

The PATH of PROGRESS

MANY successful business men and concerns now known throughout the Dominion began building on small foundations.

Many of these notably successful Canadians have been lifelong customers of the Bank of Montreal, and they have been kind enough to say that their progress has been due in part to the satisfactory banking service they have obtained from us.

We are glad to admit that much of our progress has been due to the progress of these customers.

We are desirous of co-operating with other persons and firms for the upbuilding of every part of the Dominion. Our service extends to all parts of the world.

Direct wire service maintained between Montreal, Toronto, Winnipeg, Vancouver, New York, Chicago and San Francisco

BANK OF MONTREAL

Established over 100 years

Total Asset in excess of \$500,000,000

HEAD OFFICE, MONTREAL

BIG WOMEN ARE GENERALLY REGARDED AS THE BEST LOOKING

(New York Sun)

Are weight and greatness in direct or inverse proportion in women. Alfred Fanti, one of the largest millinery buyers in the world, believes that the "stouts" have it so far as woman-kind and greatness are concerned.

"Look back over the history of the world," says Mr. Fanti, in an article he has written for a trade journal, "and you will see most of the world's greatest women have been stouts."

"Few of them are of the chicken or flapper type we seemingly fall down before today."

"Cleopatra, Rome, good night!" one might exclaim at this point, but probably Mr. Fanti was not thinking of the siren group of women, such as "the serpent of old Nile," but of those of more substantial worth, like Queen Victoria.

It is through his millinery researches that Mr. Fanti has come to look upon the stout woman as in need of a champion. And while defending the woman of plump contours generally he has headed a special campaign to equip her with suitable millinery.

For years previous to Mr. Fanti's taking up the subject stout women have been going about wearing tall, narrow hats that made them look like bee hives surmounted by lightning rods, or wide, floppy hats that produced a silhouette comparable to a circular hamper with the lids jammed down.

"In times past the full figured women had to content herself with whatever she could pick up in the way of a hat," says Mr. Fanti. "Her gowns might be designed for her, her shoes made to order, but when she was dressed the whole effect was spoiled

because topping the regalia was a hat originally designed for the 'girlie' type, and quite ridiculous on a stout woman. Sometimes she wore a bonnet which made her look older than her years; or else she compromised on a sailor, always the salvation of the stout woman."

"I have always been against the sailor and the bonnet for stout women. The bonnet is an outrage, and the sailor an injustice. Some of the most beautiful women I have met have been large women. I never could see why the large women was not entitled to the same millinery consideration given to other types, especially in view of her numbers and her importance in the world."

"The stout woman needs a hat to harmonize with her particular type just as much as does the debutante. Her requirements are distinct, although they may vary. Thus the young stout, with fresh glowing face and sparkling eyes, will require one kind of a hat, while the mature woman of ample figure will require something entirely different."

Mr. Fanti and others interested in the millinery business are engaged in a vigorous crusade to see that the stout women get their rights. Instead of looking at them askance, when they enter millinery shops in future, and whispering "Why don't you diet, dearie?" while languidly fitting them to the aforesaid bonnets and sailors, salesgirls will now be obliged to receive the stout woman with the same deference as is bestowed upon the most sylphlike customer—and to try just as many hats on her, too.

HEAD OF THE MONCTON POLICE

The Moncton Transcript in a special number put out in honor of the Chief Constables' Convention publishes the following concerning Chief of Police Rideout of that city.

"Chief George Raymond Rideout, was born in the town of Marysville, a suburb of the City of Fredericton New Brunswick in 1871. When seven years of age his parents removed to Fredericton, where he received a public school education. In 1895, he joined the Fredericton Police Force, where he speedily won notice and promotion and after twelve years' service resigned in May 1907, to accept an appointment as Chief of Police of the City of Moncton, N. B., which position he occupies at present. The primary object of the authorities in assigning him to Moncton was to re-organize the force of that city, a work which was so successfully accomplished that the Moncton department of police is regarded as a model throughout the East. Naturally this has attracted attention and attempts have been made from time to time to induce Chief Rideout to remove to other Maritime cities, but these have been regularly forestalled by the Moncton authorities, who have not hesitated to offer counter inducements. In 1916 the Fredericton authorities had actually authorized his appointment as Chief in the city, but Moncton refused to let him go. During his connection with the Moncton force, Chief Rideout has been regularly consulted by the Provincial authorities, and has worked for them on practically every important case arising in the province. At such a busy railway centre naturally many important cases occur, and Chief Rideout successfully dealt with each. The Chief is the proud possessor of a handsome gold watch presented to him at a banquet presided over by the Mayor of Fredericton, on the occasion of his removal from that city in 1907. It is needless to say that Chief Rideout is very popular among members of the Chief Constables' Association."



