THURSDAY, JANUARY 15, 1925

Work brings reward One day, and one day, and so the years

One day, and one day, and so the

One day, and, one day, and, so Snow crowns the hills where the gre clouds descend, ---Colors of the moon in the twiligh

One day, and one day, and so the sands One day, the last day, and all the days -Prof. James, in the Boston Herald

THE REFORM OF THOMAS

Mrs. Niblick was skilled in a kind of marital alchemy, an art possessed like virtues. The Chicago News tells that it was spontaneous. As soon as the Niblicks returned from their honeymoon trip Niblick's mother took the bride aside and apoke to her con-

"Perhaps I should say nothing at all, my doar," she said, "but my motherly affection for Thomas does not blind me to his faults; and there's no doubt about it, he's the most disosophically, and try not to reform him. I've been trying to do that over since he was old enough to run alone." The bride looked thoughtful. 'T'm

noticed that he was careless." "He'll soon show it," said the mother. bogan to manifest itself. He came in view of a modern turbine. As soon as what was really only a few minutes, he shouting for joy. "Thank God, I've year. one evening and left his hat on the they had donned their rubber boots dining-room table. When he sat down and heavy coats, they threw back the top of the pipe. Swimming franti. But I realized that you would never table, looked aweetly unconscious of the penstock rose a huge standpipe,

"I was wondering." know enough to hang a man's hat up so hard that the workers had to have 'I told her never to disturb any of

your personal belonging, dear. Didn't "I meant to hang it up on the hall rack as I came in." "That does soom rather more suit-

able for it, doesn't it." Niblick laughed and hung what he had discharged on the floor from the other end of the pipe. of his dressing-room. When, on the

absurd! Have you never seen that conversation, he would start and cry, hamper in the closet? That's for "What's that!" nolled clothes, dear." ...

two weeks on the library clock before from the inside,". Lee demanded Niblick removed it. Meantime articles "How could we get out quick enough?" were accumulating on all sides-news- Just then Jay spened the manhole paper clippings, theatre-seat checks, and shouted gleefully, "Caught another and drilled his helpers for their ro- it's time I imported a little mercy into burned match-ends, . torn envelopes. | one!" golf sticks, and so on. Finally, when The his smoking jacket was found only "Caught another one! Caught another after a long search, Niblick declared one " until, from the far end of the that the domestic's ideas of tidying up pipe, came the hollow echo, "Caughtwere those of an idiot. "The apart- caught-caught another one!" ment looks like a dump heap," said he. "I guess I'll get out for a while," "There's a division in your closet for said Lee in a queer voice, "I don't feel your smoking jacket," said Mrs. Nib- like working to-night, somehow." lick, "but if you prefer to hang it on a Holding up the tallow candle, Rob door-knob. I've nothing to say." . Niblick immediately owned that he staring, and his breath was short. Rob

things? I just forget, you know." . wheel case for the first time. "You'll learn to remember, perhaps. "All right," he said. "I can easily You are systematic enough at your finish what there is to do. You go up

"As for speaking to you," said Mrs. let the penstock fill." Niblick, "your mother tried that for Loo rattled the cover and, when Jay umber of years, I understand opened it, quickly scrambled out. But don't let that worry you, dear. You shall put your things exactly where you please: Only, no one will lok them up after you." liblick is now loarning fast.

THE TRAGEDY OF A SOUL

famous "Last Supper" of Leonardo de balance. Clawing desperately to re-vinci. Like every masterpiece, the gain his hold on the concrete floor, tality among dressed turkeys was among the thoughtful and kind. painting required many years of patient he fell twenty feet to the pool below! very large this year." labor; and as a result of that labor, it Fortunately, the water was shallow is perfect in its naturalness of express- where he struck, and also he was in no ion and sublime in its story of love. | danger of drowning; but he got a In addition to those qualities it has masty blow on his head and shoulders, an incident in its history that contri- and lay half submerged and unconbutes not a little toward making it the scious on the concrete bottom. great teacher that it is.

