The Acton Free Press

THURSDAY, MARCH 3, 1921

ONLY A SMILE

Only a smile that was given me
On the crowded street one day,
But it pierced the gloom of my saddened heart,
Like a sudden sunbeam ray,
The shadow of doubt hung over me,
And the burden of pain I bore,
And the voice of hope I could not hear,
Tho' I listened o'er and o'er.

But there came a rift in the crowd
And a face that I knew passed by,
And the smile I caught was brighter to me
Than the blue of a summer sky;
For it gave me back the sunshine,
And it scattered each sombre thought
And my heart rejoiced in the kindly warmth
Which that kindly smile had brought.

RASPBERRY DISEASES

Raspberry plants are subject to a great many diseases, some of which are very destructive and cause much loss to the grower, and unfortunately, most of them do not respond to remedial or control measures.

In such a short article as this, it would not be possible to describe the symptoms and causes of each of these diseases in detail; reference to them can only be made in a general way. A very complete description of them will be found in the bulletin on "Bush Fruits and their Cultivation in Canada," which may be obtained by application to the Publications Branch, Department of Agriculture, Ottawa.

With the exception of the Crown Gall and the Yellows or Leaf Curl, these diseases are all caused by fungi. In Crown Gall, a bacterium is responsible for the knot-like swellings on the roots and lower part of the stem, causing the plants to become yellow and sickly and very much reducing the yield of fruit. There is not much that the grower can do to control this disease, except examine young plants prior to setting them out, discarding any which show the knot-like swellings on the roots or stem. The cause of the Leaf Curl or Yellows is unknown. It has proved very destructive to certain varieties, such as the Cuthbert in some localities. There is no means of control known for this disease, and all the grower can do is to plant varieties known to be resistant in his locality.

Spraying or dusting for any of the raspberry diseases has not yet been demonstrated to be of sufficient economic value to be recommended. The fungus diseases—the Cane Blight, Anthracnose, Spur Blight, and Orange Rust are of fairly common occurrence and at times very destructive, but in no case is there any definite treatment—the removal and buring of infected plants, or the changing of the location of the plantation being the only precautionary measures to recommend. It is good practice to change the plantation about every 5 or 6 years, because this not only prevents diseases from becoming established, but laurgi becomes impoverished in the food requirements of the raspberry plant in any plantation. After the crop has been harvested, the canes which bore fruit that season should be carefully pruned out and burned, and the plantation will be left with material which would [illegible]—F. L. Dayton, Fu[illegible] Experimental Farm No[illegible]

THE MOVIES AND [illegible]

The effect of the movies on [illegible] life has come to be a matter of serious concern to people all over the land. This interest is reflected by the Outlook in a recent published article bearing the title, "The World's Worst Failure." The author of this article believes that the movies promoters faced a great opportunity which they have utterly failed to grasp. In the February Pictorial Review the influence of the movie upon juvenile delinquency is dealt with. The thing that is wrong with movie shows is the thing that happens to all commercialized amusement. The horse race was once the diversion of gentlemen. Through commercialization it became the tool of gamblers. The movie business of the country has fallen into the hands of the big producers. The people of any city or town have little control over the pictures that are sent to them. They are on a circuit, and the pictures are sent out over the circuit by the syndicate. At the heads of these syndicates one will find for the most part Jewish capitalists. These men have but little feeling for either Christian or Jewish ideals. Their motto is profits, and they are getting profits, as every one knows. Not satisfied with legitimate profits, they are killing the goose that lays the golden egg. Public favor is being alienated for the quick profits that come to questionable pictures. Around Chicago there have been a series of outrages against women by supposed morons. Few of these morons are ever caught. One wonders that half-witted men so successfully elude the police. Is there a connection between this fact and the pictures which so often present attempted rape? Douglas Fairbanks appears this winter in "Zorro," a picture in which the heroine is abducted and rescued repeatedly. Gunplay and violence against womanhood may bring box receipts, but they cannot win the approval of thoughtful parents.—Christian Century.

