# THREATENS TO CLOSE Must Determine TEGUMSEH-PARK

Board of Health Issues Ultimatum in Regard to Ball and Western Fair Grounds.

PROVIDE TOILETS

Absence of Sanitary Arrange ments Leads to Authorization of Drastic Move.

yesterday afternoon decided that the public toilets in Tecumseh ball park and at the fair grounds would have to Sanitary Inspector James Lutman to enforce the law or close up the parks.

M. H. O. Hutchinson reported 40 cases of smallney in the city. of smallpox in the city, and Dr. Burdon, chairman of the board, declared the disease would "be checked quicker if chickenpox would be treated with the same care as smallpox. The board has 60,000 units of vaccine, which will be furnished free to persons who are un

The board of health at a meeting

able to purchase antitoxin. Butchers who have not yet complied with the board's order by filing an affldavit showing where they buy their meat, will be given another week to de-

The board decided to take up the com plaint of the London Motorboat Club concerning the insanitary condition of the Thames River. A committee of the board and a committee of the club will make a survey of the river and ascertain who is responsible for polluting the

#### INJURED IN RUNAWAY

Bruce Street Man Hurt When Horse Escapes at Springbank Park.

E. H. McLean, 42 Bruce street, was badly bruised and cut when a horse he was watering at Springbank Park yesterday got away, trampling him, and running as far as the hill near the pumphouse with two ladies in the carriage. At the hill the way was blocked by an automobile, and the horse was recaptured. Mr. McLean was attended by Dr. Kerfoot, of the Sanatorium staff, who happened to be on the park grounds. The horse escaped when Mr. McLean took the bridle off to water it.

#### POLICEMEN COMPLAIN

Say Drivers Not Complying Bylaw Regulations.

Traffic officers on duty at Dundas and Richmond streets complain that many drivers of cars and wagons do not comply with the traffic regulations. The ordinance which calls for a vehicle to cross the street to the far side before turning at right angles is the section of the law that is most ignored.

the car tracks, officers state. The result is that there is constant danger of a

"raffic in summer is getting heavier." said one policeman who is on the traffic squad. "The greater number of cars in London this season is responsible for the

"Our orders are strict and clear-cut in regard to those who break the traffic laws. There are several citizens who have been near the summons mark several times. The next offence will see them up before the magistrate.

Almost every day there are narrow escapes at this corner. The reason can generally be laid at the door of ignorance to the car drivers to co-operate with the officers. If they don't there is trouble in

#### WILL OF G. A. SOMERVILLE LEAVES ESTATE OF \$95,000

TORONTO, June 17.-The will of George Anderson Somerville, general manager of the Manufacturers Life Insurance Co., formerly of London. who died last April 4, has been field for probate, and shows an estate of

The estate is composed as follows: household goods, \$2,000; promissory notes, \$18,070; mortgage, \$333; stocks, \$56,721; cash, bonds and securities. \$9,188; personal property, \$333; stocks estate, \$5,090. His widow will get the household goods and half of the estate, while the following sons and daughters are each left one sixth of the estate, or \$10,367; Mrs. Maud Amelia Alexander, London; Mrs. Florence Hamilton Young; Mrs. Ada Stratton, and George Arthur, Harold Anderson, and Walter

The real estate is composed of two lots at London, Ont., valued at \$2,000; the equity on 228 Lake Shore road, Toronto Island, \$3,000, and a lot at Mount Pleas-

ant Cemetery, \$90.
Out of his numerous slocks the following are some of the most important 7 fully paid and several with 20 per cent paid of the Huron & Eric Loan Co.. \$18,300; 188,400 shares in the Chinook Coal Co, \$18,840; 100 shares of the Canada Trust Co., common stock; \$6,250; 750 shares in the Inter Coal and Coke Co., \$2,250; 70 shares of common stock in the Chelsea Land and Building Co., \$3,500.

