Lin LICE LIFE

THURSDAY, MARCH 12, 1925

TUCKING BABY IN How fair and innocent he lies, Like some small angel strayed; His face Mill warmed by Gud's own

That slumbers unafraid; Or like some new embodied soul, Still pure from taint of sin. My thoughts are reverent as I stoop

To tuck my baby in. What toll must stain these tiny hands That now lie still and white? What shadows creep, across the face That shines, with morning light? These wee, pink, shoeless feet—how far "Shall go their lengthening tread, When they no longer cuddled close May rest upon this bed?

O, what am .I that I should train An angel for the skies, Or mix the potent draught that deeds The soul within these eyes? I reach him to the sinless Hands Before his cares begin-Great Father, with Thy folds of love, O-tuck my baby .in. -Curtle May.

WATER-DRINKING"

When it is considered that the body is made up very largely of water it can readily be understood how : important to health is a constant supply of this fluid. Many people have a any amount beyond that actually Came at the evening cold and gray necessary to quench the thirst is in- After a long and wearisome ride, jurious, and acting on this bolief they To a chasm, vast, deep and wide. sible. The notion, however, is wide of The old man crossed in the twilight the truth. Drinking freely of pure The sullen stream had no fears water is a most efficacious means not him: storing it when falling.

water, and water in abundance da necessary also for the proper performance of every vital function. Cleanlifort as cleanliness of the skin, and water tends to insure the one as truly waste material, which would otherwise

actual polsons, and many a headache many rheumatic pains and aches, many many attacks of the "blues" are due or deposit in the tissues of these waste materials, which cannot be got rid cf ecause of an Insufficient supply of

Water is accused of making fat, and cople with a tendency to corpulence void it for that reason. But this is fot strictly true. It does undoubtedly ften increase weight, but it does so pulence, is not a sign of health but of able fellowship to those coming after and systematic water-drinking is joying they gave careful thought, self-

The value of public worship has always lain chiefly in the fact of a common spiritual elevation. Men feel when a little, if only a little, above the daily leyel on which otherwise each one stands. The soul, peoping out of its sordid shell, find other souls peeping, and gots courage to peep a little further and a little longer. That is the of Acton, I concluded with reference significance of the words, "Where two to the settling here of Dr. John F. or three are gathered together in my Uren, of St. Mary's. The Doctor came name, there am I in the midst of to Acton a little over thirty years ago.

century, so rich and fertile in many the well-known family of Browns of ways, had its dangerous excesses, and Missouri. Dr. Uren was a skilful docnone more dangerous than the attitude for and rapidly grew in popularity and toward public worship. Men said, a large practice. He lived in the Dr. "Worship is between me and God. I Shook and Dr. McGarvin house durcan find Him better alone than in a ling the ten years of his stay in Acton. tumult of those who are in no way The Doctor was a student, always well akin to me. His dwelling is in the read, and kept up to the times in woods, and by the pathless waters, and medicine, and surgery. He was an among the flowers, and under the in- official member and worker in numerable stars." So they neglected Methodist Church, and was also the Sunday service, and walked in the member of Walker Lodge, A. F. & fields instead. How many of them A. M., and was an officer of the lodge.

solitude. But to the finest natures they come rarely, to most men's thoughts drift too enally to things that are often lovely and of value in themselves, but wholly of this world, and in consequence they grow forgetful of to any home. They remained only

mere, formal, conventional church at- brother, Dr. J.N. E. Brown was a fretendance, but the old opening of the quent visitor. He assisted Dr. Uren in prayer, and common praise, and com- that Dr., Brown was appointed Mediaccomplish that uplifting of itself Reilly; and Dr. Uren was for years education, more even than the widest pital. Dr. Brown continued in his immorals. Such uplifting is, indeed, the go to the Yukon. He had a lucrative only substantial reformation of morals. practice in Dawson City for a number

A few years ago, in a city where died suddenly two years ago, while still man was elected mayor who had come Hospital. Mrs. Uren and their grownup from grinding poverty, through up family of two sons and two many trials, to that place of high daughters, still reside in Toronto. honor and responsibility. He was elected on a platform of reform and clean city government, but that fact professional career in Acton. He had did not give the "grafters" much con-cern. Other mayors had been elected Esra Adams, where Johnstone's Fur-on the same platform, but in the end niture store and Symon's Hardware are the grafters had always got what they now located, at the corner of Mill and wanted in the way of special privil- John Streets. This was at the time eges. It had been a little harder with the home of John Elliott, father of Dr. some men than with others, but there Elliott, who practiced for a time in had been some way of reaching every Georgetown, and then,-after he had

