Hetter than gold is a conscience-clear Though tolling for bread in a humble Untried by the lust or the cares, of Lowly living and lofty thought Adorn and ennoble the poor man's For mind and morale, on Nature's plan Are the genuine test of a gentleman. Better than gold in the awest repeace Of the some of toth when their labors Better than gold is the poor man's And the balm that drops in his slum-Bringing sweet draughts to the dowly Where luxury pillows, his aching head; Ills simple opiate Labor seems A shorter roud to the land of dreams.

Botter than gold is a thinking mind That in realms of thought and books the ashes from which made the dots trying desperately to think of some A treasure surpassing Australian And live with the great and good of The sage's lore and the poet's lay

The glory of empires passed away And yield a pleasure better than gol When, all the fireside charities come-The shrine of love and the haven of

However humble that home may be The blessings that never were bought And centre there, are better than gold, stop,"

Hetter than gold in affliction's hour lietter than gold on a dying bed Is the hand that pillows the sinking The prostrate sufferer need not by told

AND BEANS

There is no apparent reason why watch. It was this engagement that overy person who has a garden should had prevented. Harry accompanying not save seed of these two crops for Ted to the school entertainment planting the following year. The seed The buckboard soon left the valley is easily harvested, Can be safely stor- and the well-kept roads and struck ed in a dry place, and is usually of into a trial leading ever upward better vitality than that bought. If through heavy forests. a variety does particularly well it "We haven't had a good rain for should be retained for the next year. two "months." Judson commented. A great saving could be effected also, glancing about. "I have never seen as a very small area will produce seed the woods so dry, and this is just the that would cost a dollar or two if time when there are the most campere bought. Further, if seed is saved, more and tourists in the reserve. It would is usually available for planting than be the worst possible time for a fire would likely be bought, and in this to start, with the strong winds we way much more of, these desirable are having, and we have been warned vegetables will be grown.

the vines are pulled without shelling allowing brush and forest fires to get the pods, and plied into small piles started, and despite all the Forest to dry. This takes from four days to Bervice can do, millions of dollars a week, according to the weather, worth of time and some lives are lost-Should wet weather ensue and the every year."... field it has been found that to put The man Judson was to rollage hunried looping around a peak. them into bran bags and bang them down the mountain, anxious to reach thye are threshed is a good plan. After woods before total darkness. away from mice and sorted over when from the mountain top. On two sides level with the valley door. A fairly composition and English class to the

ing is electerary. after the leaves have been removed by which showed hazy blue in the dis- several occasions Harry and Ted had frosts, are pulled and allowed to dry tance. The green fields were divided visited this apot and had discovered for a day or two, when they may be into what seemed squares by glim- what was undoubtedly an old Indian to fill in the details for himself. This also be employed for outdoor purposes, handled in the same way as pear mering and flashing lines which Harry trail which signaged up the face of was the unconscious method of little in which case no painting is neces-If bean rust is present it is wise to knew to be the main irrigation disches. the apparently sheer canyon wall, tak- Margaret, who, says the Philadelphia sary, although a coating of varnish select pods free from the disease before The white lines were roads, and the lng advantage of tiny ledges and prothreshing, keeping this seed sparate specks moving upon them were auto- jections, by means of which a climber from the rest. Those showing the mobiles or teams. A dark line that of sure foot and cool head could mount ing under un impulse of generosity. disease after being threshed should gut across the valley and disappeared to the railway level. It was a half "Aunty," she said, "don't you want appears to be remarkably well fitted. be sorted over carefully and any show- into the mountains was the railway. mile from High Bridge to Whitewater, some of my almonds?" ing signs of blackened skin should be For thirty miles in every direction The length of time required for the Thank you, dear, was the prompt the presence of the disease, which revealed by the late afternoon sun, counted for by the fact of the heavy od simonds are favoritos of mine."

is carried over in the seed. tice of saving their own seed are al- sea of semi-darkness. better varieties and only a limited a startled exclamation, and following Well, he would do the best he could. at first, selection of rust-free seed of these redly for a woment, then disappeared, varieties will build up a satisfactory only to burst forth again an instant Bridge. You have seventeen minutes," stock. The harvesting of garden peas later, larger than before, This tim- he finahed. and beans is not different from the there was a distant flickering and method of harvest similar field varie- | wavering, and even before Judson had tonished pause before he gut the anintendent, Experimental Station, Kent-

