



Does Your Back Ache?

Then your kidneys are out of order and you need Gin Pills

Gin Pills stop backaches by acting directly on the kidneys and the bladder. They soothe, heal and strengthen the inflamed organs. Thousands who have used Gin Pills enthusiastically recommend them.

Get Gin Pills today at your druggist, 50c a box. National Drug and Chemical Company of Canada, Limited, Toronto, Canada.

GIN PILLS

FOR THE KIDNEYS

Real Bargains in Silverware

See our window to-day for special bargains in silverware.

This is a wonderful chance to get some small silver dishes, either for bridge prizes or for your own personal use.

These pieces sold as high as \$3.50. Your choice to-day for \$1.00.

W. W. WELLNER LTD.
Jewelers Since 1868

Victor



Records

My Ohio Home

Fox Trot Jean Goldkette and His Orchestra 21166
Vocal Harrington and Bersch with "Sleepy" Hall's Banjo 216513

Together

Waltz Waring's Pennsylvania 21213
Instrumental Paul Whiteman and His Orchestra 35883
Vocal Franklyn Baur 21220

"Ramona"

The "theme song" of the Moving Picture film "Ramona"
Waltz Paul Whiteman and His Orchestra 21214

Mississippi Mud

Fox Trot Paul Whiteman and His Orchestra 21274

Sunshine

Fox Trot Paul Whiteman and His Orchestra 21214

Chloe

Fox Trot All Star Orchestra 21149
Vocal Shilkret's Rhythm-Melodists 21298

Also the latest Red Seal records by famous Victor Artists



Victor Talking Machine Co.

of Canada, Limited

E. R. BROW

146 Richmond St., Charlottetown.

Fire, Life, Accident, Sickness and

Plate Glass Insurance at

Lowest Rate.

Good Strong Stock Companies

Agent at Summerside, Lloyd Lewis.

Rotary Education

Following is the address given by Mr. Percy Pope before Rotary a few weeks ago:—

G. A. Studdert-Kennedy—writing one of a series of studies upon the significance of life—entitled "Affirmations"—was striving to get a starting point. This was provided by his little son—who, running in from the garden cried "Oh! Daddy come here." The little fellow took him by the hand and led him to where a hedgehog lay absolutely motionless, which is one of their methods of avoiding the attack of their enemies. "Is he dead? Daddy?" "Take a stick and tickle him," said the father. The boy did so and the hedgehog drew away. "You see that he is alive," said the father. "When he is touched he shows by his movement that he is conscious of the fact."

This gave Studdert-Kennedy the suggestion he needed. Life manifests itself in the individual being conscious of touches which he receives from the World without—as being tickled—and the measure of life is, by what, and to what extent, you are susceptible of feeling tickled. To one man a primrose by the river's brim, a yellow primrose to him and nothing more. To another it awakens a vision which stirs his soul into consciousness of the marvellous beauty and co-ordination of Nature.

And here another thought presents itself. It is not the real world that tickles us. It is the picture of it that we build up in our imagination. A gentleman, found himself, in the late war, side by side, as a comrade, with one who he had thought that he knew? He pictured him as an outcast from the slums of London. An incident occurred and he found that this outcast was capable of displaying heroic courage and unselfish devotion on behalf of his chum, far greater than any he felt himself capable of. He had to add this impression to his mental picture of the man, and while it did not alter the facts which he before knew, it did give new color and open up new possibilities to the man as he formerly conceived of him. One man sees life, and to him its salient features are money and the power that money gives to satisfy sensuous appetites. He feels the moving power of the picture, he thinks that it represents the real world in which he finds himself and he acts accordingly. Circumstances bring to his attention facts that he had formerly overlooked. The loss of the hollow shell of the adulation which is offered to the possessors of riches, and his conception of life as a whole is changed.

