

Daily Fashion Hint

Prepared Especially for this Newspaper.



8010
7657

7439

WHEN ONE WOULD A-DANCING GO.

One is pardoned for envying the wearer of a frock like the one to the left fashioned of Italian green satin. The skirt is made to come close to the figure at the ankles, with ample fullness at the hips. The corsage is deeply cut away to disclose a vest of cream lace which has the design worked out in black and green threads. The vest is of white Georgette. Medium size requires 4 1/2 yards 36-inch satin, 1 yard 27-inch all-over lace and 1/2 yard Georgette.

The graceful toilette pictured to the right is in white satin with V-shaped vest extending below the waistline. Frills of handsome lace are draped over the shoulders in sleeve effect, while the vest is held in by a narrow band of silver embroidery. Medium size requires 5 yards 40-inch satin, 1 1/4 yards lace and 3/4 yard silver banding.

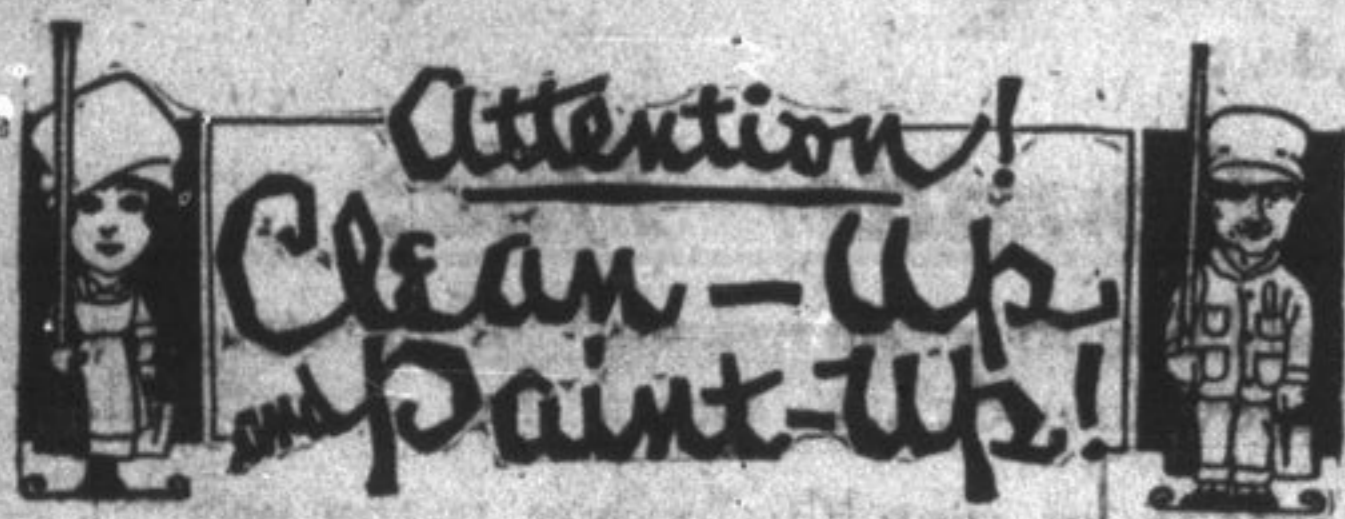
First Model: Pictorial Review Bodice No. 8010. Sizes, 34 to 48 inches bust. Price, 25 cents. Skirt No. 7657. Sizes, 24 to 32 inches waist. Price, 20 cents.

Second Model: Dress No. 7439. Sizes, 34 to 44 inches bust. Price, 25

For Sale by

NEWMAN & SHAW

McFaul's Old Stand :: Princess Street



EVERYBODY'S DOING IT

Come on folks, spring is calling you to do your cleaning and painting now, and we are ready to supply you with all the necessities to do the job right. Paints, oils, varnishes, fillers, brushes, pails, brooms, mops, dusters—everything is here, and what is more, prices are moderate during this May clean-up and Paint-up time.

STEVENSON & HUNTER,
Phone 53 85-87 Princess St

New Store Hours

Starting Thursday, May 22nd, our store will open daily at 8.30 a.m. and close at 5.30 p.m., Saturday excepted.

Open Saturdays Until 10 p.m.

J. H. Sutherland & Bro

THE HOME OF GOOD SHOES

A STORY OF SUCCESS.

Wonderful Development of a New Business.

By Harrison Vaughn. Atlanta, Ga., May 20.—(Special Correspondence.)—This is a story of success—the kind everybody likes to read. Surpassing interest always attends the telling of how a great business has been built. This story presents a very striking instance of remarkable business success, which has been achieved in a very short space of time.