GROCERS TAKING LESS PROFIT ON MANY LINES

Red Rose Tea People Make a Further Statement

Some of our friends among the grocers in speaking of our letter to the press on grocers' profits, have indicated that apparently it has been construed by some readers to mean that Red Rose Tea was the only article on which the grocer takes a smaller profit, in order to give his customers a higher quality.

It was not our intention to convey such an impression, as we know that most grocers sell well-known brands of other goods at less profit than they could make on some brands equally well known, and for the same reason that they recommend Red Rose Tea, simply to give their customers the best possible value.

In our letter we mentioned Red Rose Tea because it naturally came first to our mind and because we knew that grocers were selling it at a less profit than they make on other teas.—T. H. Estabrooks Co., Limited, Toronto, Ont.

LIGHT AS A BARRIER

The Danish Government is making, under the direction of the Biological Station at Copenhagen, an interesting effort to aid the fishermen of the Baltic by preventing the migration of eels from that sea into the ocean. The means employed is a "barrier of light," formed by placing fifty electric lamps along a submerged cable between the island of Fano and the coast of Kunen. The effectiveness of such a barrier depends upon the fact that the eels migrate only during the dark hours. Accordingly, as soon as darkness begins in the season of migration, the lamps are illuminated, and thus a wall of light is interposed from which the eels recoil. A similar principle is said to have been employed from time immemorial by fishermen on certain parts of the coast of Italy.

Say, do you know that big snow storm on Saturday took me away back fifty years or more. There's been precious little snow this winter compared with what we usually have, and especially with what we had in the winters when I was a boy. Well, when I saw all that snow coming down from morning till night, it made me think of the big times we used to have coasting down the big hills in and around—the—village—Of course—every boys' sleigh was a home-made affair in those early days and the girls never thought of owning a sleigh. But it was not the boys' handsleighs—sleds they called them in those days—I was thinking about when Saturday's snow was coming down so fast on Saturday. It was the big long team sleighs and the old-fashioned bobsleighs we had big fun coasting the hills with.

With magic speed the years roll back,
I see the gleaming snowy track,
Each loaded sled slips swiftly by
As meteor speeding through the sky;
I hear glad voices loud and gay—
"Hey! Clear the track!" "Get out the way!"
Once more a boy, with joy I thrill,
As years ago on "Hynds' Hill."

With heart uglow once more I tell
Up "Nicklin's Hill" that old bobsled,
With crowds of happy girls and boys,
'Mid banter, laughter—lots of noise,
The summit reached, adown we went
Like arrow from a strong bow sent,
Ah, hearts were young and life was sweet
When coasting down 'cross Agnes Street.

To rust and dust years past—my sled,
And those who rode with me long dead,
And still I cherish those glad hours
When young folks' pleasures all were ours.
And now, as then, the moon shines bright,
The track is swift, the snow glistens white,
But gone are those I remember still—
They coast on more down "Cobble Hill."

Those were the good old days to us. There was no excitement than you could "shake a stick at." Of course there were some accidents—a broken leg once in a while, or a farmer's sleigh smashed up—but the fun the young folks had on those moonlight nights. Why "skinny" wasn't in it, nor hockey either, if it had then been known. I put in girls and boys in my poem, just to make good rhyme, but bless you, there were mighty big boys and girls in those coasting parties on the big sleighs. Dancing parties had nothing on those sleigh riding exploits. They really could have parties and real enjoyable ones too, without dancing in those days, but party or dance, there would not be a baker's dozen there if the coasting was good and the moonbeams shone. How those good old days come back to me. Did I hear somebody ask where Mary was in those days—or rather those nights? Why Mary was along. It was on these big exciting coasting nights that I learned to love Mary best. She was always fearless, though careful, full of fun, and she stuck to me like a burr. Oh, Mary was the girl then, as she is now—for me.

