

CHATS WITH YOUNG MEN

HONEST MEN WHO LIE IN THEIR ADVERTISEMENTS

A great many men who are fairly honest in other things seem to think that exaggeration in advertisements is allowable; that it is a sort of commercial license. But there are plenty of large advertisers in this country who are never really believed because people know perfectly well that the wonderful claims which they make for their goods are not true.

Business men who would feel insulted at the mere suggestion that their word was not good; men who do as they agree in their private life and in ordinary business transactions, will not hesitate to lie in their advertisements or in their corporate capacity.

THE GENTLE METHOD OF ROBBING

Such men are not honest, for we do not say of a man that he is honest in his business and in his family life, but dishonest in his advertisements. He cannot be honest in one place and dishonest in another. If he does not ring true in any one thing we distrust him in everything. The man is judged as a whole. And that man who employs others to lie for him, or allows them to do it, is a liar himself.

On the other hand, some of the greatest reputations in the mercantile world have been built up by firms beating their advertisements, doing a little better than they advertised.

There is no shorter-sighted policy in the world than lying. Instead of getting the advantage we expect, we get the fatal disadvantage of losing the most precious thing in the world, the confidence of others. There is nothing else so valuable to a human being, no matter what his calling, as the confidence of his fellow-men.

When a man has once lied to, or deceived us in a business transaction, we never quite believe him or trust him again. A lie or a deception in the advertisement of his goods has the same effect. When a person has the reputation of exaggerating we instinctively discount his statements.

There is no advertisement like truth. Even the biggest soundbites recognize this and they spend vast amounts of money in trying to make falsehoods appear like truth. They know its potency, and they want its aid. The dishonest man knows that he will prosper in proportion to his ability to make people believe that he is honest and that his merchandise is what he claims it to be.

But what a short-sighted policy it is to spend vast sums of money in lying advertisements in order to catch a customer once—and then for a deceived customer becomes an enemy over after—lose him!

Dishonest advertisers are always doing business at a tremendous disadvantage, because they are obliged to buy their sales at a big cost on account of having all of their swindled customers working against them. They must be forever seeking new fields.

Likewise the man who lies in private life, in any dealing or any relation with those who are associated with him, must be found out—and move on. The swindler is known by his lie, not by his word. There is no place on earth for him but a new place. There is no friend for him but a different friend. There is no hope for him but in oblivion.

Of all the despicable things that a man in this land of opportunity and wonderful resources, can do; the most

despicable is to get his living by deceiving and robbing his fellowmen, whether he does it by the genteel method of lying advertisements or by the methods of the smooth oily tongue.

Do not deceive yourself by thinking that your money will make a place for you in the good-will and esteem of the people—and nothing else can be more valuable—for your reputation will be colored by the methods you have used in getting your money. If you have been straight and square and clean, you will have a clean place in the estimation of the people; but if you have pulled the money out of their pockets by a long head, by cunning, crafty, lying advertisements, your reputation will be tainted. There will be a question mark after your name in their minds. They will say, "Yes, he has money, but—" Beware of that "but" in people's estimate of you. If you want to get rid of it, if you do not want it standing out in front of you, stop lying. Be straight and clean and deal squarely.

Isn't a great business for a shrewd, level-headed business man to use his greater brain power, his superior education and advantages, in trying to make those who are not in a position to know whether or not he is telling the truth believe that the articles he advertises have marvelous virtues which he well knows they do not possess!

Great business, that of making people pay three or four or perhaps ten times the value for a common, ordinary staple, just because it is put up in seductive and very attractive packages, and widely advertised as having peculiar and marvelous virtues!

SETTLE THINGS AS YOU GO

Do you lack the power of decision? Does it take you a long time to make up your mind? Do you decide firmly and positively? Or are you always ready to reconsider, or re-open the question?

When something important confronts you which demands immediate decision, do you hesitate, "beat about the bush," grasp for the advice of your prompters, and often lose a grand opportunity to betsey yourself?

