

Gone With the Wind

If a fire should visit you tonight would your house and furnishings be replaced by a reliable Insurance Company or be gone with the wind?

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For an Early Morning Headache—DO THIS

IN 2 SECONDS BY STOP WATCH An "ASPIRIN" Tablet Starts to Disintegrate and Go to Work

Drop an "Aspirin" tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating. "Aspirin" tablets start "taking hold" of pain a few minutes after taking.

What happens in this glass happens in your stomach



Enjoy Relief Before You've Finished Dressing

If you wake up with a headache, just do this: Try two quick-acting, quick-dissolving "ASPIRIN" tablets with a little water. Take them the moment you get up—before you start dressing.

By the time you've finished dressing, nine chances in ten, you'll feel relief coming. You'll meet the day with a clear head instead of suffering for hours.

"Aspirin" provides this quick relief because it is rated among the quickest methods for relief science has yet discovered. And—because

Demand and Get—

ASPIRIN

LOOK FOR THE BAYER CROSS

...OF...

Interest to Women

WHY CHILDREN LIKE TO GO BACK TO SCHOOL

(By Ruth Cameron)

There is one attitude of modern youth that I find it hard to get accustomed to. (To say nothing of several others).

And that is the modern child's liking of school.

Why, the average modern child hasn't really any objection to going back to school in the fall!

I used to feel so sorry for children when I saw them trudging schoolward through the autumn glory. Poor things, the world so lovely outside and they to be shut up in prison! I remember the world as it looked through the open windows of my schoolroom on a September day.

And when children told me that they loved school and loved to be back, I couldn't help thinking 'sissy.'

But that was silly of me. I was thinking of the school of my own day. Children of today don't go to prison; the end of vacation isn't a thing to dread any more.

And everyone who has talked with children about what they do at school today knows why that is.

The things they do in school today! It isn't any longer a place where 'dry-as-dust' facts, and abilities apparently unconnected with the outside world, are prodded into a child's brain.

It is a place where interesting things happen and where, when possible, things are taught in an interesting way.

A boy of 12 tells me that when they have a war or a period of history to study, the teacher will divide the class into groups and let each group

(fight in the schoolroom, mind you, confer and present some aspect of the period they are studying. One child is chosen to make the presentation, but they work the thing out together first. The teacher, he tells me, is very wise and has each group either all girls or all boys. He would not want to work with girls; 'they're no good at things like that,' he says, 'they want things all their own way.'

The same boy admired my carved penguin with the air of one who knows. He has seen real penguins. They went to see Admiral Byrd's ship when it came to the city where he lives in winter. The teacher took them. In schooltime, mind you.

At other schools there are projects of various sorts. The children studying geography, make maps in sand. In the history classes the children write plays about some of the dramatic incidents of history and the best ones are presented before the class. One class builds a bank in the schoolroom and studies practical economics and finance in connection with the bank.

All the children are taken to museums to study the actual objects that make history and geography and art something more than just learning. Also to many other places such as factories, bakeries and so forth. And when you add to the color and interest and fun of which these are just a few samples the further attraction of charming young teachers, of which there are so many nowadays, and modern schoolrooms, maybe it isn't so strange that the children's steps don't lag as ours used to when September comes around.

LET CHILDREN FIGHT OWN BATTLES

Their Petty Squabbles A Development of Character

(By Arthur Dean, Sc.D.)

The Christian doctrine of turning the other cheek should not apply to youngsters. Children should fight their own battles, and the less that parents take their part, the better off will be the children. Watch kittens and puppies scrap, it's a part of their development. So it is with children.

It is not always the big boy who is a bully. Many times it is the boy inferior in size and perhaps in makeup who teases and torments older boys to the point where the older ones turn on him and give him a good beating up. The little fellow gets what he deserves.

The Christian doctrine of turning the other cheek may be very good preaching for adults, but not youngsters. To my mind, it would be much better to hit back, and hit back good and hard. The smiter will smite as long as a cheek is turned, but he will take to his heels when the other fellow turns a red and threatening face toward him and starts fighting with his sturdy fists.

There's nothing more pitiful than to see a child who is helpless in the face of an attack. I believe a father should teach his boy to know what is worth fighting for and what is not worth fighting for, and to point out that there are ways in this world to get ahead without using physical force.

Of course fathers ought to teach their boys wrestling and boxing, and both fathers and mothers should get their boys interested in organized contests, which take the place of individual assertiveness.

All this 'fighting' I have been talking about I have assumed is fighting for honor and for conviction, and is not mixed up with cases where the boy is selfish and bullying. I am not standing up for the fighting boy who has cruelty and underhandedness in his makeup.

Parents write me that their boys seem to be cowardly in not fighting and that they lack spunk. Oftentimes such boys are extremely sensitive, possess fine imaginations, have a keen and delicately adjusted mind and an individuality marked by thought rather than by loud talk, by

reading rather than by games, and a love for solitude more than a regard for crowds. It is practically impossible to get such a boy to fight. He will 'fight' by showing unusual courage in not cheating in school, in stating the truth to his mother, in thinking and saying unusual things, and in marked expression of originality and initiative. In his way he is a fighter, but it is not with fists.

