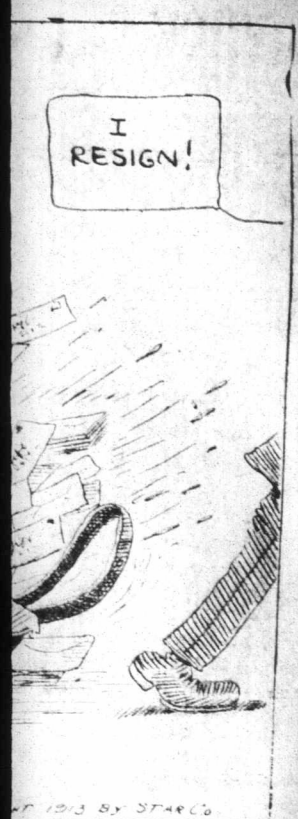


Bud" Fisher



row, J. L. Barnes, Morley, My. S. Zigmam.
The following committee will wait on the city merchants and endeavor to have them agree to deliver goods to the city without charge. Messrs. J. L. Barnes, Morley, My. S. Zigmam, and J. T. Morrow, of the city, are the members of the committee. They are all well known in the city and are all well known in the city and are all well known in the city.

NEEDS

Thanksgiving

MANSHIP

cannot represent
The extent of
these essentials as

\$5.00

based models. Swell
shoulders and lapels.
Offered \$15.00
and \$20.00.

this Season

not "freakish." They
around; the popular
silk cloths. Some
these overcoats when
know that such good
make a purchase.

Station

storm straps on cuffs;
Waterproof \$12.00

ishings Here

at. Gloves, Hosiery, Un-
and Caps.
GEE SHIRTS.
at makes new patterns.
d. "Our Leg- \$1.00
Y NECKWEAR
and effects also the new
to wear the new 50c

MERE SOCKS.

ick seamless cashmere
on sale Saturday 25c

ING GLOVES.

gular and Ca. Extra value \$1.00

ATS SHOWN HERE
in scores of shapes
\$2.50 and \$2.75.

RED CLOTHING DEPARTMENT

all order of Blue and
arge suits to order;
in our own \$25

NEW YORK'S FIGHTING PREIST

He is Not a Prize Fighter,
But is Not Afraid of the
Best in the Ring.

New York Press.

The man who has "had more fights, harder fights, and has 'licked' more persons in the last six years than any other man in New York," is not a prize-fighter, or a gangster, or even a policeman, but a priest of the Catholic Church. He is the Rev. Philip J. McGrath of St. Peter's Union Mission for Seamen on West Street, the down-town North River waterfront.

Father McGrath does not fight because he likes it, but because he and his water-front people are not the kind that can be persuaded to be good. "As long as they know that I am master here they will be good, and then being good will become a habit with them," is the way Father McGrath explained it to the reporter.

Father McGrath came to West Street from a rural parish. But he was young, carried his 200 pounds easily, and had learned to fight as a boy in the East Side "Gas House District." The priest's story of his first fight shows why he turned from meekness to militancy. He had been about three months in the parish, and was returning late one night from a visit to a sick woman when he saw across the street "a lad of mine" in a doorway with a sailor. To quote Father McGrath as reported by his interviewer:

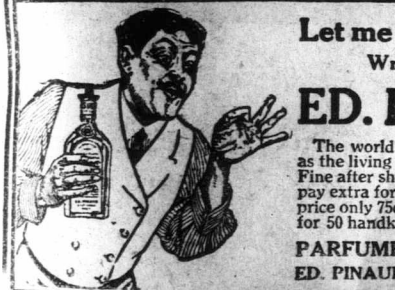
"What are you doing?" I asked. "What the—do you want to know for? Go to—, was the rejoinder.

"I'm Irish, you know. I had been several years since I had been told to travel in that direction. So right there was where I lost my timidity. All the prowess I had had in the days when I had roughed it with the boys in the Gas House District came back to me. I gave that fellow a left hook on the jaw and down he went. Then his pal, who had been on the lookout, came over to help him, and I used my

Why do you keep on
paying high prices for
imported beers, when you
can get a finer lager for
about half, by asking
for

O'Keefe's
Pilsener Lager

"The Light Beer in the Light Bottle."
May be ordered at 47 Colborne St.,
Brantford.



