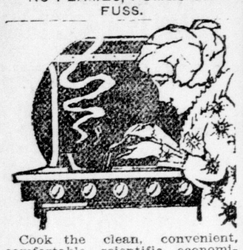
NO FLAMES, FUMES OR FUSS.



Cook the clean, convenient, comfortable, scientific, economical, electrical way. Get one of our special

"HYDRO" Electric Ranges $65 Installed.

PHONE 3180.

The Hydro Shop

SUMMER DECORATING

Have your home redecorated during the summer months while the family is away holidaying. We assume all responsibility.

O. B. Graves, Ltd.

NOW IS THE TIME TO BUY STRAWBERRIES For Preserving

We receive them fresh every day.

WILLIS & CO.

565 Richmond Street. Phone 3279.

zx

READING

Often proves to you the imperfections of your sight. When it becomes necessary to hold the book nearer or further away from the eyes, depend upon it something is wrong. When letters "run one into another," or the eyes ache, when fatigue follows reading, the condition of the eyes should be investigated. This is advisable, not only that your capability for reading may remain good, but also because straining eyes are a direct tax upon the health. We have an equipment which, together with our experience, enables us to determine exactly the state and needs of your eyes. Our methods are scientific and accurate.

Brown Optical Co.

SPECIALISTS.

223 Dundas Street. Phone 1877.

Stove and Egg, $7.00 a ton.

Nut, $7.10 a ton.

Large Pea Coal. $6.00 a ton.

CONNELL COAL COMPANY.

PHONE 770 AND 1096.

DEVELOPING and PRINTING

Any size roll developed and printed for 25 cents. One-day service. Expert work.

Taylor's 6 Cut Rate Drug Stores

z

HOLIDAY NECESSITIES

A few of the necessary articles that you will need when on your vacation.

A FOUNTAIN PEN
A DRINKING CUP
A WATCH
AN UMBRELLA
A KNIFE
A CLOCK

Small Traveling Cases, fitted with ivory, ebony and pearl-handled toilet articles.

C. H. Ward & Co.

Diamond Merchants and Jewelers.

386 RICHMOND ST. Phone 1084.

TOWNSHIP PATRIOTIC SOCIETY INACTIVE

Only Women Working While Council Supplies Material.

At a meeting of London Township council a letter was read from A. H. Abbott of Toronto, calling attention to the formation of the principal resources committee, to assist in all forms of patriotic endeavor. It stated that the province had not yet supplied all the volunteers asked and asked for the names of those at the head of the local patriotic societies. The clerk was instructed to reply that A. B. Powell is the chairman of London Township Patriotic Society, but that the society is at present inactive, excepting that the women of the township have formed local circles and are sewing and knitting for the Red Cross, the expenses of the materials used being paid by the township council from the township's general funds.

A WONDERFUL SPOT.

Algonquin Park is a wonderful spot in which to renew the energies of a tired body or wearied spirit. Its tonic air filters through millions of acres of pine, balsam and spruce. The days are unusually long, with warm, balmy sunshine and cool evenings. Two thousand feet above the sea, the air is pure and bracing. Good fishing, excellent hotel accommodation, canoeing, boating, bathing and tennis. Easy of access by Grand Trunk, 285 miles west of Montreal, 189 miles west of Ottawa, and 205 miles north of Toronto. Write for handsomely illustrated free literature to R. E. Ruse, C. P. and T. A., London, of C. E. Horning, D. P. A., Toronto, Ont. b

QUALITY STORE

FOR FRESH FRUIT FRESH VEGETABLES

Store Will Close Wednesday at 1 p.m.

Harry Ranahan

615 Richmond St. Phone 1024-3323.

zxy

LAWSON & JONES PICNIC A SUCCESS

Bert Orr's Home Run Features Ball Game.

[Special to The Advertiser.]

PORT STANLEY, July 9.—The 34th annual picnic of the employees of the Lawson & Jones Lithographing Company was held here Saturday. To the number of 200 they came on a special car from London at 9:20 a.m.

The picnic was held on the new amusement park, Fraser Heights. Baseball occupied the morning program. The teams picked from the gentlemen were headed by Captains Clarke and Myers. A score of ten was piled up by "Barney" Clarke's team, while the Myers players were only able to secure two runs.

A home-run hit slashed out by Bert Orr provided the feature of the game. The many errors of Captain Rus Myers kept the spectators in good humor. George Bonney, as umpire, was made the "goat" of spicy remarks from all quarters. Dinner was served in the dining-hall on the hill.

