



A. B. SMITH has a dry goods store in a certain Canadian city. He does a good business, but wants to do more. He believes that Advertising in his local newspaper is the way to get more business. So he advertises—every now and then. This is where our friend Smith is wrong—in advertising every now and then. He should advertise regularly—as frequently as his local newspaper is published.

Smith says he wants to advertise regularly, but he can't always find the time to prepare advertisements, which is true, for he is his own buyer, sales-manager, director of store service, credit man and half-a-dozen other things.

What Smith should do is this: If he is located in one of the smaller cities, in which there are no advertising agencies giving a local copy service, and he has no one among his own staff qualified by instinct or experience to write the daily announcements, he should go to the publisher of the newspaper in which he means to advertise, requesting his help. In nine cases out of ten, the publisher, through his advertising manager, will be only too glad to give Smith the assistance desired.

If Smith is located in one of the larger cities he should secure the services of a recognized advertising agency which will take over the work of preparing his advertisements.

In this way Smith can be sure of having his advertisements prepared regularly and intelligently, with no more trouble to him than the supplying of the information required by the writer of the advertisements.

So Smith can do more business, and more business means a larger income for himself, to say nothing of other gains that go hand in hand with the doing of bigger business.

**This man Smith—do you know him?
Are YOU Smith?**

If you are doing a local business talk over your advertising problems with the Advertising Department 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, Lumsden Building, Toronto.

SIR JAMES AND THE NEWSPAPERS ARE TARGETS FOR ORANGE SHAFTS

Whitney Has Broken His Pledges To Men Who Elected Him, Say Speakers at Banquet—Newspapers Said To Be Dominated by Roman Catholic Influence.

"London, from a Protestant standpoint, is upside down; it's got to be put right, side up, and we're the boys to do it." Such was the manner in which the situation in this city, summed up by Supreme Grand Chaplain Rev. E. Fish, of the Loyal Orange Order, at a banquet held in the new Masonic Temple Wednesday evening, under the auspices of Nassau Loyal Orange Lodge, No. 2170. It was largely attended, more than a hundred members of the lodge and their friends being present. Rev. S. E. McKegney presided as chairman, and speeches from Mr. Fish, Mr. E. T. Essery, K. C., Rev. W. S. Riddiford were listened to with a great amount of interest. The program also included several instrumental numbers by the orchestra of Nassau Lodge, and two artistic elocutionary efforts by Miss Elsie Fox and Miss Gertrude E. Neely, respectively.

Problems of Orangemen.
The occasion was the anniversary of "MY BACK HAS NEVER TROUBLED ME"

SINCE TAKING GIN PILLS

Lyons Brook, N. S., Feb. 28.

"You are perfectly free to use my name in any way to benefit GIN PILLS, for they deserve the highest praise. My back has never troubled me since taking GIN PILLS, and my wife feels much better after taking GIN PILLS for her back. She thinks GIN PILLS will make a complete cure."

JAMES L. NAUSS.

GIN PILLS will always relieve Lame Back, Sciatica in Back and Legs, Rheumatism, Burning and Scalding Urine, Painful Urination, Weak or Strained Kidneys, and always prevent taking cold in the kidneys and bladder. Every box is sold with a positive guarantee to give prompt relief or money refunded. 50c. a box, 6 for \$2.50. Sample free. If you write National Drug and Chemical Co. of Canada, Limited, Toronto.

the discovery of the "Gunpowder Plot" or "Guy Fawkes' Night," as it is commonly called. Reference to the fact was made by one of the speakers, Mr. Essery, but in all of the speeches the problems facing the Orange order in Canada today were the chief subjects of discussion.

The secular press of Canada came in for severe condemnation from Mr. Fish, who was the chief speaker of the evening.

He charged that Rome controls the press of Canada, and that editors all over the country are being directed in the policy of their papers by the Church of Rome.

Wants an Orange Newspaper.
He also criticized severely the papers of this city because their news columns contained too many articles dealing with happenings in Roman Catholic circles. He alleged unfair treatment of the Protestant churches in the matter, and urged his hearers, if they did not get justice, to start another newspaper, controlled by Orange capital, that will not be afraid to tell the truth.

He touched upon the bilingual school question in Ontario, and the promise of Sir James Whitney that there should be no French taught after five years. "He has promised to put his foot down so hard on it that the print of it will be seen for many days," he said. "If he betrays us, I'll vote against him. I'll go from one end of the country to the other, and take the stump against him, but unless he is an awful perverter and hypocrite, he will put this matter so squarely to rest that there will be no disputing the facts. The pledge of the Premier is that there shall be no bilingualism in the schools of Ontario after five years."

