

Twelve Years Horrible Torture

Ontario Lady Suffered Tortures for 12 Years With Burning Eczema. "Fruit-a-tives" and "Sootha-Salva" Completely Cured Her.



MISS LAURA E. MATTICE.

NEWINGTON, ONT., Jan 21st, 1913.

"I was a dreadful sufferer from that awful complaint Eczema, or Salt Rheum, and this trouble bothered me for about 12 years. My hands and arms were chiefly attacked, and the pain and irritation were terrible. I consulted several doctors and tried every remedy I heard of, but nothing did me any good. Last June, when in Ottawa, a friend asked me to try 'Sootha-Salva' Ointment and to take 'Fruit-a-tives' at the same time. I had little hopes that this would be any better than the other remedies, but after I had taken two boxes of 'Fruit-a-tives' and used one box of 'Sootha-Salva,' I was entirely cured and all the irritation and annoyance left me. My hands have been ever since perfectly free from the Salt Rheum, and I have had no return of the disease. I look upon the cure as wonderful, inasmuch as no physician was able to cure me, and I had tried every remedy that I had been told about, yet without the slightest benefit, until I used 'Sootha-Salva' Ointment and 'Fruit-a-tives.' 'Fruit-a-tives' cooled the blood, and practically relieved the disease and the Ointment completed the cure.

I cannot sufficiently thank the proprietors of these medicines for my relief and I make this statement with the hope that some sufferers from Chronic Eczema or Salt Rheum, will read my testimony and try this wonderful ointment and 'Fruit-a-tives' and get well. No one can estimate the torture of this terrible disease who has not suffered from it, and I want the good news, that a remedy has been found, to be known everywhere.

(MISS) LAURA E. MATTICE.

"Fruit-a-tives" and "Sootha-Salva" will cure any case of Eczema, no matter how severe or how long you have suffered. Eczema is caused by impure blood, chronic indigestion, constipation and nervousness, but there is usually a tiny parasite or germ which attacks the skin and causes the burning and itching. "Fruit-a-tives" removes all impurities from the blood, tones up the stomach, improves digestion, and regulates the bowels. "Sootha-Salva" kills the germs of Eczema, allays the burning and inflammation, and stops the intense itching. If you are suffering with Eczema, no matter what you have tried for it, take the advice of Miss Mattice and use the wonderful combination of "Fruit-a-tives" and "Sootha-Salva."

"Fruit-a-tives" is sold by all dealers at 50c a box, 6 for \$2.50, trial size, 25c. "Sootha-Salva" is 50c box. Sent on receipt of price by Fruit-a-tives, Limited, Ottawa.

INSURANCE CONVENTION PROVED GREAT SUCCESS

London Delegates Back From the Annual Gathering at the Capital.

Messrs. E. E. Reid, Vivian Reeve and Captain Manley returned to the city yesterday evening after spending a week in Ottawa attending the Underwriters' convention. There were nearly three hundred delegates in attendance, and amongst the speakers were Hon. R. L. Borden, Sir Wilfrid Laurier and Mr. Rudolph Lemieux, and many of the leading insurance men of the United States. It is expected as a result of the deliberations that the Government will approve of a proposed act to permit only licensed agents, properly qualified, to solicit life insurance, and that the companies now operating within the Dominion will inaugurate a pension scheme for those who have

served them for a certain period. The London delegates are loud in their praise of the excellent arrangements made for their comfort by the Ottawa committee, and pronounce the convention to be the greatest success in the history of the Life Underwriters' Association. The results from a social as well as from a business aspect could not have been surpassed. The banquet at the Chateau Laurier was one of the most brilliant functions ever seen at the capital.

LIVE STOCK DEMONSTRATION.

A unique and entirely new feature will be found at the Canadian National Exhibition, this year, which every farmer visiting the show should be sure and see. Considerable divergence of opinion exists among farmers as to what method of handling and feeding brings the most money out of live stock. The leading beef and pork packers, in a tent erected specially for the purpose, will demonstrate the various classes of live stock and their values, in a way that will be interesting to everyone. For this purpose a large amount will be spent in buying a sufficient number of cattle, sheep and swine on the market just as they are sent from the country. Every farmer who can should see the result of his work.

