

Now Playing THE NICKEL!



Betty COMPSON

in "Ramshackle House"

Adapted from the novel by
HULBERT FOOTNER.
Directed by Harmon Weight.

To all seasoned "fans,"
longing for mystery, ro-
mance and thrills novel
enough to stir a jaded
picture palate, is offered
this film.

Producers Distributing

SEE THE BIG ALLIGATOR FIGHT—
One of the Greatest Thrills ever screened
— EXTRA ADDED ATTRACTION —
"BLACK OXFORDS"—a two act come-
dy by "MACK SENNETT."
MONDAY: HAROLD LLOYD and LON
CHANEY in a great Feature Programme.
EXTRA—MRS. SHANNON CLIFT WILL
RECITE "IN FLANDERS FIELDS."

High Tribute to Newspaper Advertising

President Arthur Boutiller Tells How
Advertising Campaign Saved
the Fishing Industry.

"If every Nova Scotian fishing boat
and every Nova Scotian fisherman
were to work to the full limit of their
capacity for the next six months,
they would be unable to supply the
demand that has been created as a
result of the intensive newspaper
advertising campaign that has been
carried on by those connected with
the fish industry."

"So declared Arthur Boutiller, President
of the National Fish Company,
paying a remarkable tribute to the
value of newspaper advertising, and

citing facts and figures to warrant his
tribute, in the course of an address
on "National Fish Day" which he de-
livered yesterday to the largest gather-
ing of Rotarians that has attended
a weekly luncheon of that Club for
some time.

Four years ago, Mr. Boutiller de-
clared in leading up to his magnifi-
cent testimonial to the Press of Cana-
da, which tribute, together with his
comprehensive handling of the sub-
ject on which he was chosen to speak,
an industry that he has done so
much to bring to the fore, earned for
him an appreciation seldom bestowed
by Rotarians on any speaker, "when
the markets of the United States
were shut out from us on account of
the tariff, we were puzzled what to
do."

"In our dilemma we turned to
newspaper advertising. It was lit-

erally a magic touch. We spent a
mere \$4,000 as our first outlay on
advertising, but, small as it was, the
results obtained were almost unbe-
lievable. It was the foundation of
our success, a success that can be
measured not in dollars but in thou-
sands, and in hundreds of thousands
and, there is perhaps reason to hope,
ultimately in millions.

Urges Co-operation.

"The following year, with the re-
sults of our advertising so apparent,
we made an outlay of \$10,000 and had
the added encouragement of interest-
ing the Canadian Fisheries Association
in the advertising scheme to such an
extent that that Association invested
a like amount. The following year
we invested \$20,000 and the Fisheries
Association a like amount. Adver-
tising has brought us beyond our
wildest expectations. To-day, as a
result of it, the industry has as-
sumed enormous proportions, the like
of which we hardly ever dared hope
for, and still, the demand more than
taxes our capabilities.

"I presume," Mr. Boutiller said in
conclusion, "that it is the wish of
every business man present to ex-
pand. That being so, let the enor-
mous value that newspaper advertis-
ing has been to us stand as a monu-
ment and an example of a sure way
to success. The gigantic develop-
ment of the fisheries has stimulated
other businesses, and is bound to do
so to an even greater extent in the
future. Let us all work together,
then, for the still greater develop-
ment of the fisheries, one of our
greatest natural resources."

Mr. Boutiller opened his address
with this tribute to the Press, and
expressed his desire as publicly go-
ing on record as recording thanks to
the editorials and news articles of
Canadian newspapers, which, he de-
clared, were the greatest factors in
making National Fish Day the suc-
cess it has turned out to be.

In order to best explain the why
and wherefore of National Fish Day,
he read to the Club the following
paper which he had previously read
to the Canadian Fisheries Associa-
tion:

"Your Association, in convention
assembled at Halifax during July
last, decided that Canada's National
Fish Day should be held each and
every year on the last Wednesday in
October.

"The idea being striven for by the
institution of Canada's National Fish-
Day was originally conceived by J. A.
Paulhus, the last President of your
Association. It is to be a day set
aside—a festival, if you will—for the
paying of homage and respect to
those citizens of our country who
hazard their lives each day in the
development of the fisheries. It is
to be a day—perhaps the only day in
the year—when we producers, whole-
salers and retailers recognize that
our continued commercial existence
depends upon the fishermen, and when
we pay to him, the respect and ad-
miration that is his due. It is my
sincere wish that this aspect of Cana-
da's National Fish Day be never
forgotten.

"Materially, also, Canada's Nation-
al Fish Day can be made a benefit
to the fisherman—although, of course,
this benefit is shared by all of us.
This day, above all other days, should
find fish served in the homes of all
Canadians—and by this increased
consumption of ocean food, the lot of
the fisherman—the hard one at all
times—may be made financially eas-
ier.

"One word more I have to say; let
there be co-operation from all branches
of the industry, from the producer
to the retailer. All of us are materi-
ally dependent, and no branch of us
can realize its fullest development
without the assistance of the rest.
Especially would I stress the import-
ant position of the retailer—form-
ing as he does the connecting link be-
tween the public and the industry.
Let all retailers realize that upon
the neatness and cleanliness of their
shops, upon the attractiveness of their
window displays, and upon the san-
itary manner of handling their pro-
duct, depends, to a large extent, any
increased demand by the public for
fish."

"Let us all co-operate then to en-
sure the observance of Canada's Na-
tional Fish Day—primarily as a day
of honor for the fisherman, and,
secondarily, to increase the prosper-
ity of our industry."

