The Georgetown Herald.

FIFTY-FIRST YEAR OF PUBLICATION | GEORGETOWN, WEDNESDAY EVENING, MARCH 6, 1918 | $1.50 Per Annum, or $1.25 if Paid in Advance

THE GEORGETOWN HERALD

IS PUBLISHED
EVERY WEDNESDAY EVENING
AT THE
HERALD POWER PRINTING OFFICE
GEORGETOWN - - ONT.

SUBSCRIPTION RATES
One year, $1.50; not if paid in advance; Six months, 65 cents in advance.
The address label shows the date your subscription expires.

CONTRACT ADVERTISING RATES
Furnished on application
Ten cents per line for first insertion, and five cents per line for each subsequent insertion will be charged for all Standard advertisements. Twelve lines to an inch.
Advertisements without specific directions, will be inserted until forbid and charged accordingly.
Advertisements will be changed once each month without extra charge.
Changes for contract advertisements must be in the office by Monday evening.
J. M. MOORE, Publisher.

G.T.R. Time Table.

GOING EAST.

Passenger	9.20 a.m
Passenger	11.00 a.m
Mail	11.59 a.m
Passenger	5.45 p.m
Mail	7.15 p.m

GOING WEST.

Mail	7.57 a.m.
Passenger	10.05 a.m.
Passenger	2.08p.m.
Passenger	5.35 p.m.
Mail	7.57 p.m

GOING NORTH.

Mail	5.20 p.m.

GOING SOUTH.

Mail	10.05 a.m.

TORONTO SUBURBAN RAILWAY

DAILY TIME-TABLE

	a.m.	p.m.	p.m.
Going East	8.10	2.20	6.40
Going West	8.55	2.55	7.47

SUNDAY TIME-TABLE

	a m	p.m.	p.m	p.m
Going East	10.20	12.50	4.15	6.10
Going West	10.40			6.10

DIRECTORY

Legal

SHILTON, WALLBRIDGE & DALE.
Barristers, Solicitors, Etc.
TORONTO AND GEORGETOWN
Office: Kennedy Block.
Le Roy Dale, in charge of Georgetown Office.

Medical

DR. JOSEPH McANDREW
Physician and Surgeon
Medical Officer of Health
District Surgeon G. T. R.
Office hours—2 to 4 and 7 to 8 p.m.
Phone 58
Office and Residence Main St., South, opposite Presbyterian church.

Chiropractic

No Medicine, Surgery or Osteopathy
A. M. NEILSEN, D.C.
Graduate of "The Palmer," the Original School of Chiropractic, Davenport, Iowa, U.S.A.
Office over Horrigan's Drug Store
Consultation and Spinal Analysis Free
Tues., Thurs. and Sat., 2 to 5 & 7 to 8p.m
PHONE 150a

Optical

L. L. PLANT, D.O. Oph., D.
GEORGETOWN
Eyesight Specialist.
Glass Eyes. Eyeglasses.
Office next to Library. Phone 199 for appointment.

Dental

FRANK R. WATSON, D.D.S., M.D.S.
DENTIST
Georgetown, Ont. Hours: 8.30 a.m. to 6 p.m. Dentistry in all its branches
Over Bank of Hamilton.

F. L. HEATH L.D.S., D.D.S.
DENTIST
Office in Lane Block one door north of O'Neill's Carriage Factory. Hours 9 a.m. to 6 p.m.

DR. L. L. BENNETT
DENTIST
Office at residence, Main St., north, first house over G.T.R. bridge. Phone 142, Georgetown.

Auctioneers

BENJ. PETCH
Licensed Auctioneer for Halton and Peel. Glenwilliams Post Office. Sales conducted satisfactorily and at reasonable rates. Orders left at the GEORGETOWN HERALD OFFICE will receive prompt attention.

WE WANT NOW!

