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For line, Reading Notices 10c.
with minimum charge of 50c.
Births, Deaths or Marriages 75c.
in Memoriam 75c.
Poetry, per line 10c.
Claps and Black Face Readers 15c per line minimum charge 60c.

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SAYS CHAIN STORE MADE REVOLUTION

Cash and Carry Wholesale Grocery Latest Innovation in Trade.

The competitor of the chain store is bringing about a revolution in the wholesale grocery trade, says the Financial Post. This branch of merchandising has held out fairly well in the face of many new innovations in merchandising, but at last a change has come. Perhaps the most radical is that of "cash and carry wholesale" adopted by one of Toronto's houses. Recently it called in its travellers, paid them off and launched the new system of no delivery or credit. Orders not accompanied by checks are sent C.O.D. The experiment is a little young yet to judge of its success.

Another tendency on the part of wholesalers has been to link up with some of the chain or buyers' groups. The latter have been playing havoc with some wholesale prices. Groups of stores get together, prepare lists of what they want, and then present the list to the various wholesalers and get them bidding against one another. It is reported that in some cases they are known to have got prices down as low as cost plus five per cent.

On the other hand, the chain stores are diverting a tremendous volume of business away from the wholesaler, and it is stated that the situation is reported as being

serious for some houses. A rumor from London, Ont. is that conditions in the trade there have become such as to lead the five houses to seriously consider amalgamating into one large company.

This seems to be the day for revolution in the methods of merchandising. Retailing made the start, but industry seems to have taken hold and is carrying the radical methods much further. This is true of many manufacturers of lingerie, silk stockings, shoes etc. who have gone in for direct-to-the-consumer selling by employing what is termed the "bell-ringer" method, which is nothing more than employing an army of door to door salesmen. Others are going in for telephone selling, employing expert salesmen and salesladies to call prospects on the telephone. Perhaps no greater progress has been made in selling over the telephone than that of some stock and security houses. Brokers handling issues that do not stand up too well under close scrutiny, also favor this method of selling.

WORDS OF PRAISE FOR BABY'S OWN TABLETS

No medicine receives such great praise from thankful mothers as do Baby's Own Tablets. Once a mother has used them for her little ones she will use nothing else. The tablets are a mild but thorough laxative. They regulate the bowels and stomach; drive out constipation and indigestion; relieve colds and simple fevers; promote healthful sleep and make teething easy. Concerning them Mrs. Omer LeBlond, Maddington Falls, Que. writes:—"I am well satisfied with Baby's Own Tablets and will always use them for my little ones."

The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

YOUR SUBSCRIPTION

The date of the expiration of your subscription appears on the colored label on your paper. For instance, Aug. 22, means that subscription terminated August, 1922. Look at your label and see if you are in arrears. If you are, we would appreciate a remittance.

DEED FORMS

We have in stock, Deed Forms, Teacher's Agreements, School District School Tax Books, Doc Tax Books, Assessment Lists, Road Tax Books, Poor and County Rates.

THE ADVOCATE

Here and There

Although it is only 18 years ago that Alberta became a province, its population has increased fourfold, while the grain yield has increased twentyfold. Even at the present low prices, the total agricultural products of Alberta in 1923 were worth \$223,000,000.

Reports concerning the apple crop in the Annapolis Valley show that the entire crop, including the estimated local consumption, was 1,816,000 barrels. It is reported that 70,000 apple trees and 3,000 plum trees will be set out in the valley this spring.

The railways of Canada up to the end of last April earned \$6,000,000 more than they did for the corresponding period in 1923. This favorable result is due entirely to the fact that the people have been doing more business. All authorities are agreed that such a condition means growing trade.

Nearly 63,000 bushels of high class seed were handled at the Alberta government seed-cleaning plant during the past season. A total of 25,223 bushels of Marquis wheat seed was handled, 3,160 bushels of ruby wheat, 23,073 bushels of Victory oats, 17,862 bushels of Banner oats, and 684 bushels of Bark's Barley.

Three prizes for anglers at the bungalow camps on French River, Nipigon River, and the Lake of the Woods, have been offered to Canadian fishermen by the Canadian Pacific Railway. The trophies are silver replicas of the bass and the trout, and a wonderful reproduction of the head of a fighting muscalonge.

Among the speakers to address the great convention of the Associated Advertising Clubs of the World at London, England, to be held July 14-17, will be E. W. Beatty, K.C., Chairman and President of the Canadian Pacific Railway. Mr. Beatty will speak on July 17, and has chosen as his theme "Building an Empire with Advertising."

