

Breezy Items in Busy Elmira

More Soldier Boys Arrive Home.
Pte. Lutz, son of Mr. and Mrs. Lutz, Mill St., arrived home Monday morning on the early G.T.R. train.

Corp. Oscar Weichel, son of Mr. and Mrs. John Weichel returned home Monday afternoon. He was met at Kitchener by his relatives and motored home. Oscar went overseas two and a half years ago with the 118th Battalion and since then has seen much hard fighting. He received a nasty shrapnel wound in his right leg, which resulted so seriously as to cause the amputation of his limb. However, he is bright and cheerful through it all and his many friends are glad to welcome him home.

Mrs. Fred Ruppel is visiting her parents in Waterloo.

Mr. and Mrs. Walter Hollinger returned home from their honeymoon trip on Saturday evening and will take up residence on Mill street.

Mrs. J. Badley, of Elora, and Mr. and Mrs. George Badley of Colborne visited at the home of Mr. and Mrs. Walter Badley, on Sunday.

Mr. and Mrs. Wm. Steuninger and family motored to Hamilton and spent the week end with relatives there.

Mrs. George Ratz and Miss Ruth Ratz, of Toronto are visiting the former's mother, Mrs. Henry Dunke for a few days.

Mrs. W. Tyler is spending a few days with relatives in Dorking.

At the conclusion of the evening service in the Presbyterian church last Sunday, Sgt. Geo. Pepper, who has recently returned from overseas was presented with a gold piece. Mr. A. Werner read the address, while Mrs. A. Moses made the presentation. Sgt. Pepper made a very appreciative reply, in which he thanked the church for the kindness shown him while overseas.

Mr. George Watson is in Hamilton for a few days.

Miss Eileen Ratz, of Stratford, is visiting in town.

Mr. and Mrs. C.K. Jansen and family, of Galt, motored to town on Sunday and spent the day with Mrs. Vogt.

Mrs. Millar, Centre St., is visiting in Mildmay.

GRAND TRUNK RAILWAY SYSTEM TIME TABLE CHANGES

Commencing Saturday June 28th, train No. 55 to Muskoka Wharf will leave Toronto 10:00 A.M. daily except Sunday and run through to Penetang Midland and Scotia Jct., connection made at Muskoka Wharf for all points on Muskoka Lakes, at Huntsville Dock for points on the Lake of Bays; at Scotia Jct. for Rose Point and Parry Sound and at Penetang for points on Georgian Bay.

Train No. 58 will leave Scotia Jct. 9:20 A.M., Huntsville Dock 10:45 A.M., Muskoka Wharf 12:45 P.M., Midland 12:45 P.M., Penetang 12:45 P.M., arrive Toronto 4:45 P.M., daily except Sunday, making same connections south-bound as No. 55 north-bound.

Commencing Saturday June 28th and each Saturday thereafter train No. 43 will leave Toronto 1:30 P.M. and run through to Scotia Jct.

Train No. 50 will leave Huntsville 5:15 P.M., Sunday only, Huntsville Dock 5:30 P.M., with connections from Lake of Bays, Muskoka Wharf, 7:10 P.M., with connections from Muskoka Lakes, arrive Toronto 11:10 P.M. Sundays only.

Commencing Saturday June 28th and Tuesdays, Thursdays and Saturdays thereafter, train No. 48 will leave Huntsville 5:30 P.M., Muskoka Wharf 7:40 P.M., with connections from points on Muskoka Lakes, arrive Toronto 11:25 P.M.

Commencing Friday June 27th, train No. 49 will leave Toronto 11:30 P.M. and daily except Saturday and Sunday with sleeping car for Muskoka Wharf, Huntsville and Algonquin Park, Sunday night sleeping car will leave Toronto on train at 9:15 P.M. with same connection.

Commencing Saturday June 28th and on each Monday, Wednesday and Saturday thereafter, steamship special No. 23 will leave Toronto 12:10 P.M., arrive Sarnia (Point Edward Dock) 6:00 P.M., connecting with Northern Navigation Company steamer.

On Sunday June 29th and each Sunday, Tuesday and Friday thereafter, steamship special No. 22 will leave Sarnia (Point Edward Dock) 8:00 A.M., arrive Toronto 1:35 P.M.

Train No. 41 will leave Toronto 7:45 A.M. instead of 8:15 A.M., arriving North Bay 6:15 P.M. daily except Sunday.

Train No. 31 will leave Toronto 8:30 A.M. instead of 8:40 A.M., arriving Stratford 12:17 P.M., London 1:45 P.M., and Sarnia 3:15 P.M. daily except Sunday.