Let me send you FREE PERFUME

Write today for a testing bottle of

ED. PINAUD'S LILAC

The world's most famous perfume, every drop as sweet as the living blossom. For handkerchief, atomizer and bath. Fine after shaving. All the value is in the perfume—you don't pay extra for a fancy bottle. The quality is wonderful. The price only 75c. (6 oz.) Send 4c. for the little bottle—enough for 50 handkerchiefs. Write today.
PARFUMERIE ED. PINAUD, Department M.
ED. PINAUD BUILDING NEW YORK

Send
us
the
Rug



that is stained or faded. Rugs
lend themselves admirably to
dyeing—and our long experience
enables us to tell just which color
will be best to use for each
individual Rug.

Phone for our representative
to call and give advice upon
the dyeing and cleaning of
carpets, etc.
Parker's Works
Dye
TORONTO. 20

BRANTFORD BRANCH, 40 GEORGE STREET.

And its better soap.

Do you still buy soap by the cake?
Have your grocer weigh the different
kinds for you, and this is what you
will see.
1 Bar of N.P. SOAP at 15¢ weighs more
than 4 cakes of any 5 cent brand and
more than 5 cakes of some kinds. That
means you can save 5 cents by using
N.P. SOAP or 25¢ on every dollar's worth.

Wouldn't It Make You Laugh?

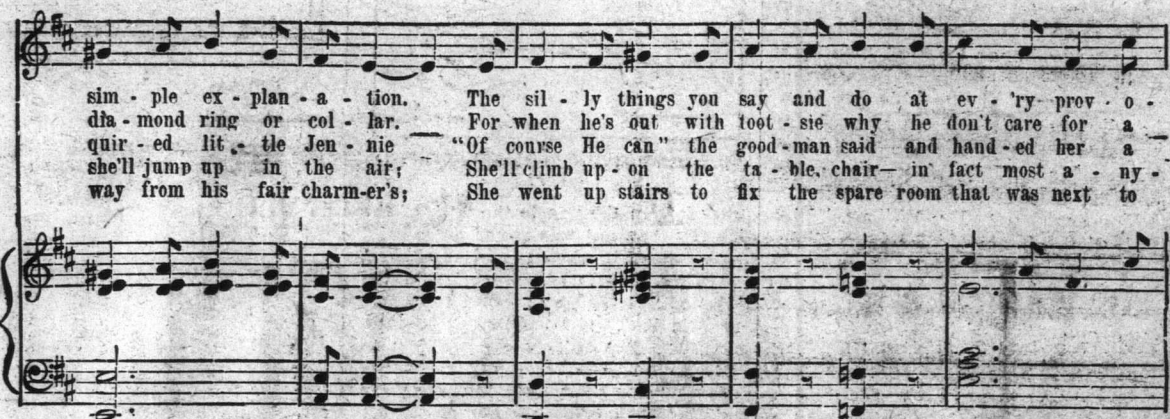
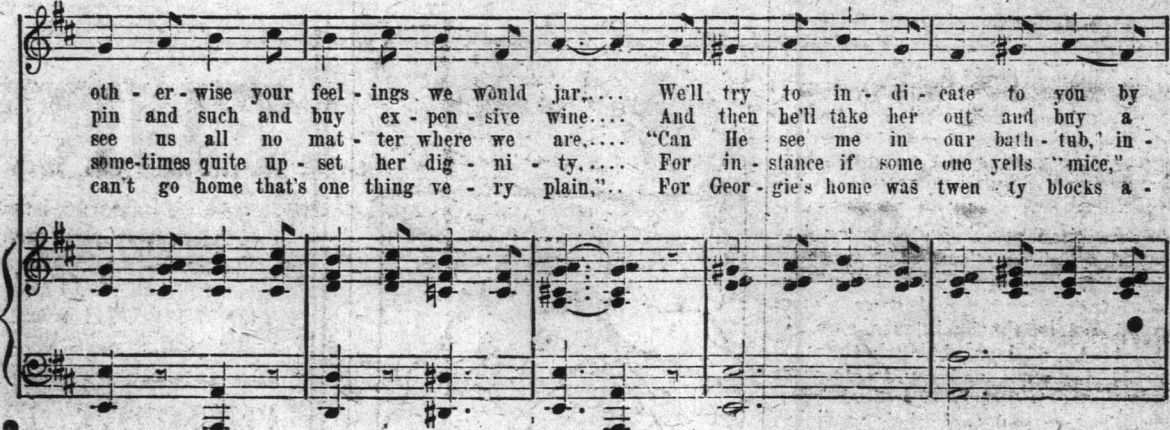
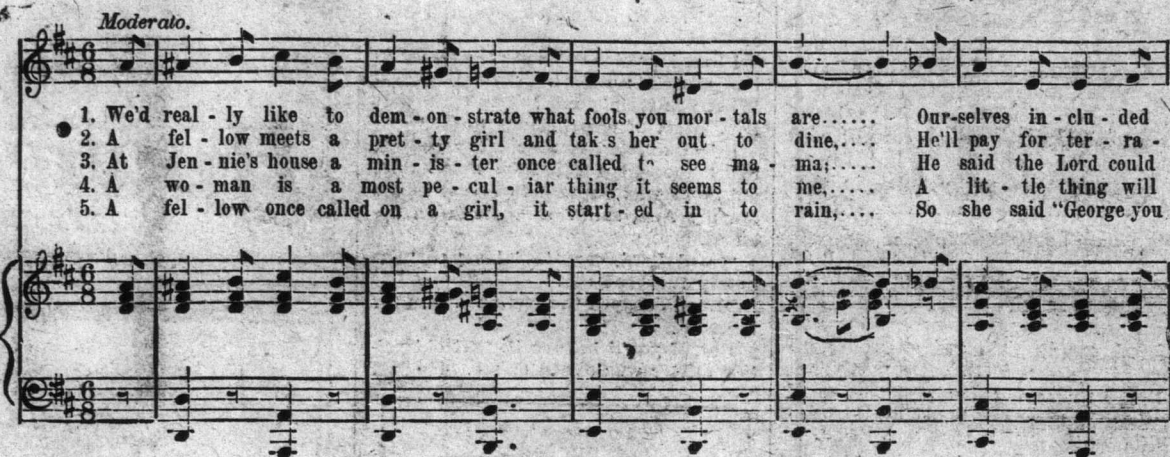
As sung in the song play

