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KEEPS TEETH SPARKLING

... OF ...

Interest to Women

SHOWING A FRONT OR DELIVERING THE GOODS

(By Arthur Dean Sc. D.)
Every one tries to justify his existence. This is perfectly human and self-evident.

In one form or another we all do it. The office boy who makes the caller realize that an office boy is something quite important is trying to justify his existence. The uppish private secretary who impresses you with her importance. The "super" who insists that he be called "superintendent." The teacher who insists on his title of "Doctor," and the janitor who wants to be listed as "custodian."

All perfectly human and quite natural. However, the psychologists tell us that we hand out this superiority stuff in order to compensate for a feeling of inferiority.

There is another type of superiority which is more effective and a far more admirable trait. It is that type of superiority in which the individual strives to be superior because he is superior, and to deliver superior goods because that is his job.

The private secretary, for example, knows that she is acting as the representative of her boss, that she is in his confidence, and is entitled to know the business of the one who calls to see the boss. She is striving to be a real private secretary. She ends up by actually being superior.

The superintendent striving for

superiority doesn't care whether he is called by a high-sounding title or by the word "super."

To put it another way: When a person is striving to be superior because he feels he is inferior, watch out that you do not step on his toes. If he is ashamed of his janitor's job, be sure to give him what may be his full title, "Chief Superintendent of the Buildings and Holder of the Keys." If the teacher worked for his advanced degree to satisfy a feeling of inferiority be sure to call him by his full title and beware of "Doc" or "Mister."

It is this striving to overcome a feeling of inferiority by delivering the goods that has turned cripples into geniuses, the physically weak into the mentally strong, the poor into the rich man, the homely girl into the society queen.

A teacher with a Ph.D., who knows that he is a superior teacher doesn't mind if the boys call him "doc."

Following is a Little Test

1—Is it a sign of your superiority or your feeling of inferiority when you find fault with everything? Underline superiority-inferiority.

2—Is the boy who brags expressing his superiority or an inferiority feeling? (Underline).

3—When the girl criticizes a pretty girl is she really feeling superior to that girl or is she covering up her own feeling of inferiority? (Underline).

FEET CAN ADD YEARS TO FACE

Keep Them Out of Tight Spots

(By Antonette)

To walk gracefully and youthfully, with a light, springy step, should be the ambition of every woman. In order to achieve this she must be kind to her feet. No abuse in the way of improperly fitted shoes should be heaped upon them, or they won't respond with elasticity and sprightliness. Actually your step can add years or take them away. Clumping along, as though the feet were in torture, without question adds years to any walk, as well as to the facial expression.

If you have abused your feet and now find painful corns and callouses retarding your gait, why not have the blemishes removed? Then, if you're not wearing the right kind of shoes, be fitted to shoes that are a perfect fit. Without this formality you're bound to find yourself always two feet from comfort, no matter how careful you may be otherwise. Prop-

erly fitted shoes are the basis of all foot comfort.

The feet should be kept scrupulously clean. They should have their daily scrubbing with soap, water, and a brush. You wouldn't think of depriving your hands of this daily attention. After a good scrubbing let them have the tonic benefits of a cold shower. Following this, dry them thoroughly, giving particular attention to the areas between the toes.

A foot powder sprinkled between the toes will insure thorough drying. A little of this same powder sprinkled into the shoes makes for further foot comfort. Have several pairs of shoes that you may alternate, never wearing the same pair two days in succession. This allows for an airing between wearings and adds greatly to foot comfort making it possible to step along with a jaunty air.

MAKE YOUR HANDS AN ASSET

Summer Has Roughened Them and They Need Grooming For The Social Season

(By Antonette)

If you've spent much of your time this summer in outdoor activities, your hands undoubtedly tell the tale. No matter where you go or what you do this winter, you'll want hands that are an asset.

Wear loose gloves at night after massaging the hands with a nourishing cream. In applying the cream, massage the fingers from the tips to the wrist and bend the fingers back as far as you can. You not only work in the cream but you give the hand exercise as well which will induce better circulation.

When you massage the hands don't overlook the wrists, and give a little

attention to the elbows, for they have a tendency to show signs of age unless cared for.

Hands held rigidly never are lovely, no matter how finely textured the skin may be. Practice relaxing the hands completely by holding them away from the body, with elbows loosely bent, shaking hands from the wrist. Let the action come entirely from the upper arm.

