TOPICS AND ABROAD

BRITISH AND AMERICAN FOOTBALL RESULTS SATURDAY

SHOOTING

ON RANGE

SATURDAY

Cardiff 9: Neath, 3.

Scottish Games

ST. JOHN HIGH DEFEATED AT CAPITAL

ENGLISH WOMAN IS **CHAMPION**

BOWLING

Every

old,

thoroughly

GIANTS AND WHITE SOX START ON WORLD'S TOUR

AT THE VIC.

MADE WORLD'S RECORD.

Royal Blend Scotch

SATURDAY

MONCTON

AL PALZER AND ST. JOHN KNOCKED OUT BY DAN DALEY PLAY TODAY



EXCELLENT EX

Different Departmen

remarkably popular—as they deserve to be. Choose the height that suits you best. HUNT CLUB 2 inch BOAT CLUB 1 inch Band 144



A Wonderfully Good Scotch

Whyte & Mackay's

At All St. John Dealers

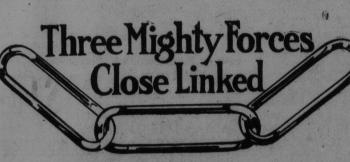
On the other hand, have you noted how an audience

Enthusiasm is the buoyant expression of truth. To

This applies to the written word also --- particularly

must convey an unmistakable impression of enthusiasm. This it will only do when the article advertised has inherent worth.

Thus we have: Sincerity -- Enthusiasm -- Advertising:



Have you ever noted how an audience

yawns in the face of an uninspired speaker?

will lean forward and grasp the chair arms when the speaker reveals enthusiasm?

impart belief in anything, a man must believe it deeply himself. We call such a man an enthusiast.

to advertisements. When the manufacturer really believes in his wares, his enthusiasm will almost inevitably find expression in Advertising. And enthusiasm will be contagious—his audience—the readers of the newspaper-will, figuratively speaking, "lean forward and listen intently."

To be convincing an advertisement

Three mighty forces, close-linked.