

Foolish Saving

A penny saved is not always a penny earned. Sometimes it is two pennies lost. The merchant who spends nothing on advertising loses much more than he saves.

The money spent for plate glass windows is not looked on as lost; nor is the money spent on better interior lighting.

Anything that increases favor, that adds to sales, that multiplies customers is very properly regarded as a good investment.

Advertising is a good investment—just as plate glass windows are. Advertising sells more goods to more persons than shop-windows do.

A Word to the Public

Do you resent having a merchant address his message to you in the form of an advertisement in our columns? On the contrary, is not your impulse to respond to his friendly overtures?

Shop Where You are Invited to Shop

Issued by Canadian Weekly Newspapers Association

Clearing Summer

MILLINERY

New Radio And Other Summer Millinery

—AT—
LOW PRICES

MISSES CLARIDGE

Herald Block

Main St.

A POPULAR OFFICER

The Canadian Pacific Steamships Ltd. S. S. "Montclair" which has just completed her maiden trip across the Atlantic is under the command of Capt. G. S. Webster, R.N.R., R.D. He was born on September 3rd, 1867, and joined Messrs. Eldon Dempster & Co., on Mar. 21st, 1892. Capt. Webster is one of the most popular skipper on the Atlantic; his first Canadian Pacific command was the "Lake Michigan" in April, 1908, when Elder Dempster's Steamers were taken over by the C. P. R. Since 1908 Capt. Webster has commanded such well-known C. P. R. liners as the "Montross," "Lake Champlain," "Lake Manitoba," and "Empress of Britain," and during the War the "Metagama" and "Helita" made many voyages across the Atlantic under his charge.



CAPT. G. S. WEBSTER

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BUNNY ALGIERS

One of the brightest spots in the World.

"Why not Algiers?" asks Mr. MacCallum Scott, M.P., writing in Sunday at Home.

"When fog hangs over London, when mists and rain and sleet strike us indoors in England, the northern shores of Africa are bathed in brilliant sunshine. The sky is a deep turquoise, the Mediterranean is a sheet of purple, azure, and emerald, and the land is gay with flowers, and orange groves are golden. At Christmas one may pluck the ripe oranges and lemons from the trees. In January the accents of spring are already in the air. Almond blossoms deck the hillsides. In the eucalyptus woods there is a continual buzzing of bees, pods and pattering of husks, diffusing their balsam on every side. The Bouzian trade is a purple tressure over wall and hedgerow, and the mimosa pours down in cascades of gold.

"The Riviera is a favorite resort of those who see the English winter; but the opposite shore of the Mediterranean, the Barbary coast, is regarded to the Casino at Monte Carlo, outvies all its attractions. The climate is warmer, more constant, and the vegetation more tropical. The mistral wind, which is the bane of the Riviera, is here a picture-scenery is more varied, more picturesque, and more wildly romantic.

"The native quarters of Algiers, the Kasbah, as it is called, is a veritable museum of Oriental and African life and custom. The streets are an intricate labyrinth of narrow passages lined by forbidding, windowless walls, and overhung by projecting upper stories which shut out the sky. Sometimes through a hastily opened doorway one may catch a glimpse of a courtyard full of color. The walls are pierced at intervals by the entrance to dark, cave-like, little shops, where sit the craftsmen of their hereditary crafts of tailor or metal worker, or silpiper-maker. The streets are thronged by a motley crowd of Arabs, Moors, Turks, Jews, Kabyles, and Berber tribesmen, among whom the swarthy Sicilians and Spaniards seem quite at home.

"The costumes are as varied and picturesque as the races. Red, purple, blue, and white blouses, red fuses, and turbans of all sizes and colors, attract the eye. Veiled women fill about like slender, dark, scarcely a European dress is to be seen.

"It is all so strange and alien that a timid visitor might be pardoned for feeling nervous about venturing into this native hive. But there is no danger. The people are law-abiding and courteous to strangers. And there is a simple clue to the labyrinth which seems at first so confusing. If one keeps walking uphill one arrives at last at the Kasbah fortress and the Palace of the Dey, at the very apex of the pyramid-shaped town, from which a century ago the rulers of the pirate state could watch their corsairs returning with booty across the Mediterranean. If one turns one's footsteps down the Kasbah, one gains to the Parisian boulevards, with their gay cafés and shops, which surround the harbor.

