ADVERTISING

As Old as the Ages, Says English Writer.

(By Joseph Greenaway.)

The human race is always striving to do something new—something strikingly original—something that will open up the eyes of this poor old globe of ours. But, believe me, it is a difficult job.

When, for instance, "Votes for Women" came into vogue a few years back quite a lot of folks thought something entirely novel had popped up this time. I remember reading somewhere a poem by the famous Ella Wheeler Wilcox that started off like this:

"So vain is the cry of the masters,
And vain the plea of the hearth,
As the ranks of the strange New Woman
Go sweeping across the earth."

There was really nothing strangely new about it all. Surely every schoolboy knows that there was once long ago a fine, sturdy race of women known by the name of Amazons, who left Mrs. Christabel Pankhurst and all the other window smashers completely in the shade. They got far more than the mere vote—they ran the whole show.

And the Socialists are very fond of telling us that a New Age is upon us. When we first began to use steam, that was a New Age—electricity brought in another New Age—and the flying machine well, that's going to turn things upside down. It will be even more than a New Age.

Laddidly, I don't believe there is anything new under the sun. I may be wrong, and not being well enough posted in ancient history, I won't argue. But when people tell me that Advertising is a new profession, I kick. Last night, here in old London town, I attended a meeting of advertising men, and every one of the speakers emphasized the fact that ad. writing was something entirely new.

Advertising a new science? Why, it goes back to the dark ages, when our forefathers were cave men. Why, a couple of thousand years ago they were as well versed in the subtle art of publicity as even Teddy Roosevelt or Winston Churchill—and surely that's going some!

Ask any tourist who has been to Egypt for the name of an Egyptian King, and sure as fate he or she will at once tell you Xerxes. You can't escape him if you go to the dreary goldan land of the Pharaohs. He wasn't popular, with his name being nailed over the doorways of the temples, but he made it stamped on every brick. Yes, every single brick you turn up you read this jolly old King's name. Xerxes—even though you cannot pronounce it, you remember it forever afterwards. It haunts you, and if you happen to be an ad. man you wake up in the middle of the night and think what valuable advertising space there is in a single New York sky-scraper, and what a chance Carnegie missed when he built his free libraries.

Advertising a new game, indeed?

Julius Caesar was another ancient who knew "the game" pretty well. In order to avoid his many adventures being wrongly reported, he did the job himself. And he took good care that nothing should be missed—how he stormed over Gaul and kicked our poor old noble ancestors the English. The Commentaries of Caesar—they have been read through the ages, and the name of Julius stands boldly out on the skyline of glory.

Napoleon Bonaparte also knew a little of the game. With his old green hat cocked on his head and his arms folded and legs apart—he was most careful about every detail. He was too busy to write up his own adventures, but no doubt if he had conquered the world he would have also had his whole history put up neatly in two volumes. Still, the records he left behind are pretty good. I suppose he takes up as much space as anyone in the news of the world.

But please don't misunderstand me. I believe firmly in advertising. After all, when you advertise you have to get busy. If you keep on telling the world that you can do something better than anyone else, there comes a time when you have to "make good." Advertising keeps things a-going—and it makes for honesty, for when a merchant advertises regularly it shows that he is willing for his name to be coupled with his goods. He is not afraid of anything. Advertising is far too expensive a way to sell bad stuff.

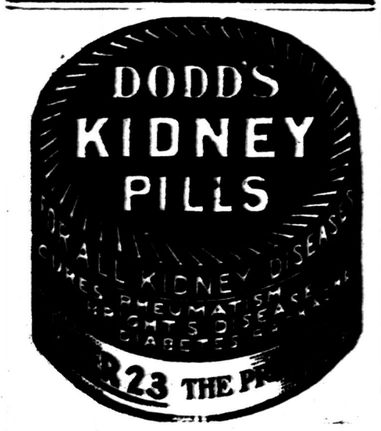
But it is not a new idea—they had trade marks and sign painters in the days of Pompeii.

Minard's Liniment Cures Garget in Cows.

EYE OF A HORSE.

The appearance of "white" in the eye of a horse indicates a vicious nature, because a high tempered horse constantly looks about, apprehensive of danger or desiring to do mischief. The quick motion of the eyeball in opposite directions exposes an unusually large surface of the white, which thus becomes an evidence of the temper of the animal.

