

BURDOCK BLOOD BITTERS

Dizzy Headaches and Fainting Spells

Mrs. Lloyd Babcock, Hartington, Ont., writes:—"Some time ago I was all run down in health. I had dizzy headaches, and suffered a great deal with fainting spells. I was advised to try Burdock Blood Bitters and after taking two bottles I felt like a new person."

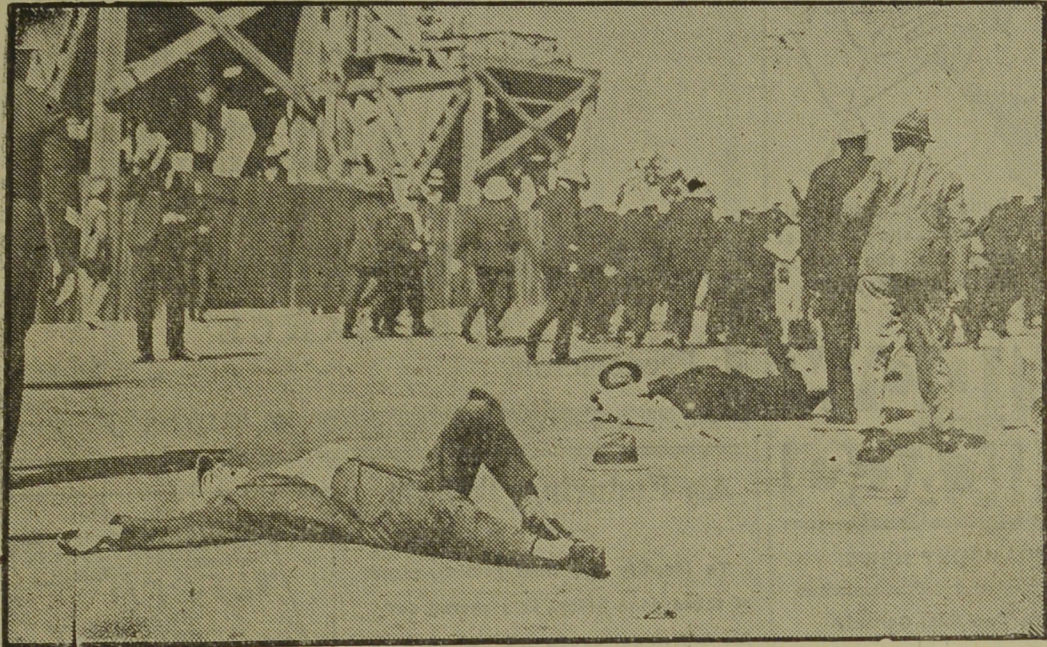
"My husband was troubled with indigestion, after meals, and could get nothing to do him any good until he took B.B.B."

Manufactured, for the past 51 years, only by The T. Milburn Co., Ltd., Toronto, Ont.

New Governor of Massachusetts is going to install a microphone on his desk, so that he may tell his people what's what. But shouldn't there also be a loud speaker to enable the people to talk back.

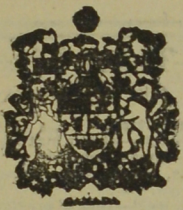
Perhaps the hope of the world lies in the big idea of youth, hammered and tempted on the anvil of truth by the thoughtfulness and the judgment of the advancing years.

May the New Year resolve itself into more than just good resolves.



AUSTRALIA'S LESSON COOLS RED ARDOR

One man and one woman Communists are shown stretched prone after a tussle with Australian police. The reds mobilized and attacked a police cordon in front of the Parliament Buildings. The police, are shown retaliating with batons. Five of the rioters and police were injured, and twelve arrests were made.



DEPARTMENT OF TRADE AND COMMERCE OTTAWA, CANADA

December 27th, 1930.

To My Fellow Citizens,
Everywhere in Canada.

Ring Out the Old, Ring in the New!

Another few days and 1930, with whatever it has brought us of success or of failure, will have passed into history, and our thoughts will be centred on a new year, and on the better times we sincerely hope it has in store for us.