So they approached the new mayor daughter of the late Mr. and Mrs. with confidence; tactfully, and with James, E. Cobban, who then resided carefully velled suggestions. He very on Bower Avenue,-moved to Albertu. quietly ignored everything of the kind. Dr. Forster did well in Acton. He ed his son, who was a student in the Gradually they became more open in built up a prosperous practice, and he University of Paris. "Do you need any their offers. They plied him with married a wife, Miss Rhoda Featherevery offer they could think of-they ston, a member of Acton Public School pleaded, they cajoled, they threatened. staff, who made him an excellent wife. He still resisted every effort to cor- Shortly after their marriage, Dr. Forrupt him, and held steadfastly to his ster sold his practice to Dr. Delly, of fight against graft and dishonesty in Caistorville, and he took the Dr's-

In despair one of the plotters went or two the Dr. disposed of his practice servant, said, "There, John, are twenty to the mayor's cousin, who was a in order to take post graduate courses louis. My son, the Count de Fousac. saloon-keeper in the same city. "What in hospitals in New York, London, is the matter?" they asked him. "Why Edinburgh and Berlin. Mrs. Forster

Then they went to the mayor himself, the treatment of the eye, car, nose and would like to have so thoughtful a the house of prayer together.

vill get no favors from me.

THERE ARE EXCEPTIONS

Manager of Store-What de you mean by arguing with that lady? Let About the time Dr. Forster left Acton. Farther than that," replied her have her own way. Remember, a Dr. E. J. Holmes came from Loudon guide, without a smile.

Clerk—"But, she will we was in the building where Miss." Yes, if you wait a while, you'll



WE BUILD NOT ONLY FOR OUR-SELVES, NOR FOR THE PRES-ENT ONLY, BUT-

only of preserving health, but of re- But he turned when safe on the other tor. We are glad to meet him on the All the thasues of the body need And built a bridge to span the tide. "Old Man," said a fellow pilgrim near "You are wasting your time with building here;

as it does the other. It dissolves the You have crossed the chasm deep and anxious or frightened, we summons T. A. Hutchinson, barrister, attended

Good friend, in the way I have come, sleepless nights and listless days, and A youth whose feet must pass this from his meals; we have him come to solely to the circulation in the blood. This stream that has been as naught

sacrificing effort, and determination to is rendered. They Yeel that only by have conditions better than they found such promptness can they show in

their good work long after we have In my next contribution I will benefit now, but we also leave to those concurrent in their practice here. Both they are together something that they who follows a heritage which will awaken in them a reverent devotion which invited friendship of congenia the common impulse, all of them rise for those who to-day are giving of souls. their time and money to build a bet-

THE DOCTORS OF ACTON In my story last week of the doctors He brought his bride to Acton. She The individualism of the nineteenth was Miss Mary Brown, a member of Dr. and Mrs. Uren were a very happy spiritual rapture probably come in but they were called upon to endure the trials and sorrows which come to most householders. The first babes which came to bless their home were a pair of twins-girls. No children were ever more cordially welcomed three months, and then were trans-Sometimes, however, there will come planted to the heavenly garden above. esteemed here. It was a great compliment to these two professional mencal Superintendent of Toronto General Hospital to succeed the late Dr. O'chief, surgeon of St. Michael's Hos-

Dr. F. J. R. Forster commenced his

can't we handle John? What's his accompanied him and they greatly enjoyed together the periods which "You'll have to ask him," replied they stayed in these various cities. the cousin. "I don't know it. I can't When Dr. Forster returned to Canada, got any nearer to him than you can." he was a full-fledged specialist in What are you holding out for?" they throat. He settled in Stratford and father! asked. "What more do you want? enjoys a very large and lucrative practice. He, too, has had his sorrows. The mayor let them talk for a time. Mrs. Forster died from that lingering Then he said, quietly, "Gentlemen, you allment pernicious aenemia. About extermed in Stratford, and is a useful sometimes see a long way."

ery parlors. Dr. Holmes soon grow in opularity, but his stay in town was short. A fine opening occurred in Windsor , and Dr. Holmes removed to that city. He was fortunate in the property he purchased there on a central corner. This he sold in the course, of a year or two for a very large amount.

came here about the time the war commencod. He practiced here for five or six years, and then removed to red several years ago.