KEEP MINARD'S LINIMENT IN THE HOUSE.

ADVERTISING THE CITY

By Industrial Commissioner Phillip.

The man who first said, "Good wine needs no bush," has been dead for a long time, and this time-worn saying—for present-day use—is as dead as himself. "It pays to advertise" is the modern rendering of the old adage, and experience proves the truth of this new motto of the businessman. This, like many another ancient saw and superstition has passed away. New times bring new methods. The bush hangs over every wine shop door, and mine host takes no chance of having his house passed by because the wayfarer cannot tell whether he sells drink or drygoods, or anything at all. The live businessman gets into the bright light of public notice and keeps as near the centre of illumination as his money will permit. The more he is seen, the better his trade; the better his trade, the more he is seen.

Advertising a Creator.

We are learning today that advertising when properly directed and intelligently persisted in, is a force greater than any other single force in the world of commerce today. Advertising not only builds up industries to giant proportions, not only builds up towns to cities, but can create cities, can create a country. Western Canada is an example of what advertising can do. In 1896 the Minister of the Interior planned and executed an advertising campaign for Western Canada, which put millions of people there and untold millions of dollars.

In 1911 the Dominion Government expended \$1,500,000 on advertising, and the advertising appropriation of provincial governments exceeded \$500,000 the same year. The three big railways expended \$600,000, and Canadian towns, \$2,500,000—all on advertising Canada. During the last fiscal year immense sums were spent by the cities of Manitoba, Saskatchewan and Alberta in advertising their opportunities. A list has been compiled by the industrial commissioner showing the advertising appropriations of 35 western cities and towns. These figures with their respective populations were secured from the local authorities in each case, whose original reports are filed at the commissioner's office.

For the purposes of comparison it should be stated that London's total publicity fund for the current year was \$2,500, which sum was appropriated by the city council for that purpose. This is the total amount used this year up to the present time, in advertising London, a city of approximately 55,000 inhabitants.

How To Raise Funds.

An analysis of the methods in which the publicity funds of western cities are raised shows that while the count in every case contributed largely to the fund, individual citizens and business firms helped very considerably, and boards of trade in many instances make substantial annual grants to the publicity department.

In the city of Prince Albert last year \$23,000 for advertising the city was raised by individual subscriptions. This sum the city council augmented by a \$10,000 grant.

In Winnipeg the city council annually appropriate \$25,000 to the industrial bureau, and last year individual membership subscriptions amounted to \$14,152. In addition to this, the inhabitants of the prairie metropolis raised large sums through the instrumentality of the industrial bureau for the erection of a free civic art gallery and a big convention hall. The cost of a population of perhaps 16,000 last year expended \$15,000 on advertising their advantages for men and money.

The little hamlet of Le Pas with a population of little over a thousand spent \$1,500 on publicity alone. Edmonton's publicity fund last year was \$23,000, while Athabasca Landing, a little frontier town of possibly 1,000 people, spent \$300 during the same period.

Other cities of Alberta, from which information has been received are Lethbridge, 12,000 inhabitants, with a publicity fund of \$14,000; McLeod, 2,700 population, \$5,000; Red Deer, 3,500, \$7,000, \$5,000 of which was contributed by individual citizens; Lacombe, 14,000, \$1,000; Calgary, 50,000, \$12,000; Hardisty, 550, \$600.

The cities and towns of the Province of Saskatchewan have during the past few years reaped substantial and lasting benefit through advertising. The growth of these cities and towns has been the talk of the civilized world, and the inhabitants of that province are thoroughly convinced that advertising pays. The city of Prince Albert has already been mentioned with an annual publicity fund of \$33,000. Next comes Regina with \$25,000; Moose Jaw with \$19,000; North Battleford \$12,650;

Lloydminster, with 800 people, last year spent \$12,250 on publicity; Melford, with 1,500 people, \$3,500, \$2,000 of which was contributed by individual citizens; Melville, with something like 3,000, spent \$6,000; Estevan, with a population of about the same size, \$5,000; Amrose, with approximately 2,000, spent \$4,000, \$2,500 of which was subscribed by individual citizens; Vegreville, 1,500 population, \$2,898; Weyburn, 5,000, \$5,000; Swift Current, with a population between 4,000 and 5,000, spent \$4,000, and Yorkton, with 4,500 people, \$350. It is possible that all of this money has not been wisely expended. Civic advertising has barely passed the pioneer stage, but it is now becoming possible to benefit by the experiences of the past and use only methods which have been found successful.