The afternoon was occupied by the general routine of sports. The most interesting and amusing of all was the balloon race for young ladies. Toy balloons were provided for each. The contestants were directed to hit the balloons through the air to a certain line. The wind blew from the direction in which the balloon was directed. The harder the girls struck the further the wind would carry the balloon out of the course. Misses Hicks, Ford, Needham and Snyder managed to conquer in the order named.

"Dressing Peggy" was a novelty. A clothes-pin was furnished to each girl with a quantity of tissue paper and a needle and thread. Prizes were given for the best dressed doll. The winner, Miss Ida Warner, designed a hoop skirt creation. Mrs. Powell came a close second with a "Red Cross Nurse." Misses Dyson and Parry won third and fourth prizes.

Winners for the other events were as follows:

Boys' race, 6 years and under—L. Wood, W. Atkinson, W. Needham, H. Barlow.

Boys, 12 years and under—H. Bending, H. Dyson, F. James, W. Atkinson.

Girls, 12 years and under—E. Housen, E. Hodgins, M. Rowe, O. Merritt.

Single men—A. Gillies, E. Wegg, J. Ferris, B. Clancy.

Single ladies—M. Dyson, N. Wadsworth, M. Dodds, J. Osborne.

Finding partner—H. Corpe and B. Clarke, R. Pring and H. Ferris.

Sing-Sing race (lock step)—J. Ferris and A. Myers, N. Lockhard and B. Clarke.

Married men—R. Myers, G. Bonney, W. McKenzie, H. Dyson.

Wheelbarrow race—H. Ball and H. Corpe, B. Orr and P. Simpson, J. Clancy and N. Wadsworth.

Three-Legged race—H. Ball and N. Lockard, A. Gillies and E. Wegg.

Marble golf—J. Osborne, M. McCreath, E. Parry, J. Needham.

Bun struggle—J. Rawling, E. Wigg, W. McKenzie, B. Orr.

Chum race—M. Dodds, G. Goodge, A. Hicks, P. Simpson.

Eating soda biscuit and whistling—H. Corpe, P. Simpson, J. Osborne, A. Hicks, A. Snyder.

Fat man's handicap—J. Hutchinson, W. Cowburn, H. Chalcraft, L. Proctor.

Married ladies—Mrs. Powell, Mrs. Housell, Mrs. Cornelius, Mrs. McKenzie.

Special prizes.

Committee race—Miss Donelly, E. Housen.

Largest man on the grounds—C. Rodgers.

Largest lady on the grounds—Miss S. Neil.

Married man with largest family on the grounds—Harry Dyson.

Married man with smallest family on the grounds—E. Powell, (recently married).

HOW WOMEN MAY HELP TO WIN THE GREAT WAR

Practical Problems To Be Discussed by Emergency Corps Tuesday Evening.

How women may help to win the war and how women may help to shorten the war are two subjects upon which valuable information will be given at the grand patriotic rally to be held in the Masonic Temple, Tuesday evening, July 11, at 8:15 o'clock, under the auspices of the Women's Emergency Corps of No. 1 Military District.

Owing to the interest in the Women's Emergency Corps movement, which has been aroused throughout Western Ontario, and the prominence of the speakers who have been secured, it is expected a number will come from outside points for the meeting. Those who are desirous of having a part in the big demonstration of patriotism are advised to be at the hall early and obtain places.

The speakers of the evening are Lieut.-Col. Mulloy, blind veteran of the South African war, a professor in the R. M. C., Kingston, and a brilliant speaker; Mrs. Willoughby Cummings of Toronto, one of Canada's most gifted women; and Miss Edith Neeling, whose experience as a nursing sister in England, has furnished her with much interesting information.

Good music will be a feature.

"At Everybody's Elbow"

Peters Soda Fountain

Corner of Dundas and Richmond Streets.

COOLEST DRINKS.
SMOOTHEST ICE CREAM.
GOOD COMPANY.
GOOD MUSIC.
EXCELLENT SERVICE.

Don't forget the place.

PETERS Shop 'Round the Corner

SAYS WOMEN MUST PROVIDE WORKERS FOR ALL INDUSTRIES

Will Have To Take Places of Enlisting Men.

ORGANIZING ALL ONTARIO

Provincial Committee on Resources Informs Emergency Corps of Its Aims.

