

EXTRACTS FROM "MORE PEP"

Articles Reprinted From the Whig's Little House Organ.

THE man who demonstrates his loyalty to any institution has a place in this world—absolutely. If he is efficient, so much the better, but it is truthfully said that "an ounce of loyalty is worth a pound of cleverness."

TAKE YOUR FOOT OFF THE BRAKE

FOR four years and more of war-time you coasted down hill with the clutch out and your foot on the brake.

(This story is not for those who had to get a lawyer to fill out the excess war profits on the income tax report).

Before Canada went into the war—and that was when it started, for she didn't lose any time in making up her mind—you probably had some punctures or blowouts, and had to get under the front seat for the extra can of gas to keep you going between stations.

Oh, well, those days are over, and you're glad you're alive with four wheels on the ground.

Up ahead is the business hill. You've got to climb it to get the view from the top. The parade is on the way, and the horns have been blowing since the armistice was signed. The wise chaps had their cars all overhauled during the slow period and they lit out at the dawn of peace with tanks full and several spare tires and tubes.

This isn't the time for coasters. We want to smell smoke and hear the exhaust and feel the traction on the uphill road. You've got to climb if you want the view.

Take your foot off the brake and step on her.
THE RESULT OF NEWSPAPER ADVERTISING

THE following story of how an ice cream manufacturer built up a huge business points its own moral to those who are in doubt as to the value of advertising.

"In our advertising we have employed only the daily press. No bill-boards, bulletins or cards have been used. In a small way we have employed signs on windows, soda fountains and other points of contact where the ice cream is sold. Generally speaking, we have used, and prefer, evening papers, believing they are more likely to be read in the home and by every member of the family. We have been believers in and consistent users of large space. Advertisements fifteen inches long by three columns wide are used as a minimum size, and from this to pages, with a minimum appearance of three times a week. Broadly speaking we use an average of from 2,500 to 3,000 lines of advertising copy per week, running some of our largest copy during the winter months, when the snow is flying, and getting, proportionately, some of our best results. As we come now to the part of the story where it is natural to inquire as to the results obtained, it may be interesting to those engaged in sales promotion and business extension to learn something of the fruits of our work.

"Beginning in April, 1918, or sixteen months ago, we started with an average total daily output of forty-eight gallons of brick ice cream of all descriptions, character and flavour. During the month of June, this year, the sales of "Country Club" brick ice cream, alone, have run as high as 3,200 gallons per day, and in no instance have they fallen below 2,000 gallons per day. During the month of June the total net increase in gallonage of brick and bulk ice cream computed together was 62,263 gallons, or an average of 2,068 gallons per day, inclusive of Sundays. This is not told in a spirit of pride or boastfulness, but as a happy augury for well-planned, well-executed and common-sense advertising effort. We have employed no new or novel methods. We have simply applied those practices which have proved so successful in a score of other fields, first, by making a first-class product, and second, by telling its story in the best and least expensive of all mediums, the daily paper."

News of Barriefield.

Barriefield, Oct. 8.—The campers have all removed to their homes in the city and are closing up their cottages for the winter months. The caretaker will keep a close watch for

the thieves who have been breaking into these places in previous winters. The many friends of Miss Isabel Hutton, R. N. who has been so ill is better and able to be around again. Miss Mallory, R. N. of Watertown, N. Y., the guest of Miss Isabel Hutton, has taken ill and been removed to the General Hospital, where she is improving nicely.

Mrs. French and family have arrived from England and are visiting with her daughter, Mrs. F. Knapp. Miss Lillian Hadden, who was the guest of her aunt, Mrs. H. Knapp, has returned to her home in New York. Mrs. J. F. O'Reilly, also Mrs. C. Cunningham of Buffalo, N. Y., were the guests of their sister, Mrs. Stanton. J. Smith has purchased the home of the late William Allen and with his family has removed there. Mr. Watts and family have removed to the city. Miss Doris Douglas is visiting with her aunt, Mrs. Greenlee, Joyceville. Mrs. A. Nelson, city. Ted and Percy Murray and Lorne Stanton have left for a hunting trip up the Rideau.

