# Make the Crowd Follow Your Path

Emerson said that if a man made a better mousetrap than his neighbor the people would beat a path to his door to buy it. He was wrong.

Selling strategy must overcome competition in the open market.

A man today must first make a better mousetrap—then take it to the public-tell them why it is better-what it costs-and where to buy it.

Does your sales manager realize that a 10,000 line campaign in every daily newspaper in Canada costs less than the three-cent stamp on one letter to each family.

Make the crowd follow your path to the retail store.

Issued by The Canadian Daily Newspapers Association, Head Office, Toronto.

# **Auomottive Equipment**

Manufact urers' Agents 109 Brock St., Kingston, Ont. G. V. DREDGI

# **Used Cars For Sale**

- 3 Briscoe Touring.
- 1 Reo Touring.
- 1 Studebaker Touring.
- 1 Ford Truck.
- Chevrolet Truck.

See our new 1921 Briscoe Touring Car.

## ANGLIN BROS., Bay St.

MR. ROBERT W. ANGLIN, MANAGER

Special Showing of

# Men's Socks and Fall Weight Underwear

THE CLUB

Phone 510 212 Princess Street

# Some Bargains

- 1 Ford Roadster, 1916, with seat covers.
- 2 Ford Roadsters, 1918.
- 1 Ford Touring, 1918.
- 1 Chevrolet Touring, 1918.

These cars are in excellent shape, freshly painted and all good tires. We invite you to inspect them and find out terms and prices.

# VanLuvenBros.

Phone 1609.

34-38 Princess Street.

There was a record crowd at the than 65,000 being in Toronto Exhibition Saturday, more Lord Byng opened the exhibition.

# From The Countryside

### FRONTENAC

or of Arden. Mrs. J. Streeter and Stanley Loyst spent Thursday F. L. Wormworth and Mrs. George underwent a serious operation on attend the Toronto exhibition and Tuesday. She is doing as well as also the Kingston exhibition. can be expected. Mrs Joseph Hughes and little son Harold, accompanied Mrs. F. L. Wormworth back.

MURVALE.

the ground ready for fall wheat. All that have had their threshing done did not get their seed back. Visitors: Mr. and Mrs. Moon, city, at D. Murton's, Sr.; Mr. and Mrs. J. Whittle Clayton, Toronto, also Mr. and Mrs. E. Emmons, Oshawa, at C. Emmon's; Mr. and Mrs. Campsell, with their daughter, Mrs. R. Swabrick. The Purdy Bros. are kept quite busy with their fox farm, as there are visitors from all parts, to look at the foxes, specially at feeding time.

# Lennox & Addington

BETHEL.

Aug. 24.-The whistle of threshing machine is once more heard in this vicinity. Mr. and Mrs. Eldon Freeburn, Maple Lane, were recent visitors at S. Hamilton's, Mr. and Mrs. S. Watts and son, C. J., Kingston, spent a recent Sunday at W. A. McWilliams'. R. Jackson, Yarker, with his daughter, Mrs. J. Hamilton. Mrs. Rogers, Tamworth, is spending some time with Mrs. J. W. Galbraith. Miss Blennett Sheffel at F. McWilliams' for a couple of days. Mr. and Mrs. W. Simmons and family, Bicknell's Corners, at W. Jackson's on Tuesday. Miss Edna Allan, Moscow, at Clarence Allan's for tea on Tuesday, Mr. and Mrs. W. Mc-Williams, also Mr. and Mrs. C. Allan and family were with Mrs. Sarah Connolly, Yarker, on Sunday. number are still camping at Varty Lake. Some from here attended the ball play at Yarker Saturday after-