"A MATINEE IDOL"

Featuring DeWolf Hopper

Words by SEYMOUR BROWN

Music by SILVIO HEIN



COPYRIGHT, MCMIX, BY MAURICE SHAPIRO, PUBLISHER, BROADWAY AND 30th ST. NEW YORK CITY,
WHO WILL PUBLISH YOUR SONG, IF YOU HAVE WRITTEN ONE, AND SEND YOU VALUABLE
CATALOGUE OF HIS FREE FOR THE ASKING
Used by permission of GRAY MUSIC CO., New York. No. 217.

walking-stick on that pal with tell-
ing effect. Somebody saw a priest
fighting with the two men and ran
for the police. But by the time the
police got there the fight was over.
Those two men, who were brothers
went very quietly to the station
house in Charles street, and they
were sent up the river.

"It seems that fight was the turn-
ing point of my life, and also of
the lives of many people along this
waterfront. From that time on
there has seldom been a week that

I have not been in a mix-up of
some kind. But every time I had
a fight I felt I had removed some
influence from this locality."
Father McGrath doesn't tell of all
his fights. On one of the few that
the Press representative heard of
from his lips, this account of a bat-
tle against a saloon gang is most in-
teresting:
"My fight against 'greatest odds' was
in a saloon not many blocks from
here, in West street. I was walking
out one night with a young man of
the neighborhood. There are several
young men in this neighborhood who
have come to the conclusion that
some night I am going to go up
against a gang of men who will be
more than a match for me. So they
have constituted themselves my
guardians. If they have an idea that
I am on my way to tackle some par-
ticularly tough proposition they come
along, whether I say so or not. They
are good boys and they can fight if
they have to. But I generally try to
do all the fighting myself.