Mr. Boutiller was tendered a hearty
vote of thanks—Chronicle, Oct. 29.

Mountain Climber's Ashes Scattered

LONDON, Oct. 28.—(C.P.)—From
the summit of one of the highest
mountains in the Lake district, north
of England, the cremated ashes of
Seymour Gubb were scattered to the
wind today as a fitting rite for a
mountain climber.

Mr. Gubb, who for 33 years was
headmaster of Taunton's school,
Southampton, had been noted as a
mountain climber for many years.
Fellow climbers conducted the fune-
ral service.

Drawers that stick are hard on
tempers. Rub the edges of the draw-
ers and the space above them where
the drawer slides into the space with
a lubricant.

ANOTHER FEATHER IN OUR HAT

Values that should still further popularize this Store for Footwear

NEW LOW-LEVEL PRICES

ON

BOOTS and SHOES, etc.

The Season's Finest Values in reputable

FOOTWEAR

for every member of the family

INVESTIGATE!

PARTICIPATE!



Girls' Slippers

Girl's Slippers.
Great range and so ridiculously low in price—Every young member of the family circle can have a pair, assorted colours in nice warm felt, with soft Chamolite soles.
NOTICE—Sizes 5 to 10. Special . . . 59c.
Sizes 11 to 2. Special . . . 69c.

Misses' Boots.
Sizes 11 to 2. In good wearing Black Calf or Black Kid, solidly constructed footwear with rubber heels, up to \$3.00 pair. Our Special . . . \$3.12

Children's Boots.
The Bean Ideal in Fall Footwear for little ones—light weight Black Calf, laced or buttoned styles; Dark Tan or Black sizes 6 to 10. Our Special . . . \$2.35

Children's Boots.
Sturdy Footwear in Black Kid or Calf, Blucher style, with rubber heels, dependable Fall footwear; sizes 4 to 10. Special . . . \$2.65

Children's Boots.
Solid and buttoned styles, in Black or Dark Tan, nice easy fitting soft Kid make, with solid soles and heels; sizes 3 to 6. Special . . . \$1.28

Arctic Socks.
Nice to wear in long rubbers or gaiters, warmly lined, fleeced, Jersey made. Ladies and gentlemen's sizes. Special the pair . . . 33c.

Women's Boots

Another, great line for value—pointed and medium toes, in laced Black or Dark Brown Kid or Calf make; sizes 3 to 7 values to \$4.00 pair. Our Special . . . 2.18

Felt Slippers.
Women's coloured Felt Slippers with padded Chamolite sole and heel. Extraordinary good values; sizes 2 to 7. Our Special . . . \$1.08

Romeo Slippers.
Men's Black and Brown Kid Romeo Slippers, with rubber heels, leather under sole, good wearers. Our Special . . . \$2.78

Men's Slippers.
Leather House Slippers, in Dark Tan or Black, padded inner sole, leather under sole, good wearers. Our Special . . . \$2.45

Girls' Gaiters.
Neat buttoned style, fast Black Gaiters, with a nice warm lining and heavy rubber sole and heel.
Children's 6 to 10. Special . . . \$2.70
Misses' 11 to 2. Special . . . \$2.85

Men's Boots

Black Kid Boots with nobby toe and rubber heels, Goodyear welt, very popular line. Our Special . . . \$4.65

Men's Slippers

Comfort House Slipper in coloured felts with padded Chamolite sole and heel, shades of Gray and Brown. Our Special . . . \$1.18

Boys' Boots

Boys' Boots.
Dark Tan Boots for Fall time wear, Goodyear welt, strong durable Boots with rubber heels.
Sizes 1 to 5½. Special . . . \$4.18
Sizes 9 to 13½. Special . . . \$3.48

Boys' Boots.
Black Box Calf Boots, Blucher shape. An extra special value, with rubber heels; sizes 1 to 5. Our Special . . . \$3.88

Little Gents' Boots.
These are nobby little Dark Tan Boots, with heavy soles and rubber heels; sizes from 7 to 9 only; very popular line. Our Special . . . \$2.48

Youths' Boots.
In Black Calf or Black Kid with extra heavy soles, rubber heels, highly recommended for their sturdiness; sizes 9 to 13. Special . . . \$3.28

Men's Gaiters.
Early to talk of Gaiters—but this ad. covers all lines of footwear for which there will be a long season of usefulness ahead; 4-buckle weather-proof gaiters, warmly lined; sizes 8 to 10. Special . . . \$4.75

Long Rubbers.
Women's Dominion Long Rubbers, knee height, light, neat fitting, wet weather footwear. Special . . . \$3.65

\$2.88 Clean-up in Boys' Boots

Great range of Black and Tan Fall weight Boots for youths and boys, high and low cut models, with rubber heels; sizes 11 to 5½; values to \$3.75 pair.

Infants' Boots.
Soft Soled Boots for tiny feet, made from finest quality coloured leathers, finished with ribbon edgings; sizes 1 to 4. Special . . . 73c.

\$3.88 Clear-Away Line of Men's Boots

Don't miss this line as it brings absolute value in every pair, mixed sizes in Black and Tan, from broken lines, in Douglas, Gun Metal and Calf, etc., equipped. Our Special . . . \$3.88

Men's English Boots.
They outwear two pairs of ordinary boots, double sole and heels, double tongue, leather lined, Goodyear welt, in best English Calf. Could a man desire more in Fall and Winter Boots? Our Special . . . \$6.35

Men's Tan Boots.
Service-giving Boots in Dark Tan shades, Blucher cut, solid leather soles and rubber heels. Our Special . . . \$4.68



Just

By EDGAR

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