accomplish the

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In connection with the 1923 garden are growing." competition in Haldimand and Norfolk Counties, essay competitions on the contestants, and prizes of \$10.00 for the best effort and \$5.00 for the both." second were offered by B. Leslie Ems-

In Haldimand County, where C. Frey is agricultural representative, cauliflower which turned out to be the the town of St. Marys, dwells on the competition this year and seven en-quality, just to see the difference the success which they have over tries in the essay contest. The first that this fertilizer would make in the many other towns in holding their

Nitrate is being used more and as well as being of great benefit to the growing of garden crops." periments, I observe that nitrate TO OFFSET CATALOGUE HOUSES vegetables in growing more quickly

not a single worm or pest to be found trying to drum up his own business. forth a flash of Scotch and served to and we all know that worms or grubs. For that reason he hesitates some- such and whom as would take a week hinder the growth of any plant, what to advance it, but it is true, nippy. Therefore, I believe that nitrate acts nevertheless. The Mercury would not as a helper in aiding the plants to have put it forward at this time, Morningside College was in the same

are strong and clean, as they are ing end of one of Renfrew's industhey will be tender. People who have tion the other night with a small This quality, which is the best, we though Renfrew was solding its own quicker sales and better prices.

for I am proud of it. When we came trade they could bring to this town." As for Lady Eleanor, his daughter, to the cauliflowers someone remark- Continuing, he explained the amount

lie, director of the Chilean N trate you think I have two kinds of this valley. vegetable, and what made you think The editor of the Elmire Signet, in so. I used 'Chilean Nitrate' with the speaking of the progressive spirit of with headquarters at Cayuga, there better of the two kinds, and did not comprehensive advertising policy of were about 50 entries in the garden use it with those which are a poorer its merchants, to which he attributes prize essay, by Helen Pridmore, of crops. You can see the difference it own town business from the catamade for yourself, and I am certain logue trade of the big department more in the growing of garden crops, am that the nitrate aids greatly in that you all will be convinced as I houses.

(Renfrew Mercury)

and to be stronger plants. They na- There is one way we believe, by of finding a place in a humorous colturally are healthier plants and pro- which business in Renfrew could be umn, but the United News sends one duce larger, earlier and a better qual- much improved, and that is by con- out from Sioux City that was snortity of vegetables than those plants sistent co-operative advertising on ing with mirth. which have not had their supply of the part of our merchants in their Lord Birkenhead, according to the nitrate. It also helps the vegetables local paper. Whenever such a sug-story, was invited to some kind of The vegetables on which the nitrate it is very apt to be lightly dismissed freshment time, in the basement, the was used were very clean. There was with some remark about the editor noble earl is said to have hauled When vegetables grow quickly and prominently connected with the sellwhen we use nitrate, we know that tries. Discussing the business situaowing my garden to some visitors, would be surprised at the volume of City.

"Because these cauliflowers are every other line. "If a merch much larger and stronger, the leaves wants to offset the highly specialized eigerette held neatly in a bejewelled are greener and the heads firmer and catalogue houses today," he conclud-holder.

For it was so. The latter were come to his store and share some real commery in England, but advanced the where, if one wears a fig leaf one is "The Use of Nitrate of Soda in the leaves were smaller, and the head of days about the progress and pros- in Rome she should eat Roman can weak and unhealthy looking, the values." We are hearing a lot these Garden" were conducted by the local cauliflower was not so large, firm or perity of Pembroke. The large vol-dles, or words to that effect. ume of local display advertising carsay comptitions were open to all con-tentants in the home garden compe-first ones will bring you a far better merchants without a doubt contribprice, too, and yet the labor that you utes very largely to the business nave put on them was the same for prosperity. At the present time Renfrew stores carry less advertising I said: "Now let me tell you why than the stores of any town in the

IN ROME SHOULD ONE HOWL?

Rarely does a daily newspaper car-

gestion is put forward by a paper, blowout in a church. During re-

be strong enough to fight against however, had the suggestion not been basement, but says emphatically that made to the editor by a young man he did not partake of the belted earl's good cheer. On the contrary. Quite

But let me quote the newss item to buy their vegetables, want to get group, he declared that he travelled with the comment that if you do not the best they can for their money, around the country quite a bit and get a kick out of it I shall utterly despair of ever entertaining you:

find was aided by the use of nitrate, during this trying period as well as Dr. Mossman is said to have told and quality vegetables will bring most towns, but, said he, "I believe his lordship that he never, never the merchants of Renfrew would do would have been invited to Morning-I would like to quote one instance far more business if they did more side if it had been known that he carfrom my own "home garden" to prove advertising. If a large number of ried his own liquor on the hip, wherethat nitrate is of benefit in the grow- merchants would each offer a head- at the Earl replied that he wouldn't liner in the Mercury every week for have accepted the invitation if he'd One day during the summer I was Saturday's business," he said, "they known how squeamish was Sioux