Tangible Results.

Tangible results of civic advertising can be found everywhere, or at least where publicity funds have been wisely expended. They are recorded in the undisputed figures of bank clearings, manufactured output, building permits, wholesale turnover, and population of cities named above. In ten years the annual output of Calgary's factories has increased 1,193 per cent, and that of Edmonton 1,743 per cent. Sixty-nine new factories were started in Western Canada last year, and purely industrial companies last year were granted charters of incorporation at Winnipeg, the total authorized capital of which amounted to \$19,427,000.

Western Canada and the Western United States each furnish magnificent examples of wonderful development due to advertising: Memphis (Tenn.), Dallas (Texas), Seattle, Vancouver, Winnipeg, Calgary, etc., are outstanding examples of the truth of the saying: "It pays to advertise."

The effort of cities to gain prestige, power and prosperity must primarily be credited to individual initiative. The complex character and scope of modern business life, however, has evolved a tendency to go beyond individual effort and bring into play the concerted force and influence of the many. A body, or an association of men, rather than one man, becomes the instrument for promotion and for guidance. Thus, every ambitious city, large or small, on the western part of the continent at least, has its organization of business or professional men, through which is expressed the hope, ambition and aspiration of its people.

Aims and Objects.

The aims and objects of such organizations are multifarious in general, they seek to advertise the city, town, or district, to the rest of the world, in the most attractive form that enthusiasm and regard for truth can produce. Divided into departments, the work of commerce, boards of trade, industrial bureaux—or whatever name or title the organization may take to itself—diverges into many channels. With public spirit and patriotic endeavor to make the home city or town as good as, or better than, the advertisements of its good qualities to the world make, in this way splendid work is done. Heavy interest is shown in the art of laying out the town or new suburbs in the best way for present and future growth; civic improvements are watched to see that they conform to the high ideals of modern city building; distinguished visitors are received with the ceremony due to their station in life; conventions are sought after, and when secured find themselves objects of care and attention on the part of the city organization. Work of this kind has the effect of raising the communities to heights of civic pride and thereby fostering civic development. Their efforts and enthusiasm help the public financial, commercial and industrial interests. The organized community has a welcome for all; has homes to offer; prosperity to set before the eyes; its facts are constructed of stone, brick and mortar, and its promises backed by substantial figures of progress. Its greatest asset, however, in securing enterprise from outside sources is none of these things, but rests with the citizens themselves. The visitor is impressed most by their enthusiasm or the lack of it. After all its city and its people believe in it, what should he?

A community which seeks to become well and widely known must join hands among its members and make a long pull, a strong pull, and a pull all together. Money must be raised, but that is not enough. Plans must be laid, but it will not do to stop at planning. Work must be done, but that is not all. Enthusiasm is necessary, faith in the city and its future. Given an organization such as described, with the necessary enthusiasm and faith, civic development and progress follow as a natural sequence; a logical conclusion.

ANOTHER "HOUSE" JOURNAL.

Many Canadian concerns are now publishing house journals devoted to the interest of their factories. A copy of the "Goodyear No-Kim-Cut News" for the month of August has been received, and it contains most valuable and interesting reading matter for all agents and others engaged in the automobile industry. The August number is the second issue, and besides the reading articles, it contains a number of excellent illustrations. The branch of the Goodyear firm located in London is doing a good trade, and the following article which is clipped from the recent issue will interest a number of friends of Mr. Cahill: "His smile is contagious. When he was working at head office every person liked him. When he was sent to London branch two or three months ago as manager some of us said: 'He's a little young, perhaps, but—' Others said: 'The kid will make good.' We all hoped he would. He headed the list of our 100 per cent men last month and that's pretty good evidence that 'Jack' has made good. J. J. Cahill is the typical, anxious-to-serve Goodyear man, and among Western Ontario dealers he's just as popular as we are proud of him."

KINDREE---WHITE

Pretty Blenheim Girl Becomes Bride of Flesherston Man.