A TEACHER'S CREED

Now comes a creed for the young Harry demanded excitedly when the flerce rush of air against his face, and Osrood. Grover, that expressed in a begun watching the rapidly sprouding -- 60-50-48 with wide open throtbeautiful way the beliefs to which glow in the distance. every high-minded instructor of young "Why, yes; that's all that needs to toward the wall of blackness that fled boys and girls, the men and women Forcet Service man within fifty miles Ted, crouched behind his steering of the great to-morrow; that whatso- will be racing toward the fire. While wheel, could see nothing but the road, ever the boy soweth the man shall they fight the fire, they will depend disclosed by the shaft of light which reap. I believe in the curse of ignor- upon me to observe and report pro- he followed. Suddenly, however, the unce. In the efficacy of the schools, in gress." Suddenly he stopped speak - roar of the motor, racing with cutout derer" the dignity of teaching; and in the joy ling and stared for an instant thto the open, became deafening, and he knew of serving others. I believe in wis- darkness, then leaped for the telephone, that he was in the canyon, With child!" dom as revealed in human lives as "Station Seven!" he reported swiftly, acreaming brakes the machine slid to well as in the pages of a printed book; "Becond fire. Apparently Section Six, a stop, and Ted turned the powerful in lessons taught, not so much by East, near railway line. Spreading spotlight upward. For some distance but insmma?" procept as example; in the ability to fast. Wind northeast, twenty miles it illumined the cliff face brilliantly. think with the head; in everything "It's going to be bad," the observer that makes life large and lovely. I told Harry when he again emerged believe in laughter, in love, in faith, rapidity, until it seemed to Harry that helpless anxiety. Would Ted make it? in all ideals and distant hopes that all the mountains in sight were burn. That cliff was a dangerous climb even lure us on. I believe that every hour or every day we receive a just reward down like a red river about the base or none-!

college did not improve him; but he Continental Express," he said. "Will to a stop. cultivated what he believed was the the fire stop them?" correct Oxford drawl, and when he | "Yes," said Judson. "The big tim- made it." And he slapped his comcame down for the summer vacation ber bridge over Whitewater Creek has panion on the shoulder as tours run his father was eager to hear him probably been hurned. They will stop down his face. preach. The son was prepared to at the valley station." show him how to do it. In-the morning, after sundry posturings, he and through train did not stop at the
nounced his taxt: "He that hath yaks cluster of pin-point lights that he his front yard when a large automobile
to yah, let him yah." In the afternoon knew indicated the station. "The train approached rapidly and stopped at the wobbah." At night the old man name he exclaimed. on, and took his text, "Lord have mercy . Judson gave a startled, took. . "The evidently . feeling highly ... important. on my son, for he is a lunatio and station agent falled to flag!" he cried Accompanied by a gray-haired gentle-

The Bree Press Short Story

By Wit and Humor . EMMISTT CAMPBELL HALL

Doubly blest with content and health do it. This is the night I am to spend swer. " His face went white. "The "You'll miss a good time. Good-by." the poles." Despite the fact that he was really disappointed at having to decline his Harry naked, frightened by the look friend's invitation to accompany him of his companion's face. to the High School entertainment ton climbed down from the roof of the shod suges, for Ted had been standing on ranch three miles away, and the sateversation had been carried on by means boys had been practising for some denly a wild hope sprang into Harry's

weeks, whenever spare time and sun- mind. shine co-incided, and had become quite "It seems to me that you are getting rather old to be wasting your time you do that?"

Or tried with sorrow by heaven's de- other methods of communication fall. would be no one to signal to who could We have been having quite a little fun, stop the train." but, of course, if you disapprove, I'll "There is just one chance," . Harry mitted to hitch on your car.

Is the balm of love with its southing a little foolish for you to be up on caught." that shed flashing a mirror, when you could come into the house and use the tolophone if you wish to talk with

That trust in heaven is better than name was shouted vigorously. A few minutes later he was in the vehicle with Robert Judson, who urged the spirited ponies to a smart pace. Judson was to relieve for the night the SAVING SEED OF GARDEN PEAS Forest Service man at the lookout station on the top of Bald Mountain. and had invited Harry to share his

to be particularly alart. People are When the peas have nicely matured, amazingly careless or ignorant about

piles become compact, they should be When the slope became too steep

leaped to the talephone, Harry under- swer. "Is this a joke?" stood that the dreadful thing had hav- "It's life and death." the heliograph pened-there was fire in the forest snapped back, and instantly the far-He could hear Judson making his terse of headlights replied, "All right!" report to the Porest Service officer in Then the lamps of the machine blazed

