The Acton Free Press

EVERY THURSDAY MORNING. -AT THE-Free Press Steam Printing Office, ACTON, ONT.

TERMS OF SUBSCRIPTION-One dollar per year strictly in advance. All subscriptions discon-tinued when the time for which they have been paid has expired. The date to which every subscription is paid is denoted on the address ADVERTISING RATES-Transient advertise

ments, 10 cents per Nonparell line for first in-sertion, 3 cents per line for each subsequent CONTRACT RATES.—The following table shows our rates for the insertion of advertisements for 1 TR. | 6 MO. | 3 Md. | 1 MO

860.00 885.00 820.00 87.00 85.00 20.00 12.00 8.00 20.00 12.00 7.00 9.50 6.00 8.50 2.00 1.00 Advertisements, without specific directions will be inserted till forbid and obarged accord ingly. Translent advertisements must be paid Advertisements will be changed once each month if desired. For changes oftener than ence a month the composition must be paid for

Changes for contract advertisements must be in the office by noon on Tuesdays. Accounts payable monthly. H. P. MOORE Editor and Proprietor

Business Directory.

MEDICAL: TOHN M. MACDONALD, M. D., C. M.

Office and residence-Corner Mill & Frederick Office Hours:-6 to 10.30 a.m. ; 1 to 2 p.m., and

DR. F. J. R. FORSTER,

DR. A. S. ELLIOTT. Late resident Physician and Surgeon to Vic-toria Hospital for Sick Children, Toronto. OFFICE-Mill Street-lately occupied by Dr.

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OFFICE Houns-10 a.m. to 1 p.m. and 3 to 6 p.m SUNDAYS-10 a.m. to 1 p.m. DENTAL.

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MARRIAGE LICENSES. R. P. MOORE. PATTER OF MARRIAGE LICENSES.

Private Office. No witnesses required. Issued Free Press Office, AU

TATA HEMSTREET. LICENSED AUCTIONESS For the Counties of Wellington and Halton Orders left at the Fame Parss office, Acton, or at my residence in Acton, will be promptly at anded to, Feet reduced to S5.00 FOR FARM SALES. Also money to loan on the most favorable sums, and as the lowest rates of interest, in sums of \$500 and pwards.

ATTROOF BND STOCK CAPITAL \$195,000. THE WELLINGTON MUTUAL FIRE INSURANCE COMPANY. Established 1840. GUELPH, ONT. INBURANCE on Cash and Mutual plan. Any communications forwarded to my address, Box 200, or telephone 58, will be promptly JOHN TAYLOB, Agent,

AUTON. Machine and Repair Shops HENRY GRINDBLL, Proprietor A BE well equipped with all the machinery
A messeary to execute all repairs to machinery and agricultural implements, and to do all kinds of steam-fitting, horse-shoeing and general blacksmithing. Woodwork repairs performed in a satisfactory madner, we can repair any machine of implement of any make. Saw summing and filling done.

RESTITE AT COLOR OF THE

JAYNES VEROUN OUBLEH ber Lath Shingles, Wood, Bie

PRETTY Parlor Papers

Perfect Combinations.

HALL, DINING ROOM. BEDROOM.

> WITH BORDERS AND CEILINGS TO MATCH.

Our nice new 'papers are at rices as will astonish you. See the big value at

Day's sells cheap.

Two Kinds of Men

There are two kinds of men AGAIN to be found everywhere those who are obliged to dress roughly while at work and those whose occupation involves no difference in attire. For the laborer we have heavy J. F. UREN, M. D. C. M. | substantial boots; for the business man comfortable. sensible shoes; for the boys and girls good knockabouts, and for the ladies the latest novelties in footwear.

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is now coming in and embraces goods sure to please our customers as to style, HARDWARE. quality and prices.

WILLIAMS, FORGET MILL ST.

CALL AND SEE OUR NEW LINES.

SPRING HAS COME And perhaps you want to replace your Milk Cans.

With new ones of bright new heavy stock, made to order and to your satisfaction. We can give you just what you want at

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Come in and see Samples and let me quote you Prices for eavetroughing for either your house or barn. Our work has been highly spoken of by

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paid in-maturity value \$100.00. Money to loan at 5% straight loan o repayable in monthly instalments on appli-

> R. J. McNabb. Agent, Acton.

EDEN MILLS The place to go for the .Best Flour.