[Special to The Advertiser.] Blenheim, Aug. 22.—A pretty and quiet wedding took place yesterday at 10 o'clock at the home of Mr. and Mrs. James Kindree, when their daughter, Bird Mae, was married to Harry S. White, of Flesherston. The ceremony was performed by Rev. G. W. Dewey, in the presence of the members of the family and a few of the bride's friends. After the ceremony the happy couple

left by auto for Chatham, and from there will go for a couple of weeks to Muskoka. Many beautiful gifts were received, including several from the different departments of the local Methodist Church, in which the bride was a faithful worker.

WILL SAY FAREWELL TO MISS BERTHA HODGE

London Girl To Be Designated as Missionary to China on Monday Evening.

A public meeting of great interest and impressiveness will be held in the First Presbyterian Church on Monday evening, when Miss Bertha Hodge, daughter of Mrs. Hodge, Wolfe street, and the late Dr. Hodge, will be designated as a missionary to China.

The service will open at 8 o'clock. Rev. W. M. Martin, moderator of the session of the First Church, will preside. Dr. Ross, a member of the foreign mission board, will ask the questions, offer the designation prayer, and address the missionary, and Rev. J. McP. Scott, B. D., of Toronto, will address the congregation. Mrs. McCrae, of the Hamilton Road Presbyterian Church, and president of the Woman's Society of the Presbytery of London, will represent the general society of Canada, and will present Miss Hodge with a Bible. A large number of presentations will be made on behalf of the congregation of the First Church, the W. F. M. S. of the presbytery, and other women's local societies. The whole unique service will close with the observance of the Communion of the Sacrament of the Lord's Supper.

Miss Hodge will leave for China the first week of September in company with a large missionary party. A great host of friends of Miss Hodge and her family will follow with best wishes for success in her new field of labor.

NEIGHBORHOOD CHARACTERS.

[Atchison Globe.] Every neighborhood has some woman who is recognized as the Information Bureau and Official News Agency.

BABY'S GREAT DANGER DURING HOT WEATHER

More little ones die during hot weather than at any other time of the year. Diarrhoea, dysentery, cholera infantum and stomach disorders come without warning, and when a medicine is not at hand to give promptly the short delay too frequently means that the child has passed beyond aid. Baby's Own Tablets should always be kept in the home where there are young children. An occasional dose of the Tablets will prevent stomach and bowel troubles, or if the trouble comes suddenly the prompt use of the Tablets will cure the baby. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

FALLING HAIR

Dandruff and Itching Scalp Are Caused by Microbes.

There is no doubt about it. Doctor Sangerbond proved it when he infected a guinea pig with dandruff germs and all its hair disappeared in a short time. The entire medical world has accepted Dr. Sangerbond's discovery as final. Ask any worthy physician.

Paris leads the world in knowledge of diseases of the hair and remedies for the same. Parisian Sage which can now be obtained at leading druggists all over Canada is the one great remedy that kills the dandruff germs. That is why all druggists say to every reader of The Advertiser, if Parisian Sage does not banish dandruff, stop falling hair or itching scalp in two weeks they will refund the purchase price.

Dandruff is the forerunner of baldness. Take care of your hair while you have hair to take care of. Kill the dandruff germs now before the dandruff germs kill your hair.

Use Parisian Sage, the guaranteed dandruff cure and delightful hair dressing. It is used extensively by ladies of refinement because it keeps the scalp absolutely clean and gives a bewitching lustre to the hair. Comes in large 50-cent bottles at all druggists and leading druggists everywhere. Girl with the Auburn Hair on every package. Made in Canada by the R. T. Booth Co., Limited, Fort Erie, Ontario. Mail orders filled, all charges prepaid.

IF CONSTIPATED OR BILIOUS—"CASCARETS"

Headache, Sour Stomach, Biliousness and Bad Taste Gone By Morning.

Furred Tongue, Bad Taste, Indigestion, Sallow Skin and Miserable Headaches come from a torpid liver and clogged bowels which cause your stomach to become filled with undigested food, which sours and ferments like garbage in a swill barrel. That's the first step to untold misery—indigestion, foul gases, bad breath, yellow skin, mental fears, everything that is horrible and nauseating. A Cascaret tonight will give your constipated bowels a thorough cleansing and straighten you out by morning. They work while you sleep—a 10-cent box from your druggist will keep you feeling good for months. Millions of men and women take a Cascaret now and then to keep their stomach, liver and bowels regulated, and never know a miserable moment. Don't forget the children—their little insides need a good, gentle cleansing, too.