Wind now northeast, gusty, eighteen old Ted. In spirit Harry was with his swer, he replied: "Is that all you are going to do?" down there,in the black valley; felt the observed came out from the cabin and saw the speedometer creep up and up

be done," Judson replied quietly. "On swuy before the blazing headlights. "I believe," writes Mr. Grover, "in that report within five minutes every Miles and minutes sped together, and

The tow fires spread with incredible

ing, and a great belt of fire flowed by day, and at night, with a poor light, for all we are and all we do: I be- of Buid Mountain itself. "We may be cut off here for a while," his telephoned reports, "but we will for reaching it., There's the train!" be in no danger. The fire will probe

excitedly. "I'll telephone the watch, man, Ted came forward.,

COME on and go," urged Ted | men at the irrigation dam. He can Davis for the second time, stop them," and with Harry at his but Harry Lane responded heels, he harried to the telephone with decision," Horry. Can't list his frantic calls brought no anat Forgat Hervice Observatory." There line is down," he cried. "The fire at was a brief pause, then Ted replied, the base of the mountain has burned

"You. Just before the Whitewater miles down the valley, it was with a heldge, is reached, the track swings, feeting of satisfation that Harry abruptly around a shoulder of the mountain, which cuts off the engineers on which he had been standing, this view ahead. The engineer will not gratification being occasioned by the know the fire is within a mile of the rapidity and exactness with which line until he makes that turn, and he and Ted had exchanged their mes- then it will be too late. Nothing on ourth can now save that train from the roof of enother shed on his father's plunging into Whitewater canyon, hundred feet deep." He dropped into a chair and covered his face with his of a couple of homemade heliographs, hands. His companion said he was and dashes of the Morse code. "The way of competing with the fire." Sud-

"I've seen messages flushed from here, both day and night. Why can't with a plaything like that," Harry's "The hellograph? Yes," the other father observed disapprovingly as the replied. . 'It's 'for emergencies, or Harry flushed. . "Why, I'd hardly It has strong electric lights from a call it a plaything," he replied. . "The storage battery for night use. The life, but I do not the running board, rear tire or bumper more or less and is valuable when know the Morse code. Besides, there of your car,

said, glancing at his watch. "I can

the flame-encircled mountain, a gleam- ifren. ly-dash, dot, dash-dot-dot it called, avoid injuring your children, you in which to enter acreage and yield over and over again-Ted-Ted-Ped! should take care not to injure the of crops and one in which to keep and closed the shutter of the heliograph that there was scarcely one chance in a thousand that his call would be answered, but that one chance was the headlights of automobiles. Sud- from the fixed stars. Fortunes built dealy one of these moving points of with such foundations way well cause light stopped, went out, and then re- their possessors uneasiness. The man appeared on a series, of quick, broken who can look his fellow in the face may flashes-dash, dash-dot-dot-T. D.- be poor, but he is nobleman beside Ted Davis' answering signal.

Bridge?" demanded Harry eagerly, and heaven. When a man gets the idea Judson answered hopelessly, "Eleven- that riches are better than honor, he turned over to prevent the seed from for the ponick, the buckboard was left thirty-one. There she is now," he add- is not far from the bottomless pit. remaining damp and spoiling. If a loft and the journey completed on foot, the ed, as a string of lights swung into It will not be long before he will divide is available it is a good plan to take final hundred-yard climb taking them sight, at a considerable higher eles honors with the safe cracker and hold the vines inside and spread them thin- out of the forest growth and to the vation than when before seen. "She's up thug. "Better is a little with ly when they will soon dry out. When summit of the bare-topped peak, where climbing the mountain." Almost at righteousness than great revenues the vines are ploely dried out in the was perched the snus lookout cabin, once, however the train disappeared, without right,"-Shoe and Leather High Bridge was the span which

up in a loft away from mice until the buckboard and get out of the carried the rallway over Dry Canyon, a great gash in the mountain wail. they are threshed they can be placed With delight Harry took in the view the bottom of which was almost on a time permits. If not for sale no sort- were range after range of wooded hills, good road can along the bottom of while on the other two sides the valley the canyon, with the railroad bridge ment of a literary style is suggestion. He not stain uniformly. Beans, when nicely matured and country stretched to a line of hills, fifteen hundred feet above it. On The author does not tell a laborious and Harry studied the scene with sager grade and the numerous great horse-It does not require much time to interest. Presently a shadow seemed shoe loops made by the line as it save the seed necessary for a good to creep over the valley, then the climbed. Harry looked at his watch garden, and those who make a prac- mountains, and soon all was lest in a -11:14. He could only guess widely how far out in the valley was Ted. ways pleased that they have done so. It was after they had eaten their there being nothing by which he could If it is desired to get into newer and supper that Harry heard Judson give identify the location of his lights. number of plants are being grown, b the direction of the other's gaze he The shutter of the heliograph began year or two of careful saving and saw a point of light which glowed to snap, open and shut, open and shut.

