The Arton Free Frees Communication of the Arton Free Frees Communication

THURSDAY, DECEMBER 13, 1923

HER NAME

"I'm losted! Could you find please?" Poor, little frightened baby! The wind had tossed her golden fleger, . The stones had accatched her dimpled

knees; I stooped and lifted her wise case, And gently whispered "Maybel" "Tell me your name, my little maid, I can't find you without it."

"My name is Bhiny-eyes," she said.

"Yes, but your last?" She shook he "Up to my house they never said A single fing about it."

You, little one; Is it the same

"It's Hhlny-eyes!" A bright thought carne. "Yes, when you're good, but when they

"My mother never scolds," she mounts, A little blush ensuing, "Copt when I've been a frewlng stone And then she says, "The culprit owns, Mobiltable Supplifra Jones! What has you been u-doing?"

When mother has to scold you?"

SOAP BUBBLES FROM THE **BCIENTIFIC STANDPOINT**

History tolks us that before the founding of Rome, placed at about 763 ft. C., the children in the neighwere blowing some bubbles. Indeed, there is in the museum of the Louvre. a vase more than 2,500 years old hears

-Sir Isauc Newton, was from time to truin" near the railroad truck, to stat- hurled out of the cab but for Vick which to draw. time given over to a study of the wart, sturdy men holding places of Allison's quick work in cutching it. The exact amount of these last that aphanous, scarcely tangible and alry

that may be performed with soap bubof the fundamental laws of the actions of liquids and gases. -

Just what is a soap bubble? All of us know, of course, that It is composed of soap and water, forming i very thin shell, sphere-shaped, which encases a quantity of imprisoned air. But beyond that, it would be perfectly -certainly but little concerning the laws that govern their formation.

In explanation of the phenomenon that is, they are stretched or drawn. They are in the same tense condition as a piece of India rubber stretched

is dipped into a bowl of soupy water To continue to rise it must displace son's patience and forebearance to con- for him to comprehend the truth. His the water in its way. The liquid must tinue his work and make no answer bronzed features turned pale. His bly flow saide. As the sphere of air ap- to the engineer's tirades. and more rapidly. Owing to this acand crusty on this run. Just why
celeration the water must, correspendingly, increase-its rate of motion. But the young freman believed

The man who looks after Number of nails, he grabbelt the caves trough.

The man who looks after Number of nails, he grabbelt the caves trough.

The man who looks after Number of nails, he grabbelt the caves trough.

Why is soap necessary to produce in the voice of Dad Wheeler. He was a touch of pathos who love him!"

this effect? In the formation of a bubble, theoretically air blown into water should accomplish this result.

There was a touch of pathos will do the soap as touch of pathos who love him!"

There are stories of men who did 'Help!' as loud and as quick as he obey this splitsh teaching. In the account of the strange things human belong will do count of the ship wheeler. There seems little accounting for the bubble, theoretically air blown into water should accomplish this result. And, as a matter of fact, small bubbles they used to be. Some day one of veteran engineer brought the timeare formed in this manner. The flecks these young cubs will step up and take piece from his pocket, drawing it out them of land, attempted to take to olimbed up again and went to work. I is used, the tiny particles of the liquid as he once could boast. Finally he and reached for the throttle—
tend to run down as rapidly as the dropped his hand on his knee, humped but the younger hand of Vick Almight well have escaped, but they did not; and they saved our country. It ticles drop down in masses, tearing holes through and, likewise, causing

ring are the essentials. Other apparatus such as the skill of the hubble

whichever one chooses to call them. the performer may give much entertainment to his friends. Most people,

Hy use of the wire ring mentioned in producing two bubbles, or a double

ed the petals of the paper flower may to gain the mounting stop before the to meet the Special." be made to open and close by blowing engineer had the mogul rouring up the The "cub fireman" dropped down vancement is made by crushing others into the pit to give his attention to down.

