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WORK PANTS  
GLOVES

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The wash tub was also the bathtub. Heavy crockery wash basins and water pitcher were indispensable.

Today, the snow-white bathtub and convenient lavatory provide daily "clean up" pleasure.

Let our Modern Plumbing service make your home more comfortable.

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For silk, wool and all-wool Hosiery for Ladies, Misses and also Children for 39 cents to \$1.25 pr. Wool Under Hose 49c and 75c. Wool Gaiters, 75c and \$1.00 pair. Wool Gloves for Ladies, Misses and Children, 59c and 75c pair. Wool Dress Goods from 85c to \$1.95 per yard.

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JANUARY  
SALE

At 10 per cent. discount on Made-To-Measure Suits and Overcoats, Tux and Full-Dress Suits.

ALEX. INGRAM

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376 KING ST.

## INCOME

Something you can't live without. Income, Accident and Health Insurance fitted to your individual needs.

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A MESSAGE TO  
INVESTORS IN THE  
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Surplus funds invested in sound development of natural resources and industry within the Maritime Provinces will return maximum income—Increase Purchasing Power—Create Permanent employment and prove the greatest benefit to general business. A list of carefully selected offerings will be forwarded on request.

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Announcement of  
Importance to owners  
of the shares of . . .

HALLIWELL GOLD MINES LTD.

(Incorporated in Canada)

Owners of these shares who hold certificates in the name of others are urged to have them placed in their own names, so that receipt will be had promptly of a new circular letter describing an important and favorable development in the Company's affairs which will mark a milestone in its history.

HALLIWELL GOLD MINES LTD.  
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Montreal, Que.

...OF...  
Interest to WomenPOVERTY CAN TEACH  
LIFE-LONG MANNERS

(By Arthur Dean, Sc.D.)

Today I'll draw a pen picture of a happy couple having five children and contrast it with that of the parents of one spoiled child.

Scene one: A woman, obviously very poor, walks into the children's department of a large store. Following her is a brigade of youngsters. Clerk starts with the youngest and so up the line until he outfits all. Mother even smiles when clerk makes a sympathetic reference to her brood. The worn-out helpless father who trails along behind now opens his pay envelope, for this is a Saturday and practically empties it into the cash drawer.

Not a 'yap' from the children. Not a complaint from the father. Not a bit of bitterness from mother. The cash sale is made. This week the envelope went to 'the kids' that they might start off to school. Next week the envelope will go for a winter supply of groceries while they are still cheap.

Scene two: Two more parents and one young hopeful. The idea is to purchase a coat for the 3 year old boy. 'His Nibs' decides he'll not even try the coat on, even if he is 'three years old and should act like a little gentleman.' Much yelling, promises of candy, toys, etc. Finally, promises fulfilled, he marches out betwixt the beaming parents.

Moderate wealth and a small family ought to pay better childhood dividends than large families and poverty. More and better medical care, better balanced and more intelligently planned diets, more education more books and playthings, bigger and better back yards, etc.

But I confess that things do not always work out that way.

Lately I have been in contact with a family of seven—father, mother and five children. The house has little in it. Pocketbook and pantry pretty empty. Children had no shoes or stockings, no playthings or books. Their only food was milk, vegetables and potatoes. Not so bad after all. A five cent ice cream cone was beyond their wildest dreams of rolling in luxury.

But as to unselfishness! I never saw its equal in any family. If the mother says, 'Will some one take the baby?' the two older girls run for the

privilege. If I gave one a piece of candy, as I did purposely, that child instantly shared it with the other children.

Not a cross word between father and mother. Never even a cry from the baby. If it falls and bumps its head it gets up grinning. The boy of six had a bad cut on the leg. But not a whimper came from him.

When the cow arrived, the family felt rich. Two pigs were added later. A cellarful of vegetables, 75 bushels of potatoes, some warm clothing for the children, a pantryful of supplies. All of them say, as winter approaches 'Why should we worry?'

I don't envy people who are poor. I cannot enthuse over large families. Nevertheless, I think that 'His Nibs' who would not have a new coat unless he were bribed with candy, should change places with one of the children in my backwoods family. In two weeks he'd be a different boy.

Judged by Our Company

Dear Arthur Dean:

I am a girl of 18 and go with another girl who is two years younger than myself, but dresses much older.

My mother once heard her say something detrimental about her home and parents, and said that a girl who spoke like that was not fit for me to go with. She says the girl is boy-crazy.