In recalling the numerous doctors we have had in Actor, I have naturally been thinking about their qualitcations and general characteristics. We have been favored with men-of skill and character. Few of them have been in any sense grasping, so far ar fees were concerned, nor the over-due liabilities of their patients. They have been generous to a fault. The doctor's claim is usually a very just one. He is generally modest in making it and slow to press it. He is seldom at mercenary man. The profession that sets for its followers a high ideal of primarily animated by greed for gain. With the advance in the cost of living. physicians' fees have not kept pace. The "family doctor's" charges for visits and for office calls hre about what they were twenty years ago. Inmany a good-natured physician can-

we do not think much about the docus through wind and rain and snow. And yet how often, when the patient Anderson, M. P., and George Hillmer,



June is prouminently the month competitions. At all seasons of the tended by an outburst of strenuous competitive activity, in athletics, in

Championships and prizes are worth experience has been of real value to up the wound. a great revival of worship—not the During his practice here Mrs. Uren's him only if he has made wholesouled effort necessary to his happiness and one of his fingers taken off the same habitual to his life. If he requires day while doing some chopping. dangeled in front of him in order to Judging Team composed of Mr. Earl usually under some pressure or consue a hobby? How alert is he to receive new impressions? - Of how much which creates a splendid spirit of gooduse of his vacation periods to his famly and his friends?

man or of a boy-better sometimes Protestants would be much stronger Peter Hamilton walking plow, No. 21; than the test of championships and prizes. The winner of the championmay be a fellow who lounges about afterward, slack-bodied and vacant-

"NOBLESSE OBLIGE"

The Duke de Richelleu one day visit money?" he asked in the course of "No." said his son, "I still has twenty louis from my last month's On hearing this, the duke took the practice in Calstorville. After a year boy's purse, and handing it to his presents them to you, Go and drink But to his son he said, "Young man, remember that you are the son of the

A DISTANT PROSPECT

Veighborhood News--

. GEORGETÓWN

same place as Dr. Holmes. Dr. Lake for \$24.67 per month for 20 years. This fact that their thoughts are constantly cupation, your amusements, your posnguren out to about \$3,700. the Council \$149.70 they had raised to, tunity. New Toronto, where his death occur- ward the cost of installation of a fire alarm bystem.

samé salary. Mrs. A. J. O'Nelll and Miss A. Cov- plng of your career. entry-are- visiting -with Mrs. E. D. Shelby in Detroit. Rev. Dr. Dickle is now permanently gottled in Georgetown at the home of Mrs. Joseph Thompson, Guelph St. Dr. and Mrs. Fred Gollop, of Acton, service does not attract those-who are spent Sunday with Dr. and Mrs. Goilop .- Herald.

While cleaning a gun D. Brown deed, he often renders more service shooting rabbits, the other day, disnotion that the drinking of water in An old man travelling a lone highway for less money; a patient, instead of charged the gun into his right foot. It going to him in his office hours, will was necessary to amputate three of E worry about politics or anything one there are reserves of power of ask for advice over the telephone, and the toes. Robert Stewart and Archie Morgan. of Weston, students of Toronto Nornot bring himself to render bills for mal School, spent the week-end at the such telephone conversations. When we and our families are well, home of W. H. Stewart.

A deputation consisting of Messrs. J. M. Denyes. P. D. Shorey, D. S. Robertstreet for he is usually a cherry soul; son and W. H. Stewart were present at we ard if anything, the more cordial the last meeting of the council, ask- old girl who recently won the state well as the body, under the atimulusfor having no need of him. But when ing for the appointment of a perman- spelling contest in Missouri is not of some great need, will exhibit powers the need does befull, is there any one ent police officer who would devote his merely book cleverness. Three years far superior to those it shows ordinolse in the world whose coming we whole time in the discharging of his ago, in a county spelling contest, she arily, await with such engerness, whose duties as such. In support of their won her prize, a ten-dollar gold piece. The fact is that we are foo modest is as necessary to health and com Your journey will end with the clos- gravity of demeanor can so make our request a petition, signed by a number She invested it in a calf, which is now about ourselves. We have an idea that hearts stop beating, whose cheerful of business men and different organi- a sixty dollar cow, and which has a we are very limited, very weak, very smile can so uplift us? When we are zations in town, was presented. ten-dollar calf of its own. inconvenient it may be for him to un- ment for a Police Magistrate for the storm or sunshine, we are conscious only of our own great need. We get present magistrates reside in Acton him up out of bed; we take him away and the other in Oakville.