When you have anything in hand, settle it. Do not look at it, lay it down, then look at something else and lay that down also, but settle things as you go along. It is a thousand times better to make an occasional mistake than never to settle anything, but be always balancing, weighing, and considering many things at a time.

AN EARLY MORNING SURVEY

It is of great advantage to be able in the morning mentally to run over one's work, and to use good sense and good judgment as to the most important things and to do them first. We must learn to set the right value on things, not to overestimate or to underestimate, and to get the right perspective, then what is left over at night will not trouble us so much, because we know that we have done our best, and that the important things have been attended to.

The man who begins in the morning to do little things, usually finds that they suffer from the lack of time to attend to them properly. On the other hand, the man who strikes right into the great things first in the morning and breaks the back of the day's work as soon as he can, and then takes up the little things in the order of their importance, has the satisfaction of knowing that his business or profession suffers less than by the reverse order.

Conforms to the high standard of Gillett's goods. Useful for five hundred purposes.

GILLETT'S PERFUMED LYE

Made in Canada

KEEPING IN A SUCCESSFUL ATMOSPHERE

One reason why so many people are incapable and continue to do little things all their lives is because they are never aroused; they do not get into an environment which tends to awaken their ambition and spur them on.

Many people are like automobiles; they must frequently come back to the shop to be re-charged.

If you wish to succeed, put yourself in the most advantageous position, where you will have every possible stimulus and encouragement. There is a tremendous stimulus in keeping with those who have succeeded along your own line. Success examples are contagious. There is a great advantage in living in an atmosphere saturated with success. It stirs latent energy, arouses ambition. It makes it much easier for us to keep up our standards, to keep our ideals glowing.

It is very difficult to rise above the level of our surroundings if we live in a sordid, brutal atmosphere, where people are shiftless, slovenly, where there is little aspiration or no high ideals, no great, splendid human models, no special stimulus to self-improvement, no encouragement to higher resolve. It takes rare ability and determination to do this. I know of nothing more depressing to an ambitious person than to be forced to live and work in an environment which is totally lacking in high ideals.

Ambition, aspiration are tender, sensitive, tropical plants; they are easily chilled and stunted in an arctic atmosphere. They should be placed in the most advantageous environment for their ideal development.

Whatever your vocation, try to get into an encouraging inspiring environment. Keep close to people who have done splendid things along your own line of endeavor. Keep away from failures and the poisonous atmosphere, except to try to arouse and encourage; avoid the pessimist as you would contagion. Keep with people who aspire, who look up, away from those who have low-flying ideals.

Keep out of the failure atmosphere as much as possible; keep the failure suggestion out of your mind. This is a very difficult thing if you remain with people who are failures, and who live in a failure environment. If you are ambitious to get on, keep full of the success idea; keep the word failure out of your vocabulary; do not admit the possibility that you will fail.—O. S. M. in Success.

QUIET PLACE, AND THEN I COULD READ TO YOU?

And that was the way the partnership began, an alliance which relieved the anxiety of two homes and made two restless, discontented girls cheery and happy. It was not alone that the girl with the shade had found someone to read to her, and that the girl in the wheeled chair had found somebody to push her about. Each was cheered by the consciousness that she was helping the other, and each found in the courage and patience with which her new friend bore her trouble an incentive for courage on her own part. In fact they solved a rather puzzling problem in arithmetic, how by adding one unhappy girl who could not use her feet to another unhappy girl who could not use her eyes, you could get two girls, independent, useful and contented.—True Voice.

FERVENT LITTLE CONVERT

It often happens that a heathen when converted is more zealous and fervent in the practice of his religion than are those who have been blessed from infancy with the True Faith. In Natovi, one of the islands of Oceania, there is a little boy about twelve years old who is a notable example of this fact.

He is the son of a Methodist father and a Catholic mother, and a few years ago he was so sickly that he was not expected to live. He was sent to the Catholic mission and recovered, and from that time although his father was very much opposed to the idea, Eugene determined to be a Catholic. He was baptized.

