

In the Highest Degree Profitable

Some men figure that as the mercury climbs up sales will fall down. And figuring that way, fate is kind and does not disappoint them.

So there has grown up a commercial superstition that Summer is a dull season.

No greater fallacy has ever gone so long unchallenged.

Summer is a dull season for many lines—but there is no fundamental reason why it should be.

For instance, take a typical case—that of the Canadian wallpaper manufacturers.

They wished to secure their placing orders from the retailers before the early Fall—when American lines are offered. Through education by Advertising, they advanced the season to start the middle of June, instead of the end of August, and they now beat their foreign competitors to the market by nearly three months.

Perhaps you face a selling problem that education by Advertising will solve. Perhaps your Summer business needs the tonic of Summer Advertising.

As the mercury climbs up to its highest degree, increase, rather than slacken, your Advertising and selling efforts. You will find it profitable—in the highest degree.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

PRESBYTERIANS URGE A GREAT REVIVAL

Toronto, June 5—The following resolution was adopted last evening by a standing vote at the session of the Pre-Assembly Congress:—

"This Congress desires to place on record, and to lay before the Church, its conviction that the present situation in Canada, so unprecedented and so urgent, demands the immediate and united action not only of the ministers and elders but of the individual members of our Church.

"(a) To bring to a personal confession of their faith in Jesus Christ as Lord and Master those whose relation to our Church is at present merely nominal.

"(b) To bring into the fellowship of our Church those of our own communion coming to us from other lands.

"(c) To unite the whole body of our Presbyterian people in the work of humanizing and of Christianizing the social, the industrial, the civic and every other department of our national life.

"And, further, that the situation is such as to call for the sympathetic co-operation of all the Christian churches in Canada, to the end that our fellow-citizens of other speech and race may come to know and love and serve Jesus Christ our Lord and thus join with us in building up the Kingdom of God in our beloved land.

"Also, this congress desires to place on record and to lay before the church its conviction that the present world situation is so unique as to compel the solicitous attention of our church and of the whole Christian world.

"And more especially this Congress interprets the sudden and marvellous transformation of the ancient and mighty Empire of China into a democracy vivid with life, and open to new thoughts and ideals as the call of God to the Christian nations of the world for a united movement upon the non-Christian world with the message of the gospel through the open door of China.

"And that the members of this Congress here met for prayer and counsel offer themselves in solemn dedication to the high and sacred cause of world-conquest for Christ, and pledge themselves to loyal support of such action as the General Assembly in its wisdom and under the Spirit of our Lord may devise."

Cook's Cotton Root Compound.

The great Uterine Tonic, and only safe effective Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, \$1; No. 2, 10 degrees stronger, \$1.50; No. 3, for special cases, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (formerly Windsor)

SOUTHERN COMMERCIAL CONVENTION

Charleston, S. C., June 5—Plans to further the industrial and commercial development of the cities of the South are to be exhaustively discussed at the annual convention of the Southern Commercial Secretaries' Association, which convened in this city to-day for a three days' session. Commercial and trade bodies in every part of the South have sent delegates to the convention.

Leo Dietrichstein has written a play entitled "Such is Life," in which he may star.

Louis Mann will appear in vaudeville in a condensed version of "Elevating a Husband."

Elliott Dexter, who played the role of the lawyer in "The Master Mind," is to produce a new play.

Helene Sandow, the young daughter of the famous athlete, is appearing in London in light opera.

FOR THE SEASON OF : 1913 :

We Have The Best Collection of Stallions ever.

For a Coacher we have Danois, winner of Grand Championship at the Ohio State Fair.

For a Clyde we have the Champion breeder of Prince Edward Island, Hercules.

For a Percheron we have the Champion of the Maritime Provincial Exhibition, Gresham.

For a Trotter we have Malone a beautiful Bay 3 year old colt. Bred in the Purple and should be a good one.

H. C. JEWETT



Note the Diamond-Shaped Blocks.

The NON-SKID

Ride in Safety.

HALF the pleasure of wheeling is lost if your tires slip.

This new Goodyear Tire—The Non-Skid—is built just like our famous Auto Tire and from the same hard-wearing white rubber. The tough little diamond-shaped blocks grip wet pavements or muddy roads. They give the rider confidence to speed along without fear of slipping or falling when dodging in and among the heavy vehicles on the road.

