hunger
For News.

POWER COLOSSAL

Wonders If People Derives Chief
Literary Food From
Daily Press.

By EMILE COUE.

ARTICLE XII.
The following article is the last of
M. Coue's series.
America is a nation of newspaper
readers. Nowhere else in the world
do people display such an insatiable
hunger for news or other matter to be
found in the daily journal. I am
almost tempted to say newspapers
constitute the principal feature of
American streets, so much are they
in evidence. At every corner one
sees a little stall, with stacks of them
piled high in front of the vendor. The
sidewalk and roads are littered with
cast away sheets. The building sites,
of which there seems to be one in
every three blocks in New York, are
convenient dumping grounds for papers
thrown away by passersby. Fresh
editions are put on the streets all
day long, and are devoured instantane-
ously by the still news-hungry public.
Three persons out of every four in
the subway trains have their noses
buried in their papers to and from
their place of business. And it is
the same in every city. One wonders
if the general American public finds
time to read anything else, or if its
chief literary food is not furnished by
the papers.

Have Tremendous Influence.

It is easy to see what a tremendous
influence the daily papers must have
upon the American people. Fortuna-
tely, their influence, on the whole,
appears to be good morally and intel-
lectually. With the exception of
what you call a "yellow" tendency in
a certain but small section of the
press, American journals, besides
being the most enterprising in the
world, endeavor to live up to ideals
of a surprising high order. By their
conception of the role assigned to
them as educators and enlighteners
of the people, they have accepted a
big and important share of that task
of nation-building, to which I have
referred to in previous articles.

In my hurried tour of American
cities I was often surprised to see in
local papers articles and signatures
which I had already seen in New
York. Generally, such articles treated
of matters connected with literature,
art, the theatre, music and science.
Inquisitive, I asked why and where-
fore, and thus learned all about the
system of newspaper syndication,
which, apparently is practiced now-
where outside America, at least, to
the same degree. What a gigantic
machine for the dissemination of
ideas! Superficially, the system may
seem to be just another example of
American enterprise. It is.

But to me it has an infinitely deeper
significance. Geographical, economic
and political reasons have created the
need for it. America is such a large
country, and the nation is still not
fully developed. A continuous liaison
was indispensable between the
political and intellectual centers in
order to meet demand of the different
states, many of them remote from the
capital (how many Europeans realize
that an express train takes five
days to cross the continent from
ocean to ocean?) manifesting differ-
ent tendencies and developing along
separate lines. So to my mind the pe-
culiar business policy of American
journalism is the result of natural
laws.

American newspapers are the ve-
hicles, of thought, or arteries or
nerves, which establish a constant
circulation of intellectual energy be-
tween the brain centers and the most
distant parts of the country. For a
growing nation like America, with its
mass of imperfectly digested foreign
elements, they probably constitute the
most potent, if not the only means
of welding this heterogeneous people
into a thoroughly homogeneous na-
tion, both politically and intellectu-
ally. It is impossible to overestimate
their power in this respect. Their
force of suggestion in the matter of
moulding public opinion and guiding
national development must be colossal.
And, as I have said, I believe news-
papers do their work well and con-
scientiously.

Urges People to Build.

Just as one illustration among
thousands of others, I should like to
mention a result obtained by the



To avoid the Flu

Watch your throat. Health au-
thorities know that nothing will
breed influenza more surely than
a germ-infected throat. The
modern method of ridding the
throat of disease germs is the use
of Formamint tablets. Dissolving
in the mouth, they release a
powerful antiseptic, disinfecting
tonsils and throat membranes.
10,000 physicians have endorsed
them. Very pleasant to the taste.
Ask your druggist for them.
Formamint
GERM-KILLING THROAT TABLETS