Challenge Not Made.
It was freely predicted during the early part of the week that Mr. Fish would challenge Sir James Whitney to a contest in person the ridings of East Middlesex at the coming by-election, but nothing of the kind developed during his remarks.

The bilingual school question was the principal question dealt with by Mr. Essery. He scored Sir James Whitney and the Ontario Government for the manner in which they had handled the matter as it applied to Ontario. He brought the attention of his hearers to the agreement made by the Government in 1912, that French would cease to be taught in any of the public schools of

Ontario after July, 1-13, except in the first grades.

Threat Bore Fruit.
When this was announced, those interested in having the use of the French language continued in the schools went, he declared, "to the ministry, not that they had elected, but that we elected, and threatened them, with the result that another set of regulations were issued, dated August, 1913."

"I want to know where Sir James and his Government is tonight on the question," declared the speaker. "His claim to be standing on the agreement of 1911, I say that is not true, and I have the proofs here." He exhibited copies of the two sets of regulations.

"Under these last regulations," he continued, "they have crawled under the barn. I want to tell the Ontario Government that we want no favors from them. We placed them in power, and without us Sir James Whitney would never have been heard of as Premier. We want no favors, but we want them to obey the oath of office which they have taken. Some men are wearing clothes that are of two different colors at the present time because they didn't keep their oath, and if one class of perjurers is in the penitentiary, why should not all be?"

Dumb as a Cigar Sign.
Mr. Essery compared the Government's action in regard to the two sets of regulations to that of a lawyer deliberately stroking out one or more clauses in a deed of land and adding several of his own making and then assuring his client that the deed was just the same.

Mr. Whitney himself has said nothing about the two sets of regulations. He has been as dumb as a cigar sign, but others

**WOULD COUGH SO HARD
Would Turn Black
In The Face.**

A cough cold is one of the most dangerous kind. It leaves the throat or lungs, and sometimes both, affected if not taken care of immediately.

Obstinate coughs and colds yield to the grateful soothing action of Dr. Wood's Norway Pine Syrup, containing as it does all the lung healing virtues of the Norway pine tree.

Mrs. C. J. Selig, Dartmouth, N.S., writes: "My little boy, six years old, had a dreadful, hard cough. At night time he would cough so hard he would turn black in the face, and at times he would cough nearly an hour before he would stop. I tried different cough syrups, but they did him no good. The little fellow was wasting away, as he could not eat or sleep, the cough troubled him so. I got a bottle of Dr. Wood's Norway Pine Syrup, and it did him so much good I got another. Now I am only too glad to be able to write this to tell how thankful I am, and to tell every mother to use nothing else."

Price, 25 and 50 cents.

Be sure you get "Dr. Wood's" when you ask for it. See the trade mark; the three pine trees.

Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

...and have been paying to the pen-
...They mean the same thing," he con-
...I want to tell them," he said.
...that no government can play ducks and
...drakes with the public school system of
...Ontario and thereby endanger the edu-
...cation of the children of the Province.
...If we allow them to combine against
...us, as they are doing, he said in con-
...clusion, speaking of the various inter-
...ests which are alleged to be trying to
...force the continuance of the use of
...French, "they will drive both the public
...school system and us out of Ontario in
...the next 50 years."

Fair Play for All.
Mr. Essery included in his remarks
some observations as to what the Orange
Order stood for. His motto was for Irish
and religious liberty, and fair play for
white, black and red, so long as they
remained in the country and obeyed its
laws.

Mr. Riddiford, in his brief remarks,
gave the only distinct pronouncement of
the evening upon the Ulster question. "I
am convinced," he said, "that in the
final analysis, home rule for Ireland
means Rome rule. If it becomes neces-
sary for us to go over to Ulster, let us
do it." He modeled his address upon the
businessman's motto: "Smile, plod, stick,
fight, win," and when everything else
had been tried, if necessary, to fight.
"Fight!" he exclaimed, "and if needs be,
by Ulster's side we'll fight, win—and
we'll do it."

BURIED AT WING HAM

John Elder Was I. O. O. F. Member
For Fifty Years.