A letter giving some idea of the plans of the Provincial Organization of Resources Committee has been received by the Women's Emergency Corps of No. 1 district from Prof. A. H. Abbott, who was appointed several months ago to take charge of recruiting in No. 2 military district.

Immediately after the formation some ten days ago in Toronto of a Provincial Organization of Resources Committee, a letter expressing entire sympathy with the movement was forwarded to Premier Hearst from the executive of the Women's Emergency Corps of No. 1 military district, and also assurance of the willingness of the corps to cooperate in any way possible.

In response to this letter, the following reply has been addressed to the acting corresponding secretary of the Women's Emergency Corps, Miss E. Norine Butler, by Prof. A. H. Abbott, who is in charge of recruiting for No. 2 military district:

Dear Madam,—The prime minister has handed me your favor of June 29, in which you express the sympathy of your corps with the work of this committee, and ask for any information we can give you.

Committees in All Municipalities.

We purpose to organize each municipality of the province as soon as possible and place in each a small representative committee, which shall at once be a medium through which we shall gather information and through which the plans of the committee will be worked out.

It is quite evident that before recruiting begins actively in the fall we shall have a better organization of the industrial forces of the province than at present, and that some scheme should be devised whereby recruiting will do as little damage as possible to our industries.

Not all the men which have been asked for have yet been given by the province, and if the war continues for another year or two, it is quite evident we shall have to give more men than those asked for at present.

The work of this committee will be, in the first instance, to attempt to secure the largest possible force for overseas with the least disruption of business.

Women Must Help.

As far as the work of the Women's Emergency Corps is concerned, it is clear that if a shortage of labor in our factories is to be made up help will have to come to a very considerable extent from the women of the province.

We are at present gathering information on this point. No one knows just how extensive the labor shortage is and how many women may be used to take the place of men. It is clear that without this information one cannot pronounce upon the number of women that could be used.

The committee greatly appreciates your letter and the thought which prompted the sending of it, and wishes to assure you that just as soon as we are in a position to do so we shall lay our plans before you. Yours truly,

ALBERT H. ABBOTT.

INQUEST INTO MOTOR FATALITY ON TONIGHT

Medical Evidence Will Be Given and Verdict Brought In.

The adjourned inquest into the death of Edward Pritchett, 34 Byron avenue, who died a week ago last Sunday in Victoria Hospital, from injuries alleged to have been received when he was struck by an automobile driven by Richard Atkinson, 2nd concession, Biddulph Township, will be held this evening in the police station. Coroner Dr. A. McLaren and Crown Attorney J. B. McKillop will conduct the investigation.

The evidence taken tonight will be of only a formal nature; Drs. W. J. Stevenson and C. S. Moore will give evidence as to the cause of Mr. Pritchett's death. The evidence will ten have all been taken and the jury will give its verdict.

Last Friday night all other witnesses summoned were examined. Sergt. Thos. Bolton, who arrested Atkinson and drove with him in his automobile to the police station swore that Atkinson was too drunk to drive the car. Sergt. Robt. Birrell and Detective Robert Egelton were in the station when Atkinson was brought in and both gave evidence that the prisoner was under the influence of liquor.

Atkinson is charged with criminal negligence at the present time, and is out on $4,000 bail, but the finding of the jury tonight may result in a more serious charge being preferred against him.

"DON'T GO IF YOU CAN'T TAKE JESUS"

This Is Message of Rev. Dr. Barber On Holiday Question.

"If you can't take Jesus on a holiday don't go," was the message Rev. Dr. Barber, M. A., of the Colborne Street Methodist Church, gave his congregation last evening. His text was, "Lo, I am with you always," and his subject, "A Good Vacation Companion."

"Tell me who you go with and where you go, and I will tell what you are," he said. "There are good vacations and bad vacations," he said. "Some people go to enjoy themselves, and other people live a good life all the rest of the year, but when on a holiday disgrace themselves.

"The most noted men of the world used their holiday time for good uses and turned out to be what they are. The best vacation companion is Jesus, and a holiday is not what it should be if He is not there."

TO ENGAGE LOCAL MAN

Commission Decides London Architect Shall Build Hydro Shop.

The utilities commission will engage a local architect to construct the new hydro shop. The commissioners are in favor of this, and a selection will be made shortly. In the meantime, General-Manager Buchanan will look up suitable temporary quarters for the commission.

The building will be built by day labor.

CHINESE AT HOME VASTLY DIFFERENT FROM THOSE HERE

A Missionary on Furlough Praises Their Physique.