hammering of an idea by the news-
papers. In almost every paper I
picked up in the different cities I
found an article urging the people to
build and giving the reasons. I have
just seen figures showing building
throughout the country has been in-
creased by more than 30 per cent.
Americans are accustomed to their
papers, but the foreigner cannot but
be impressed and amazed at the size
of them and the quality and diver-
sity of their contents, especially the
Sunday edition of the leading or-
gans, like the New York World.
Often running to a hundred pages,
they are veritable encyclopedias, and
a faithful mirror of the world's
thought and activity in every branch
of intellectual, artistic, scientific,
political and economic life. There is
food for thought in them for all. The
literary supplement, for instance,
embraces the world's productions,
and each article is written in such a
way that, when one has read it, he
feels as if he had read the book it
reviews, instead of the usual tire-
some platitudes poured out in Europe
in the guise of "criticism."

There is a short, brightly-written
lesson in American history for the
children: a story by a leading
American author, and articles on
every topical phrase of home or for-
eign movement, social, political or
intellectual. Nothing is omitted.

Learns of Latest Methods On Rearranging the Face

Typical Photographer Is Honored by a Visit From a Humorist,
Who Proceeds To Expose Him.

By STEPHEN LEACOCK.

"I want my photograph taken," I
said. The photographer looked at me
without enthusiasm. He was a
drooping man in a gray suit, with
the dim eye of a natural scientist.
But there is no need to describe him.
Everybody knows what a photo-
grapher looks like.
"Sit there," he said, "and wait." I
waited an hour. I read the Ladies
Companion for 1912, the Girls Maga-
zine for 1902 and the Infants Journal
for 1888. I began to see that I had
done an unwarrantable thing in
breaking in on the privacy of this
man's scientific pursuits with a face
like mine.

After an hour the photographer
opened the inner door.

"Come in," he said severely.

I went into the studio.
"Sit down," said the photographer.
I sat down in a beam of sunlight
filtered through a sheet of factory
cotton hung against a frosted sky-
light.

The photographer rolled a machine
into the middle of the room and
crawled into it from behind.
He was only in it a second—just
time enough for one look at me—
and then he was out again, tearing at
the cotton sheet and the window
panes with a hooked stick, appar-
ently frantic for light and air.

The Photographer Sighs.

Then he crawled back into the ma-
chine again and drew a little black
cloth over himself. This time he
was very quiet in there. I knew that
he was praying and I kept still.
When the photographer came out
at last, he looked very grave and
shook his head.

"The face is quite wrong," he said.
"I know," I answered quietly; "I
have always known it."

He sighed.

"I think," he said, "the face would
be better three-quarters full."

"I'm sure it would," I said enthu-
siastically, for I was glad to find that
the man had such a human side to
him. "So would yours. In fact," I
continued, "how many faces one sees
that are apparently hard, narrow,
limited, but the minute you get them
three-quarters full they get wide
large, almost boundless in—"

But the photographer had ceased
to listen. He came over and took
my head in his hands and twisted it
sideways. I thought he meant to
kiss me, and I closed my eyes.

But I was wrong.

He twisted my face as far as it
would go and then stood looking at
it.

He sighed again.

"I don't like the head," he said.

Mouth, Eyes and Ears.

Then he went back to the machine
and took another look.

"Open the mouth a little," he said.
I started to do so.

"Close it," he added, quickly.
Then he looked again.

"The ears are bad," he said; droop
them a little more. Thank you. Now
the eyes. Roll them in under the lids.
Put the hands on the knees, please,
and turn the face just a little up-
ward. Yes, that's better. Now, just
expand the lungs! So! And hump
the neck—that's it—and just con-
tract the waist—ha!—and twist the
hip up toward the elbow—now! I
still don't quite like the face, it's
just a trifle too full, but—"

I swung myself round on the stool.

"A Moment of Animation."

