



Look for the Ames Holden mark on every pair

FOR SALE BY

W. D. Cameron

WATFORD — ONTARIO

**Your New Rubbers—
guaranteed to outwear any
pair of similar shoes**

These long-wearing rubbers must be better or such a broad claim could not be made.

Never before have Canadian-made shoes been sold with a guarantee that so completely protects you, and assures the utmost value for your money.

There's an Ames Holden Rubber Shoe or Boot which is exactly what you need. The next time you need a pair, be sure you ask us for Ames Holden and get the benefit of the guarantee.

**AMES HOLDEN
RUBBER FOOTWEAR**

**Unloyalty to the Home Town
is Expensive**

A farmer of Iowa has discovered that the benefits which appear on the surface as attached to the mail order plans sometimes spell disaster, and has written a very interesting story of his views in a farm paper. Here is a part of his story:—

"We farmers have been awakened to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow farmers who had to be shown, and I am now giving my experience that others may profit, for knowledge is more expensive now than it was ten years ago. Twenty-nine years ago I began my career; I had an old team and \$50.00. Our furniture was mostly homemade chairs, cupboard and lounge made from dry goods boxes, neatly covered with ten-cent cretonne by my girl wife. We entered eighty acres. Being a boy of good habits, I got all needed machinery and groceries of our home merchants on credit until fall crops were sold. The first year was a wet season and I did not make enough to pay creditors. I went to each on dates of promise and explained conditions, paying as much as possible, and they all carried the balance over another year. They continued to accommodate us until I was able to buy a forty-acre piece of my own.

As soon as I owned these forty acres the mail order houses began sending me catalogues, and gradually I began sending my loose change to them, letting my accounts stand in my home town, where I had gotten my accommodation when I needed it. We then had one of the thriftiest little villages in the state—a good line of businesses and a town full of people in all branches; merchants who were willing to help an honest fellow over who came twice a week

to trade. Our little country town supported a library, high school, band, ball team and we had big celebrations every year.

A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought eighty acres, gradually adding to it until I had two hundred acres of the best land in Iowa. I then felt no need of asking favors and found it easy to patronize the mail order agents that came almost weekly to our door. I regret to say that I was the first in the county to make up a neighborhood bill and send it to a mail order house. Though we got bitten every once in a while we got in the habit of sending for stuff. Gradually our merchants lessened their stock of goods—for lack of patronage, finally we began to realize that when we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait or send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; we have no band, no library or ball team. There is no business done in town and therefore no taxes to keep things up. Hotel is closed for lack of travel. Go down to the depot when the freight comes in and you will see the sequel in mail order packages.

Nine years ago my farm was worth \$197 per acre; to-day I'd have a hard time to sell it at \$167 an acre. It is too far from a live town, so every farmer has said who wants to buy. He wants a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down I dropped \$5,600 in nine years."

ADVERTISING IS CAPITAL

"Twenty years ago one of the best known names in national advertising was James Pyle's Pearline. The advertising had run continuously since 1878. In 1904 the appropriation for that year amounted to \$500,000.00, which was a great deal of money in those days. In 1907, the concern having passed into the hands of an estate, the trustees saw an opportunity by which they could save (?) many dollars by cutting out the advertising. Pearline lost favor rapidly, and in 1914 tried to come back. Several hundred thousand dollars were spent, which amount would have made a considerable dent on the market for a new product, but Pearline was not a new product. It was trying to come back, which was infinitely more difficult.

"In 1915, according to our information, Pearline was sold to a competitor for just the cost of the machinery as junk and the stock on hand as raw material.

"A merchant can build up a splendid business in his town if he will advertise constantly, and it will continue to grow as long as he advertises.

"Advertising is the modern miracle worker, but it must be done consistently and constantly. You cannot stop in the middle of the stream and expect to get across."

HUMOR IN POLITICS

The Calgary Herald complains that not one of the three leaders ever lightens up his addresses with a glimpse of sunshine—meaning that they lack humor, and this leads the Globe to remark that Sir John A. Macdonald and Sir Wilfrid Laurier were both humorists and occasionally could turn away wrath with a joke. Tupper was heavily serious and Sir John Thompson carried from the Bench the manner of a judge sentencing a prisoner to be hanged.

