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## City Council Referred Back Board of Control's Nomination for Property Commissionership Bion J. Arnold, of Chicago, and J. W. Moyes, of Toronto, Appointed as Traffic Experts. <br>  <br>  <br> $=$ <br>  <br> - <br>  <br> |  |  |
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|  |  | <br> Making a Flat World Round <br> 

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| Miss Percy Haswell and Her Company Gave Fine Portrayal of "The | Rever M, ABRASON HERE |
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##  <br> FITZGERALD IS REFUSED <br> AS NEW COMMISSIONER TRAFFIC EXPERTS ENGAGED

When Columbus set out to reach India by sailing westward, he met with opposition and ridicule. He believed the earth to be round Wise men held that it was flat-that Columbus was mad
-and that he'd fall off somewhere if he departed from established beliefs.
But Columbus' belief found him a continent and made
him blessed of memory.
The Business World is flat to some men Their profit-bearing shores of Opportunity stretch only so far as their grandfathers trod. Custom, superstition and
apathy have set them confines which they may not pass. For instance, they believe the business year is flot pase For instance, they believe the business year is a fiat one
not an all-year round of trade, with East joining West, with Spring merging into Autumn-but just two distinct seasons, with sawed-ofr edges gaping into space
They confine their activities to a Spring trade and to a
Fall trade. To them there is no intervening continent with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of Summer trade. June, July and August are never-never land.
Surely this conception of Summer as a "dull" season' is as fallacious as the delusion that the earth was flas People have just as much money in the hot weather and spend quite
ns freely as in Spring and Fall. Granted that they are not buying skates and snow shovels in August, yet they are buyyng staple articles.
Furthermore they haye an eve on luxuries and comforts they are
counting upon purchasing in the Fall.

The modern Columbús has discovered this Summer trade-this golden West lying between the known
continents of old beliefs. Departing from established habit, many have made their energies and their Advertis ing an all-year-round proposition.
Keeping up Advertising during the Summer months not only links your Spring and Fall, but produces rich har-
vests from the Summer months themsel


## Baseball

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hillies Light Lunch

(2)T.\&D.Team PickedFor Holiday Game
Klouters Still in the Slump
Grays Give Rudolph Beating


E. T. SANDELL

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Captivating Apparel Attractively Priced

## The Simpson Store

Men's Two-Piece Outing Suits
grey with white hairline stripe. They are made in smart single-breasted, three-
button strle coats, that are made up light, with well shaped shoulders, and trousers having cuffs and belt straps. Sale price ......................... 9.00 A Very Special Two-piece Outing Suit, for summer wear, made from Eng-
lish tweed in blue with hairline stripe, tailored in up-to-date single-breasted style; lish tweed in blue with hairline stripe, tailored in up-to-date single-breasted style;
trousers with cuffs, belt and side straps, excellently tailored. Price.... $\mathbf{1 8 . 0 0}$ Bors' Natural Linen Suit, made in the smart three-butfon double-breasted
with patch pockets and belt, neat fitting bloomer pants, with strap bottoms. Sizes 9 to 16 years

 $\$ 1,50$


3 Extraordinary Buying Chances in the June White Sale,
Getting near the end of our greatest Semi White Sale. Only four more days Lustres for Bathing Suits

Two Special Purchases


Sale of Surplus Stock of French and American Blouses

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 to take adrantage of the extraordinary low prices on beautiful whitewear that | have made |
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