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THE GUDE STORY

lhat your radiator will freeze
inless irotected with antitreeze.
VULCAN
BRITISH AMERICAN Super Service Station PORT HOPE Heated Fire Proof Storage Caks Washed
We are here to serve

## The Open Road

Suppose you came suddenly upon two roads. One straight, well trodden the other thin and twisting off into under: growth. If you didn't want to arrive at any place in particular, you might choose the latter. But not otherwise.

Before you, as buyer, run two roads. One is the road of lknowledge of an advertised product. Thousands use it. There's no mystery about it, no douloting, nothing hidden. It leads the way definately to a fountain pen, a floor wax, a tooth paste use an advertirement you use an open road.

When you don't use advertisements, you go the doubtful road. You have only hazy knowledge of the product ahead. No you, The result may or may not be worth the effort. You don't know.

Read the advertisement
widely advertised-breakfast food, hamg mer, hair tonic-has proved itself good by advertising.
Ads put you on the open road to satisfaction.

# CLEAR 


B. W. MacPhail


IDEAS MEANT MLLIONS



## Say it with a "Rogers"

If you're planning to say "Merry Christmas" to your family Years before any other electric radio was successfully marketed
anywhere on this Continent there were thousands of RogersBatteryless Radios in every day use right across Canada. The Rogers has been tried, tested, perfected and more RogersBatteryless Radios are sold than all other electric sets combined. Just ask the owner of a four-ycar-old Rogers-Batteryless how
he likes it and what service he has had! There is nothing, in all the world of gifts, that will bring the
spivit of Christmas into your home like a Radio. And the more than compensate you for the small cost of a Rogers.