Train No. 35 will leave Toronto 3:30 P.M. arrive Stratford 7:10 P.M., arrive London 8:30 P.M., connecting with the International Limited for Detroit and Chicago, daily except Sunday.

Train No. 189 will leave Toronto at 5:02 P.M. (instead of 4:15 P.M.) for Guelph and Palmerston arrive Palmerston 7:55 P.M. daily except Sunday.

Forest fires are again raging near Calgary in the Sheep Creek Valley.

On the charge of stealing a new motorcycle at Ottawa, John Henderson was arrested at Sarnia. Lord Beaverbrook announced that he will offer five scholarships for the Province of New Brunswick.

Intelligence second hand dealer, one call, kind of household, 271 King St. W., H.

FIRST IMPRESSIONS ARE SOMETIMES MISLEADING

And therefore the "UNITED" are desirous that every CANADIAN shall KNOW who they are dealing with when in a UNITED CIGAR STORE — The following clipping we believe will prove of sufficient interest to the public to warrant careful reading.

United Cigar Stores, Limited, of Canada

AN impression seems to have gotten abroad in some manner or other that the United Cigar Stores, Limited, of Canada is in some way connected with the United Cigar Stores, of the United States, and is controlled by the same interests. This is entirely wrong, and we are anxious to correct it. While our aim of BIGGER AND BETTER SERVICE, coincides with that of the American Company, we are in no manner, shape or form a part of their organization, but an entirely Canadian corporation, all of our Directors having been born under the "Grand old British Flag," and our Company registered in Great Britain, and her Colonies. An interesting fact in connection with the name, is, that it was first used in Canada, and the first United Cigar Store, located in Toronto, near the corner of Queen and Yonge Streets.

The idea of the United Cigar Stores, Limited, of Canada, originated in the mind of our President, Mr. W. B. Reid, who is a Scotchman by birth, and a staunch Canadian by adoption. Mr. Reid came to Canada from Edinburgh, Scotland, in 1889, and immediately identified himself with the tobacco business, being the first man in the Province of Ontario to place Canadian-grown leaf tobacco on the market. Possessed of acute perceptive powers, keen foresight, and a knowledge of existing conditions in the retail tobacco trade, gleaned on his trips throughout the country, he foresaw the great opening there was for a chain of stores, operated on strictly up-to-date methods, with satisfactory service as their first consideration. At that time the designating mark of a tobacconist's shop was a "Wooden Indian," with upraised tomahawk, placed outside the doorway, and the methods generally employed inside the store were not much in advance of the civilization depicted by the sign. No attention was paid to the care of stock, and same was allowed to become dry and mouldy. The store was usually dirty, and dusty—the camping ground for all the loafers in the immediate vicinity, and the service deplorable. If you were a regular customer, perhaps, you would be greeted by a muttered, "Good Day"; if a transient you would receive a grunt, "The, world, 'Thank you' were never heard.

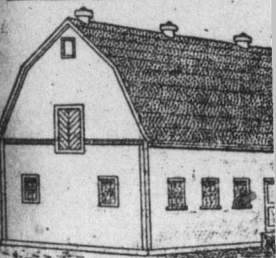
The idea gradually gained ground, and in 1897 Mr. Reid formed W. B. Reid & Company, the nucleus of the present organization. In 1902 the company was incorporated under the name of the United Cigar Stores, Limited, with a capital of \$20,000, and several branch stores opened in Toronto. In 1914 the Company's capital stock was increased to \$250,000, and more branches opened, including stores in London, Hamilton, Brantford, St. Thomas, Kitchener, and Guelph. In May, 1915, the United Cigar Stores, Limited, Canada, assumed control of the business, and increased the capitalization to \$3,800,000, with Mr. Reid as President and Managing Director. Since that time, despite the abnormal conditions created by the world war, development has gone rapidly ahead, and at the present time we have 160 stores, located in most of the principal cities and towns of Ontario, and in Montreal and Quebec City, and now have plans under contemplation whereby we expect to spread our operations, and have a "UNITED" store in all the principal cities of the Dominion from Coast to Coast.

We thank all our readers for their patronage and support in the past, and trust that the foregoing may remove any element of doubt in the mind of any one of them regarding our British origin, and take this opportunity of assuring them that they will always receive the UTMOST IN SERVICE at the "UNITED OF THE SHIELD."—Editor.

UNITED CIGAR STORES LIMITED (of Canada)

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