

SPEED -Combined With -SAFETY THAT'S Lindsay's TAXI SERVICE Phone 2148 Night Phone 2004 Get Connected WITH US WHEN YOU HAVE TROU-BLE WITH YOUR

> We are as close to you as your phone, and we make it our business to attend promptly to every call.



this season, and going like a house aftre. He has been hitting hard and often, and is the same Al on the bases. Pittsburg is said to be after the clever outfielder. Bashang, when he came to Ottawa last season, did not look a world beater. True he bades. The battle was and burst the confin-into impotence. to the unit of the season did not look a world beater. True he bades and booked had a whole lot of speed and looked into impotence. green in the field, while his hitting was very light. Shag, however, made victory, but in essence they admit the man 'victory' of Jutland." green in the field, while his hitting

battle is to obtain command of the

a real ball player of him just as he contrary, since the object of a naval did other players.

The Misses Olive A mstrong, Edna Stewart and Lula Crichton, have returned home after a pleasant two weeks' holiday spent at Sault Ste. (Continued on page 12)

Marie Miss Kate Graham, of St. Louis, is ending her annual holidays with er sister

Mrs. Jas. Ross has returned home fter an enjoyable holiday spent at oodstock. Miss Rieger has returned to he me in Hamilton, after an extended sit spent with her sister, Mrs. W. atterson, St. Andrew street.

GIBSON A VETERAN. Pittsburg Pirates Catcher Was Born one of the greatest of the men be-hind the bat. Later he began to fall A wedding of interest to many in own is that of Mr. Henry Buchanan, oungest son of Mr. and Mrs. Wil-iam Buchanan, of Paris, to Miss in London, Ont. One of the oldest backstops now ertrude Webber, youngest daughter regularly engaged in practising his leaguer three years longer than

a lot of bench warming this year,

while Wilson and Schmidt earned

their salaries, Gibson is still a con-

12; Cyril, 5; and Norman, 10,

A NEW YORK STORY.

A NEW YORK STORY. Rip Van Winkle blew back to New rk after a twenty-year session in siderable distance from being a has-hay and took his accustomed seat hay and took his accustomed seat "Same old thing, said Rip Van Winkle trankfuilly. "Not a thing changed since I blew the burg." Suddenly he glanced at a figure on he coaching lines and his is a figure on

but by 1907 he was the regular but by 1907 he was the regular backstop of Clarkes' crew, and in "Say, that looks like Matty in a "Say, that looks like Matty in a incinnati uniform," he said. "it is," said a younger fan. "Good night," said Rip Van inkle. I'm still asleep and dream-Vinkle.

And he beat it back for the Cats-SAME AS CRIMINALS.

an Passports Must Bear Holder's Finger Prints. Berlin, August 4.—The taking of

nger prints has ceased being directsclely against criminal classes nce August 1, when the new Prussan passport regulations went into ffect. All passports must now bear e finger prints of their holders. ne measure was first employed in avaria and soon will be adopted in

So stringent is the new regulation garding travelers that the Ameri an embassy here has been appealed for aid by a number of Americans on the Dutch border who desire to nter Germany.

Gives you both quantity and quality. One 15" bar of N.P. SOAP weighs more than four 5" cakes of ordinary soap and more than five 5" cakes of some soaps. And you will find N.P. SOAP a better soap as well as a cheaper soap. Save 10" next time Get N.P. SOAP

championship, he was recognized as

off in his work, but in 1914 he can

back strong, and last year he caught 120 games. Gibson has been a major

St. Catharines, Ont., August 4 .---

DR. REID'S SIX CHILDREN WHO WERE SAVED

COURIER AGENTS

The Daily Courier can be om the following: CENTRAL.

STEDMAN'S BOOK STORE, 160 Colborne Street. ASHTON, GEORGE, 52 Dalbousie Street. PICKELS' NEWS STORE, 72 Colborne St.

W. J. WILSON, 72 Market Street. WICKS' NEWS STORE, cor. Dalhousie and Queen Streets.

Giuseppe Ruchio, an Italion aged 38, HARTMAN & CO., 230 Colborne St. employed on the Welland Ship Canal. MOORADIAN, N. G., 184 Dalhousie St.

AYLIFFE, H. E., 330 Colborne St. BICKELL, GEORGE, corner Arthur and Murray Sts.

FREEBORN, A. A., 109 Elgin St. HIGINBOTHAM & CAMERON, 375 Col-W. J. HABER, 419 Colborne Street.

LUNDY, J. B., 270 Darling St. MILBURN, J. W., 44 Mary St. NORTH WARD HARRIS, MAX, 31 Pearl St. KLINKHAMMER, LEO J., 136 Albion St.

LISTER, A. A., 73 William St McGREGOR, J., corner Pearl and Rich-mond Sts. W. MENZIE, 224 Market Street.

PAGE, J., corner Tearl and West Sts. WEST BRANT MORRISON, F. E., 119 Oxford St. WAINWRIGHT, H., 121 Oxford St

TERRACE HILL. JOHN McCANN, 210 West Street. MALLENDIN, C., corner Grand and George Sts.

eorge PICKARD, R., 120 Terrace Hill. EAGLE PLACE. MARX, MRS., 80 Eagle Ave. KEW, M. & J., 15 Mohawk St. N. Willits, 85 Emily Street.



Recovered and Repaired Always make sure to get the right These little folks' father perished in the big bush fire in New On tario, and they are now staying at their uncle's home in Toronto. The Morrison, 51 Jarvis St. Bell phone man if you want a first-class job. H, children are (left to right): Mary, aged 7; Beulah, 8; Jimmie, 2; Iri Work called for and deliveres

## **Jogging Laziness** into Activity

The merchant whose business lags in the summer has himself to thank.

To slacken the selling pace in the hot season-to lessen Advertising activity-indicates a resignation which has no place in modern business.

If we think we cannot keep our business booming in summer time, we surely will not.

What a jolt it must have been to the fur trade, when the first midsummer fur advertisement was run in a daily paper! . Now many fur stores are following the example of that progressive fur man who dared to believe that fur sales need not go down as the mercury

## goes up.

Energy, linked with Advertising, has turned the month of January into the biggest selling ceason for white goods. Advertisements of a high stimulative power, combined with a disregard of "seasons," have opened up automobile selling two months earlier than was once thought possible. Advertising has started Christma shopping early in October instead of the middle of December.

Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a responsive cord in human nature-and human nature is the same in August as in December.