[Special to The Advertiser.]
Wingham, Nov. 6.—The funeral took
place to Wingham Cemetery today un-
der the auspices of the I. O. O. F. of
John Elder, aged 73, who died on Sun-
day. He had been a member of the lodge
for 50 years. Besides his wife, he
leaves one son, J. C., of Tacoma,
Washington, and one daughter, Mrs.
Charles McLaughlin, of Chatham, He

Sir Wilfrid's Reply to South Bruce Congratulations

[Special to The Advertiser.]
Walkerton, Nov. 6.—The following message sent Sir Wilfrid Laurier:

South Bruce presents its compliments, and sends you R. E. Trux to help you in the fight for Canadian autonomy and to build up a strong Canadian nationality within the British Empire.

(Signed) J. G. MURDOCK, South Bruce Liberal Association.
Brought a reply as follows:

Accept my thanks for your message, giving to me the news of the victory in South Bruce. As leader of the Liberal party, I owe you a personal debt of gratitude, and also all our friends in the riding. Ac-
cept for you and for them the expression of my most sincere thanks.
WILFRID LAURIER.

BELMONT WOMEN UNCONSCIOUS FROM EFFECTS OF COAL GAS

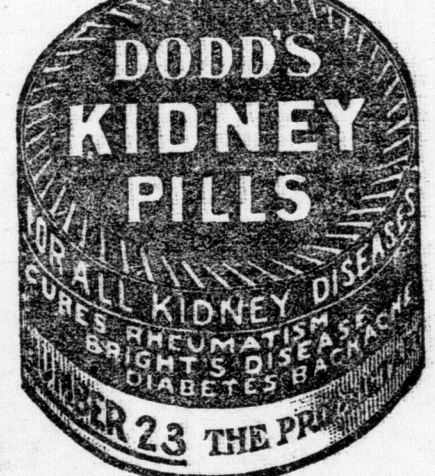
Mrs. James Brier and Daughter Would Have Been Dead in a Few Moments More—Husband Came Home Just in Time To Save Them.

[Special to The Advertiser.]
Belmont, Nov. 6.—Mrs. James Brier and her daughter Grace had a remark-
ably close call from being asphyxiated yesterday at their home here. A coal stove which they had put up the day before was not tight, and during the night such quantities of coal gas es-
caped that when Mr. Brier, who works all night in the milk factory, came home he found both women uncon-
scious. Mr. Brier and his son, owing to the quantity of gas in the house, had great difficulty in making their way into the rooms where the women were asleep and rescuing them. Dr. Beattie was called, but it was some hours before the victims were revived and out of danger. Had the women been left in the fumes half an hour longer they would have been dead.

BELIEVE WAR VETERAN WAS FOULY MURDERED
Considerable Amount of Money John. C. Byer Had Can-
not Be Found.

[Canadian Press.]
Watertown, N. Y., Nov. 6.—County officials are today investigating what they believe to be the murder of John C. Byer, a veteran of the civil war, aged 70, whose badly-decomposed body was found in his house about three miles from Cape Vincent on Lake Ontario. He had been dead about a month, according to the coroner, and a considerable sum of money he is supposed to have had on his person is gone. He had a wound either from a bullet or knife in his neck, and the door of his house was locked from the inside. A padlock was found on the door, showing deposits, were found on his person, and he is supposed to have had about \$150 in cash. The discovery of his body was made after a neighbor had detected the odor of decomposed flesh coming from his house.

WATCHING FOR MOORE.
[Special to The Advertiser.]
Sarnia, Nov. 6.—The police are keeping their eyes open for the mur-
derer, Moore, who escaped from the asylum for the criminally insane at Hamilton some time ago. It is pos-
sible that the man may show up around this district, and a sharp lookout will be kept for him.



HOW THIN PEOPLE CAN PUT ON FLESH

A NEW DISCOVERY.

Thin men and women—that big, hearty, filling dinner you ate last night. What became of all the fat-producing nourish-
ment it contained? You haven't gained in weight one ounce. That food passed through an open grate. The material was there, but your food doesn't work hard enough to get enough nourishment from your meals to pay for the cost of cook-
ing. This is true of thin folks the world over. Your nutritive organs, your func-
tions of assimilation, are sadly out of gear and need reconstruction.

Cut out the foolish foods and tummy
rub-ons. Cut out everything but the
meats you are eating now, and eat after
every one of those single Sargol tablets.
In two weeks note the difference. Five
to eight good solid pounds of healthy
"stay-there" fat should be the net re-
sult. Sargol charges your weak, stag-
nant blood with millions of fresh, new
red blood corpuscles—gives the blood the
carrying power to deliver every ounce of
fat-making material in your food to every
part of your body. Sargol, too, mixes
with your food and prepares it for the
blood in easily assimilated form. Thin
people gain all the way from 10 to 25
pounds a month while taking Sargol, and
the new flesh stays put. Sargol tablets
are a scientific combination of six of the
best flesh-producing elements known to
chemistry. They come 40 tablets to a
package, are pleasant, harmless and in-
expensive, and all druggists, sell them
subject to an absolute guarantee of
weight increase or money back.—Advt.