With nightly treatment the texture of the skin soon will improve. In addition, you should use a special lotion several times a day. Smooth it into the skin after washing the hands. It has a softening and whitening influence.

Orange Pekoe Blend

"SALADA" TEA

EYE CATARACTS, A YOUTH MAY CAUSE, REMOVAL SUPPLY THE ANSWER

By Dr HERMAN N. BUNDESEN
Former President, American Public Health Association

Perhaps you have noticed, as you have talked to persons, that, occasionally, one or both eyes of the person has a whitish spot. This is a far-advanced cataract. The doctor, with an instrument called the ophthalmoscope, can discover the beginning of cataract long before any one sees it.

When a person has a cataract, light rays do not pass through the lens in the eye. The cataract does not necessarily make an individual blind. The lens in the eye, like the lens in a camera, focuses the light rays so that objects can be clearly seen.

Not All Cataracts Blinding

These changes in the lens of the eye may be so slight that they do not obstruct vision. Sometimes they are off to the edge of the lens where light rays do not pass. Some years are required, in most cases, before the condition advances so far that the light rays are completely shut off.

When the cataract begins to develop, it begins to cut down the amount of light which enters the eye through the small opening called the pupil. The lens is just behind the pupil. As a result, the eyesight is not as sharp as it has been.

Years ago, we used to think that operations should not be done on cataracts until they had become "ripe" that is, until the lens had become hard. Nowadays, this is no longer necessary; with the modern means of operation it may be done as soon as the cataract has developed to point where it interferes with the person's regular living.

Many Causes Noted

Cataracts come because of a number of reasons. They may result from old age, because the circulation may be disturbed. They may develop because of inflammation in the eyeball, from tumors in the eyes, or from diabetes.

After the operation is performed, during which the lens is removed, it is necessary for the individual to wear glasses in order to see properly. However, modern surgery is making it possible for many individuals with cataracts once again to see normally. There is no reason for the person with a cataract to be discouraged. There is a good chance to save his sight.

AUTUMN

Since autumn has a pensiveness, I too am pensive, and my dress, In sober grayness, feels the mood That lies about me—as it should. The silver rain-mist—curtained art—Is quivering, as is my heart. At oneness with the tender spell So overshadow, while softly kneel The thought of death and change-to-be.

Until, within this mystery, I walk as one who knows the why Confided to me from the sky, And in the softly-shadowed street, I hear the raindrop's rhythm beat A clear, insistent autumn lore. "Life is, life is, forever more."
RENA CHANDLER.

DR. G. R. LISTER

—:— Dentist —:—

Burchill-Wilkinson Building
QUEEN STREET : Below Regent

(By Arthur Dean, Sc. D.)
Young girls who wonder why boys make only one visit, and never return are the subject of a question asked in today's letter.

"Dear Arthur Dean:

"My school marks and the fact that I hold class offices indicates I am not dumb. But when it comes to boys—that's different. They ask me to go out once, but seldom call on me a second time. Why?"

"HOPEFUL."
This question is always coming up. I'll wager that many boys can give a far better answer than I can. Practically speaking, the boy does not come back because he doesn't want any more of the treatment he got the first time. What did he get on the first date?

The question, therefore, really is: What sort of impression did the girl make that caused the boy to stay away?

Who knows but what the girl receives an implied compliment when certain boys do not return for a second date?

Who knows but what the girl of 18, who does not fall for the average "girl digging" boy, will be better off at 22?

Here's an opportunity for the boys to send in their reason why they didn't go back. Also a chance for girls to tell why other girls get no second date (no girl can tell why she herself was ignored after her first date with a boy). Perhaps the girl was so inexperienced with boys that she almost swallowed her first date. Here are a few reasons:

A girl with gold-digger propensities, which hit the boy's pocketbook.

A girl whose only response to anything was, "Oh yeah!"

A girl who didn't show off well.

A girl who arranged to meet the boy on a street corner.

A girl who warned the boy to run if her father came in sight.

A girl who gossiped too much about her other friends.

A girl who made the boy feel like two cents by the way she refused to allow him to kiss her.

A girl who gave the boy the idea that she was "easy to get."

A girl who bragged about her clothes, allowance, home and other "fellers."

A girl who was rude to her mother in the presence of the boy when warned to get home fairly early.

A girl who wanted the boy's fraternity pin immediately she saw it.

And so I might go on, but no doubt the boys will send in other reasons.

Let's hear why the boys refuse to date some girls a second time!



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