has recovered, and the doctor's bill has M. P. P., addressed a political gatherbeen presented, do people defer pay- ing of Conservatives in the Town Hall ment until some convenient season! He, too, must cross in the twilight dim, How seldor do they consult the doc- Mr. W. H. Stewart, Inspector of the Good friend, I am building the bridge tor's convenience! They know that he Children's Aid Society of Halton and will probably not make himself-dis- Peel, was at the meeting of the Town agreeable and press for payment, as Council on February 17th, appointed We of to-day owe much to our pro- some tradespeople with whom they as the town's representative at the genitors of the earlier days, right here have dealings may do; their sense of High School Board. With Mr. Stewbecause it improves the digestion and in this community, for their efforts to gratitude and obligation, which may art's experience in educational mat therefore more of the food eaten is lay foundations broad and deep to have been keen enough in their hour of ters, this ought to be a good appointensure comfort and convenience and need, is already dulled; their moral ment. He succeeds Dr. Gowland, reselfishness is in the ascendant. On the other hand, certain persons

paying the doctor's bill as soon as it practical way their gratitude for a ser-

year there are prize contests going

striving for, and the attainment of championship comes after the contest is all over and the reward has been bestowed. For prizes and championships exist only as incentives to effort, an effort is worth making it habitual and interesting in a nasty-accident last week while runitself, and of freeing the competitor ning a gasoline engine. On reaching contives. The boy who is valedictorian the crank shaft caught his smock and of his class and captain of the winning baseball nine terminates his school career brilliantly. But his successful that a prize of some sort be always tempt him to exercise and development of his powers, he will have periods of idleness and degeneration. and will be increasingly less well Grand Champlonship Judging Conequipped to enter future competitions. test for the province. They left for A man or boy shows his character Toronto on Saturday night, and are Hopers Boy Mer dellowing: and his possibilities most plainly by meeting at the Carls-Rite Hotel. The the way in which he uses his leisure contest begins early Tuesday mornand his vacation hours. In the hours ing and will be continued at various in full flow of milk; Helstein cow, in he gives to his regular work, he is straint that compels a certain measure of application; but his leisure time is his own, to improve or to squander as on Tuesday ovening, when several physical effort does he make in it? programme thoroughly enjoyed by all. Superior disc drill, 12 discs; Frost & With how much interest does he per-

have asked for my secret. I'll tell you ten years ago he married Miss Ira part of Ireland was trying to have more than ave hundred miles across what it is. I pray. I confess my sins Kelly, the only daughter of Mr. and some fun at the expense of a nutive the desert be Sabara. They used four over that amount 8 months credit on over that amount 8 months credit on a daily, and I try to have a little less to Mrs. C. W. Kelly, Guelph. About two of the country. The result of his atconfess cach time. Now so shout years ago she died, and the doctor, in tempt is told in the Sketch.

your business and walk straight. You his sorrow, was left with a newly-born "You have a very fine view from few places along the route. The trip sold as the farm has been sold. babe, and two other children, a son here my friend," said the tourist. lasted two days; by any ordinary Also at the same time and place the and a daughter. The Dr. is highly "Aye," replied the guide, "we can method of transportation in the desert following registered Shorthorns, the then the distance.

TO-MORROW A BEGINNING

"Whistler 'said, 'An artist's career

James Miller has been appointed gins to-morrow. Start the new day nudge you for it, and set you down as caretaker of the waterworks' reser- with all the arder and enthusiasm of a dull fellow if you do not accord to it voir on the seventh line at \$40 per it beginner. Strip your mind of the with gusto. encumbering recollections of past Knowing such persons will cause Mr. Ed. McCannah has been appoint, suchievements, and flink yourself into you to award to humor its proper ed collector of taxes for the year the new hask as if it were your first place. It will make you resolve never at a salary of \$250. A. L. Thurston chance to show your ability. To- to utter the mane pun; it will prevent also applied for the position at the morrow, untouched, unspolled, and un- your over adopting the mental attitude chartered, awaits you. It is the begin-of lying in wait for passing remarks

REAL PEACE OF MIND

"One of the unusual things'I salw on He was sitting in his yard, whittling. ways-happy for himself-quite un-He gave us the information, and just aware. to let him know that we were friendly. Nelson Townhip, preparatory to going I asked him his opinion or politics. "That's something that don't worry me, the farmer said, 'Why should'