#### Skin Trouble on the Scalp

Skin Dried and Cracked and Hair Fell Out-Cured by Dr. Chase's Ointment.

at any time, but doubly so when it gets into the scalp and causes the hair to fall out. Here is a grateful letter from a lady who was cured by using Dr. Chase's Ointment.

Mrs. Hector Currie, Tobermory, Ont., writes.—"I was cured of a dis-agreeable skin disease of the scalp. by using Dr. Chase's Ointment. The trouble started with itching and pain in the scalp, the skin would get dry and crack, and at times would bleed, and the hair would fall out. I tried three doctors without benefit, and suffered for three years. Reading in the almanac about Dr. Chase's Olntment, I began its use, and am new completely cured. The hair had grown again, and I am as well as I ever was. You are at liberty to use this letter,

for I am glad to recommend so ex-cellent a treatment."

Dr. Chase's Ointment has no rival
as a cure for itching skin disease.

of Writ Issued Today.

Thomas P. McCormick, 651 Talbot street, has issued a writ against Frances Hutchinson, claiming damages for the removal of gravel from the river-bed at the rear of the complainant's proporty on Talbot street.

Hutchinson was summonsed weeks ago in the police court by Mc-Cormick and several other residents of the district, but the case was dismissed, being outside the jurisdiction of the po-lice magistrate. The courts will have to settle the position of the Thames River now, in relation to the river bed before Saunby's dam was removed sev-

eral years ago.

The complainant claims that his property runs back to the middle of the river while Hutchinson claims that the river bed has changed and he is not removing the gravel from the complainant's property now.

# ATTRACTING PUBLIC

Trend Is That Way, Declares Librarian Carson, in Referring to Demand.

The trend of the public mind in literature is toward serious things, according to Librarian W. O. Carson, who intimated today that patrons of the library were seeking to more correctly inform themselves of the history of life's great problems.

The reference room has been found of great advantage in the past few weeks by speakers and clergymen, who went deeper into disasters and fires, politics and temperance, as the result of recent accidents and public questions that are confronting the voters today. The reference room is the best equipped in the province for this kind of work. Fourists find it valuable to look up guidebooks on countries they intend visiting. Ther has ben a large demand for these books in the past month.

Need 4.000 Volumes. About 4,000 volumes are needed for the east end branch of the library, which opens in the fall. Librarian Carson is busy with his assistants cataloguing the books. The branch will be opened with about 2,000 books, and the rest will be added from time

to time. George McDonald, English master at the Collegiate, is at the library for a few days compiling the supplementary reading list which is to be printed in the annual announcement.

Salvation Army Books.

Mr. Carson says the demand for Sal. vation Army literature was greater at the time of the death of General Booth than after the death of so many officers in the Empress of Ireland disaster though on both occasions the public evinced a great interest in the work the army is doing.

## duty and cut sharply across and down RECEIVES MEDAL FOR

The agents of the British India Steam Navigation Company, Limited, will be "at home" on April 24, at 5:30 p.m., on disregard for the traffic laws. It's up the car drivers to co-operate with the medal and certificate to Mr. Phillip S. with his mother had come alongside in a boat to sell fruit. He fell overboard and was carried down the river at a rapid on seeing the boy fall, instantly jumped into the river and swam after him. The current, however, was so strong that the into the river and swam after him. The current, however, was so strong that the boy was about a mile away before his rescuer could get hold of him. This he eventually managed to do, but was unprinciples of Christian religion, under a principles of Christian religion, under a principle of Christian religion. able to swim back with his additional teacher of perhaps different persuasion weight. Fortunately, the boy's mother from any of them?

There are now sixteen subjects on the was able to keep him up, and prevent both from being swept away by the current until the boat reached them.

#### RECITAL AT CONSERVATORY

Programm eby Pupils of Miss Belle Brown.

