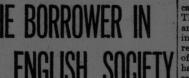
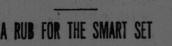
MC 2035 POOR DOCUMENT

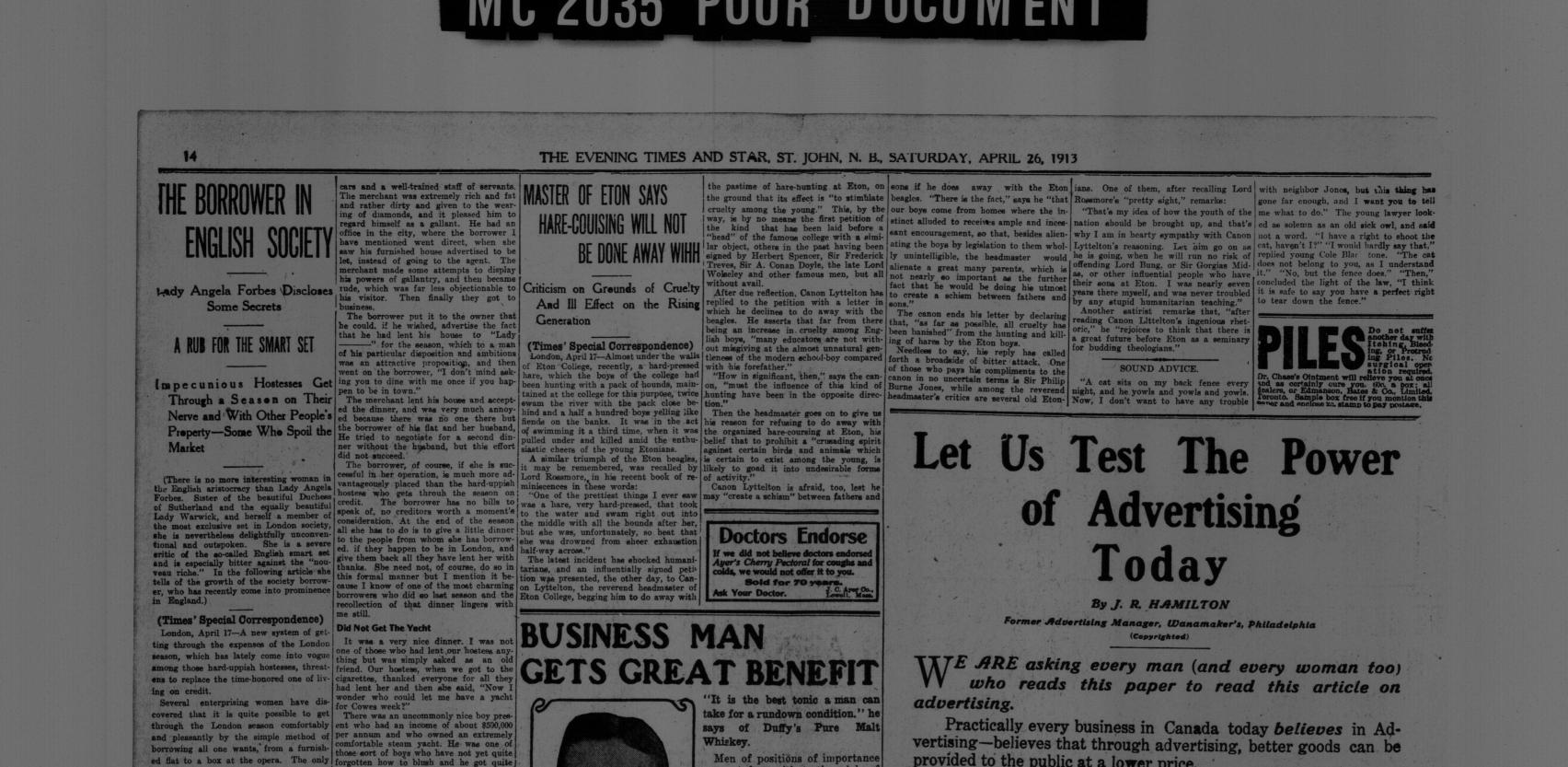




London, April 17—A new system of get-ting through the expenses of the London season, which has lately come into vogue among those hard-uppish hostesses, threat-ens to replace the time-honored one of liv-ing on credit. Several enterprising women have dis-covered that it is quite possible to get-through the London season comfortably and pleasantly by the simple method of borrowing all one wants, from a furnish-ed flat to a box at the opera. The only thing, so far as I can judge, that the society borrower does not borrow is money; curiously enough it is apparently against her conventions to do so, but as the can borrow all that money can buy there really is no necessity for her to do so: I frankly confess I do not altogether

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Practically every business in Canada today believes in Advertising-believes that through advertising, better goods can be provided to the public at a lower price.

Most firms believe in honest advertising. And even the few that begin by doing dishonest advertising either become honest or become extinct.

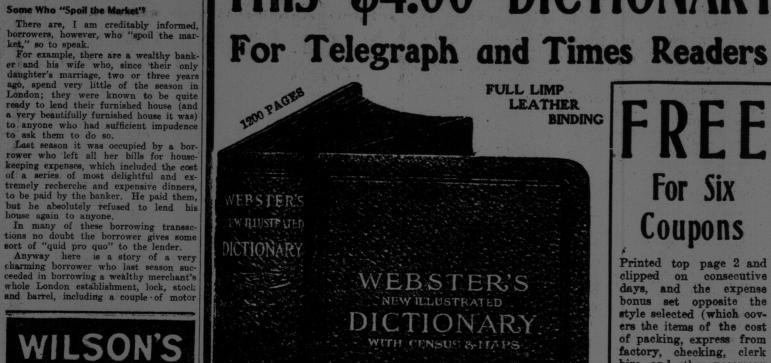
Now we wish to make a test today of this advertising power. There are some elve thousand of you people reading thi needs to supply. If those needs can be supplied better through advertising than without it, you above all people should know that fact.

take for a rundown condition." he says of Duffy's Pure Malt

Men of positions of importance are not free with testimonials of

are not free with testimonials of indorsement as a rule, and when they do speak it is generally be-cause they are deeply impressed. We find this is especially so in matters pertaining to health.

Some Who "Spoil the Market"