Tell a girl she is an angel and she will want you to keep harping on the subject.



GOT HIS OWN BACK.

At a homeopathic convention a doctor told a story about a brother specialist who is an authority on the stomach.

"Blank," he said, "was traveling in the wild and woolly West, where they are all great jokers. At a country club a jovial-looking stranger accosted Blank and said:

"'Dr. Blank, I believe?'

"'Yes, sir; thank you.'

"'The great Dr. Blank?'

"'Well, er—I—well, yes. I have been called—er—by that name.'

"'The Dr. Blank who treats stomachs?'

"'Precisely, sir.'

"Then, Dr. Blank, as it's the luncheon hour and our table d'hote is excellent, I wish you'd treat mine!' said the joker.

"Dr. Blank's veins run rich with generous sporting blood, and he treated the stranger—an amiable Western millionaire, as it turned out—to luncheon. But he got his revenge. Later on in the afternoon he approached a group of men, with a roll of small bills in his hand.

"'Has anybody here,' he asked, 'got ten dollars?'

"The Western joker promptly produced a ten-dollar note and handed it to Blank. Blank thanked him, thrust the note in his pocket and turned away.

"'Look here,' said the Westerner, 'What did you want that bill for?'

"'What did I want it for?' asked Blank, blandly. 'Why, for treating your stomach, of course. It's my usual fee.'"

TRIMMING.

It should trim.
It should enhance.
It must be in harmony.
It must add beauty to the dress.
It should not attract attention to itself.

No, by all means let trimming trim. If they don't, refuse them.

And also let them trim in pleasing fashion. A trimming suitable for a simple rig is unsuitable for a rich costume.

Forty years in use, 20 years the standard, prescribed and recommended by physicians. For Woman's Ailments, Dr. Martel's Female Pills, at your druggist.

BELTED COAT

Coat belts are general.
There may be a real belt.
There may be a suggested belt.
A couple of buttons may simulate a belt.
Or a strap may go across the back of the coat.
A fat cord designates the belt line on some dress coats.
In fact, there is no limit to the forms the coat belt may take.

TO CURE A COLD IN ONE DAY.
Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.

RIDDLES.

What is the best time to study the book of nature?
A.—When autumn is turning the leaves.

What quadrupeds frequent the opera?
A.—White kids.

Why is a girl not a noun?
A.—A girl is a lass and also is an interjection.

What has a mouth and never speaks, and a bed and never sleeps?
A.—A river.

Why are potatoes and corn like the Pharisees of the Bible?
A.—Because they have eyes and "see not" and ears and "hear not."

Up and down, up and down, touching neither earth nor sun. What is it?
A.—A pump handle.

BUNIONS NO JOKE
Hard to get rid of them, too. Two or three applications of Putnam's Painless Corn Extractor softens the thickest tissue, and removes it painlessly. Putnam's Painless Corn Extractor removes corns, warts, and callouses quickly and painlessly. Sold by druggists, price 25c.

CUGGLAUSSEN.

The new recruit of the pro. Toronto hockey team. At his own request his handle is shortened to "Gunn."

Minard's Liniment Cures Distemper.

The White Blouse.

It has won out.
The colors arrived.
But white was preferred.
White satin is a favorite.
White brocade is very modish.
Crepe de chine is the most beautiful.
The long shoulder seam characterizes them.

Will Dawn Upon Him Some Day.

"Oh, yes; Jack adores me: I've known it for weeks."

"Then what's bothering you?"

"What's bothering me! Why, I've got to wait for him to find it out."—Boston Transcript.

Minard's Liniment Cures Diptheria.

A WORLD-WIDE MOVEMENT.

(St. John Telegraph.)

The Argentine has twice as many cattle as the United States, but this has brought about a land famine and the President of the Argentine Republic proposes to break up the vast ranches by taxing land values. He has served notice on the men who own most of the country, saying the tiller of the soil must no longer be deprived of a fair chance.

WIDE OPEN.

Caller—"What an open countenance your baby has." Pop—"Yes, especially about midnight."—Boston Transcript.

"Come now, John, we've seen the elephants and the monkeys and the birds; let us go into the aquarium." "But, dear Elsie," replied the obedient husband, "I can't swim a stroke!"—Yonkers Statesman.