An enthusiastic audience greeted the vocal pupils of Miss Belle Brown, Tuesday evening, when, assisted by piano pupils of Miss Jennie Steele and elocution pupils of Miss Georgia M. Newbury, they gave a thoroughly en-joyable recital at Conservatory Hall. Those taking part were: Misses Rhea Geraldine Bindner, Alberta Somerville, piano pupils; Misses Nelly Taylor and Mary Duffin, readers, and Flavia Tuckey, Mayme Harrison, Madeleine Sharp, Berna Sanders, Mayme Patterson, Lena Short, Effic Parsons, Lily Boyd, Blanche Chal-loner, Hazel Gibson, Ruby Jenkins and Margery Talbot, vocalists.

#### COMPLAIN OF DUST

Central Part of City Has Been Neglected Say Citizens.

Many complaints have reached The Advertiser that the oiling of many of the central streets has been neglected by the city engineer's department. "We are being charged for the oil in our tax bills and it is past time for excuses," said one ratepayer. "I live on one of the principal streets. We are simply choked by the dust from autor biles. It is all nonsense to talk of loan-Eczema is annoying and distressing ing the city's oil wagon at night until the whole city has been finished. The central streets should have been oiled

#### CAN RESUME WORK

City Gas Company Allowed to Proceed With Ridout Street Main.

The City Gas Company has been allowed to resume its work of laying a gas main on Ridout street. City Engineer Ashplant halted the work a few days ago on the theory that the company was ago on the theory that the company was trying to bring natural gas into the city. A communication has been received from the company stating the main was for taking care of increased business for artificial gas. This explanation will be accepted by the city, although the company may be notified that any violation of its present franchise may lead to a revocation of it.

# st Determine SIXTH BATTERY OFF CUNUEMNEU WITHUUT

Cabinet Ministers Came to Rescue of Eastern Regiment, But No One Raised A Protest on Behalf of London.

(Special to the Advertiser.) OTTAWA, June 17.-There is comment here upon the different treatment accorded the officers of a French regiment and escort for the host. There is to be no court martial and no investigation of

practically exterminated the London bat-

Minister is Angry.

Hon. Thomas Croth
The officers have all tendered their Prince Edward Island.

cepted, but instead the wrath of Col. Sam Hughes is so great that he has de-In Montreal and an English battery at clared this to be "no case for resigna-Petawawa. The Sixty-fifth Regiment of tions, but for dismissals, should any of-Montreal defied the regulations and or- ficer be unable to clear his skirts." It ders of the militia department heads. Is pointed out here that this will be and with arms in their hands marched applying to English-speaking officers the as a regiment through the streets of French method of trial where a man is Montreal last Sunday as an official guard assumed to be guilty until he proves his innocence.

resignations. These may not be ac

this affair. In fact, it is believed that ministers from the province of Quebec the proceedings were practically con- came enthusiastically to the assistance of the Sixty-fifth officers: Judge Doherty, At Petawawa a few bottles of beer Hon, L. P. Pelletier and Hon. Mr. Nantel, were found in the camp of the London all used their influence with Premier Field Battery, which is recognized as Borden to have the French regiment perone of the most efficient military units mitted to do as it pleased. On the other ister of militia declares that he intends not raised a finger to get fair play for e deal with the officers in the most the London battery. Hon. Thomas severe fashion. In fact, though there Crothers, from whose district the battery has been no hearing of the case, it is comes, today ran away from the trouble, recognized here that the drastic action as he did from the Vancouver Island coal of the militia authorities has already strike difficulty, when he went to England to escape from the Pacific strike problem.

Hon. Thomas Crothers today left for

# PUBLIC SCHOOLS OPEN TO CLERGY SAYS PRINCIPAL

And Bible Is Read Every Day in Class-Rooms, But Is Not Subject of Study.

WOULD IT BE WISE?

Mr. Kirkwood Points Out That Some Denominations Don't Mingle With Others.