We see life but in part, as in a glass, darkly. If we would act wisely we must needs walk humbly, daily striving for the deeper and wider vision. A man, given a healthy body, a comfortable home, wholesome food, cheerful conversation, an interesting novel, a game of golf, a rubber of bridge, an occasional dance—all good things in themselves—may find life very pleasant, but he is only conscious of one phase, a very small part of its immensity. He has a Soul, he has a Mind and these relate him to a larger world of deeds than reality, which, whether he seeks to know it or not, will sooner or later force itself upon his attention.

What we need today is a keener sense of true values, to enable us to reach out for a better idea of the significance of life as a whole and not content ourselves with attaining to a knowledge, however intimate, of what is only a phase of it.

We have of late loved listening to a series of valuable addresses having to do with our Farming Industry. They brought to our attention many pertinent facts that may prove to be of great utility, not merely to the farmer, but to all classes, by arousing a sympathetic interest and a desire to lend a helping hand when opportunity offers. But they did more than this. They bid us to recognize that farming is but a section of the vast industrial machine to which we must needs adjust ourselves. Day by day we realize the need of more higher organized effort and finer adjustment. Looking over the world today, we see that human activities are becoming more and more machine-like in their expression. Further, we are being forced to realize that we must find a place in this machine, adjust ourselves to its movements or else be crushed by it.

Life, as a whole, grows larger, more diversified, richer in its forms of expression year by year. The lives of individuals are sharing in such enlargement, but at the same time are being ruthlessly restricted. To live, a man must now become a specialized unit of the great social organism. Individuality is being narrowed, the tension is becoming more intense. Fitness of adjustment to the economic machine is the first consideration. To those who so adjust themselves, the rewards are great, in material advancement, wealth, power to gratify the pleasures of sense. But from the human standpoint, there lurks a danger here—Material efficiency, if made an end and not merely a means to an end, tends to crush out the higher element of the human soul. When the family was the unit, when human activities found expression in handicrafts, a man's work offered in larger measure opportunity of soul development, opportunity wherein his sense of beauty, his recognition of God, his sense of reverence could develop and his individuality expand. Work then, to the average man, had a deeper meaning that it has today—Ruskin voices this when he says:—

"In the elder days of art Builders wrought with greatest care Each minute and hidden part For the gods see everywhere."

Today a man's work may consist hour after hour of fitting a bolt or screw into a particular socket, setting a special machine function properly. Such work calls for no exercise of his emotional nature, for no special aptitude, has

no demand upon his individual initiative. In the production of objects of material desire, the efficiency of the machine is many times greater than the efforts of unorganized individuals and if wealth and all that wealth can buy were the most valuable regard that we could look forward to, we need take no further thought but just press on. But wealth, power, position, cannot be accepted as an end. Beyond these there is a divine purpose in life. Save as a man recognizes this his soul will remain hungry and his life in the end prove a failure.

What are the chief rewards of life. Are they not comfort and contentment and how are these to be gained. The lack of money may subject one to great privation, but the possession of a palatial residence, recognized social position and wealth sufficient to secure the most efficient service may be consumed by dissatisfaction while the man in a cottage who is able to satisfy his essential needs, if love and cheerfulness flourish in his heart, may enjoy a sense of well-being and true comfort in much larger measure.

Francis W. Bourdillon struck to the root of the matter when he wrote:—

The mind has a thousand eyes, And the heart but one, Yet the light of a whole life dies, When its love is done.

Love, sympathy, fellowship are the things without which a man's life must be bare of comfort.

In the economic machine opportunity is given to those who develop executive ability to reap great rewards, but until it is recognized that the machine exists for humanity and until in all its workings the ideal "not self but service" is made the dominant note, it will not properly fulfill its functions. The one thing that we must make our chief aim is the development of that human sympathy and affection which can alone link men together and make the world a fit place to dwell in. It is not the money that Henry Ford made that gives him the place he holds in men's minds today, it was his effort to bring about proper relations, between himself and his employees and bring contentment and a fuller life to the latter. Money and the power which it bestows upon its possessor only fulfills its proper function when it is used unselfishly to make others happier and the world a better place to live in.