Catarrh Brands You An "Undesirable"

So Loathsome Is the Disease That Few Will Associate With a Catarrhal Victim.

IS YOUR TROUBLE CATARRH?

Poor remedies have given Catarrh the reputation of being incurable. But it is curable, easily and quickly, if the right method is employed. Snuffing a powder or ointment up the nose won't cure Catarrh, neither will tablets, douching, or stomach medicines cure. These treatments fail because they only affect local conditions; they do not remove the cause, which is germ life established in the lungs, bronchial tubes and nasal passages. Ordinary remedies do not reach these remote parts, but Catarrhozone does, for it is breathed through the inhaler into every air cell in the lungs, into every air passage in the head and throat. No matter where the Catarrh is Catarrhozone will reach it. It kills the germs, heals sore spots, clears the nose and throat instantly. Universally used; pleasant and clean; guaranteed to cure of money refunded.

Don't be an object of aversion to everyone you meet—get Catarrhozone today and use it regularly; it will cure your Catarrh, Bronchitis, Throat Trouble, spitting and gagging. Large size, 50c. All dealers or the Catarrhozone Co., Buffalo, N. Y., and Kingston, Canada.

BIRDS AND FARM PESTS.

(Montreal Gazette.)

The fourth annual report of the Quebec Society for the Protection of Plants from Insects and Fungus Diseases contains a chapter devoted to the bird friends of the farmer and fruit grower. The attention which all that pertains to the production of food has received of late years has added much to the knowledge of plant disease and pests, and to the means of checking them. So far as insect pests are concerned, and there is no crop from them, it would appear birds are nature's ever active check.

The hawk, which occasionally steals a chicken, is a great devourer of rats and mice, which live by toiling the crops. The same is true of the owl. The woodpecker is an insect devourer; so is the kingbird, the flycatcher, the pewee, the jay, the blackbird, the native sparrow, the swallow, the robin, etc. Even the crow, while he eats what worries the farmer, destroys beetles, grasshoppers, weevils, cutworms, etc., and earns his board. When the wisdom begotten of the knowledge set out in the report has its effect, the cheap sport who shoots birds will be in greater disfavor than he is now even, and the farm which is chosen as a home by many feathered flyers will have something added to its value.

ON
Wash Day
J-R BLUE
25 Bluings 10 cents.
Makes the Clothes as **White as Snow**
Try It!
Manufactured by The Johnson-Richardson Co Limited, Montreal, Can.

THE PRIVATE DETECTIVE.

(Toronto Star.)

A private detective has no more right to butt into your affairs and cross-examiner than has the village barber. The law does not compel you to gratify the curiosity of either the one or the other.

The man who flashes the badge of a private detective agency, and makes it appear that he is possessed of authority as an agent of justice, is thereby imposing on the credulous. He is merely an agent employed by private interests.

But we agree with the Advocate that the operations of private detectives should be discouraged. They are becoming too numerous, and too active. People are "awed" by them, and the name detective has an alarming sound.

BOYS!
How would you like to earn
BIG MONEY
in your spare time. Send your name and address to-day, and we will tell you all about it.
M.O. Dept. 74 St. Antoine Street, Montreal, Can.

WANTED—AN INVENTOR.

(Sarnia Canadian.)

Any inventive genius who wants to confer a benefit on humanity and incidentally make a million dollars or so for himself, can do it by devising and patenting some material for sidewalk construction which will be as cheap and lasting as granulithic, but which will not transform itself into a skating rink every time there is a thaw and a subsequent change to freezing weather.

Many a man spends most of his time up in the clouds looking for some of those silver linings.

POULTRY REVIEW
Best Paper Published on Poultry Culture.
WANTED—2,000 persons to send for sample copy free to
REVIEW HALL, 405 Mary St. Hamilton, Canada

TREES AND PLANTS

Rules Governing Importation Into Canada.

All persons who are accustomed, or intend, to import trees, shrubs and plants, or other kinds of vegetation into Canada, or to ship such trees and plants from one province to another, should make themselves thoroughly familiar with the regulations of the Dominion and Provincial Governments in this matter. If this is not done inconvenience and possible loss may result owing to the neglect to comply with the requirements of Dominion or Provincial governments, which requirements are necessitated by the danger, always present, of the importation of dangerous pests into Canada or their spread from one province to another.

