

YOU CAN'T DO BETTER, BOYS!

You may say "what nerve" to solicit an advertisement from a Ladies' Outfitters for a hospital magazine, but *Pat's* advertising man had the interests of you boys at heart when he interviewed the Manageress at MILLER & FRANKLIN'S, St. Leonard's Road. Just think what delightful things you can buy at this shop for your wives, sisters, and other fellow's sisters in Canada. Before *Pat's* man entered the shop he was a Misogynist; when he came out he was just the opposite. Don't be shy—no reason for it in the world—but call, and you will believe.

There is only one change in LEWIS HYLAND & CO.'S ad. this month, and that is in appearance only. The goods are quite the same in quality, with a greater variety than before. You can't get better quality for the money anywhere.

WIMSHURST, the Devonshire Road Chemist, is still holding on to the corner of Parkhurst Rd., so you have no excuse about not finding him. Courtesy and extra good quality of goods can always be looked for—and found, at the Devonshire Road Pharmacy.

It is hard to know what to say about the Marina Model Dairy this month. Everything is so superlatively good there, that language fails one. But there are two sure things that won't fail you—the grub—and the comfortable Taxi, always at your command, to take you back to Cooden.

What was a rumour is now an actual fact—you are married! Now confess! Aren't you much happier for having gone to COLLEBRAN, the St. Leonard's Road Jeweller, for that dandy ring. Nothing like taking *Pat's* advice in these matters. Now then, future victims, you know what's what!

There is something about well-laundered clothes that makes a man feel kindly with the whole world. And this is the feeling that the Sackville Laundry always engenders—not too much starch, but just starch enough—there you have one of the secrets of their success.

LINDRIDGE & SON, Ltd., the well-known Piano people, have moved—not their place of business, but their advertisement, to an inner page. Consult it before going anywhere else for your music wants. Do!

No reason to go back on what we said about our Front Page advertiser last month. Always to the fore in advertising and in the quality of his goods. You have a look at those silver identification discs—they are sure "nifty."

The Cinema de Luxe has been particularly attractive during the past month, and has drawn the usual big House at every performance. Even if you have to stand in queue for a while, you are well repaid for waiting by the excellence of the show and the solid comfort of the seats. Courtesy from the attendants is exceptionally noticeable.

Asked why he wanted an early pass, a Coodenite was heard to reply, "So that I can get in before the rush starts at M. WATSON'S, the Canadian Stores in Sackville Road." Great run on those badges and service chevrons.

P. PRATLEY can fix you up with anything in the Greengrocer's line, and that right well, too. Grown in his own gardens, everything is beautifully fresh.

You can't do better boys than to try LEON'S hand-made Cigarettes.

If you have a prescription that calls for extra care and the best of drugs—The LION DRUG STORE, Ltd., 9, St. Leonard's Road, is the place to go to. You had better investigate.

For anything in the Boot and Shoe line—that is, if you are particular about appearance—you can't do better than inspect LAMDIN'S stock.

There's a great choice of books by the best authors to be had at VALE'S LIBRARY, in Devonshire Road. If you don't happen to want a book, there is everything in the stationery line to be had at the same place.

For comfort, solid comfort, and best of attendance, you should try the Devonshire Hotel. And the Beer and other liquids that are to be had—things to look back upon with the fond remembrance of past joys. So make much use of the present—and go there whenever you are in Bexhill.

That advice about JAMES L. FRENCH we gave last month was not worded as strongly as it should have been. The more business we do with this firm the better pleased we are. Everything is so good and worth every cent, you pay—so keep her going, boys!