PUMICE STONE

having a spongy texture and composed "I'm driving this engine! You keep jargely of glass in fine particles. He. down where you belong-and feed 'er his gaze still held on the engraved gold cause of the latters the stone is espec- more oil!" fully fine for polishing wood, metals. For a few dreadful moments, Vick wohng before the division superintendivory and other articles. Pumice stone Allison hesitated between doubt and out, when we get in on this run-and frequently is made up of parallel fibres uncertainty, courage and fear. Old make a clean breast of everything. or threads with intervening spaces to No. 4270 was, now rearing up the was wrong on that order. Made my form a delicate structure. It is pro- track at topmost speed. Belleving first bungle. Guess I'm getting olderduoed by the expansion of the ou- he was ten minutes behind time, Ike than I once was and a younger hand cluded moisture of laves when they Wheeler, with his hard fingers grip- than mine-ought to be uf the throtreach the surface of the earth, and is ping the throttle, potsessed the grim themust abundantly developed in lavas of determination to make up the loss. Which was as far as "Dad" Wheeler, rhyolitic composition. It! may, how- The railroad line, on its winding route veteran engineman, could get. He felt ever, be exceptionally produced in to the divide was a succession of the touch of a firm, strong hand on his connection with any effusive rock, and curves. Around these the mad monster shot like some demon, bent, on described in respect to its shot like some demon, bent, on described in the composition into rhyolite struction. The black oil smoke that poured from her short, thicketick, was firement told him. "I'll be with you off Jones—"Perhaps, my dear, sho just see the sunsets in the cast."

"Ah," said Swankley, "you should him. "I'll be with you off Jones—"Perhaps, my dear, sho just see the sunsets in the cast."

"Ah," said Swankley, "you should him. "The black of the commercial product comes." Most of the commercial product comes caught like a vell in the sweep of the when you appear before the chief. wasn't yawiling -- she might have went-

The Bree Bress' Short Story

"A New Hand at the Throttle"

DENNIS IL STOVALL

gave the impression of a great bulldog that had been running too hard. ongineer had witnessed the develop- order! Stop 'er-and back up-" the suny little wood-burners with their grotesque funnel-shaped smokestucks, to the modern steel monsters ing a representation of Etruscan of tremendous speed and power. Likeyoungsters engaged in this pleasant wise he had seen the growth of many of the company's servants from care-The gonius of that great scientist, free boys who remped and "played Snatched by the wind, it would have pensive, but valuable sources upon honor and responsibility in the rail-

object of entertainment for thousands of No, 4270 tightening the valves and Reverse on turntable, serve helper on a ration composed of ground oats, ers until it began to seem that the of years and has claimed the attention shutting off the oil flow. Like all the Fruit Special, southbound." locomotives of the P. & O., the big There are ticks almost innumerable mogul was an oil burner. And like ult "cub firemen," advanced from the bles. At the same time these tricks switch engine or the roundhouse to u

was industriously attentive. terror, of every "cub" who had to it-"

of the soap bubble, it should be stated growled at Vick, when he sheerved yelled. "Give me that order!" " In the first place that the surfaces of the youth shutting off the oil flow. ... Head it-lke-read it!" Vick Alli-"You must think we're going to lie son repeated. "You've bungled it, Ike, here a week." He leaned over and We were to wait for the gravel train! gave the pressure gauge a keen glance We'll bump into 'er-sure-if we don't of his sharey-browed ever. "We stop!" out of his shaggy-browed eyes. "We stop!" will need twenty pounds more steam | Either the young fireman's frenzied

and air blown through from the mouth of these things. Likewise he knew it to open the yellow paper and look at it into the solution. This pir takes a would be three-quarters of an hour again. It required but a brief moment spherical form, and being lighter than or more before they reached the turn- yet it seemed an ugo to Vick Allison, the liquid that encases it on all sides, table and began helping the fast realizing as he did that the moguli begins to rise toward the surface. freight. But he did not argue the might collide with the oncoming gravel The liquid offers resistance to this matter. Some "cubs" had tried that train at any second. progress, and so the air bubble is with Dad Wheeler and found it to Brief us was that fleeting period, flattened on its upper side, that is, in be both futile and foothardy. Yet it while the engineer fixed a studying the direction in which it is moving, required a full measure of Vick Alli- gaze on the order, it was long enough