If All Played Out, Try This Prescription

When that overpowering weariness and a never-rested feeling comes over you, it shows some serious disorder is undermining your health. The cure is simple. Build up the system and nourish the body back to health by pure wholesome blood.

The one sure means of doing this is with Dr. Hamilton's Pills. They are a marvellous aid to appetite—convert all you eat into nutriment and tissue-building material. Thus a weak body is supplied with new nerve fibre, hardy muscle and firm flesh. Lasting good health is sure to follow. If you really want to get well and stay well, use Dr. Hamilton's Pills, 25c per box at all dealers.

FREED AFTER SERVING 10 YEARS PUNISHMENT

MAN CONVICTED OF NEGLIGENCE IS EMANCIPATED AFTER NEW TRIAL.

A case which deserves much thoughtful consideration is that of Wm. H. Barron, 103 Morgan Street, Bennington. For ten years Mr. Barron suffered the agonies caused by Rheumatism. At times he was bound hand and foot by the grip of Rheumatic pains. On the advice of a friend he stood for a new trial and used T.R.C.'s.

Read what he has to say:—"I have been a sufferer from Rheumatism for ten years. Have been so bad at times I could not move hand or foot for months. A friend advised me to try Tompston's Rheumatic Capsules, and I have been thankful ever since. They worked wonders for me, and I have never felt any return of the disease."

It's practically impossible to obtain evidence stronger than this testimonial, and a word to the wise is always sufficient. If you suffer, have a new trial—use T.R.C.'s.

Ask your Druggist or write us for our new booklet; it is interesting and costs you nothing (Tompston, 143 King West, Toronto). We mail T.R.C.'s anywhere on receipt of \$1.00.

Sole agent for Kingston, James B. McLeod, Druggist.

Kingston Cement Products Factory

Makers of Hollow Damp-Proof Cement Blocks, Bricks, Sills, Lintels, and Drain Tile, also Grave Vaults.

And all kinds of Ornamental Cement work.

Factory: cor. of Charles and Patrick streets.

PHONE 730W.
Mgr. H. F. NORMAN

Boyd's Garage

We have several five passenger Touring Cars, from \$250.00 up.

Don't go home without seeing our new Reo Six.

Boyd's Garage,

129 Brock Street Phone 201

A summer girl has many engagements, but the telephone girl gets the most rings. When a bachelor meets the right girl he is apt to discover that he is the wrong man. The walking bureau of information is not pleasant as steady company. Better give up the idea that you can mix work with recreation at all times.