Bran, Middlings, Chop Feed &c., for sale. Chopping every day at Everton mills and every Tuesday, Thursday, and Saturday 'Always buying wheat. No credit.

Henry Hortop.

W. BARBER & BROS PAPER MAKERS. GEORGETOWN, ONT MARK A SPECIALTY OF

Machine Finished Book Pape

HIGH GRADE WEEKLY NEWS. The paper used in this journal is from WM. BARBER & BROS

Up-to-Date Business Methods and Practice are taught thorouguly at the Business College and TO THE RESIDENCE OF THE PARTY O

-THB-TRADERS' BANK OF CANAD

Capital Authorized..... \$1,000,000 Capital paid up... 700,000

Cuelph Branch We are now issuing Money Orders payable at par at any branch of Chartered Bankin Canada, excepting the Yukon District, at the following rates:—

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DAY'S BOOK STORE, Guelph. No charge made for collecting sales notes payable in Guelph. A general banking business transacted. A. F. H. JONES,

WE WOULD DRAW YOUR ATTENTION TO LINOLEUMS,

OIL CLOTHS. MATTINCS.

ONE large shipment Linoleums just in from ONE large shipment 'Oil Cloths. ONE large shipment Japanese Mattings.

ONE large shipment Cocoa Mattings. NEVER in better position to suit you than COME and get an early choice in patterns,

John M. Bond & Co.

S US NOT

If you want

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-Mouldings -Pictures -Frames

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in all styles

DRESSING. to order on short notice.

Well assorted stock on hand at prices to sui JOHN CAMERON

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latest fashion plates) To show our goods is pleasure. Call and see us. Fit and workmanship guar-

anteed. Sole agents in Acton for the celebrated Bellwarp Serge which does not fade change its color in two years wear or money refunded.

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DYNAMOS! ELECTRIC MOTORS, WATER MOTORS, GASOLINE AND GAS INCINES BRASS & IRON

CASTINGS TO ORDER. Repairing Promptly Done. Georgetown, On

Of 19 Sollation | Tables | Transcriptor |
Laborator | Tables | Tables | Tables |
Laborator | Tables |
Labora

Poetry.

A SWEET REVENCE. When my boy Reuben 'long las' spring, teased me ter buy a bike

For him ter ride, I didn't kick-good exercise This bleyelin' does young folks good, an'

well enoug Pervided they don't want ter fix the roads or a sich stuff. So I says, "Rube, my son, I'll see." An' later on

slap up, nickel plated rig-good purchase, too 1 thought. But land! I didn't know my bis when I put through that deal I've had ter run the hull blamed farm sence Reuben got a wheel !

When he was learnin' fust along, he'd come home, bruised an' sore An'so used up I couldn't ask the boy to do An' so I done 'em all myself, but arter quite sickened of it, 'cause I see i

An' then he joined a "Centebry Club" and use ter go away Terride a hundred miles, b'gall! an' home all day, An' all the work he done about the place worth a meal Of good cold victtles fer a dorg, sence Reuben

got a weeel

in ter mow. an' he'd leave off ter get a drink, an' then, fust thing yer know, wouldn't see him comin' hunt him ap 'd find he'd gone off shif'less pup!

In bayin' time I'd go with him, and we'd start

inter town, All bent up like a jumpin'-jack, a runnin' people down: Took all the cash fer damages that I oud make

It's cost me forty dollars olean sence Repben got a wheel. All summer long I let him ride an' never opened But when 'twas winter then I set that wheel in the shed. an' rigged a belt aroun' it tight, an' hitch

so 'twould draw Acrost the room an' turn a shaft that worked An' then I says: "My son," says I, "I know like to ride So git up on that wheel an' homp, or else tan yer hide! Yo're quite a scoroer, sin't ye? Well, scorch right off the reel!

I've sawed up thirty cord or wood sence Reuben

L. A. IV. Bulletin

Relect Family Reading.

