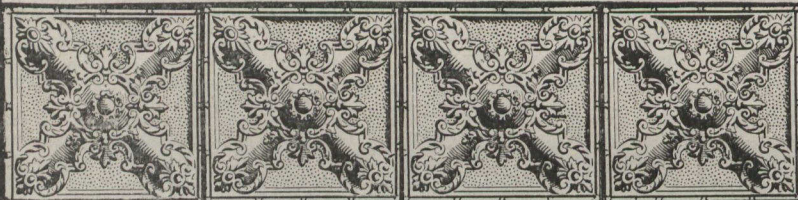


Increase the sum-total of your fire-insurance, while much decreasing your fire-risk and adding to the beauty, as well as the safety, of your home. You surely should instal

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Not only far more sightly than plaster, but fireproof; dampproof; non-cracking; washable, just as your bathtub is; and more durable than any structural material in your home or any building you use. Yet they cost not much more than plaster the first year—and by far less year by year.



Information from you about what you might want in a ceiling will bring from us facts that will make you want a Preston Ceiling.

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a passion for work. So, in addition to harassing political duties, he plies the profession of journalist. Some years ago he founded "T. P.'s Weekly," which has now become one of the best sellers on the news stalls in England and throughout the colonies. The leading article is usually by the editor and is always written in a charming style. In book reviews and literary and political reminiscences Mr. O'Connor is specially clever. Not content with the great success of his weekly, he has now added to his toil by founding a magazine, which he has dubbed "T.P.'s Magazine." During its short life it has already made good, and will no doubt add greatly to the swollen coffers of its owners.

The September number of his magazine gives an example of how this busy journalist can build up a fascinating article with comparatively little labour. I can imagine that he prattled it off in the last half-hour while the press was kept waiting. Racing through the new biography of Napoleon written in German by August Fournier and just translated into English, he selected a number of passages which go to prove that Bonaparte was insane. Thus we have an extremely readable article, entitled, "The Insanity of Napoleon's Genius." Fournier has supplied the raw material, but T. P. O'Connor has done the German deliver a great service by spreading the first of his researches broadcast throughout the world. Happy is the author who has a brilliant journalist for interpreter!

Western Breezines

THE "Editor and Publisher" of a weekly journalistic effort in the Province of Alberta writing to an advertising man in Montreal offering him a position on a newly acquired "Fourth Estate" says:

"Are you married to your position in Montreal? Would you consider taking the advertising on an obscure farm paper? On what terms? I bought this paper a year ago, lacking a few weeks, when it was absolutely dead and putrefying. My nose must have been out of kilter at the time or I would have detected the smell. It printed each week a claim of 6,500 circulation. I found 2,453 after I got through combing. From a news standpoint it was worthless. I braced it up, changed the form, notified the advertising agencies of my actual circulation—and sawed wood. About ten weeks ago I started after circulation and we passed the 6,500 mark (actually) last week. I am putting on 600 to 800 a week just now, and expect to do better when the fairs commence in Alberta. Am trying to get my circulation confined to one particular section. Don't care to have it spread out.

"The paper is just what you see enclosed. The staff consists of myself, my stenographer and a young chap who helps with the mailing and runs errands. I canned my farm 'expert' because he couldn't write a lick, and I let my advertising man go because he was NOT an advertising man. Am now negotiating for the best agricultural writer I can get to put out among the farmers, and also a man to take charge of the advertising. I mention all this detail to acquaint you with the conditions as they actually are. You may refer to —, who have supplied me with paper for the past year, to — who prints the paper, and to — who makes my cuts. I know that they will all tell you that I do business right and meet my bills immediately on presentation."

A Dry Section.—A travelling man who drove across the country to a little town in western Kansas, the other day, met a farmer hauling a waggon-load of water.

"Where do you get water?" he asked.

"Up the road, about seven miles," the farmer replied.

"And you haul water seven miles for your family and stock?"

"Yep."

"Why, in the name of sense, don't you dig a well?" asked the traveller.

"Because it's just as far one way as the other, stranger."

THE \$500,000

C. N. R. Hotel and Station here, now nearly completed, is but one of the many signs of confidence in Brandon's future which should aid you in arriving at a decision to invest at least part of your savings here.

The tremendous civic development and improvement programme now being carried out is another reason why you should choose Brandon, the City of Certainties, as the best place to invest your spare cash. It will work for you here while you sleep and on Sundays. Safety, security and large profits are assured.

Waverley Park, Brandon's only restricted residential district, crowning the hill in the fashionable West End, beautifully and uniformly treed with hardy maples, and directly in the path of the city's present and future growth, affords you the rare combination of absolute safety and assured profits in the immediate future. At present for every outside buyer I can show seven local investors—a distinction rarely enjoyed by western subdivisions and probably the best and most convincing endorsement of the exceptional merits of Waverley Park that I can offer.

I am mailing free to all who ask for it a beautifully illustrated booklet of Brandon, in which I have done my best to point out to ambitious young men one of the roads to success. These roads are few and hard to find—and harder still to travel. I know something about one of them. Write me to-day.

I. A. ROBINSON
Bank of Hamilton Chambers
BRANDON, CANADA

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ONE DYE FOR ALL KINDS OF GOODS

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We guarantee that you can rid your premises anywhere, anytime of rats by the proper use of Common Sense Exterminator. For 19 years we have sold it "money back if not satisfied". A single nibble will kill a rat, they leave every food for it, no odor, it dries up the carcass. Safe and convenient to use, economical, for a 25c. size will kill 50 rats. Also put up for roaches and bed bugs, same guarantee. Sold by dealers everywhere. If not at yours we will supply you, write—
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Semi-Regattas present a dressy appearance unattainable in a soft front shirt.

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