A Reliable Agent in Halton County to sell PELHAM'S PEERLESS FRUIT AND ORNAMENTAL TREES during Fall and Winter months. Good pay, exclusive territory, see selling equipment.
Over 600 acres of the choicest Nursery Stock including NEW varieties controlled by us. Handsome up-to-date selling equipment and a splendid Canadian grown stock to offer customers. We are not jobbers.
N.B.—Catalogue sent on request to applicants for agencies or purchasers of nursery stock.
Write now for agency terms to
PELHAM NURSERY CO.
Toronto. -- Ontario

JACKSON AND LEE
Civil Engineers & Surveyors
Temple Bldg., Brantford
Maj. A. M. Jackson, B. M. Lee
Mechanical Engineer, Etc. O.L.S., D.L.S
B. O. Wynne—Roberts water works engineer
W. C. Tilley—Registered Architect

Your Opportunity
For Service and Salary will surely follow a course in one of Shaw's Business Schools, Toronto. Write for our free booklets. W. H. Shaw, President. 393 Yonge St.

:: No Shovelling Required ::
STANDARD ANTHRACITE
SCRANTON COAL
In all sizes
Automatically Screened and Loaded
Coal & Wood
Select Lump for Domestic and Threshing Purposes. Smithing and Grate Coal. In fact carry everything to be found in an up-to-date Coal and Wood Yard.
JOHN McDONALD
Georgetown
Phone 1 2

J. W. KENNEDY
Hardware, Paints, Stoves, Tinware, Electric Fixtures, Sewer Pipe, and Cement
Tinsmithing and plumbing
Hot Air and Hot Water Heating
Electric Wiring
J. W. Kennedy
PHONE 25
Georgetown, Ont.

What of To-Morrow?
is the problem of every thinking Man and Woman.
The proper business education chooses and teaches those facts essential and useful to the daily life of those who acquire it.
It will profit YOU to secure a business training in this practical and successful school of business.
Students may enter at any time
—AT THE—
Guelph Business College
GUELPH, ONT.
and receive individual instruction.
A. L. BOUCK, - Principal

J. M. Buck
BUTCHER
Georgetown
Always has on Hand the Finest of
BEEF & PORK
SAUSAGE BOLOGNA ETC.
HOME-CURED HAMS & BACON
LAMB & VEAL
IN SEASON
STUFFED AND PLAIN OLIVES
HEINTZ SWEET PICKLES IN BULK

to Attend the Best. It pays.
ELLIOTT Business College
TORONTO, ONT.
Yonge and Charles Sts., Toronto, Ont., has a National Reputation for superior work. Open all year. Enter now. Catalogue free. Great demand for our graduates.
W. J. ELLIOTT, Principal.

Poor eyes make Jack a dull boy. Many a promising child has been kept in the background owing to eyes that were not normal.
If you are not sure that your childs eyes are perfectly normal make it a point to find out.
Save Your Eyes
DR. PLANT, Optometrist
Georgetown, Phone 199. Office next to Library

BANK OF HAMILTON
Established 1872
Capital Authorized, $6,000,000
Capital Paid-up, - $3,000,000
Surplus, - - - - $3,000,000
Send your Boy at the Front a Five Franc Note for $1.00

Can be used to buy little comforts close behind the Firing Lines.
For Sale at The
BANK OF HAMILTON
Georgetown Branch
G. C. MACKAY, Manager
44-O

ESTABLISHED 1864
The Merchants Bank of Canada.

Paid-up Capital	$ 7,000,000
Reserve Fund and Undivided Profits	7,491,292
Total Deposits	92,109,077
Total Assets	121,150,558

WINNER OR WASTER—Which are You?
ON a recent public occasion the Honorable the Minister of Finance for Canada, in addressing a representative Canadian audience, dealt with the urgency of everybody doing, even in the smallest way, their share towards aiding the Empire.
It is well to remember that every dollar thrown away extravagantly does one hundred per cent. more good to the enemy than one dollar saved by ourselves.
The wealth of the world finally filters through individual dollars, and if the curse of extravagance strikes deeply enough, our ruin is bound to follow.
Save a dollar TO-DAY and do a hundred per cent. more for the Empire than your extravagant neighbor does for the enemy.
Safety Deposit Boxes to Rent.
C. W. Grandy, - Manager
Georgetown Branch.

