

Mutual Growth

Many customers who started as small depositors or borrowers in The Bank of Nova Scotia are now among the country's largest concerns.

They have grown with the bank, and the bank has grown with them. The Bank has helped them, by sound and careful service, to grow, and as their business increased so also did that of the bank.

THE BANK OF NOVA SCOTIA
G. H. MONTGOMERY
Manager
LONDON

Keep Fit

Bowel regularity is the secret of good health. Without forcing or irritating, Nujol softens the food waste. The many tiny muscles in the intestines can then remove it regularly. Absolutely harmless—try it.

Nujol
For Constipation

Free Trial of a Method That Anyone Can Use Without Discomfort or Loss of Time.

We have a method for the control of Asthma. No matter whether your case is long standing or recent development, whether it be present as occasional or chronic Asthma, you should send for a free trial of our method. No matter in what climate you live, no matter what your occupation, if you are troubled with Asthma, our method should relieve you promptly.

We especially want to send it to those appearing in business cases, where all forms of inhalants, opium, preparations, fumes, "patent medicines," etc., have failed. We want to show everyone at our expense that our new method is designed to cure all difficult breathing, all wheezing and all those terrible paroxysms. This free offer is too important to neglect a single day. Write now and learn the method at once. Send no money. Simply mail coupon below. Do it today—you do not want any delay.

FREE TRIAL COUPON.
Frontier Asthma Co., Room 540N,
Nagars and Hudson Sts., Buffalo, N. Y.
Send free trial of your method to:

FREE TO ASTHMA SUFFERERS

Eyes Tired?

If your eyes are tired and over-worked; if they itch, ache, burn or smart, go to any drug store and get a bottle of Bon-Opto tablets. Drop one tablet in a fourth of a glass of water and use to bathe the eyes from two to four times a day. You will be surprised at the rest, relief and comfort Bon-Opto brings.

Note: Doctors say Bon-Opto strengthens eyesight 40% in a week's time in many instances.

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Genuine

BAYER

Aspirin

Nothing Else is Aspirin

Warning! Unless you see the name "Bayer" on tablets, you are not getting Aspirin at all.

Accept only an "unbroken package" of "Bayer Tablets of Aspirin," which contains directions and dose worked out by physicians during 21 years and proved safe by millions for Headache, Earache, Toothache, Neuralgia, Colds, Rheumatism, Neuritis, Lumbago, and pain generally. Made in Canada.

Handy tin boxes of 12 tablets cost but a few cents—Larger packages. Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocetylalcohol of Salicylicacid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

REPRISALS TO BE STOPPED IS NEW ORDER

Stoppage of Trawler Service Will Completely Isolate Donegal.

QUEEN NOT GOING

Royal Ulster Rifles Will Be On Duty in Belfast.

LONDON, June 10.—The Government has instructed the authorities in Ireland to cease reprisals, says the Daily Mail. The newspaper adds that when the military forces in Ireland are increased, as it has been announced they will be, they will exercise full authority in quelling outrages and riots.

ISOLATE DONEGAL.
LONDON, June 10.—The military authorities have ordered the cessation of trawler traffic since the suspension of train service has been conveyed to West Donegal ports. It is stated that West Donegal now will be completely isolated.

QUEEN NOT GOING.
LONDON, June 10.—It is announced that the queen will not accompany King George to Belfast for the formal opening of the Ulster Parliament. Owing to the industrial situation, says another official announcement today the king and queen have decided to hold no court this year. Those who were to have been present will, instead, be invited to attend a garden party at Buckingham Palace in July.

ROYAL ULSTER RIFLES.
BELFAST, June 10.—The Royal Ulster Rifles, which are quartered in the Kensington gardens in London, where they were stationed to meet emergencies which might arise from the coal strike, will be sent here for King George's visit at the opening of the Ulster Parliament on June 22. They will be the only Irish troops in the country, even the Headquarters Rifles, which is purely a Belfast unit, having been shifted to England.

CANCEL ATHLETIC MEET.
DUBLIN, June 10.—The college authorities have cancelled the annual athletic festival week of Trinity College in consequence of receipt of a letter purporting to be from the "Irish republican army," warning them that the sports could only be held at risk to the public.

HEAVY ARRESTS.
LONDON, June 10.—Reports to the Central News say that hundreds of Sinn Féiners have been arrested at Ashgah and New Blinn, in Conaghan.

LEARNING SIGNALING.
DUBLIN, June 10.—The Irish National Foresters and arrested 42 young men alleged to have been engaged in attendance upon a class where signaling was being taught. A quantity of signaling apparatus was seized.

