

CHATS WITH YOUNG MEN

THE CONQUERING SMILE

The cheerful man shall speak of victories. The world is a mirror—it smiles back at the man who smiles at it.

In an agency whose advertisements are known all over the United States, a prominent placard hangs near the art editor's desk. It reads thus:

Notice to Art Department: Have smiling faces in every piece of copy possible.

This placard is backed up by a rigid office rule, and any art editor with a tendency toward depression cannot stay long in the establishment.

A big manufacturer, whose products were advertised in nearly all the periodicals of the country, found the sales, nevertheless, far from satisfactory.

"Everybody likes a smiling face," was the explanation given by a psychologically minded observer who had done a good deal of business in his own jolly smile.

His advice was experienced and true. This world was created to respond to sunshine. It was built on that plan, and all normal human beings like warmth and light in their lives.

Perhaps one of the deep, underlying reasons why a smile appeals to all, and is contagious in its cheerful influence, is its element of victory and courage.

GO ON, SIR; GO ON! It is told that Arago ascribed his success to words found on the paper cover of his book when greatly discouraged.

FINDING A CAREER In some respects, the choice of a profession is easier now than it used to be. For one thing, there is a greater variety of professions, and, for another, a greater freedom is possible in making the selection.

usually foolish will pay some regard. The tendency, however, has been to enlarge the field of possibilities; there are many professions that a man may enter now without any risks such as his grandfather would have encountered.

The problem is further simplified by the greater freedom of movement that is now possible. A man, instead of finding the field of his activities circumscribed to a narrow range round the place of his birth, as in former days, may now go where he will.

Some of us have a notion that time spent in play or recreation is time wasted. Never was there a greater mistake. In various stages of life, work and play have different meanings and different uses, but they never dawn an hour when play should not be considered as having its legitimate place as an alternation with work.

OUR BOYS AND GIRLS A BOY'S PASSPORT The Germans have a proverb we'd do well to understand: 'Tis this: One can go anywhere, if the hat is in one's hand.

HE WAS NOT RETAINED A man noted for the amount of work he accomplishes and his reliability in all matters, tells this story about himself:

MARTYRDOM OF FATHER JOGUES A PIONEER MISSIONARY AMONG THE HURONS—MUTILATED BY THE MOHAWKS In that beautiful city of France, made famous by its association with the name of the immortal Joan of Arc, was born the saintly Jesuit missionary and martyr, Father Isaac Jogues, described by the historian Parkman, as "one of the purest examples of Catholic virtue which the Western continent has seen."

HEAVY DRINKER CURED SAMARIA CURED HIM AND HE HELPS OTHERS A man who has been released from the awful cravings of drink, and whose first thought is to help others, shows the spirit of true brotherhood and philanthropy. Read his letter:

SMART AMERICAN STYLES AT ENGLISH PRICES FIT AND QUALITY GUARANTEED THIS HOUSE—The Rego Clothiers—is an old English Firm with large shops and branch stores all over England.

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Catholic faith to raise their hats in passing a Catholic church. Many a motorman or a conductor on the passing surface car, a driver of horses, a passer-by on the street, or a passenger in the car, touches his hat as he goes past the church.

Don't rush your prayers. Don't shorten or omit them on the pretext that duty calls you to some other task. The highest of all duties commands you to make ample provision for this daily Communion with God.

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MAGIC BAKING POWDER advertisement featuring an image of the product and text: "To guard against alum in Baking Powder see that all ingredients are plainly printed on the label. The words 'No Alum' without the ingredients is not sufficient."

intention of making all the necessary preparations for the conversion of the Five Nations. He returned a second time with his young companion, Lalande, in September, 1646.

Habit is an ever-lengthening chain whose links get heavier with each added ring. True happiness consists not in the multitude of friends, but in their worth and choice.

TO really know the value of a wagon you must know of what material it is made, how it is built and about how many years of satisfactory wagon service you may expect.

Petrolia Chatham has the same relative strength. The men who build IHC wagons know why one part is built stronger than another, know the exact strain it will have to bear.

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spiritual writers in their books, all preachers in their pulpits, all professors in the sacred tribunal, should inculcate nothing so much as prayer. I wish they would repeat continually, "pray, pray and cease not to pray," for if you pray you are sure of being saved, and if you pray not your damnation is certain.

Commenting upon the passage, the Tablet remarks: "Perhaps in some future era the failure of the so-called democracies of today and to-morrow to achieve the true happiness of peoples may, with an equal candor, be attributed to the absence of that very spirit of Christianity which informed, or did its best to inform, the body politic of older days."

A THOUGHT ON PRAYER Prayer is the atmosphere in which the Christian lives; the key which opens the door of heaven; the wire which connects it with the great white throne; the gate through which we enter into the presence chamber of the Eternal.

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"Goes Like Sixty"—"Seils Like Sixty" advertisement for Gilson Engines, featuring an image of an engine and text: "for all power purposes. You cannot afford to buy an engine until you investigate the latest improvements incorporated in Gilson Engines."

NA-DRU-CO LAXATIVES advertisement with text: "are best for nursing mothers because they do not affect the rest of the system. Mild but sure. 25c. a box at your druggist's."

NEW CENTURY WASHER advertisement with text: "The New Century Washer solves the washing problem. It eliminates slavish, arduous toil and reduces manual labor to a minimum. The city water pressure furnishes the power that is transmitted by the New Century water motor."

IHC Wagons Are As Good As They Look advertisement featuring an image of a horse-drawn wagon and text: "To really know the value of a wagon you must know of what material it is made, how it is built and about how many years of satisfactory wagon service you may expect."

SMART AMERICAN STYLES AT ENGLISH PRICES FIT AND QUALITY GUARANTEED advertisement featuring an image of a man in a suit and text: "THIS HOUSE—The Rego Clothiers—is an old English Firm with large shops and branch stores all over England. Our gigantic business reduces the price even lower than ordinary English prices—so low in fact that we can sell made-to-measure suits in Canada (duty and carriage paid) for less than half the Canadian prices."