"AFTER EVERY MEAL" The gum with the lasting flavor-wrapped in the hygienic sealed package.

A goody that's good for you. Aids appeTHE DAILY NEWS

day evening for Stewart with all

taken up. She will return tonight;

or 'tomorrow with a cargo of

Premier mine ore,

J. C. Spencer, of Port Simpson, arrived in town this morning, Local and Personal Miss Burnham, of Cobourg, Onlario, has arrived in the city to visit her sister, Mrs. Harry Atkins, Ask for Atkins' Sausage. Fourth Avenue West. . . . Beef, mutton, pork, City Market. Darwin J. Piche left on the Princess Beatrice Saturday even-For baggage, phone 580. Hyde tf ing for the south en route to Ed-Fransfer. monton and the Fort Norman oil . . . List your boats for sale with fields. M. M. Stephens. General Superintendent N. B. . . . W. H. Wark arrived from the Walton returned this morning from the east after a general insouth on Saturday, spection of the division of the line George Little arrived from west of Edmonton. Terrace this morning, Miss Violet McLarty, sister of Tite's for window draperies---Mrs. Frank Moore, left on this Special January prices. tf morning's train for Prince George called home on account of the Basketball tonight Exhibition serious illness of her mother. Hall 7 to 10, 25c and 10c. . . . The Prince John left on Satur-J. Buchan, of Smithers, was an

arrival on the train this morning. here passenger accommodation

A LESSON THE GOVERNMENT PAID FOR.

Before 1914, Bond Brokers and Bankers were indifferent advertisers. Many who advertised regarded their expenditures as "sop," and thought they were doing publishers a favor.

War Loans. On the advice of this Association, yet contrary to-some Brokers' and Bankers' views," the advertising of these loans was made humanly interesting. The results you are aware

Then came the Call for The same thing is true of some manufacturers, who, noting the results of the Imperial Munitions Board newspaper advertising, have commenced to use the same force to introduce post-war products.

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tite and digestion.

inday, January 24, 1921.

Keeps teeth clean and breath sweet.

A boon to smokers. with its cooling. soothing, effect on mouth and throat.

SEALED TIGHT

KEPT RIGHT

City Clerk Esnest A. Woods has G. Gibbs, of Port Edward, is rereceived a letter from W. B. gistered at the Hotel Princ Garnet, formerly of this city but Rupert. living now in England, Mr. Garnet tells of the death of his January Wind-up Sale prices on alber last month, Furniture, Carpets and Linoleums at Tite's. Among local people making the . . . round trip to Stewart on the, Blankets, sheets, cotton and Prince John this week are Col. C. iderdown comforts at Tite's W Peck, R. Beaumont, George special January prices. Frizzell, George D. Tite, G. A. Woodland and J. H. McMullin. Geo, Clothier, provincial mining engineer, left on the Prince John William S. Henry, of Smithers, on Saturday for Stewart. has been appointed to hold the Court of Revision and Appeal for Jack Shiel, formerly constable the Omineca District in place of here and al Anyox, is now in Rio Stephen H. Hoskins, according to; de Janiero, South America. an announcement in the B. C. FOR SALE --- Slightly used Gazette. plano, \$325.00. Singer 'Shop. Pianos for rent. 144 Third Ave-. . . .

Furniture at record reduced

prices at Tite's end of January

Mrs. Crew will hold her dancing 19 class in the De Luxe Hall tonight at 8.30, followed by Cinderella W. C. Orchard, local agent for dance commencing at 9.30. Adthe C. P. R., returned on Saturday mission to class and dance, \$1.00; after spending a holiday in Van- dance only, 50c. Four piece orchestra. ouver. The fire briggde had a call to Cinderella dance, St. Andrew's Tall, Wednesday, 26th, at 9 the cottage of Helen Edwards, 855 o'clock. Admission 50c. Arthur's C mox Avenue, at 8 o'clock Satur-20 day night. Damage to the extent rehestra.

of \$75, covered by insurance. J. McWilliams, wireless operaBut -here is the real point.

01.

Nearly every Bond House and Bank in Canada is, today, aggressively advertising, and using all the interest and ingenuity at their command to attract business. They observed the power of newspaper advertising, when properly used, and have profitted by the lesson.

The Government paid for this lesson.

Have you considered profitting by it?

Advertising is not a matter of guesswork. It requires skill and knowledge and experience. It is not something to be lightly undertaken.but it can be undertaken with assurance of success if it is done properly.

If you have ever thought you would like to advertise if you could get proper advice on how to go about it, write to this Association. We will give you the benefit of our experience in starting you on the road to successful publicity

Issued by the Canadian Daily Newspapers Association, Toronto.