MUST KEEP OFF ROOFS.
DUBLIN, June 10.—Persons occupying houses on Dublin city streets and in the neighborhood of Dublin Castle, have been notified that hereafter they must not go on the roof without a special permission. Anyone disobeying the order, says the notification, may be shot.

FOREST FIRE IN NOVA SCOTIA.
AMHERST, N. S., June 10.—Driven by a strong westerly gale, a five-mile wide forest fire has been sweeping over a large tract of timberland in the Upper River Hebert district of Cumberland County since Monday. The properties burned over are several thousand acres in extent.

Two men arrested for starting fires in the New Salem district were yesterday fined \$100 each and costs, and other actions are pending.

FRECKLE-FACE

Sun and Wind Bring Out Ugly Spots—How To Remove Easily.

Here's a chance, Miss Freckle-face, to try a remedy for freckles with the guarantee of a reliable concern that it will not cost you a penny unless it removes the freckles; while if it does give you a clear complexion the expense is trifling.

Simply get an ounce of Othine—double strength—from any druggist and a few applications should show you how easy it is to rid yourself of the homely freckles and get a beautiful complexion. Rarely more than one ounce needed for the worst case.

Be sure to ask the druggist for the double-strength Othine, as this strength is sold under guarantee of money back if it fails to remove freckles.

PEONY EXHIBITION IN PINAFORE PARK

Arrangements Completed For Big Flower Show At St. Thomas.

DEATH OF MRS. McADAMS

Was Wife of Engineer Killed Forty Years Ago On Canada Southern.

ST. THOMAS, June 10.—Arrangements are about completed for the opening of the peony exhibition at Pinafore Park pavilion tomorrow. The secretary, Edgar Jeffery, London, looks to a large number of varied colored plants being in competition, and to add to the big list of entries P. S. Wood of London is coming over with his car filled with blooms from his summer home at Kilworth.

The exhibition will be open from 2 to 6 o'clock, and from 10 to 10:30 p.m., and from 3 to 5:30 Sunday afternoon.

Robinson-Soper.
The marriage of Miss Pauline Soper, daughter of Mr. and Mrs. Charles Soper, 52 Manitoba street, and Stanley Robinson, took place last evening at St. John's Church, Rev. P. N. Harding, the rector, officiating. Mr. and Mrs. Robinson will make their home in St. Thomas.

Potts-Cox.
Miss Pearl Cox, daughter of Mr. and Mrs. E. Cox, 38 Chester street, was married on Wednesday to M. Leslie Potts, son of Alfred Potts, Kingston. The marriage took place at the Center Street Baptist Parsonage. Mrs. Potts has been a former bookkeeper at Sanders & Bell, and both she and Mr. Potts are deservedly esteemed among a large circle of friends. On returning from a trip to eastern points, Mr. and Mrs. Potts will reside in the city.

Mrs. Janet McAdam. widow of the late John McAdam, engineer on the old Canada Southern, who was killed on the line over 40 years ago, died last evening at the nursing home of Mrs. Preston, 14 Kains street. She had lived in the city for over half a century. Two daughters survive, Mrs. D. Bowen, Sudbury, formerly with the C. P. R. in London and St. Thomas, and Mrs. H. B. Sprout, Woodstock. Mrs. McAdam was an esteemed member of Alma Presbyterian Church. Her funeral will be tomorrow afternoon at St. Thomas Cemetery, and will be private.

FINAL RETURNS GIVE MARTIN GOVERNMENT 43 OF 63 SEATS

Three Deferred Elections To Be Held—Conservatives Have Two Seats.

REGINA, June 10.—The constituency of Elmore left the Independent column tonight and was added to the list of ridings which yesterday returned government supporters to the Legislature. Final returns showed the election there of W. G. Haggerty by more than 200 majority. At the same time the election of W. H. Dods, government candidate in Cuthbert, by a majority of 300 was confirmed. These removed at last uncertainties from recapitulation which stands now as follows:

Government, 43; Independent, 14; Conservative, 2; Labor, 1; deferred, 3; total, 63.

The Martin Government, therefore, will have a majority in the next legislative election of 23 to 29, according to the action of Cumberland, Isle La Croix and Tisdale in their deferred elections.

There is considerable speculation over the political future of George Langley, minister of municipal affairs, who was defeated in Redberry, but no announcement is expected for some days, or until Mr. Langley returns to Regina from his constituency. It is considered certain that if he decides to continue in public life a nomination will be given him in one of the deferred constituencies; but there are those who say that he will not again seek election.

It is thought that the allocation of a portfolio to Hon. J. A. Mahars will await developments in the case of Mr. Langley.

GOLD RUSH TO ELBOW LAKE FOLLOWS STORIES OF WONDERFUL FIND

Prospectors Claim Mineral Body 40 Feet Wide and 350 Feet Long Uncovered.