It is along this line that Rotary is endeavoring to lead its members. As the tension of life increases, as we are being led more and more to specialize, our work tends more and more to convert us into Power worshippers rather than God worshippers.

Waldo Frank in endeavoring to picture the modern American describes him as follows:—

Having spent his day and his life at grips with an uncomfortable world he lapses, at the twilight of violence into as violent a lust for ease. He is dog tired. The tough life has hardened yet exhausted him. It has used his sensibilities, not fed them. Having no intrinsic value in his labour, save its continuance, and hence no comfort in it, he looks on comfort as a thing apart; yet, as his labour has conditioned nerve and mind. Comfort to touch him must be at the same pitch. He loafs, drinks, gambles in converse mood from that in which he sweated in the saddle, but with the same intensity, the same obsession. He has strained hard in work, now he collapses hard in ease. The Puritan, with his wilful hoist into those ascetic rigors which so well met the pioneers necessity, provides a clue to the American lust for comfort. We may say that the early American had a set of ideals and an axe—he had use for the axe and none for the ideals, but the axe demanding ever to be used, gave naught to the user of inherent value, it enervated and it tired. Losing the value of his displaced ideals and in his present life achieving none beside them, he prized most of the positive result of his fatigue—which is the need for comfort.

Inherent in any life of Power is the Cult of Comfort. High ideals are forgotten, man lives for work and seeks as the reward of work comfort. What is the result? Under the Divine Economy of life, deprived of high ideals and aspirations men necessarily become restless, harried, neurotic, uncomfortable. We want our Novels to be candy, the sex-our Critics must amuse us, our teachers must flatter us, our Scientists must enrich us—Our Churches must be comfort stations

Mistakes Mothers Make In Care Of Little Ones

Many mothers give their children solid foods at too early an age and say proudly that their babies "eat everything that grows up people do." Such a course is almost certain to bring on indigestion and lay the foundation of much ill-health for the little one.

Other mothers administer harsh, nauseating purgatives which in reality irritate and injure the delicate stomach and bowels and at the same time cause the children to dread all medicine.

Absolutely no meat should be given to a child until it reaches the age of 18 months, and then only if approved by the doctor. For medicine, all strong, disagreeable oils and powders should be abandoned and Baby's Own Tablets given instead. Baby's Own Tablets are especially made for little ones. They are pleasant to take and can be given with absolute safety, to even the newborn babe. They quickly banish constipation and indigestion, break up colds and simple fevers and make the cutting of teeth easy. They are sold by medicine dealers or by mail God's Medicine Co., Brockville, Ont.

God's Medicine Co., Brockville, Ont. Are Love, and Health and Joy.



SOLVE THIS PUZZLE

WHAT 5 THINGS HELPED FAMOUS AVIATORS CONQUER THE OCEAN?

WIN NEW 1928 ESSEX SEDAN \$6000 IN PRIZES

PRIZES

| |
|---|
| First—New 1928 Essex Coach, Value \$1020.00 |
| Second—\$350.00 Cash |
| Third—250.00 " |
| Fourth—150.00 " |
| Fifth—75.00 " |
| Sixth—50.00 " |
| Seventh—25.00 " |
| Eighth—15.00 " |
| Ninth to 25th 10.00 " |

It is said that before a famous aviator was about to cross the ocean in his plane he consulted a fortune teller to get a preview of the result of his trip. "I want to know," he told her "if my venture is going to be a success." The cards will surely tell us," replied the old woman, who forthwith proceeded to lay the cards on the table. "Now there are five things you must have to accomplish your trip, and if the cards come right they will show them." She therefore laid the cards in five rows, each row spelling the name of the thing he must have to reach America safely. After the cards were all laid out the aviator inquired anxiously. "Well, will I succeed, have I the five things necessary?" "Read the cards," replied the fortune teller, "and you will see."