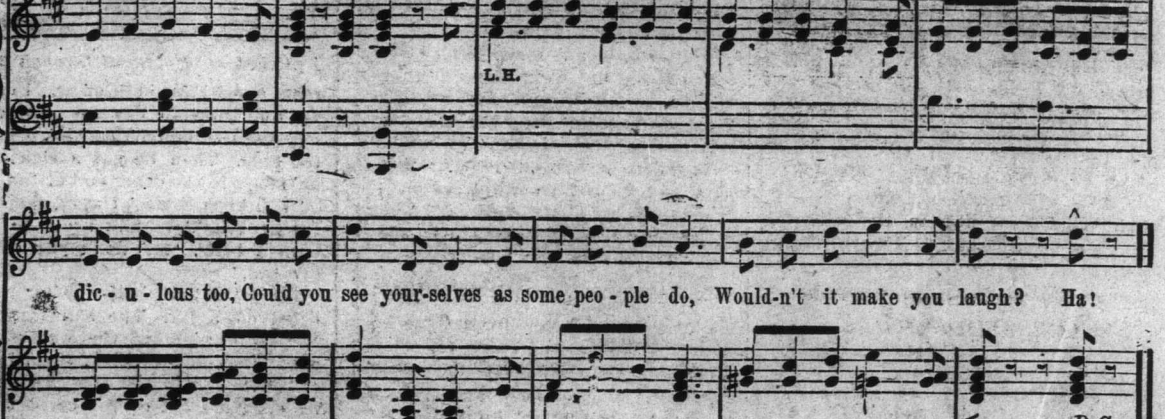
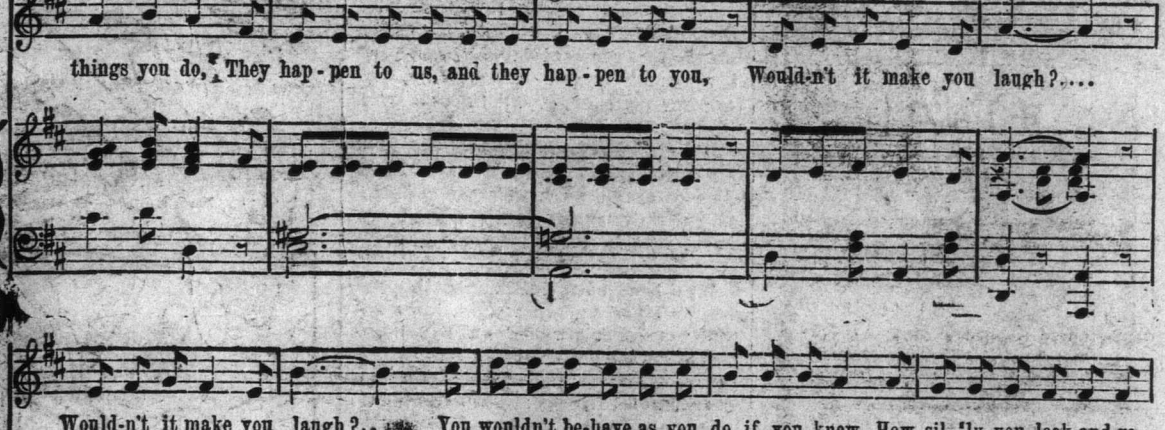
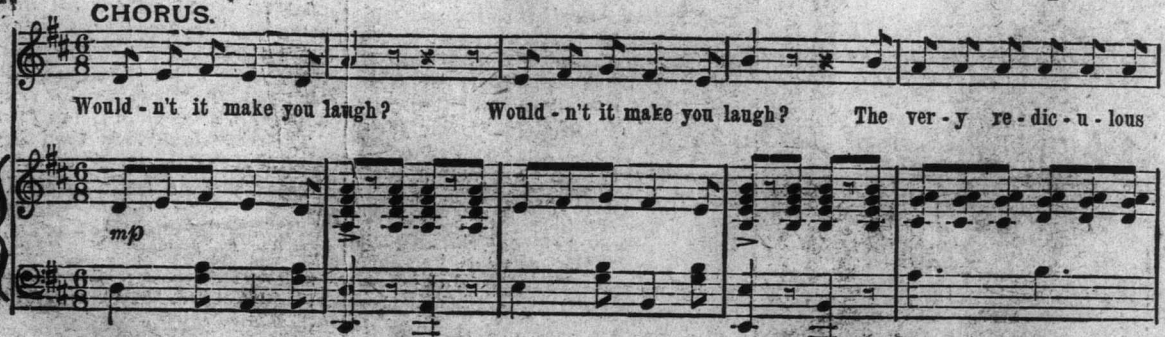
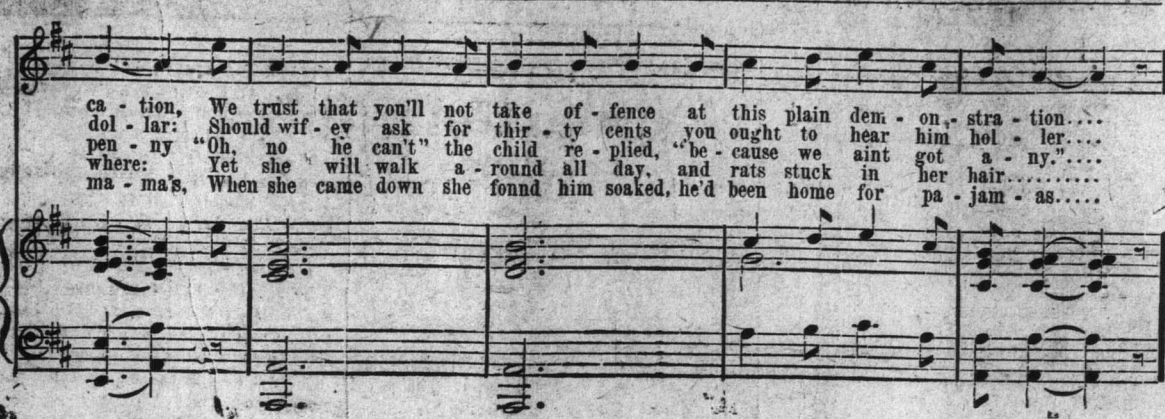
"Well, as I was saying, one of these
young men and myself were walking
along West street. As we reached
this saloon—certainly not, we were
going past it—we heard an 'up, ear
and men shouting: 'Give it to him-
' 'Let him have another!' I looked un-
der the curtain and saw the room
crowded with struggling men. I
gave the young man my police whis-
tle and told him to make himself
heard. He did. While my young
friend was giving the alarm I pounded
on the door. A man opened it part
of the way and when he saw me he
leered: 'Git away from here. Yer can't
git in here.' Before the 'lad could
close the door I had pushed him
aside and was in the saloon. There
were about sixty of the lads and they
had one lad down on the floor, un-
conscious, and they were kicking and
stamping on him. He was terribly
cut and he died late. He could have
been saved, but at the hospital he
was merely bandaged up and then
sent away. The lads had broken
heavy beer-glasses and had used the
handles with the jagged pieces at-
tached as weapons.