Borrowed Plumes. Mabel Roscommon, a high school teacher, had come to the farm for the summer vacation and to rest. The dignified simplicity of farm life appealed to her. Gradually a passion of love awoke in her for the little, ordinary, useful everyday things -the needful work repeated at the appro- sary." printe hour, the changing magic of morn and noon and evening, the restful disturbances of down and sea, the intimate foregrounds of hedge and orchard. At first she read a good deal, but gradually more and more time was spent with Mrs. Fry. Mabel followed her in and out to the dairy, to feed the calves, to collect the eggs, and the eyes of the faded, middle aged woman grew tender, though her words were always

the explanatory commonplace or the the fact that he was talking as much as mournful biographical. But one day-it was the day when Miss Fry sighed and said: "My little Alice would ha' been about your age if she'd lived. I own I should ha' dearly liked to more of literature and art. Nor did he talk

ha' taught her to churn." Mrs. Fry when she said good night, and almost wished as she crept between the cold, lavendered sheets that she had the respect. She saw how the pastoral been born a farmer's drughter.

son of his mother, the farmer's wife-MATCHING, and MOULDING Mabel shared in the glad bustle of prepar- But this was one of the things of which ation that heralded his coming. was coming home for the holiday, his before she learned that he wrote vers mother said.

so father couldn't spare enough to let him wonder. COOPER & AKINS go. So then Bob gave in and said, "All " "Why," she said, "you must love the to stay at farming. So his uncle took him write like this! You make dear little into the mantles where he might be doing | pictures in your verses. I can's think wh well. But I wish he'd never gone to school you ever chose to go into business instead BEG to announce to their for then he'd been content to stay and help of living here." his father about the old place that's belonged to the Frys no one knows how long. dry grass from the roots of the apple tree You can see their names in the phurch-

vard." grown headstones that Miss Roscommon | meeting intellectual people." many dead and gone Frys, but made the charply. acquaintance of the newcomer. He came tall and handsome, she thought.

all seems very beautiful after London, docun't it ?" "It's so beautiful," said Mabel, "that | chance to know, a woman I could worship I am beginning to wonder how I shall ever

be able to leave it." He walked beside her for awhile in silence. Then he said "You were at Girton, my mother me. Don't you find this sort of thing

there ?" She laughed a little. "I don's think we were very intellectual, to appoy me."

there," she said. "I feel so much all I have missed, he that year." "Yes," she said; "I know ... Ii was very

She was interested in the boy, for though he was of her own age he seemed to her infinitely young. His paire, blundering anxiety to let her see that he, too, knew a about the intellectual life; his respect for her se & Giston girl and a certain ; wistful sadness about his blue eyes stirred her equal and a gentleman." half amoused sympathy. His presence seemed to promire a new interest of life at

The promise was fulfilled. He attached

literature. He quoted almost incessantly and when he was not quoting he talked of authors, of editions, of style and of form. How should the know that he had his own dreams which he managed to disguise under these quotations from the dreams of others ! Miss Roscommou was the first educated woman he had ever met, and seemed agonizedly aprious to lose no chance of showing her that he was not farm. Yes, I shall have books-I know merely the foolish boy she might have you despise them, but that's because you expected to find in the son of the house at | have got all you want of them. I shall the farm. At first this sensitive, insistent | help'to farm the land and look after my egotism amused Miss Roscommon, then it mother, and read and try to forget you." irritated her, and at the end of three

"The sea of faith Was thus once at the full, and round earth's Lay like the folks of a bright girdle furled,

But now"-"I wish you wouldn't," she interrupted, almost peeviehly. His blue eyes turned on her w

"Don't look at me like that," she said, way together under the strain of that absurd appeal, "It's only that I came into

the country to rest, and"-

turned to leave her. "Oh, don's i" she said sgain. "I am so | You will do me good and not evil all the sorry ! I didn't mean to be rude-but, days of your life." don't you feel it too? One wants to rest | She made two steps toward him and laid then, from literature and all that sort of thing, her arm on his shoulder and her wet cheek I am sure you feel it, too, only you think a to his. person from Girton wants this sort of entertaining. She doesn't, I assure you : she just wants to look about and see things | and there was nothing now between his happen, see how the flowers grow and what | soul and hers .- Sketch. the pige eat and how the sheep come into she fold and wonder how the chickens know

when it's time to be fed.". He stood looking at her, still wistfully. "You are not angry with me, are you

