

IT ISN'T THE CHURCH—IT'S YOU

If you want to belong to the kind of a church that's the kind of a church you like, don't go and pack your clothes in a trunk...

LIVING UP TO A NECKTIE

The Campfield Grammar School is the one public building in a region of "bravery" and "temperance" houses...

That was easy, the boys thought. Any fellow could get a necktie, and such had access to a blinking-brush, or could negotiate a "shin" from some other fellow who was in the business...

After all this "sprucing up," the boys would feel that to live up to his necktie, so to speak, he would try to keep clean. Since he looked less like a hoodlum, he would like to like one, and his actions would be improved to correspond...

I AM THE COUNTRY WEEKLY

I am the Country Weekly. I am the friend of the family; the bringer of tidings from the front. I speak to the home in the evening light of the summer's vine-clad porch...

I AM THE COUNTRY WEEKLY

The criminal lawyer believed in being perfectly frank with his clients, and accordingly when a man came to him, cleared with a steady eye, he said: "Now, I will be perfectly open with you. If I take up your case you must in the first place tell me honestly...

SOME FATHER

Three freshmen at College were discussing the incomes of their fathers. One said: "My father writes a song in the evening and sells it for five dollars. The next morning, he writes a story in an evening and sells it for five dollars. The next morning, he writes a story in an evening and sells it for five dollars..."

The Free Press Short Story

OPTIMISTIC OLIVE

BY LILLIAN GRACE COPE

"I don't want a bit of use, Olive!" Norton's emphatic, burr-like drawl was full of indignation. "I don't want a bit of use, Olive!"

"From the time Olive was a tiny girl she had displayed marked ability in interior decorating. Twice Mrs. Carver had saved the money for the first of her two children, and she had been crying and wailing to claim it before Olive's departure..."

"You don't seem to realize what it means, child, Miss Norton being called 'the optimist' is a compliment. You have a mother's voice. 'It leaves the only five-dollar a week room we have in the house vacant, and you, Olive, are a nurse, but there is Dr. Hapting's bill, and now this fresh calamity...'"

"Please, mother, before you write that letter, wait until I have time to talk things over with you. I don't want to hurry to the kitchen, or the boarders won't have any dinner. Olive reached the kitchen at a late hour, and placed it in her mother's hands..."

"Don't you fret a speck," she smiled brightly down into mother's troubled eyes. "I am managing the house wonderfully. The boarders haven't made even a tiny complaint, and every one is just as happy as a pig in a sty. They are going to take care of the arrears, at the rate of a dollar a week, until those old fellows are settled. Why, mother, every time I think of that extra ten dollars coming in each week, I feel as rich as Croesus..."

"Oh, child, how can you be so cheerful, when you know what my being up here for three weeks means? You can't manage the house as economically as I did. Mrs. Carver's voice broke, and she placed a hand over her eyes..."

"N-no," reluctantly admitted Olive, "but the doctor says that if you are not and don't worry the nurse, you will die in the morning. If she does, Anita Hodges has promised to help me in my exchange for her meals and two hours' daily sitting in the auditorium which she called. I have it all planned. With the ten dollars extra on the old bill, I can pay the nurse, and she will be glad to take any penny that she can get..."

"Settling her mother in an easy chair, Olive started hurriedly back for the kitchen. As she was crossing the hall, she unexpectedly faced Miss Norton, the stenographer, who occupied the large front room..."

ARGUMENT AND TALK

Nearly every one believes a good argument is a matter of opinion. It is in fact a matter of fact. It is a matter of fact that a good argument is a matter of fact...

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WELL, BUT DID HE?

Sweet Young Thing (coming in with attentive partner from a room where a hard bridge match has been in progress)—"Oh, mother, I've just captured the booty!"

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More Eggs, pratt's Poultry Regulator. Plenty of eggs, winter and summer; don't let your hens loaf or just be idle. GUARANTEE your hens will lay more eggs, or your MONEY BACK from your dealer.

The COACH as McLaughlin-Buick Builds It

— is available on either of two fine McLaughlin-Buick Chassis. The quality is identical in both the Master Six Coach and Special Six Coach. Both bodies are by Fisher. The only difference is in wheelbase and price. S. V. KING REPRESENTATIVES FOR THIS SECTION Georgetown Ontario



Keeping at It!

One blow of a hammer doesn't build a house. One smashing advertisement doesn't build a business. It merely does its share. Each ad you publish aims to stimulate the day's trading.

And each day's job, well done, helps to strengthen the foundation of the business for to-morrow and for all the future. Each ad gains strength from the previous record. Each ad, in its turn, gives strength to the future record.

But to get these benefits advertising must keep on as steadily as you expect the business to keep on. To weaken in the programme because a few ads don't create a reputation equal to that of a store which has been building prestige steadily, year after year, would be as foolish as to stop work on a house because the first blow of the hammer didn't do the whole job, from cellar floor to top chimney brick.

The quitter rarely wins a race. "Keeping everlastingly at it," in the words of one of the most famous of advertising slogans, brings success.

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