> Harry was conscious of Ted's ascharge of the district: "Station Seven, steadily and began to move with rapid-Small fire burning briskly on moust- ly increasing speed. Harry had done tain side, apparently Section 18, North. what he could-now it was up to good friend in the awaying, roaring car tle the powerful car leaped forward

but higher up the light was dim. . "Protty bad, but it just has to be done," Ted muttered, and sprang to-On Hald Mountain Harry waited it "We will soon know," Judsor sald

tunities, in the future and its promises Judson said, in an interval between as is the track for a quarter mile be-Apparently suspended high in the ably creep up to the timber line, but air, a string of lights swung into view, the wind will carry the smoke away moving rapidly. Then shead of the string, another light, a very tiny one, Fur away in the black depths of the jut that distance, appeared. The string valley a string of moving lights caught | moved slower and slower, and finally Oxford. The boy was not brilliant, and Harry's attention. "There comes the when right up to the tiny light came "He made it!" Judson cried) "He

"Well, Ted's the fellow 'we counte

"This in Mr. Robert Itascomb, prost-

out of the Intercontinental Railway. red aunounced impressively. "I'm glad to meet you, young man,"

AUTOMOBILES AND CHILDREN The following, prepared by the National Bafety Council, is worthy of

notor vehicle. 1 .- Approximately 28 per cent. children under 16 years, of uge, 2 .-- Many drivers are careful on conrosted business streets, but careless hildren are numerous.

"In there danger for the train?" 4 .- Drivers should assume that every from different lines of work. ute control of your car. the sidowalk.

> CATE, OLC. vehicle shead.

(b)-When passing schools or play-

street sprinklers. 6 .- Drivers should remember following: people's children about the dangers of the street. · (b)-Do not allow anyone to ride on

(a)-Persons on bicycles or roller 6.-In many communities school "Oh, I do not particularly disap- use the hellograph. Where is it? I children are being taught "Safety." is a page on which may be filled out a prove," his father said. "It only seems think I know of a chance of its being Automobile drivers should co-operate summary of the year's business, toin this good work and take every pre- gether with the few directions neces-A minute later on the dark top of caution to prevent accidents to obliing point of light began to flash swift- 7 .- If -you expect other persons to

LYING OR POVERTY

There are few people, apparently, who one of the most useful publications too precious not to make every effort. believe the statement that "a poor issued from the Experimental Farms It was ten minutes past eleven o'clock man is better than & liar," or there for some time. It should be recognized and he figured that Ted, Davis would would not be so many rich crooks, that farming is a business, the same be on his way home from the High There are lots of men whose fortunes as any other. If a business is not School entertainment, driving his are founded on falsehood and whose paying, the owner of it wants to know father's powerful roadster. For five whole business and social life is a just why it is not doing so. This little miles his road would lie almost straight tissue of falsehood." They lie when book will enable the farmer to keep toward Bald Mountain, and Harry they buy, they lie when they sell, and an accurate record of each departfigured that it was almost certain that lie all the way between. They think ment of his business, find out how Ted would from time to time look it is smart to secure in extra five per much he is making from each, or how toward the burning forests. But even cent, by representing the goods they little, and so be able to adjust matters if he did, would he notice the winking purchased are not up to sample. They accordingly. light, or, seeing it, realize that the call it good business when they brow- The "Farmer's Account Book" is obcall was for him and not the official beat a house into extending the time tainable from the Publications Branch signalling of the forest men? In the of their payments. They claim it is of the Department of Agriculture, Otvalley there were still a few lights "push" when they make statements tawa, at a nominal charge of ten cents. scattered, like stars in a black sky, in their advertisements that ale as No postage need be placed on letters and of these two or three were moving far from the facts as the earth is of application. whom all the shrivel-souled scoundrels "What time is the train due at High that can be piled up between earth and

HAD TRIED THEM ALL

fore, so remember that one useful elesome sugared almonds, and was labor-

"That'tl be just right, aunty. You

his class a lesson in physical geography, and had explained that the world is made up of land and water. Then, in order to see if they had been giving attention, 'he asked! . "Now, boys, can you tell For some time there was silence.