THE PAS, Man., June 10.—(Canadian Press.)—Reverend in Cements made here today by returning prospectors from the scene of the reported gold discovery at Elbow Lake have caused a rush to that territory.

Prospectors assert that a mineral body 40 feet wide and traced for 350 feet in length has been uncovered through which free gold is heavily deposited. One prospector had two pounds of ore, of which the gold content was at least 2 per cent. These samples are considered the richest ever brought here.

Dan Austin, describing the discovery, said he stood on the shore of the lake and saw the ore body dipping into it, showing free gold standing out everywhere. Going over the exposed portion of the vein, he claims to have seen gold in every section.

GERMAN COMMUNISTS HOPED TO TAKE LEAD FROM RUSSIAN SOVIET

Russia's Failure to Enforce Ideals on World Due to Isolation.

RIGA, Latvia, June 10.—That the German Communists hoped to take from wavering hands" of the Russians the leadership in the campaign for a world revolution, was the announcement made by Karl Radek at a meeting of the Russian Communist party called as a preliminary to the gathering of the Third International, to decide the attitude toward the Communist comrades abroad.

Radek, according to an account of his speech, received in Moscow, declared the German Communists were stronger through the split in their ranks influential Communists in the world.

"We are aware that failure to materialize a hundredth part of our program is through Russia's isolation," he said, but if Russia is able to hold on until Germany has recovered economically, we will come to her assistance."

After expressing his agreement with Lenin's alleged belief that Russia temporarily must live with the aid of capitalism, Radek asserted that Trotsky and other prominent Communists, after careful study of the problem, had arrived at the conclusion that the revolutionary movements were stronger than ever.

C. P. R. EARNINGS.

MONTREAL, June 10.—Canadian Pacific Railway earnings for the week ending June 7, 1931, \$2,993,000; decrease, \$625,000.

OXFORD COUNTY COUNCIL APPEALS FOR A CENTRAL PLACE OF EXECUTION

Resolution Sent to Premier Drury and Other County Councils.

WOODSTOCK, June 10.—The county council of Oxford this afternoon put itself on record as in favor of some central point in which all executions shall take place. The council passed a resolution to be forwarded to the Drury Government, and copies to the different county officials of the province, in which the appeal is made that following the exciting occurrences that have occurred at the Woodstock jail in recent weeks that some central place be selected, specially fitted for the safeguarding of the prisoners and the execution of the death sentence.

The council also points to the great expense that is incurred in counties where hanging takes place, also the attendant nervous strain on the people of the community. A central place, it is claimed, would also minimize the amount of morbid curiosity created by hangings in local centres.

The council had before it a proposal from the jail committee, calling for a new heating system and general repairs at the jail, at an estimated cost of \$30,000. Following a discussion, the question of repairs was defeated by a vote of 14 to 6.

M. C. A. Officials.
Grant Anderson has been elected president of the local Y. M. C. A., and Dr. P. Wearing, vice-president; Dr. V. L. Heath, treasurer, and Russell Sanderson, recording secretary.

In connection with the closing exercises at Woodstock College today Rev. J. Bradford Peggely, M.A., B.D., of Flint, Mich., gave an eloquent talk to the boys. He pointed out that the idea of Paul was to forget past attainments and defeats, successes and failures, and to reach out for new accomplishments constantly pressing forward, until at last he might measure up to the fullness of the stature of the spiritual manhood exemplified in Jesus Christ.

REV. PERCY HARDING INDUCTED AS RECTOR
Ven. Archdeacon Richardson of London in Charge of Service.

ST. THOMAS, June 10.—The Rev. Percy Harding recently appointed rector of St. John's Anglican Church, was inducted this evening in the presence of a large congregation. The impressive exercises were in charge of Ven. Archdeacon Richardson, London, assisted by Rev. J. W. J. Andrew rector of Trinity Church, St. Thomas; Rev. Rural Dean Owen, Tryonville; Rev. Mr. Miles, Aylmer; Rev. Mr. Hayes, St. Luke's, Yorkmouth Heights, and several other of the clergy from the diocese. A reception was held after the service in the school room, and a welcome tendered the newly appointed rector and Mrs. Harding. The very pleasing affair was held under the supervision of the Ladies' Aid Society of the church.

HOTRUM'S LAWYER ASKS FOR A STATED CASE
Justice Kelly Reserved His Decision on the Application.

