

ADVERTISING AIDS REPUTATION OF GOOD MERCHANDISE

ROSE HAS BEEN FAVORITE FROM EARLIEST TIME

Rich and Poor Alike Pay Tribute to "Queen of Flowers."

CAN BE GROWN EASILY

Careful Pruning Essential for Production of Finest Blooms.

The rose has been a favorite from earliest time. So deep a hold it has on the affections of the people that it is often spoken of as the "queen of flowers." It has figured in the literature of all ages and all nations.

People in all stations of life yield homage to its beauty of form and color and to its delicious fragrance. It is loved by poor and rich alike. It is grown in the dooryards of the most pretentious cottages, where the occupants are staid in age and manner, as well as on the grounds of large estates, where the choicest things that money can buy. It is also grown in immense quantities under glass, and the most popular winter cut flower for all occasions.

Cut-flower roses should have the ground entirely to themselves. They should not be set among other plants nor have other plants between them, not even pansies, or low-growing material. They need clear cultivation throughout the season every year.

Secure Finest Flowers.

For the production of individual persons of greatest perfection, as well as to secure a succession of bloom, severe pruning of the rose must be practiced. When a large number of blooms of small size is the aim, the pruning is less severe. When dormant bushes are cut in the spring, prune at time of cutting, leaving only two or three canes with four or five eyes on each. The stems will then be six inches or less in length. From established bushes remove all weak and crossing branches every year before growth begins. For fine flowers, remove the remaining shoots to four or five eyes, but for the greatest mass of bloom only one-third one-half the length of the shoots should be cut away.

Prune Teas After Growth Starts.

Teas and other hybrids should be pruned later than the other roses, or about the time growth starts. Trim in the same manner as the hybrid perpetuals. Because of their usually more delicate growth they will look much smaller when the work is done, however. The longest growing roses should not be overpruned, the tendency of the plants is to grow wood, rather than to bloom. A few varieties will stand the extremely close pruning described. When pruned for specimen blooms, the teas and hybrids will be only six inches to a foot high. China and moss roses could be treated the same as the teas and hybrids, except that it is not desirable to cut them quite closely.

Pruning in Summer.

When a flower is cut from the tea or other perpetual bloomer, by two or three strong eyes of the current season's growth should be left on the plant. This will give roses very long stems. It may seem like destroying the bush to cut so much off, but if the object is the production of roses, the cutting away of the surplus wood will retain the desired end. The greatest temptation to leave wood is where there are two or three buds on one branch, some being small when the terminal one is open. This temptation to follow a bad practice can be avoided by cutting off all side shoots after a bud has formed on the end of the branch. This prevents the formation of two or more buds on one stalk, and will encourage additional blooms on varieties which bloom more than once a year.

NORRIS DECLINES OPPOSITION OFFER

WINNIPEG, March 23.—A report published here today that sixteen position members of the Manitoba legislature, including ten from the dependent farmer group, have agreed to the premiership of Hon. T. J. Norris, if the premier will drop from his cabinet Hon. T. H. Johnston, Hon. Edward Brown and Hon. W. Armstrong, replacing two of them by members of the new group. The suggestion is made that under an arrangement the Legislature might complete its full elected term, and an election this year be made unnecessary.

Premier T. J. Norris is said to have told a deputation from the group that he would not abandon his cabinet ministers, and that in any event the action came too late to prevent a dissolution in the house.

TALK DISPOSAL OF CANTEN FUNDS

Saskatoon, Sask., March 24.—Establishment of an old age pension fund, allocation of an equitable basis to representative boards of trustees in various provinces, were the suggestions for disposal of the canteen funds induced by the convention of the Saskatchewan Command, Great War Veterans' Association, which closed yesterday.

President R. B. Maxwell last night presented John Cameron with the highest honor of the association, a president's badge.

Finds Business Trend Presages Prosperity

CHARLES S. BOWIE, secretary of McConnell & Ferguson, advertising agency, and chairman of the Better Business committee of The Advertising and Sales Club of London, is one of the younger business-men of the city who has made good. Until he entered the advertising field he had not found his vocation.

Mr. Bowie was employed in railroad offices for a number of years. Ten weeks before he joined the Canadian Expeditionary Forces he obtained a position with McConnell & Ferguson. When he returned from overseas he resumed his work with that firm, and has been in the same business since that time.