"Saturday Treat"
This Saturday we have something different for you—75 lbs of "Victory Fudge." The taste is just as good as the name sounds. A delicious, creamy, tasty, and wholesome fudge, in snowy white vanilla and pale pink strawberry. One pound is as good as a meal to you. Sold at 30c per pound in the City Shops.
Saturday Treat Price, - 19c
WEEK-END CHOCOLATES
Judging from the increasing demand for our week-end Chocolates they must be wonderful value—so they are. Just try a pound and see. Regular 40c per lb.
Week-End Special.....29c lb.
T. H. MOOREHEAD
A. NORRINGTON — Manager
PHONE 89
MAIN STREET GEORGETOWN

Let's send You the Herald
Only $1.25 in Advance

It's discouraging
to discover a hole like this in the comfortable shoes that you expected would last for a couple of months longer—anyway. However, if you send them to us for our
High Class Shoe Repairing
we can re-sole them, restore their good looks and put them in condition to give you long service. Why not try it.
W. WHARRAD
MAIN STREET PHONE 147

Mail Contract

Sealed tenders addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 29th March, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week over the rural route Milton West R.R. No. 3 from the date of the contract.
Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Milton West, and at the office of the Post Office Inspector, Toronto.
A. Sutherland,
Post Office Inspector's Office, Toronto, January 9th, 1918.

Mail Contract

Sealed tenders, addressed to the Postmaster General, will be received at Ottawa until Noon, on Friday, the 22nd March, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week over Rural Route No. 1 from the Village of Cheltenham R.R. No 1.
Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Cheltenham and at the office of the Post Office Inspector, Toronto.
A. Sutherland,
Post Office Inspector's Office, Toronto, February 8th, 1918.

Mail Contract

Sealed Tenders, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 29th March, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, six times per week each way between Brampton Rural Route No 2 from the Postmaster General's pleasure.
Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Brampton and at the office of the Post Office Inspector, Toronto.
A. Sutherland,
Post Office Inspector.
Post Office Inspector's Office, Toronto, February 9th, 1918.

Mail Contract

Sealed Tenders, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 5th March, 1918, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, 6 times per week over Milton West Rural Route No. 4.
Printed notices containing further information as to conditions proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Milton West, and at the office of the Post Office Inspector.
A. Sutherland,
Post Office Inspector
Post Office Inspector's Office, Toronto, Jan. 22nd, 1918.

Clifford Linham
BUTCHER
MAIN STREET
FOR
The Choicest
Beef Butter
Pork Lard
Veal Eggs
Lamb Fish
Cooked Meats and Sausage
Swift's Noted Premium Hams and Bacon
Deliveries Daily to any part of town.
Clifford Linham
Phone 196

SPECIALS
Choice Fruit
Call and see us this week and secure some of our Choice Goods.
A. RESTIVO
Fruit Specialist
Main Street - Georgetown

WIRE FENCING!
I have just received a car of the best Wire Fencing obtainable which I am prepared to sell at a most reasonable price.
LET US FILL YOUR ORDER
30 x 3½ plain Auto Tires, guaranteed 3,000 miles. Reg. $20 for $12.50 each. Also tubes, etc.
THOS. E. HEWSON
Norval — Ontario
Phone 101r23.

MY CHUM

He stood at the Crossroads alone,
With the sunrise in his face;
He had no fear for the path unknown,
He was set for the manly race.
But the road, stretched east and the road stretched west,
There was no way to tell him which way was the best;
So my chum turned wrong and went down, down, down,
Till he lost his race and the victor's crown.

And fell at last in an ugly snare,
Because none stood at the crossroads there.

Another came on another day,
As the sun sank over the crossroads stood;
He paused a moment to choose the way
That would lead to the greater good.
And the road stretched east and the road stretched west;
But I was there to show him the best;
So my chum turned right and went on and on,
Till he won the race and the victor's crown;
He came at last to the mansions fair,
Because I stood at the crossroads there.

Since then I have raised a daily prayer
That I be kept faithfully standing there,
To warn the runners as they come,
To save my own or another's chum.
—Laura Soper, in "Epworth Herald."

Worth Winning

By George Elmer Cobb

John Beardsley charmed people. He was forty, rubicund, jolly, an encyclopedia of jokes and quaint sayings. He was liberal, too, and he made haste to tender the fullest service.

There was no hotel at Bassford, but there were half a dozen grain elevators which drew the farming community for miles around. This meant established trade for the one general store, which was a customer worth having for the jovial traveling man.