"I started to make my way to the
unconscious lad's side, but his assail-
ants turned on me. I backed up
against the wall and started in with
my night-stick. We had quite a
merry time cracking heads until two
policemen came. When they entered
the door one of them saw me and
called, 'Keep it up, Father; we'll
reach you in a minute.' 'Better clean
this place out,' I replied. Well, all
four of us got to work in earnest and
I'll bet you never saw so many men
go through so small a door in so
short a time in your life. We had a
merry time in court the next morning
too. The population of 'the Island'
was materially increased by that epi-
sode."

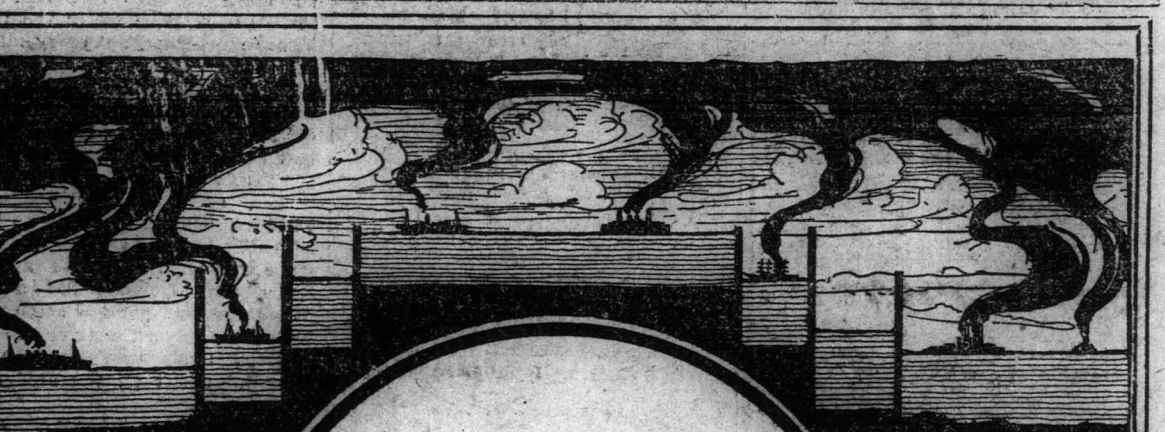
Much of Father McGrath's work is
of course, accomplished without fight-
ing, and he tells of the amateur con-
certs at the mission, of working with
the courts, of watching the recreation
pier, of sending girls home. But the
fight seems to be a necessary part
of this priest's labors. As he explains
it in our final quotation from his
story:

"I have so many fights because I
go out into the streets to look after
sailors, who, like all other children,
need to be looked after. In looking
for my charges I come across condi-
tions that must be remedied. I re-
minded them. I have never been whip-
ped in a fight since it became neces-
sary for me to assume the role of
'militant churchman,' as you term
it, and I believe that this is because
I have always been fighting for the
right.

"Because I am master in this neigh-
borhood my people respect me and
trust me and I am able to do good.
Why, every year I send home to the
wives and mothers of sailors at least
\$12,000. Hardly a day passes that I
do not receive a letter from abroad
from a mother or a wife asking me to
find the missing sailor laddie. Often
I do. The young boys in this neigh-
borhood are growing into better men,
I believe, because the church takes
an interest in them. The clean-living
church is teaching them is hav-
ing its effect. The tone of this com-
munity is being elevated, and in a few
years it will give the police less
trouble than any other section of New
York. You may call me the 'fighting
priest' or whatever else you like. I
fight because fighting is the one
thing necessary here just now. When
fighting is no longer necessary I will
do no more fighting."



Wouldn't It Make You Laugh?
No. 217.



Greater than Panama's Bridge of Water

The Panama Canal is the logical outcome of the trend of
modern commerce—it is monumental evidence of the present-day need for
shortening distance—for lessening time and for reducing cost of distribution
between maker and consumer.

In point of distance, the Panama will bring the Pacific
nearer to the Atlantic by 1,000 miles. In point of time, the sea voyage between
Halifax and Vancouver will be shortened by 24 days. In point of cost, the canal
will very materially lessen the expense of carrying freight between these places.
But there is a stronger factor than even the Panama in shortening distances,
lessening cost and saving time between manufacturer and user.

It is Advertising—

It is the **quickest**—
It is the **most direct**—
And it is the **cheapest**—
means of communication between the maker and user of goods.

For instance, Advertising enabled a manufacturer in Nova
Scotia to carry a demand for his product

from his factory to the Pacific Coast
— in a few days
— at an insignificant cost
compared with slower and more laborious selling methods.

In one week, thousands learned of his product where it would
have taken years for the news to get around without advertising.

To the Manufacturers of Canada:

You will be alert to take advantage of the
Panama route for the physical transporta-
tion of your goods. Have you considered
how quickly, how far, and at what small
cost the Advertising Trade Route will
carry demand for those goods?

If you are doing a local business talk over your
advertising problems with the Advertising Depart-
ment of this newspaper.

If you are doing a provincial or national business
it would be well for you to have the counsel and
assistance of a good advertising agency. A list of
these will be furnished, without cost or obligation, by
the Secretary of Canadian Press Association, Room
503, Lomden Building, Toronto.