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HAVE YOU SEEN where no eagles hover, there is slim THE NEW picking.

1923 McLAUGHLINare no doctors; go where physicians

Competition does not kill trade. builds trade, makes new trade, stiniulates trade.

Don't shy from your competitor. Don't assume he's your foe. Get acquainted with him. You may learn

Don't knock your competitor.Don't encourage busybodies who bring you tales of him. Be a good sport. Play the game. Keep good-natured.

him is to sell better goods, to use fairer methods, and to be more cour-

NEW ENGLAND 297 COLLINGWOOD STREET

If your competitor lies about you, or uses underhand means to harm you, never mind. You go on and be on the level and look pleasant. You can't fool the people all the time.

There is business enough for you to come.

How many the hours of saddness

Drs. Robert and Edua Asheroft 204 King Street Telephone 447 for appointment

YOUR EYES IN NEED OF MORE ATTENTION

glected Sadly by Many People.

The strain of civilized life fas excess of 41,436,000,000 kw.-hr. Of are twenty-five million young peo- 189 were driven over land. this amount over 5,859,000,000 kw - ple in the schools of America to-day, This record represents a single

> characteristic of all myopes. They thereby concentrate the rays light, getting a more clearly defined image. Myopia is known as the disease of civilization, it being seldom found in uncivilized countries. and is generally hereditary, but it is often acquired by younger children when compelled to do close work. All cases of myopia are aggravated to a large extent by continuous use of the eyes in reading by a poor light or by other means, whereby the eye is subjected to a strain Myopia is always manifest. The distant vision in myopia is blurred while the vision for close work, except in higher degrees of myopia, is normal and sometimes even more acute than in a perfect eye.

Astigmatism, another common error, was first discovered in the year 1801, by Thomas Young, an English scientist.

It was first corrected by cylind-Airy, an astronomer at Cambridge, England. Volumes could be devoted to the explanation of astigmatism idea of this condition without an ob- were 29 per cent. greater than

tering school, thus preventing years ed. Up to July 1st, Studebaker of suffering from nervous and will have produced and sold about kindred disorders which arise from 80,000 cars, or an increase of 50

If you are not sure that your eyes 1922. are all right, have them properly ex- "There are a number of reasons amined by R. Arthey, R.O., Princess street, phone 2108.

Take Care of Human Machine. Your automobile should be inspected once a month and any faulty adustment remedied. Monthly inspection keeps the car in fine condition and adds to its life. The human machine is the most wonderful of all machines, yet it wears out, and if it is neglected it will wear out much souner than if taken care of properly. While it runs like a clock, as a rule, for 'he first thirty-five or forty years, Father Time begins to take toll and repairs

You should take better care of the human machine after forty, should not abuse it, should not use it too long at a time, and should not overwork it.

The best preventive medicine an osteopathic treatment once An analysis of the urine twice a year is another wise meas-Eat less, worry less, relax more, cultivate the mind as it im-Straight business wins out in the proves with age and it will continue to ripen and mature for many years

> Inspecting automobiles is all right inspecting human machines is far better. It will pay you to see your osteopath once a week.

We "try to do our best" we say. but so long as it is only duty it is likely to be a hard and weary service. Love can fill the measure to overflowing and turn duty into a

sweet privilege. The courage to take hold when all looks promising may be largely hope and enthusiasm. The holding And speak but cheer and glad- on when the prospect has grown dark and the way hard is som

thing far braver and stronger. Do not grasp at the stars, but do life's plain common work as comes, certain that daily duties and daily bread are the sweetest things

"Faithful are the wounds of friend," and there are few gifts friendship more highly to be prized than words of wise correction.

When you harbor a grudge you cast yourself adrift from life's bar-

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These Important Organs Ne- Largest Single Day Production and Largest Shipment of

most heavily upon the eyes, the most moth Studebaker factories at South delicate and the hardest worked of Bend, Detroit and Walkerville continent from companies having an any organ of the body. This is es- sounded on the evening of May 29th output in excess of 100,000,000 kw .- pecially true of school children, be and 20,000 Studebaker employees hr. during 1922. The report cov- cause a child's eyes are immature; started homeward, a new record for ers ninety-two electric light and they are baby eyes until he has a single day's production and shippower systems and ten electric rail- reached the age of from ten to twelve ments had geen made, for on that way systems. The total output of years, and too frequently he is re- day 780 Studebaker cars were forthese electric light and power com- quired to do work which would mean warded to Studebaker dealers panies during the past year was in a full load for mature eyes. There throughout the world. Of the total

hr. came from five Canadian systems and we have by actual survey that day's production and was achieved The Hydro-Electric Power Com- five millions of them have eyes that without permitting cars to accumumission of Ontario reported the larg- are so completely out of focus that late purposely to establish a new est output in kilowatt hours of all it is interfering with their progress mark. The only incentive involved systems in the world. Second in the in school and preventing the necess- was an effort to more adequately list is the Niagara Falls Power Com- ary preparation for life. Eye examin- meet the insistent demand from pany, while the Commonwealth Edi- ations, recently conducted in the every section of the world for more son Company of Chicago is third. public schools of a certain large city, Studebakers, but this is a daily en-The greatest peak load reported for disclosed the fact that seventy-eight deavor of the thousands of untrithe year was that of the Common- per cent. of the students had defec- ed orders on hand for immediate

factory facilities, begun this Spring and to cost \$5,000,000 are being

The increasing popularity of Studebaker cars, which is a subject of common conversation even outside of the automobile industry, is attested by the yearly record of production and sales. In 1918 Studebaker sold 23,864 cars. The folrical lenses in 1827 by Professor lowing year sales increased to a total In 1920 sales of 39,356 cars.