When you have tried the rest, then buy the best.

THE IDEAL ELECTRIC IRON

MADE IN LONDON BY The Ideal Electric Mfg., Co.

THE WESTERN FAIR

September 5th to 13th, 1913

LONDON'S POPULAR EXHIBITION.

Prize List Increased This Year by \$2,000.00.

\$27,000.00 In Prizes and Attractions

Entries Close Sept. 4. Dog Show Entries Close Sept. 2. Make your entry now.

Great Program Twice Daily

The Cora Youngblood Musical Artists, eleven young ladies in three different acts. Harry Ryan's Clowns in two funny acts. Staine's Comedy Circus; amusement for everybody. Ben Ali's Arabs, ten people. The French Acrobats. The five Marions in their flying trapeze act. The Seventh Field Company Civil Engineers and many others.

SEVEN BANDS ENGAGED. FIREWORKS EVERY NIGHT

Bring your friends to London during exhibition week. Single fare over all railroads. Special excursions. All information from the secretary.

W. J. REID, President.

A. M. HUNT, Secretary.

What a Savings Account is

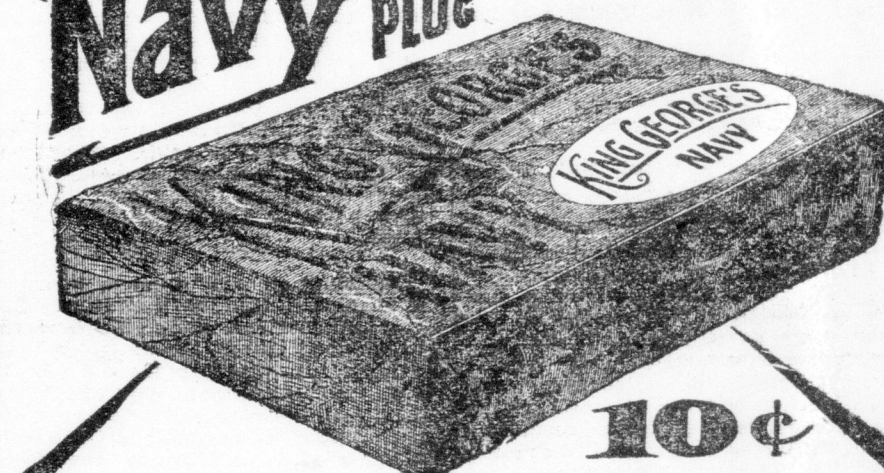
A savings account is the best and truest friend on earth. It asks no whys and wherefores, but returns your dollars with interest when required most. It tides over trouble and makes advancement possible when no other friend can. The growth of a savings account depends largely on the interest paid. Our depositors receive 3½ per cent. compound interest.

The Ontario Loan and Debenture Co'y

A. M. Smart, Manager.

COR. DUNDAS ST. and MARKET LANE, LONDON, CANADA.

King George's Navy Plug



KING GEORGE'S NAVY PLUG CHEWING TOBACCO

IS IN A CLASS BY ITSELF!

It surpasses all others in quality and flavour because the process by which it is made differs from others.—It is deliciously sweet and non-irritating.

SOLD EVERYWHERE: 10c A PLUG

ROCK CITY TOBACCO Co., Manufacturers, QUEBEC

Introducing a New EDDY Feature

"ONLIWON" Cabinet with EDDY'S Toilet Paper

Overcomes litter and waste. Delivers units of two sheets as needed. No moving parts—cannot get

out of order. Finished in beautiful nickel plate. Compact—economical.

SPECIAL OFFER: Sixteen thousand sheets, EDDY'S best quality chemically purified Toilet Paper, with "ONLIWON" fixture (as above), express prepaid to any point reached by railway, east of Sudbury \$2.50

Remit to the E. B. EDDY CO., LTD., Hull, Canada, or our nearest branch or agency.

Bargains in Hair Goods

During alterations to our store we will offer exceptional values.