While the opportunities of the past are gone beyond recall, the future is ours to make of it what we will. And we can make it a far brighter, a far more prosperous future, for ourselves individually and for Canada as a whole, if we all resolve to profit by the lessons our experience has taught us.

Among those lessons, surely we have learned how dependent each of us is for his own opportunities and his own advancement upon the well-being of Canadian producers as a class, and how much better it would be for every one of us if in our daily buying we were all to favour Canadian products.

If you believe that "Produced-in-Canada" doctrine is sound common sense, that it points the logical way not only to relieve unemployment but to lay broader and deeper the foundations of our national prosperity, why not make the practice of it one of your foremost resolutions for 1931?

Celebrate the new year by ringing out old habits of carelessness in buying, and ringing in the new resolve henceforth to be studiously careful. For 1931 let this be your creed:

"I believe in Canada.

"I love her as my home. I honour her institutions. I rejoice in the abundance of her resources.

"I glory in the record of her achievements. I have unbounded confidence in the ability of her people to excel in whatsoever they undertake. I cherish exalted ideals of her destiny as a leader among world nations.

"To her I pledge my loyalty. To the promotion of her best interests I pledge my support. To her products I pledge my patronage. And to the cause of her producers I pledge my devotion."

If you are willing to embrace this creed, a copy of same artistically executed in colours, and on heavy stock suitable for use as a wall hanger or for framing, is yours for the asking. Just clip and fill in the coupon herewith. Address your envelope as shown on the coupon. Mail it without affixing stamp, for this particular letter will be carried free.

Very sincerely yours,

A. H. Stevens

Minister of Trade and Commerce.

The Minister of
Trade and Commerce
Ottawa, Canada

Please mail copy of
"MY CREED" to

Name _____ (Write plainly—preferably print the letters)
Address _____ Add Street or R.R. Number when possible
Post Office _____ Town or City _____ Province _____
Version _____ English ☐ French ☐
Place check mark to indicate the language you want.
(Name of Publication)

PRINTER'S INK HAS PROVED TO BE THE GREATEST POWER IN RETAIL TRADE OF THE U.S.

(Detroit News)

His subject was "What Is the Greatest Power in Retailing Today?" and his answer was, "Printed Advertising."

There are only seven ways by which merchandise may be sold, he said, and at the top of the list he put "reading about it." The other six ways are: Hearing about merchandise, seeing it, touching feeling or handling it, smelling it and hearing it perform.

Goods Must Speak

In all these seven ways of selling merchandise the goods must speak for themselves, except in the case of the customers who read about or hear about the things they buy, Mr. Mears pointed out. He cautioned the merchant that no one of these seven possible ways of advertising should be neglected, but explained that the audience to which the merchandise may speak for itself is extremely limited.

Oral advertising the comment of satisfied customers, is something that every merchant should strive for—"but there is not so much of this kind of advertising as many of us have supposed," Mr. Mears said.

"Selling by means of window displays grows increasingly difficult," the speaker said. "Even in the store the goods can not tell their own story best. That is why we engage sales people. But an expert salesman can talk to only one person at a time and he can talk to only those persons who come to your store."

Merchant's Job

"The job of the merchant is to bring into his store the people who had no thought of coming there. That is done by printed advertising. "Printed advertising does part of your selling before the customer even starts downtown, and makes the rest easier. If you are to be successful today you must go to our customer before our customer comes to you."

"Women do not 'shop' as they did in days past. They do not wander from store to store comparing goods and prices. Most of them go where they know they can get what they want at the price they want to pay. Today "shopping around" is a poor crutch for the merchant to lean on.

Shopping is no longer lark, or high adventure. There are few surprises in the stores. The big stores advertise their surprises and the stores that don't advertise, don't have them.

Living Room Sales

"The best of all selling starts in the living room of your city. Printed advertising enables the customer to read about your goods before they ever thought about them at all. You have the great advantage of choosing the first impression you wish to make.

"We are still asked the question, occasionally: "Does advertising pay?"