Mlle ANTOINETTE BOUCHER

917 Dorion St., Montreal.

"I am writing to tell you that I owe my life to 'Fruit-a-tives' for this remedy relieved me when I had abandoned all hope of ever recovering my health. I suffered terribly with Dyspepsia. I had it for years and all the medicines I took did not do me any good."

I read something about 'Fruit-a-tives' being good for all Stomach Troubles and Disorders of Digestion so I tried them. After finishing a few boxes, I was entirely relieved of the Dyspepsia and my general health was restored."

I thank the great fruit medicine, 'Fruit-a-tives', for this wonderful relief."

Mlle ANTOINETTE BOUCHER.

50c a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa, Ont.

FROM THE BOYS' VIEWPOINT

The adolescent boy has great latent possibilities. He wants to grasp something greater than that which the present gives. He wants to be a success at his life and to leave "foot-prints on the sands of time." To him I give this message:

True worth is in being, not seeming, in doing each day that goes by. Some little good; not dreaming Of great things to do by and by.

Are you an idealist? There are too many drones among our men today. While young, my boy, listen to Experience's story, as told to me. Act each day, do something that will eventually bring your anticipation to realization. Get a high ideal, then dig in and try to achieve it.

It is the little daily job. Maybe on the battlefield of today you will win your spurs. Then men to shoulder the responsibilities of Fredericton ten years hence are you trail rangers and Tuxis Boys today. Try to make today a banner red letter day, for years will round, weeks will merge into months, winter into spring and soon a glorious day will come, you will be a man, a citizen of a great country with big duties to see thru.

Looking for some far off glory, some future joy, some unknown happiness that may come, shall we lose the present joys and today's opportunities?

If we could only realize that we live in just the present, that only the present exists, that we coupled with everlasting stick-to-it, see it thru spirit that puts a boy ahead.

The road that leads thru high school and college may seem difficult and laborious to you now; and that may be one reason why boys take the easy road, that provides only for today and will bear no fruit.

There is a story about a horse owned by Harpers in New York. It used to supply motive power for the machinery. This animal day after day did nothing but walk around in a circle.

In time the progress of invention made the horse useless. The owner turned it into pasture to spend its declining years in peace and plenty. But having done one thing so long

the simple beast could not stop, so finding a tree in his field he would walk in a circle around it the usual working hours of the day, stopping at noon for lunch.

Too many men are like the horse. Yet where our duty's task is wrought in unison with God's great thought, The near and future blend in one And whatso'er is willed, is done! And ours the grateful service whence Comes, day by day, the recompense: The hope, the trust the purpose stayed The fountain and the noonday shade Today is here, tomorrow will never come.

We cannot force ourselves into the future, nor step back into the past. That years, months, days, minutes, are but divisions of the Eternal Now—if we could only realize this, we would multiply our power and increase our enjoyment and efficiency. Concentrate and act today. Choose the highest type of manhood as your ideal, Christ was perfect. A noble heritage is yours.

Good by boys,

"BOYO"

The Luxit Trail Rangers meet at 12 m. in the Methodist Vestry. The lesson to be taught on July 10 is "Defeat Turned into Victory."

Daily readings are:—

First day—When a Battle is Lost,

Psalm 51:1-4, 9, 10,

Second day—Who is Your Boss,

Rom. 7: 18-25.

Third day—The Cost, Gal. 6: 1, 8,

Rom. 6: 23, Luke 14: 26, 27, 28-33.

Fourth day—Like a Refiner's Fire,

Psalm 103: 10, 12-14.

Fifth day—The Giant Discouragement,

Phil. 4: 4-7.

Sixth day—Never Say Die, Phil. 2: 8, 9, 12-14. Matt. 5: 6.

Seventh day—The Joy of Battle 1 John 2: 13. Eph. 6: 10-18.

This is a fine boys lesson and I think one to be learned by every boy who wants a noble pure clean manhood.

Even the fellow who knows it all may eventually get married and find he doesn't.

It Has that deliciously fresh and fragrant flavor, so uncommon in "Just ordinary teas"

"SALADA"

Your Tea-Pot will demonstrate this, in a 5 minute infusion---

B661

PHANTOM APE SCARES PUPILS

New York, July 2—A fantastic story of a red ape entering the Waverly avenue public school, Newark, on last Wednesday and causing terror among the pupils has caused school attendance to drop off at an alarming rate. As a matter of fact there was no ape whatever, and no commotion, but it all started when a 12 year old girl invented the tale to explain to her grandfather why she was two hours late in getting home from school. The next day the grandfather went to the school with the girl to investigate and found that the story was groundless but the harm had been done.