The Globe advises: "Humor is a good thing, which we advise all public men to cultivate. It oils the creaking machinery of politics. It is best when it is good natured and not intended to wound."

Cartwright was another heavily serious man. His playfulness was elephantine, but he did at times rid himself of a phrase that was light and sprightly.

In the late eighties one John Collins published a life of Sir John A. It was more remarkable for its fulsome flattery of the Premier than for any literary graces. Cartwright was speaking in the House a few days after the book appeared. "I have observed," he said, as he looked at the Premier, "that John Collins has done full justice to the Leader of this House, which is but right, seeing that the Leader has himself done justice to so many John Collinses."

Is your subscription paid in advance?

KEEP HEALTHY

DURING WINTER

Colds and Diseases May be Avoided if the Blood is Kept Pure.

Do not let your blood get thin this winter. For people who have a tendency towards anaemia, or bloodlessness, winter is a trying season. Lack of exercise and fresh air, and the more restricted diet; are among the many things that combine to lower the tone of the body and deplete the blood.

As soon as you notice the tired feeling, lack of appetite and shortness of breath that are warning symptoms of thin blood, take a short course of treatment with Dr. Williams' Pink Pills. Do not wait until the color has entirely left your cheeks, until your lips are white and your eyes dull. It is so much easier to correct thinning of the blood in the earlier stages than later. This is well illustrated in the case of Mrs. E. Williams, Elk Lake, Ont., who says:—"I take great pleasure in letting you know the benefit I have found in the use of Dr. Williams' Pink Pills. I was in an anaemic condition, and was very weak and run down. The least exertion would leave me breathless and it was with difficulty that I did household work. I was advised to try Dr. Williams' Pink Pills, and after the use of four boxes I felt like a new person. In fact my system seemed filled with new energy and new life. I strongly recommend this medicine to all who feel weak and run down."

The purpose of Dr. Williams' Pink Pills is to build up the blood. They do this one thing and they do it well. They are for this reason an invaluable remedy in diseases arising from bad or deficient blood, as rheumatism, neuralgia, after-effects of the grip or fevers. The pills are guaranteed to be free from opiates or any harmful drug and cannot injure the most delicate system.

You can procure Dr. Williams' Pink Pills through any dealer in medicine, or they will be sent you by mail at 50 cents a box or six boxes for \$2.50, by writing direct to The Dr. Williams' Medicine Co., Brockville, Ont.

A. D. Hone
PAINTER AND DECORATOR
PAPER HANGING
WATFORD — ONTARIO
GOOD WORK
PROMPT ATTENTION
REASONABLE PRICES
ESTIMATE FURNISHED
SATISFACTION GUARANTEED
RESIDENCE—ST. CLAIR ST.

Which?

Crerar

The head of a great trading organization which unites its trading with its politics—a political theorist—has lost control of the political movement he started and is being driven into impossible positions by class rule extremists. He is under the domination of Wood, the political boss of Alberta. He would give effect to Free Trade, thus destroying Canada's industrial and economic structure.

A Vote for Crerar is a Vote for Chaos

King

So evasive that nobody knows where he actually stands on the great issues of the day. Fits his policy to suit his audiences. Talks Free Trade to the West and Protection to the East. Specializes in high-sounding phraseology. His party is pledged to a large measure of Free Trade, but fails to suggest new methods of obtaining necessary National Revenues.

A Vote for King is a Plunge in the Dark

Meighen

Easily the outstanding figure in Canadian public life to-day, and the only real Leader in sight. Able, forceful, courageous, and upright in character. A statesman of demonstrated ability with broad National and Imperial vision and an unassailable record. Stands firm for the maintenance of a reasonable Protective Tariff, and aims to provide the maximum amount of profitable labour for all.

**A VOTE FOR MEIGHEN IS A VOTE FOR A SPEEDY
RETURN TO MORE PROSPEROUS TIMES**

**Canada Needs
Meighen**

The National Liberal and Conservative Party
Publicity Committee