



You Are Entitled To a 25c. L-V Dust Cloth FREE!

Your dealer is authorized to give you, FREE, a fine, large 25c. L-V Dust Cloth made of our famous new fabric "Crepette" next Friday. This remarkable Dust Cloth, which sells for 25c. on all days but Fridays, will be GIVEN to you if you will fill out the coupon below, present it to your dealer on Friday and buy, at the same time, a 50c. bottle of

LIQUID VENEER

The Greatest Polish and Cleaner
The World Has Ever Known

No up-to-date housewife can afford to miss this offer. The Dust Cloth is far superior to any other cloth or material you can use on your furniture and woodwork. It is treated with Liquid Veneer, recognized for years as the one RELIABLE preparation for renewing, brightening and beautifying the finest finishes. It is NOT AN OIL and it leaves no greasy film. And don't forget there is nothing in the world that will keep automobile bodies so bright and glossy as Liquid Veneer.



You can make no better investment than to accept this liberal offer. Any reliable grocer, drug, hardware, paint, or furniture dealer will redeem the coupon. Don't put off this opportunity, —cut out the coupon now and take it to your dealer next Friday (or any Friday).

Buffalo Specialty Company

Buffalo, N. Y. Bridgeburg, Ontario
U. S. A. Canada

L-V DUST CLOTH COUPON

This coupon, when signed by you and presented to a Liquid Veneer dealer on any Friday, is redeemable for an L-V Dust Cloth with the purchase of a 50c. bottle of Liquid Veneer.

NAME.....

STREET.....

TOWN.....

Mr. Dealer: If you have no dust cloths, sell the bearer a 50c. bottle of Liquid Veneer. Send us the coupon and you will receive a Dust Cloth free for your customer.

BUFFALO SPECIALTY CO., Buffalo, N. Y.

EW-12



Judging By Measure

WHAT ARE YOU GOING TO MAKE OF YOUR BOY?

(Continued from page 11)

incapable of any real effort, except for short periods. Much confinement and study during these years of rapid growth lay a certain and sure foundation for years of misery from chronic digestive troubles.

The boy must have plenty of sleep, since sleep helps to make good the balance between the activity of the muscular and nervous systems, and the vital organs.

Usually the boy is supposed to be able to eat anything, and the only thought the distracted mother gives to his food is to see that there is plenty of it. This is wrong. Remember that his body is short, that his digestive organs are small and have but little space in which to carry on their work, and that he needs a good supply of nourishment to keep up the strength of those rapidly growing limbs. His food should be plain, but easily digested, and he should not be allowed to hurry over his meals. To this end conversation at the table should be bright and pleasant. All fault finding, scolding and irritating subjects should be banished. This is not the time to "tell Father" all the troubles and disagreeable things that have happened all day. Nothing aids digestion like bright conversation and a laugh; and nothing retards it so much as nagging and fault finding.

Certainly, Johnnie's table manners must be corrected, but do it at some other time, not when he needs all the peace and sunshine possible to convert his food into good, nourishing, muscle building blood. For this same purpose he should rest after each meal—as should every one—in order that the blood and nervous energies may be free to aid the digestive organs, and not be drawn away either to the brain or the ever growing limbs.

Vocations for Long Limbs

GENERALLY speaking, all boys tend to the long limbed type during adolescence, some more markedly than others.

In many the stretch of the arms remains throughout life considerably greater than the height, and that which is true of the long limbed boy is also true of the long limbed man.

This type of man cannot stand sedentary work, whether keeping books, operating a machine or any other confining occupation which restricts the activity of the muscles, or requires long hours of continuous effort.

Steady, close application will undermine his constitution just as surely as the heat of the Sahara will kill an Esquimaux. He must, if he value his life, find work that will allow him plenty of variety, unrestricted physical movement and opportunity for physical relaxation.

Those long limbs have their advantage. They enable the boxer to reach his opponent while keeping out of danger himself. The boxer works very hard, but only for short intervals, with rests between; and this is a good type of the work suited to the man with long limbs and short body. He is incapable of a steady grind, of long uninterrupted application, of sustained mental effort.

Usually with this type of man we find large hands and feet, and the remarkable thing about large hands is their dexterity, and the wonderful fineness and delicacy of touch of the fingers. Physiologists claim that in experimenting electrically they have found that the part of the brain which exercises a certain control over the extensor muscles of the legs is usually large in the long limbed type, and that it is related to the mental qualities that give ambition, independence, and love of authority and power. But, as we have seen, this man cannot satisfy his love of power through his skill in handling money or through close application to detail. He hasn't the necessary mechanism within himself and must call in outside help. Thus we find him, when his intelligence is of high order, devoting himself to the originating of ideas and schemes in business, or to invention in mechanics. He may become a surveyor—civil, electrical or mechanical, according to his taste and opportunities. With less education, he may be a lumberman, farmer, mason, carpenter, mechanic. If he be forced into a sedentary occupation, he is either a drudge or a frank failure; but the majority of men so placed find their way, as surely as water finds its own level, to some work that has to do with tools or machinery, and that gives plenty of physical activity and freedom.

