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THE FINEST PLUG CHEWING TOBACCO

ALWAYS SATISFIES

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ing materially, and of Bangor, which unfortunate start, will be here.

TWILIGHT BALL

PARRTOWN LEAGUE.

So there has grown up a commercial superstition that Summer is a dull season.

No greater fallacy has ever gone so long unchallenged.

Summer is a dull season for many lines-but there is no fundamental reason why it should be.

For instance, take a typical case—that of the Canadian wallpaper manufacturers.

They wished to secure their placing orders from the retailers before the early Fall-when American lines are offered. Through education by Advertising, they advanced the season to start the middle of June, instead of the end of August, and they now beat their foreign competitors to the market by nearly three months.

Perhaps you face a selling problem that edu-cation by Advertising will solve. Perhaps your Summer business needs the tonic of Summer Advertising.

As the mercury climbs up to its highest degree, increase, rather than slacken, your Advertising and selling efforts. You will find it profitable—in the highest degree.

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Cashier Willet yesterday paid out to civic employes the salaries for the half month ending 31. The total amount paid out was \$6,129.79.

The Daily Hint from Paris.

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