HOW HE READ THEM

"You see," said the fortune teller, "each row of cards spells a word, and each card represents a letter of the word. If a card is the ace, or one spade, or anything that card represents, A, B or C, if it is the two of any denomination it represents 1, 2, or 3, or 4, or 5, or 6, or 7, or 8, or 9, or 10, or 11, or 12, or 13, or 14, or 15, or 16, or 17, or 18, or 19, or 20, or 21, or 22, or 23, or 24, or 25, or 26, or 27, or 28, or 29, or 30, or 31, or 32, or 33, or 34, or 35, or 36, or 37, or 38, or 39, or 40, or 41, or 42, or 43, or 44, or 45, or 46, or 47, or 48, or 49, or 50, or 51, or 52, or 53, or 54, or 55, or 56, or 57, or 58, or 59, or 60, or 61, or 62, or 63, or 64, or 65, or 66, or 67, or 68, or 69, or 70, or 71, or 72, or 73, or 74, or 75, or 76, or 77, or 78, or 79, or 80, or 81, or 82, or 83, or 84, or 85, or 86, or 87, or 88, or 89, or 90, or 91, or 92, or 93, or 94, or 95, or 96, or 97, or 98, or 99, or 100, or 101, or 102, or 103, or 104, or 105, or 106, or 107, or 108, or 109, or 110, or 111, or 112, or 113, or 114, or 115, or 116, or 117, or 118, or 119, or 120, or 121, or 122, or 123, or 124, or 125, or 126, or 127, or 128, or 129, or 130, or 131, or 132, or 133, or 134, or 135, or 136, or 137, or 138, or 139, or 140, or 141, or 142, or 143, or 144, or 145, or 146, or 147, or 148, or 149, or 150, or 151, or 152, or 153, or 154, or 155, or 156, or 157, or 158, or 159, or 160, or 161, or 162, or 163, or 164, or 165, or 166, or 167, or 168, or 169, or 170, or 171, or 172, or 173, or 174, or 175, or 176, or 177, or 178, or 179, or 180, or 181, or 182, or 183, or 184, or 185, or 186, or 187, or 188, or 189, or 190, or 191, or 192, or 193, or 194, or 195, or 196, or 197, or 198, or 199, or 200, or 201, or 202, or 203, or 204, or 205, or 206, or 207, or 208, or 209, or 210, or 211, or 212, or 213, or 214, or 215, or 216, or 217, or 218, or 219, or 220, or 221, or 222, or 223, or 224, or 225, or 226, or 227, or 228, or 229, or 230, or 231, or 232, or 233, or 234, or 235, or 236, or 237, or 238, or 239, or 240, or 241, or 242, or 243, or 244, or 245, or 246, or 247, or 248, or 249, or 250, or 251, or 252, or 253, or 254, or 255, or 256, or 257, or 258, or 259, or 260, or 261, or 262, or 263, or 264, or 265, or 266, or 267, or 268, or 269, or 270, or 271, or 272, or 273, or 274, or 275, or 276, or 277, or 278, or 279, or 280, or 281, or 282, or 283, or 284, or 285, or 286, or 287, or 288, or 289, or 290, or 291, or 292, or 293, or 294, or 295, or 296, or 297, or 298, or 299, or 300, or 301, or 302, or 303, or 304, or 305, or 306, or 307, or 308, or 309, or 310, or 311, or 312, or 313, or 314, or 315, or 316, or 317, or 318, or 319, or 320, or 321, or 322, or 323, or 324, or 325, or 326, or 327, or 328, or 329, or 330, or 331, or 332, or 333, or 334, or 335, or 336, or 337, or 338, or 339, or 340, or 341, or 342, or 343, or 344, or 345, or 346, or 347, or 348, or 349, or 350, or 351, or 352, or 353, or 354, or 355, or 356, or 357, or 358, or 359, or 360, or 361, or 362, or 363, or 364, or 365, or 366, or 367, or 368, or 369, or 370, or 371, or 372, or 373, or 374, or 375, or 376, or 377, or 378, or 379, or 380, or 381, or 382, or 383, or 384, or 385, or 386, or 387, or 388, or 389, or 390, or 391, or 392, or 393, or 394, or 395, or 396, or 397, or 398, or 399, or 400, or 401, or 402, or 403, or 404, or 405, or 406, or 407, or 408, or 409, or 410, or 411, or 412, or 413, or 414, or 415, or 416, or 417, or 418, or 419, or 420, or 421, or 422, or 423, or 424, or 425, or 426, or 427, or 428, or 429, or 430, or 431, or 432, or 433, or 434, or 435, or 436, or 437, or 438, or 439, or 440, or 441, or 442, or 443, or 444, or 445, or 446, or 447, or 448, or 449, or 450, or 451, or 452, or 453, or 454, or 455, or 456, or 457, or 458, or 459, or 460, or 461, or 462, or 463, or 464, or 465, or 466, or 467, or 468, or 469, or 470, or 471, or 472, or 473, or 474, or 475, or 476, or 477, or 478, or 479, or 480, or 481, or 482, or 483, or 484, or 485, or 486, or 487, or 488, or 489, or 490, or 