As each succeeding winter came coasting was popular on these hills, and men and teams defiled the moonlight coasters as well as they could. The best scheme of the coasters was to get their big sleighs up to the top of Hynds' hill and start back pretty near as far as Preacher Cameron's gate, if the road was good and smooth, and then down the hill past Alex. McPhee's house, then up the next past Boyd's and McLam's, down over the creek and the narrow bridge—where some careful steering was necessary—past Speight's blacksmith shop, and if possible up Nicklin's hill to the two maples on Church Street. That was a coasting run worth while. And you must remember all the hills were higher and the valleys lower than they are now. Yes, by a great deal. There must be at least ten feet of a fill in at McPhee's old place, and the three hill grades have been cut down considerably.

I suppose you'll be wondering who engaged in this exciting sport. Well, on a good frosty moonlight night practically all the young folks of the countryside would be out, boys and girls from the town, and boys and girls from the country, and some married folks and a good many who afterwards got married. Say, when I think of it I can remember scores of the coasters as vividly as I did fifty or sixty years ago. I won't tell you the names of the girls, for fear it would give away the ages of some of the grandmothers of to-day, who are still furbishing up to look as youthful as possible. But the boys, some of them sleep in both the old and the new cemeteries; many have wandered far over the face of the earth, and a few we have with us yet. Well, among the leaders of the coasters there were Zahnan Hall and Jack Hutchison, Jim Creighton and Jack Widlow, Lachlan Grant and Don Mann, Alex. Cummings, Ed. Matthews, John Moore, Mike Speight, John Hill, Tom Graham, Jack Hobson, Oliver Anderson, Jim Nicklin, Tom Lee, Jack Lasby, Austin Tubby, Joe Firstbrook, Jack Stafford, Jack Allan, Charlie Dean, Jake Dempsey and quite a list of the younger fry who are now the grandfathers of the community. Oh, those were the days of real sport for everybody.

Oh, wasn't it fine in the bright moonshine,
To fly with a breathless thrill,
So fast and far, like a shooting star,
Down the glorious Hynds' Hill.

They might sit by the fire who so desire,
They might ride in state who will;
But give us a slide down the sparkling side
Of jolly old Nicklin's Hill.

Oh, those were the good old days, but they're long passed for me. I'll have to trust my old bones from now on to some old tin Lizzie for going up and down these grand old hills.

Well, I guess it's up to me now to give you the rest of the tanning process used by the big tanneries here, or some of you will be wasting time and money in trying to tan your hides at home in a pail with the recipe given in last Saturday's Farmers' Sun by a fellow who tanned a calf skin that way.

I've been greatly surprised at the interest the people took in the story of tanning given last week. I really believe most folks like to understand how things are done and how articles are made. But I overheard one old codger in town say to a crony the other day: "Why, didn't the 'Old Man' tell them about the dunkings people used to get who went walking through the tannery when we were young fellows?" Well, say, that is worth a line or two. You know in those old days of "hauling vats" by hand, a good many of the vats were always left with the planks off, which were used to cover them. Of course there was always one plank left to get across. If a couple of workmen were in the yard at work and saw a visitor coming through, especially if the boss was out of sight, one end of the walking plank would be placed so near the edge of the vat that the first step would put it down, and the visitor would go sailing into the vat and up to his knees or waist, in the tanning liquor. Of course it was always an accident, and the men were very sorry (?) but it rather spoiled the suit and the feelings of the unwary victim. One day a young fellow from Georgetown, wearing a light spring suit, was in looking for a job, when he walked the plank, or didn't, for he went in up to his armpits. By the time he got out there were a dozen workmen around. His suit, up to his breast-button, was a beautiful tan color; his face was red and he was hot under the collar. He didn't ask for a job, but hied him to Georgetown, and they say he never went near a tannery again, not even the old Dayfoot one at Georgetown, as long as he lived.

Well, here's the rest of the tanning story:

Beardmore & Co. say that the entire production of their sole leather tannery here is all oak-tanned. But as a preliminary to the oak tannage the sides are placed in bark liquors. They are treated in different "layers," the trade name for the different strengths and conditions of liquor. Four "layers" is the usual run in a bark yard. When the layer is being changed, the sides are lifted out of the vat, the old liquor is run off, and a new liquor is run in. This is the method followed here, but in some plants the hides are changed from vat to vat, each vat containing a stronger liquor.