Beardsley had to stay overnight at Bassford always, for the trains were infrequent. At his first visit he asked the storekeeper if there was any prospect of making an arrangement for meals and a room anywhere in the village.

"Why, yes," readily answered the merchant. "Mrs. Lisle has done something in that line for transients. She's a widow, and thrifty, and industrious, and needs all she earns. Fine woman, sir! but had a scallawag of a husband who drank himself to death, leaving her a house and lot and a little child of five. That's her place," and the speaker pointed out an old-fashioned house a block distant. "Tell her I sent you, for she is shy with strangers."

Neither the blossoms, kindly faced widow nor the pretty, lively little Ruth were long shy with Beardsley, however. He bustled in upon them, frank as a boy, and he told what was charged when he left, avowing that the lavender scented bed awarded him had induced the soundest sleep he had enjoyed for years, and the scrapple and pancake dainties would leave a lasting longing for more. Something seemed to pass out of the lives of the mother and child when he came to bid them adieu. He waved kisses to the responsive little one until he was out of sight, with his great echoing voice promising her the prettiest city doll he could find, on his next visit.

Beardsley and the doll arrived on schedule time, and at the end of his second day at the neat, homelike domicile of the widow, Beardsley was more effusive than ever in his enthusiastic appreciation of the comfort and attention awarded.

After that, not only Mrs. Lisle and Ruth, but he himself looked forward to these monthly meetings as an event in their lives—he always the genial, pleased visitor, friendly, but respectful, the widow cheery, eager to prepare for him her best cooking, and little Ruth delighted while he was in the house and in tears when he went away.

One wintry night a belated train carried an unusual and unfamiliar John Beardsley through the drifts and snowdrifts, for the smile was absent and the kindly eyes dulled with gloom. Beardsley had just left a town where a former fellow traveling man had settled down. A memory of the cheery home, the loving wife, the comfort unchered husband made him reflect that he was missing the best gifts of life. He was a lone sheep, indeed, he mourned, a wanderer, a species of demic outcast. However, once beside the cheerful fireplace of the Lisle home his ordinary good nature revived.

He awoke the next morning at the sound of a vigorous knocking on his bedroom door.

"Oh, Mr. Beardsley!" called out Ruth's voice, "mamma says you've hardly got time to get up to eat breakfast and catch your train."

"No wonder!" retorted Beardsley. "After those hotel beds this one is a luxury. I'll be right down, little one."

He hurried his breakfast, for he had limited leeway of time his watch told him. He ran up to his room, lit a cigar and began piling his traps into the satchel. He placed the lighted cigar on the window sill and forgot all about it, leaving it there and rushing down the stairs and Mrs. Lisle called —up:

"Mr. Beardsley, you have barely four minutes, and I hear the train already whistling at the crossing. Ruth insists on seeing you off."

"Good for little Ruthie!" cried Beardsley. "There I am," and they left the house in company, and he had just time to pile into the rear car of the train as it pulled out of the depot.

He stood on its platform, swinging his hat, while Ruth, threw him kisses, and Mrs. Lisle waved him a friendly good-by.

The dull season came on, and it was three months before Beardsley again visited Bassford. During the interim he had sent little Ruth gifts from time to time, and when he was ready to start on the road again he wrote the Bassford merchant, telling him when he would call on him.

It was dark when Beardsley reached Bassford. A little figure was there to greet him, Ruth, and her mother was with her.

"Well, I declare! It's heart warming to have true friends waiting to welcome you," cried Beardsley, and he not only grasped, but held the proffered hand of Mrs. Lisle.

"Mr. Morton, the storekeeper, told us when you would arrive," explained the widow diffidently, "and as you have moved since you were here last, we came to take you to our new home."

"Moved! How's that?" inquired Beardsley.

"We have got a smaller house," explained Mrs. Lisle evasively, and he found it so when he reached it, but immaculately clean and cosy as the old one.

"I'm going to stock up Morton," said Beardsley, "so I shall be here two or three days."

He arose early the next morning and took a stroll before breakfast. As he passed the site of the old Lisle home he halted, quite staggered, for it showed the burned-out skeleton of the house in which he had passed so many pleasant hours.

"I say!" he hailed a neighbor, going about his yard on crutches, "what's happened here?"

"Oh, the house burned down."

"When was that?"