REAL CLEVERNESS

The Clyde Restaurant

SATURDAY, THE 28th Day of March,

at the hour of two o'clock in the after-

moon at Lasby's Station Hotel, Acton,

Ontario, by R. J. Kerr, Auctioneer, the

CHARLES LAVEN

All and singular that certain parcel

For further particulars and condi-

CLEARING CREDIT

AUCTION SALE

OF FARM STOCK, IMPLEMENTS,

THURSDAY, MARCH 19

kingon plow; No. 11 Patterson plow;

HARNESS-2 sets heavy harness:

FURNITURE-Some household fur-

HAY AND ORAIN-About 200 bus.

set single harness.

Beventh day of February, 1925.

15 Queen's Park, Toronto,

Public Auction, on

H. R. Stuckey The Hon. H. H. Stevens, M. P., ex-HOUSE PAINTING AND PAPER HANGING For Particulars and Terms

here last Saturday afternoon. signed.—Reformer.

MORTGAGE SALE

Mr. Eugene Crosby has purchased i the Anglican Church on Friday at- following property lately occupied by

last, when a number of the fadles of the various congregations The four-act drama, "My Lady Dar-Hall, Erin, on Monday night last, was well received by the large audience, the fourth (4th) concession of the said and each of the twelve players car-Township, lying north of the Grand ried their part in good style. Burns' Church, Erin, finished voting on Church Union on Wednes- acre or less which was conveyed by day, with the following result: Total number eligible 40 vote, 274;" total

number of votes polled, 172; for Union. 68; against Union, 104. 'Mr.' and Mrs. A. Hurren onto and Guelph Radial line. them is always a thing to be proud of, of a family gathering. The wedding the purchase money to be paid down But the real test of the prize winner cake was nicely decorated for the oc- at the casion. After a short programme, the within thirty days. family presented their gifts to their parents, wishing all happiness and

Mr. Henry McDougall happened with threw him, cutting a nasty gash in his hand and head. The doctor had to put four stitches in his hand to close Mr. Albert Awrey had the end

The Wellington County Live Stock Garafraxa, and Gordon Swanston, of con... West Chinguacousy, at Stop 58, Eramosa, are now in the final and Radial, on Moore of Erin, Wilfred Gerrie, of The regular meeting of the Young cow, bred Nov. 1 People's Community League was held in the basement of the Burns' Church. say, "why not a similar gathering in the church proper." Guite right-the Massey-Harris single sulky, No. 21

A FISHER OF MEN

Grieve sod plow; double mould-board Presbyterian minister of Glasgow, is wagon with steel wheels; Jackson one that the Glasgow Herald repeats, truck wagon, new; hay rack; corn When he was assistant to Doctor Bonar, he had more than three miles and shafts; light spring wagon with to walk from his lodgings to Dunipace, pole and shafts; road dart; 2 sets where he generally preached. He lacayy bobsleighs; sot light sleighs: would set off early in the morning, and cutter; 2 buggy poles; set buggy give thundering knocks at the cottage shafts; covered wagon box; light doors as he went along, to rouse the wagon box and seat; gravel box; & pig hate-slumberers. Then he would com- 2,000 lbs.; root pulper; familing mill; mand them to come to church, and he bag, truck; harley-anner; Louden hay One morning he met a quarryman | 10s, capacity, new; 2 meal chests; stee

would take no refusal. whom, as usual, he urged to accom- barrel, 40 gallons; gasoline engine, 3 pany him. "How can I come in these h.p.; 24 ft. ladder; 20 ft. ladder; apple boots?" was the stolld reply. Doctor ladder; 2 cedur poles, suitable for litter Somerville took off his own boots and carrier; number codar posts; stump insisted on an exchange. "Now," he utifeles including forks, shovels, iron said, "mine are good enough for you bars, boiling, etc. These implements Duke de Richelfeu. Be more generous to hear in; and yours are good enough have been kept inside and are all in tor me to preach In." So the minister Al shape How many youths in college to-day and quarryman wended their way to

AEROPLANING IN THE SAHARA

lasted two days; by any ordinary Also at the same time and place the Boston Transcript, this performance of the French officers shows the value of the Brench officers shows the value of the aeroplane not only in war, but in times of peace—especially for those on these calves cash. o who live far apart in the waste lands