A dozen versions of the ape affair were circulated among the children, but Franklyn P. Hamm, principal of the school, who is credited with finally driving the ape away, said he had about overcome the effect of the story.

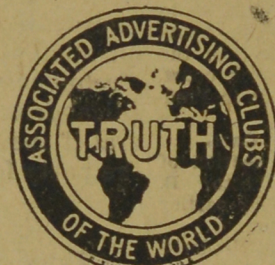
A Texas restaurant man has been arrested for selling skimmed milk. What other kinds are there?

ATTRACTIONS AT MOVIES

The week end play at the Opera House is "In Wrong" with Jack Pickford as the featured player. There is also another chapter of the exciting serial "The Black Secret". At the Gaiety is John Barrymore in "Dr. Jekyll and Mr. Hyde."

Dr. Jekyll and Mr. Hyde is a master piece of dramatic acting for the screen as portrayed in character by John Barrymore. It proves that this player is equally fitted to this style of play as to the lighter forms of comedy with which he has been provided in the past. There probably has not been a better characterization portrayed in celluloid than his remarkable transformation from one man to another. This change is all the more vivid in the fact that the movie camera records it instantaneously, while on the spoken stage there could not be such readiness in transformation.

Washday gives inquisitive people a line on their neighbors.



(This advertisement appeared in the Indianapolis newspapers during the Advertising Convention, June 6 to 12, 1920)

Truth in Advertising

"The Credit for Building the First Car Belongs to Mr. Elwood Haynes"

(The above statement is from a letter to A. G. Seiberling, Vice President and General Manager of The Haynes Automobile Company, Kokomo, Indiana, by Richard H. Lee, Special Counsel of the National Vigilance Committee of the Associated Advertising Clubs of the World.)

EVERY advertising man attending this great convention will be proud over this tangible evidence of the constructive good being done for advertising by the National Vigilance Committee of the Associated Advertising Clubs of the World.

"Truth in Advertising" is the motto, the slogan, and the code of the members of the Associated Advertising Clubs.

While The Haynes Automobile Company has never participated in the discussion over who made America's first car, further than to state that Elwood Haynes invented, designed and built it, and to rest its case with history, we admit a glow of satisfaction as we take occasion to express to the advertising men of the world our felicitations to their National Vigilance Committee upon the thoroughness of its research and its conscientious insistence upon the verities in public statements.

Although the original Haynes automobile, invented, designed and built by Elwood Haynes, is a United States Government exhibit in the Smithsonian Institution at Washington, D. C., bearing an official tablet giving its history, nevertheless the accuracy of this Government statement has been directly and indirectly questioned.

We asked the Associated Advertising Clubs of the World, through their National Vigilance Committee, to sift the entire matter, knowing it would be done utterly without bias, for this reason:

Advertising is a force upon which we, in common with every progressive concern in the world, depend. We know what advertising has done for us. We know how jealously the Associated Advertising Clubs guard the good name of advertising. We know the sacredness of their slogan "Truth in Advertising."

The National Vigilance Committee went at its work conscientiously and thoroughly; it spent much time upon its investigation, in order that its finding should be final and decisive. The result is embodied in the letter from Mr. Lee to Mr. Seiberling, and in the straightforward statement:

"The credit for building the first car belongs to Mr. Elwood Haynes."

This decision lends added emphasis to the principle of character which is associated in the public mind with the name of Haynes.

No matter how good advertising may be, it can only be as good as the product it advertises. It can only succeed with the product. We are naturally gratified that the Haynes has made good on its advertising. We give advertising full credit for carrying to the people the message of the four essential factors of character—beauty, strength, power and comfort—which are established in the Haynes. Our advertising led the prospective car owner to expect beauty, strength, power and comfort in the Haynes. The car itself completely exemplified this character. The result is that to-day the demand for the new series Haynes is just as far ahead of our production as it was a year ago.

Every advertising man will be pleased to know this, because Haynes advertising is a faithful echo of the car itself. It reflects the policies and principles of The Haynes Automobile Company, and is just as much our product as is the Haynes car itself.

The Associated Advertising Clubs of the World have done great work, but never performed a greater act for the highest good of advertising itself, than when their National Vigilance Committee aligned the forces of good advertising with history, with recorded facts and with the U. S. Government's own official statement in the final, irrevocable decision that to Elwood Haynes belongs the credit for building America's first car.

HAYNES CHARACTER CARS.

Beauty ~ Strength ~ Power ~ Comfort

1893 ~ THE HAYNES IS AMERICA'S FIRST CAR ~ 1920