mounted to 51,474 cars. 1921, the year of general business and its complications with pres- deprecision, was the biggest in byopia, hyperopia and myopia. To Studebaker's history up to 1922. those not thoroughly familiar with 1921 sales reached a total of 66'the anatomy of the eye, it would 643 cars. Stated otherwise, the be impossible to convey a clear sales of Studebaker cars in 1921 ject lesson, as it were, with differ- 1920, notwithstanding the fact that ent lenses, charts of the eyes, etc. the total number of cars sold of all Of all the refractive errors of the other makes, except Ford, was 40 eye, astigmatism, with its different per cent. less than in 1920. Studecomplications, requires the most baker again established a new record skill and experience in correcting. in 1922 with the sale of 110,269 All children should have their cars. This year will see still aneyes examined at the time of en- other Studebaker record establish-

> 143 for the universal popularity Studebaker cars," according to George Bawden, of Central Garages,

> > But chiefly: "(1) Because of their quality durability and dependable perfor

> > mance in owners' use. "(2) Because by manufacturing

sixes exclusively on a large scale and by building all vital parts in its own plants, Studebaker can effect economics and save the middlemen's profits, and thereby provide maximum value and quality at a low

of Studebaker cars we have a car of the exact size, style and price to suit every buyer. "(4) Because with \$85,000,000

of actual net assets, including \$45,-000,000 of plant facilities, Studebaker stands unsurpassed in ability and resources to manufacture economically and give the greatest intrinsic value possible for a given

"(5) Because of the name Studebaker, which for 71 years has stood for high grade transportation, integrity, quality, value and com-

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ONTARIO'S INSTITUTION ONE OF WORLD'S FINEST

Hydro-Electric Power Commission's Plant and Efficiency Highly Ranked.

In its number of April 7th, 1923. the Electrical World pullshes statistics of the use of electricty on this

wealth Edison Company. The New tive vision. & Power Company had the second

had the third place. watt-hour cutput and the yearly load factor of the five Canadian systems reported and also of the five largest systems of the United

greatest demand and the Hydro-El-

Hydro also gives the people service in appliances and the Hydro Shops all over Ontario are characterized by the high quality of their goods and their popularity with the public. Electric washing, ironing, heating, cooking, toasting - all things done around the house office are quickly being turned to over the electrical appliances for power The Kingston Hydro shop has an appliance for your every need.

YOUR COMPETITION

Your competitor is not necessarily your enemy. He can be your friend. A common mistake is that there is just so much business to be had, and that the rival cuts your trade in half. That is not true. As a rule, the

more tradesmen, the more trade.

your custom. Two first-class groceries in a block are better for both than a monopoly would be for either. The place for a young lawyer to bang out his shingle is not in a town

good, lively competitor, will increase

where there are no lawyers, but a town where there are many, and good "Where the carrion is, there the eagles are gathered together." And

If you are a young graduate from a medical school, don't go to some forsaken neighborhood where there

No one can get all the business poswhile in any community. His personality attracts some, repels others. There's always a lot of business for somebody else.

something.

Beat your competitor if you can, but remember the surest way to beat

Don't play the cut-price game with him. Keep your margin of profit fair. Cutting prices is cutting the throat

long run.

both. Go after it. Your competitor will do you a deal of good. He will make you energetic. careful, more attentive to affairs, and altogether he will bring money to your-pocket if you use him right .--Reprinted from Dr. Frank Crane's Four-Minute Essays, by special per-

mission of the author. How many tears we might be spar-

If men would utter only good,

word may break a lonely heart. Or save a life that's broken: Then let all evil words be stilled. And only good be spoken.

For those atubborn aches and pains. Chronic atiments are our specialty.

When the whistles of the mam-

York Edison and United Electric There are various causes which While the production of 780 cars make the wearing of glasses advis- in one day establishes a record for able. One of the most common of Studebaker, the total is only a little ectric Power Commission of Ontario these is myopia. The word myopia is above regular daily shipments. of Greek origin, meaning to close Since the additional facilities pro-The following tabulation shows the eye. The partial closing of the vided by seven new Studebaker factory units were completed and tooled and manned early this Spring. capacity production has been main-Although Studebakers present output is 15,000 cars a month or at the rate of 180,000 cars annually, the demand is far in excess of production and additional

> rushed to completion. Studebaker manufactures sixcylinder cars exclusively, in three models - the Big-Six, the Special-Six and the Light-Six-which are offered in twelve body types. cars, in one day, therefore, represents the biggest day's shipment of six-cylinder cars ever made by any manufacturer.

per cent, ever the same period of

Limited, local Studebaker dealer,

"(3) Because, in the three models

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nounce to the public in this vicinsupply them with the highest grade of baking. He represents Bodley's of Toronto, and Hambrook's, of Kingston., Also agent

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