countenances of good men whom he turbines. When the last set screw was are gone. the painter happened to meet one Out! Out! Open up! Open up!" quisite voice, belonging to the Cathed- articulate sounds and means, but no -- All your work is going to be judged

ed the boy to be the study for the hole the automatic catch tighened. painting of the face of Jesus. about in search of a countenance that attract Jay's attention. might serve for the face of the trait- Immediately a cry came down the Boeretary Poot was one of the hard-or. Some years, passed before his penstock; "All right!" to- est men in Washington to get news about to dismiss the miserable and Jay.

before." Horrifled and dumb with the hammer on the pipe; he was chilled he was constantly beseiged for news amazement, the painter learned that through and anxious to get back to the on this point. the man-was Pietro Bandinelli. During stove at the power house. So he lost One day he cautiously admitted that those intervening years, Pietro, had no time in opening the small filling the British government had asked if was no fourth! Dor was jes' three with evil companions, and given him- Rob heard the rush of water as it able to the American government as solf up to drinking and gambling, had entered the great tube and shouted in successor to Sir Henry. fallen 'into shameful dissipation and sudden terror. Again he beat on the "Can't you'tell us his name?" asked orimes. The face that was now the cover, only to fasten it still tighter! the reporters,

model for the face of Judas, had once The rush of the water became even "No." replied Mr. Root. The British been the model for the face of Christ. louder, and he could feel the heavy foreign office wants nothing said about day with her grandmother. Every-

The Acton Free Frees & Indiana Company of the Acton Free Free Company of the Acton Free Company of the Acton Free Free Company of the Acton Free Free Company of the Acton Free Compan

The Free Press Short Story

TRAPPED

By CHARLES A. HOYT

water wheel. For an hour it him. that the whole building trembled, and and the incline steep; he could scarce- prison." through the cylindrical wheel case was boots, and so he quickly pulled them

if the trouble should become serious. filled the wheel case and pipe bekind The long hours of the afternoon fin- him; the spray and spume drenched ally came to an end, and with a sigh him to the skin, The short journey over, the long rest of relief Rob shut down the plant. He still fought blindly on in the Lee shut the head gate, so that Rob of pipe that lay between the dam and

Rob was very much disgusted ovortime on the big water wheel he had missed the last two "hikes" of the Mohawk club, and to-night, indefects were converted into something stead of going on the club's annual sleigh ride, he would have to spend of this transformation, which was so balf the night inside the wheel case. easy that Niblick's family thought It was very fine to have full charge of sight more welcome to him. the power plant, but it meant respon-

> Trying to forget his disappointment helpers, Lee Powers and Jay Draper too late. were already there. Jay's only duty As he swam desperately to keep prison paller intensified with fear. He was to hand tools through the manbole himself affent in the ley water, Rob tried to walk erect, but Mr. Gordon while the other two worked inside the looked longingly at the circle of light thought of the lock-step. It was cylindrical wheel case; and his only high above. The water was so cold and strange, he thought, that he had not white man, for the pipe so high that he dispaired of noticed these things in the beginning, white man, for the divers dive for a pit beneath. Jay already had the traploor in the concrete floor open, and his line was in the water.

sibility and work.

Lee was impatient to get inside the three feet of fce-covered wall? Shortly after, Niblick's carelessness wheel case, for it was to be his first hinged cant-iron cover to the manhole cally round, he began to look for some have taken me if you had known. You and crawled in. It was a drippy, avilsmelling place. A short distance up He had ralmost completed the circle, did a dishonest thing. You can't un- "What's in a name?" does not apply the purpose of which was to act as a means of controlling the pressure of the water. It was empty now and had side had been bolted to the steel. the effect of a chimney. The cold "I should think that a girl would December air blew in at the manhole