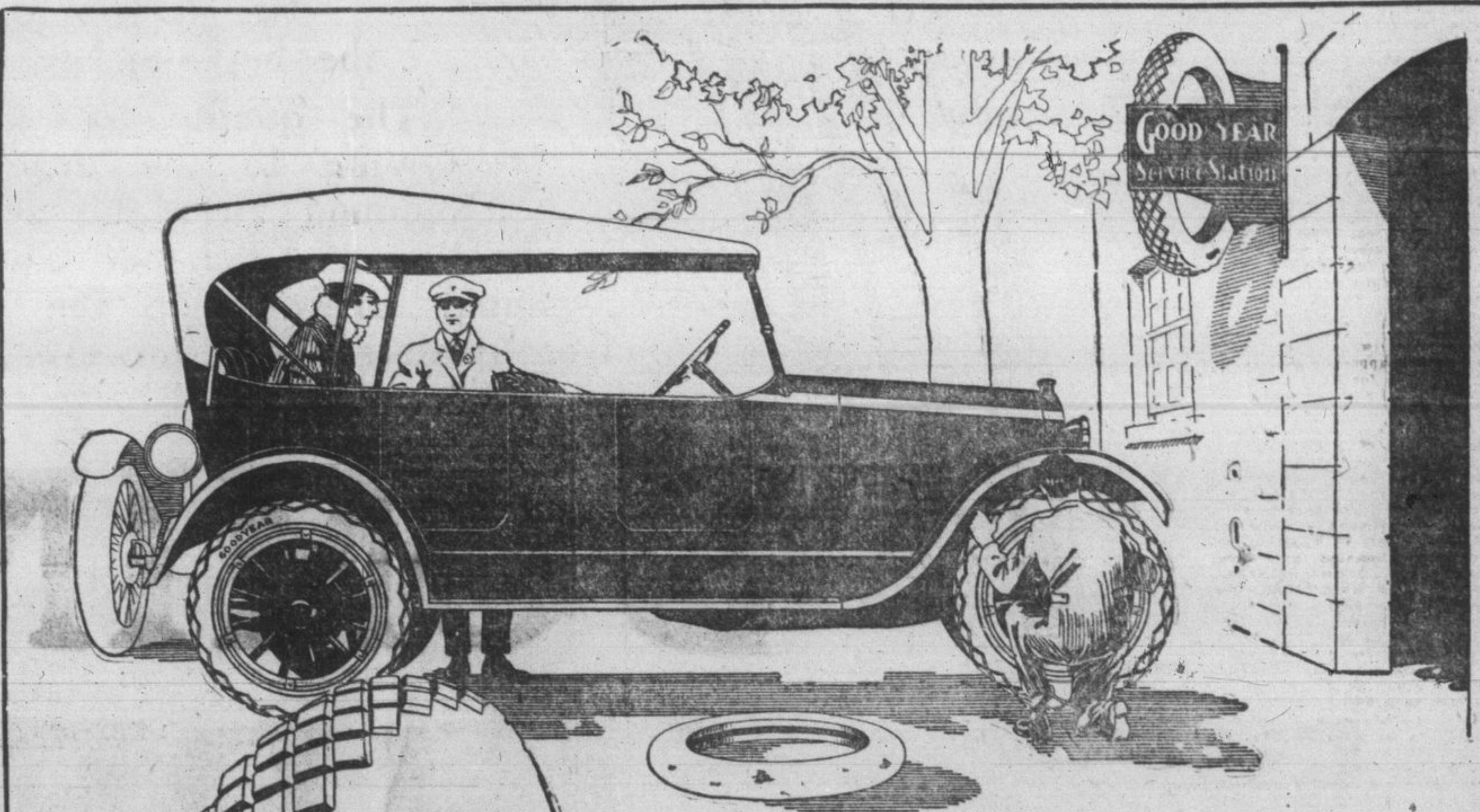
Evening Footwear

Fashion's latest dictates in Ladies' Evening Footwear — handsome Slippers in Black Suede, Vici Kid and Patent Leather—many new and exclusive styles.

Also new buckles to match.

J. H. Sutherland & Bro

"HOME OF GOOD SHOES"



Know the Tire You Buy

You can't tell the value of a tire by its looks. The unused tire is a riddle. Its sleek and unscarred surface tells no story. Its real value is hidden.

Nor can you tell the value of a tire by its price. The price may be too low. It may not allow of building a good tire. The price may be too high. It may be far above the value you will get.

But there is one reasonably safe indication of a tire's value available to everyone.

That is the service that tire is rendering in general use. On this basis, we believe you will come to Goodyear Tires.

More Goodyear Tires are used than any other brand. They have received, and are receiving, the most severe test a tire can be given.

If you will talk to men who drive cars, you will find a strong majority for Goodyear Tires. A majority based on this very test of actual experience.

It will probably surprise you how many hard-headed men of your acquaintance are buying Goodyear Tires for the value which is in them.

Ask the Goodyear Service Station Dealer to tell you the experience of the men to whom he sells tires.

The Goodyear Tire & Rubber Co. of Canada, Limited