In many lines of trade he finds business improving and showing signs of a good future, while in a few, he says, the actual recovery has not started, but is due soon.

Mr. Bowie, who is a native Londoner, finds it pays to be a member of The Advertising and Sales Club. It has helped him to a great extent, he states, being the means of his gathering much valuable information.



CHARLES S. BOWIE.

Squeaks and Rattles Can Easily Be Remedied in New or Old Car

Annoying Noises That Detract From Owner's Pride in Otherwise Satisfactory Automobile Are Due to Lost Motion, Which May Be Eliminated.

SQUEAKS and rattles subtract a great deal from the owner's satisfaction, even when the car has no other faults, and to obviate them is the aim of the motorist.

The new car often has an annoying squeak or two, difficult to locate, and by the time these are worn away the rattles begin to make themselves heard.

Next to shabby paint and upholstery, rattles determine the age of the car, and many automobiles seem prematurely old simply because they rattle excessively.

It is the purpose of this story to show how such troubles may be located and cured. A squeak is due to relative motion between two unlubricated surfaces. It may be prevented by keeping the two parts from direct contact or holding them apart so that they cannot scrape.

By interposing a film of oil or grease or some more substantial material such as rags, felt, paper, fibre composition or even sheet lead, a squeak can be cured, the kind of material to use depending on circumstances.

Rattles are due to lost motion between two parts and may be eliminated by taking up the lost motion or else by holding the parts so that motion is no longer possible.

Noises produced by large parts or surfaces can be most conveniently detected by a home-made stethoscope fashioned from a tin can and a rod of iron. One end of the rod, which should be about 1/2 of an inch in diameter and about 2 feet long, should be soldered to the top of the can in the center, the bottom of the can being removed. It is important to remove the bottom of the can and not the top, because the bottom is usually corrugated or beaded for strength, while the top is flat and therefore makes a much more satisfactory diaphragm for sound. The other end of the rod should be slightly rounded so that it will not scratch any fine surfaces. The end of the rod is then placed on any parts suspected of squeaking or rattling and the sound is magnified by the can.

which acts like a telephone receiver. Any tinmouth will make this apparatus for a few cents, and it is worth many times its cost.

How to Locate.

Squeaks in sheet metal parts, such as hood, cowl, body panels, fenders, and so forth, can often be quickly located by feeling the parts with the fingers until a point of relative motion is discovered.

Sometimes the relative motion may be induced by having someone jump up and down on the running board, but in other cases it is necessary to observe the car in operation. If a suspected point is found, for example, where the edge of the running board joins the rear fender, it is possible to determine definitely whether this is the point by inserting a wedge of wood temporarily to hold these two members apart, or if this is not feasible, a little oil can be used.

If the sound disappears, then it is plain that this is the source of the noise and the cure depends on circumstances. It may be possible to insert some rags, that is, if they will not show, some felt, fibre or sheet lead, according to the shape and size of the aperture. Sometimes it is possible to apply sufficient pressure with the hands to the suspected point where rubbing occurs to prevent the noise temporarily, although this method is seldom sufficient in itself.

There are so many places on different makes of cars where squeaks may occur that it is impossible to give absolutely specific directions. However, one quite frequent place is where the fender comes in contact with the frame, there being just enough relative movement between the frame and the splash guard of the fender to cause a noise.

In some cases this may be prevented by prying the two parts a little farther apart, but in others it is advisable to wedge in a strip of felt. Of course, this cannot be done if it will be unsightly. The same advice applies to splash guards, which are

Lauds His Home Town as Best Place to Live

W. R. JARMAN, proprietor of the Forest City Laundry and a member of the executive of The Advertising and Sales Club of London, is one of the many native Londoners who has found his own home town a good place to live and carry on a business to success.

Years ago he entered his father's business, the Forest City Laundry, which has been in operation for 23 years. Later Mr. Jarman became proprietor, and today he controls a plant which has eight times the floor space of the original one.

When he entered the business the staff numbered five. Today 40 persons are employed. He has also installed the latest type of machinery. Mr. Jarman believes the period of business depression is now passed, and that the recovery of business will be gradual. The slump experienced he regards as one of the worst Canada has faced, but, he explains, it could not be avoided because for two or three years previously the number of non-producers had never been so great.

The Advertising and Sales Club is a wonderful help to any business, Mr. Jarman testifies. It taught him to advertise and broadened his views of business, he declares.



