

MEN WHO LOOK FUNNY ARE LONG TO BE REMEMBERED; THE MAMAS OF SOME MALES

Many of the men in England and on the Continent who "look funny" do it purposely in order that people who see them will remember them writes Guy Hickok from Paris to the Brooklyn Eagle.

One American who competes with other Americans for the patronage of a distinguished French clientele always leads a wire-haired fox terrier on a leash. At first his competitors thought it was merely a harmless mania. They pitied him, though, for being idiot enough to encumber himself with any such useless obstacles to business progress as a dog on a string.

Too late they waked up. The French love dogs and this was an attractive one. Doors opened before it that would not have opened to his master alone. Busy men had time to laugh at Nick and pat his head who would have been too busy to see his owner. They remembered Nick. They remembered his master's face among other similar faces because he was the man who always had the little dog with the cheerful grin and the wiggly stub of a tail.

Created Good-Will.

Without the pup the American would have been only one of a pack of Americans in search of business, somebody to be held off as long as possible. Nick's presence always made a little conversation before business was brought to the table.

He created a beginning of good-will before the struggle over a contract began.

Even Nick seems to understand now what an important factor he is in his owner's success and to hold his head a little more proudly than ordinary pleasure pups carry theirs.

Another man had insipid blue eyes and a face that never impressed anybody. This man could never get anybody to remember him. He would work hard making acquaintances and when he saw them a week or two later would have to begin all over. He seemed to be doomed to a career of being ignored. It was not that he was really inferior. In fact, he was above average brilliance among a fairly alert coterie. But his face was a blank.

Gains Notice by Growing Beard.

One day he neglected to shave. He noticed that the stubble on his chin was red. If he raised a beard it would be a red one. Nobody with whom he worked had a red beard. It would be laughed at maybe; but at any rate it would be seen and remembered.

So Andrew let his beard grow long in the form of a garden spade. It changed everything. They called him "Barba rossa" in fun. Coupled with a high-crowned broad-brimmed black Spanish hat, the big square red beard became almost a landmark in Paris. It could be seen for blocks on the boulevards and it made its owner stick out in a crowd.

Conceals an Insipid Face.

It covered up most of the insipid face and gave a new color to the pale blue eyes. Everything that Andrew said seemed brighter now, simply because of his strange appearance.

So effective was it that when Benito Mussolini saw Andrew with a dozen others, after an interval of two years, Andrew was the one and only one he remembered. He remembered his face and his name; and he began a conversation that they had left unfinished exactly where it was interrupted two years before.

The desire to emerge from nonentity is at the bottom of such affairs. Mabel Boll's diamonds are a case. The difficulty here is that the diamonds are not a part of Mabel Boll, and no matter how often one meets her one looks at the stones and the owner seems only the more ordinary by contrast.

Mabel Boll's Diamonds.

"Queen of Diamonds" she may be called in the papers, but to those who meet her she can never be any kind of a queen. She does not know how to wear diamonds. They do her no good. Tinsel will not make a raspberry bush into a Christmas tree.

Some do it with a monocle. One man is now editor of a whole string of British newspapers largely. I believe, on the strength of his eyeglass. He was no fool without out. But

his appearance was against him. He had nothing and he looked like a bootblack. He was not merely ordinary, he was sub-ordinary to the eye.

But when he stuck his glass in his eye he was a changed man. The effort of keeping it in place stiffened his spine, tightened the slack muscles of his face, changed the swarthy bootblack complexion to the sunburn of nobility long traveled in tropic climes. Instead of a slouching nobody he became a haughty personage of importance.

Monocle Made Man Important.

From an obscurity he became for a time one of the suite of the Prince of Wales. In the company of the Prince he was received by governors, generals, diplomats, field-m Marshals, by barons, dukes, lords, and by other royalty. The list of important personages who came to know the dark young man with the proud bearing and the alert manner, the young man with the monocle and the distinguished appearance, was astounding. They knew him around the world. Others in the Prince's company were forgotten. They all looked alike.

Once in England again—was far too important to send back to any obscure newspaper job. His connections were legion. He had the entree everywhere. Everybody knew the erect young man with the monocle who had for over a year been seen and photographed around the world with the Prince of Wales. The others who had been seen and photographed in the same distinguished company nobody knew.

Monocle Bad For Another.

So— was jumped over the heads of a hundred men no brighter, no more efficient than he, to be sure, but quite as much so, and was given high authority over enough newspapers to break a government or start a war.

It does not always work so well, of course. There are times when it is better not to be remembered, as in the case of a certain Frenchman at Geneva who wrote a cutting editorial about Mussolini. This Frenchman was a small man and he, too, had resorted to the use of a monocle to pick himself out of the crowd.

The editorial made Fascists dislike him. The monocle made it easy for them to recognize him. And one night six of them followed him along a dark street and nearly beat the life out of him.

NOTED DOCTOR WARNS OF ILLS OF CHILDREN

Surgeon General Cumming Describes the Symptoms Which Should Keep Children Home.

Washington, Oct. 24—Dr. Hugh S. Cumming, surgeon-general of the United States, today issued an appeal to mothers in the country to aid in preventing the spread of contagious diseases in schools.

With the school season now open, Dr. Cumming said it is often a problem of parents to determine whether or not a child is well enough to go to school. He named 10 certain symptoms that should automatically decide the question.