The announcement has just been made here that Tanlac, the well-known medicine, which readers of this paper have often seen mentioned in the advertising columns, is to-day the most largely sold medicine of its kind on the American market; that in little more than four years' time it has attained a definite position of pre-eminence among proprietary medicines. Without doubt this statement will be read with the keenest interest, not only by druggists, but by the general public as well.

Briefly summarized, the outstanding incidents in this story of success are: The discovery of Tanlac; the perfection of its formula by painstaking study, extensive research and exhaustive tests; the beginning of its manufacture in a small way; the instant demand for the product created by successful use; and finally the establishment of the large and magnificent laboratories at Dayton, Ohio, occupying more than 60,000 square feet of floor space, to supply the ever-increasing demand for Tanlac. The daily capacity of 30,000 bottles at this plant has at times, in fact, been found insufficient to supply the trade requirements. A branch laboratory with 8,000 bottles daily capacity, has been established at Windsor, Ont., in order to supply the Canadian demand.

The marvelous expansion of this business will easily stand comparison with any of the remarkable business achievements of recent times. As one of the largest drug jobbers of the United States said recently, it requires some effort of the imagination to realize the amount of business that is now being done by this concern, adding his belief that the nationwide popularity of Tanlac gained in such a short time is nothing less than phenomenal.

This latter statement was made following the announcement in the daily papers that over twelve million bottles of Tanlac had been sold in four years, up to Jan. lat, 1919, and that during the first ten weeks of the present year over one million bottles had been distributed—thereby establishing a record which perhaps never before been equalled in the history of the drug trade.

The statement that Tanlac is now the most popular preparation and the biggest seller among all ready-made medicines is declared to be neither a surmise nor an estimate, but is based upon careful investigation and is supported by the signed statements of scores of the largest drug jobbers of the United States and Canada.

The broad and progressive policies and the splendid selling organization originated and perfected by G. F. Willis, international distributor of Tanlac, are among the best examples of method and system yet produced in business and they have been closely followed by many other enterprising and successful concerns.

But Tanlac advertising "copy" is essentially different from most others. It consists almost wholly of the direct, signed statements of those who have used the medicine. These people are distinctly identified by name and address. They tell very plainly what and what manner with them, and what Tanlac has done for them. Tanlac advertising has been happily free from the "cure-all" exaggeration. Instead of advancing extravagant claims as to what their preparation "will do," its manufacturers and distributors prefer to let those who have used Tanlac tell in their own way what it has done.

Their sensible business philosophy was briefly but forcefully stated by one of the Tanlac executives recently when he said: "With all due regard to the value of newspaper space publicity alone would not create nor maintain the lasting strength and popularity of this preparation. Tanlac undoubtedly has merit and extraordinary power as a medicine, which have confirmed its value in the minds of the people. No matter where you go Tanlac is a household word and is one of the most widely talked of medicines in the world to-day."

NORTHBROOK NEWS.

Pte. Selman, a Prisoner in Germany, Returns Home.

Northbrook, May 19.—Ptes. Curtis Selman and Harvey Spencer returned this week, both looking fine. Curtis spent over twelve months as a German prisoner, and brought back a number of valuable keepsakes, among them being a German hanjo and some watches, jewellery, etc.

Mrs. J. L. Lloyd motored to Newburg for the week-end with Mr. and Mrs. A. Shiers. William Lamb purchased a fine new buggy. William Both is installing phones at J. White's and Levi Snyder's. Mrs. George Shiers motored to Mohawk camp Saturday to spend a few days with her daughter, Mrs. A. W. Perkins.

A number from here attended the reception for Pte. Mont Ferveaux, given by Mr. and Mrs. J. Yauch at Filton, Wednesday evening.

Frank Clark, of Filton, died last week from cancer. He will be greatly missed by relatives and friends. C. C. Thompson spent the week-end in Napanee on business. A. Fletcher is preparing to start the work on the Ore Chimney power dam this week. Mr. and Mrs. Myles are moving to the Ore Chimney farm, lately vacated by J. Barker. Miss Mildred Hughes is visiting her parents in Napanee. Lieut. and Mrs. Dennison are at the Bon Echo summer resort, making preparations for the season's opening, which has all prospects of even surpassing last season.

Murderer is Insane.

Cobourg, May 20.—Herbert Copeland, who is in the jail here awaiting trial on the charge of having murdered his mother at Newtonville a few weeks ago, has been pronounced insane by a board of doctors who examined him.

HARROWSMITH SERVICE.

Bishop Bidwell Officiates—Wedding of Returned Soldier.