AFRAID OF NOTHING BUT

hand and when asked to give the a

"No, certainly not, Evolyn." "When you see a bumbleboo,

SOMETHING, ANYHOW

"I venture to nesert." he declaimed, with warmth, "that there is not a man

protested, hestedly. /

Davis 'was at passenger, and he was Cleanses and Beautifies Write MURINE CO., CHICAGO

A FARMER'S ACCOUNT BOOK

Any merchant handling several different lines of goods would regard it homes where humane instruction 'b Mr. Bascomb declared, grasping librry's as fully to neglect to keep a complete given, and homes where it is deemed and. "In fact, to know you and this act of books enabling him at all times unnecessary was clearly shown when oung friend of yours, I have come ulto ascertain his profits and lesses on a lady reported that, a six-year-old ong way. You must not mind if I and the various commodities he solls, his boy on her street had swung a kitten ausets and liabilities and so on. A pround, breaking its back. This was manufacturer who failed to do so would the second kitten he had treated thus be houding for insolvency, it is curious. The parents of the child were greatly then, that Canada's basic industry- distressed when seem by the inspector agriculture-should be carried on, so and promised a whipping, which seemfar as individual producers are con- ed to hardly fill the bill. A course careful study by every driver of a corned with it, in so casual a manner of lessons in kindness would be more with regard to account-keeping. Est to the point. Another small urchie of pecially is this strange when it is appeared recently at headquarters with ill persons killed by automobiles are considered how simple farm book- a kitten in his arms. He explained keeping is by comparison with that of that "some boys were hurting it." and

other businesses. In a survey of some eight hundred It may be heredity, it may be environn residential and other districts where farms conducted some time ago it was ment, it may be education-we think discovered that very few farmers it is chiefly education-but the fact 3 .- In spite of the danger, many indeed followed anything like a comchildren make the street their play- plete method, of accounting, while a back while another walks blocks to ground, or in chasing each other, or large number adopted absolutely none save one from abuse, seems to indicate ball, they may suddenly dash into at all. These, beyond having a sort that there is an influence in the one the street, right in front of a moving of general idea as to "what paid," were life, that is absent from the other. often gulte hazy as to actual returns

child on or near the street is going to in order, if bousible, to remedy this dash suddenly in front of their cars, undesirable state of affuirs the Do-You cannot tell by looking at a child minion Experimental Furms system has what it'is going to do. You should, published an extremely simple farmherefore, drive slowly and have abso- er's account book, which will adequately serve all necessary purposes, ', In church. At the conclusion of a lengthy (a) -Not only when children are size and thickness it is no larger than sermon, the minister announced that playing in the street, but also when a school exercise book, and is design. he should like to meet the board in the they are playing near the curb, or on ed to last a complete year. To "keep" vestry. The stranger, in company with it needs no knowledge of ordinary ac- several other persons, proceeded to counting; simply the ability to write walk foward the vestry, the pastor. and add; and a record of all transac- thinking there must be some misunder-(c)-When approaching persons on tions might be made in an hour a standing, said to him. "I believe, sir, playeles, tricycles, roller skates, kiddle week. A few plain directions as to you are mistaken, this is just a mostmaking entries, some aids to making ling of the board." "Well," replied the (d)-When approaching youngsters inventories, a table of sile capacities visitor "I have listened to you talk for who are "hitching a ride" on the and a gestation table, are given on more than an hour, and if anyone has the insides of the cover, while on the been more bored than I have been, I (e)-When passing ice-wagons and back are printed calendars for last, should like to know who it is." this and next year.

In the book itself are pages for the entry of receipts and expenditures glance on the same page) relative to cattle, horses, sheep, swine, poultry, crops and labor; and there is also ample space for miscellaneous items. There is a page for amounts awed to and by the farm, and forms on which skates or in carts should not be per- may be made inventories of land and buildings, of live stock, of feed and supplies, and of machinery. Following sary to filling it out intelligently at the end of the year. Further, for the farmer's information there is a table

The whole thing has been reduced to the simplest possible terms, and should prove, to the general farmer.

construction of furniture has long been known. The material has usually been stained after the nocessary seasoning process. Within the last few years, however; a method of Austrian origin has been employed whereby the wood is colored while in a green state. . Hy means of heavy pressure in a closed vessel the sap is driven out of the wood, and is replaced by the coloring fluid, which may consist of a solution of the more permanent aniling dyes. The best kinds of wood for ulder, plane, elm, and time; oak, fir und pine are unsultable because they The colored wood in used for makstory. He presents a picture in as few lng furniture and for the manufacture

words as possible, allowing the reader of doors and window frames. It can "Telegraph." had had a present of would seem to be necessary. For the fitting of ships, rallway cars, and similar purposes, this stained wood Edwin Tarrisso.