To the Editor of The Advertiser: schools along the line of lack of religious was the cause of the trouble. training. The most recent of these was HEROIC RESCUE OF LAD a report of certain remarks made by the Rev. Canon Tucker in Toronto last streets to keep down the dust. Five thou-sided. Those nominated were F. W. She Calcutta, India, Statesman, of recent date, contains an account of the rescue of a Burmese boy by Phillip S. Bapty, nephew of Harry Bapty, of this city, and brother of W. Bapty, Iderton, for which he was awarded the Royal Humane Society's medal and certificate. Humane Society's medal and certificate tiem from the Statesman is as follows:

Thursday, when he spoke of the ignorated sand gallons have been ordered by the board of works, and will be used on a portion of Thames street and Charles street east. Charles street east is the main thoroughfare for autos, and the residents find the dust very annoying.

Thursday, when he spoke of the ignorated sand gallons have been ordered by the board of works, and will be used on a portion of Thames street and Charles street east. Charles street east is the main thoroughfare for autos, and the residents find the dust very annoying.

The funeral of Mrs. Josiah Bailey was held this afternoon from the family residence in West Oxford, to the Ingersoll here. HEROIC RECUE FROM SHIP'S SIDE. children the outstanding facts of Bible officiated. history?

Would It Be Wise? The Bible is read daily and systematically in all our public schools, but it is not a subject of study, and perhaps wisely Bapty, third engineer, steamer Bhadra.
While the Badhra was anchored at Tavoy in October last, a Burmese lad another denomination, if members of one his mother had come alongside in a another denomination, if members of one

public schools curriculum, and the new one of "Manners and Morals" is to be added next term. There are not three subjects on the course to which more than two hours a week are allotted. The churches devote one hour a week to teaching Bible to the children in Sunday school, and two hours at church service, where both parents and children are being taught We would suggest that the learned gentle-men leave the public schools alone, and devote their spare energies to making the services of church and Sunday school as efficient as the work of the public schools. They would then have no reason to complain of the ignorance of children concerning Bible subjects.

Open to Ministers. The general public must know that the department of education has opened chools to ministers of every denominaion that they might teach the Bible to pupils of their own church. Surely no one is more capable or more interested than they; yet no minister of this city has been known to avail himself of this opportunity; otherwise the pupils of the public schools might not have been so ignorant concerning Bible truths.
Yours truly, JAMES KIRKWOOD.

#### SUSPECTED OF THIEVING ON TRAINS AT LONDON

[Special to the Advertiser.] BRANTFORD, June 17.—Three men, George Smith, John Nolan and John Clarke, hailing from London, were charged with vagrancy at the police court today and were remanded for a week pending investigations. They were captured at the Grand Trunk Station and are suspected of train thieving in London. They were anxious to get clear of the city and pleaded guilty to the vagrancy charge in the hope of being allowed to go, but the chief asked for their detention. Louis Caneck, a youth of 16 from Buffalo, was found trying to break into a sealed car on the Grand Trunk today. He was arrested and is now on remand.

#### EVIDENCE OF VOLCANIC ERUPTION IN ALASKA

Valdez, Alaska, June 18.—Additional evidences of volcanic disturbances in Southwestern Alaska was brought here last night in reports which stated that areas of the surface of Prince William Sound and the shores of the sound are covered with powdered pumice or sulphur. It is believed the fall of sulphur was brought down by the recent heavy rains.

### **GLAIMED LETTER WAS** WRITTEN IN ERROR

Judge Awards Plaintiff's Claim in Suit at Ingersoll-Streets Will Be Oiled.

[Special to The Advertiser.] INGERSOLL, June 17 .- Acting Judge

Vallace, of Woodstock, presided at a brief sitting of the division court today. The principal case was the Kennedy Spring Wheel Company, Limited, of Toronto, versus Washington Atwood, of Salford. The company claimed \$84.80, the balance of stock subscription.

