



## THE ROAD TO THE RIGHT.

**Y**OU'VE met at least one of those few good old souls, who are constantly getting the worst of it when shopping, who don't believe in advertising. A hundred disappointing and instructive experiences have failed to teach him their plain lesson.

When he bought his first watch he was beguiled into buying one without a known name or a trustworthy guarantee. That watch—a poor timekeeper—cost him dearly by reason of missed appointments and missed trains, and for frequent repairs. Yet he paid the price of a good watch.

It is the same story with regard to his underwear, his shoes, and his fountain pen.

This good old soul's case is not unique. Many of us, if the truth be confessed, resemble him; we "low ourselves to be sold merchandise with an unknown brand or trade mark instead of buying merchandise which is well known to us through the medium of advertising. In slang language, we get "stung" pretty often.

In most of these cases we have ourselves to blame, for "the road to the right" thing to buy has been made plain by advertising.

There is no good reason for passing by the known thing, soundly guaranteed, to buy a dubious article, which, quality for quality, cannot be cheaper than the known, branded article.

*"It is better to be sure than sorry."*

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 the 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 50, Lumsden Building, Toronto.

## OF INTEREST TO WOMEN.

### THE OLD TIME HOUSEWIFE.

Domestic Science of Today Founded on Old Fashioned Thrift.

"All this have I observed from my youth,"

Thus writes one of the new recruits in the Boston Record's "Army Against Waste."

This is a quiet reminder of the fact that there is nothing new under the sun, and that the present movement to conserve food and eliminate waste is only concerted action on the part of all women instead of scattered action on the part of a few.

This very point was emphasized by Dean Sarah Louise Arnold of Simmons College when the campaign was first begun.

"Use what you already know," is her first instruction; for our mothers and grandmothers, careful housewives living in an age when extravagance was

not the fashion, were the first domestic economy experts, although they had never heard of that high-sounding term.

They knew, however, how to use the left-overs. They did not scorn to try out fat scraps and make their own soap. Theirs was the art of using fat remnants from old cuts of meat as shortening in their cakes and cookies. It was they who concocted appetizing warmed-over dishes before the French word "rechauffer" came into vogue as a bit of culinary elegance.

They paid no 15 or 20 cents a loaf for baker's bread, because their bread was made at home—not by servants, but by the competent hands of the mistress of the house.

They were not overcharged a penny a pound here and two ments a quart there by sharp dealers, because they went to market themselves and knew what they were buying. Before the days of the telephone, giving orders

## SUNDAY SERVICES

### Methodist Church.

Rev. T. Marshall, pastor. 10 a. m., prayer meeting; 11 a. m., service; preacher, Rev. T. Marshall; 2:30 p. m., Sunday school; 7 p. m., service, preacher, Rev. G. W. Minzie, secretary of the Lord's Day Alliance. All seats free; all welcome.

### Brunswick Street Baptist.

Rev. Gordon C. Warren, B. A. B. D., pastor. Service at 11 a. m. and 7 p. m. Bible school at 2:30 p. m. All are cordially invited to these services.

### George Street Baptist.

Rev. J. E. Wilson, pastor. Prayer meeting at 10 a. m., public worship at 11 a. m.; Sunday school and Bible class at 2:30; evening worship at 7 p. m. A cordial invitation to all.

### Reformed Baptist Church.

Rev. H. C. Archer, pastor. Preaching on Sunday at 11 a. m. by Rev. J. J. Colter. Prayer and social service at 10 a. m. and 7 p. m. Sunday school at 2:30 p. m. Prayer meeting on Wednesday evening at 8 o'clock. All are welcome.

[The Daily Mail makes no charge for publishing church notices, but it requests that they be written out and sent to the office before 10 o'clock on Saturday.]

The sugar supply in France is so short that the government has issued a decree that all cake bakeries must remain closed during June and July.

was a more precise and less wasteful process than it is today, when the housewife often does not go into the kitchen at all except to find fault with the maid.

There are some women today who were trained in this fine old school. The record's correspondent is probably one of them, and she enunciated a great truth. "All this have I observed from my youth up."

The great point in the present food conservation campaign is that there has been a world-wide awakening. Extravagance is out of fashion—so much out of fashion that today it declassifies a woman. This is as it should be.

Let not the old time housewife think the present generation is patronizing in its enthusiasm. It is only eager to learn; and the source of wisdom is still the old school.

## PROCLAMATION

His Honour the Lieutenant Governor directs the publication of the following for general information:

Whereas, the 1st of July is the semi-centennial of the confederation of the Canadian Provinces

And, Whereas, a joint committee of the Senate and House of Commons was appointed to consider and report on the proper celebration of the occasion;

And, Whereas, the said committee have recommended that, "As the day falls on Sunday, it seems to be particularly fitting that the churches and the Sabbath schools of all denominations should incorporate into their exercises the recognition of the facts and lessons embodied in our national birth and fifty years of progress, and have requested that all Clergymen and Sabbath School Superintendents give to the celebration their hearty and intelligent co-operation";

And, Whereas, Monday the 2nd day of July, has been fixed by proclamation for the celebration of Dominion Day, and the committee have recommended that the celebration on that day be as "general as possible, without expensive and elaborate display, as befits war time, and carried out on the broadest social and democratic lines, a plain sincere people's demonstration, a tribute to the founders of our Dominion and the institutions and ideals of our common country."

