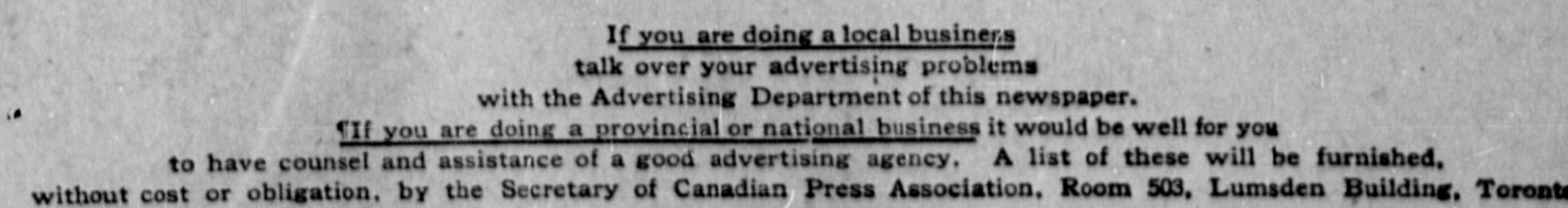


General Teaming, Safe, Piano,  
Furniture and Baggage Moving  
Carefully and Promptly done.  
Storage and Forwarding Wood and Coal

During the winter St. John will be a direct mail port in the service between Canada and Great Britain. Hitherto the mail steamers have called at Halifax on their way to and from St. John, the mails being received and delivered at the Nova Scotia port. Under the new regime, part of the mail service will be direct to and from Halifax, and the other part direct to and from St. John.

Dr. W. E. Bairs has located in Bella Coola. He has been appointed resident physician by the hospital board.

Best dealers everywhere sell the genuine **PERRIN'S GLOVES.**



### The "Stay Satisfactory Range."



The cocoa had been grown in Brazil, shipped to Bristol, transhipped to Montreal and finally distributed from Toronto.

The tea was gathered by swarthy natives of the romantic island of Ceylon; from sunny Portugal the luscious, big grapes have been gathered years ago, fermented, bottled and mixed with a famous Egyptian brandy. From Egypt had come the rum from South America that was added into the product and with the brand of a possiery.

There, behind that obviously prosaic truck-load of freight was the whole romance of modern commerce—the skilled production, the universal demand for food, drink and raiment, and the world-wide distribution of the things we use every day.

And then I speculated why we use these things every day, instead of some other things: and that brought me plump back to my own job of advertising.

The names of some of the boxes on the lorrie were known everywhere to-day, but had been unknown a few years ago; and I saw then more clearly than ever before that Advertising is really a great channel digger. It is like the Panama Canal. You can sail from Montreal to Vancouver now, around the Horn. You can get there, but it is going to take months. A year or so from now you will sail through the Panama Canal and chop the journey to less than half. A new channel will have been dug.

The great names in commerce to-day are those of the manufacturers who have let modern advertising steam-shovel a channel across the isthmus of distributing difficulties.

The great names in the commerce of to-morrow will be those of men who widen and dredge this channel so that the greater traffic may pass smoothly and quickly from the source of production to the homes of the consumer.

If you are doing a local business  
talk over your advertising problems  
with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you  
to have counsel and assistance of a good advertising agency. A list of these will be furnished,  
without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