We don't often go out with boys, but when we do, we hardly ever see them again. A boy friend of mine once told me he didn't like her, and that he knew a lot of people who didn't.

Despite her faults, I like the girl. I go around with her because there is no one else in the neighborhood. Should I give her up? Troubled.

In a village a girl needs to watch her step in her choice of companions. If she gets the name of going with a girl who hasn't a good reputation, it is difficult for her to find later a higher social plane. Even if the girl who is rather cheap is a good girl at heart, there is likelihood of talk about her because she is judged superficially. Underneath she may be fine, but on the surface she doesn't seem very promising. It is a pity that these particular girls who live in a small community do not have some companions. They need it. Perhaps one can help the other.

## WOTTA WOMAN IS "VITA WOMAN"!

The "Glamour Girl" Is Gone and in Her Place  
Walks a New, Radiant Creature

(By Antoinette)

We hadn't heard that a requiem had been held over the 'glamour girl', but we have heard there is a new phrase to take the place of the rumour deceased.

We don't know how responsible concert star Lucille Manners is for its coinage, but her name is presented in sponsorship. It's the 'vita woman.'

This vita woman has vitality and vigor. We hear, she is the masculine prayers for delivery from the femme who mistook real glamour for dumb inscrutability, little show of intelligence, if any, and a manner patterned after the mystery of a sick cat.

To describe further the vita girl as she is presented to us:

She is not afraid to show her emotions. She laughs heartily and will join in a conversation that is deeper than the crust on the pie. She has animation. She has naturalness. She is buoyant and keeps up with world affairs.

Naturally, you cannot expect an overnight transition, so the vita person may keep on using her makeup freely, but she differs in that it is her clean, freshly scrubbed look in which she takes her great pride. She dances like a co-ed, we learn, and she walks like a panther. But if you don't like the vita woman you can just go on being the glamorous honey your beloved is convinced you are.

Here's Way Science Now  
Relieves Pain in Minutes

BAD HEADACHES, NEURITIS AND RHEUMATIC PAINS  
EASED ALMOST AT ONCE

Remember the pictures below when you want fast relief from pain. Aspirin eases even a bad headache or neuralgia often in a few minutes! An Aspirin tablet begins "taking hold" of your pain practically as soon as you swallow it. And Aspirin is safe. For Aspirin does not harm the heart.

## Why Aspirin Works So Fast



IN 2 SECONDS BY STOP WATCH  
An Aspirin tablet starts to disintegrate and go to work.

What happens in these glasses happens in your stomach—ASPIRIN tablets start "taking hold" of pain a few minutes after taking.

When in Pain Remember These Pictures

## Fragrant and Delicious

"SALADA"  
TEA

## DON'T DISMISS YOUNG LOVE LIGHTLY

Adolescents Need Tactful Treatment; Ridicule  
Apt To Embitter

(By Arthur Dean, Sc.D.)

Early adolescent love is a serious thing to a boy and is not to be taken lightly by parents.

With love constantly dinned into our ears, it is obvious that young folks are getting quite familiar with that subject.

'Calf love' is a poor name for it, although in one respect 'calf' describes it in that the more one tries to hold back the boy, the harder the boy pulls on the rope; and if we stake him, he, like the calf, pulls up the stake.

Our text today was taken from the following letter:

'Dear Arthur Dean: I am 15 and have a girl friend almost 13. 'Pretty young,' I hear you say. I want to tell her of my love, but my mother sat down on it. Why do grownups try to kill all the natural and perfectly good instincts that sprout up in a boy's

life? We boys ask the whylore of this and get an unsatisfactory reply. Is there anything really wrong in loving a girl?—Serious Boy.'

You are a little swifter, my boy, than I was at your age. I too, loved. But I didn't try to get the consent of mother. It was the girl's consent I was after. However, I never did win that particular one. I had a bad case of bashfulness. Something you youngsters don't seem to have in these days.

I passed her secret notes. I walked by her house wondering if she was looking out the window. I pictured myself asking her to go to a dance, but I didn't have nerve enough to ask. I spent hours selecting a valentine, longing to send the one 'Roses are red, violets are blue, etc.' but my strange failed and the one she received was quite moderate in its sentiment. I picked wild flowers that she might

have them, but they withered before my courage mounted to the point of giving them to her.