"Angry? No. of course not, and you mustn't be angry with me. It was very bad tempered of me, because I know you were only doing it to please me. But you won't any more, will you? It's not neces-"What am I to talk about then ?" ... "I have an idea," she said, flashing a

at all unless we have something we very much want to say." He smiled back at her, but his smile was a little sad. Yet he accepted the new basis of conversation. In the first day or two their talk lost in bulk, but in quality it gained. Then Miss Roscommon awoke to ever and she more than ever. And now she began to perceive glimpses of the real Roscommon first churned the butter-Mrs. | man of the parsionate love of all things beautiful that had lain beneath his veneer of cheap culture, He talked no of himself. But he spoke of his father, and It was that night that Mabel kissed she respected him. He spoke of his mother and the little dead sister and something like tenderness began to soften peace of the old place held his soul, and When Robert Fry came home-the only | she wondered how he could ever have torn himself from it to "go into the mantles!

never spoke. He was in business in London but he Her time of holiday was nearly over Trembling and yet happy, he read them "But he hates the business," she went to her one golden afternoon in the orchard. on. He got a scholarship to go to Oxford, And they were good verses. They accenfor he's very clever, my dear but it was tuated her curiosity as to his choice of a not enough to keep him there and it was career. The two were now so nearly the year we did so badly with the wheat, friends that she dared to speak he

right, I'll go into business, for I don't want | country in your heart or you could never

He flushed hotly and began to pull the "I didn't know." he said. "I had idea what business meant. I thought that It was in the churchyard amid the moss in London I should have some chance

not only saw the named of many of the ""That's a hateful phrase," she sai "Then I'll change it," he eaid, and the York and London, (See our to her scross the field that lay between the voice was a voice she had not heard house and the church, and she could see before. "I wanted to get to Londo his fair hair shining in the sun. "He was because I though I had no chance here of meeting you-oh, of course, I don't mean "My mother sent me to tell you that tee | Miss Mabel Roscommon, but you don't is ready. Yes, I've just come down. It suppose I have never dreamed of a woman like you, a woman who knows all the

> as I worship you, my soornful lady ?" His volce was bard, deflant, and her eyes were hard and scornful. She was wery apgry. "And so you shought you would me, or my like, among the young ladie strange after the stirring intellectual life who serve in the mantles.' Thank you."

> > "You aren't' a spob, really," he sa

quietly. "Please don's talk like one jus

things I want to know and never had th

It was hard bitting-the gloves off both, sides. Each drew a long breath. said. "If only father had not sown wheat The level shadows of the tree tranks lay thick and black across the orchard grass. "You despise me," he said. "Don't try to make me despise you. Not that you could. I know you better than you know wourself. How could I know what chance there was for me in London ? I have found you, and found you here. . If I had gone to college if my father had not sown wheat that year, I should be your social

Tyon have a good deal of faith Oxford," she said, with cold malice. You'll only be sorry afterward, himself frankly to Miss. Bosonmon's I love you from your head to your feat.

went to London. I was a fool, but it was for you, because I have dreamed of you all my life. Now I've told you, and it's all

"What are you going to do? Shall you go back to London?" Her voice was and not quite steady.

"No, I've had enough of that. I shall atay here and help my father to work the

He had risen and stood looking down at days she was as near hating Robert Fry her. She rose too. They stood looking at as she had been to hating anyone-even the each other. He was no longer a boy in least loved professor at Cambridge. Yet her eyes -he was a man, and her master. after all it was not possible to Mabel quite | She perceived now how the affectations that to hate any one, nor was it possible that | had annoyed her were not part of the Robert Fry should be quite hated by any man, but merely the trappings he had put one. She had a manly vein of tolerance on-foolishly, vainly put on-to gain her -and he a timid, appealing manner, which approval. She thought of his life, alone if not quite feminine was at least childlike. at the farm. She thought of her life. But his quotations got on her nerves and alone in the crowded high school, She the quiet charm of her holiday was broken. raised her eyes to his, and her eyes were It was on the fourth evening that she full of tears. spoke. He had been standing beside her

"Don't be unhappy about me," he said and suddenly-broke the colm of the great eagerly. "I ought never to have told you, ellence to quote Matthew Arnold's lines : and it is not so hard, really, as if I had never known you, for then I could never have settled down here, where I really belong, and have done my plain duty. I should have wandered all over the world looking for you. Now I shall have the memory of you to keep me company, and I can do what I ought to have done appealing look a child's wear when one ago and what I should have wanted to do whom it trusts speaks with sudden bareh. but for wanting to find you. You are not

to be unhappy. I am not. I am glad." Her tears brimmed over and fell. This, her patience and her pretty manners giving | then, was the nature he had thought too poor to show her; this the soul he had covered up with borrowed plumes.