Then came his first Communion, and in that first contact with his Lord he must have received a special devotion to the Blessed Sacrament. At daybreak he is in the church, kneeling, rosary in hand. He is like an angel at prayer. During Mass how fervently he follows all the different ceremonies. The brightness and descent of the Divine Master he reverently prostrates himself; his gaze from this moment never leaves the altar: his Jesus has come down from heaven: for Him are all his thoughts, for Him are all the affections of his heart.

Sometimes Eugene is chosen to serve Mass. Imagine his delight and the devotion, the respectful attention with which he fulfills every least detail of his duty! No distractions will have power to draw his mind away from his Saviour Who is present before him.

When night comes this little devoted soul is again on his knees in the chapel. The evening service is over, but the child stays on. If the chapel is empty, so much the better, he can get nearer to the tabernacle. How many times he has been found in the middle of the night, alone rivalling the very angels in love.

How we should like to share the fervor of this child! Surely in the presence of such souls we understand better the Master's words: "I confess to Thee, O Father, because Thou hast hid these things from the wise and prudent, and hast revealed them to little ones."—Pilot.

CARDINAL NEWMAN'S RULES FOR WRITERS

The boy or girl whose ambition is to become an author, should first of all impose upon himself the Cardinal Newman regarding writers as gathered from Mr. Wilfrid Ward's recently published "Life of Cardinal Newman."

1. A man should be in earnest, by which I mean he should write not for the sake of writing, but to bring out his thoughts.

2. He should never aim at being eloquent.

3. He should keep his idea in view, and should write sentences over and over again till he has expressed his meaning accurately, forcibly, and in few words.

4. He should aim at being understood by his hearers or readers.

5. He should use words which are likely to be understood. Ornament and amplification will come spontaneously in due time, but he should never seek them.

Caked Udders Cured in 24 hours by Douglas' Egyptian Liniment

Here is the opinion of Mr. Robert Harkness, a leading resident of Toronto, Ontario, Canada.

"Having had wonderful success with your Douglas' Egyptian Liniment on my stock. I feel it my duty to write you. 'Our cattle were troubled with caked udders, so bad in fact that we thought they would lose the use of them. We applied the Liniment but twice, and in twenty-four hours we could milk without any trouble.'"

"When anything goes wrong in our home or stables, this excellent Liniment is always called for, and never fails to give instant relief."

"I hope this letter will catch the eye of those whose cattle are suffering from caked udders."

Besides quickly curing this trouble, Douglas' Egyptian Liniment has proved its worth in both human and animal disorders, such as rheumatism, sciatica, neuralgia, sprains, burns and inflammations. It has been used, without blood poisoning or other complication, serious wounds, sores and bruises.

25c. at all dealers. Free sample on request. Douglas & Co., Napanee, Ont.

6. He must creep before he can fly, by which I mean that humility, which is a great Christian virtue, has a place in literary composition.

7. He who is ambitious will never write well, but he who tries to say simply what he feels, what religion demands, what faith teaches, what the gospel promises, will be eloquent without intending it, and will write better English than if he made a study of English literature.

Cardinal Newman, of course, came to his own perfection through many struggles, but the value of his method lay in its emphasis on the moral rather than upon the rhetorical qualities of speech.

SWEET DIGNITY

There is something so attractive about sweet graciousness and dignity of manner that I wonder our girls do not try to cultivate it more. I am afraid it is getting to be an old-fashioned kind of grace, but one still finds it. In speaking of it, we may perhaps best define it by saying what it is not.

It is far removed from flippancy and pertness. Girls are often content to be gay and bright and amusing, when they might be so much more. Smartness and wit and repartee are all their stock-in-trade for conversation. How soon we tire of a girl of this sort! How gladly we turn to the restful, gentle one, quite as "bright," very likely, quite as ready to catch your thought and answer it, but with the graciousness, the poise that come from the absence of self-assertion and seeking. For it does seem to close observers that those are the two faults that spoil sweet dignity.

I notice that other girls set this finer sort of girl apart, saint-wise, and give her the unreasoning worship of girlhood.