491, or 492, or 493, or 494, or 495, or 496, or 497, or 498, or 499, or 500, or 501, or 502, or 503, or 504, or 505, or 506, or 507, or 508, or 509, or 510, or 511, or 512, or 513, or 514, or 515, or 516, or 517, or 518, or 519, or 520, or 521, or 522, or 523, or 524, or 525, or 526, or 527, or 528, or 529, or 530, or 531, or 532, or 533, or 534, or 535, or 536, or 537, or 538, or 539, or 540, or 541, or 542, or 543, or 544, or 545, or 546, or 547, or 548, or 549, or 550, or 551, or 552, or 553, or 554, or 555, or 556, or 557, or 558, or 559, or 560, or 561, or 562, or 563, or 564, or 565, or 566, or 567, or 568, or 569, or 570, or 571, or 572, or 573, or 574, or 575, or 576, or 577, or 578, or 579, or 580, or 581, or 582, or 583, or 584, or 585, or 586, or 587, or 588, or 589, or 590, or 591, or 592, or 593, or 594, or 595, or 596, or 597, or 598, or 599, or 600, or 601, or 602, or 603, or 604, or 605, or 606, or 607, or 608, or 609, or 610, or 611, or 612, or 613, or 614, or 615, or 616, or 617, or 618, or 619, or 620, or 621, or 622, or 623, or 624, or 625, or 626, or 627, or 628, or 629, or 630, or 631, or 632, or 633, or 634, or 635, or 636, or 637, or 638, or 639, or 640, or 641, or 642, or 643, or 644, or 645, or 646, or 647, or 648, or 649, or 650, or 651, or 652, or 653, or 654, or 655, or 656, or 657, or 658, or 659, or 660, or 661, or 662, or 663, or 664, or 665, or 666, or 667, or 668, or 669, or 670, or 671, or 672, or 673, or 674, or 675, or 676, or 677, or 678, or 679, or 680, or 681, or 682, or 683, or 684, or 685, or 686, or 687, or 688, or 689, or 690, or 691, or 692, or 693, or 694, or 695, or 696, or 697, or 698, or 699, or 700, or 701, or 702, or 703, or 704, or 705, or 706, or 707, or 708, or 709, or 710, or 711, or 712, or 713, or 714, or 715, or 716, or 717, or 718, or 719, or 720, or 721, or 722, or 723, or 724, or 725, or 726, or 727, or 728, or 729, or 730, or 731, or 732, or 733, or 734, or 735, or 736, or 737, or 738, or 739, or 740, or 741, or 742, or 743, or 744, or 745, or 746, or 747, or 748, or 749, or 750, or 751, or 752, or 753, or 754, or 755, or 756, or 757, or 758, or 759, or 760, or 761, or 762, or 763, or 764, or 765, or 766, or 767, or 768, or 769, or 770, or 771, or 772, or 773, or 774, or 775, or 776, or 777, or 778, or 779, or 780, or 781, or 782, or 783, or 784, or 785, or 786, or 787, or 788, or 789, or 790, or 791, or 792, or 793, or 794, or 795, or 796, or 797, or 798, or 799, or 800, or 801, or 802, or 803, or 804, or 805, or 806, or 807, or 808, or 809, or 810, or 811, or 812, or 813, or 814, or 815, or 816, or 817, or 818, or 819, or 820, or 821, or 822, or 823, or 824, or 825, or 826, or 827, or 828, or 829, or 830, or 831, or 832, or 833, or 834, or 835, or 836, or 837, or 838, or 839, or 840, or 841, or 842, or 843, or 844, or 845, or 846, or 847, or 848, or 849, or 850, or 851, or 852, or 853, or 854, or 855, or 856, or 857, or 858, or 859, or 860, or 861, or 862, or 863, or 864, or 865, or 866, or 867, or 868, or 869, or 870, or 871, or 872, or 873, or 874, or 875, or 876, or 877, or 878, or 879, or 880, or 881, or 882, or 883, or 884, or 885, or 886, or 887, or 888, or 889, or 890, or 891, or 892, or 893, or 894, or 895, or 896, or 897, or 898, or 899, or 900, or 901, or 902, or 903, or 904, or 905, or 906, or 907, or 908, or 909, or 910, or 911, or 912, or 913, or 914, or 915, or 916, or 917, or 918, or 919, or 920, or 921, or 922, or 923, or 924, or 925, or 926, or 927, or 928, or 929, or 930, or 931, or 932, or 933, or 934, or 935, or 936, or 937, or 938, or 939, or 940, or 941, or 942, or 943, or 944, or 945, or 946, or 947, or 948, or 949, or 950, or 951, or 952, or 953, or 954, or 955, or 956, or 957, or 958, or 959, or 960, or 961, or 962, or 963, or 964, or 965, or 966, or 967, or 968, or 969, or 970, or 971, or 972, or 973, or 974, or 975, or 976, or 977, or 978, or 979, or 980, or 981, or 982, or 983, or 984, or 985, or 986, or 987, or 988, or 989, or 990, or 991, or 992, or 993, or 994, or 995, or 996, or 997, or 998, or 999, or 1000.