Jay sat near by and opened the cover to hand in tools whonever the men inpide needed them. And whenever he made a catch he opened the die, and to, refting his teeth, he going to give you another chance. No The Bible is no longer the one safe cover and shouted the news; his voice clambored over the edge of the great thanks now. Get back to your work. source from which names may be reverberated up the mile of steel pipe, pipe and stood on the iron ladder, more Hold up your head. Act like an honest drawn, David and John and Mary and and the echoes threw it back and forth than a hundred feet from the ground. | man. - I'll trust you till the first time | Benjamin and Ann have still a firm his from the angles until, hometimes a hat. But when he changed his linen minute afterwards they would hear, that evening to go out, he tossed "Caught another one!" apparently ground. He dared not put all his Gordon meditated. Lee was uneasy. He thought of following evening, he found it in the being wedged in there in the masame place, he told his wife that the chinery, with that tremendous force locked up in the pond and only the ground. "Cortainly it has," said Mrs. Niblick. gate to hold it back, terrified him. Oh, is that why you thought so? How Sometimes, hearing an echo from their

Niblick picked up his things and not persuade Lee that they were safe. Jay up through the trap, and after so hungry for a chance to be a man, "What if some one with a grudge After that a cigar stub remained for against us should open the head gate

booming echos repeated when they made repairs.

looked at his helper, Lee's eyes were was an untidy brute. "But why remembered that he had felt the same haven't you spoken to me about these way when he had gone inside the

to the head gate, and when you hear "I have to be," said Niblick, ingen- me give three knocks with the hammer on the steel, open the little gate and

"I'm going to open the gate," he said to Jay, we're most done." Jay was disappointed; trout did not often bite as well as they were biting to-night. Determined to make the most of the time that was left, he put on his choicest bait and dangled it before geaulky fish that lay in the desper water near the shadow of thhe wall, old monastery in Milan, Italy, is the door and reached for out, he lost his

Inside the wheel case, Rob worked It is said that the artist, in painting busily for half an hour, levelling the sitting, and attending to those things the faces of his Apostles, studied the long shaft that bore the two bronze you think are so important when you

knew. / When, however, he was ready tight and locked, he drew a sigh of You may adopt all the policies you to paint the face of Jesus in the pic- relief and rattled the lid of the man- please, but how they will be carried ture, he could find none that would hole as a signal to Jay to lift the on depends on him. satisfy the conception; the face which cover. No response! Rob remembered | Even if you make leagues and treatwould serve as a model for the face of then that Jay had not put his head les, he will have manage them. Christ must be dignified in its sim- inside lately; he rattled the lid lustily plicity, and majestic in its sweetness, and shouted. The echos repeated his states and nations. After soveral years of careful search, cries a hundred times: "Let! Let! Let! Pletro Bandinelli, a choir boy of ex- The words were jumbled with in- universities and corporations.

ral. Being struck by the beautiful sign of life or movement came to him and praised or condemmed by him. features and tender manner, that be- from outside. Moreover, every time Your reputation and your future are spoke an angelic soul, the artist induc- that he rattled the cover to the man-Rob supposed hat Jay had become so fate of the nation and of humanity is All was done most carefully and completely absorded in his fishing that in his hands. reverently, but the picture was, yet he had forgotten his job. Not think- So it might be well to pay him some dance of fresh hay awaited her. incomplete, for the face of Judas was ing for the moment of his prearranged attention.—Reading Bulletin. absent. Again, the painter, with the signal with Lee, he seized his hammer zeal of the true lover of his art, set and beat on the sides of his prison to FIRST OF "TWENTY QUESTIONS"

search was rewarded and the picture gether with a confused jumble of eches from when he was pot roady to talk corn was to be planted, and at harvest finally completed. As the artist was from Rob's hammer and his cries to No amount of quisaing could draw time the renter was to receive onedegraded wretch who had been his Lee, lying on top of the dam in the thought the public should not have during harvest time, he asked: nwful choice, the man looked up at keen wind with his ear to the vent, had During the uncortainty regarding the him and said: "You have painted me been glad enough to hear the blows of successorship to Ambassador Durand the corn??"

and; alas! how often it has been re- Throwing down his tools, he ran up "Can't you at light toll us whether dainty and unexceptionable, but on poated. The soul that has lost by sin the steep incline of the penstock to- he is now in the British diplomatic this particular occasion the little girl the innocence and beauty that God ward the standpipe, which stood a service?"