"Forgive me," he said again. "I ought "I see ; you don't like me to talk to you. not to have told you, but I never thought I am very sorry. I never meant to bore it would hurt you like this. Believe me, you. It's very good of you to tell me I shall be glad all my life that I have straight out." He raised his cap and known you, and all the farm and the fields about will be dear to me forever now.

> "I will, please God," she said. The borrowed plumes had fallen away,

THE SALE OF A HEART. The ball is over. In a pretty boudoir, lighted only by a taper and the flames that flicker on the hearth, the belle of the believe those shingles evaporated."evening recalls her triumphs. She has Detroit Free Press. wheeled the easy chair within the circle of firelight, and its fitful gleams reveal her. wraith-like in the white ball dress that is scarcely whiter than the face above it.

Ap hour ago, one of a brilliant throng

with the measures of the latest waltz. An hour ago! Yet the cheek that is brilliant smile at him. "Let us never talk pressed against the downy oushions has lost its bloom; gone is the sparkle from her eyes, and the crimson roses on her breast are drooping, dying. She holds in her hand a jowel casket,

> and slowly, with half-reluctant admiration. lifts from their ratin nest a string of glow-"Fit for a princess," she murmurs; "but what a price to pay! I am trample my heart underfoot, forsooth, and all that the world-my world-most prizes, is mine. To be admired, courted, the observed of observers, is as the very breath of life to me. Why do I hesitate? With his name, his millions, there are no heights in the social scale that I would not dare. And yet-what did I read in the bold gaze that followed me every where tonight? Not love. Passion, admiration, it this axiom to the wife and the house. may be-love wears not the guise of a serpent seeking its prey. Ab ! well. wishes a handsome figurehead for

position-a barter one sees every day. So shall it be." The flames die out upon the hearth, and amid the gray sahes a single ember glows. The woman shivers, murmuring : "How cold it has grown! I seem to see the sake of her children's children, the and he is dead. He has helped many a phantom faces on every side-his face, as saw it yesterday. One moment his eyes met mine as my carriage whirled by, and b, the reproach in that glance ! Enough of this. I will ring for my sleeping

she besitates, then lifts to ber lips the flowers drooping on her breast. "Bend back to me one little rose," said, that I may know I can hope.' Ab, Robert, my love, my own-once I thought | a waper of pins.

the world well lost, gazing into your carness aves !

It seems so long ago, that happy sum-Do you remember, dear, as I do, that me a position in your establishment. quiet country labe where the wild roses oan turn my hand to almost anything." ran riot 7 And there was the lilag-scented garden where our mornings were passed. | department, and you are the twentieth and the lake where we gathered waterlilies, I was Marion to you-never the you take up a line in which there is les society butterfir. Though you wooed not competition and better pay ?" boldly. I wel knew the words you tonged to speak; and often I pictured another and you can put me ou track of such a post a better life, when I should place my hand in yours, and we should go forth into the world together. But that is past, why age, L.was a stranger in a strange land, dally with fate? Bleep is not for me this with neither work nor mousy, when night, until the words that seal my destiny friend of mine, a lawyer, advised me to

Again her hand is on the bell; then, himself by canvassing; like drowning men turning, she seats herself at the everitoire. grasp at straws, I took-his advice, and in The trim maid, who enters poiselessly in five years saved \$5,000, and with this sum answer to the summons marvels much at started my present business. It is just the carelessness of her mistress, as her filty years ago to-day that Mr. Bradley, glance falls on a chain of rubles, trailing the founder of the present Firm of The its glittering length upon the hearth-rug. And with the crimson roses resting above Toronto, went me my first book prospectus, her heart, the maiden writes.

The consumption of horse flesh is grow ing in Paris to such an extent that is proposed to creek a special abattoir for the hippophagists. At present the elaughter.

