

YOUTH IS SO OPTIMISTIC!



—Pence 19 News-News.

Makes a Family Supply of Cough Remedy

Really better than ready-made cough syrups, and gives about \$2. Ready and quickly prepared.

If you combined the curative properties of every known "ready-made" cough remedy, you probably could not get as much real curative power as there is in this simple home-made cough syrup, which is easily prepared in a few minutes.

Get from any druggist 2½ ounces of Pinex, pour it into a 16-oz. bottle and fill the bottle with syrup, using either plain granulated sugar syrup, clarified molasses, honey, or corn syrup, as desired. The result is 16 ounces of really better cough syrup than you could buy ready-made and saves easily \$2. Tastes pleasant and never spoils.

This Pinex and Syrup preparation gets right at the cause of a cough and gives almost immediate relief. It loosens the phlegm, stops the nasty throat tickle and heals the sore, irritated membranes so gently and easily that it is really astonishing.

A day's use will usually overcome the ordinary cough and for bronchitis, croup, hoarseness and bronchial asthma, there is nothing better.

Pinex is a most valuable concentrated compound of genuine Norway pine extract, and has been used for generations to break up severe coughs.

To avoid disappointment, ask your druggist for "2½ ounces of Pinex" with full directions, and don't accept anything else. Guaranteed to give absolute satisfaction or money promptly refunded. The Pinex Co., Toronto, Ont.

CALLS PRESENT CONDITION A WORLD CRISIS

Italian Official Sees Good Sign in Reduction in Strikes —German Competition Being Felt.

Rome, Jan. 22. — (Associated Press Correspondence). — Business depression in Italy is characterized by Signor Olivetti, a deputy in parliament and industrial and economic expert, as part of a "world crisis." He attributes this situation not only in Italy but in France, England and America, to the restriction of consumption and to limitation of money. He expresses the opinion that

all countries must pass through this condition in order to attain economic reconstruction.

Signor Olivetti sees an encouraging sign in the fact that strikes and labor agitations are becoming less frequent and less serious in Italy. He says this indicates that the working men realize the difficulties through which all industries are passing. Nevertheless unemployment is characterized as grave and increasing.

German competition already is having a bad effect on Italian mechanical industries. Woollen manufacturers are operating only three or four days a week and hosiery and India rubber factories are working on reduced hours. No new ships are being laid down because of the uncertainty of future naval construction. The once flourishing automobile industry of Italy only just holds its own in the face of ever increasing obstacles to exportation and the diminution of the home market.

Both exports and imports have decreased in Italy, according to figures just made public covering a period up to last September. The decline in exports is attributed by Signor Olivetti to labor troubles, unfavorable exchange rates and the uncertain condition of foreign markets. The reduction in imports is ascribed to the exchange and unsteadiness in the price of raw materials.



For an abundance of soft, luxuriant hair, glistening with beauty and radiant with life, use —

Neubro's Herpicide

THE CENSUS THIS YEAR.

(Toronto Globe.) Organization for the sixth census of Canada is proceeding. The census in the United States was taken last year, and the results, published in detail this month, show that the country's urban population, has at last overtaken the rural population, the figures being 54,718,023 urban and 51,890,739 rural. Towns and villages under 2,500 are classified as rural. In the last ten years urban population has increased 21 per cent, compared with 39 per cent in 1900-10 and 36 per cent in 1890-1900. The rates of rural growth in the same period were 4 per cent, 9 per cent and 12.3 per cent, respectively.

There is some interest in comparisons with Canada. In this country in 1911 the rural population was 3,224,294 and the urban 3,021,799. In the ten years 1901-1911 the increase in the urban population was at the rate of 62.28, and in the rural population 17.16 per cent. If the urban growth has continued at the same rate relatively during the last decade the census this year will show that the rural population has been outnumbered considerably.

Statistics of population yield valuable social and economic data, and the census this year will give a new stimulus to the discussion of the factors which

are changing the ratio between city and country. Politically it will be important because of its effect on the redistribution of seats in the House of Commons. Unless estimates are far astray it will register another gain on Ontario by Quebec, and on eastern Canada by western provinces.

they went their way, unheeding!

ONCE upon a time—more than once, in fact—a merchant stocked his store with fine merchandise in the expectation that the public would come and buy it.

But the public did not come.

The merchant was puzzled. He looked at his store and could find no fault with its appearance. He went over his stock and considered his prices and was certain that both were right. His windows were well trimmed, and he knew that his sales clerks were competent and polite.

But the public passed by unheeding.

And for days and weeks on end he was eternally asking himself—WHY?

The answer is clear. HE knew his store. HE knew his goods. HE knew his prices.

But nobody else did.

He had neglected to use, with all the skill and judgment at his command, the only means of making known these facts to the widest possible audience.

He neglected his Daily Newspaper Advertising.

Is it not amazing that merchants whose whole business depends upon the cultivation of a wide local goodwill, and who are extraordinarily careful in their buying, are comparatively indifferent when it comes to that most skillful branch of selling—Daily Newspaper Advertising?

Many of them fail to use at all.