OB PARKER walked restlessly must reach the standpipe, he told up and down in front of the himself; before the water reache!

had been vibrating so hard . The Inside of the tube was slipper he guessed that the shaft running ly make any progress in his rubber ers, a boy just out of high school who and feet. When he was about halfway know." was learning the business, stood by up the steep incline the water met

As soon as the machinery had stopped, pitchy darkness, for he knew that he had only a few seconds in which to

his extraordinary - run of bad luck and bleeding and his nails broken from lately. Because he had had to work clutching at the lapping seams of steel, carefully inside." His breath came in laboring games. Throwing off his coat, he scrambe frantically onward. Suddenly he felt a draft of air sweep past his face lift. looking up, saw high above him a

As he paused, the oncoming tor rent suddenly filled the pipe, and he felt himself swept up into the standat missing the sleigh ride, he started pipe. If he had relaxed a fraction of back to the power house after supper. a second in his effort to reach that whom I can trust." When he arrived at the plant, his point of refuge, he would have been

holding out until it filled. Then suddenly he remembered with sickening know why you have called me. I which the European looks for his sure dread that the ton of the pine was know what that man told you. It was profit. The pearls themselves form the "I don't, care how long you work." The water, of course, would not rise have expected it every time the door to his lot.

came gently to a stop three feet from found a chance to be an honest mun! hold on the smooth side of the pipe, are a just man. You probably never and was ready to give up in despair, derstand how a man could steal, and to the christian name of a new baby. when he came to the place where the yet; do right next time. I knew it The family councils over the choice of ladder ran up the pipe on the out- must come. I wanted to tell you, but it may well be serious ones. Ec-The bolt ends stuck through for more than an inch. Quickly seizing unmoved by the man's despair. one of them with his numb hands, he pulled himself up and clutched the top I had known I never should have hired named "Amandar" by his griof-stricken

For a moment he stood there, nerv. you steal." ing himself for the climb down to the The bookkeeper went back, and Mr. atlon of the good folk the world over.

When he reached the newer house lan't for a thing like this?" working over him for half an hour I just couldn't help it. succeeded in rentoring him to consciousness. Then all three warmed

themselves at the fire. After that, Rob carefully coached

AT THE CONSIGNEE'S RISK

dealing. It was a habit with this firm tested his religion in a new place, always to demand, or at least request, some amount of discount from the original bills presented to them. They dealt for several years with

Rhode Island farmer who sold them

make the concession requested.

WHAT IS A BOY

He is a person who is carrying on what you have started. He is to sit right where you are

He will assured control of your cities. He is going to move in and take over your prisions, churches, solicols,

All your work is for him, and the

from him information which he fourth of the yield. Meeting the negro

a certain Englishman would be accept- loads, and dey was mine."

gave it has in the story, the reflection short distance behind the power house. "No," said Secretary Root, gravely, "Grandmanima," the standpipe towered one hundred and if you wish, whether he belongs to "Hallbut, my dear."

ANOTHER CHANCE

Mr. Gordon wasted no time in busito face with the new bookkeeper, and gives his description of the diving: there was an evident, although ellent and embarransed recognition, which Mr. Gordon noticed.

