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 We are sure you will be pleased with the new Winter  
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 The new materials and colorings are just right for  
 Winter wear.  
**A BIG REDUCTION ON ALL OUR HATS.**  
 Now is the time to order your  
**FUR COATS**  
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**LISTEN!**

**Did You Ever Stop to Think?**

By Edson R. Waite, Shawnee, Oklahoma

William Linton Andrews, editor of The Leeds (England) Mercury, says:

"Sometimes when I listen to windy talk about marketing plans, I want to get up and remind the speaker that markets are simply people. Some of the experts get entangled in forests and formulas. They ought to make it their job to get right through to the people.

"Those who make goods are short-sighted if they look upon their goods as sold when they have deposited them in the warehouse of a wholesaler or upon the shelves of a retailer. No article is truly sold until it has reached the hands of the man or woman who actually intends to use it.

"The manufacturer, in order to sell the right people the right article at the right price in the right place at the right time, must leave his marketing to the haphazard channels by which so many excellent commodities to-day reach the consumer. Marketing must advance step by step with making. The methods employed must sell more goods at less cost to informed customers who demand them.

"The modern factor in this business which alone can secure the co-operation of distributors, can find markets, can inform customers, and can reduce the cost of the whole operation, is advertising.

"The United States was the first country to discover that selling is made easier by the creation of 'pull' from the customer than by the exclusive use of 'push' from the manufacturer.

"One of the effects of the advance of popular education has been to make the reading of newspapers a universal habit. This in turn has built up the very large aggregate sales of newspapers to-day, and has placed at the disposal of advertisers the most economical producer of 'pull' so far discovered.

"Markets, I say, are only people, and newspaper advertising is demonstrably the most certain and economical and the simplest method of placing a sales message before the people. As an Englishman I take off my hat to those Americans who have led the way in sales publicity. We in Britain are benefitting by their example. We try to get right through to the people."

**LOCAL ADVERTISING HAS THE JUMP ON ADVERTISING THAT COMES IN FROM THE OUTSIDE, BUT YOU, MR. MERCHANT, HAVE TO KEEP THAT LEAD BY PROPERLY UTILIZING THE HOME TOWN NEWSPAPER COLUMNS CONSISTENTLY AND WITH CAREFUL ATTENTION TO THE PREPARING OF COPY.**

**Depressed By Acute Acidity**  
**Alas, No More**

By RUBY DOUGLAS

There can surely be no doubt about the effectiveness of a remedy for acidity that can give such permanent relief as this woman's case:

"I suffered for many years from acidity in various forms," she writes. "At least I became so acute that every morning I woke with a gnawing pain in the stomach, and the effect was insupportable. The pain subsided and the depression lifted like a cloud. I have taken the daily dose of Mucron ever since. That was about five years ago, and the Mucron does not lose its effect."—(Miss) K.M.M.

Mucron is so effective with acidity because it neutralizes acid, takes all the ferment out of it, and gently expels it from the system. And by stimulating your organs of elimination to perform regular action, Mucron will prevent this harmful acid from ever accumulating again. After that you'll experience no more misery after meals.

**FREE TRIAL OFFER**  
 If you have never tried Mucron, try it now. It is a safe, natural, and effective remedy for acidity. It is a sure cure for acidity, and it is a sure cure for the depression that follows it. It is a sure cure for the depression that follows it. It is a sure cure for the depression that follows it.

**WORKMEN'S COMPENSATION STATEMENT**  
 There were 3,807 accidents reported to the Workmen's Compensation Board during the month of January, as compared with 3,821 during December, and 2,841 during January of last year. The total cases numbered 18, as compared with 16 last January.

During the week ended January 25, 50 cases, 400 days and 3,700 hours were reported to the Workmen's Compensation Board.

**GRANNY'S OLD ARMCHAIR**

My grandmother she, at the age of eighty-three, One day in May was taken ill and And after she was dead, the will of course, was read By a lawyer as we all stood by his side.

To my brother it was found, she had left a hundred pounds, The same unto my sister, I declare; But when it came to me the lawyer said, "I see She had left to you her old armchair!"

**CHORUS**  
 And how they tittered and how they chaffed, How my brother and my sister laughed. When they heard the lawyer declare Granny had left to me her old armchair!

I thought it hardly fair, still I said I did not care. And in the evening took the chair away to my room. The neighbors they see chaffed, they chaffed at me I found. And said, "It will be useful, John, some day; When you settle down in life, and some girl to be your wife. You'll find it very handy, I declare; On a cold and frosty night, when the fire is burning bright. You can sit in granny's old armchair!"

What my brother said came true, for in a year or two, Strudon he say I settled down in married life; I first a girl did court, and then she took her to church, and then she was my wife. And you may guess that we were as happy as could be, For my work was over, I declare In 'er abroad would roam, but would each night stay at home. And he seated in the old armchair.

One night the chair fell down; when I picked it up I found The seat had fallen out upon the floor. And there, to my surprise, I saw before my eyes A lot of notes, two thousand pounds or more. When my brother heard of this, the fellow, I'll confess, Went nearly wild with rage and tears. "Now, brother Jim, Don't you wish you had the old armchair!"

Veronica ELLI & Yand

Little grey-eyed Philip came at you hopefully. Perhaps you can mend his damaged toy. You can mend his damaged toy. You can mend his damaged toy. You can mend his damaged toy.