THE "NEW REFLEX" INVERTED LIGHT CUTS DOWN YOUR GAS BILLS

The "NEW REFLEX" Gas Light gives FOUR TIMES as much light as an open flame burner, and uses about half as much gas, or expressed otherwise, the same amount of gas will give eight times as much light burned in a Reflex as it would with an open flame burner. We are recom-
mending a lamp which uses little gas, because we believe it will increase our business.

We believe it will cultivate a desire for BETTER light, and for MORE light.

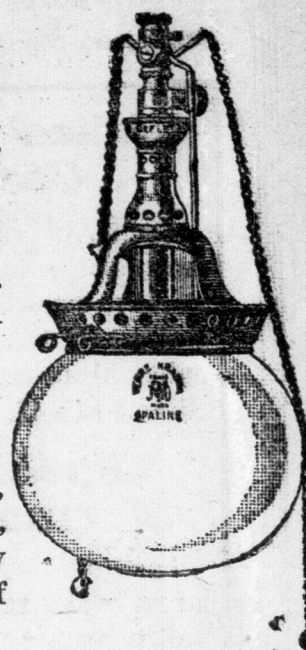
We believe that since this light is on the market people will use gas for lighting who are not using it now.

A SELF-LIGHTING attachment is included. No matches are needed.

THIS IS OUR OFFER TO YOU

We will send a man to show you one of the "New Reflex" Inverted Lights. If it looks good to you, he will put up the lamp. You may then pay 75 cents with your gas bills for three months, making \$2.25, the price of the lamp.

We also guarantee to replace, free of charge, any Mantle, Chimney or Globe which may break within three months of date of sale.



City Gas Company

"A Satisfied Customer Is Our Best Advertisement."

THE VERDICT



It does not follow, of course, that our clothing is best simply because we say it is, but because women, who wear it for the reason that it is best, say so.

A word, while we make the clothes, their enviable reputation is made by the wearers of them, and we do our best to maintain that reputation. If you have yet to learn that a perfect-fitting suit, coat or dress may be had ready to wear at a great saving in money, there is no time like the present to prove it.

Coats

A specially ordered line of the new curl cloths and plushes on display at special prices. Tweed and Chinchilla Coats in abundance. Prices from... \$7.45 up

Suits

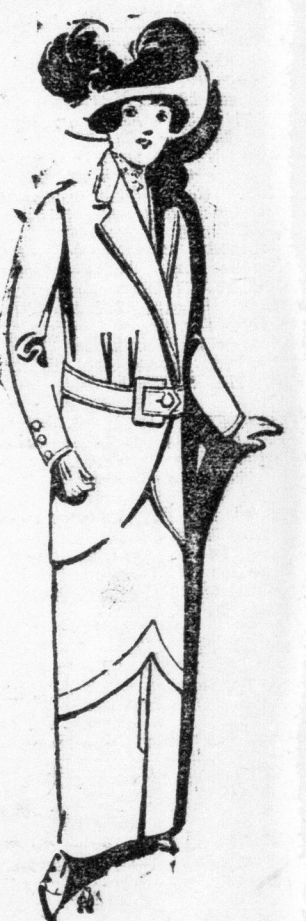
Every Suit in stock doomed to vacate immediately if prices mean anything. Special—Guaranteed \$18.00 Suits for... \$7.45 Other values in Suits from... \$12.95 upwards

Dresses

It is a regrettable fact that we have not space to show these Dresses to better advantage, for never has a prettier collection of styles and colors been shown. A call to our Dress Department will pay you if you are wanting anything in Dresses. Prices from... \$3.95 up

Children's Coats

A variety of colors and styles, in sizes 6 to 14, and prices from... \$3.45 up
SILK BLOUSES AND KIMONOS at special prices for this clearing sale of fall and winter stock.



THE METROPOLITAN SUIT & SKIRT MFG. Co.

232 DUNDAS STREET.

Ask Us About This FREE Toilet Paper Fixture

EDDY'S "ONLIWON"—the fixture of the future. It has no moveable parts, yet delivers units of two sheets—only—as needed. Clean, compact, economical.

We give it FREE to introduce. Write for booklet and special offer.

The E. B. EDDY CO., Ltd.

Here since 1851.

HULL - CANADA