Town and Country haveys begins to-morrow." Whoever endowed beyond most others with the makes a success of life should look gift of humor seem usually under contoward to-morrow as a starting point, stant pressure from within to exhibit not as a wind-up., There are some their talent. They interrupt your maryoung people who already have fallen rative or your argument with facet four The council has disposed of the into the habit of dating everything remarks; they comment derisively or Speight House, built under the Council from some past experience. In the with a consciousness of privilege on Building Association to Walter South roost casual remark they betray the your personal appearance, your oc-Turning backwards instead of leaping sessions; however solemn or cere-The fire brigade last week handed forward to meet some coming oppor- montous the occasion, they can-Whatever your interests, go on of lovity. And they always expect the principal that your career be- responsiveness, from your virtually

Humor indeed, is not for all times and seasons; it is best when it omerges my vacation in northern Indiana was a spontaneously in the intimate intercontented farmer," said Mayor Shank, course of friends. The person who "Ave were going in an automobile on prides himself on his gift of humor is a flabing trip north of Bass Lake, and usually a Jocular bore, a facetious we stopped to ask a farmer the road, hulsance. But of that fact he is al-

olse." Here I'am, living on a good farm which mething is known until some got a good barn, and a wife that's a emergency reveals them. During a good worker; why should I worky?" recent fire, a frail-looking girl carried to the fire escape her bed-ridden mother who weighed at least twice as much as she did. The emergency did not create new atrength; it only revealed The eleverness of the sixteen-year- that which was there. The mind, as

> ordinary beings, while, in truth, wo are very wonderful creatures, made in nost infinite possibilities. The most concelted braggart tells of the great understates the case. Most of us go through life without ever making use of more than a small percentage of our powers. We would have the biggest surprise of our lives, could we

out honor in their own country. In

Under and by virtue of the Powers of Lake folk of being a bit daft. "Well, John, what's the news?" Rydal, once asked of an old stonebreaker by the lake shore. stone-breaker replied, "only ... Wordsworth's broken loose again?"

The world may respect a good loser, or tract of land and premises, situate, lying and being in the Township of even carry this feeling to humorous in the County of Halton, lengths. The London Tatler tells of

ON BEING JOCULAR

Persons who regard themselver on

on . Which to nounce humorously & if will make you shy of closulph and promiseuous "joshing." -

see ourselves as we really are.

POOR, MAD WORDSWORTH

Poets, like prophets, are often withery Journal cites an amusing story of The great pact was in the habit of eciting his poetry aloud as he took his lonely walks along the lanes and byways of the little Westmoreland

illage of Rydal. Thus he polished and elaborated his lines; and thus, too, he got the reputation among the Rydal which will be produced at the time of Harfley Coleridge, who once lived in Why, naught verra partickler," the

A WINNER WANTED

Cloyers and Timothy Rennie's Clover and Timothy

Seeds are Sown by the Most Critical Farmers Everywhere Olik Clover and Timothy Seeds are grown in Districts supplying seed that is best suited to our Comdian climate, and the enormous three outstanding features:

increase in the demand for Rennie's Seed is due to Purity , Quality and High Germination We highly recommend our grades of the following cartalles:

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from your local Dealer, or direct from WILLIAM RENNIE COMPANY Cor. ADELAIDE and JARVIS See. TORONTO If you cannot obtain locally, plans, write us giring pour Deale's alleren. Rennie's Seed Annual—the most complete Canadian Seed Catalogue—free on respect



Give The Kiddies All They Can Eat

You won't have to coax the kiddies to eat more of it, once they have tasted FAIRBANKS' BREAD. It's the kind that'll satisfy their growing appetites more with every slice. And it's highly nourishing-well baked of the best ingredients-the kind that builds for sturdy bodies and rosy cheeks.

Fairbanks' Bakery

"Ah, so that's it. Then take this Get your Job Printing at the Free Press

When Advertising Fails!

The publisher of a large New York -City newspaper is credited with the following statement to his advertising staff:

"When advertisers tell you that their advertising is not paying or that your paper is not pulling, don't be discouraged. If all advertising paid at once, the mills could not produce enough white paper to supply the demand.

"Advertising is based on business and business is often a failure. If you will note the failures in any given line of business over a period of seven years, you will understand that a business often fails with and without the assistance of advertising. How, then, can advertising be a sure success when based on something that is often a failure?

"The best advertising in all the world can't make a successful business man out of a boob, and the weakest kind of advertising never denied a good business man progress



Advertising Fails when Business Fails You can make Both Successful