Follow These Simple Rules

1. Write your answers in pen and ink only, on one side of the page. Put name and address in upper right hand corner stating whether Mr., Mrs., or Miss, also name of this page.
2. Write anything else on separate sheet. Don't use fancy answers.
3. Employees of Sterling Hosiery Mills or friends and relatives of employees are forbidden to enter.
4. Different members of a family may complete but one puzzle.
5. Final awards will be made by a committee of three prominent Toronto business men who will be named in a later issue.
6. If you find the correct answer to the puzzle you will be awarded 50 points, and we will send you a simple Busy Bee Ball.
7. Contest closes 5 p.m. Wednesday, October 10, 1928. Entries should be forwarded promptly.



Essex Coach, Value \$1020

Sierra Club Will Visit Jasper Park

FAMOUS ALPINEISTS TO ATTEMPT ASCENTS OF PEAKS IN TONGUIN VALLEY AND MOUNT ROBSON AREA.

The Sierra Club of California, the most important alpine organization west of the Mississippi River in the United States plans an assault on some of the highest and most difficult peaks in the Canadian Rockies this summer. It will be the first visit of the club to Canada, though some of its members have made individual climbs in the past.

The peaks which skirt the Tonguin Valley in Jasper National Park, Alberta, will have attention before camp is moved to Berg Lake behind Mount Robson, British Columbia, the highest peak in the Canadian Rockies.

The Tonguin Valley group is known as The Ramparts and it features Mount Gelkie, Turrey, Bastion, Redoubt, Dungeon, Fraser, Erebus and Eremit