Whiskey.

FULL LIMP LEATHER

BINDING

DICTIONARY

FREE

For Six

Coupons

Printed top page 2 and clipped on consecutive days, and the expense bonus set opposite the style selected (which cov-

ers the items of the cost

EXPENSE items.) as ex-

plained under the Diction-

ary Coupon printed on an-other page of this issue.

Out-of-Town

Readers

Must send 22 cents for

Before this article was printed it was shown to every merchant in this city. They all know that a test is going to be made.

All of them who have merchandise sufficiently strong to base a test upon, have advertised that merchandise in the columns of this paper you are reading now.

Every one of these merchants knows from long observation that *advertising* can get the public once, but that only *honest advertising* can keep on getting you. Therefore it is fair to assume that the advertising in this paper today will stand the test of integrity.

You women and men of this city (and for that matter of every city) have come to **know** merchandise value pretty thoroughly.

Therefore this is what we wish you to do: Read over each advertise-ment in this paper today. Pick out the merchandise that you need, and when you go to the store to buy it, mention the fact that you have read the advertisement in this paper, and that you are now responding to it,

When you get that merchandise home we want you to judge the value of adver-tising by three things: First, by the *service* that you have secured in the store that advertises. Second by the *quality* of merchandise that store has given you. And third, by the *actual saving* in money by which you have profited in *answering* that advertising and going to that store.

If the advertisers in this paper can render you better service and save you money, you certainly should be most eager to take advantage of it.

Try it out-all of you now and see how it works.