You can see the safety in these tires. Be sure to get them on your wheel this year.

Look up the Goodyear Dealer.

The GOODYEAR TIRE & RUBBER CO. of Canada, Limited

Head Office, TORONTO Factory, Bowmanville

Makers of the famous Goodyear Studded Motorcycle Tires, Truck Tires, Auto Tires, and Mechanical Rubber Goods.



GOOD YEAR

Bicycle Tires

The WIRED-ON type

Get Your Groceries from

E. G. HOBEN

The Up-to-date Grocer

Ask for Pony Votes. We are the only grocery that has them.

E. G. HOBEN

COR. KING and YORK STREETS
: Dealer in :
CHOICE FAMILY GROCERIES, ETC.

"The Paper That Reaches The Buying Homes."

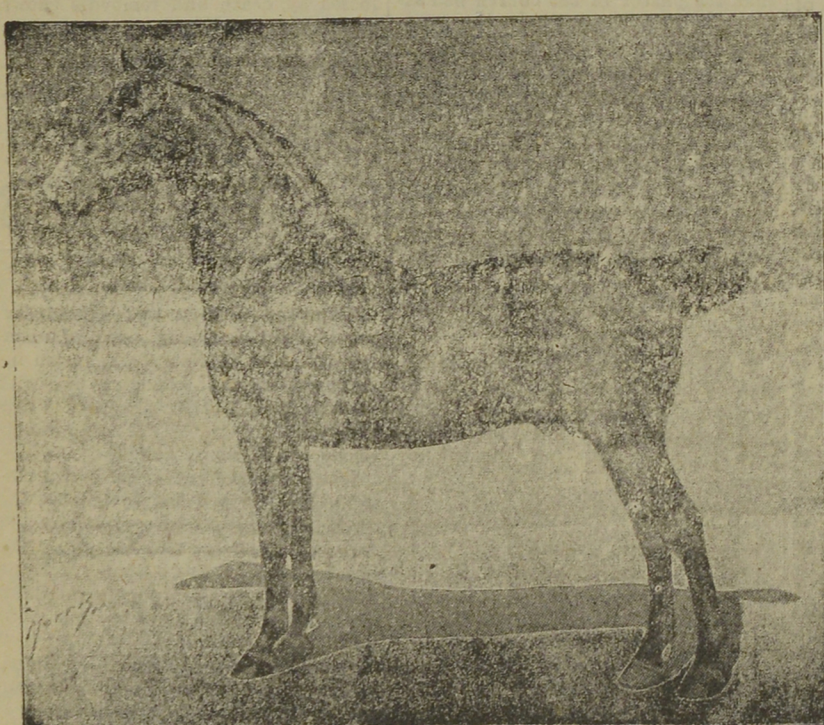
Mr. Salesman!

Don't Deceive Yourself

by thinking you have all the business you need or can do. There are hundreds of other customers you could get in touch with if you use the columns of the MAIL to tell about your goods.

Advertise in the MAIL

The DAILY MAIL



Wm. C. Burt

F'ton. N. B.

AUTOMOBILE, MOTOR BOAT, AND BICYCLE REPAIRS.
AGENT FOR TUDHOPE AUTOMOBILES, "THE CAR AHEAD".
PERFECT BICYCLES, COLUMBIA BATTERIES

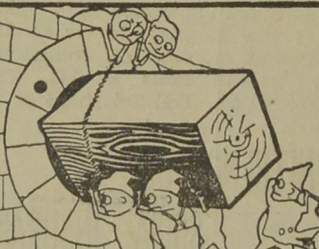
New Spring Goods

: at SEERY'S :

CLOTHES CLEANED and PRESSED, CALLED FOR and DELIVERED. TERMS CASH.

W. E. SEERY

Advertise in the Daily MAIL



A SQUARE PEG in a Round Hole

You may be alright, but if you are in the wrong position you are like a square peg in a round hole. You want a position where you fit.

This paper is read by intelligent business men, and a Want Ad. in our classified columns will reach them.

May Irwin will use "A Widow by Proxy" next season.



Pianos

: AND :

Organs

FOR SALE

On Easy Terms and Low Prices.

We employ no agents but give the large amount paid agents to the purchaser.

Call and see us or write for prices.

McMURRAY & COMPANY