TORONTO, June 10.—Application for a stated case in connection with the conviction of Roy Hotrum for the murder of L. C. Sabine, draught of this city, was made to Justice Kelly today by W. K. Murphy, counsel for Hotrum. Several questions of law arising out of the trial were submitted, as follows:

As to whether the evidence of William McFadden, jointly charged with murder, was properly admitted in rebuttal;

As to the right of the jury to have found a verdict of manslaughter;

As to the evidence which showed that Hotrum's revolver was not loaded, on the night of the murder, this not having been contradicted, and as to whether that fact did not negative alleged intent to commit murder.

Justice Kelly did not give his decision today upon the application.

STANLEY HALLAM ACQUITTED.
HAILEYBURY, June 10.—Stanley Hallam, a former member of the liquor license squad in the Windsor district, was today acquitted by Judge Hartman of a charge of unlawfully wounding Telephone Lebrun of Cochrane. Hallam was accused of having shot Lebrun in the knee when the latter broke away after having been placed guilty of having resisted arrest and under arrest. Lebrun was found not having escaped from custody.

The Case for Daily Newspaper Advertising

The question has been asked: What are the Advantages of Daily Newspaper Advertising by contrast with all other forms of advertising?

In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of Canada and its distribution of population are such that Daily Newspaper Advertising has been and must be the basis of all the pointedly successful Canadian advertising campaigns.

1. UNIVERSAL APPEAL.

(a) Enters the home intimately.

The newspaper enters the home and has a more intimate appeal to all members of the family than any other reading matter.

(b) Reaches all classes.

The newspaper appeals to all literate members of the community, without distinction of race, class, creed, sex, income or occupation.

(c) Thorough distribution.

The newspaper finds its readers, whether they are at home or not; if they are not at home, it reaches them when traveling, on trains and cars, in hotels, clubs and libraries.

(d) Reaches the businessman.

The newspaper is to the business executive the most necessary medium of information.

(e) Minimum duplication.

Because of the completeness of the service of each newspaper, there is a minimum of duplication between newspapers.

2. IMMEDIATE APPEARANCE.

(a) Impulse to immediate action.

Because the newspaper deals with the immediate fact and the opinion of the day, its columns give an impulse to immediate action; results are often felt even before the presses are silent.

(b) Quick insertion.

Through the newspaper the reader may be reached within a few hours after copy is prepared.

(c) Quick change.

Advertisements in a newspaper may be changed or even cancelled up to a few hours before going to press.

(d) Quick repetition.

A newspaper advertisement which proves successful can be repeated promptly before the conditions favoring success have altered.

(e) Timely copy.

Newspaper copy can be adapted to the day on which it appears, or to current events, and can avoid untimely references.

3. FREQUENCY OF APPEARANCE.

(a) The choice of the day.

The newspaper advertiser has his choice of the precise day of the week most suitable to his advertising.

(b) Intensive campaigns.

Newspaper advertising permits any intensity desired, up to daily insertions.

(c) Serial campaigns.

In the newspaper it is possible to use serial copy with any desired interval between insertions.

(d) Cumulative effect.

A newspaper campaign may be planned to obtain a maximum cumulative effect, through the flexibility of space and intervals.

4. LOCALIZED CIRCULATION.

(a) Close to place of purchase.

The reader of a newspaper advertisement can go directly to the place where the article advertised is on sale.

(b) Spotty distribution.

The advertiser with spotty distribution can, by using newspapers, advertise exclusively where his goods are on sale.

(c) Concentrated territory.

The newspaper offers the maximum concentration of circulation in any community.

(d) Strengthening weak territory.

The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired.

(e) Progressive zone advertising.

Newspaper advertising may be extended progressively by zones, hand-in-hand with and aiding the extension of distribution.

(f) Seasonable by territory.

Seasonable variations in the demand in different territories may be taken into account in newspaper advertising.

(g) Price variations.

When necessary, different prices may be quoted in different territories through newspaper advertising.

(h) Localized copy.

Newspaper copy and illustrations may be made to meet precisely, and take advantage of, local conditions.

(i) Traceability.

The effect of newspaper advertising may be traced by observing the course of sales in each community.

(j) Try-out and test campaigns.

At low cost, tests may be made of the medium, the product, the selling plan or the copy approach at typical points before embarking on a costly general campaign.

The Daily Newspaper is the medium of the moment—the axis of opportunity; flexible, powerful and instantaneous in its ability to create, Sales.

Advice as to the best ways and means of using it will be given to those who inquire of us; or, consult any recognized advertising agency—a list supplied on request.

Issued by the Canadian Daily Newspapers Association,
Head Office—Toronto.

Use Old Dutch Cleanser



In Your Refrigerator

Perfect sanitation means clean and wholesome food. Use Old Dutch; it keeps metal, wood and porcelain surfaces thoroughly—hygienically clean.

Made in Canada

