

Soaking takes the place of rubbing—

JUST by soaking the clothes in the suds of this new soap, dirt is gently loosened and dissolved.

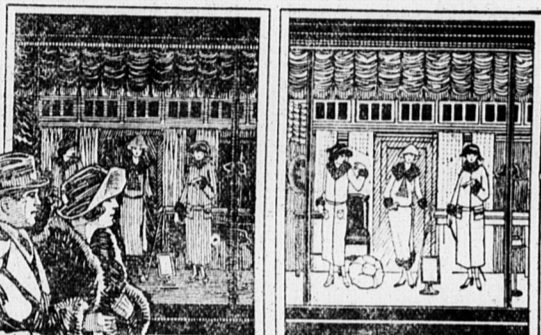
Even the dirt that is ground in at neckbands and cuff-edges yields to a light rubbing with dry Rinso. Not a thread is weakened. The mild Rinso suds work thoroughly through and through the clothes without injury to a single fabric.

Rinso is made by the makers of Lux. For the family wash it is as wonderful as Lux is for fine things.

All grocers and department stores sell Rinso.

LEVER BROTHERS LIMITED, TORONTO

R-4-24



Which Window would make You Stop?

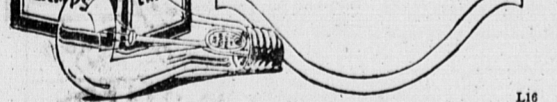
How one merchant increased sales and quality patronage by increasing the light in his windows.

OUR windows were lighted like those of the average store. We found by actual count that they were stopping 12 out of every 100 persons who passed.

We doubled the amount of light by using a larger size of Edison Mazda Lamps in our reflectors. We found that we stopped 17 out of every 100. And an average of 4,500 people passed nightly.

The result has been not only a marked and sustained increase in sales, but we have increased our quality patronage and are doing a bigger business in higher-priced women's wearing apparel.

But what surprised us most was the cheapness of better lighting as compared with the sales return. While our total current cost for window lighting was increased from eight to seventeen cents an hour, the sales value of our show windows increased 40 per cent.



Make This Test.

YOU, too, can increase the drawing power of your windows by using more light. Beginning to-night, see how many of each hundred passers-by are attracted to your display. Then install larger lamps and see how many more stop.

EDISON MAZDA LAMPS Edison Lamp Works of Canadian General Electric Co. Limited

10 TO 50 WATT, NOW ONLY 32c.

BINNS ELECTRIC SHOP Agents for Edison Mazda Lamps

WE ARE AGENTS FOR EDISON MAZDA LAMPS and have a large assortment to choose from. 10-50W. 32c. THE BROWN ELECTRIC SHOP 177 QUEEN STREET

THE CENTRAL GUARDIAN

SHOP from Holman's Catalog.

NOTICE.—We are now receiving dressed hogs daily, delivered at plant by teams. Simms Packers, Ltd., 104-10-13—M41

PROWSE BROS have the best knitting yarn in the city for Sweaters, Mitts, Socks and other good warm garments, only 25c, large skein, 172-10-16-m31

GETS APPOINTMENT.—At a special meeting of the School Board, held yesterday morning, the resignation of Mr. C. F. Hine of the staff of West Kent School was accepted and Mr. James Fullerton was appointed to the staff of that school. Mr. Hine is leaving for Toronto to engage in Y. M. C. A. work.

GOING TO MONTREAL.—Mr. A. W. MacKinnon, for the past two and one-half years clerk at the Victoria Hotel, has resigned his position and leaves this morning for Montreal where he will reside. Mr. MacKinnon was a faithful and competent hotel clerk, and his numerous friends in this city wish him well in his new field of labor in the Canadian metropolises.

CLEANINGS.—On Oct. 4th Bonshaw Hall was the scene of much merriment, when Mr. Harry Avery, accompanied by others, presented a colored show which was very interesting. This show consisted of short plays, singing and step dancing, which those three actors ably handled. This is the second time for Mr. Avery to perform in Bonshaw, and we hope to see him back soon again.

SITE TO BE MARKED.—A one-and-a-half-acre church which stood at Point de Bute on the peninsula of New Brunswick is to be the occasion of a memorial toward which the Methodists of New Brunswick, Nova Scotia and Prince Edward Island are contributing. The building, which disappeared long ago, was the first Methodist church to be erected in any part of what is now the Dominion of Canada. Its site will be marked next year by a stone monument with suitable inscription. Sackville Tribune.

ISLAND PRIZE WINNERS.—The Amherst News says: William Fowler proved to be the main money winner at the recent exhibit of bacon hogs, here recently, under the auspices of the Maritime Swine Breeders' Association. Mr. Fowler took a first and third with dressed carcasses, and while he secured both an eighth in the live exhibition and a total of eighty-three dollars. Logan Bros., James Stewart, Howard Freeman, Irvin Tingley were also successful in securing places on the prize list. The officials conducting the exhibits were more than pleased with the results and the entry list of fifty-two bacon hogs proved to be a surprise. The list of prize winners included the following from P. E. I.: Live hogs 2nd, Louis McMillan, Miscouche, 4th, W. J. Gibson, Marshfield, 6th, D. C. Stewart, Dunstaffnage, 7th, John McFarlane, Marshfield, 12th, James Jenkins, Orwell, 13th, Dressed Carcasses, 2nd, Louis McMillan, Miscouche, 6th, James Jenkins, Orwell, 8th, A. Boswell, Dunstaffnage, 9th, John McFarlane, Marshfield, 15th, W. J. Gibson, Marshfield.