The regulations governing the importation of vegetation of various kinds into Canada and the Dominion and Provincial laws under which they have been passed have been collected in a convenient form and published as a bulletin, with explanatory notes by the Dominion Entomologist, Dr. C. Gordon Hewitt. This bulletin, entitled "Legislation in Canada to Prevent the Introduction and Spread of Insects, Pests and Diseases Destructive to Vegetation with Regulations Regarding the Importation of Vegetation Into Canada," is published as Bulletin No. 11, Second Series, of the Experimental Farms Branch of the Dominion Department of Agriculture. It also forms Entomological Bulletin No. 6 of the Division of Entomology. It may be obtained free on application to the publication Branch Department of Agriculture, Ottawa. The laws and regulations of the Dominion Government and of the Governments of those provinces possesing such legislation, namely, British Columbia, Nova Scotia, Ontario and Prince Edward Island, are given. A full explanation is given of the regulations which must be observed by persons importing nursery stock, which comprises trees, shrubs, plants, vines, etc., into Canada and into the Provinces mentioned.

SAVE THE BABY
Baby's Own Tablets are the one safe medicine to make baby well and keep him well. They are guaranteed by a government analyst to be free from all injurious drugs and are absolutely safe to give even to the newborn babe. Concerning them Mrs. Oscarr Bedard, Manseau, Que., writes: "I have used Baby's Own Tablets and have to thank them that my little one is living to-day. I know of nothing to equal them as a children's medicine." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

WILL THERE BE TIME?

When man has harnessed lightning to his will,
And spanned the ocean's breadth with bows of steel;
When he has made the universe his mill,
And set the winds to work drive his wheel;
When he has scaled the skies whith ghostly mirth
To rob the stars of their stupendous powers;
When he has probed the bowels of the earth
And gathered up the breath of all the flowers:
Wil he then pause a while to count the dead
Whom poverty and steel have ground to dust?
Will he then heed the children's cry for bread?
Or hear the mother's wail for what is just?
Will he then square himself with God and man?
Will he repudiate the vice and crime
That have endured snice being first began?
God, can he do all this? Will there be time?

—Bell Fligleman in the Survey.

A WINDSOR LADY'S APPEAL
To All Women: I will send free with full instructions, my home treatment which positively cures Leucorrhoea, Ulceration, Displacements, Falling of the Womb, Painful or Irregular Periods, Uterine and Ovarian Tumors or Growths, also Hot Flushes, Nervousness, Melancholy, Pains in the Head, Back or Bowels, Kidney and Bladder troubles, where caused by weakness peculiar to our sex. You can continue treatment at home at a cost of only about 12 cents a week. My book, "Women's Own Medical Adviser," also sent free on request. Write to-day. Address Mrs. M. Summers, Box H. 8, Windsor, Ont.

SIMPLY A QUESTION OF HONOR.

The charge that Senator Root is speaking for the railroad opposition to the Panama Canal when he suggests consideration of honor and faith to the United States Senate does not at all blur the fact that he is speaking for national honor and good faith.

We have other ways of regulating railroads than by reaching after them through the breach in a treaty and other ways than by giving unmerited subsidies at the expense of national reputation to a carrying trade whose aim is monopoly.

It is not Senator Root's good fortune to be constantly in position where he can be greatly esteemed for other than the ability he demonstrates in that position, but in his plea of the United States Senate to hold treaty obligations sacred he is wholly admirable.

PILES CURED IN 6 TO 14 DAYS.
Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. 50c.

Old Sayings About January.

January blossoms fill no man's cellar.

If birds begin to whistle in January, frost to come.

When gnats swarm in January the peasant becomes a beggar.

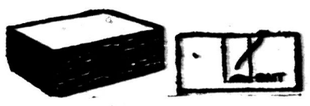
Much rain in January, no blessing to the fruit.

When oak trees bend with snow in January, good crops may be expected.

A cold January, a feverish February, a dusty March, a weeping April and a windy May presage a good year and gay.

Rhinestone buttons are still most liked for evening gowns.

Make Mouse Commit Suicide



A mouse trap that does not require setting and has no springs or other things to get out of order—and which at the same time is sure death to the unfortunate mouse that enters it—is made with a block of wood and a sharp nail.