"Advertising pays more than it will ever get credit for. Its power cannot be measured. I have known of advertising that influences a sale five years after it was printed. The immediate response is only a part of your results. The rest is immeasurable.

"I may not have the money to buy the overcoat you advertised today, but a month from now I will buy a coat from you because of that advertisement. Mrs. Shopper may have a party today and not be able to come downtown to buy the goods you advertised yesterday but she will ask for them next week.

"In addition to the delayed response here is the indirect response. In nearly every large department store the first floor filled with incidentals that are heavily advertised but, it is advertising that sells these goods. Advertising your ready-to-wear department brings people into your store and sells your perfumes.

CHRISTINE OF SWEDEN LEFT THE THRONE VOLUNTARILY TO LEAD A CARE-FREE LIFE

Christine of Sweden, writes Octave Aubry in "Candide" Paris, was one of the most picturesque women who have ever worn a crown. She and Elizabeth of England and Catherine of Russia are a singular trio. But those other two queens never thought of descending from the throne: they died on it. Christine, however, left it voluntarily in her prime to lead an errant life in Europe. She had a personality that thirsted for knowledge, pleasure and fame, and to her, love, the world of God seemed small. She was the perfect type of adventuress.

It took a free and supple mind to understand her personality in all her incongruities and picture it. Princess Lecele Murat has succeeded in it just as well as she succeeded in painting the personality of the great Catherine. Among the biographies which are now-a-days so frequent, I know of none livelier, more daring and fairer than this book by a real artist.

Christine was the daughter of Gustavus Adolphus, the great Swedish king who made war in Germany and helped Richelieu bleed Austria. She succeeded him when he died victorious at Lutzen. She was then six years old. A tiny tot of a Majesty. But by no means timid, and ever so proud. Rather ugly with a deformed shoulder. But what a fire in her small grey eyes. At the age of 8 she embarrassed doctors of theology by her questions: "Is all that the Lutheran religion teaches as amusing as the Last Judgement?"

Consternated and horrified, her teacher scolded: "Shut up, your majesty or I'll spank you on your little back."

At that age one doesn't like to be whipped. She did not confess it, but she no longer believed in religion. Several years passed; she knew everything—languages, mathematics, philosophy. She governed with a firmer hand than her old chancellor with the big white collar, Oxtenstierna. He wanted to make her marry her cousin, Charles Gustavus. She refused because she thought him too stupid. And marriage horrified her.

Presently La Gardie, son of Gascon, entered her life. He was handsome, clever, a great flirt. She sent for Descartes, the great philosopher. For the young queen loved philosophical debates just as well as she loved love and politics. When he came to Stockholm, this poor great man, sad in his ill-fitting clothes, looked pretty ugly. Christine made fun of him. She asked him to come to an audience at 5 o'clock in the morning during the hardest winter, and forced him to write a ballad for her court, and a comedy in verse. All this was quite amusing, but Descartes caught tuberculosis and soon was buried in a corner of the cemetery of Stockholm. Christine devoted a tear or two to him. She felt responsible for hastening his death.

Life counted for little in those days. A grand epoch, the queen continued to have fun. La Gardie was worn out. She threw him aside like an old glove and threw herself in the arms of the Ambassador of Spain, Pimentel, a bearded skillful man. It is he, no doubt who encouraged her to abdicate. She had thought of that long ago. To reign seemed to her to be beneath her genius. She left the throne to see what Europe would say about it. She also left the throne to stay unmarried and have no children. Yet she took good care of her needs before abdicating.

She packed up secretly all the marvelous art collections of Goeteborg, which people estimated were worth \$2,000,000. She sent away jewelry, silver medals and coins. She left the future king only a deficit of \$10,000,000 and her esteem."

She went to Italy. In Rome she studied and loved. She had her hair cut, dressed like a man and rode a stride her horse. She was no longer Christine, but Count Dohne.