If your children get into fights with the neighbor's children, why not go over and say this: "Now look here my friend, let's be sensible. What is the use of our having a row over the children? A lot of their quarrelling is a type of play which we do not understand. It is natural for one to attempt to dominate the other, and we ought to stop some of this because it leads to selfishness. Our children must learn to play together because later they must learn to work and live together. Therefore, it is not a good idea for us to break up our own friendship because it would only serve to break up the friendship of the children, and children need their friends. Now I will do my part to keep them happy together. I will go more than half way and I know you will too."

Companionate Marriage

"What is your frank opinion of companionate marriage?"—Inquiring College Lad.

It is a long time since I have heard this subject mentioned? Have you been asleep? Over-emphasis on sex discussion with reference to marriage problems is asinine. The solution of the problems of love and marriage lies in correcting the mistakes of our social, occupational and marriage life rather than in emphasizing sex difficulties. What we need is a little more emphasis on comradeship, more interest in the person to whom one is attracted. A little more common sense, a lot more deep thinking and much more reading the works of men like Adler and Groves instead of Lindsay and Freud will do much to clear a situation that is becoming quite intolerable to those who like to see young people use their own miffs.

INSOMANIA IS BEAUTY'S WORST FOE

Live At A Slower Pace And Take More Vigorous Exercise If You Need Sleep

(By Antoinette)

We read the other day that insomnia is greatly on the increase. Those of us whose good luck it is to immediately fall asleep simply cannot sympathize with the group afflicted with insomnia.

But the other day I happened to see the disastrous beauty results in an insomnia victim. The woman had had great grief recently. She confessed that she hadn't had a good night's sleep for months. The pinched and

strained look of fatigue she showed, the dark shadows beneath her eyes and face, hollows and cheek shadows added ten years to her age.

It's the tense modern living that more often causes it, unsystematized days when one takes to bed problems that should have been solved earlier. We work and play until late hours under high nerve pressure, and the nerves just won't unwind when keyed up to that pitch.

The surest way of courting sleep is

to do physical labor until you are tired out. Do housework with vim and vigor, but get outdoors, too. Then take your warm milk, for an empty stomach will cause sleeplessness.

Do a few exercises. Don't try to go to sleep. Just coax it to come to you. You couldn't use complicated or vigorous exercises, so lie on your back in bed, arms stretched out or overhead. Stretch the body, pushing heels downward and shoulders up from centre. Keeping the body stretched, twist, and turn by raising right hip (with shoulders flat) then the left hip. Then let hips remain flat and roll right shoulder over and left shoulder following, on next count, then relax. Repeat each step of stretching and relaxing three to five times. Fun to be doing your figure a good turn, too, while courting the face beautifier, sleep.

SCHOOL LUNCHES THAT SATISFY

Yes—Sir—At the M. M. A. Stores you will find every ingredient for a fine school lunch that will appeal to mother and the children as well. Mother knows our fine foods are wholesome and nourishing—the youngsters know they taste good. Come in and look over our array of noon-time suggestions. You'll save money on our economy prices, and time through our efficient service—M. M. A. Stores deliver the goods!

WATCH : : FOR THE

M. M. A. STORES

HOME OWNED

BLUE AND RED EMBLEM SIGN

ECONOMY : : EFFICIENCY



O'Cedar

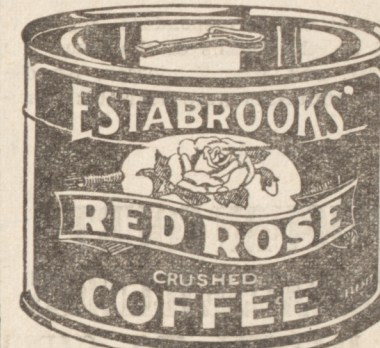
Polish

4 oz. Bottle

25c

12 oz. Bottle

50c



: : SPECIAL : :

Red Rose Coffee

1's

Pound 39c

Ivory Soap

Medium 3 Cakes

25c

Schwartz Mince-

meat

Two Pounds

25c

St. Chas. Carnation

or Nestles Milk

Tall

10c



Mc-

Creedy's

Pickles

Sour, Sweet or

Must.

18 oz. Bottle

21c

Glace Cherries

3 oz. Pkg.

7 oz.

Package

Bulk

Pound

15c

25c

45c

Note Pads

Linen Pad

10c

Very Best Stove Pipe

Enamel

With Brush

Per Tin

17c

25c

Gillette Blue Blades

Packages of 5s

Per Package

25c

Acme

Gloss

Starch

1's Pkg.

12c

Snowdrift Cocoanut

Per

Pound

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c

25c



(Black)

Per Tin

13c

: : SPECIAL : :

Tomatoes Standard

2 1-2's

Per Tin

10c

Primrose Pastry

Flour

7 lb. Per Bag

35c

Magees Maritime

Peas

2's 2 Tins

25c

18c

18c

18c

18c

18c

18c

18c

18c

18c

: : SPECIAL : :

Seedless Raisins

15 oz.

Two Pkgs.

29c

38c

58c

98c

: : SPECIAL : :

Seeded Raisins

16 oz.

Two Pkgs.

29c

21c

15c

15c

15c

15c

15c

15c

15c

15c

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15c

15c

15c

15c

15c

15c

AFTER EVERY MEAL

WRIGLEY'S DOUBLE MINT CHEWING GUM

THE FLAVOR LASTS

AIDS DIGESTION

That nice tea!

Old English Blend

King Cole

Drink and enjoy Gurd's beverage s—a good mixer in any company