#### **NEW COLORS** FOR MILLINERY

New York, April 19-In conjunc tion with the wholesale milliner; openings to be followed by the retail openings in the week of May 8, the 12 colors which will be featured for the mid-summer and early fall seasons are announced by the Textile Color Card Association of the Jrited States, Inc.

The colors to be specially promoted are mimosa, a soft yellow; nuncio, a beautiful violet; celestial, a deep sky blue: pebble, a smart shade: opral, a bluish green; poinsettia, a brilliant dashing red: moss rose, a soft, ash, a dainty light gray; bittersweet, the deep orange of the bittersweet berry; muffin, a rich golden tan, and killar





HONOR HOSPITAL

AT CAMPBELLTON Campbellton, April 20-The Hotel Dieu here has been placed on the roll honor for hospitals in Canada and he United States. The secretary of the National Hospital commission ecently inspected the local institu ion and was highly pleased with its work, equipment and facilities

some more. But this time it's if three

DOMINION EXPRESS MONEY ORDER

#### SLAIN BY BANDIT

Winchester, Mass., April 20-Ralph W. Brewster, night ticket agent at he Boston and Maine station here was found dead late tonight in his office at the station. He had been shot through the head by a bandit.

granted and accept much on faith as we go along. Otherwise we shall be

# CHICAGO IS SWEPT

owed in the wake of the gales which lashed Lake Michigan into fury. In acted as giant wind scoopes, shooting the gale into the streets with such force that pedestrians were swept

A mounted policeman was blown ner seven wagons were overturned mobile tops were ripped from ma-

busy in many outlying sections clearing the streets of trees snapped off or

ing in the Emmanuel Baptist church Tree-Line Advancon Michigan Boulevard narrow ly escaped injury when the top of the

Several persons were injured when the roof of the north side Turner hall streets. During the height of the ce west of the Mississippi and Red gale the coast guards began a hard tussel to rescue the Uncle Sam, a dred miles into what was formerly became disabled near the mouth of the Chicago river. The boat. was badly pounded by the waves be- found like outposts in districts, wherefore the men were taken off. The snow flurries and cold were due ac cording to the weather bureau, to a storm in Wisconsin which travelled from Manitoba yesterday and is now noving east across the lakes.

Victims of the storm were struck son was struck by a piece of cornice was burned off when it came into contact with a high tension electrical wire blown down by the storm.

## Spring And Summer

the two classes of "spring

#### ONTARIO MOTHER BY WIND STORM HELPS DAUGHTER

Mothers—watch your daughter's health. From the time she reaches the age of twelve until womanhood is established she needs your care and advice. Many women have suffered years of ill-health through lack of such care during this time. of such care during this ti Lydia E. Pinkham's Compound is a splendid med

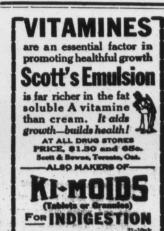


## ing Westward

What has happened in the United on the Canadian prairies, namely, the tree-line, which fifty years ago was located a comparatively short distanrivers, has advanced several hunmoved forward bodily but "islands from the west, and tree seeds are carried largely by wind. In the last fifteen years, however, the rate of ad spreading southward from the well established forest along the Saskatchewan. In addition to this natural Forest Fires process of forest growth individuals and communities have planted groves all over the West. The Dominion ire hazard in the Canadian forests, in forest nursery station at Indian Head arly spring just after the snow disthe appearance of the prairies

SERIOUS FLOODS

Washington, April 20-





# How's Business?

Advertising, backed up by the right spirit, the right goods and the right service, can rescue a sinking business and will make a prosperous business more masterful in its own community.

When John Wanamaker, the Prince of Merchants, began business, he resolved to force matters. He was not content to WAIT to be found out-he DETERMINED TO BE found out. In short, he advertised. He threw on his business, small as it was, the light of publicity, and the public of Philadelphia entered theshop on which the light shone.

In this community the public is entering those shops on which the light of advertising is falling.

### A Word to the Public

Be sure of this: those who are using our columns week after week do not give you poorer goods or service, or have higher prices.

Shops which are illuminated by advertising court with full confidence your favor.

Shop Where You are Invited to Shop