"Stop!" I said, with emotion, but
I think with dignity. "This face is
my face. It is not yours. It is mine.
I've lived with it for over forty years,
and I know its faults. I know it's out
of drawing. I know it wasn't made
for me, but it's my face, the only
one I have—"

I was conscious of
a break in my voice, but I went on
—"such as it is, I've learned to love it.
And this is my mouth, not yours.
These ears are mine, and if your ma-
chine is too narrow—"

Here I started
to rise from the seat.

Snick!

The photographer had pulled a
string. The photograph taken. I
could see the machine still stag-
gering from the shock.

"I think," said the photographer,

Enterprise is naturally one of the
first characteristics of the American
editor. His finger is ever on the
pulse of the world, and on that of
his own people. Brain registers the
faintest movement and change in in-
ternational affairs. He will get the
news for his paper at all costs, and
will pay extravagant sums to harness
to his columns the minds of the lead-
ing men and women on the world
stage. He is a dynamic force in the
national machinery. Shaping
national policy, swaying public opin-
ion, a maker of the people's chiefs,
he conscientiously plays his role as
a guardian of the nation's ideals.
The terrible importance of the
above strikes one forcibly when it is
realized that an article on a political
or social subject may be printed in
75 different provincial newspapers,
some of them with huge circulations.
The course of history can be
changed by the forces commanded
by American newspapers.

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ilton, Windsor and Montreal. Adv.

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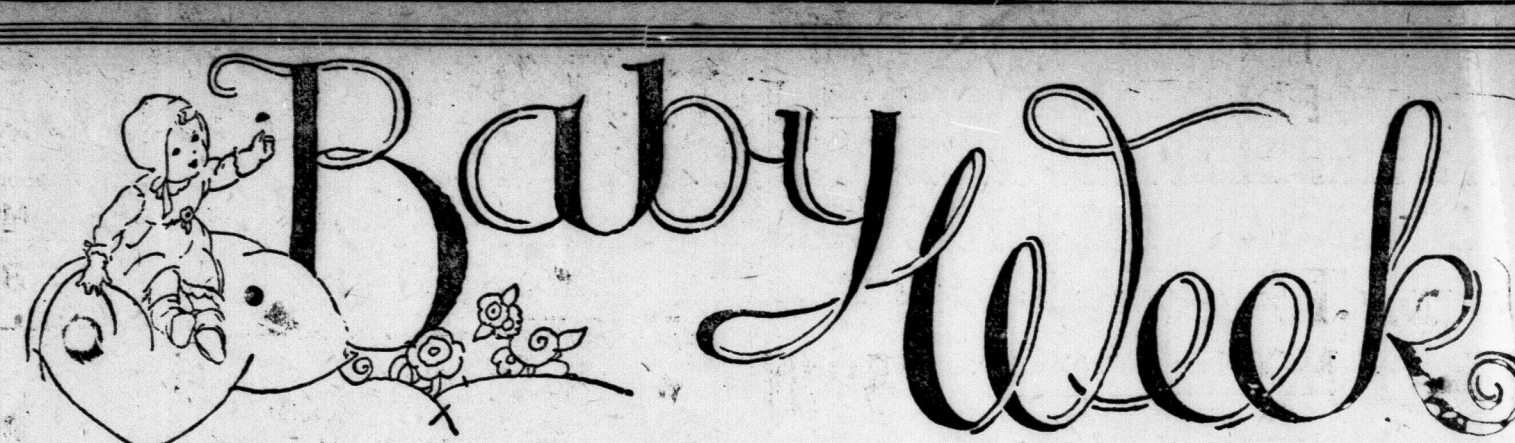
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An Always Important Event for Mothers

Starting today, we inaugurate a special display of EVERYTHING THAT BABY NEEDS, and the display is composed of many special purchases of garments and other necessities for baby that every mother will want to see, and they are marked at prices that thrifty mothers will be keen to profit by.



Such delightful collections of Baby Dresses;
Such charming groups of Baby Coats;
Such attractive offerings of Baby Underthings.