Canada's national wealth in 1921 was \$22,195,000,000, according to a report just issued by the Dominion Bureau of Statistics. In the tabulation, agricultural wealth comes first with \$7,982,871,126, nearly 36 per cent of the total and about \$908 per head of population. The Western provinces lead, the Yukon topping the list with \$4,058. The first in absolute wealth was Ontario, to which is credited the sum of \$7,358,000,000, or thirty-three per cent of the Dominion total.

Shipping in and out of the port of Vancouver, B.C., for the calendar year 1923, showed an increase in all departments, according to the annual report of the Board of Harbor Commissioners. Over \$153,000,000 worth of goods were exported, an increase of \$30,000,000 over the value of the 1922 exports, while the imports totalled \$224,000,000, an increase of \$13,000,000 over the 1922 figures. Vessels numbering 19,606, representing a total of 8,427,683 net tons, entered and left the port in 1923, an increase over 1922 of 2,959 ships and 792,289 tons.

A party of 200 Canadian Weekly Newspaper Editors and their wives sailed for Europe on June 11th aboard the Canadian Pacific steamship "Melita." The party will visit the battlefields of France and Belgium, seeing most important points in those countries, including Brussels and Paris and will be received by King Albert. Later, they will tour England and Scotland and are to be presented to the King and Queen at Buckingham Palace on Dominion Day. Returning on the Canadian Pacific steamship "Montclair," they will visit Belfast, where Sir Robert Baird, head of the Belfast Telegraph, will entertain them. They dock at Quebec on August 4th.

Some Real Values In Hot Weather Needs At Creaghans

Mens and Boys Bathing Suits 75c and \$1.25
Mens Straw Hats at \$1.50, \$1.75 to \$2.50
Cool Summer Caps for Men new shapes at \$1.75 to \$2.75
B V D and Tookes Athletic Underwear per Suit \$1.50
Balbriggan Shirts and Drawers each 59c
White and Tan Shirts, sport style, collar attached each \$2.00
Mens Silk Hose in plain and fancy per pair 75 to \$1.00
Mens Summer Suits at \$14.95, \$20.00 and \$25.00
Soft Collars, Sport Ties, Belts etc.

At Our Temporary Store Brander Building.

Still continuing our Big Sale in the Bannan Store. Hundreds of interesting bargains still to be had.

J.D. Creaghans
LIMITED

Newly Weds and Home Builders

Better Furnished Homes Means Greater Happiness

Newly Weds—start housekeeping with new and up-to-date furniture.
Home Builders—furnish the new home with better furniture.

You will derive more real and delightful pleasure from good furniture than anything else you can invest your money in. It will be a constant pleasure to see your friends admire your well furnished home.

Why not let Us help you furnish your home?

We have a very complete line of:

Dining Room, Bed Room and Living Room Furniture

And in that handsome design and finish you like so well
Large Chesterfields and Chairs that spell Comfort, Reed Chairs that take all the tiredness out of your body and Dining Room Suites that will make you enjoy your meals more.

A design and finish for every taste—A price for every purse
Our installment plan might help you!

A small Cash Deposit and the balance in monthly payments
Be sure to visit our furniture department before buying.

THE LOUNSBURY CO'Y. LTD.
Doaktown Newcastle Blackville

Beauty Flies For Speckled Beauties



St. Jovite in the mountains of Northern Quebec is famous as a summer and winter resort. Winter times they use a winged aeroplane for skiing, but in summer they put the wings and a body on, and use it for fishing and swimming. Behind almost every mountain of the Laurentians there is a lake or two—so the plane comes in handy for jumping over the hills to chase the sporting bass and trout to their lairs. The above pretty girl, one of a party of five, has just come in from a flying trip to a nearby lake and is justly proud of her string of speckled beauties.

SHOES SHOES

We extend to you an invitation to visit our Shoe Department, which is the talk of the town

We are showing a line of Summer Footwear that can't be beaten

IN LADIES' SHOES we are featuring all the Latest Creations from the famous Zev Sandal, which is ideal for summer wear, down to the New Luxour, a white Canvas Kid trimmed sandal. This is the Hit of the Season, the largest selling Sandal in U. S. A. and we have it here for you.

MEN

Here you will find the sturdiest of shoe making combined with excellent fit, that the most particular man admires combined with moderate price that the most careful buyer can and will pay.

These are features that made the demand for our shoes exceptionally large.

Here you will find the largest assortment of Shoes in town
Shoes High in Quality and remarkably low in price.

O'BRIEN'S

CLOTHING

(Formerly the Durick Drug Store)

SHOES