When the hides have been treated in the bark, during a period averaging about two months, they are transferred to the extract yards where they receive the oak tannage, remaining in the liquors a somewhat longer time. Coming out of the vats, the sides are put through wringing machines, and the excess moisture pressed out of them between rollers. They look like leather then, but have not the life and pliability we find in the finished product. This is partly supplied in the oil-drums where the sides are next placed.

After they have been thoroughly oiled, they are brought to the dry lofts where they remain until they are well dried out. The length of time required averages about a week, varying with the weather. In dry weather, the leather will dry more quickly, than when the atmosphere is damp and heavy.

The sole leather dry-loft has a capacity of about 30,000 sides, there being two decks—an upper and a lower. The sides are suspended on wooden frames by means of sticks. Warm air is distributed throughout the building by means of a powerful electric fan and ducts underneath the floor.

After it has been hung up for about a day, the leather is taken down again and is put through a spreading out machine. This machine has rollers with deep spiral corrugations diverging from the centre, and as the leather passes under these it is rolled and spread out toward the edges. Then it again goes to the drying loft, where it is left for several days longer.

The next department to which it passes is the rolling room. Strange as it may seem, the first thing that is done to the leather after it comes to the rolling room from the dry loft is to dampen it again. No "bone dry" business here yet. After this it is placed in warm compartments for several hours. This process, which is known as "sammying," has the effect of making the leather more flexible and amenable to rolling. When it is taken from the warm compartments, still slightly moist, it is first rough-rolled, and once more it returns to the dry loft. After a day or two, it is sent back to the rolling department and receives its final rolling. The rolling is done by brass rollers attached to big rocker arms which are suspended from timbers in the ceiling and are driven to and fro very rapidly like great pendulums. There are a number of these rolling machines, each attended by one operator, who handles the leather beneath the roller. In the old tannery fifty years ago Bill Masales did all the rolling himself. The tables upon which the leather is placed have moveable sections, which the operator can raise by stepping upon a lever, thus pressing the leather tightly against the roller as it passes over. This ironing and rolling smoothes the leather out and gives it the smooth high finish, so pleasant to the touch, which characterises the best quality product.

This strenuous operation completes the manufacturing process and the sides of leather are then stamped and weighed, and just before being shipped out, they are put through a brushing machine which brightens them up and cleans off any dust or dirt that may have been gathered.

Then the leather is sent to the warehouse, where it is placed in the different selections, and kept in stock ready to ship out on receipt of orders from manufacturer or jobber.

Thus we have come to the end of the story of the tanning of "Acton" oak sole leather. The plant in which this leather is turned out has a floor space of 280,000 square feet and a capacity of 6,000 sides a week. The average number of employees is about 200.

Belting and harness leather are also tanned in Acton, in a separate plant, and by a separate company, the Acton Tanning Co., owned and operated by Beardmore & Co.

Say, I just got thinking the other day that it's a long time since I wrote anything critical. I've been reminiscing and writing bits of other things, but I haven't had a rub for a long time, and it seems to me it's about time I was asking that time-worn question, "What is doing about the shoe factory?" Occasionally I see a mention of it in the Council proceedings, but only a mention seems to be the extent of the activities. Every year about election time it is quite a lively topic, and it seems to me it is on the verge of occupancy by some firm about that time each year. And then spring, summer and fall fever seem to take the pep out of the negotiators on the part of the town, and we hear no more about it. There's no use lamenting the fact, and I can't say that personally I can help matters any way. But I just thought I might suggest to our body of town rulers that, since there have been three or four different Councils who have had a try at straightening it out, it might be a wise thing for the present Council to call the citizens of the town together to talk the matter over. I think a number of these citizens are interested, and if the Council (who are busy with other things) would explain the situation and appoint a committee of business men to secure a firm or corporation to occupy this building it would add more to their honor and glory than their very unsuccessful efforts in the past. Give it a try "Town Fathers" you can't do much worse.