Then we have included in the week's presentation all of the accessories that baby life requires, including Baby Carriages and all the items of equipment for baby's comfort when outdoors, as well as at home. Visit the Infants' Shop this week.

A Beautiful Assortment of Hand-Made Dresses and Gertrude Skirts

Infant's First Dress, beautifully embroidered
in fine French lawn, lengths 25 and 27 inches.
Prices \$3.00 to \$5.50
Infant's First Dress of fine French lawn, with
touches of hand-drawn work; 25 and 27
inches long. Prices \$1.75 to \$3.00
Dainty French Dress for ages 6 months to 3
years, beautifully embroidered on fine French
lawn, some finished at the bottom with hand-

embroidered scallops, others with deep hand-
stitched hem. Prices \$1.75 to \$4.00
Infant's Gertrude Hand-Made Skirts. Prices
..... \$1.75 to \$3.00
French display in the Infants' Dept.

SPECIAL

5 dozen only, Fine White Embroidered
Dresses, kimono style, for ages 1, 2 and 3
years. Special price \$1.25
Infants' Shop—Fourth Floor.

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We are now showing a very complete
variety of new stamped pieces designed
for many uses for the coming season. A
good time now to work them up and have
them ready.

Stamped Rompers, on unbleached cotton,
made up, very little work 75c each
Stamped Cushions, with pretty designs
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Crib Covers to match \$1.00 each
Buffet Sets, three-piece, hemstitched
edge, stamped in pretty designs, 50c set
Buffet Sets, three-piece, pure linen, three
designs for embroidery. Special \$1.65 set
Center, 26-inch, to match \$1.75
Stamped Cushions, dainty designs front
and back 50c, 65c and 75c each
Stamped All-Linen Pin Cushions. Price
..... 35c each
Fourth Floor.

Table Silverware—Rogers 1847 The New "Ambassador" Design

One of the standard and guaranteed lines of the well-known Rogers' 1847 quality Tableware. We have now a complete range in the Ambassador design, which has become so popular since its introduction—and the prices are so reasonable.

ROGERS' 1847 AMBASSADOR DESIGN

Teaspoons \$7.50 dozen
Coffee Spoons \$7.50 dozen
Dessert Spoons \$13.50 dozen
Soup Spoons \$15.00 dozen
Table Spoons \$15.00 dozen
Sugar Shells \$1.35 each
Butter Knives \$1.50 each

Meat Forks \$2.00 each
Berry Spoons \$3.25 each
Pickle Forks \$1.50 each
Tomato Servers \$3.50 each
Pie Server \$4.00 each
Olive Spoons \$1.75 each
Cream Ladle \$2.00 each

Gravy Ladles \$2.50 each
Individual Butter Spreaders, \$12.00 dozen
Individual Salad Forks \$14.50 dozen
Bouillon Spoons \$13.00 dozen
Dessert Hollow Handle Knives, flat forks,
set of six \$17.50 set
Dessert Flat Handle Knives and Forks,
set of six \$13.00 set

East Side, Main Entrance.

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Entire Stock of Sets,
Parts and Accessories
clearing at 1-4, 1-3 to 1-2
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Third Floor.



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Song of Love and the
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Can you take the Bigger Work, Mr. Office Man, that
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Desk organization measures
office men and women. The
boss can tell from the condi-
tion of your desk whether you
are ready for a better job, or
flinching in your present work.
Work-Organizer will help you.
Priced at \$1.50, \$2.00, \$4.50 and
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The HE-Man's Pen
with over-size ink capacity
and 25 year point

Let a he-man get his
hands on this big, busi-
ness-like Duofold and he'd
rather let go of seven dol-
lars than the pen. Press the
button and it's filled.
Over-size barrel holds
nearly twice the ink of the
ordinary. Native Iridium
point as smooth as a jewel
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Step in and see this
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black tips and neat, gold
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Daily Habit. This Refreshing Eye
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Radiant, Beautiful, Harmless,
Enjoyable. Sold