EATING HORSE-FLESH IN PARIS.

ing of horses for human food is parried on at Nillejuif, and last year 15,187 animals. including 257 doukeys were consumed. The mest weighed 8,748,700 kilos. The consumption of horse-flesh is, of course, no new thing in France. The first ho said. Why hit a man when he's down? slaughter bouse was opened in 1868 tors your tolog and your dear brown eyes bester and as hourishing as that of any your blood, and overcome all bad effects of service. with her in the market cast sat with her and that smile of yours. I love you, body, other animal. The obvious objection is the disease, moder the gray apple bounds and hilled woul and spirit, but I'm not worthy to tell thest and animals killed in Paris are or adulterated

| Control of the con

SOME CURIOUS HORSESHOES. In Japon most of the horses are shoot

soles cost about a halfpenny a pair

with straw. Even the clumslest of cart borses wear straw shoes, which, in thei cases, are tied around the ankle with straw rope and are made of the ordinary rice-straw, braided so as to form a sole for the foot about half an inch thick. There

Iceland horses are shod with sheep's horn In the valley of the Upper Oxus the antiers of the mountain deer are used for the same purpose, the shoes being fastoned with horn pine. In the Souden the horses are shod with sooks made of oamel's skin Austetralia horseshoes are made of cowhide. A German not long ago invented a horseshoe of paper prepared by saturaling it with oll, turpentine and other ingredients. Thin layers of such paper are glued to the hoof till the requisite thickness is attained, and the shoes thus made are durable and impenetrable by moist ure.

BAD CASE OF SHRINKAGE. One of the coolest frauds that has of late attempted to do business in Detroit is reported by a property owner in the northwestern part of the city. "I wanted to put a roof on my barn," he tells, "and ed that he make the shortage good.

> Do you know anything about lumber ! he inquired coolly. the purpose of clearing up some land I

> > o get at ?' counted them myself and there were a few | telling these things. An advertisement over 10,000. It was a good, strong should be interesting, accurate and explicit. measure. If there are only 7,500 now, it's The cold type must answer to the reader because they shrank, and I'm not responsible for that. Did you think I was working miracles, or only selling lumber

specialties?' I was so domfounded that he had time or phrases should be used. An advertiseto get away before I could answer him, ment should not be funny. People who and I've not had the courage to purate the | want to laugh will buy a paper containing matter further. I've charged my loss op lokes. No catch line should be used that to fool tax and only wish to let sharper know in some way that I do not advertisement.

THE WIFE SHOULD HAVE FREE ACCESS TO THE FAMILY

PURSE. The husband and wife are partners for hie. If such a partnership does not go as her glancing feet kept time, unwearied, deep as the pocketbook it is superficial,

The intelligent bousemother under stands the household needs as no one else does; she can, therefore, do the buying and selling for it with greater economy-and more satisfactorily than any one else can The father who in insisted on buying his daughters' clothes himself, and dressed ing rubies, laying them against her bare them all alike in spite of radical differences blueders in taste (not to say grace) their mother could never have been guilty of. Economy and satisfection inbricate the household machinery ideally, and so save much wear and tear on nerve and musole.

> It goes without eaving that a man can expend for barn and field and orohard more wisely than nis wife, because they are under his especial ours. The fair minded can easily make the application of This real parinership of husband and He wife, each having charge of special

particularly to the housemother.

branches of the business, would be imestablishment. I long for wealth and possible without freedom on both sides in handling the money. Economy and comfort are important but they are small in comparison with independence and self-respect. For her own cake, for the sake of her family, for housemother should be the most independent, the most self-respecting member of the household, to the end that she may be the most loved and honored. Independent and self-respecting she can not be as the head of the house, if constraided to work draught, and drink oblivion." Her hand seeks the bell to rouse the sleeping maid; with whatever is supplied by one outside of her sphere and put on an allowance for personal expenses, like a child; or worse he still and more common, made to beg for every detail she wants from a new gown to

> MR. WANNAMAKER'S ADVICE. Tomkine, "Good morning, Mr. Wanna maker. I have called to see if you can give Mr. W. "No we are full in every man I have refused to day. Why don't

> Tomkins. "I'd only be too thankful. Mr. W. "When I was twenty years of take a book agency saying he had educated Bradley-Garretson Company, Limited of

to-day with this old cetablished House as there was for me. Write them and see best and truest helpers. One or two what they have to offer." Tomkins. "I have seen the advertise ments of this firm, for agents, for years back, and have often thought of writing them, but have never done so, 'I will write to-day; and I am yery thankful to you,

and to his beautiful letters and good

advice, I owe much of my present success.