HARD LIFE OF DOCTORS

Those in Mission Service Compelled To Be Nurse, Orderly and All Else as Well.

Rev. Neville Ward, a missionary who is home on furlough from China, preached in St. Paul's Cathedral Sunday morning, telling of the work being done in the diocese of Honan, the headquarters of the work of the M. S. C. S. in China.

Canadians, he declared, are in no position to form an estimate of the Chinese from the Chinamen they see here. The immigrants have come to Canada from Canton, and, in practically all cases belong to the lowest or coolie classes. The Chinaman of the inland provinces who does not emigrate is splendid both in physique and character. Tall, broad-shouldered and of fine appearance, he is the very opposite to the popular conception in this country of the man of his race.

Different phases of missionary effort were dwelt upon. Concerning medical missions, the preacher had this to say, "The life of the medical missionary in China is very different from the life of the doctor in Canada, who has his office hours and motors or drives out to see his patients. The medical missionary is nurse, orderly and everything else, as well. He ministers with his own hands to patients suffering with the most loathsome diseases. I have seen distinguished graduates not only of Toronto, but of Edinburgh and London, England, as well, tending the sick and suffering with the grace of even Christ himself."

Evangelistic work, he stated, involves going from place to place, teaching and preaching. Here, too, the missionary meets hardships, traveling in Chinese carts without springs, and frequently with wheels which are circular pieces of wood without even spokes.

In connection with the important branch of missionary work, the educational, Mr. Ward related his own experiences as head of a boys' college in the capital of Honan, Kai Feng, where he has had as his pupils 80 boys, sons of officials, merchants and all classes who can afford to pay for the education of their sons. Of these boys who have developed into young men, Mr. Ward has had the happiness of seeing twenty become earnest Christians.

In conclusion, a tribute was paid to the Chinese Christian, whose repentance and faith are evidenced by a transformed life, the turning from the vices of gambling, opium, etc., to the virtues which are the fruits of the spirit, love, joy, peace, meekness, long suffering, etc. The Chinese Christian becomes a leavening influence for righteousness in his community.

The evening service was conducted by the rector, Rev. Precentor Tucker, and the special music included a missionary hymn, and "O Canada," sung as an anthem.

ALLEGED SLAYERS BOTH ARE PEACEFUL PRISONERS

McIntyre and Tancradi Awaiting Trial —Aged Assaulter Very Feeble.

William Atkinson, the 82-year-old man sentenced by Magistrate Noble of Strathroy to serve 30 days at the county jail, is in a very feeble condition.

The jail physician gave him medicine to relieve his exhausted condition, the result of the trip from Strathroy a few days ago.

Feeble and decrepit as he appears, it must have required wonderful willpower on his part to have committed the assault on the house of refuge keeper of which he was found guilty.

John McIntyre, the former Glencoe mailcarrier, charged with manslaughter, enjoys life in the jail, and hardly a day passes but what he has a special diet of fruit, cake, and other luxuries not listed on the regular jail bill-of-fare.

Mike Tancradi, the Italian charged with the murder of a fellow countryman, Raffelo Bandoda, is a model prisoner in every respect, giving absolutely no trouble to his keepers, and performing any duties assigned to him smilingly.

Both appear at the fall assizes. The balance of the prisoners are in only for minor offences.

Show your colors. Attend grand patriotic rally Tuesday night.

PORT STANLEY NATIVE DIES IN MONTREAL

MONTREAL, July 9. — Alexander Steele of Orangeville, Ont., died this afternoon at the residence of his son, R. W. Steele, 11 Closse street, with city.

He was born at Port Stanley, Ont., in 1853, and for the last 35 years was principal of the Orangeville High School. He arrived in Montreal two months ago on a visit to his son, and his death was due to a paralytic stroke.

He leaves a widow and one son, R. W. Steele, of the Dominion Securities Corporation, Limited, and two daughters, Mrs. J. H. Jenkins and Miss Muriel Steele, Orangeville.

HOTEL ASTOR NEW YORK

—2906

Residents of Canada registered at Hotel Astor during the past year.

Single Room, without bath, $2.00 to $3.00
Double - $3.00 to $4.00
Single Rooms, with bath, $3.00 to $6.00
Double - $4.00 to $7.00
Parlor, Bedroom and bath, $10.00 to $14.00

TIMES SQUARE

At Broadway, 44th to 45th Streets—the center of New York's social and business activities. In close proximity to all railway terminals.