In Paris people were scandalized. But Mazarin, who likes Christine, pacifies them. She is liked despite everything. She returns to Rome. Cardinal Azzolini becomes her companion. He is young and gallant. But finally Christine gets bored. She regrets her abdication. She

would like to have a throne again, no matter where, in Sweden or in Poland. It looks like weakness on her part. She fails, gets fun out of alchemy, tries to rejuvenate herself, for she is now past sixty. But no, she lived too ardent a life; her arteries are burned. Death comes. She orders a sumptuous white brocade coat to be buried in. She signs a testament in favor of her handsome cardinal and dies tranquilly in his arms.

"A little before her death she wrote: "Life is a trade whose gains and losses are well balanced."

PEACH SHORT CAKE

2 cups flour
2 tablespoons sugar
1-2 teaspoon salt
4 teaspoons baking powder
3-4 cup milk
6 tablespoons shortening
Mix and sift first four ingredients. Work in shortening, add milk and make a very soft dough. Drop a spoonful in each section of iron and bake 3 minutes. Spread two sections with creamed sugar and butter. Put together with fruit. Cover top with peaches and whipped cream. This makes 6 servings.

The Soviets hope to close all Russian churches by 1934. If cleanliness is next to godliness, they will shut up the laundries after that.

New York bandits who found an empty till made the owner write them a check. A store keeper isn't safe these days unless he's out of ink too.

GOOD PROGRAM TO BE ON THE AIR THIS EVENING

The radio program and its best features for Monday evening in Atlantic Standard time is as follows:

8:00—**Easy's Gang—WEE.**
8:00—**Empire Builders—WJL.**
8:00—**General Motors Hour—WJAF.**
8:00—**WJAF, CHICAGO.**
8:00—**Carvers.**
8:00—**ABC Program.**
10:30—**Real Folks, Hamilton Club WOL, NEWARK.**
9:00—**Frat Row Argentina.**
10:00—**Minstrels.**
10:00—**News, Dance Music.**
10:00—**WEAF, NEW YORK.**
7:45—**Snoop and Peep.**
8:00—**Rosalie Wolf trio.**
8:15—**The World Today.**
8:30—**Beaconlights.**
9:00—**The Nation's Capital.**
9:30—**A. & P. Gypsies.**
10:30—**General Motors Hour.**
11:00—**Moonshine and Honeyuckle.**
12:00—**Rhyth Makers.**
12:00—**WJZ, NEW YORK.**
7:00—**The Mormon Choir.**
7:45—**Literary Digest Topics.**
8:00—**Amos 'n Andy; Music.**
8:15—**Tasty East Jewlers.**
8:30—**Phil Cook.**
8:45—**Roxy and His Gang.**
9:30—**Ingram Shavers.**
10:00—**Maytag Orchestra.**
10:30—**Real Folks.**
11:00—**Stromberg Carlson Hour.**
11:30—**Empire Builders.**
12:00—**Slumber Music.**
12:00—**WABC, NEW YORK.**
8:00—**Current Events.**
8:15—**The Town Oriole.**
8:30—**Astrologer.**
8:45—**Sinclair Program.**
9:00—**Synopsized History.**
9:30—**Mardi Gras.**
10:00—**Symphony Hour.**
10:30—**Dreaming in Paris.**
11:00—**Specials.**
11:30—**Grand Opera Miniature.**
12:00—**Osborne Orchestra.**
12:30—**Orchestra.**
12:30—**WGTY, SCHENECTADY.**
8:00—**New Studio Program.**
8:30—**Amos and Andy.**
9:00—**NBC Network (WEAF).**
9:00—**CKAC MONTREAL.**
8:00—**Safety Talk to Children.**
8:30—**Vapex Ambassadors.**
9:00—**Wrigley String Ensemble.**
9:30—**Eveready Feature.**
10:00—**Furniture Mfg's Program.**
11:00—**Imperial Joycasters.**
12:00—**Fred Cully's Dance Orchestra.**
STATION CFNB FREDERICTON
8:30—**Weather Forecasts, News, Columbia Records.**
12:30—**Columbia Records.**
1:15—**Stock Market.**
7:00—**Weather Forecast, Stock Market Report.**
10:30—**Canadian Pacific Railway Programme.**
11:00—**Imperial Joycasters.**