proaches the surface it moves more Old Ike had been unduly critical fluttered again from his fingers, to be

face of a running stream are merely Dad Wheeler may have been think- invariably carried it—he did not look leave the passengers. They were for thing to have anacrobat round the tiny air bubbles. The scientific reason ing such thoughts again as he put a at its face, but turned it over-and saving themselves. But no British place." for soap in the blowing of bubbles is calloused harm on the throttle of No. held his eyes on those beatly engraved crew would ever do that. They would Old John Derby got up from his that this substance gives a viscosity 4270 and gripped it hard. Possibly letters and words. Then he reversed be the last to leave the ship. When chair. "I never see such liurs!" he to the surface of the liquid not to be he wanted to determine if he had as it on his paim, and caught the time. every ship which left harbor was in snapped and went out, slamming the obtained otherwise. When plain water much strength in those knotty fingers Instantly he jerked himself erect- peril from submarines, the sailors, if door.

the bubble therefore is too thin, and looked up at him again, the engineer ing mogul, having whipped round a could not have been saved if they had the interior air instantly bursts was asleep. He was certain of this, curve, straightened out on a racing lived by looking after Number One. ing confident he would arouse in due the red-and-white staff of a switch- Newbolt called "Craven." Craven was thinkers usually have grey eyes. In a man woke with a start, jerking him- this was the maw of a tunnel. The fleet in the Civil War. His ship rolled self erect. After a furtive glance lifted block signal gave warning that a over, and in that hour of peril, when through the cab window, he pulled his train already had entered from the panie selses men, Craven was calm and The why and wherefore of bubbles watch. Straightway, a look of un- other side.

having been thus explained, the several easiness came into his eyes. From "Stop 'er! Vick-stop 'er!" It was tower the pilot of the ship and Craven tricks herewith outlined, will be the another pocket of his jacket he brought "Dad" Wheeler's voice this time, that met; it was a question of seconds. a thin, yellow slip on which the dis- shouted the cry-u voice, deep-toned .One could be saved and one must A good clear soap of medium grade, patcher's orders, given, him at the and hourse, such as is used for ordinary washing division point, were briefly typed. He With the quickness and the alert- three words: "After you, Pilot." The purposes will be found best suited consulted the order a moment, and, ness of youth, the "cub fireman" clos- pllot went down the ladder, and Cray-For the solution. After thoroughly straightway, a scowl clouded his ed the throttle and applied the air. on died. rubbing this in the water until rich wrinkled face. "Jumpin' snakes!" he A sharp report followed-then the litt we shall have to deal somehow suds has been formed, take a spoon or ejaculated. "I've been asleep! Never screeching of brakeshoes as they bit with Number One: he is always assertladle and carefully remove every par- did a trick like that before!" Then at the flying whoels. No. 4270 stop- ing his claims; he wants the bly prizes ticle of foam and lather from the sur- he shouted, "Vick! Jump out, cubby bed with a suddenness that hurled and the front seats; and if we want

a pipe, a straw, a funnel, and a wire use! What have you been doln' all the heavy locomotive came to a half we'll roll out-' blower may require, or his ingentity .- The fireman started to speak a pro- Vick Allison was the first to get

Properly equipped with uppartus angelly. He was very much awake the gravel train pushed out of the terms." cution of his various tricks or fouts, their overhanging brows. "You young its long line of heavy-laden cars. ouls get the notion you own the line." When the young fireman climbed playing our games. Then we do not minutes," Vick Allison said. "I don't know how long I slept,"

down and open the switch!" . . one may with a little practice succeed. The fireman felt as if he were open- the neatly ougraved message of token ing the gate to certain disaster when und esteem: "To 'Dad' Wheeler-From bubble, upon the said ring, this feat he slid down from his place, and leap- Those Who Love Him." ing off) ran shead to open the switch. He looked up, and on his rugged

This feeling graw upon him with over- face there came an expression both whelming certainty when old No. 4270 and and pathetic, appealing and kindnosed off the siding and put on the ly. "We'll wait, here ten minutes, that many of us make," said a famous main line. After closing the switch Vick," he said, speaking in low tones, man to the writer; and then he gave Vick had to nake a swift scramble "and then we'll roll on over the divide the following list:

Wheeler had been influenced by an spended, touched by the vetoran on- things that cannot be changed or coraberration of mind, and he hoped he gineman's tone of infinite tenderness. rected. might correct this before the mogul For the voice of "Dad" Wheeler just 3 .- Insisting that a thing is imposl'umice te an effusive igenous rock, ed to speak, but Dad brushed him saide. roader.

rushing wind, and spread over the What's more, I hope my record may od to say something."-The Hydney sun always sets in the west in this or-

NOINE No. 4270, after a swift The young fireman was tossed like took the siding at Hooper, a his senses seemed for a time to utdiminutive hamlet in the Canyon terty desert him. All his training, all Mountains, Here the huge eight-wheel- his customary sureness and polse or was to wait the passing of a gravel seemed to avail him nothing in this train, and later proceed over the divide strange and desperate situation. In a and meet the West Coast Fruit Special few moments he regarded control of serving us helper in boosting the long himself. He knew full well that the string of refrigoratory cars over the seconds were ditting by fully as fast us the rearing mogul was tearing up

With her air numbs breathing slowly, the grade. And every second brought and in regular cadence, the big mogul No. 4270 closer to the encoming train.

> gineer let go his grip on the throttle to the grain ration. to make another protesting thrust at | Other sources of mineral matter

He had to be strictly on the job ed. Vick crossed over and thrust the feeder; lot 3 being fed tankage; lot 3 ing, just to keep his muscles limber. when firing for Dad Wheeler. Though fluttering bit of yellow paper near the meat meal; lot 4 fish meal; and lot he'd go down to the provision cellar as gentle and kind as a little child engineman's stern face. "Ike! Ike! 5 meat and bone meal. when off the road, old Ike was crusty You've bungled the order!" he fairly 'During the first period of 60 days it up over his head at arm's length enough when on duty. He was the shricked. 'Take a look at It! Read on the above ration the hogs consumed ten times. Ten times, mind you! And

fellows came under his tutelage, that look at Vick. Once again he let go he had been a "cub" himself, once his grip on the throttle, snatching the allp of crumpled paper from the fire-

pleading, or "Dad" Wheeler's uncer-The young fireman was well aware tainty induced the veteran engineman

hand trembled, and the bit of paper gripped. There was a touch of pathos script, were the words: "To 'Dad' One.

After a few minutes the old engine- border of the right-of-way. Heyond which headed the line against a robel

-and open the switch! We should both occupants of the cab against the to go through life with honor we shall have pulled out of here ten minutes forward window. Grouning, sliding - have to put him in his place,

from the siding switch.

The youth was certain that "Dad" the oil food. "All right, Ike." he re- 2.-The tendency to worry about proceeded very far up the track. Once now was more like the voice of again, on gaining the cab, he attempt - child than that of a hardened rail - complish it.

"Listen, boy," the ongloor resumed

the seeding engine's wake. . be as good as yours when-well-" he Bulletin.

his gure and looked at the bright

and well enough to get a watch like Ontario browers, and distillers whe have been hundleshood in their lique MEALB FOR BACON HOGB

The availability of inheral mutt for the proper nutrition of hoga is of vital unportance and the normal de mand for such in the development of frame and also in the functions of the vital processes if strikingly upparent when such is lacking, more particularly with young growing plus and Attorney General's Department sires The lack of up adequate calcium