W. R. JARMAN.

now frequently located well below radiator and front frame members.

Felt Prevents Scraping.

The scraping of the hood on the side frame members, or on the cowl or radiator, can usually be prevented by the use of felt.

In the ordinary construction of a sheet metal body the practice is to build a wooden skeleton to which the sheet metal panels are attached. The ribs in the skeleton are designed not to touch the panels but to come fairly close to them, the ribs being simply to stiffen the members to which the panels are secured. It sometimes happens, however, that a panel will rest on a rib and a squeak will result. If it is possible to reach such a point the easiest remedy is to wedge felt between the ribs and the panel.

Frequently it will be found that a squeak is due to the fact that a bolt or screw has loosened, allowing two parts that normally should be tight to come together. The remedy, of course, is to tighten the bolt or screw.

In addition to the general class of squeaks just described, noises occasionally occur in springs, demountable rims, wheel spokes, brake and steering posts. The noise sometimes emitted by the speedometer pinion can best be described as a squeak also.

The latter is almost invariably due to the pinion being set in too tight mesh with its driving gear and it is just a moment's work to loosen it up sufficiently to eliminate the sound. Springs, as almost everyone knows, squeak simply because they are unlubricated. A satisfactory method of lubrication, and one which should be used once a month to prevent noises of this sort, is to take some engine oil and mix it with graphite to form a very thin paste, and paint the sides of all four springs with this mixture. Results will be observed after the car is operated for a couple of days. This gives sufficient time for enough of the paste to work in between the leaves to lubricate them thoroughly. At the end of this period the springs should be washed free of all lubricant still remaining on the sides.

Jack Frame Up High.

Another method of lubrication is to jack the frame of the car high in the air, thus removing the weight from the springs and rendering it easy to force lubricant between the surfaces of the leaves. Cheap and effective tools can also be purchased for forcing the leaves apart without the use of a jack. There are various sorts of spring inserts which are very effective.

With a car having demountable rims the driver in his haste to be on his way after changing a tire will often neglect to tighten one wedge as much as required, with the result that a dull squeak is experienced.

The obvious remedy is to tighten this wedge.

If wooden wheels are not made of seasoned material it sometimes happens that in the course of time they dry out and loosen up sufficiently to squeak. The most satisfactory, and incidentally, the most expensive cure is to have the wheels rebuilt by an expert wheel builder, but some relief can be obtained by soaking the wheels in water. This matter is quite automatically taken care of if the car is washed as often as it should be there is small chance for the occurrence of this trouble.

A squeak in the brakes is usually due to the gumming of oil which collects on the brake surfaces. The consequence is that when the brake is applied, instead of gripping smoothly, it touches for an instant only and then the drum flies around again. The brake lining touches again, and again the drum escapes, this process going on at such a high rate that a musical sound, technically speaking, is produced. The remedy is to cut the gummed oil by applying kerosene to the brake band. In case kerosene is not handy or available a few drops of oil spread over the brake drum will do the trick. In fact, it is quite likely that the efficacy of the kerosene is not so much due to its cleansing properties as to its lubricating qualities.

The squeaking of a steering post or a steering wheel shaft can usually be remedied by applying a few drops of oil. If there is no oil hole on the post, the central nut should be removed and oil squirted down the interior. If the squeak does not stop immediately, it will in a short time; that is, when the oil has worked around to the point where the squeak is produced.

Anti-Rattling Devices.

Let us consider rattles. There are few cars that have been used a great deal which do not have rattling doors. The time was when this was not an easy thing to remedy, but now there are many anti-rattling devices which are effective and simple for the owner to apply. These take two forms, one, some sort of a rubber bumper which holds the door tight and the other a spring device which accomplishes the same purpose. Anti-rattling locks which hold the door tight regardless of wear are also manufactured. The fact that so many doors rattle would seem to prove that owners are not aware that anti-rattling devices are on the market, and furthermore, that these are inexpensive and easy to insert.

Brake rods commonly rattle, but there is an easy remedy for them. It consists in applying coiled springs in tension between any two rattling members. These may be purchased for some cars ready to apply. In other cases it will be necessary to obtain coiled springs and apply them

in whatever manner is deemed best. Braided steel cable will be found most serviceable for tying the ends of the spring to the offside parts. Wire cannot be used because it will chafe and break in a short time.