**WHEN you land that big order... and it's sure to mean more salary**



... and you know how glad they'll be at home ...

Tell them by Long Distance ... and let them hear the good news now.

For good news or emergency, for friendly visit or an E.O.R., you can't beat Long Distance as an easy, quick, personal message. You can talk with somebody 100 miles or so away for as little as 50 cents. Use the list of rates in the front of your directory.



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- No. 847 STRAIGHT TYPE (See Ques) \$3.50

THE COLEMAN LAMP & STOVE CO., LTD. Toronto, Ontario

**A GOODLY RECORD**

Articles Columbia Press of the Province  
 News (The Federation)—Nevry  
 Karama & Colony.

The good record which Canada showed the rest of the world in the Dominion of Canada "A Most Unique and Most" "From from sea to sea" is a perpetual reminder of the entry of the Crown Colony of British Columbia into Confederation. British Columbia, or at least some 14,000 square miles of it, nearly became Spanish; nearly became part of the United States; nearly remained a Crown Colony; nearly did not enter Confederation at all. It is a long story, beginning with Sir Francis Drake and the Spanish Main, and ending as to its first chapter, with the Act of Confederation on the 30th July, 1871.

In 1578 Drake, hot after Spanish treasure, sailed in the Golden Hind up the coast of Northern California to take possession of the entire Northwest in the name of England. One hundred and fifty years later Peter the Great sent Vitus Bering to open up the far trade route to the North Pacific. Bering sailed north from the Chukotka settlements and took possession of the Northwest in 1779. Captain James Cook, sailing for a Pacific treasure, in the Northwest, found the island which he named in honor of the British King, and which was the main link in the chain of the North Pacific. Cook had touched at another island, that of the Sandwich Islands, which lies midway into the western coast line of Vancouver Island; and found it a great mart for peltry; and when in 1784 his "Voyager" made his appearance that fact was noted, and together with the fact that a good trade with China might be worked up.

The terms under which British Columbia became a province of the Dominion on July 20, 1871, covered many changes, but the most important stipulation was that the Federal Government should begin within two years and complete within five years a transcontinental railway to the Pacific seaboard. The province had to wait nearly 18 years before the completion of the Canadian Pacific Railway, but with the coming of the steel track the magic wrought by the railway began mightily to operate. Settlers flocked to the natural resources of the province found an outlet in the markets of the world; a steamship service across the Pacific laid the foundation of the west and west of the province; and the east geographical point of union between the East and the West declared itself. More Confederation, British Columbia has increased its population from 25,000 people of whom 8,000 were white, the others being approximately 8,000. Registered with the province in 1880, it has to-day over 1,000 schools providing education for 150,000 pupils. In the late '70's the province was without a telephone; to-day over 80,000 miles of wire serve the installation of 12,500 telephones, the highest percentage to population in all Canada. To-day the province is served by over 8,000 miles of railway, has nearly 3,000 miles of main motor highways, and over 10,000 miles of Government-built roads.

**BRITISH ARMY EXPEDITIONARY**

**Out of Light Wire Efficiently Steps**  
 Locomotive Army

The great traffic experiment of the new mechanized British army began in the Surrey countryside recently and was disrupted within a hour by a coil of light wire.

This amazing development is the result of a ingenious military invention which is used to block the roads as swiftly and effectively that armoured cars and three-ton lorries are stopped dead.

It is the old successful road barrier for which the police of the Motherland have been searching to use against the motor car bandits. Soldiers call it a "force coexistence," and it is nothing more than a loose coil of straight wire about four feet in diameter, weighing less than 50 pounds, which will stretch about 60 feet.

A mechanized company of Royal Engineers went ahead of the columns of advancing troops and spread these barriers in series across the roads. They then lay in ambush with rifles in case the enemy tried to remove them.

The secret of the invention lies in its ability to tangle. If a car is run through it, it stretches and coils and closes about the wheels, winds into the steering gear, works into the brake drums and around the axle, and completes its mean stubborn job by jamming the entire mechanism of the machine.

**WOMEN LIVE LONG.**

Statistics Prove That Women Are More Likely to Be Centenarians.

Share the middle of the last century reforms in hygiene and sanitation coupled with the advances in general medical knowledge, have increased the expectancy of life of a child born in the United States from 40 years to 55 years, writes Dr. Morris Fishbein, editor of the Journal of the American Medical Association. Most of this increase is due to the prevention of death in the first few years of life. In contrast with these figures there has been little or no advance after a person has passed the first 40 years of his life. The expectancy at the age of 50 is only 21.8 years as compared with 11.2 years in 1875.

It is interesting to know that 60 years of age than are men. Out of 83 required deaths of centenarians 504, or 73 per cent, were women and only 197, or 27 per cent, were men. In 1911 of the centenarians who died in England 74 were women and 27 were men.

**Wood for Sale**  
 Choice Hardwood, Beach and Maple at \$2.50 per cord; Mixed wood \$1.50 per cord; Halls \$2.50 per cord.  
**J. BRADFORD**  
 Phone 58 or 1221 Georgetown

**Wood!**  
 No. 1 Hardwood, beach and maple \$3.00; Hardwood, beach and mixed wood \$2.50; Halls \$2.50 per cord. 8 in. blocks of hardwood for Quebec haulers \$3.50. Prices are for wood delivered. This wood is always dry, as it is kept under cover.  
**J. W. SMITH**  
 Phone 58 or 12 Georgetown

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