moNDAY, JUNE 9, 1913. IL

Making a Flat World Round

## The

BANK of TORONTO R. QUERN AND COLBORNE STS, A. S. TOWERS, Manag
Asels, $\$ 55,000,000$

 7 Branchese tel Ontario, Quebec and the West

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When Columbus set out to reach India by sailing westward, he met with opposition and ridicule. He believed the earth to be round. Wise men held that it was fat-that Columbus was mad

- and that hed.d fall of somewhere if he departed from established beliefs. But Columbus' belief found him a continent and made
him blessed of memory.
The Business World is flat to some men Their profit-bearing shorers of Opportunity stretch only so
far as stheir trandathers trod. Custom, superstition and far as their grandfathers trod. Custom, superstition and
apathy have set them confines which they may not pass. For instance, they believe the business year isa flat one-
not an all-year round of trade, with East joining West, with Spring merging into autumn-but just two distinct They confine their activities to a Spring trade and to a with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of Summer trade. Surely this concention of Summer as a "dul Surely this conception of Summer as a "dull" season is
as fallacious as the delusion that the earth was flat.



The modern Columbus has discovered this Summer trade- this golden West lying between the known
continents of old beliefs.
Departing from established Continents of old beiets. Departing from estabished habit, many have made their energis
Keeping up Advertising during the Summer months not
only links your Spring and Fall, but produces rich harvests from the Summer months themselves.



Bother mother for pennies?

Not much!
Yet this little girl has beautiful teeth-fine appetite-strong digestion! She's always enjoying this little-cost, long-lasting pastime:


Brighten your teeth, your family's teeth, without burdening their digestions! Refresh your mouth with the beneficial tidbit.

## BUY IT BY THE BOX <br> It costs less and stays fresh until used.

Look for the spear
Wm. Wrigley Jr. Co. 7. Avoid imitations

Tade in Canada

##  <br> Chicago Jewel <br> Gas Ranges

The Ranges with a record, for economy of gas,
ency. Chicago Jewels have no equal. For sale by

## Turnbull \& Cutcliffe, $\underline{\text { Limited }}$