Sweet dignity can never stoop to seek for admiration. It is too princess-like and royal. It cannot "put on" any trick or allurements of manner. It simply puts out—lives out, like a rose—the sweetness within.

Sorrow, like the thorn piercing the rose, lets out the fragrance of a truly noble heart.

CHURCH FURNITURE

THE VALLEY CITY SEATING CO. LTD. DUNDAS, ONT.

Not Cleverness, but Goodness

Bishop Lillia of Kansas City, Mo., has some very telling sentences in a recently issued pastoral:

"An education, which recognizes only intellectual and physical culture, is defective, is altogether insufficient. Mere training of man's natural powers may make him bright and clever, but not good. True education reaches the impulses and motives of heart and mind. Education, in order to be sound and produce beneficial results, must develop what is best in man, and make him not only clever, but good. A one-sided education will develop a one-sided life and such a life will surely topple over, and so will every social system that is built up of such lives."

Catholic fathers, please remember this.

Difficulties are the stones out of which all God's houses are built.

RENNIE'S SEEDS

OF THE BEST OF THE PATCH

ARE SUPPLIED TO YOUR DEALER DIRECT FROM US AFTER EACH FRESH AND ARE ALWAYS BY GOVERNMENT AND ALWAYS SEPALED PACKAGES. BUY THEM IN WHOLESALE QUANTITIES. CATALOGUE FREE.

Wm. RENNIE CO. LIMITED

The Right Price To Pay For a Cream Separator

WHAT is the right price to pay for a cream separator? The price of the best, of course. The first cost of the best separator is so small, compared to the profits it makes—that you ought not to hesitate about paying for it. And the difference between an I H C and the next best is so marked, that you ought not to hesitate in deciding.

I H C Cream Separators Dairymaid and Bluebell

have made records on thousands of farms. They are famous everywhere for durability, close skimming, light running and easy-to-clean advantages. They are built for hard, twice-a-day service and many years of it. They have milk and dust-proof gears which are easily accessible; a patented dirt-arrester which removes the finest particles of dirt before the milk is separated; frame and moving parts protected from wear by phosphor bronze bushings; large shafts, bushings and bearings; also many other features which you will be interested to know about.

Call on the I H C Dealer

I H C Cream Harvesters are made in two styles—Dairymaid, chain drive, and Bluebell, gear drive—each in four sizes. The I H C local agent will give you catalogue and tell you all the facts, or, write the nearest branch house for catalogues and any special information you desire.

CANADIAN BRANCH HOUSES
International Harvester Company of America

(Incorporated)
At Brandon, Calgary, Edmonton, Hamilton, Lethbridge, London, Montreal, North Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Weyburn, Winnipeg, Yorkton.

The purpose of this Bureau is to furnish, free of charge to all, the best information obtainable on better farming. If you have any worthy questions concerning soils, crops, land drainage, irrigation, fertilizer, etc., make your inquiries specific and send them to I H C Service Bureau, Harvester Building, Chicago, U. S. A.

"DURO" SHEATHING PAPER

TRADE MARK REG.

Makes Houses PERMANENTLY Windproof

If you have ever seen tar paper which has been in a wall for a few years, you'll realize the importance of using, instead, a sheathing paper that will last.

DURO Sheathing Paper contains no tar. It is a tough, high-grade paper, saturated with the same odorless, tasteless, waterproof compound which has made RUBER-OID the best of all ready roofings.

DURO is very strong, will not tear, dry out, crack or crumble. Walls, floors and ceilings interlined with DURO are permanently wind and draft proof.

The nearest RUBER-OID Dealer will be glad to show you samples of DURO. Or write us for samples and Booklet.

THE STANDARD PAINT CO. OF CANADA, LIMITED
MONTREAL. WINNIPEG. VANCOUVER.

OUR BOYS AND GIRLS

HOW THE PARTNERSHIP BEGAN

The girl with a shade over her eyes had walked into the wheeled chair before she knew what she was doing. Then she recoiled with an exclamation, "Oh, I beg your pardon!"