The block is bored with a hole about four inches deep and an inch and a half in diameter. A nail with a sharp point is then driven into the block in the manner shown. All that is then necessary is to place the bait in the bottom of the hole and set the trap on the floor. The mouse impales himself on the nail when he attempts to get the bait.

This mouse trap never breaks or wears out.

A Dish for the Gods.

Liver and onions, artistically blended, produce a fragrance that, wafted to the summit of Olympus, would cause the jovial Jove to kick over the ambrosia kettle and come thundering down the craggy steeps in quest of a new dish for the gods.—Kansas City Star.

SANOL
RELIABLE CURE
for Gall Stones, Kidney Trouble, Kidney and Bladder Stones, Gravel, Lumbago, Uric Acid. Price $1.50. Most leading druggists.
THE SANOL MF'G. CO., LTD. Winnipeg, Man.

A WARNING.

(Philadelphia Record.)

"A man," the doctors say, "is as old as his bloodvessels." Recent investigations have pretty conclusively shown that in spite of the great reduction in the general death rate due to improved social and sanitary conditions, the death-rate among men between the ages of 45 and 65 is increasing. This is due to the rapidly increasing aggregation of population in towns and cities where, under present industrial conditions of modern life, there is undue hustle and stress. The hustlers bring about premature degeneration of the animal system. The increasing number of deaths from heart disease gives startling statistical confirmation of the killing pace among middle-aged men. This is further proven by the contrary showing among women. There has been for many years past a continuing reduction of the female death rate between the ages of 45 and 60. Among active business men anxiety, worry and overwork put a constant mechanical strain on the heart and bloodvessels. Overfeeding and wrong and irregular feeding bring on toxic poisoning, especially where there is lack of physical outdoor exercise. Finally, the heart goes on a strike, and the end comes.

$1,000 REWARD
For information that will lead to the discovery or whereabouts of the person or persons suffering from Nervous Debility, Fits, Skin Disease, Blood Poison, Genito Urinary Troubles, and Chronic or Special Complaints that cannot be cured at The Ontario Medical Institute, 263-265 Yonge Street, Toronto.

LEARN FROM LOVE LETTERS

Dr. Arthur Holmes, who advocates the exchange of love letters between students as a means of acquiring the art of composition, might point to Samuel Richardson as a proof of the efficacy of his method. Richardson began by acting as scribe for a number of young women, for whose correspondence with their sweethearts he frequently supplied not only the words, but the sentiments. His relation for this kind of composition led a firm of printers to propose that he should prepare a "complete letter writer" for the use of "those country readers who cannot indite for themselves." Two or three of the epistles written for this purpose suggested a separate story, "and thence," in Richardson's own phrase, "sprang 'Pamela.'"

MINARD'S LINIMENT CO., LIMITED.
Some time ago I had a bad attack of Quinsy which laid me up for two weeks and cost a lot of money.
Finding the lump again forming in my throat, I bathed freely with MINARD'S LINIMENT, and saturating a cloth with the liniment left it on all night.
Next morning the swelling was gone and I attributed the warding off of an attack of Quinsy to the free use of MINARD'S LINIMENT.
G. F. WORDEN.
St. John.

SLIPPER ADORNINGS.

Buckles lead.
Rosettes are seen.
And how rosettes vary.
Rose rosettes are pretty.
Buds are seen in clusters.
Buds are made of satin or chiffon.
Jet or steel may trim the rosette of velvet.
Even ostrich feathers are curled up into clever flat rosettes.
As stated, the buckles lead, those made of tiny rhinestones being first choice.

ISSUE NO. 6, 1913

HELP WANTED.

WANTED — EXPERIENCED WEAVERS and girls to learn weaving. Steady work and highest wages. Additional help required on account of additions to plant. Apply Slingsby Mfg. Co., Brantford, Ont.

WANTED—FIRST-CLASS TINSMITH; good wages and steady job to right man. Apply O'Gorman & Hemphill, 39 Geneva street, St. Catharines, Ont.

FOR SALE.

BARRIE SPECIAL—WOOLLEN MILLS for sale. Must be sold. Good location. No better in Ontario, no opposition here. About 60,000 lbs. of wool shipped from here last year. Terms easy to suit the buyer. Apply to D. Lewis, 36 High Street, Barrie, Ont.

MISCELLANEOUS.