Your 3,000 Miles of Cotton

How much wool does the average person use? Over an inch with about twenty-five threads running downwards and the same number running upwards. A square yard is made up of 1,800 threads, each a yard in length. To simplify calculations we may assume that every yard contains a mile of wool yarn. The average suit or costume needs four square yards of cloth, so that every man and woman wears something like four miles of wool. Allowing two sets of clothes a year, we find that each of us uses four hundred miles of wool in fifty years.

When we come to linen and cotton goods, with eighty or one hundred threads each way to the inch, the total length of thread becomes appalling. A single handkerchief may contain 2,400 strands, each fifteen inches long, so that 1,000 yards of cotton thread are required to make it. A shirt represents about three miles of thread. In fifty years every one of us uses anything from 500 to 1,000 miles of cotton.

Brightest Lighthouse.
New lamps are being fitted to certain of the lighthouses round the coast of the British Isles. Meanwhile the engineers and experts attached to Trinity House are evolving a new formula for estimating the candlepower of the lights, which involves a revision of the strength of the beam thrown. In the circumstances, officials at Trinity House are unable to state which is the most powerful lighthouse in the British Isles. There are one or three lights which are produced by electricity. St. Catherine's, the Lizard and South Foreland. The remainder, over 50, are worked by oil, and every year they consume 145,000 gallons of paraffin. A strong light of 490,000 candlepower alone absorbs nearly 4,000 gallons of oil.

Thermalsens.
Thermalsens, discovered by Karl Wolf of Zurich, is an intimate mixture of acetylene and vaporized oils, and is claimed to have important advantages over other gases for producing high temperatures. It is somewhat heavier than air, has a specific heat a little over one-eighth of that of acetylene, and at room temperature is liquefied by a pressure of 1,600 to 1,800 lbs. per square inch. A notable peculiarity is a soft, sweet, inoffensive odor. In welding, few sparks are thrown off; it can be used at relatively low pressure, it produces no corrosive or poisonous effects, and is not liable to cause explosion.

A Family Feuding.
Mr. Hay: "I wonder what makes our son William so restless?"
Mrs. Hay: "Oh, most of our Bills are unneeded!"

Doherty Stoves And Ranges

Second hand Manure-Spreader, Mower, Bagging, Maple Leaf Grinder, Beatty Bros. Hay Track, Cars and Sling.

Melotte Cream Separator.
Machine Oil, Axle Grease.

S. B. GROAT

Office Phone 225 Residence 392. GEORGETOWN

CANADIAN LEADERS URGE OPEN GATE TO WORTHY IMMIGRANTS



Two family home in Venice, an Italian settlement in northern Alberta.



The two family home in the home Italian farmers.

Former builders and fuel supply of coal of the coal fields in southern Alberta.
In pre-war days immigration flowed toward America from the four sides of the earth. This tide was dashed by the war and its suspension retarded by after-war conditions. Canada erected legislative barriers as to quantity, quality and kind.

Canadian leaders now declare that so far as Canada is concerned the barriers must be raised and immigration encouraged. Lord Shaughnessy, under whose administration as its president, the Canadian Pacific Railway performed miracles of colonization and development for Canada, says: "We must have immigration. We have had very little since 1914. On the other hand, after the war, the natural feeling that grew out of the war encouraged the placing of restrictions on immigration that have been most disastrous in their results. We must have settlers from all over the world, not artisans, but men who will go out on our land, to our forests and to our fisheries and help to develop these resources. There must be an insistent demand upon Parliament to pass legislation that will open the doors to them to a reasonable extent and will permit them to come in."

No man in Canada knows better than Lord Shaughnessy what the immigrants of various countries have contributed to the Dominion's wealth and welfare. There are thriving colonies of Ukrainians, Poles, Hungarians, Swiss, Dutch, Scandinavians and Welsh, in addition to many of those nationalities that have been merged into mixed communities. Between 1900 and 1915, Canada absorbed 256,942 immigrants from the Central Powers and less than 100 have come in during the succeeding years. Canada realizes the value of worthy immigrants, no matter whence their origin, and the first steps are being taken to open her gates to all such.



The Point to Consider When Buying a Used Car

Whatever you buy, whether it be clothes, furniture or household necessities, you buy on good faith.

Faith that the manufacturer has made a good product—faith that the concern that supplies you will stand squarely behind it.

When you buy a used car from a McLaughlin-Buick dealer, you can do so with absolute confidence.

For the McLaughlin Motor Car Co., Limited, insists that McLaughlin-Buick dealers must typify and reflect McLaughlin-Buick standards; that they must be men of strict integrity, of financial standing—men who will live up to every promise made to a customer in consummating the sale of a car.