Would Oil Road and Erect Guard at "Hoodoo" Spot

Motorists Anxious to Have Dangerous Pipe Line Road Protected.

The "hoodoo" spot for the motorists of London is the dip in the Pipe Line road below Woodland Cemetery, and there is an agitation on foot to have the road in the vicinity oiled and heavy guard rails placed along the sides of the road.

Half a dozen cars have come to grief, and one man was seriously injured last week when two cars came together in trying to avoid a wagon. Another time a young man jumped from his car at this spot and permitted it to go over the bank in order to avoid striking a farmer. His car was wrecked.

Last week several cars were in trouble at this point, and it has been called the "dip of death" by those who have learned to proceed carefully. It would appear that proximity to Woodland Cemetery is all too suggestive of the dangers of the double hill, with steep banks on both sides, and motorists hope that something will be done.

ONLY 170 MIDDLESEX FAMILIES RECEIVE GRANT

Patriotic Fund Is $6,000 a Month—Only $2,600 Required.

County Clerk Stuart has received from the head office of the Patriotic Association, of Ottawa, the monthly county patriotic check of $2,600.

The amount paid into the fund by the county each month is $6,000, but patriotic requirements for Middlesex only necessitate the withdrawal each month of $2,600.

Throughout the county, with a population and assessment close to that of London, the number of families receiving assistance is 170, compared with 900 in the city.

The administration of the fund by the county officials has met with the utmost satisfaction, only one or two instances of complaint being registered.

DESERTER FROM 135TH.

ST. THOMAS, July 9.—A uniform belonging to a deserter of the 135th Battalion was found in the woods just north of the Wabash tracks today, and was turned over to Recruiting Officer Lieut. W. J. York Hardy.

SAVE MONEY ON TEA.

You can buy Rowat's Special Tea—the highest quality—in quantities of five pounds or more, for 5 cents a pound less.

40c, 45c, 55c, 65c and $1.00 a pound.

T. A. ROWAT & Co.,
250 Dundas Street. Phones 3051-3052.

zx

PORT STANLEY

PORT STANLEY, July 9.—Percy Desmond and Molphy Hughes of Ingersoll, are spending the week end at Goodtime cottage, Willow Beach.

Francis Gray, London, is a week-end visitor.

Mrs. Skinner and Miss Mildred Skinner of London, are spending a two-weeks' vacation with friends.

Victor Scott and Tom Simpson of London, are spending the week end with Squire Price.

Murray McCulloh of St. Thomas, spent Sunday with friends on Willow Beach.

Miss Eva Metcalfe of London, is a guest of Miss Carmen McKenna, Hillside cottage, Grimmond's Beach.

Ernie Shaw, London, is a guest at the Hermitage Club cottage, Erie Bank Heights.

W. E. Sanders of London, spent the week end at his new cottage, Erie Bank Heights.

Miss Luella Tanney, London, has returned home after a month's rest at Why Not cottage, Willow Beach.

Mrs. McKenna and family, London, are occupying their summer home, Hillside, Grimmond's Beach.

Ben Marlatt, St. Thomas, is a guest of Dr. Marlatt, Willow Beach.

Mr. and Mrs. Percy Perrin, London, are spending a vacation on Willow Beach.

R. H. McElheran, London, spent Sunday with friends.

Mr. and Mrs. James Needham of London, are summering at Comet cottage, Willow Beach.

The Misses Marion and Bessie McKenzie, and Miss Betty Carswell, London, are guests of Mr. Eric McKenzie, Hydeaway, Willow Beach.

Maitland Gould, London, was a guest of Mr. Haines at Willow cottage, Willow Beach, for the week end.

Pte. H. Chapman, London, was a week-end visitor on Orchard Beach.

Oliver Keene, London, motored to Port, Sunday.

Orval Wychoff, London, spent Sunday with Harry Dyson, Goodtimes cottage, Willow Beach.

PORT STANLEY, July 9.—Mr. and Mrs. Mark Berry Jun. have moved to Detroit to reside.

John Govenlock of Cleveland, a former resident here, is spending his vacation in the village.

Mrs. Perry Millman and family, and her sister, Miss McPherson of London, are living with Mrs. L. J. Mothersill.

Mrs. O'Connor of Ingersoll, Miss Eliza Bake of Fingal, and Miss Sugden of Manchester, Eng., were recent visitors with Mrs. H. F. Jelly.

Mrs. John Nicol of Rondeau is visiting Mrs. George Moore.