The evidence was conflicting, the plaintiff claiming that an instalment of \$20 had not been paid, but the defendant submitted a letter acknowledging the payment. The vice-president of the company testified that the letter had been written in error. The judge held that he gave At frequent intervals we read in the judgment for \$20 without costs on the daily papers criticisms of our public grounds that the company's carelessness Will Oil Streets.

an increasing infidelity; for to what else rural cemetery. The attendance was can be attributed such an indifference as large, many from surrounding districts prevents parents from teaching to their being present. Rev. R. J. M. Perkins Entrance Exams Start. The entrance examinations were com-menced today at the Collegiate Institute

with a large number of candidates writing. Of the candidates, over forty are from Principal Stalker's room of the Central School. There are a number from the Separate School, and a big list from the Tural schools.

Electrification Failure to Start Responsible for Duets Appearance.

It's too bad the L. and P. S. R. is not inder construction. If it was two gentlemne who came all the way from Montreal to get a job on it would not have appeared before the magistrate today. They were James McKenna and Harold Johnston. They were discovered in the east end yards by G. T. R. Detective John Hughes. With them were three other gentlemen of the road, Abraham Smith, Alfred Clarke and William Bridge. They lined up before the magistrate. Harold Johnston, whoapparently had been "there before," acted as spokesman.

"We heard there was work on the line to Port Stanley," he said. "We didn't have any work where we were. We decided to pack up and come here. And here we are," he concluded. "What were they doing?" asked th

magistrate. "They came in on a train," stated Offier Hughes Then Johnston saw a ray of hope. "Did you see us get off?" he asked. The magistrate waved the weak defence

"I'd send you down for a few days, but there are a bunch of your kind at the fail now," he said. "The only thing I can do s to see that you are separated." Sergt. Robert Birrell was assigned the task of seeing that the quintette is broken up and each man pursues the even tenor

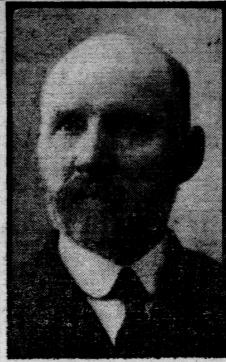
"And no more freight trains," cautioned the magistrate, as they trooped through

"George Pugsley, stand up," said the George climbed wearily to his feet. He faced the dispenser of justice. "You're back here again," said his wor-

"You're right, I guess I am," affirmed "I'm going to remand you for a week."
"All right, you're the man that's doing the job," said George. "Right here, sir," said Patrick Froy, when his name was called.

"You were drunk?"
"Yes. sir," said Patrick dutifully. "Where do you live?"
"Well, I live in Toronto."
The magistrate looked at him. Then he divised him to get out of town. Patrick acquiesced readily. In fact, the verdict seemed to please him immensely.

John Guest, of London Tp., Leading Fruitgrower, Who Died Very Unexpectedly



### EXPOSES THE FRAUD OF CONSERVATIVE MAP

of Canada. As a consequence the min- hand, the other Ontario ministers have Layman Calls It a Most Iniquitous Piece of Campaigning -Speaks for Rowell.

> [Special to The Advertiser.] PICTON. June 17 .- 'Abolish the ar" has struck a high note in East-

ern Ontario. At Picton today the meeting in the arena was attended by over 3,000 persons, who gathered to hear the Liberal leader. It was evident there were many Conservatives present with temperance sympathies. Trenton was well represented, besides many other places

in the neighborhood. Mr. Rowell practically confined his whole speech to this great issue, and Nelson Parliament, the Liberal candidate for Prince Edward, introduced a damaging arraignment of the Conservative campaign methods as dis-closed by temperance Conservatives. W. C. Senior, secretary of the Baptist laymen's missionary movement, exposed the campaign map of the conservatives, which has been sent broadcast throughout the province, and which, he said, was one of the most iniquitous pieces of campaigning ever perpetrated in a provincial election.