### LEEDS

ELGIN

the Canadian west to engage teaching. Mrs. C. O. Flemming has returned from spending three weeks in Toronto. Miss M. Flemming intends taking the normal course, at Ottawa this fall. Dr. Murphy, Los the high tariff, large shipments of Angeles, California, was the guest of cattle cross the island weekly for the burned the villages, caused numerhis sister, Mrs. Stanton. The many American market, F. Constance, friends of Mrs. H. T. Davison will Cape Vincent., N.Y., being the shiphe sorry to hear she is confined to per. joing a holiday trip in Quebec. Rev. for July \$1.67 a hundred for milk. Adelbert Warren, New York state, a Some loose hay is finding its way to the peninsula of Tres Forcas, on former Elgin boy, occupied the pul- the market. It sells readily from \$30 which Melilla is situated, against the pit of the Methodist church. Mr. to \$33 a ton. Fraser, Lowell, Mass., is the guest | Islanders regret to learn that Olivterm. Harry Hamilton, Renfrew, Amardale. is the guest of his brother. G. W. Pennock and Mrs. Pennock, Hard- ly of Miss Kathleen, eldest daugh wedding on August 24th, when her wood Lake, were guests in the vil- ter of Mr. and Mrs. Daniel McLaren, youngest daughter, Marion Ophelia, lage. Mr and .Mrs Ingram, Ottawa, and Dr. Rupert Millan, Kingston. were the guests at J. G. Delong's. The wedding is to take place on Callum, only son of Mr. and Mrs. Misses Mary Halladay and Lucy Sept. 1st. Coon have returned to Toronto.

ROCKFIELD

tin had the misfortune to have a val- son, John, Watertown, Miss Larkin. uable cow drown in the spring. The Rochester, Clarence Turcotte, city, new piece of road at F. Austin's re- and John Halbert, also of Rochester, ceived a good coat of gravel last were the guests over the week-end of sons, Lorne and Roy, accompanied Hawlon and son, Benny, Watertown, by the Misses Helen Warren and N.Y., are the guests of Mr. and Mrs. Irma Earle, motored to Richmond, James McAllister. Mrs. James near Ottawa, last week and visited O'Rielly is visiting relatives in Mos-Rev. Mr. Folkes and family. Mr. and cow. Mr. and Mrs. Matthews and lit-Mrs. F. Grothier, Mr. and Mrs. W. tle daughter, Lillian, efter a two Grothier and Ernest Grothier, were weeks' visit among relatives, have recent guests at J. W. Foley's. Mr. returned to their home in New York W. Hall, Junetown, viisted at Fred Austin's on Sunday. Joseph Laing re- Shea, and Morey Spoor, were deienewed acquaintances here recently. gates to the recent Hibernian con-Stanley and John Birtch are suffer- vention held in the city. Nelson Aling from injuries received recently lum has purchased the farm situated when a car in which they were rid- on the shore of Reid's Bay and ing, driven by C. Glenn, turned tur- known as the Higgins' farm. Rumor tle throwing the occupants out. Mr. states that James Berry will vacate and Mrs. M. Webster, Ottawa, visit- the McRae farm. Mrs. Walsh and ed at W. Warnen's over the week- daughter, Miss May, Rochester, N.Y., end. Dr. and Mrs. Mackie, Lans- who have been the guests of Mr. and Birtch's, Mrs. Moore, Toronto, is spending a few weeks with her mother, Mrs. Francis Warren.

JUNETOWN.

Aug. 23.—Miss Evelyn Earl, War-burton, spent the past week with her Always bears attendance. grandparents, Mr. and Mrs. Walter Purvis. J. Kirk is busy with his signature of

threshing outfit. Mr. and Mrs. N. Marshall, Grahamton, were guests on Monday with their daughter, Mrs. J Kirk. The many friends of Miss Arley Purivs are glad to see her home again, much improved in health, from Brookville General hospital. Mrs. T. Franklin and Taylor Franklin spent last week with friends at Rockport, Mrs. J. Claud Purvis and children have returned from a few weeks' stay with her parents in Lansdowne. Mrs. Raymond Vanarman, who has been a patient in Brockville General hospital, returned home last Wednesday. Aug. 25.—Mountain Grove base- Mrs. Herbert Scott and Miss Gerball team came over and played a trude Scott spent Tuesday in Brockfriendly game with Arden, on Wed- ville. Mrs. Mary Summers, Lansnesday, the score being 21-11 in fav- downe, is viisting relatives here. Mrs. John Summers and sons, Otat tawa, visited last week at J. A. Mrs. A. Marshall's. John Kellar, Mrs. Herbisons's. Mrs. W. H. Franklin and Master Everett Franklin spent Nugent motored to Kingston Mon-last Friday in Kingston. Several day to see Mr. Kellar's wife, who from this section are preparing to