1, fever; 2, sore throat; 3, diarrhoea; 4, severe abdominal pain; 5, earache; 6, discharging ear; 7, discharging sore eye; 8, paroxysmal cough, especially if coughing spells are followed by coming and always if followed by whoop; 9, severe cold, even when fever is not present; 10, the presence of eruption, not due to scratches, hard soaps, to some simple condition or in older children. Ache is very often the penalty of not too clean face or body, and it is always granted that it is a little difficult to induce a youngster always to keep himself clean.

"Theoretically, in order to be permitted to attend school a child should be perfectly well," Dr. Cumming said. "No child can study to advantage if ill.

"All of the symptoms which have been given are easily recognized. It is necessary, of course, that the parent should learn to take temperature and learn to count the pulse.

"Among the individual precautions that the parent can take to prevent the child from contracting certain contagious diseases are vaccination against smallpox and immunization against diphtheria," Dr. Cumming said.

"Both of these should be done long before the child is old enough to go to school. Immunization against scarlet fever, while perhaps not entirely beyond the experimental stage, is harmless and may also be carried out if desired."

Dr. Cumming said children should be taught there are 10 objects which commonly carry contagious diseases from one person to another—these are nothing more or less than 10 fingers.

"For example, a child has a cold, which, while not recognized as such is the beginning of an attack of measles. He feels lively enough to play, handles a ball or other object, gets on it an infinitely small quantity of the secretion from his own nose or mouth through the medium of fingers, and passes the object along to another child.

"Of course, there are other ways in which these secretions can be exchanged, such as common drinking cups and improperly constructed drinking fountains."

Dr. Cumming said that practically all contagious diseases are harder on younger children than older ones, especially whooping cough and measles and the death rate from these two contagious is very high in young children.

HAS OPENED A BRANCH IN SAINT JOHN

Northern Electric Company Apparently Has Faith in the Future of New Brunswick.

As evidence of their faith in the development and prosperity of the province of New Brunswick, the Northern Electric Company Limited, on Tuesday, September 4th, opened a new branch warehouse and office at 43 Dock Street, Saint John, N. B., under the managership of T. C. Nisbet, who for the past thirteen years has been the Company's resident representative, reporting to the Halifax House, during which time he has become one of the most popular figures in the electrical world in the Maritime provinces.

The new depot will greatly facilitate the rendering of efficient service to the electrical trade and the various branches of electrical communication in the rapidly developing districts of the province.

Representative stocks of Telephone, Wire and Cable, Radio, Power Apparatus, Illumination, Electrical and Pole Line supplies, as well as Household Electrical Appliances, Fire Alarms, Police Signal and Medical Apparatus, will be maintained directly from Central Stock in Montreal, instead of their having to go to Halifax and back to Saint John as heretofore, thus appreciably speeding up the service and reducing the transportation charges.

The opening of the Saint John House has forged another link in the great chain of representative houses stretching across Canada, from the Atlantic to the Pacific, through which this great pioneer Canadian company is rendering an unique service to the trade in all parts of the Dominion.

New York, Oct. 24—Jole Ray will continue his pursuit of El Ouafi's distance running honors in Philadelphia on October 3; when the little white man and the little brown man meet in a 16-mile race.

Disgruntled by his defeat in his first professional appearance, Ray kept his chest as inflated as ever as he promised to take the measure of the Olympic champion at the shorter distance next week.

A Philadelphia promoter, after watching the race won by El Ouafi Sunday night and observing the attendance—which was considerably less than the 13,000 announced by the management—signed up the runners, together with Arthur Newton of Rhodesia, to meet some local talent on October 30.

Home made Candy

Treat the folks this Easter-time to candy of your own make! None tastes so delicious, none so perfectly satisfies, none so pure and good for all as the candy you make in your own kitchen. Use Borden's St. Charles when the recipe calls for milk—its creamy richness improves the flavor, adds to the food value of all candy. Here are a few tested recipes made with Borden's St. Charles—try them—they will delight you—

Three Layer Candy

PECAN FUDGE

2 cups granulated sugar
1 tablespoon butter
pinch soda
¼ cup pecans (broken)
1 cup Borden's St. Charles Milk

1 teaspoonful vanilla
1 tablespoon corn syrup
Place sugar, milk, syrup, butter and soda on stove. Boil until it forms soft ball when tested in cold water. Remove, whip, add flavor and nuts. When creamy pour in buttered pan.

Butter Fondant

4 cups granulated sugar
1 cup corn syrup
¼ teaspoon salt
1 tall tin Borden's St. Charles Milk
¼ lb. butter

Mix sugar, milk, syrup and butter. Add salt. Place over slow flame, stir constantly and boil until it forms a soft ball when tested in ice cold water or 238 degrees with candy thermometer. Remove and pour on to a platter which has been slightly sprinkled with cold water. When cool to blood heat, beat with wooden ladle until the whole becomes creamy and firm.

Cream Peppermint Drops

¼ cup Borden's St. Charles Milk
3½ tablespoonfuls water
2 cups granulated sugar
¼ teaspoon cream of tartar
2 drops oil of peppermint.

Combine the first three ingredients in a saucepan and boil gently without stirring until a soft ball will form when a little is tried in cold water. Cool till tepid, then flavor, beat till creamy and quickly drop on oiled pans in small rounds from the tip of a teaspoon.

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