A rattling noise, the significance of which is not always appreciated, can be caused by loose wheel bearings. This noise, by the way, is a danger signal, as bearings wear out much more rapidly when they are out of adjustment and rattling is a sign of this condition. Taper roller or ball wheel bearings may be very readily adjusted by placing the cones a little tighter into the hubs. Care should be taken, however, not to adjust them too tightly. The wheels should run free and there should be no binding from this cause.

A variety of noises may be produced by loose tools and other metal parts in the tool box. Consequently, it is desirable from this standpoint as well as others to carry the tools in a kit bag and to pack the other articles in so that they cannot bump about. It may even be desirable to pack the box with cotton waste to insure silence on this score.

Lamps, fenders, spare tires, tire carriers, horns and other car fittings which are bolted on sometimes rattle because of loosening bolts. When this occurs it is time to tighten them, otherwise they may be lost or the threads ruined.

A loose tie rod will sometimes cause an annoying rattle. Put in new bushings, or insert washers which will minimize the lost motion. In a general way this covers the question of locating and eliminating rattles and squeaks.

different oils likewise is quite necessary. Just the Pan. There is no need to do any more to the engine than remove the oil pan for a good cleaning. Do not try to change oil simply by draining, as this is not effective enough. After

the winter you will find a good quantity of water and sediment in the crank case. The gasoline line, vacuum tank and main tank will call for a good cleaning. Also flush the water system thoroughly. It may be necessary to supply new hose connections.

Stunning Suits

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Street, sportsmanlike or dressy models in the slim effect so popular for spring. Cape Effects, Box Effects or Belted Styles with long notch lapels. Some have Bell Sleeves elaborately embroidered. Mostly shown in Tricotine, while some are in Serges, and the selection is now at its best.

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In Homespun. All shades and sizes.

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Truth and Confidence

THE successful firm must be able to gain public confidence. It is the very backbone of business. Practically everything you buy is recommended. You have confidence in the firm or you wouldn't buy. The result of confidence—business. We have the public confidence because we believe in truthfulness, both in advertising and business.

We guarantee satisfaction, and we give it every time. Sixteen years' experience, combined with our policy of satisfaction, puts us in an enviable position. Let us demonstrate to you—personally—the way we do business. You will soon have confidence that F. Steele is the man to supply you with glasses.

Read our advertisements, daily messages of truth.

F. STEELE

210 DUNDAS STREET.

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SPECIALS

Look over the following list and see if there isn't something mentioned that will interest you. All goods are listed at special prices.

Paint! Paint!

The old reliable, Sherwin-Williams paint gives your work that lasting finish. We have stocked Sherwin-Williams products for the past 35 years, and the quality speaks for itself.

Special inside paint. Price, 1/4-pint, 30c; 1-pint, 55c; 1-quart, \$1.00.

Stepladders.

Strong and durable. Bolt under every step. Price
4-foot \$1.35
5-foot \$1.65
6-foot \$2.25
7-foot \$2.60
8-foot \$3.00

Glidden's Auto Enamel.

Now is the time to figure on painting your car. Why not use something good and get a real finish? We can guarantee a real finish with Glidden's auto enamel. 1/2-pint, 60c; 1-pint, \$1.05; 1-quart, \$2.00.

Rubber, canvas and leather belting below cost.

Specials.

Electric light bulbs, 40-50-60, each 35c

Kopaline Varnish.

We have stocked this well-known varnish for 15 years, and can honestly say we have never had a complaint about the quality of the varnish. It is the old reliable.

For interior or exterior use, 1/2-pint, 40c; 1-pint, 75c; 1-quart, \$1.50; 1/2-gallon, \$3.00; 1-gallon, \$6.00.

Hair clippers \$1.47
Stix-it cement, tube 10c
Lunch kits \$3.65
Cocoa mats 90c, \$1.40, \$1.75
Vacuum bottles \$1.35

Butcher knives 25c
Paring knives 13c
Scissors, pair up 45c
Pocket knives, 15c up
Brooms 44c up

Rope.

7-16-in., 8-4-in., 7-8-in., 1-in., 1 1/2-in.
A limited quantity of each size left. Price per foot, 1/2c to 10c.

Specials.

Buster Brown wagons, 1, \$5.50; 2, \$7.00; 3, \$7.50.

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