He turned it over in his mind several times while the tailor was measuring always goes with them in order to him. As he replaced his coat, and the keep an eye upon the shells, to re-Gordon said to him:

"I want you to tell me what you (now about that man.". "I hate to tell you, Mr. Gordon," naid the tailor, and yet I think I ought. That man is a convict. He stole from swims into the depths, his limbs show-

"Thank you," said Mr. Gordon, "Nothing is to be said to any one else,

he sald. "In a business like mine I his head tears through it, and his burstgain the standpipe; at almost any in- can't have any one around that I can't ling lungs, expelling the imprisoned air, stant the torrent of onrushing water, trust. And yet it's a little hard, if draw in the breath which they crave constitutly in volume, would complete the follow really meant to do better. in long, hard gasps. If the dive has ly fill the pipe. His fingers were torn I see now why he offered himself at been a deep one; a little blood may such low wages, and why he keeps so be seen to trickle from his nose and

> keeper came. The work was done with "Of course it is," he said to himself. But how long will it continue so? never can be sure what day he will diver is now lowering himself. break out again in the old-place. Business is business. I must have men

So be rang the bell. The new bookkeeper came in, his "Mr. Gordon," the man began, "I wage, and it is the mother-of-pearl to

I didn't dare." Mr. Gordon sat quietly apparently over will "make up" a name should "Jones," he said, "you are right. If Terry Cooke's little here, who was of the pipe. It burned like fire; the you, I've got to trust the men whom father, in an attempt to enshrine the fronty steel pulled the skin from his I employ. I can't afford to have men memory of the boy's dead mother fingers. But he knew it was climb or in my office I can't trust. And so I'm Amanda.

weight on his hands, which were stiff ."It wasn't at all what I meant to neme her daugther Keren-happuch or. and numb, but he found that he could say," he pondered. "When-I opened Keturah, or her son Bezallel or Meroslip-round each rung. Thus he slowly my mouth to answer him, it was with dach-Baladan, would be a strange surand painfully made his way to the the full intention of discharging him. vival of the taste of former times, But what's a man's religion for if it

and poored down into the wheel pit. "I looked at the poor fellow's pale he saw what had happened to the face, and I said to myself 'Yo have names suggestive of virtues still reluckless flaherman. With the aid of done it unto me. He didnt even dare Rob laughed heartly, but he could Lee, who returned just then, they got ask me to keep him, but his eyes were and Ernest, and even Faith and Pat-"I suppose I shall worry some now. No, I won't either! I'll give him an- shall not be eccentric, perhaps the

other chance on the level. "My religion has been all justice: spective jobs, and no fishing went on it. I'll 'take thought,' and add that names worthly borne by the men and cubit to my principal stature. Anyhow, women of yesterday. A respected I've given my word, and he shall stay." "Up to the present hour the hookkeeper remains, and with increased best woman I ever know," said a salary; for he has proved efficient and young mother to her husband. trustworthy, and Mr. Gordon says that, want, boby named after her, and

KINDNESS COUNTS

There are one-hundred and two perlive turkeys. One year they ordered sons in the world to-day who are sure A negro preacher down near San dressed birds instead, but it is evi- that kindness counts. They are the Pedro owns a mule with a highly efdent that the clerical force was not beneficiaries in the will of Joseph Bla- fective pair of heels and a loud but informed of the change. A week after agno, of San Francisco, who left two not musical voice. One Sunday mornthe turkeys were shipped the farmer hundred and fifty thousand dollars to ing. while the preacher was delivwas surprised to receive the usual be distributed among one hundred and ering the sermon, the mule persisted. complaint that four of the turkeys two persons, who had pleased him in putting his head through the winwere dead when they arrived, and the with little acts of kindness and dow and braying request that he deduct the price of courtesy. They are bootblacks, wait- The parson finally said: "Breddern them from the bill for the consign- ere, but boys, actronues, cafe owners, and sistern, is dar one among you all women in society, physicians, ludges, who knows how to keep dat mule "It is with regret," he replied, "that and many others. Many of the per- quiet?" I have to advise you that I cannot sons whom he remembered in his will "Parson," roplied a man, "If you he saw only once. That is an example will just the a stone to dat mule's tail "It is my custom to require all pat-of the memory side of kindness, an un- he she will keep quiet." rons, desiring live dressed turkeys to usual example, though even in this notify us in-advance, so we-may for Fealm, kindness counts wonderfully; ward them in heated cars. Owing to but on the social side of life and on Mouldering away on the wall of an But as he leaned down inside the trap- time, turkeys without feathers or in- than kindness? Nothing is more

HER ROOM WAS READY

Lady.. Constance Mackenzie, the British beauty, recently made a long trip through Toxas, says the Boston Transcript, in the course of-which she unstinted hospitality every-

Af one place a wealthy ranch-owner invited her to visit him, and shusnecepted the invitation. The owner of the ranch was determined to give his guest a fitting reception, so he telegraphed to his manager: Mackenzio collaing Make every preparation treat her rayally.