Others just regard it as a task, instead of a test of their skill that, when they have once become interested in it, will return them pleasure as well as profit.

Good buying is the first principle of merchandising.

Good advertising runs it a close second.

Devote more time to your advertising. Call upon the publisher and advertising staff of this newspaper for assistance. You will find them able and willing to help you.

Issued by the Canadian Daily Newspapers Association.

Brown's January Clearance Sale
20%, 33⅓% to 50% Off Regular Prices

STAPLE DEPARTMENT

60c. yards 34 inch White Flannelette....Sale 39c. yard
45c. yard 27 inch White Flannelette....Sale 35c. yard
39c. yard 23 inch White Flannelette....Sale 29c. yard
39c. yard 23 inch Striped Shaker.....Sale 29c. yard
45c. yard 30 inch Striped Shaker.....Sale 32c. yard
60c. yard 34 inch Striped English Shaker.Sale 39c. yard
50c. yard Heavy Dark Shaker.....Sale 35c. yard
25c. yard 34 inch Grey Cotton.....Sale 19c. yard
30c. yard 36 inch Grey Cotton.....Sale 23c. yard
35c. yard 36 inch Grey Cotton.....Sale 25c. yard
12c. yard White Cheese Cloth.....Sale 9c. yard
40c. yard Fine White Cotton.....Sale 29c. yard
50c. yard Fine Longcloth.....Sale 35c. yard
50c. yard Nainsook.....Sale 35c. yard
\$1.00 yard 8x4 Bleached Sheet.....Sale 65c. yard
\$1.25 yard 8x4 Bleached Sheet.....Sale 75c. yard
65c. yard Circular Pillow Cotton.....Sale 50c. yard
75c. yard Circular Pillow Cotton.....Sale 59c. yard
75c. pair 18x36 Huck Towels.....Sale 59c. pair
\$1.25 pair Turkish Towels.....Sale 75c. pair
50c. yard Lign Roller Towelling.....Sale 35c. yard
40c. yard Roller Towelling.....Sale 29c. yard
30c. yard Dark Roller Towelling.....Sale 23c. yard

89c. yard Heavy Grey Flannel.....Sale 69c. yard
50c. yard Steelclad Galatea.....Sale 35c. yard
35c. yard Canadian Prints.....Sale 23c. yard
40c. yard Plaid Dress Gingham.....Sale 29c. yard
75c. yard Cretonnes.....Sale 49c. yard
80c. yard Dark Roller Towelling.....Sale 25c. yard
\$4.95 pair 12x4 Shaker Blankets.....Sale \$3.75 each
30c. yard Glass Towelling.....Sale 19c. yard
\$2.00 yard 36 inch Corduroy.....Sale \$1.89 yard
\$1.75 yard Velveteen.....Sale 95c. yard

WOMEN AND CHILDREN'S WEAR

\$1.50 Ladies' Winter Vests and Drawers..Sale \$1.19 ea.
\$1.00 Ladies' Winter Vests and Drawers..Sale 69c. ea.
\$1.50 Ladies' Fleece Vests and Drawers..Sale 89c. each
50c. pair Ladies' Black Cashmere Hose...Sale 35c. pair
\$1.00 pair Ladies' Pink Bloomers.....Sale 69c. pair
\$1.25 pair Ladies' Grey Fleece Bloomers..Sale \$1.00 pr.
\$3.00 each Ladies' House Dresses.....Sale \$1.98 each
Ladies' Corsets, value \$2.50 to \$3.00....Sale \$1.75 pair
\$1.00 each Boys' Fleece Underwear.....Sale 69c. each
\$3.50 each Ladies' Flannelette Waists..Sale \$2.00 each
\$3.25 pair 10x4 Shaker Blankets.....Sale \$2.50 each
\$3.95 pair 11x4 Shaker Blankets.....Sale \$2.75 each

I. CHESTER BROWN
32-36 KING SQUARE
NEXT IMPERIAL THEATRE



MADE IN CANADA

DEALERS

The Complete Line of **RUGGLES TRUCKS** will render dealers independent of any other truck affiliation. With the all-purpose range of models we make, Ruggles dealers will be able to sell successfully against any combination of trucks built. 1 ton Ruggles Rapid Delivery (with canopy top) 1½ ton Ruggles Chassis and Seat 2½ ton Ruggles Chassis and Seat 3½ ton Ruggles Chassis and Seat Vestibule Cab, Stake, Express or Dump Bodies (Pneumatic Tires, extra, on request)

ARE now being built at London, Canada, in the most modern plant in America.

EVERY modern device known to the ablest truck designers and engineers has been installed.

TRUCK builders of America have long prophesied that Canada's truck requirements would attain a tremendous volume.

RUGGLES organization is the first to back their judgment in such a substantial manner as to build and equip by far the most complete truck manufacturing plant ever erected in Canada.

DEALERS and distributors have quickly realized the great advantage of placing their selling organizations exclusively behind this complete line of built-in-Canada trucks.

USE RUGGLES TRUCKS

Address Correspondence to Department M

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LONDON, CANADA