So when you buy from us, you know exactly with whom you are dealing—you'll know what you are buying.

Cook's Garage - Mill St., Georgetown

A UNIQUE COMPASS.



THE FACE OF THE DIAL & COMPASS



A silver mounted compass which is nearly 200 years old and is fitted with a sundial also longitudes and altitudes of important cities and ports, was presented by a Miss Buckley, a passenger on board the Canadian Pacific liner Metagama, to Mr. E. Cox, the third class steward, as a token of gratitude while on a voyage to Canada.
Mr. Cox states that the Squire of the parish of Weston, Norfolk, presented the compass many years ago to the Rev. Buckley of Weston, who was Miss Buckley's grandfather, and when he died he left it to her. The compass is in a well-preserved green shag case, made of which is the following inscription:—
"This compass and dial was given me by Sir George Overdell in 1778 it having been Sir Bagley Overdell's, made of Paris about the year 1727 H. E."

When opened the sun dial and sundial is on the face, while on the back of the compass are the longitudes and latitudes.
It was found a very valuable instrument for carrying in the old sailing days.

COAL AND WOOD

on hand all the time
BEST SCRANTON COAL
Cement on hand
John Ballantine
GEORGETOWN

Teaming and Cartage!

Prompt attention to all orders for any kinds of teaming and cartage. Pisho and Furpile moving. Contract work a specialty.

Norman Snyder
Georgetown Phone 172

Palm Garden

Lunch Rooms.
Meals Served at all Hours.
Ice Cream, Fruit & Confectionery
A Full Line of Tobaccos
Cigars and Cigarettes

All Phone Orders Delivered.
H. Wheatley
Phone 188 Mill St.

STANDARD ANTHRACITE SCRANTON COAL

In all Sizes
Automatically Screened and Loaded.

Coal Wood

Select Lump for Domestic and Threshing purposes. Smelting and Canal-Cool. In fact having everything to be found in an up-to-date Coal and Wood Yard.

John McDonald
Georgetown
PHONE 19

Brown's Garage

Has now a working crane and can handle all kinds of auto wrecks. Auto and General Repairs and a full line of Auto Accessories. Gasoline and Oil. Service for Oil Cushion Tappets. Agent for Presto Light Batteries. For Service phone 800 day or night.

Free Air
Brown's Garage
Main St. North Phone 300

J. H. SMITH

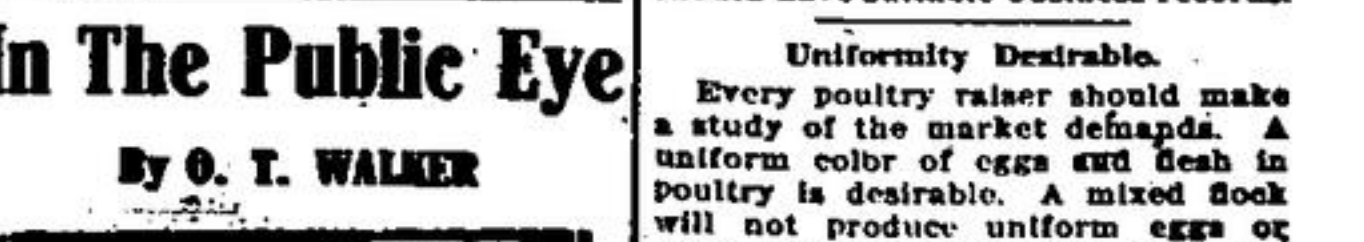
Stewarttown
PHONE 84 r 13

Old reliable dealer in Wire Fencing, Fancy and Plain Gates and posts of all kinds—always on hand.

I have a large quantity of Rails which I will deliver any length, at reasonable price.

J. H. Smith STEWARTTOWN

In The Public Eye
By O. T. WALKER



Most Eye Trouble is the direct result of eye strain. When the first signs of eye strain appear a Registered Optician should be consulted. We will thoroughly examine your eyes and prescribe the glasses that will give you comfort and ease. Our moderate charges are well warranted by the strength of, and the amount of work on the lenses; also the value of the material you choose. A Registered Optician is an eye specialist who has served his country by government examinations to care for your eyes. Lenses ground on the premises. SEE US FIRST GO TO

O. T. WALKER, R. O.
Registered Optician & Optician
Phone 100 for appointments.
MAIN ST. STEWARTTOWN

Vulcanizing

Tires for Sale
All Sizes of Tires, Tubes Repaired.
Gord Tires a Specialty.

F. H. Butterfield
Opp. Rex Theatre - Georgetown