Long Limbs in the Army

BEFORE the War, Dr. Sigaud, of Lyons, France, interested Major Thooris, and through him the French army authorities, in the significance of physical propor-

tions as an indication of adaptability for different branches of the army.

Major Thooris found the type with the long body suited for cavalry, but a poor infantry man on account of his bodily weight, short limbs, and sloping shoulders ill-suited to carrying a pack. The long limbed type, with the relatively small body, he considers the highest form of physical development—a very natural conclusion in selecting men for physical work. He calls this type "the thorough-breds" and declares that "the pure muscular type is nature's finest product, and possesses by instinct what others can only learn by long practice and even then cannot attain to the same amount of efficiency." He also remarks that "hard muscular work is necessary for the long limbed type, and that when such a man suffers from mental depression, a five mile walk will effect a cure."

Dr. Montessori, whose achievements in the education of children in Rome have attracted favourable comment throughout the English speaking world, discusses this subject from the view point of the educationist. "Such a man feels," she says, "without analysing it, that the abdominal organs are incapable of assimilating sufficient nutriment, and that his lungs are unable to take in the needed supply of oxygen, thus rendering his breathing laborious. His small heart is inadequate for the task of circulating blood through the whole body, and the nervous system is in a constant state of excitement. Tall and thin, with pallid, hollow cheeks and narrow chest, he suffers from lack of appetite and melancholia; nervous, incapable of steady work and prone to dream over empty visions."

Both of these views are extreme, and both fail to consider that each man is part of a system which requires and needs the best work of each in order to preserve a balance and complete a harmonious whole; and the best work of each is that which he can do best. It is a waste of good material to place a man at a job for which he is not fitted—a waste to the family, to the community, to the country, and to the man himself.

This, then, is the fundamental principle which you must apply in selecting an occupation for your boy or girl. Explain this principle to your children; get them interested in measuring themselves and their friends; tell them why they must measure both height and stretch, and patiently answer questions until they understand. Show them why those who are broader than they are tall, that is, those whose stretch is greater than their height, will be the best ball players, farmers, mechanics, carpenters, engineers, lumbermen, masons, and will excel in all outdoor occupations; and that those who are taller than they are broad will be the bankers, writers, financiers, clerks, money makers, and all those things which require close attention to detail, protracted application and prolonged mental effort.

THIS one suggestion, this one thought seedlet, given to your children now and checked up by themselves in measuring each other, will start their thoughts in the right direction and save them and you from making a wrong choice of vocation, and thus avoid a mistake that may cost many years of misery and wasted effort. A man should be happy in his work; and how can a book-keeper keep his mind on dull columns of figures if his thoughts are puzzling over some bit of machinery, or his fingers itching to handle a brace and bit, and his body aching for the activity and exercise denied him?

1. Boy's name.
2. Age.
3. Weight.
4. Height (without shoes).
5. Measure from tip to tip of fingers with arms outstretched.
6. Size of head around the base just above the ears, the largest circumference, in inches.
7. Colour of hair, send sample if possible.
8. Colour of skin.
9. Does his skin burn? Freckle? Tan?
10. Colour of eyes.
11. Is the edge of the iris (coloured part of the eye) darker than the rest?
12. Is the iris dark or whitish next the pupil?
13. Are there any spots or peculiar markings in the iris?
14. Is his general health good?
15. Has he good teeth?
16. Does he have headaches?
17. Indigestion?
18. Colds?

(Concluded on page 28)

Quality Chase & Sanborn's Coffees have been dependable for more than fifty Years



Try SEAL BRAND

In 1/2, 1 and 2 pound cans.
Whole—ground—pulverized—
also Fine Ground for Perco-
lators. 170



Consult Those Who Know

IF you are in any doubt as to the merits of O-Cedar, ask your neighbor. We know the answer you will get. She will tell you that never before did her furniture and floors and woodwork look so clean and bright—never before did she get such splendid results from so little trouble and expense.

O-Cedar
Polish
(MADE IN CANADA)

dusts, cleans and polishes at the one operation. Furniture must be clean to be beautiful. O-Cedar removes all dirt and scum—making the wood like new—and then it puts on a hard, dry, lasting lustre.

Your dealer guarantees it.
Take home a bottle at our expense.

From Your Dealer
Sizes 25c to \$3.00

CHANNELL CHEMICAL CO., LTD.
TORONTO, CANADA



BE AN ARTIST
PERSONAL instruction by mail from our school by artist of 30 years' experience. Why not let us develop your talent? We have made many successful illustrators, cartoonists and designers. Artist's outfit free to enrolled students. Copy this sketch and mail to us with 6 cts. in stamps for illustrated book, Correspondence and local school. Washington School of Art, 906 F St., Washington, D.C.