

Notes & Comments

"Highbrows' Figure in Ford Lawsuit" reads a Globe headline referring to Diogenes, Socrates and Zenó. If these ancient notables were living would they enter an action against the Globe for designating them "Highbrows?" Will Dr. Watson inform us.

The race riots in Chicago remind us that the United States has a race problem beside which the racial questions of Europe pale into insignificance. The ten million blacks, descendants of the slaves brought to this continent by the profiteers of the last century, form an element with which the white population will not mix. In Canada we are inclined to think the people across the border a little severe in drawing the color line yet even in this country there are towns, in localities where negroes reside, that will not allow the blacks to dwell in them and one town at least that will not allow them to remain in it for even a few hours.

The Ontario Referendum Committee has distributed a million cards throughout the province giving instructions how to vote on the coming referendum on the liquor question. It is pointed out that unless all four questions are voted on the ballot is spoiled and will count for nothing. Failure to vote "No" on the first question restores the bar; to fail to vote "No" on questions 2, 3, and 4 will repeal the Ontario Temperance Act; and the instructions state the only safe course is to vote "No" on all questions. The committee is anxious to see that the names of every person entitled to vote, is on the lists.

The Bowmanville statesman says: One instance of too much "fuss for a few feathers" is the system of the Education Department requiring that results of all entrance examinations in connection with collegiates, and high schools be sent to Toronto before being announced in the local papers. Such fool action is, in effect, a want of confidence in public school inspectors and other members of the examining boards. No one is simple enough to imagine for a moment that the work of the local examiners is gone over in the departmental before the lists are returned to the respective boards. It is just one of the pieces of red tape that afflicts this Province, educationally—a sort of Kaiserism that has been in vogue for some years.

A little attention by the York County Highway Commission to the roadway on Main street from Church street to the east corporation limit, would be appreciated. If, however, the Commission's attempt to fix it (providing there is an attempt made) proves of no more avail than its attempt to lay the dust in town autoists stand a small chance of exceeding the speed limit on that portion of roadway for some time yet.

ADVERTISING IS AN ASSET TO ANY COMMUNITY.

Fortunate indeed is a community whose business men advertise wisely and liberally, says a bulletin from the Associated Advertising Clubs of the World, for that community will grow and prosper.

Good advertising, which means steady advertising in space big enough to tell the story that the advertiser wishes to present, brings new dollars to town, and keeps home dollars at home, the bulletin continues.

And what becomes of the dollar that goes into the cash drawer of a local merchant? Three-fourths of it or thereabouts (depending somewhat on the line of business and the nature of the goods sold) goes to the wholesale dealer or manufacturer for the goods the store sells.

The rest stays in the home town. Most of the other 25 cents out of each dollar goes for rent, salaries of employees, and to the local coal dealer, the light company and others whose goods or services are needed in keeping the store going.

Each time the advertising of local merchants brings \$10,000 of new business to a town, at least \$2,500 of it remains in the town, and is passed around from person to person and all the people share in the resulting prosperity.

Though some people who are not themselves in business fail to appreciate it, every one in a community has an interest in every new dollar that is brought to town, and that is just as true in the large city, where business is a great network of mutual interest, the smaller place, where it is easier to trace the benefits which every person receives.

Advertising has come to be a great power in business because advertising creates markets. Markets are in the minds of the people, and can be made through honest advertising. Merchants and manufacturers have found that out, and that is why they advertise.

All the LATEST MUSIC at 15 cents

- Alcoholic Blues
- After All. Ching.
- A Night of Kisses.
- Come on, Papa.
- Dear Heart; Have a Smile
- Don't Cry Little Girl
- Don't Cry, Frenchy
- Dream Girl, Waltzes ?
- Gates of Gladness
- How Are You Going to Wet Your Whistle When the Whole Darn World Goes Dry?
- Hymns My Dear Old Mother Sang
- In the Land Where the Shamrocks Grow; Ja-Da
- I Know What It Means to be Lonesome; Johnny's in Town.
- It's Easy for You to Remember (But It's so Hard for Me to Forget)
- Just Dreaming of You
- Kiss That Made Me Cry
- Mammy o' Mine
- Meow, One Step. (Inst.)
- On a Little Farm in Normandie
- Oh! Susie Behave
- Out of the East
- Only You; Some Day
- Salvation Lassie of Mine
- Somebody's Waiting for Someone
- Smiles of Silver and Kisses of Gold
- Sunshine
- That Red Cross Girl of Mine
- Tears of Love. (Waltz Ballad)
- That Tumbled-down shack in Athlone
- Wait and See. (Waltz Ballad)
- What'll We Do on Saturday Night—When the Town Goes Dry?
- Would You Rather Be a Colonel with an Eagle on Your Shoulder, or a Private with a Chicken on Your Knee?
- You're Still an Old Sweetheart of Mine
- You Are Welcome Back at Home Sweet Home
- You're Making a Miser of Me.

"His Master's Voice" Records that add joy to your summer dances!

The latest and snappiest numbers by favorite dance musicians that will keep you stepping lively.