District Deputy Grand Master Vanslyck and suite installed the officers for the ensuing year for Lodge 95, I.O.O.F., on Monday evening.

Miss Clara Shepard of Calgary is spending her vacation with her mother, Mrs. F. E. Shepard.

Perry Millman, paymaster of the 142nd, and L. S. Hogg of the same battalion, spent Thursday evening with their families before leaving for Camp Borden.

CONDUCTORS CAN'T ISSUE RETURN TRIP TICKETS

Patrons of L. and P. S. Experience What Seems an Injustice.

[Special to The Advertiser.]

PORT STANLEY, July 9.—Residents of London who wish to return to the city on the L. and P. S. Railway from Port Stanley after 8 o'clock in the evening complain that they have to pay 60 cents single fare.

The office at Port Stanley is closed and return tickets cannot be secured on the car. Ordinarily, the fare is 40 cents return and on Wednesdays and Saturdays, 30 cents.

A patron, who takes a trip into London on one car Sunday night and returns on the next one, is forced to pay a return fare of $1.20.

Come early and get a seat. Masonic Temple, Tuesday evening, July 11, 8:15.

HEAR

'SCOTCH' JOHN MACNEIL

OF DENVER, COLORADO.

GREAT SCOTTISH PREACHER

VICTORIA PARK 8 o'Clock Tonight

SPECIAL MUSICAL PROGRAM

No Offering Taken All Welcome

b

How Much Can You Save?

The London Life Insurance Company Giveth The Right Dope.

Just sit down and figure out how much you expect to save in the next year.

Most men when asked this question set down the amount they expect to earn and subtract the amount they expect to spend. That is not the right way at all.

You should add up the amount you have earned in past years and set beside it the amount you have saved. In that way you can find the percentage of your earnings you are in the habit of saving. You will probably be startled to find what your past record has been.

Our Life Rate Endowment Policy will help you to save a much higher percentage of your earnings than the average man is able to save. And besides it will protect fully all who are dependent on you.

Send us your name and address and we will tell you about it.

The London Life Insurance Company

London : Ontario : Canada

63

ORDINARY BRANCH:
R. H. Morrison, R. T. Harding, District Representatives.
Geo. McBroom, Inspector.
INDUSTRIAL BRANCH: R. P. Pearce, Superintendent.

Ask the Woman "WHO KNOWS," Where She Buys Her Shoes

Ask her who sells the handsomest, most durable, stylish and perfect-fitting Shoes.

Just ask her, madam, where you can buy the best pair of Women's Shoes that $3, $4, $5 or $6 will buy.

Ask her who are the most skillful and careful Shoe fitters.

Yes, ask her all these questions, and, if she does not tell you to come here, by all means, then we're very much mistaken.

THE J. P. COOK CO. LIMITED

"The Store that Serves You Best"

TWO STORES • DUNDAS & RICHMOND STS.

LOOKING FOR GAME?

GO WHERE THE GAME RUNS!

About everybody nowadays believes that it pays to advertise—but some who approve the general IDEA hesitate to apply it to THEMSELVES.

I am a believer in advertising, all right—for the other fellow, perhaps—but would it pay ME?

The true answer to this is—if your calling is on the SQUARE—if you are engaged in a business that would stand to GAIN by letting people KNOW about it, then that business can be PROFITABLY advertised.

To be sure, it is not every method that would apply to YOUR particular case, but you can bet all you have that there is A RIGHT WAY FOR YOU, and nine times out of ten that right way is—THE DAILY NEWSPAPER!

In this noisy old world, pretty much ALL of us HAVE SOMETHING TO SELL.

We must attract attention to what we have to sell, or we will not be able to sell it. Advertising is making oneself heard and understood above the DIN.

It is impressing one's entity upon the public mind in a way to DRAW the public to US. Next thing to soap and water, the COMMONEST NECESSITY TO EVERY CANADIAN IS—THE NEWSPAPER.

Everybody, every day, goes ALL THROUGH a newspaper—there is no other medium of communication so capable of GETTING YOU HEARD!

If you find that you are not drawing enough trade from your present surroundings, then GET INTO A GOOD NEWSPAPER AND ENLARGE YOUR SURROUNDINGS!

In this particular community, you will need the help of The Advertiser, because The Advertiser is pre-eminently a people's paper, very strong in its field, and capable of carrying your story all the way THROUGH!

Ask the Advertising Department of The Advertiser about your sales problem. They'll be only too glad to give you assistance.