The girl in the wheeled chair looked up at the green shade in the room. Two pairs of eyes, one blue and blinking, the other brown and steady met squarely.

"It didn't hurt me any," said the girl in the wheeled chair. After a pause she added deliberately: "It's rather a relief to have something happen to me. The other girl, pulling the green shade back in place, looked interested. "That's exactly the way I feel," she declared. "Mother sent one of the neighbor's children over here with me, but she got interested in feeding the ducks, and I didn't blame her. Ducks are any amount more interesting than a girl who has to be led around like a dog on a string."

"They wheeled me over here and left me," said the girl in the chair. "There isn't anybody at my house who can take time to wheel me around the park. Mother doesn't keep a girl, and my sisters all work downtown."

"What—" began the other girl, and checked herself quickly. But the girl in the chair understood, and answered the unfinished question.

"It's a fall. I was playing basketball in the high school gymnasium. It's more than a year now. The doctor thinks I'll get over it sometime, but it takes a lot of patience to wait. What's yours?"

"Oh, it began in nothing worse than a cold," said the girl with the shade. "And it was just before examination time, so I couldn't stop studying, and now the doctor says I must wear this for six months anyway. Six months! And every day seems a week long."

"Doesn't one get tired of things, though?" sighed the girl in the chair. "They always leave me where I can look at the fountain. And I get so sick of that fountain. And I am so tired reading—"

"Reading!" the voice of the girl with the shade rose in a little scream. "If only I could read something again, it seems to me I'd be perfectly happy."

There was an odd silence, not protesting, but somehow intense, as if a tremendous amount of thinking were being done. "I don't see," said the girl with the shade, all at once, "why I couldn't wheel you to some other part of the park. You could tell me just where to go, and when to be careful of the bumpy places."

"And why, why?"—the girl in the wheeled chair fairly stuttered in her eagerness—"why couldn't we find a nice,

BABY'S OWN SOAP

To help the tender skin of an infant is the Baby's Own Soap standard.

For four generations, it has won unstinted praise and today Baby's Own is the recognized leader for nursery and toilet.

Its pure, creamy, fragrant lather softens and heals, and its daily use is a renewed delight.

It's Best for Baby and Best for You.

Sold almost everywhere—but insist on Baby's Own.

ALBERT SOAPS, LIMITED, Mrs., MONTREAL.

Your Kitchen Walls and Ceilings

You know the trouble it is to keep the ordinary kitchen wall and ceilings clean. They get discolored with smoke, dirt and grease stains so quickly, and damp with steam. This makes the average kitchen very unsanitary and a regular breeding place for vermin.

You can always have a nice bright clean kitchen or room if you cover the walls and ceilings with METALLIC. The cost is very low and when once on is good for a life time. Vermin-proof, fire-proof, and easily kept clean by simply wiping with a damp cloth. Just imagine the comfort this means to you.

Send us a post-card asking for our free booklets on interior decorations.

THE METALLIC ROOFING CO. Limited
MANUFACTURERS Branch Factory WINNIPEG
1188 KING ST. WEST TORONTO Agents in Principal Cities

Not the most costly, but the most stylish

and beautiful of all wall decorations. Alabastine tints make a room glow with warmth and cheerfulness. With the 21 tints and white you can best produce those soft, velvety effects which are found in the most fashionable homes to-day. Anyone can apply Alabastine. Just mix it with cold water and brush it on the wall. No glue or paste required. While quite inexpensive, Alabastine is the most sanitary and durable wall coating known. Hardens with age. Will not rub off or fade.

Free Stencils Let our staff of expert decorators draw up Color Schemes for you, free of charge. We will also supply Free Stencils for attractive art panels and friezes (the border of this ad shows one of our stencils). Write to-day for full particulars and handsome booklet.

CHURCH'S COLD WATER Alabastine

To make sure you get what you pay for, look for the "Little Church on the Hill" None genuine without it. At all Hardware and Paint Stores.

The Alabastine Co., Limited
56 Willow St., Paris, Ont. 11

It Won't Rub Off

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