We do most earnestly request that the cities and municipalities of the Province, clubs and patriotic associations, co-operate with the citizens generally in commemorating the day and the occasion, along the lines suggested in the report.

In view of the terrible war in which we are engaged the occasion should be one for serious thought and full recognition of the grave dangers to which Canada and the Empire are exposed, and the obligations that rest upon us all as citizens. We especially request that the clergymen of all denominations throughout the Province, Sunday School Superintendents and Teachers, in the religious services of Sunday, the 1st of July, do honor to the memory of the noble and brave men who have made the supreme sacrifice for their country, as well as to those who are still facing danger and death upon the battlefield, and that the religious exercises of the day be characterized with a spirit of loyalty, unselfish service, and earnest prayer for the success of the sacred cause for which we are fighting.

And we further request that on Monday, the 2nd of July, all municipal and city officers co-operate with the various patriotic localities, and that all citizens by a display of flags and suitable decorations at their homes and places of business, give hearty support and countenance to this movement, that this semi-centennial celebration of confederation may testify to our appreciation and grateful acknowledgment of the many blessings and great prosperity our Province has enjoyed, and the continued unity and patriotism of the Canadian people.

ROBERT MURRAY,  
Tins Provincial Secretary-Treasurer.

To Teachers and School Officers:  
In accordance with the proclamation of His Honour the Lieutenant Governor, teachers and school officers are requested at the school closings of the present term, to have special reference made, in as far as practicable, to the Fiftieth Anniversary of Confederation and the historic incidents connected therewith.

W. S. CARTER,  
Chief Superintendent  
of Education.  
Education Office, June 20th, 1917.  
6ins

**Wood's Phosphodine,**  
The Great English Remedy.  
Tones and invigorates the whole nervous system, makes new Blood in old veins, cures Nervous Debility, Mental and Brain Worry, Dependence, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will cure six. Will cure Sold by all druggists or mailed in plain pkg. on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

## Wincarnis

:: at ::

WILEY'S PHARMACY, York Street

## We Sell the Famous Sherlock-Manning Player Piano

All the Latest Sheet Music on hand

**E. O. MacDonald**  
Music Store 560 Queen Street

## IN CARRIAGES AND EXPRESS WAGONS

We have a fine line to choose from.

Neat Road Wagons in Steel and Rubber Tires, Top Buggies, Two-seated Wagons, Light and Heavy Express Wagons. There are some at prices like they were before the advance.

A few of our own make of Carriages that cannot be duplicated at the prices we now offer them.

Electric Light Outfits for Carriages, \$14.00 complete.

**J. CLARK & SON**  
LIMITED

## BEST FOR BREAD MOTHER'S FAVORITE FLOUR

Is the most satisfactory Bread  
Flour on the market.

Wholesale by

**G. W. HODGE**

## Specials for Saturday, June 23

Ladies' Voile Blouses, special at 98c. each  
Children's Dresses, from 2 to 4 years, special at 50c. each.

Children's Middies, all ages, special at \$1.00 each.

Ladies' Middies, all sizes, special at \$1 ea.  
Ladies' White Wash Skirts, special at \$1.00 each.

Ladies' Silk Underskirts, only 6 left, worth \$6.00, special at \$4.50.

Special 10 per cent. discount off all Cloth and Serge Skirts for Saturday only.

Silk Sweaters from \$9.75 to \$17.25.

Special 25 p. c. discount off all Cloth and Serge Suits.

Ladies' High Class Voile Blouses from \$1.50 to \$5.25.

Ladies' Raincoats, new styles, from \$3.75 to \$16.00.

Ladies' Night Gowns, special for Saturday only at 59c. each.

Special 10 p. c. discount off all Whitewear, Saturday only.

Ladies' New Voile and Muslin Dresses, \$8 to \$12.75.

Crepe de Chene and Silk Blouses, from \$2.25 to \$10.00.

Children's Vests, sizes 2 to 12 years, for 2 for 25c.

Ladies' Silk Boot Hose in colors at 49c. per pair.

Children's White Silk Hose, size 5 to 6½, special, 35c. pair.

Colored Hair Ribbons, 15c. yd., or 2 yards for 25c.

Socketlets for the Kiddies—short socks at 12c., and 20c. pair.

Ladies' Tan and White Silk Boot Hose, special at 25c. pair.

Ladies' Tan Cotton Hose, 2 pairs for 25c.

White Habutae Silk, 1 yard wide, special at 75c. yard.

5-in. Hair Ribbons, all shades, special at 2 yards for 33c.

New Sport Silks, yard wide, special at 98c. yard.

**Wm. R. FRASER & Co.**

P. O. Box 817.

430 QUEEN STREET.

Telephone 423

## Old Dutch

Makes scrubbing quick and easy. Don't wear out your back and your temper. Just let Old Dutch clean your

Tile,  
Oil Cloth,  
Linoleum,  
Wood Floors