EMBROIDERY HANDWORK; Ladies wanted, we buy their work, and sell them all supplies even in small quantities at the lowest prices. Distant Patrons especially attended to. Send stamps to cover Postage. We take orders for designs and stamping. Open until 10 p.m. Embroideries Supply Co., 499 Yonge Street, Toronto, Ont.

DO YOU WANT TO SELL YOUR real estate, property or business? We can quickly dispose of it for you through our system. We may have a client waiting who wants just such a property as yours. Do not lose valuable time by delaying. Write immediately. INTERNATIONAL BUSINESS AGENCY P.O. Box 204, Welland, Ont.

The Canadian—1913 Model.

"Eh—ah—er—," said the gentleman with the tawny moustache, making those preparatory sounds by which the Britton warns the world of his intention to speak, "jolly little place, this Canada—and all that sort of rot. Kindly feelings toward all you Colonials too—quite so. But have you a taproom or an inn where a chap can get a pint of ale and a finan haddie?"

The Canadian scratched his head.

"Well, now, I duano. Up to the Washin'ton Hotel, though, you kin git some Chicago ham and Milwaukee beer and New York crackers. I'm from Ioway myself—just moved north last winter—but I'm glad to see you, even if you be English. Who's king over in your country now?"—Puck.

It's the CLEANEST, SIMPLEST, and BEST HOME DYE, one can buy--Why you don't even have to know what KIND of Cloth your Goods are made of.--So Mistakes are Impossible.
Send for Free Color Card, Story Booklet, and Booklet giving results of Dyeing over other colors.
The JOHNSON-RICHARDSON CO., Limited, Montreal, Canada.

THE PROPER CENSOR.

(Philadelphia Record.)

The public can censor plays, and ought to. While the duty does not rest exclusively upon the woman, they constitute a good deal more than half of theatrical audiences, and most of the men present are there with their wives, sisters and daughters. One would naturally look first to the women for revolt against the "dramatization of the stews of Paris." Nevertheless, the play which is announced as "swift, smart and saucy" draws plenty of ticket buyers, both men and women, whose conduct is correct and whose moral standards for their reading are at least respectable.

It ought to be unprofitable to produce plays reeking of the underworld, and it would if men and women, and especially fathers and mothers, exercised the censorship of the stage which is not only their privilege, but their bounden duty.

Dr. Morse's Indian Root Pills
owe their singular effectiveness in curing Rheumatism, Lumbago and Sciatica to their power of stimulating and strengthening the kidneys. They enable these organs to thoroughly filter from the blood the uric acid (the product of waste matter) which gets into the joints and muscles and causes these painful diseases. Over half a century of constant use has proved conclusively that Dr. Morse's Indian Root Pills strengthen weak kidneys and
Cure Rheumatism

Russian Blouse Effects.

They came in last fall.
Now we are interested.
There were a few in velvet.
There'll be more in wool and in silk.
Linens are likely to be thus made up.
They fasten at the left in very many ways.
Buttons and loops are among the approved fastenings.
The buttons may be in a row or they may be in clusters.
The Russian blouse coat reaches the knees and may be straight around, with fronts slightly rounded or even a trifle cutaway in effect.
The skirt of such a suit may be slightly draped and on cold days a fur band around the neck is the approved touch of coziness.

Minard's Liniment Cures, Colds, Etc.

LONG SEARCH ENDED.

Traveler (settling bill)—Pardon my curiosity, sir but what do you stuff your beds with in this hotel?

Landlord (proudly)—Best straw to be had in the whole country, b'gosh.

Traveler—Ah, that's very interesting; I know now where the straw came from that broke the camel's back.—Weekly Telegraph.

For DISTEMPER Pink Eye, Epizootic, Shipping Fever, and Catarrhal Fever.
Sure cure and positive preventive, no matter how horses at any age are infected or "exposed." Liquid, given on the tongue, acts on the Blood and Glands, expels the poisonous germs from the body. Cures Distemper in Dogs and Sheep and Cholera in Poultry. Largest selling live stock remedy. Cures La Grippe among human beings and is a fine kidney remedy. Cut this out. Keep it. Show it to your druggist, who will get it for you. Free Booklet. "Distemper, Causes and Cures." DISTRIBUTORS—ALL WHOLESALE DRUGGISTS
SPOHN MEDICAL CO., Chemists and Bacteriologists, GOSHEN, IND., U.S.A.