The Old Man

Report of Public School Inspector

1920

The following is the text of the important and comprehensive report which Mr. J. M. Denyes, P. S. I. for Halton and Wentworth, presented to the County Council at the recent January session. Every ratepayer and citizen of the County will find the report well worth careful reading and study.

The Wardens and Members of the Councils of Halton and Wentworth,

Gentlemen:

I have the honour to present to you my eighth annual report upon the conditions prevailing in the schools of the Halton and Wentworth Inspectorate, which I trust will be found of sufficient interest to engage your earnest attention, as well as that of the trustees and teachers of the inspectorate and all who are interested in elementary education.

As required by the Regulations of the Department of Education, I have visited all the schools under my supervision the specified number of times, 221 half-days being occupied in this visitation. I have also met the ratepayers in a number of sections in a discussion of matters of local interest. There continues to be in all the schools a spirit of earnest endeavour to realize the best possible results. Teachers are faithful to their high tasks and pupils for the most part are attentive, industrious and respectful. Exceptions in either regard are rare and negligible. The year has undoubtedly been marked by substantial progress in all departments and the usual high standard of proficiency has been maintained. I desire to pay tribute to teachers and trustees who have displayed energy and devotion in carrying out their duties.

ACCOMMODATIONS

If I am critical as to any lack of progress in the matter of accommodations during the year it is because in some cases trustees are slow to realize the importance of their duties. In the accommodations and equipment of our schools there is still much room for improvement. Repeated urging has failed to secure conditions creditable to our prosperous sections. I have repeatedly pointed out the necessity of making the school buildings and premises healthful and attractive. The school-room should be bright and inviting and as well cared for as any home. This is far from being the condition in many cases and yet the Inspector is expected to be patient and sweet-tempered in dealing with carelessness and neglect in these matters. It is becoming more difficult evidently to secure competent caretakers for rural schools. This is due in part to the small remuneration and in others to the fact that no suitable person is actually available within reasonable distance of the school. So teachers and pupils are obliged to suffer wretched conditions of which any self-respecting body of ratepayers should be ashamed. If at least one woman were elected to the Board in a Section surely she could see that such unsatisfactory conditions were remedied. It should not be necessary for me to urge repeatedly such essential improvements as the proper care of the grounds and fences, the regular cleaning and oiling of the floors, the decorating of the walls and making of needed repairs, to say nothing of the attention which should constantly be given towards keeping the outbuildings in as sanitary condition as possible.

IMPROVEMENTS

Fortunately there is opportunity for favourable criticism in many instances. Several Boards have made improvements during the year. The school-rooms have been redecorated in Section Nos. 10, 17 and A E Esquesing Township; Nos. 2 and 9, Nassagaweya; Nos. 4 and 8, Nelson; Nos. 2, 4, 8, 16 and 18, Trafalgar; and in Wentworth in Nos. 12, Beverly; 4, East Flamboro and 10, West Flamboro. A new floor was laid at No. 2, Nassagaweya. New single seating has been placed in No. 2 Nelson and No. 2 W. Flamboro, effecting a very fine improvement. At No. 14 Nelson a most commodious and up-to-date system of sanitation was provided at a cost of nearly $3,000, the most complete system in the County. At No. 18 Trafalgar a Kaustine system of sanitation was installed, and at No. 8 W. Flamboro very satisfactory new closets were constructed.