The manager had never heard of Lady Mackenzie, but as the business must be some fancy race-horse. The famous guest arrived the next day with her party, and found all ready. A clean box stall with an abun-

HIS MATHAMATICS

"Look here, Sam, have you harveste

"Yes, eah, boss, long ago!" "Well, wasn't I to get one-fourth?" "Yes, boss, that's the truf, but there

A PASSING THOUGHT

DEEP DIVING

The custom of Malay pearl-fishers ness hours. When he wanted a new is to anchor the ship on the oystersuit of clothes, the tailor came to his beds, or as near them as possible. office and measured him there, On The diving takes place twice dally, at one occasion, as they passed through morning and evening. In "Studies to an inner room, the tailor came face in Brown Humanity" Hugh Clifford 'All the boats are manned at morning and evening, and the Sulu boys row out to the point selected for the day's operations. The man in charge

suscitate exhausted divers, and generally look after his own interests. Presently a man lowers himself over the side, takes a deep, long breath, and then, turning head downwards, the firm I buy from. He's just out of ing dimly in frog-like motions until If the water be very deep, he is com-

out of level. His assistant, Lee Pow- off and scrambled along on his hands you understand, but I wanted to again, his face straining upward, yearning with extended nuck for the Mr. Gordon was a man of prompt air that he now needs so sorely. His the head gate in the dam at the upper him-a stream of two feet on the bot- action. His decision was immediate, hands cleave the water in strong, end of the penstock, roady to shut it tom of the six-foot pipe. It quickly and his impulse to put it into effect downward atrokes; his form grows was so swift that his hand was on the momentarily more distinct, until the bell before he thought twice. But be- fixed, tense expression of his staring fore ringing he stopped for a second face is plainly visible. Then the quiet surface of the sea splashes into a "Of course I must discharge him," thousand drops of sun-steeped light as mouth and cars. At times even the He opened the cash-book, and looked eye-sockets onze blood, the result of over the entries since the new book- fearful pressure to which the diver has

almost painful accuracy. Mr. Gordon He brings with him from the depthis road them through, and ran over the of the sea two oyster-shells, nover balances. It was all straight thus far. more and very rarely less; and when these have been secured helia helped back into the boat, from which another These men on occasion dive to the

depth of twenty fathons,-one hundred and twenty feet,-and although the strain kills them early, they are a cheery, hopeful set of men till such time as there lungs and heart give

three feet above the level of the dam. bound to come, sooner or later. I "plums" which may or may not fall said he, grinning and showing an over its source. Even if he held out opened since the morning you hired It is fascinating employment to -glad you told me," she said. I hadn't cleven-inch fish. "They're bitin to until the water had risen as far as 1: me. I saw your advertisement in the open the shells, when each closed could, how could he scale that last paper, and came to you, and it seemed bivalve may contain within it a treastoo good to be true when you employed ure on the proceeds which a man may

hold on the memory and the imagin-The remantic names of the eighteenth century have fortunately gone out of use. But the old-fashioned

main inspiring. Constance and Hope ience, sound a call to noble living, If the wisest negative counsel in regard to the baby's name in that it best positive advice is that the genoration of to-day shall, as far as may name gathers about it unnumbered associations. "Grandmother was the commission firm noted for its close as for himself, it did him. good, and then we will try to page on grandmother's virtues, in another woman, na well as on a tombstone."

DOUBTFUL HONOF



It's your smallest annual expense!