Yes, young man, if you have anything in

you, there is just as good a change for you

Mr. Wannamaker, for your good advice." Hippophagists claim that horse-flesh is Barsaparilla. It will brace you up, purify

PRICE THREE CENTS

THAT'S OVER. And so that's over, dear, all right, And you have "saved the situation," At what a triffing cost—a slight

Flirtation You den't like being called a firt. Where was the harm? No hearts were

Woll-mine has just a little hurt For token. But there-I know your tender heart-You could not help a smile of greeting. It was not that caused me to start

Repeating Those stale old words. I was your friend It saddened you to flud another Treading that well worn path-to end Your brother.

Flattered and fooled, I had my say, And you, your sorrow overriding, showed me the deep abyes that lay

You might have stopped It all-but no Asslike, I browsed awhile in elever;

Now I'm turned out again -and so That's over.

-Pall Mall Gazette

Business Men's Gorner.

A TALK ON ADVERTISING. An interesting and profitable lecture on advertising by A. M. Mackay is reported was called upon by a man who wanted in the Hamilton papers. In commencing to furnish the shingles. He guaranteed his lecture, Mr. Mackay pointed out that them all right, and I agreed to take 10,000. advertising was a practical subjects for After they were delivered and paid for the students. The book-keeper who can write man who got the job of roofing informed | advertisements oun command a much me that there were only 7,500 shingles in higher salary than his rival who has no the lot. I lost to time in hunting up the knowledge of the business. A great deal fellow with whom I had dealt and demand- of money is thrown away on injudicions advertising, but money spent on proper ?' advertising is well spent. A sign over a door is the most natural kind of advertise-Of course I do. I was raised in the ment. Newspaper advertising is after the same idea, only it brings the advertisor . closer to the people, the paper being admitted into the home. A good advertise-Then you must know that green timber | ment will acquaint the readers with these will shrink in the process of seasoning?' things; what is for sale, where it may be 'Certainly it will. What are you trying obtained, and from whom it may be obtained. That's all any advertisement 'Only this: When I got these shingles I | contains, but there are varied ways of many questions which naturally arise. Dishonesty in advertising is dishonesty in living, and should be avoided. People appreciate honesty. No superlative words

> the has no relation to the matter in the In conclusion, Mr. Mackey pointed on the advicability of advertising in the paper that goes into the home, where the people have time to read advertisements as

well as news items.

HIS TEACHE'R INFLUENCE Not many years ago a boy was sent from his home in the West to New England fisting school. He was the only son of rich and influential parents, says the Youth's Companion, and had, unfortunately, been little restrained or controlled. The four years he spent in the fitting school were apparently worse than wasted. Again and again the head master orlied this unruly boy to his study, and gravely

and gently reproved and admonished him. Sometimes he prayed with the wayward Then the lad went to college and

continued his thoughtless owieer for more than a year. Buddenly a great change came. Some one noted the fact that this change was oincident with the death of the head master in the school where the boy had

After about a year of self training the

young man timidly asked to be allowed to prepare himself for joining the church. Strangely enough he insisted upon going back to his old school, the scens of his boylsh extravagences and fooly, and there joining the church he had once openly When asked why he did so, he answered

with unsteady lips and swimming eyes: "There was a good man. I hosw him. wayward soul, and he has helped me." ILL USED.

Mamma-No, Johnny. Johnny-Or the mumps ? Mamma-No. Johuny ; you have never Johnny-Not even the whooping cough?

Johnny-Wby can't I never have any-

Johnny-Have I ever had the measles,

thing that other children have? CHEAP. "Why is it that your melancholy-looking peighbor always has so many troubles?" asked a surburban resident of another. "Because he can borrow them. There's a man that will borrow your paper every day before you are through reading it, and then get grampy on your hands if you quit

Mamma Not even that.

had to buy trouble he wouldn't have any." HOW TO DRESS WELL.

Taking it You can bet your life that if he

By using the Never Failing Diamond Dyes Any Woman Can Have Two or More Dresses of the Newest Colors at Trifling Cost.

Women who desire to dress neatly and well find the Diamond Dyes to be their packages (ecoording to weight of dress) will recreate any faded or discolored dress or skirt that has been cast aside as paside

Instead of having to depend upon one dress for street and phurch wear, any thrifty and handy woman with the belp If you have had the gripe take Hood's of Diamond Dyes can have two or more dresses im stylish colors always ready for

> Do not The your dresses with imitation or adulterated dyes; see that your dealer