BLACKHEADS GO QUICK BY THIS SIMPLE METHOD. Blackheads—big ones or little ones—on your nose or on any part of the body go quickly by a simple method that just dissolves them. To do this, get about two ounces of peroxide powder from your druggist—sprinkle a little on a hot, wet cloth—rub over the blackheads briskly for a few seconds and wash off. You'll wonder where the blackheads have gone. Pinching and squeezing blackheads only open the pores of the skin and leave them large and unsightly—while the simple application of peroxide powder and the water dissolve them right out, leaving the skin soft and the pores in their natural condition.

There is only one side to this story!

KLE NZO DENTAL CREME

Frees the teeth from discoloration and tartar and brings out the beauty of the enamel. Price 35c and 60c per tube.

SOLD ONLY BY MacKinnon Drug Co. THE REXALL PO BOX 219 KODAK STORE 332

DIXON'S BRIDGE, Belfast opened to autos. A FULL RANGE OF COLORS all wool Serge for School Dresses, 40 to 42 inches 85c, 56 inch \$1.15, Prowse Bros., Ltd. 172-10-16-m31

ATTENTION IS DRAWN to E. H. Wright's Dissolution Notice in this issue. 165 10 16 m21

FUNERAL NOTICE.—The funeral of the late Maurice Reardon takes place this morning at 8.45 from his father's residence, 9 King Square.

PERSONALS. Mr. J. J. Hughes Souris, was in the city on a visit yesterday.

Mr. J. E. Milligan, Northam is among the guests registered at the Queen.

Mr. and Mrs. John Agnew, City, left yesterday on a visit to Toronto.

Mr. G. H. McCalkum, Summerside was among the visitors in the city yesterday.

Mr. Everett Nicholson, C. N. R., and bride left yesterday morning on their honeymoon to Boston and New York.

Mr. E. G. Coombs, manager of the Bank of Montreal is on a three weeks vacation. Mr. F. J. Shreve, Amherst is relieving during his absence.

Mrs. Rhoda Wood of Pownal and Mrs. J. Heber Gordon of Brookline, Mass., have returned home from a visit to Summerside the guests of Mr. and Mrs. A. S. McKay and their friends.

Surmises On The Coming U. S. Election

(Canadian Press) WASHINGTON, Oct. 15.—Survey of the political prospects the country over a month before the much to be desired, though it leaves definite knowledge of what the voters will do, points to the election of President Coolidge or throwing of the election into the House. On the basis of the present conditions, W. Davis, the democratic nominee, does not seem to be a winner. The republican leaders are strenuously claiming the election of President Coolidge as certain but the more astute of them are fearful of the strength of La Follette in the west.

Coolidge at this time has the lead over Davis in the East. On the other hand, La Follette is strong in the West, in the country from the Mississippi to the Pacific Coast. Opinion is divided whether he will get enough electoral votes in that country to make it impossible for Coolidge to win in the electoral college and thus throw the election to the House.

What seems the most probable outcome is that the republican organization, which is powerful and well-financed, will be able in the next month to strengthen itself enough in the west to elect Coolidge and keep the election from the House. But this is far from certain. The present scare of the republicans may be the means of saving them, as it will arouse many to work who would not have done so otherwise.

Some democratic leaders believe the nomination of Al Smith for Governor of New York will greatly strengthen the chances for Davis and that before long conservative business interests will turn to Davis and away from Coolidge on the theory that the only way to keep the election out of the House is to choose Davis. This is a possibility but the probabilities are against it.

Will the La Follette strength in the west advance or recede between now and November? Republican chiefs say it will recede but this is a guess. La Follette will soon enter on his speaking campaign and if his health permits him to carry it through he is likely to make converts to his own cause. Recession of La Follette strength cannot be taken for granted—that much is certain. Hard work by republican organization may overcome it in some of the close states.

Gas In The Stomach Is Dangerous

Recommends Daily Use of Magnesia To Overcome Trouble Caused by Fermenting Food and Acid Indigestion. Gas and wind in the stomach accompanied by that full, bloated feeling after eating are almost certain evidence of the presence of excessive hydrochloric acid in the stomach, or "acid indigestion." Acid stomachs are dangerous because too much acid irritates the delicate lining of the stomach, often leading to so-called "stomach ulcers," serious stomach ulcers. Food fermentation gas which distends the stomach and hampers the normal functions of the vital internal organs, often affecting the heart. It is the worst of folly to neglect such a serious condition or to treat with ordinary digestive aids which have no neutralizing effect on the stomach acids. Instead get from any druggist a few ounces of Bisurated Magnesia and take a teaspoonful in water after eating. This will drive the gas, wind and bloated right out of the body, sweeten the stomach, neutralize the excess acid and prevent its formation and there is no sourness or pain. Bisurated Magnesia (in powder or tablet form) never liquid or milk) is harmless to the stomach, inexpensive to take and the best form of magnesia for stomach purposes. It is used by thousands of people who enjoy their meals with no more fear of indigestion.