Do you realize that the smallest item in the family budget is the telephone bill?
It averages only I per cent. A careful study of families with incomes from \$1500 to \$6000 a year shows that food costs 43%, rent and taxes about 17%, clothes 13%, telephone 1% and

miscellaneous from 20% to Apart from the time the telephone saves everyone, the mind requires the stimuus of contact with the world, as the body requires vitamines. Isolation can-

not mean growth, Add a new interest to your life by calling some of them up to 1025.



The COACH as McLaughlin-Buick builds it

RONT seat passengers in the new McLaughlin-Buick Coach do not need to get out of the car to enable rear seat passengers to enter or leave either door-wider doors.

This is only one of the many improvements which the McLaughlin-Buick Coach, with its Fisherbuilt body, offers to those who prefer the Coach type.

No box-like corners-refined, graceful lines-body of heavy material-deeper upholstery.

Thirty and more improvements on Coach design, including 4wheel brakes, sealed chassis; automatically lubricated motor, Duco finish, are yours in the Coach as McLaughlin-Buick builds it.

S. V. KING

Georgetown

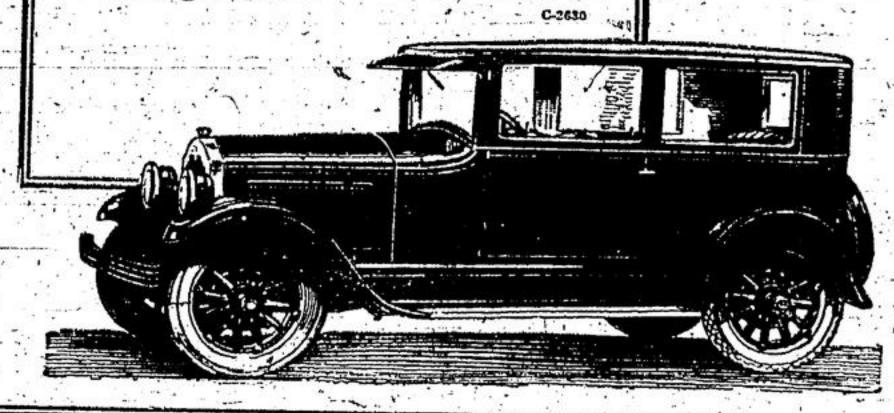


Master Six COACH \$2095

Special Six COACH \$1820

Prices at Factory

Taxes Extra



The Value of the Small Town To the Advertiser. .

The Southam Press is one of the biggest job printing offices in Montreal and Ottawa. It is an institution that thrives off the wealth and industry of these two big cities. Yet despite this in a "blotter editorial" recently issued it points to the fact that the great market place of On. tario is the small town, and that the national advertiser who wants to prosper must recognize this fact. The editorial

That O.T.A. Vote

reads:

Of a total of approximately 1,065,000 the rural ridings contributed three-fifths, or 645,00, and over 60 per cent. of them were "dry."

The urban ridings contributed 430,000 votes, -of

which 60 per cent, were for Government Control That O. T. A. vote cannot but be of vital interest to students of present day business conditions-and particularly of marketing.

First-it demonstrates conclusively that the shall we call it, "viewpoint" of the rural and that of the urban population is decidedly at variance, and it also shows that the great bulk of the "voting" public lives on the farm or in the small towns and villages.

Intelligent marketing recognizes the Main Street of every town or village as Ontario's greatest dis-

Whereas practically all advertising is presently built for the attention of the city reader, effective advertising must be built with consideration for the tastes and desires of that great army of farm and small town buyers.

This effective pronouncement from one of the largest printing institutions in the country, is of importance, and strongly supports the position which the weekly newspapers have always taken. Large daily papers have quantity of circulation, but, if the national advertiser wishes to effectively appeal to Ontario's largest market he will find the use of the colums of the home weekly which is carefully read every issue, the most valuable medium.

-Renfrew Mercury

Magazine Subscriptions Taken at Free Press Office