"About three months ago. It was the first of February, as I well remember, about eight o'clock in the morning. It caught in the west room. I saw the curtains on fire from my place here, but I was alone. I'm a cripple, and I couldn't do anything. I telephoned the fire house, but it was all in flames by the time the hose cart got here."

"How did it catch?" questioned Beardsley, dawning intelligence in his face.

"Don't know—mystery. Mrs. Lisle and little Ruth had gone to the depot with a visitor, and when they got back they found themselves homeless."

Beardsley started briskly away from the spot. There was a queer, inspired, resolute glow in his eye. The first of February! Eight o'clock in the morning! Curtains on fire in the room in which he slept!

"Where I carelessly left my cigar!" he muttered. "That splendid woman must have guessed it, tried to hide it from me, and never let out a word. Bless her dear, honest soul! but I'll surprise her."

Two hours later, a roll of blue paper under his arm, Beardsley reappeared at the new home of the Lisles.

"Oh, dear! where have you been, Mr. Beardsley?" cried Ruth. "We've kept breakfast waiting for two hours, and mamma was afraid something had happened to you, and was almost crying."

"Nonsense," flushed up the widow.

"Blessed woman," apostrophized Beardsley audibly. "Never mind eating," he almost shouted. "I'm too excited for that. Now then, Mrs. Lisle, here are the plans for a new house I've ordered built for you on the old lot, to replace the one I burned down."

"The one you—" fluttered the widow.

"And you knew I did, and you never told me, or blamed me! Dear soul! If I wasn't an old roustabout bachelor, and not worth two thoughts from any woman—I'd—I'd—" his extended arms quivered—"I'd grab you, and hold you, and say you to marry me."

"You are nothing of the sort!" resented the widow indignantly. "You're the best man I ever met."

"You think that, do you?" cried Beardsley hopefully.

"I know it," declared Mrs. Lisle stanchly.

"Then—"

"Oh, Mr. Beardsley! if we have a new house, why don't you be my papa, and stay with us all of the time?" put in Ruth.

"You've said it, little one!" chuckled Beardsley. "And what do you say?" he challenged, turning to the blushing mother.

Her eyes drooped and her head sank low. There was no need of words, however, for she had placed on his arm a warm, trembling hand, the symbol of perfect confidence and love.

SOAP BUBBLES ARE DURABLE

If Blown in Accordance With Scientist's Directions They Can Be Made to Last for Months.

The transient existence of the soap bubble is proverbial, but Prof. J. Dewar, in a discourse delivered at the Royal Institution in London, explained how soap bubbles could be made to last for months, and exhibited several specimens.

The first requisite is that the air used in blowing the bubble shall be free from dust. In Professor Dewar's process the air is filtered through cotton wool, and the bubbles are blown by opening a stopcock in the air-supply tube. For the soap solution he prefers the purest oleic acid (tested by the iodine number) and ammonium soap (not potassium or sodium.)

To make a bubble durable the sac of liquid must be removed from its bottom by suction through tubes applied from outside. The lecturer showed bubbles more than half a yard in diameter, blown in glass vessels containing pure air at atmospheric pressure. A little water is kept at the bottom of the vessel. A uniform temperature of about 50 degrees Fahrenheit is favorable to longevity.

Professor Dewar said some of the smaller bubbles were a year old.

No Place Like Home.

Neighbor—Hello, Jenkins! How are you? Haven't seen you for quite a time, and you never come and see the wife and me now. Why is that?

Jenkins—Well, the fact is, old chap, that it's not through ill will or bad feeling, or anything like that, you know; only you and Mrs. Poomore have borrowed so many things from me that when I see your place it makes me feel homesick.

His Fault.

"The preacher, who was an exhaustball player, seems to depend much upon his delivery."

"It would be much more effective if he only knew something about being a shortstop."

THE SMILE

Be it fool or be it fair,
Smile
Never give in to despair
Smile.
Drive ahead with all your might
All the day and half the night,
Swear that you will sing your fight
And Smile.
Has Dame Fortune thrown you down
Smile.
Never mind her frown
Smile
Just sit steady in the boat
Blown life's currents smoothly float,
It will come right, you'll note
So Smile.
—Helen Colvin.