Now it is really very nice that you like her—I know she is a nice quiet little girl; and I am glad you told me about her. You can tell her, if you want to, in words, but be sure you also tell her in acts. Be just as nice and wholesome a boy as you can be. Keep up in your studies because she will want you to be a success. Perhaps we can arrange that this summer or next summer her folks will let her invite you to their camp.

Some of my readers will write to show I could have expressed it better. Others will show me how I could have sat on the whole proposition in a most effective way by forbidding 'Serious Boy' to step out of the house after dark.

## Teach Religion Early

While parents who say they are going to leave their children free to choose their own creeds and faiths, when they reach the years of discretion, are animated by an admirable sense of fairness, one might with quite as much sense and practicality decide to teach his child no language at all, leaving him free to choose French, German, English, Chinese or Russian when he was old enough to choose with discretion.

We are likely to lose sight of the fact that man is incurably religious; and that the child will have a religious life and a religious experience, whether we help him to attain it or force him to grope about unaided.

Many of today's drifters are suffering from the effects of just such a laissez-faire attitude on the part of parents a generation ago. As to dogma, unyielding creed, dark superstition, I say 'No.' But real religion, undefiled, I say, an inalienable right of the child.



Maritime Hard  
Mixed  
TWO POUNDS ..... 29c



Cowan's  
Perfection  
Cocoa  
1 1/2 TINS  
30c

Rangoon Rice 11c  
TWO POUNDS .....



Royal  
Yeast  
Cakes  
2 PKGS.  
15c

Royal Mixture 39c  
MOIR'S POUND .....

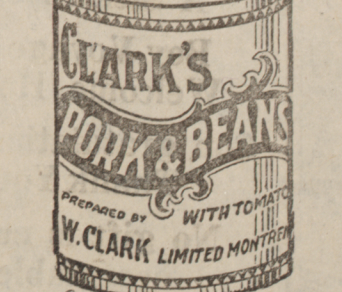
Interlake Toilet  
Tissue  
THREE ROLLS ..... 25c

Handpicked White  
Beans  
FIVE POUNDS ..... 25c

Primrose Pastry  
Flour  
7 lb. BAG ..... 35c

COUNTRY KIST  
Peaches  
16 oz. TWO TINS ..... 25c

COUNTRY KIST  
Peaches  
16 oz. TWO TINS ..... 25c



Clark's Pork &  
Beans  
2 1/2'S TWO TINS ..... 29c  
'Plain or Tomato Sauce'

## Values For Jan. 28-29-31

MEALS ARE CERTAINLY SWELL  
SINCE YOU SWITCHED TO THE M.M.A.!

Meals made with ingredients from your M.M.A. Store have more flavor, more zest. They're more economical, too. And housewives who shop here for their foods find many new and interesting ways of preparing savory dishes among our weekly suggestions. Drop in today and take advantage of today's specials!

WATCH :—: :—: FOR THE

STORES  
HOME OWNED

BLUE AND RED EMBLEM SIGN

EFFICIENCY :—: ECONOMY

SPECIAL  
Robin Hood  
Oats  
PACKAGE ..... 30c  
"Silverware or China"

SPECIAL  
Oxydol  
PACKAGE ..... 79c  
"The New 5 lb. Package"

SPECIAL  
Boneless Chick-  
en  
1/2'S TIN ..... 25c  
Fraser and Johnston

Coleman's  
Mustard  
1/4'S TIN  
30c

SPECIAL  
Regal Ready-Cut  
Macaroni  
16 oz. 2 PKGS. .... 19c

SPECIAL  
Crown  
Brand  
Corn  
Syrup  
2'S TIN  
19c

Kraft Sandwich  
Spread  
6 oz. JAR ..... 18c

Magee's Peas 25c  
2'S 2 TINS .....

Ideal Shorten-  
ing  
1'S 2' PKGS. .... 29c  
"Tasteless, Odorless, Economical" — "Use less, Assured Success!"

1 lb. HAWES  
WOOD WAX  
45 1/2 LB. 25

Lifebuoy Soap 25c  
THREE CAKES .....

Christie's Dainty  
Sodas  
15 oz. PKG. .... 20c  
Christie's Ritz 18c  
PACKAGE .....

SPECIAL  
RED ROSE  
TEA  
58c 1 lb

Boneless Cod 15c  
"Firelight" POUND ..

Sani-Flush 29c  
TIN .....

Alymer Diced  
Beets  
2'S TIN ..... 10c

"ENJOY GURD'S BEVERAGES—BUY A CARTON TODAY"