"Out of the East"—Fox Trot "Rainy Day Blues"—Fox Trot
Both played by Joseph C. Smith's Orchestra
"His Master's Voice" double-faced Record, 18561

"Oh, My Dear!"—Medley Fox Trot
"Somebody's Sweetheart and Good Morning, Judge"
Both played by Joseph C. Smith's Orchestra
"His Master's Voice" double-faced Record, 35550

"Oh, Susie Behave"—Medley One-Step "Monte Cristo, Jr."—Medley Fox Trot
Both played by Van Eps Trio
"His Master's Voice" double-faced Record, 18556

Martinelli interprets Massenet's "Werther"

An aria in which this great dramatic tenor is at his best.
"Oh, Wake Me Not"
Red Seal Record, 64774

"Rainbow Division March"—Played by Arthur Pryor's Band
"Spirit of Independence March"—Played by Conway's Band
"His Master's Voice" double-faced Record, 18559

Come in and let us play them over for you with the other

New "His Master's Voice" Records for July



GEO. E. BAKER, STOUFFVILLE, ONT. VICTROLAS, RECORDS and PIANOS

FARM FOR SALE
100 acre farm, rear lot 10, Con. 5 Whitechurch, good loam, good house barn 74 by 84, good stabling, some fruit. Apply to A. H. Raymer, Lemonville. Phone 8305.

YAKE
REAL ESTATE, Sanders Block, upstairs. I have houses in Stouffville from \$800 up to \$7000; garden farms near towns from one acre to 16 acres, farms from 25 acres to 100 acres. Call and see me. If you need anything in that line I can get what you want, a loan if you need one. You can see me from 9 a.m., Tuesday until Friday noon. Residence 11 Pauline avenue, Toronto.

Stouffville Carriage Works

Will remain in operation for one month to complete orders and is prepared to do other work within that time.

We still have a good stock of Buggies, Wagons, Harness etc. etc.

W. H. TODD

NOTICE
Open for business in Sanders Bldg., upstairs, to repair watches, clocks, jewelry, spectacles, new lenses replaced. Goods on hand sold at a bargain. Orders taken for anything in the jewelry business. J. Yake, Jeweler, over Baker's Music Store, Stouffville, Residence 11 Pauline avenue, Toronto. Open Tuesday until Friday noon.

FOR SALE

Belling of all kinds, 3 to 5 in. Quantity of double and single harness
1 Wilkinson plow No. 7 new.
1 riding plow, second hand.
1 second-hand plow.
2 running gears, wagon good shape.
4 sets new team harness, heavy.
3 sets new buggy harness.
Cream separator, Primrose nearly new.
3 sets second hand double harness good.
We sell Coal Oil, Auto Oil and Machine Oil.
1 1-horse wagon.
2 Running gears, fairly good.
2 garden drills.
1 set heavy springs, 3000 lb. cap.
1 Democrat, nearly new.
1 1 or 2 horse wagon, Bain.
1 Primrose Separator.
New Bain Running gear 3/4 wheel
1 Democrat, can be used double or single.
Graniteware, dishes and pails, all kinds.
Number of collars, whips sweat-pads, halters, etc.
ABRAM BROWN, Stouffville.

SECOND-HAND ARTICLES FOR SALE

1 Church Organ
1 Piano Case Organ
1 Upright Piano, (Billings)
1 Sewing Machine, Raymond \$7.00
1 BT. Hay Track, new, Bargain price (only one left)
GEORGE E. BAKER
Stouffville.

BOADWAY'S DRUG STORE STOUFFVILLE

South Side Meat Market

Do not fail to call in and see our Stock.
We have on hand a full line of fresh meats and fowl.

McDonald & Sons
Wholesale and Retail Butchers
PHONE 9701
STOUFFVILLE, ONT.

BOADWAY'S DRUG STORE STOUFFVILLE

Grand Trunk Rail SYSTEM

HARVEST HELP EXCURSION \$12 TO WINNIPEG. Plus 1/2 cent per mile beyond. August 12th from all stations between Lyn and Toronto, Palgrave and North Bay, Penetang, Meaford and Midland Harbor and intermediate. August 14th from Toronto all stations west and south in Ontario. For further particulars any Grand Trunk Ticket. C. E. Horning, District Agent, Toronto, Ont.

J. HODGINS, A
Phone 4401, STOUFFVILLE

Picture folks in Soldiers' cracy will age that Your for your

SANDER'S STUDIO

Stouffville Bread Co.

We sell Stouffville Creamery Butter

Choice Fresh Groceries' Bread, Buns and Cakes

Stouffville Bread Co.

More Cream

Having Installed larger and better equipment in order to meet the constantly increasing volume of business, we are now prepared to handle your cream and your neighbor's as well. Highest Prices Paid. Satisfaction Guaranteed.

Have OUR TRUCK CALL if your cannot bring your cream

Best Prices Paid for Eggs

Stouffville Creamery Co

Proprietors

Stouffville, Ontario.

Phone 186