#### DR. CHARLES LUMLEY CHOICE FOR WEST ELGIN

[Special to The Advertiser.] DUTTON, June 17 .- At the most enhusiastic meeting held here in twenty ears, West Elgin Liberals this afternoon chose Dr. Charles C. Lumley, of St. Thomas, as their standard bearer in the oming election.

Every part of the riding was well represented, and the keenest interest taken in the addresses in which the issues of the compaign were dealt with.

endless misery, poverty and crime. was the duty, he said, of every citizen who wants to stamp out the evils that follow in the wake of the bar to vote for Mr. Rowell. Mr. J. T. Upton, of Toronto, repre-

senting Mr. Rowell, was given a fine reception. The Liberal leader, he said, has been called the Lloyd George of Ontario. It was claimed for Lloyd George that he had opened the gates of Heaven for the workingman in England. "I hope in the near future," he said, amid cheers, "that Leader Rowell's

Banish the Bar' policy will close the front gates of Hell for all classes of Can-Mr. B. G. H. Wright, of London, also spoke, dealing with campaign issues in

WILL RETIRE TO LONDON. [Special to The Advertiser.]
BLENHEIM. June 17. — Rev. C. C. Couzens, who is giving up his pastorate at Huffman's Corners, owing to failing health, and will reside in London, was very pleasantly surprised at a monster meeting last night, when he was presented with a purse and an address.

#### TEMPERANCE PEOPLE CONDUCTING CAMPAIGN

At Hensall They Are Acting Independently of Party—Village Improvements. [Special to The Advertiser.]

HENSALL, June 17 .- The temperance people seem disposed to have a separa-tion organization and to conduct an election campaign altogether independent of the two existing parties, although they have pledged themselves to support the Liberal candidate. Considerable improvement has been made in the Methodist Church. pulpit and choir platform has

ting put in; while other improvements are contemplated. Last evening the council opened the tenders for the erection of the town hall, but held the question over. In all probability they will decide the mat-

raised, and new carpet and aisle mat-

ter this evening. Workmen are busy constructing the concrete tank in connection with our improved fire protection system. The ered by insurance.

tank is being so constructed that add tions can be made to it at any time. Dr. Chesney, who has been practising his profession as veterinary surgeo here for 22 years, left on Monday ing for Toronto, prior to going West He was accompanied by his wife,

The ladies of St. Paul's English Church held a bazaar and realized about \$200, which was certainly ver satisfactory. The canoe club holds its annual strawn

berry festival on the 25th.

#### GODERICH HOME BURNED

[Special to The Advertiser.] GODERICH, June 17 .- At noon today fire broke out in the frame residence, on Lighthouse street here, owned by Capt. Peter Wylie, of Wiarton, and occupied by Jas. Thornton. Although the fire brigaden answered the call promptly the fire had nade such headway in the upper part of the house that before it could be exe l tinguished the upper story and roof were completely destroyed. The loss was cove

100 Calomel Tablets.... 12c

\$3.60 Sanatogen ..... \$2.98

50c Horlick's Milk..... 35c

5c Fly Pads..... 2 for 5c

25c Tiz ...... 16c

60c Peroxide, the best... 29c

40c Peroxide, the best... 19c

25c Peroxide, the best.... 9c

50c Listerine ..... 35c

\$1.00 A. & H. Food..... 69c

50c Liquid Veneer..... 29c

Stick ..... 16c

25c Williams' Shaving

# Standard Drug

### SAVE YOU MONEY

## Bargains for Friday and Saturday

25c Seidlitz Powders, 2 for 25c | 100 A. B. S. & C. Tablets, 15c 50c Hind's Honey and Almond Cream ..... 29c 10c Toilet Paper.... 5 for 25c Or .....3 for \$1.00 \$1.25 Wincarnis ...... 89c 50c Long Green Cologne, 29c 75c Liquid Face Powder, 49c 50c Pinex ..... 27c 25c Minard's Liniment... 13c 25c Pape Cold Tablets... 13c 75c Jad Salts ..... 47c \$1.00 Vigorol ..... 59c \$1.00 Ferrol ...... 39c 25c Mennen's Talcum ...... 2 for 25c 25c Lyman's Talcum, 2 for 25c 5c Fuller's Earth....3 for 5c 50c Liquid Shampoo..... 39c 25c Smelling Salts..... 19c 50c Canthrox ..... 39c 50c Fruit Saline..... 39c