SINCE prohibition came into force, a year and a half ago, many throughout the Province who apparently cannot get along without their "booze" have developed the extract habit. Flavoring extracts contain nearly 75 per cent. of alcohol and the sale of these has greatly increased since September 16, 1916, and the manufacturers have an idea that they are being taken raw. Not wishing to have the extracts used as a means of evading the law the manufacturers took the matter up with the license board and for some time a committee of the manufacturers has been acting in co-operation with the provincial license board in drafting new law to put a stop to the practice. They have now completed a draft bill which will be presented to the legislature. It will provide that extracts shall be put up in bottles containing not more than two and a half ounces, that not more than one bottle be sold to a person at a time and that grocers and registers keep a record of all extracts sold similar to the record druggists are now required to keep of poison sales.

Correspondence

Post Office Department, Canada,
Ottawa, February 25th, 1918.

It has been found that the charge previously stipulated (25c) for the forwarding of Correspondence from Canada to enemy and enemy occupied territory through the medium of Thos. Cook & Son Montreal, does not cover the costs of such transmission, and in future the charge for forwarding such correspondence will be 50c per letter.

This amount is to be remitted by means of a Postal Note, together with the letter which is to be forwarded, to Thos. Cook & Son, 530 St. Catharine Street West Montreal, in accordance with instructions which may be obtained on application from Thos Cook & Son.

All enquiries on this subject are to be made to Thos Cook & Son, 530 St. Catharine Street West Montreal, who will furnish a copy of the regulations to be observed in sending such correspondence When writing Thos Cook & Son a stamped addressed envelope must be enclosed if a reply is desired.

Too much attention cannot be paid to the regulations governing this correspondence, as any item which contravenes these regulations in any way will not be transmitted. R. M. Coulter, Deputy Postmaster General.

Milton

Mr. J. A. R. Braden, Barrister, and Miss Grace Donovan, daughter of A. M. Donovan, Esq., Toronto, were married in New St. Paul's Church, Toronto, last Saturday afternoon. After a honeymoon tour to Atlantic City, N. J., Mr. and Mrs. Braden will reside in town.

"Common Sense" complains that Milton has too many dogs and cats which consume meat and milk and other needed foods.

Charles H Hartman died at St Joseph's Hospital, Hamilton, last Friday, aged 47. He was born at New Hamburg, came to Milton about twenty years ago and was landlord of the New Royal Hotel for about five years, after which he removed to Hamilton where he was proprietor of the Hartman House. He left a widow but no children. He was very popular as a hotelman. Champion.

Erin

Rev. G. W. Tebbs, formerly of Erin, has been appointed by the Bishop of Niagara, Rector in charge of Church of Ascension, Hamilton, during the absence of Dr R. J. Renison, who is proceeding overseas. Mr. Tebbs assumes his new duties on March 1st.

A very sudden death took place Thursday last at C. Simons, 4th line Erin, when Mrs. Simons, brother, Mr. Bingman who was visiting there was taken with a stroke from which he never rallied. The interment took place at Hillsdell, on Sunday, at the Rev. J. Melvin Smith conducting the service.

The wind storm on Monday night did a lot of damage around the county. Mr. R. Davis, 10th line, had the roof blown off his barn and Mr. J. Green, 9th line, had his windmill blown over. Mr. A. McGill 9th line also had the uprights on his barn door analyzed in two. No doubt there are many other mishaps of which we have not heard. It certainly was some wind storm.

Mr. and Mrs. Walter Thompson, of Ashgrove are visiting friends here, the guests of the latter's parents, Mr. and Mrs. J. Moss and other friends.

Advertising An Investment

Advertising is an investment—not an expense—and should be treated as such. Because it has been the habit of some merchants to look upon it as an expense, a wrong view has been gained, perhaps the misconception sprang from the fact that in bookkeeping it has been the habit to charge advertising to expense. Advertising produces new business—it swells the volume of business and profit—therefore it is an investment. Only the man who looks upon advertising as an expense, who is afraid of it, prejudiced against it, loses money in advertising. The man who treats advertising as an investment and gives it the attention an investment requires—knows that every dollar rightly invested in this direction yields compound interest—and more.

CASTORIA
For Infants and Children
In Use For Over 30 Years
Always bears the Signature of Chas. H. Fletcher