Every Switch, Toupee and article in stock greatly reduced in price. Come early for best bargains.

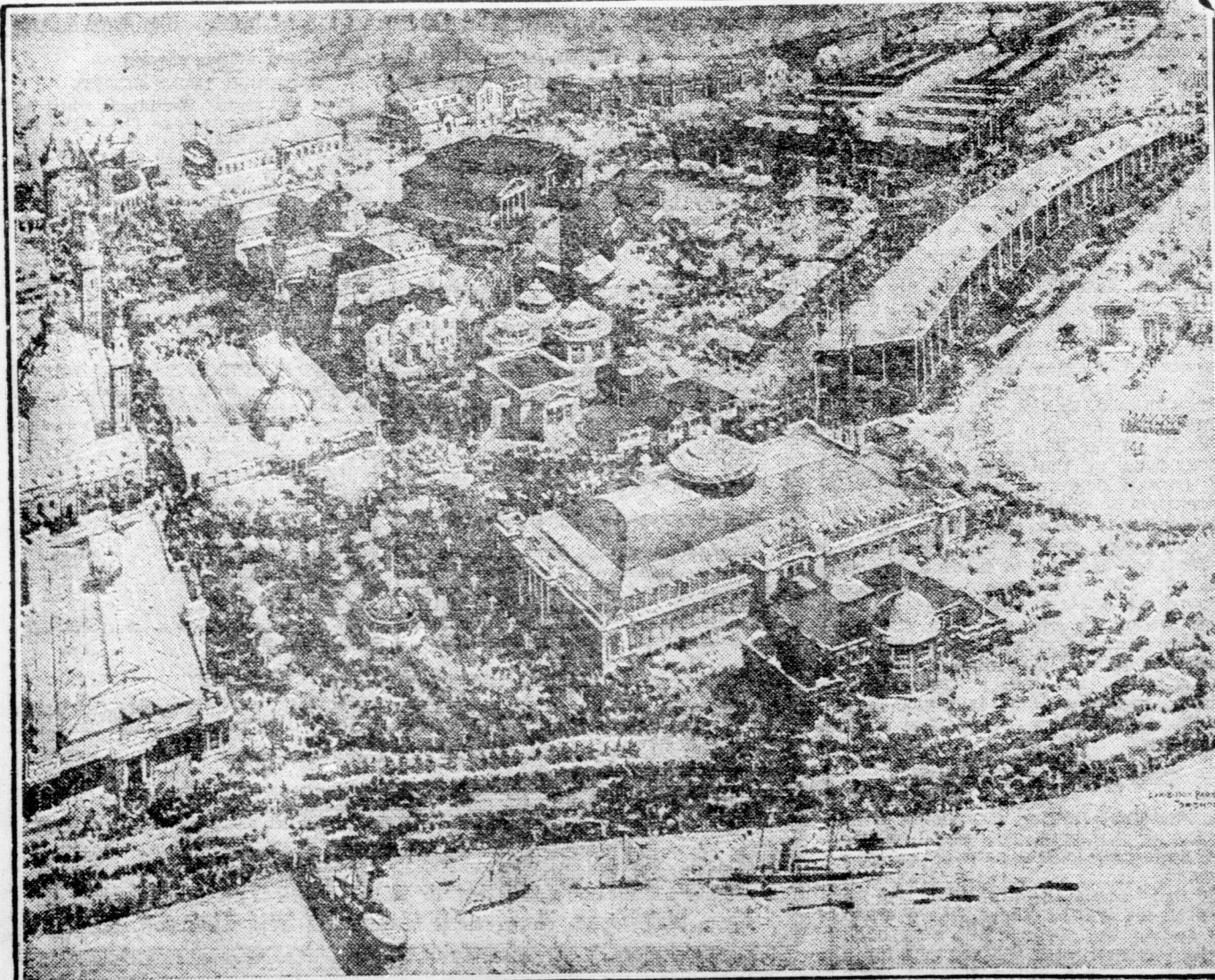
We sell by mail.

PROF. MICHEEL

221 DUNDAS STREET.

PHONE 2336.

"THE REAL HAIR STORE."



Birdseye view of the grounds of the Canadian National Exhibition Toronto. Fair will be held from Aug. 23 to Sept. 8.