10c Bath Tablets..... 5c 25c Soap Boxes..... 9c 50c Massage Cream..... 29c 25c Humphrey's Specifics 25c Blaud's Pills...... 11c 25c Hutax Powder..... 15c 25c box Scotch Mint, 2 for 25c 30c lb. Turkish Delight, 16c 50c Face Powder, to clear, 24c \$1.00 Eno's Fruit Salt... 55c Specials in Rubber Goods 25c Box Stationery ..... 9c 1 lb. Borax..... 10c 1 lb. Boric Acid..... 10c 1 lb. Epsom Salts..... 5c Cigars

\$2.50 Hot Water Bottles, chocolate, guaranteed 2 years. The best value in Canada today ...... \$1.49 35c Water Wings..... 19c \$1.50 Bathing Caps.... \$1.29 15c Admiration ..... 9c \$3.50 Ladies' Whirling 15c Nobleman ..... 9c Spray ..... \$2.19 15c Simon's Roosevelt.... 9c 25c J. & J. Belladonna 10c Standard..... 4 for 25c Plasters ..... 9c 10c Simon's Conchas 4 for 25c 60c J. & J. Cotton ..... 45c

Largest and most complete stocks of Drugs and Toilet Articles in Ontario. Save time and money by coming to our stores. Do not forget when needing drug store goods Standard Drug are responsible for the cut prices. They are the enemy of the drug combine which so many years charged you such ridiculously high prices.

la ...... 4 for 25c | 10c Absorbent Cotton.... 5c

WE BROUGHT THE DRUG PRICES DOWN. CUT PRICES EVERY DAY AT BOTH STORES.

252 Dundas Street | 344 Richmond Street Phone 4040

Prompt Delivery Service.

10c Simon's Panetel-

Phone 1261 Prompt Delivery Service.

PHONE US YOUR ORDERS and see what STANDARD DRUG SERVICE can de fer you

## A Leaf From a Woman's Diary

Tuesday, June 9th .- A very warm day, but a pleasant one for me. Scarcely stirred from the cool, shady porch all day. Was to have gone shopping-principally to get Marie a new dress for her school closing. Happened to see an advertisement in the newspaper of the Smith store with a picture of the dearest little frock that just looked like Marie. So, instead of going down to Brown's as I had intended, I just phoned Smith's and had them send up one of those dreses on approval. And, while I had them on the phone, I thought of their ad. about Winston Churchill's "The Inside of the Cup." So I had it sent up too and spent the whole day enjoying it -cool, too, thanks to the new porch shades and the electric fan John brought home last week. The dress came in the afternoon and I tried it on Marie in the evening. She looks sweet in it and said "Mummy, won't you please get all my cloves at Smif's." And I think I will. These hot days it is so convenient to feel you can pick out the very thing you want from an advertisement, and just have it sent up with no more trouble than phoning.

Just a few days previous, Brown had said to his business manager of his local paper: "You can't get people to pay attention to ads. in such hot weather-no more advertising for me until it gets cooler." About the same time Smith was arranging a splendid new series of ads. for that very paper designed to appeal specially to the women who find it too hot to shop in the ordinary way, but who will phone their orders.

Brown doesn't know yet that he has lost a customer. Smith knows he's gained one-for the lady on the cool, shady porch has some mention of a purchase at Smith's store in her little book almost every week now.

Does it pay to advertise in the warm weather? Ask Smith.

You can obtain helpful advice on advertising free of cost and without obligation by consulting the business department of The London Advertiser.