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| S long ago as Solomon's time the philosopher fou fous wroan onthing new under the sun. Alas., the provils did not live in the fast moving 20th century change was the mainspring of human action. Until t slipped over the precipice some three years ago the was constantly being accelerated. New models, new Tiw wdeas were tumbling out of brains and mills so people grew exhausted trying to keep up with things in dress, automobiles and perfumery. Novelty indeed has its place. It prevents a cult growing stationary. It keeps blood flowing instead cealing. But novelty pushed to extreme is devastat tasting and discarding. The craze for novelty has be indeed in the world of business. When sales of an aur line commenced to slacken a bit, the manufacturer paint or the cut of lourres on the hood, or adde others of the make anticuated though they had as n In the field of apparel change has been extreme The merchant for a decade has gone through a $n$ <br>  ufacturer and retailer invested heavily in the new only to find it did not take; and nothing is such $a$ as something out or style. or a unne dida sis stock the but before the merchant could unload fancy tion. short The every playing havoc with <br> the $\square$ $\square$ $\square$ <br> eds stren the public different $\qquad$ $\square$ $\qquad$ $\qquad$ <br> are more siblat. Chanke of course is one of the laws er popalarity but there is no need to keep the mind in a continuo |
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HEALTH BITS 仅 BREAKFAST