Pimples Dried Right Up With Sulphur

Any breaking out of the skin on face, neck, arms or body is overcome quickest by applying Menthol-Sulphur. The ointment dries right up and goes away, declares a noted skin specialist. Nothing has ever been found to take the place of sulphur as a pimple remover. It is harmless and inexpensive. Just ask any druggist for a small jar of Rowles Menthol-Sulphur and use it like cold cream.

No Relaxation In U. S. Immigration Laws

WASHINGTON, Oct. 15.—Despite much complaint against the drastic nature of the new immigration law which was passed by the last session of Congress, there is no prospect of its relaxation. This is the opinion of Representative Albert Johnson of the state of Washington, who is chairman of the House Immigration Committee. Representative Johnson says there is more or less smuggling of immigrants across the Canadian and Mexican borders but he does not think there is any more than usual. In fact, he believes smuggling under the new law and with an increased force of inspectors and agents along the border has been made more difficult. He pointed out today that under the new law the burden of proof is on a person entering the country to show he has been lawfully admitted. He can be apprehended in this country by authorities at any time and place unless he can show he is lawfully in the country is subject to deportation. Representative Johnson said immigration to this country now was almost at a standstill. While the new quota is but 2 per cent on the basis of the 1890 census, Mr. Johnson says this is enough. He declares that in 25 years more the population of the United States will have increased 40,000,000 and will be over 150,000,000 and he believes that when this fact is considered the United States should go slowly in the admission of large numbers of immigrants. He expects no new important legislation on immigration the coming winter but does expect new naturalization legislation.

Developing Timber Industry in Ont. And Quebec

(Canadian Press) TORONTO, Oct. 15.—Vast expanses of popular in the timbered districts of Ontario and Quebec are coming into popularity for the first time in the lumbering history of these provinces, owing to the competition which has developed recently between the makers of match splints upon this continent. For various reasons it has been found that manufacturers in Canada are now able to compete in world markets against the match-makers of Scandinavia and other places, most of whom are affiliated in companies of international organization. A British company recently established a splint making industry in Pembroke, Ont., and the once despised poplar wood is used by them almost exclusively. Their splints are sent to England to be finished into matches. It is said in Ontario-made splints are of better quality and manufacture than those of the Scandinavian trust's factories, although the wood used by the latter is slightly superior. Other companies that the Pembroke one are also in the industry with the result that popular prices are now in demand.

For the first time extensive explorations are being made throughout the poplar belts for suitable limits and the Ontario government has on file several requests that areas be offered for by public auction. The government, consequently, is paying considerable more attention to the care of this neglected wood in the hopes of a really brisk market developing. They have found that upon some of the limits sold to private operators outright in the early days of the lumbering industry, and which were bought back a number of years ago by the Crown, are now rich in poplar which has grown heavily in some sections of the pine or the areas.

The Forestry Branch of the Ontario department of Lands, Forests and Mines is also considering the reforestation features of this new development. Poplar, when there is a market for it, is a very profitable type of wood to grow, owing to the facts that it matures very quickly and that it is used to best advantage in making matches when cut somewhat before maturity. In twenty years, in the majority of localities, an area denuded of poplar will bear another crop suitable for harvesting for this purpose. It is consequently probable that in the future some definite plan will be devised for the encouragement of the match-splint industry in the province that the huge tracts of this wood may be utilized.

Taking advantage of the imitative faculty of song birds, a simple mechanism has now been contrived that actually teaches canaries and other pet warblers how to increase their singing repertory, says Popular Mechanics Magazine. A partly water-filled cylindrical metal tank, in which a slightly smaller inverted tank slides up and down, provides enough air pressure for blowing a series of whistles of different tones.

TEACHES BIRDS TO SING

Write your name and address on this ad, clip and mail it to us and we will send you this beautiful illustrated recipe book. Address Kraft-MacLaren Cheese Co. Limited MONTREAL

MERRY GO ROUND advertisement featuring a large illustration of a carousel and text promoting a play by Mary Philbin and Norman Kerry. Includes details about matinee and evening performances at the Prince Edward Theatre.

PRINCE EDWARD Ghost Of Black Prince Haunts Kent Mansion advertisement. Describes a ghost sighting in a mansion and offers tickets for a performance.

PRINCE EDWARD The COLONIAL STOCK COMPANY advertisement. Promotes a series of matinees and a big novelty vaudeville act.

KRAFT CHEESE advertisement. Features an illustration of a Kraft cheese box and text describing the benefits of the cheese, including its flavor and lack of rind.