Special mention should be made of the activities of the School and Home Club at Bronte. Through their efforts and assistance the school at that place has had a very complete sanitary drinking-fountain installed, and electric lights installed. This Club also very generously presented the school with a grafonola of which educational use is made. This leads me to say a word in general with regard to

HOME AND SCHOOL ASSOCIATIONS

It is of the highest importance that there should be the greatest sympathy and closest touch between the Home and the School. An institution to which so much of the training of the children is committed ought to be the subject of special interest on the part of all parents. The teacher who presides there and accepts the place of a parent in many ways should have the hearty co-operation of the parents in every way. She should be able to realize that behind her efforts and supporting them are the good influences of the fathers and mothers. It is equally important that the children have this feeling also. How better can this be brought about than by an occasional meeting of the parents, particularly the mothers, with the teacher at the school, when discussion can be had on matters of common interest, such as the conditions of the school with respect to health and comfort (which should be equal at least to the home), the question of homework, the moral training of the children and many other kindred matters? As it is now, many parents do not even know either the teacher or the school. Such associations would be sure to develop in Consolidated School areas, but no Section is too small for such an organization to function profitably. The Club at Bronte has more than justified itself and I trust that many others will be formed in 1921.

EDUCATIONAL ASSOCIATIONS

These organizations of trustees, ratepayers and teachers in the four townships of Halton have continued to meet and at both spring and fall sessions discussed many questions of educational interest. Unfortunately the fall meetings were called at a time when the people of the rural Sections were exceedingly busy and the attendance was not as large as usual, but the discussions were fruitful of suggestions. Perhaps the meetings would have larger attendance if held in the evening. During 1921 I hope to see a County Educational Association formed which will include the urban centres. Rev. W. M. Morris, Secretary of the Trustees' Section of the Ontario Educational Association has been very active for the past year in the formation of such organizations and will likely be in our county within the next few months. In the meantime there is no reason why the township Associations should not enlarge their sphere of usefulness by arranging for more frequent gatherings when essential features of school management could be fully discussed and lectures heard by speakers of prominence in the educational world. I would commend to each Board of Trustees in the inspectorate the appointment of one or more delegates to the Trustees' Section of the O. E. A. to be held during Easter week. Boards are authorized to pay the expenses of such delegates and the benefits to be derived will well repay the slight expenditure involved.

SCHOOL NURSES

In my last report I dealt at some length with the Medical Inspection Harvey of Halton made by Dr. L. K. Birrs and with the employment of School Nurses. The medical inspection should have been followed by the appointment of nurses to conserve the results. Since this was not done the Department sent into the inspectorate in October Miss Margaret Lee a specially qualified School Nurse to demonstrate this work. Miss Lee has visited the schools of Milton and Trafalgar and the Separate School in Oakville, inaugurating a system of school and home visitation which has already borne fruitful results. The chief benefit of the activities of the School Nurse is to bring the parents into direct touch with the health inspection as carried out in the schools and to secure active co-operation, as the vital connection between health and educational proficiency is understood. No more important service than this can possibly be rendered the cause of education. I hope that the county will be covered by a system of School Nursing, the first nurse being appointed early in the new year.

ADOLESCENT SCHOOL ATTENDANCE

We are still losing many pupils from the Public Schools at the age of fourteen, both of those who have passed the examination for Entrance to the High School and of those who have not reached that standard. It is realized by all educational authorities that this condition is greatly prejudicial to our future development in citizenship to say nothing of the loss entailed in our average intellectual status. The Adolescent School Attendance Act will do much in the larger centres to place educational advantages within the reach of those who have made only limited use of their previous opportunities, but in rural areas and the smaller urban centres the Act will not be immediately operative. Only a system of Consolidated Schools will attract our youth to the wider pursuit of knowledge in practical spheres, which is one more cogent argument for such a movement on our part.

RURAL SCHOOL FAIRS

The Rural School Fair is now regarded by many pupils of the county as an annual event of great importance. Five School Fairs were held in the county in 1920, the districts being so divided that all rural schools in the county could take part. Mr. R. R. Fleming, District Representative in Agriculture, handles this department of his work in a most expert way and succeeded in placing the Fairs on a new basis of popularity. Mr. Fleming has furnished me with a summary of the School Fair activities which I summarise under this heading. The fairs at Nelson, Trafalgar, Hornby and Brookville were exceedingly good. Georgetown being a new School Fair was the smallest.