Harrowsmith, May 19.—A large congregation was present in the Anglican church on Thursday evening, when Bishop Bidwell delivered a masterly sermon, which was much enjoyed. Seven clergymen were present and participated in the service. There was a profusion of flowers everywhere in the church. A full choir was present and gave special music. The bishop spoke of the beautiful memorial window which has lately been placed in the church by John A. Kerr, of Peeworth, in memory of his wife, Mrs. Myrtle Kerr, who died Oct. 27th, 1918.

At the Methodist parsonage on Friday, May 19th, Miss Bertha E. Porteous, daughter of Thomas and Mrs. Porteous, of Cologne, became the bride of William Roy Huffman, returned soldier, and eldest son of Mr. and Mrs. Philip Huffman, of High Falls. Rev. A. Wilson Stewart officiated. The bride was attired in pale blue silk with bridal veil, which was caught up with a wreath of orange blossoms. As the bride and groom were signing the register Mrs. Stewart played some selections on the piano. Mr. and Mrs. Huffman will take up residence on the farm near High Falls.

Farmers Still Protest.

Bloomfield, May 20.—Farmers of Prince Edward County are still opposed to daylight saving. At a meeting of the Farmers' Club just held in the Town Hall here the following resolution, it is stated, was unanimously passed: Moved by Don Brown, seconded by Will H. Gough, that whereas at a meeting of the Bloomfield Club of the U.F.O., held at Bloomfield on April 19th, a resolution was passed and forwarded to the mayor of Picton, to be presented by him to the council of the town of Picton, and whereas the mayor seemingly ignored the request and did not present the same to the council, therefore be it resolved that we still wish to express ourselves as being unalterably opposed to daylight saving in the town of Picton, as a great inconvenience to the farmers in transacting their business in the town, and to the county children attending the Collegiate Institute, and that this resolution be forwarded to the clerk of the town of Picton, to be presented to the council.

Lakefield Community Hall.

Lakefield, May 20.—The ratepayers of this village will shortly vote upon a by-law providing for borrowing the sum of \$16,000 for the purpose of erecting a community hall, which will be dedicated as a tribute to the brave services of the soldiers from this place, some of whom have returned safely, while others sleep in Flanders fields. The new building is to consist of a reading room, fire station, public office and accommodation for other public purposes. Voting will take place on the 28th instant.

Life-Saving Crew Reorganized.

Cobourg, May 20.—The Cobourg life-saving crew has been re-organized, with Capt. Matt McMahon in charge, and has started practice. A number of improvements have been suggested by Capt. McMahon, and it is expected that these will be carried out by the Naval Department.

The funeral of the late Ernest Harusch, who died in Kingston on Sunday last, took place on Wednesday to the Zion Lutheran church and cemetery at Pembroke. The deceased was thirty-one years of age and a son of Mrs. Godfrey Harusch.

Sunlight Wash Days—

A Sunlight Wash Day is free from the toil and labour usually associated with washing, because Sunlight Soap washes clothes beautifully clean and white without rubbing or scrubbing.

Sunlight Soap

being the surest, gentlest, purest of all cleansers is kind to the clothes—they last ever so much longer—kind to the hands, too. Every cake carries the Sunlight \$5000 guarantee of purity.

All you do is soap the wet clothes with Sunlight—roll each garment tightly and leave to soak. Later you rinse thoroughly. No wrenching or relentless rubbing. The dirt just really drops out. You can go out shopping—or do other work—while Sunlight is actually cleaning the clothes for you. Good news, isn't it? Its true.

Try Sunlight for yourself and see.

LEVER BROTHERS LIMITED, Toronto



"It's Good to Know so Fine a Sugar is Canadian from the ground up."

WE know that no woman will use a Sugar for any other reason than that supplied by its intrinsic merit. We realize that the "Made in Canada" claim counts for nothing unless backed up by real quality. Thousands of Canadian women are using Dominion Crystal Sugar—and insisting that their Grocers supply it in preference to any other; solely because they have found it to be a superior product.

These women, when they learn that this Sugar that they like so well—

DOMINION CRYSTAL SUGAR

is made from Canadian Sugar Beets, are delighted to find that the Brand which gives them unflinching satisfaction—in the kitchen and on the table—is the Sugar that is "Canadian from the ground up."

You do not know how fine a Sugar can be until you have tried this Brand.

Not all Dominion Crystal Sugar is made from Sugar Beets. We do import raw Cane Sugar, and we

refine it in the same three refineries that produce our "Beet" Sugar. But our pride is in the product we make from Canadian Sugar Beets. There is none better. Write for our beautiful book entitled: "Sugar from Beet to Bowl." It tells the interesting story of Dominion Crystal Sugar—and how we make it in our modern and splendidly-equipped refineries. The book is free—write for it.

DOMINION SUGAR COMPANY, LIMITED CHATHAM REFINERIES AT WALLACEBURG, CHATHAM AND TITCHENER