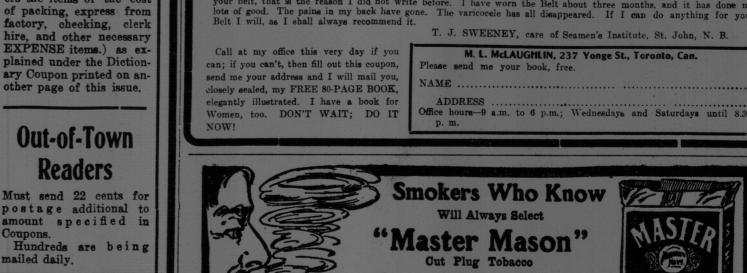
WEAK MEN, WAKE UP! WHY DO YOU WAIT?



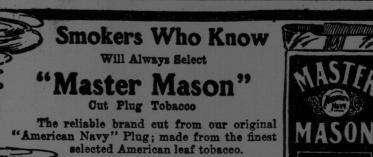
AKE UP! WHY DO YOU WAT? Are you satisfied to turn the grindstone for the other fellow all your life? Are you content to be a plodder all your days? There's nothing in it, and You know it. Then why not brace up and be a Man? Electricity as I apply it is working wonders in the world. I am making hustling, energetic men out of wrecks every day. In every walk of life you'll find out these men-men whom have saved from lives of wretchedness and despair-men who are making their mark in the world-men who are shouting the praises of my Dr. Mo-laughlin Belt-men who will tell you that their success in life dates from the time that they begin the use of my great Electric Appliance-the only absolute. Use fe and sure remedy for a weak man, a broken-down man. My remedy is an honest remedy, a logical remedy, a time-tried remedy. You have seen my advertisements for over 20 years, if you have been on earth that hong, and if you'll write to or consult some of the men and women who have used my appliance or are using it, they'll tell you that it does all that I claim for it and even more. Then why do you wait? What's the use in bewailing your fate? You know you are not the man you ought to be. I can help you with Electricity as applied according to my method more than all the Doctors and Drugs in Christendom. If it's fresh strength and energy you want, VIM and VIGOR, that's what I can give you, and you'll be a long time, getting anything like that out of drugs.

If your stomach don't work; refuses to digest your food; if your Bowels do not move regularly; if your Kidneys are weak; if your Liver is sluggish; if your Blood Circulation is poor and your Blood is full of Uric Acid or other impurities; if your powers of manhood are weakening; if your body is full of Pains and Aches; if you suffer from Headaches, Debilitating Losses, Urinal Disorders, Irritability, Depression, Sleeplessness, or any other signs of Ner-vous or Physical Breakdown, stop and THINK! Don't don't depend upon drugs to build you up; they'll never do it. Don't you know that all such symptoms are crying out the fact as loudly as they can that the nerves-cells of your body are robbed of their power—their vitality? Don't you know that it is nerve-power that operates every or-gan, every function of the body? Don't you know that the basis of nerve-power is Electricity? Don't you know that Electricity is Life? If you don't, then you should get my Book and read it. It will teach you facts you ought to know.

to know. Let me treat your case in my own way. Let me apply a steady current of Galvanic Electricity to your weak-ened system with my Dr. McLaughlin Electric Belt. 'Wear this appliance, night after night, for a few weeks and it will drive out all those pains and aches; it will restore energy and equilibrium to your nervous system; it will fill your body with fresh strength and energy; it will give you back the powers of Manhood and make you a Man among Men. Again I place before you more PROOFS: Dear Sirs,-You will think I have forgotten you, but I have not. I wanted to be sure of what I would say about your belt, that is the reason I did not write before. I have worn the Belt about three months, and it has done me lots of good. The pains in my back have gone. The varicocele has all disappeared. If I can do anything for your Belt I will, as I shall always recommend it. T. J. SWEENEY, care of Seamen's Institute, St. John, N. B.



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