or-phosphorus supply is not immedi. missioners, as to the unfairness of a Alverton, the division point, pitching cab. Both his strength and ately apparent, but after a more or less distillery to ship by rail or water I prolonged period such a deficiency will be manifested by a general debility and lack of tone in the unimal and this followed by decreased production. Of all classes of live stock hogs soffer more frequently because of their inability to utilize bulky roughnges. these roughages being a fruitful source from which to draw sufficient mineral constituents to maintain the body requirements. The cerent grains are of 6 p. m. and 6 a. m., with the follow in calcium and unless this con-Once again, and with renewed de- stituent is supplied from another termination, Vick climbed up to the source such a ration may be found un-For No. / 4270 was built for power engineer's seat. "Dad" Wheeler ant untisfactory, if beed exclusively. The License Board or to the local license rather than speed; On the righthand like a man of fron-his bard hand grip- addition of succulent feeds, such as inspector, at least three hours in adside of the cab gray-haired ike Wheel- plug the throttle, his right elbow on roots, beet pulp, molasses, etc., and or, familiarly known up and down the the open windowell, while he leganed also leguminous roughages, such as line of the P. & O. as "Dad" Wheeler, with his face in the rushing wind, clover or atfalfa hay, is necessary, besat humbed ut his place. For more streight ahead. Vick Allison cause of the mineral content of these address of the consignee; the number yours than most of the younger rall- clutched his sleeve, but old the paid feeds, among other reasons, and such of cases of liquor, the quantity and roaders could somember, Ike Wheeler no heed. "Ike! Ike!—stop 'er!" the cannot be too strongly advocated for kind, the name of the carter or carrier, had driven an engine. The veteran freman yelled. "You've misread the winter feeding, and when pasture the route to be taken and the destinacrops are not available. Milk hyspro. tion. "Got down, you scared cub!" 'For ducts rank high as sources of mineral brief portion of a second the en- matter, and are a valuable supplement

> the youth. In doing so, he released such as bone meal, meat meal, tankthe bit of yellow paper that it was age, ground limestone, rock phosphate, his custom to clutch in his hand. fish meul, charcoal, etc., are more ex-

Opening the solled sheet, the fireman should be supplied has not been destaggered over against his own sent, finitely determined. With the object and road the term order: "Fast time of obtaining some information on this had turned to feats of strength. Story "Dad" had seen grow up from a tod- to Hooper. Take siding. Wait south- matter, therefore, five lots of hogs, after story recounted the prowess of bound gravel train. Proceed to Divide. totalling in all twenty head, were fed grandfathers and of great-grandfathe I parts; ground barley, shorts and men of to-day were puny weaklings The youth knew by this that "Dad" middlings, each "I part; and oil meal, by comparison, Wheeler had made a mistake. Un- 7 per cent., supplemented with skim- Old John Derby capped the climax doubtedly the engineer believed he had milk. Lot I was used as a check with a tale about his uncle. "Uncle "run on the much line," Vick Allison slept for a half hour or longer instead on the other four lots, each of which Poster," he said, 'was the strongest

5.53% of tankage, 0.45% of most most, he kept that up even when he was an serve under him. Somehow, gray- Ike. Whooler drew inside. An ex- 4.72% of fish meal, and 3.51% of meat old man. Fact is, he died while he haired lke seemed to forget, when pression of intense anger was printed and bone meal and with the exception was exercisin one morning. Died just these ambitious. atriving young on his deep-lined face us he turned to of the last lot made, .03 to .1 of a when he had the barrel over his head. pound greater daily gains per hog than His three sons had to climb up on the check lot. Lot 5 made a slightly stepladders and lift it down out of his lower galir than the check lot. These hands. Had a terrible time." "Don't 'cut 'er down too much!" he man's hand. "Give me that order!" he results indicate the per cent. of these In the silence that followed the yarn mineral meals which the hogs con- Mr. French, a retired business man supplemented with skim-milk. They cleared his throat. "I'll grant you that ulso indicate that the hogs which were the old fellows were mighty men," he gain in weight, the check lot requiring Walter Green, my hired man. meat meal lot 1.79 lbs., the fish meal shingling the barn. He had a ladder 1.96 ma, and the beef and bone ment against the caves and was carrying up 1.83 lbs. of meal to produce a bound a keg of nails; it was a full keg, but

of gain, while the milk consumed was he'd opened it on the ground. Well. average of 4.88 pounds for the mineral sotting the keg down when he began fed lots per pound of gain produced .- to silde. His foot struck the ladder W. G. Dunsmore, Assistant Animal and knocked it over. He know that