TOILET SOAP

Notice to Creditors

the matter of the Estate of Jane Tozeland, late of the Village of Rockwood, in the County of Welling-

by post prepaid, or deliver, to 10. Moon, of the Village of Arthur, Belick-Woodman, Executors of the said exnamest addresses and descriptions, the claims, a statement of their accounts, and the pature of the ascurity, if any, held by them, such statements and

proceed to distribute the smets of the said deceased timong the persons entitled thereto, having regard only to have notice, and that the said, Exeor any part thereof to any person or have been received at the time of such

Dated at Arthur, Ontario, this 30th day of August, A. D. 1983. E. J. Moon, of the Village of Arthur, dolletter for the Executors.

NEED OF INSTRUCTION

The difference between children in he had brought it in for protection. that one small child breaks a kitten's

THE BOARD AND THE BORED

thought that he might improve his time by attending | service in the local



66 T STAND here idle for hoursata time! Ho-hum! She forgets that she hires me to help her.

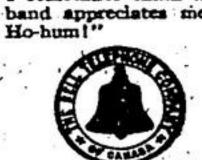
'She complains of never having time enough, yet I've watched her for over an hour. trying to write one letter to Springville.

". For a few cents I'd put her in Springville, and for 5 minutes the music of her voice would make somebody happy.

When she picks up a pen she gets so self-conscious that her letters-well, honest, they don't do ber justice. "No pen helps a woman to

best, as I do-no postage stamp travels so fast. "I sometimes think her husband appreciates me more.

express her real self, at her



Always Good

SUPPRIST SOAP

A PURE SOAP HARD

When you buy SURPRISE you get a big, bright, solid bar of the highest grade household soap and it is always the same.

A Pure Hard Soap

NOTICE---1923

MUNICIPALITY OF ACTON

The Tax Notices for 1923 are now being sent out. For the convenience of all concerned payments have been arranged to be made in two instalments, at the Bank of Montreal.

FIRST INSTALMENT — SEPTEMBER 20 SECOND INSTALMENT — NOVEMBER 28

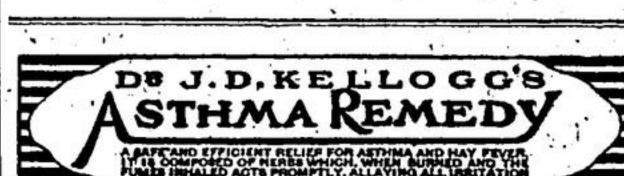
Any ratepayer may pay the whole of his taxes on or before September 20, but one-half the amount must be paid on or before that date. Pallure to comply with this arrangement entalls, extra expense and trouble.

An addition of five per cent, will be made to every tax rate of assessment remaining unpaid fourteen days after the said 10th day of September, for the first instalment, and the 23rd day of November for the second instalment; and it will be the duty of the Collector immediately after the said several days appointed for payment, to gollect at once, by distress or otherwise, under the provisions of the Statute in. that behalf, all such taxes, or instalment of taxes.

PLEASE TAKE YOUR TAX NOTICE WITH YOU TO THE

BANK WHEN MAKING PAYMENT.

W. J. REID, Collector



Advertising

After the passage of five years, during which no advertising has been done in the name of the firm, the Ford Motor Company, of Highland Park, announces that it has decided to spend \$7,000,000 in newspaper and magazine announcements all through the United States during the next twelve months, says the Border Cities

The announcement is significant and of great interest to the advertising world and the public generally. Seven million dollars will be spent in advertising the world's best known motor car. If the Ford Motor Company did not consider this good business, the money would be used in other ways.

If it is desirable to spend \$7,000,000 in a year advertising the most widely known factory product in the world, how desirable it must be for other manufacturers to advertise products that are not nearly so well known!

Can You Afford not to Advertise?

Buy Advertised Goods-The Sure Way to a Square Deal