SPRINGVALE. Aug. 24.-The social in aid of St. John's church, held on John Chapman's lawn, was a decided success. Aug. 25.—The farmers are getting The grounds and tables were artistically arranged and decorated and illumed with electric lights, thanks to Harry Galloway, Somerville's orchestra and Mr. Ashton, Ottawa, gave entertainment. A. W. Gray, M. have returned home to Rochester af- P.P., and other speakers were in atter spending a week at A Brown's; tendance. The ladies did their part Mr. and Mrs. O. Asselstine and fam- nobly, loading the tables with good ily, Chatham, at B. Purdy's; Mrs. things. The evening was brought to Mrs. D. Taggart; Mr. and Mrs. V. them. Miss Adda and Nellie Cock- makes his deliveries. rill are visiting their cousins, Mrs. Knowlton, and Dr. and Mrs. Phillips, Boston, and on their way home will stay in Montreal and Brockville for a few days visiting friends. Howard Earl left here for the great northwest on the harvesters' excursion. John Gamble, Glenburnie, is renewing acquaintances in this vicinity. Mrs. Charles Sweet aid daughters, Oshawa, are visiting their many friends here. A baby girl to brighten the home of Mr. and Mrs. Harry Mc-Elroy arrived on Sunday, Mr. and Mrs. J. DeLong have gone to Fairfield and Brockville on a holiday trip, Merrill Sweet and daughter, Mrs. Putman, visited friends in South

### LANARK

Hammond, N.Y.

MABERLY Aug. 24.-Most of the farmers have completed their harvest and report a light hay crop. The Patterson foreman. The ball game between Maday party. Mrs. William Rockburn Thomas Coulter, Cole Lake, at Pathas gone to the United States to vis- rick Cochrane's. it her daughter, Mrs. Wilson.

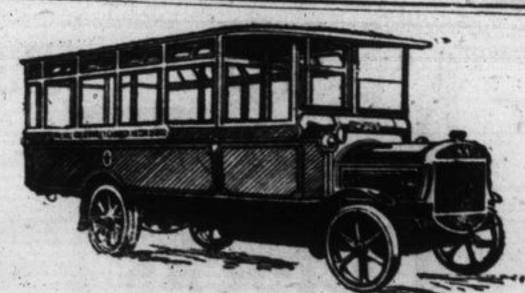
## LARGE CATTLE SHIPMENTS

Aug. 24.-Miss J. Carty left for Cross Wolfe Island for U.S. Dr. Rupert Millan to Wed.

of her sister, Mrs. E. G. Burt. er Hawkins contemplates leaving the Misses Pinkerton and Mackey have island to engage in farming near of Miss Ellen Barry, St. Andrews the Elgin public school, Miss Nolan Watertown, N.Y. Mr. Hawkins is West, which occurred at the home of the Crosby school, Miss Topping the very enterprising, and has done more her sister, Mrs. James O'Keefe, af-Pancy school, Miss Murphy the Rip- in the building up of thorough-bred ter a prolonged illness. The deceased ley school, Miss McNally, Westport, stock than any other citizen in the who was sixty-eight years old was a the Delong school, and Miss Dwyre township. He was the owner until daughter of the late Cornelius Barry, the Lockwood s bool for the coming recently of the famous pacing horse Chesterville.

Miss Sadie Baker and Miss Helen Murphy were the guests of Miss Lucy Carrey last week, at his home Aug. 25.-With two outfits work- in Westport. Miss Katie Matthews, ing on the street, the threshing will New York, is visiting among relasoon be completed here. Fred Aus- tives. Mr. and Mrs. Peter Ward and week. Mr. and Mrs. Ellis Foley and Mr. and Mrs. J. Raughlin. Mrs. Rose

John Flynn, Thomas Casey, T. O.



# SEE THE LATEST TYPE OF LONDON BUS AT THE TORONTO EXHIBITION

(Near Transportation Building) Motor Busses will solve your Transportation Problems Safe-Speedy-Economical.