until, finally, it is unable to get out he had a hint of the underlying cause of the way of the ambitious air bubof the way of the ambitious air bubble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when this air bubble is eran railroader made to snother "oldble. Hence, when the ship is sinking the captain while he began to get tired. Much as very near the surface, it carries the timer" the evening before to the effect gift, and a token of esteem from his does not look after his own life first of the hated to let go of the nails, he thin tension surface—or film of liquid that "a new hand must some day take host of fellow-workers, and friends." -up with it in the form of a soap the throttle" which he so long had On the back of it, engraved in neat That is the honorable place of Number

of the chamels holder in which he the boat-there was only one-and have raised his pay. It's worth some-

bar, with a siding leading on to one the captain of an American monitor, die. Then Craven spoke and said only

There was once a Teacher, who said selves." He did not mean that they

this while, anyhow? Jump lively- with her pilot less than two short yards to Ills friend, "You must deny yoursuggest, may be udded to these for test, confident that the engineer had on his feet. Helping the engineer or butter with their broad. He mount and fond of pleasure, but looks after the performance of additional tricks. misread the order. "We shouldn't back into the seat, the fireman clam- that they were to put Number One in her husband's comfort rather than her The more numerous, the greater their leave yet, lke. The gravel train has bered down and sourced forward. The the right place, to look at Number One own, and is an agreeable, lovable crossvariety, of course the more pleasing not passed. We are to wait till-v lone engine rolled of the main line and and say,. "I have nothing to do with ture. "Jump out!" old Ike interjected out of the way just as the engine of this creature; we are not on speaking Brown eyes are the most beautiful now, and his eyes flashed from under tunnel and came snorting by, drawing . As a malter of fact, we should think fact. Notice the people you must in

of ourselves always as when we are the street wearing eyeslasses; in very "You weren't usleep more than ten back into the cab, he discovered the play for our own hand, but for the beautiful brown eyes. gray-haired engineman, sitting with side. All through life we can either one hand on the throttle, the other look after Number One or look after herolan, and are capable of making of watching the irridescent shapes take of watching the irridescent shapes take of making the watching the watching the watching the watching the irridescent shapes take of making the watching the w time we were rolling out o' here. Hop if the face of the watch on which or points; everywhere and at all times a trace of diabolism in their glances, Ike Wheeler directed his gaze-but the true children of mon live for their and this has a potent attraction over

aible-because we ourselves cannot no-4 .- Attempting to compel other per

sons to believe and live as we do. - &- Neglecting development and re-Agement of the mind by not acquiring the habit of reading. 6 .- Refusing to set aside trivial preerences, in order that important things may be accomplished. 7.- The fatture to establish the habit

of saving money.

Mrs. Jones-"Yes, John, as I was the Cannibal Isles: 111s friend, Martin,

Amendment to O. T. A.

timepleco-"when I have served long Brewers and Distillers Allowed Limite Use of Highways outward sources. -- Sponser.

> shipments, due to a clause in the Carriage of Liquor Act, prohibiting the use of the highways for transportation purposes, will benefit mater lally from an Order-hi-Council which was passed at the Parliament Buildings These manufadturing interests have been making representations to the the original regulations were passed last year, by the Hoard of Liquor Com-

> forbld the use of the highways to those establishments which were no on a siding of near the water front. Their plea was that the regulation According to the new regulations the highway except between the hours

they happened to be close to such, but

Only a licensed carter or a convey ance owned and operated by the browory can be used for transportating liquor. All the benefits of these new regulations will be withdrawn immedlately following any convictions under the Onturio Temperance Act.

of the few minutes his eyes were clos- was fed a mineral meal in a self- man I ever heard tell of. Every morn-

5.38 pounds for the check lot and un he got up on the roof and was just over the ground, and he'd have to pick 'em up. He didn't know what to do All the white he was sliding. "It happened that he was right over

WHAT YOUR EYES TELL

Real grey eyes are uncommon, und eyed folks ure, us a rule, intellectual If your eyes are dark blue you will prove u devoted friend and be honest.

humor good with dark blue eyed; in fuot, a downright possimist is seldom Light blue oyes, on the other hand, hus the sight that lastes the longest

A huzel-eyed woman can usually

mon's hourts; brown eyes are always mysterious, clusive and secretive. Round-eyed persons see much but hink little. Narrow-eyed persons see People with large, eyes are clever and untorous, generally highly strung.

