

IN AN APRIL SHOWER
Little child had a bonnet.
All of us were sitting by
There were dainty ribbons on it,
And a daisy of dew.

Letters to the Editor

The following story, from a fifteen-year old into in Toronto was received by the editor recently, with the request that we publish it, and some are enjoying your request. It will be found interesting by all who read it.

THE STOLEN HORSE

What are you doing on Saturday? asked Edna, pulling her blue felt hat over her black curls.
'I haven't any plans so far,' replied Lily, climbing over the fence at Mr. Stewart's farm.

THE CHARM OF MUSIC

I have never been a musician, but have always been exceedingly fond of music and my lot was cast in a community in which music has always had quite a prominent place.

NO GOOD TO HIM

The MacTavish was not a mean man. No; he just knew the value of money. So, when the MacTavish developed a sore throat he meditated fearfully upon the expenditure of a doctor's fee.

GOOD FOR A HOUND OR SO

Recently arrested and brought to court was an Irishman, to whom the thing was a new experience. He was, however, unabashed, and when he was finally determined not to get the worst of it, the prisoner at the bar, sang out to the clerk, 'Is you wish to change any of the jury?'



THE OLD MAN OF THE DISLOCK

Well, take it for what it is worth, it cost me five hundred and thirty. You'll hardly believe it, 'twas then that I just reached the farm in time to hear what Edna said, and she planned that I should bring his things and the girls.

THE OLD MAN

What joys it recalls of the past, What moments of rapturous ease, What moments of rapturous ease, When I was a boy and you were a girl, When I was a boy and you were a girl.

CARLYLE AND DISRAELI

Magnanimity superior to his own could have even the dogmatic Carlyle. The man whose arrogance in England never permitted him to take anything back once had to confess that a Jew had disarmed his prejudice and changed his insulting prejudice into grateful respect.

TWAS A PLEASURE

Pat's job was to guard the entrance to a road which led to an old and unstaffed bridge. A large car came along. 'What's the matter?' demanded the driver, as Pat recognized him as his landlord.

COST OF RAISING PIGS TO WEANING AGE

The production of pork forms one of the more important lines of animal industry on the farms of Canada, as shown by the fact that in 1922 there were 1,470,771 pigs in Canada while the raising of hogs is thus recorded as follows: (1) From farrowing until the pigs are weaned.

SOAKS RIGHT IN AND LIMBERS UP STIFF JOINTS

Pharmacists Call It 'Joint-Ease' Because it's for Swollen, Sore, Painful, Creaking Joints Only. It took a good many years to get together a combination of pain subduing and soothing reducing agents declared to be the one remedy that almost instantly penetrates through skin and flesh and starts right in to make swollen, inflamed, creaky, pain-racked joints as good as new.

A VISIT TO AN AUTOMOBILE PLANT

Canadian Weekly Editors Were Entertained and Had Tours of Inspection of the Durant Plant. An event of special interest to the members of the Ontario Association of the Canadian Weekly Newspaper Association was held in Toronto, last week, at the plant of Durant Motors of Canada, Limited.

EXPLANATION WAS NECESSARY

As the Pratt's dog was at last detached from the trousers leg of the new milkman by Mr. Pratt's vigorous efforts, the victim of the onslaught began to express his mind with considerable freedom.

NO WONDER IT REVOLVED

A deputy sheriff was sent to levy on some household furniture to satisfy a judgment. He began by making an inventory of the contents of the dining room. His written list was found a little later. It read: 'One dining-room table, six dining-room chairs, one sideboard, one decenter whiskey, full.'

THE INSPECTION OF THE PLANT COMMENCED

The inspection of the plant commenced at the beginning of the chassis line. The first operation was that of fabricating the sheet-iron chassis frame by means of a special air machine, which riveted the sheets cold. It was explained that this machine did away with the natural 'chink' that fits the rivets, the cold rivet fills the hole.

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RETHINKING AN AVERAGE

Ordinarily a man may make a fairly competent judgment with very little knowledge of mathematics. Nevertheless, an acquaintance with the simple problems of arithmetic is desirable, even in the busy day. Here, for example, is a case cited by a lawyer.

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Powerful Penetrating Antiseptic Oil Heals Eczema and Other Skin Diseases

Must Give Results in 7 Days or Money Back. Make up your mind to-day, that you are going to give your skin a real chance to get well. Like a lot of other people, you've probably been convinced that the only thing to use was an ointment or salve (some of them are very good) but in the big majority of cases, these sticky salves simply clog the pores and the condition primarily remains the same.



A Piano will complete your family circle

The children will grow up with Music—their musical knowledge will help them in after years. Your evenings will be bright and happy with a piano in the home. The Mason & Risch or Henry Herbert Piano will give you the fullest satisfaction—first in tone—it is pure and then in workmanship—they are made by the finest craftsmen.

MASON & RISCH Limited

105 Wyandotte Street, Guelph, Ontario

Did You Ever Stop to Think?

By Edson R. Waite, Shawnee, Oklahoma. S. A. Oakley, Editor of the Peoria, Ill., Star, says: That advertising pays because it is news. And inasmuch as the newspaper is the medium through which the public keeps posted as to world events, so it is the medium through which it keeps posted as to what is going on in the world of business.

One can very well imagine what would take place if the newspapers of the world were suddenly to disappear. What would the thrifty housewife do then? She would be compelled to resort to the practice of thirty years ago and "shop" from place to place and spend half her time "looking." It takes no great stretch of imagination to conceive what this would do to business. Stagnation would result almost instantly.

Ninety-five per cent. of the homes of the land have a newspaper. Its message is read in some part by every member of the family. This constitutes a selling force for which there is no substitute. The paper is the bulletin through which the housewife discovers what is new and what is on sale in every mart in her neighborhood. It is as if she received a telephone message from the merchant and it makes no difference whether the latter be a department store, a grocery store, garage, druggist, or what not, she knows, because she sits in her easy chair at home all this information is spread out before her.

There is one criterion by which to judge. The merchant who advertises succeeds while he who does not do so fails. This rule is as near universal as it is possible for any one rule to be.

This is the A B C of Advertising, But Advertising is the A B C of Business and it Would be a Dreary and Uninteresting World Without it

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