> Canadian Agents: FRANCIS HANKIN & COL LIMITED TORONTO . MOXTREAL

MANUFACTURED BY



MAIDSTONE, ENGLAND

Mrs. Maxim Greenwood for the past week, have returned to their home. Daniel McGlynn, butcher, has discarded the horse and rig, and has Bisque, Buffalo, with her mother, a close by singing the National An-

Gleanings from Glendower. Glendower, Aug. 26.-Farmers through this section are mostly through haying and harvesting and on the whole there is an average crop. Providence was very kind to the people of this community, having sent them three good rains which helped the crops very much. A number of the young people from here attended the quadrille party given by Miss Pauline Fitzgerald and brothers recently. A. Legarey spent the week-end with his family here. Mrs. A. Legarey and small daughter Genevieve, spent a few days here with her niece. Mrs. S. Renard, Westport, and had a pleasant visit while there with her sister, Mrs. James Hickey Lanark. John Kiley has improved his residence by a fresh coat of paint. Mrs. Daniel Coulter, Cole Lake, spent Monday afternoon with Mrs. M. J. Cochrane. Master Gordon Cochrane and sister, Patricia, are spending their vacation with their grandmoth-

er and uncles in Oates. Miss Mayme Kiley and Mary Hickey have returned from a pleasant holiday among friends at Rideau mines have started up with a new Lake. A number of American tourgang of men, and Homes Clark as ists are contemplating building some cottages on Thirty Island Lake and berly and Lanark good roads boys spending their summer in our midst. was largely attended and the road There are some beautiful spots along boys were winners. A number of the the shore of this lake and excellent boys who intended going west were fishing opportunities. Visitors: Jerdisappointed over the excursions be- ome Adams, Westport, at A. Legaring cancelled. Miss E. Moore enter- ey's; John Fitzgerald and sister tained a number of friends to a birth- | Pauline at Mrs. D. Coulter's; Mrs.

### A Spanish Warship Fires on Moroccans

Madrid, Aug. 29.-Native Moroccan villages along the coast southeast of Melilla have been destroyed by bombardment by the Spanish warship Bonifaz, according to a message from Chafinas Island, off the Moroc-Wolfe Island, Aug. 26.—Despite can coast. The fire from the warship, besides starting flames which to flee to the interior. Abdel Kader, chief of the Benizikhar tribes. bed again. Rev. W. Keongh is en- Silver Spring cheese factory paid forming a force of friendly natives for the protection of the villages on

> rebellious Moors. We regret to announce the death

The home of Mrs. Jean Neilson, The banns were published recent- Ottawa, was the scene of a pretty became the bride of George C. Mc-Robert McCallum, Carleton Place.

Prices on contracting and all kinds of jeb work furnished. Give us a call. Phone 878w.

# NOTICE TO THE PUBLIC

Having purchased interest of Victor Drake, formerly partper of the Firm of McALLISTER & DRAKE, all accounts due the above firm previous to July 13th, 1921, will be payable to E. McALLISTER. Business will be carried on as usual under the name of "PRINCESS STREET GARAGE." EDMOND McALLISTER, PROPRIETOR.

### FOR SALE

- OIL DITLL	9
Frame House, Alfred Street	
Brick semi-detached, Barot Street	
Frame house and have the Street	
40 acres good building Division Street	
40 acres, good buildings, one mile from Sydenham	
from.	

M. B. TRUMPOUR

# FARMERS OPPORTUNITY

You now have a little money saved from a few prosperous years and opportunity is knocking at your door in the form of high-grade government bonds of a yield not seen before in generations. Are you going to stop where you are after making a little profit and leave your savings lying in an unproductive savings account or in a doubtful mortgage. It is high time you got seriously down to business and got your money invested in the finest securities in Canada that will pay you over 6%, and that are always readily saleable in case you wish to realize at any time. It's up to you to see that you are getting what money is worth to-day as such offerings as Canadian Provincial Bonds will call for particulars.

### Bongard, Ryerson & Co.

"The Home of Good Investments." 287 BAGOT STREET.

PHONE 1728. 85 Bay Street, Toronto.

# To Derive Full Benefit

from the existing era of high yields, it is advisable that long term Government and Municipal Bonds be bought.

Such bonds ensure you of to-day's substantial interest returns for many years to come, regardless of any changes in the money market that may occur from time to time.

### Wood, Gundy & Company Canadian Pacific Railway Bldg.

Toronto

# REO TRUCK Will Save You Money

The price for Oats and Hay is getting higher every day, while Gasoline is coming down.

Why not get a REO TRUCK and save a lot of money on your delivering.

Call in and place your order right away, and your profits will increase immediately.

**BOYD'S GARAGE** 

Brock St.