Why didn't you grow all this of advertising industries had to do C T. U. for smoking in public, wittoday to market their products, and nesses say she sat calmly in her lim-

int pus and puffed away at a gold-tipped

Commenting upon this, Judge Rice ominous silence.

whiter than the other variety you ed, "he has got to tell the people. The W. C. T. U. rising up in its would do if they were suddenly transwhat he's got and invite them to dignation, admitted that this was cusported to the South Sea Islands

Judge's sally with a dignified but

FALLS'---One of the Standard Stores of Canada

FULLEST VALUE FOR YOUR DOLLARS -ALWAYS FULLEST QUALITY AND FASH-ION-VALUE, TOO, AND HERE IS OUR IN-SURANCE POLICY:

NO TRANSACTION IS FINAL UNTIL REASONABLE SATISFACTION HAS **BEEN GIVEN**

This doesn't mean that we encourage returning goods-We discourage it, as an economic waste. But a wrong thing has only gotten to you by somebody's blunder. We must have it back. It's very hard to carry forward the simple message of the store, because a real man or real woman or real store cannot cringe or lickspittle.

NOTES

Of a Large Order For Carpet

A church in Brantford is be recorpeted with heavy Wilton Carpet.

A member in and out of Brantford competed for the bus ness.

After the tenders were Il in the committee of five unanimously decided that the order go to a "Simcoe

That ended the matter at once mit le re en

To serve means to make a store Thoroughly serviceable— in administration and in the dependability of its goods.

FIRST DISPLAY SATURDAY

of-if not the largest-pretty close to the largest DISPLAY OF CHRIST-MAS GOODS under our roof-between Toronto and Windsor.

"Yours for the Holidays" — But come and enjoy it all—that the great thing-Two Displays-Second Floor-with scores of Tables that you have been waiting for, all leaded with desirable items and specially priced — and the Great Downstairs Store.

Falls' Christmas Toy Store

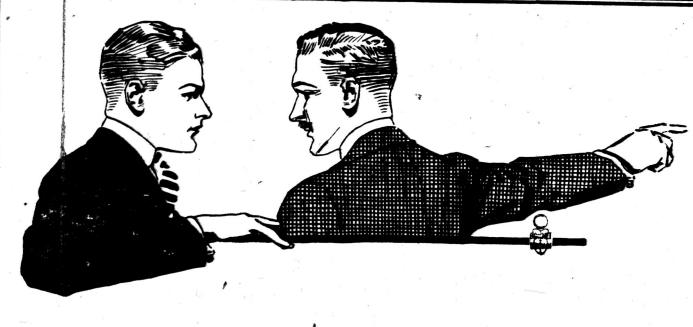
Will Open Saturday

and the Toys say it will be the Greatest Christmas of all the Christmases. It is bound to be, for there are so many TOYS, so many kinds of Toys, so many new kinds of Toys. Bring the children and let them have a trip on the new "Whirli-gig Teeter-Totter" and see just a few of hundreds of fascinating Toys:

- -Ma·Ma Dolls
- -Lions -Bears
- —Donkeys —Monkeys
- -Elephants -Sheep
- -Dogs -Games
- -Trains
- -Kindergarten Sets —Trumpets
- —Tops
- —Chimes
- -Reins —Iron Toys
- --Cradles —Doll Carriages
- Shoo Fly Rockers

Thousands of Dollars worth of new goods unpacking the past week Stocks greatly in excess of those ever shown by us—to meet a business altogether new in volume.





MEN! LOOK!

It Is Just As Easy To DRESS RIGHT A VISIT TO OUR STORE WILL CONVINCE YOU

Fashions Newest in Haberdashery

The Winter Season calls for new things in Haberdashery and this store has never been equipped so satisfactorily to meet the needs of every man. Here you will find the Best in Shirts, Neckwear, Underwear, Hosiery and in everything that is classed as accessories of Dress at attractive prices.

Well Tailored Suits and Overcoats GET OUR PRICES THEY WILL BEAR COMPARISON

WATCH OUR GROCERY DEPT. NEXT WEEK

Our new Fruits, Nuts, etc., for Xmas baking are arriving and the quality the best. The prices will interest the most careful buyer.

Allen & Leatherdale