A Championship School Fair was held in connection with the County Fair at Milton. The object of this was to allow the best to compete against the best for championship awards and good competition by the schools resulted. School Section No. 18 Trafalgar was the victor, Miss Kate L. MacKay, teacher, and carried away the cup donated by Mr. W. R. Clements, Manager of the Bank of Nova Scotia, Milton. This cup has to be won three times by the same school before it will be held permanently.

The prize list was considerably increased in number of classes and prize money, resulting in increased interest and enthusiasm. Handsome silver cups were given to the pupils winning the most points at their respective School Fairs, and to the pupil standing highest in his school a Certificate of Honour. In Live Stock Judging the boys on the winning team were awarded bronze medals.

The exhibits showed considerable improvement and were the best ever shown in this county. In the classes for garden products, fruit, domestic science, sewing, manual training and nature study the entry lists were large and the exhibits of exceedingly good quality, in many cases surpassing the Township Fairs in those particular departments.

The entries in live stock were fairly large and the different contests in driving and public speaking were keenly competed for, especially public speaking. The School Fairs are looked upon as annual events when the people of the community meet together on terms of equality in a social way for the welfare and good of all.

The Wentworth Schools in this inspectorate were well represented at the School Fairs held at Freelton and Rockton, for Beverly and East and West Flamboro.

(Concluded Next Week)

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SAY IT AS IF YOU MEANT IT

"I enjoyed your playing so much," the languid voice was murmuring and the young musician bowed. "I'm ever so glad if you liked it," she said, in very much the tone the other used. The compliment left her—altogether cold. In fact it was hard to believe that the woman who had spoken could enjoy anything extremely.

But the next in line was a girl, and the girl's eyes were glowing. "Oh," she cried and took the violinist's hands both in hers. "It was all wonderful," she burst out. "But, oh, that nocturne! You see I've played it myself and when I heard you—why, it just thrilled me."

"Did you like it?" the young musician asked eagerly. "You know that was a rather daring interpretation. I departed from all the traditions."

"I know you did. And all I can say is that it meant more, so much more to me to-day than it ever did before."

The speaker went on and the musician turned to shake hands with other people who murmured that the music had been enjoyable and moved on. But the brightness left by the one congratulation that really mattered, lingered in her face till the monotonous line came to an end.

If we have really enjoyed a thing let us say it with a ring in our voice which will carry conviction that we mean what we say.

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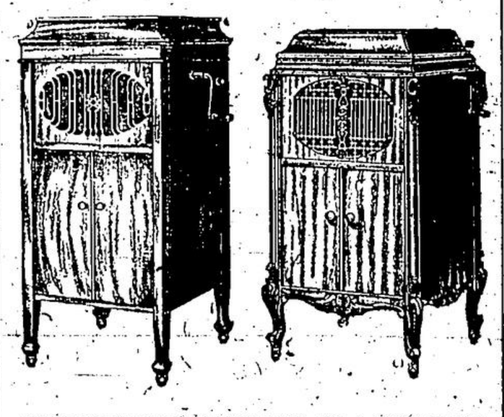
GEORGETOWN BRANCH—G. C. MacKay, Manager

The Brunswick



YOUR NEXT PHONOGRAPH WILL BE A BRUNSWICK
FIND OUT WHY

FRANK KING

The Dealer, Will Demonstrate

MAIN STREET - GEORGETOWN

Value of Repetition

¶ There is an example for the business man in the old Roman Cato.

¶ Every day for twenty years Cato rose in the Roman Senate and loudly cried out that Carthage must be destroyed. At first he found his colleagues unresponsive. The Roman populace laughed at him.

¶ But he persisted day after day for twenty years. Finally all Rome came to agree with him that he was right. And in the end a Roman army razed Carthage. Cato's twenty-year persistence had won.

¶ Cato advertised his policy, and he appreciated the value of a follow-up. If he hadn't persisted he would never have succeeded. All advertising problems are similar to Cato's. It may not take twenty years for an advertising campaign to succeed, but it takes repeated appeals to assure the right results.

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