VALUE RECEIVED

A young man, having found the wal-My time is worth a dollar a minute." "And so is mine. Here is a wallet you lost yesterday, loss pay for an hour's time which I used in waiting to see you," the young mun replied us he extracted sixty dollars from the

ORDINARY BUNSETS Mr. Hwankley had been a great tra-

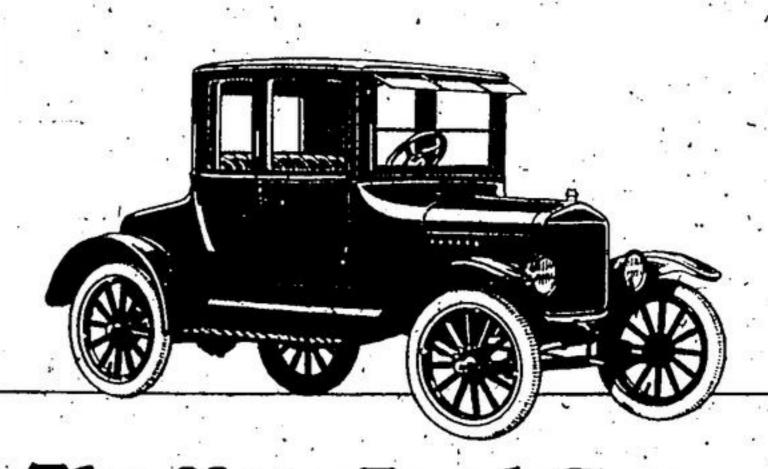
Ryerybody reminded him of something

wallet .- Blovens Tech. Blone Mill.

GEMS OF THOUGHT

There is no grace which is more imoult to feel and appropriately disTHE ONLY REAL DAY

terday, to-morrow and to-day. The trouble is that yesferday and to-mor low take up far too much of ou thought and to-day is despised and almost ethowed out. Yet to-day is ou mly real day.



The New Ford Coupe

An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe. The body lines follow in one graceful sweep from the new high radiator to the "Turtle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages. Upholstering is luxuriously deep both in the seat and back, the covering

being of rich brown broadcloth with mahogany stripe. A recess shell is provided behind the seat, for parcels. Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk

poplin shade in dull silvered mountings. The windshield is surmounted by a broad sun-visor, which protects the

As a handsome and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.

New Ford Prices

Forder Sedan, \$895 Coupe, \$665 Electric Starting and Lighting Equipment Standard on these models. Touring Car, \$445 Runabout, \$405' Truck, \$495 Electric Starting and Lighting Equipment 385.00 extra All prices Lo. b. Ford, Ontario. Government Taxes extra. All Ford models may be obtained through the Ford Weekly Purchase Plan



H. A. COXE

Acton

Ontario

TELL THE WORLD

John Wanamaker said, "To discontinue advertising is like taking down your sign. If you want to do business, you must let people know it.' I would as soon think of doing business without clerks as without advertising." And Wanamaker knew what he was talking about. The enormous business he has built up is ample evidence of the correctness of his principles.

At-is just as important for you to advertise as it is for him. Size has nothing to. do with it. The mere fact that you may be a neighborhood retailer of no great size does not signify you have not something in the way of service or convenience or price that your neighborhood should be told about. In fact, such a location makes advertising of some sort all the more essential=

No big business was ever built by "hiding its light under a bushel." Your competition is keen. You may not have a newspaper in which to tell your story. Then you will have to devise some other means to keep your story going the rounds. No set rule or method can be set down---you've got to work it out to meet your own particular competition. Letters, circulars, telephone calls, personal visits, movie slides, sample distribution, store newspapers are but a few of the mediums possible. You may be able to think up something much better.

And don't think you have nothing interesting to talk about. Look around and you will find any number of things you do that your competitor does not.

Let us Help You with Your Advertising Problems