The Actou Free Brens @=

THURUDAY, JANUARY 31, 1020

A FELLOWS MOTHER "A fellow's mother," said Pred the wise, With his rosy cheeks and his merry eyes,

By a thump or a brutse, or a fall in

"A fellow's mother has bags and atrings, Rags and buttons, and lots of things; No matter how busy she is she'll stop To see how well you can apin your top. "The does not care, not much I mean,

If a fellow's face is not always clean. And if your trousers are torn at the Bhe can put in a patch that you'd never

"A fellow's mother is never mad.

But only sorry if you are bad: . Die'll always forgive what'er you do. With a manly look in his laughing eyes, "I'll mind my mother, quick, every day: head, for it repeated itself over and A fellow's a baby that don't obey,"

REGISTERED COCKERELS-AN AS-SET IN BREEDING FOR HIGH-ER EGG YIELDS

Success in breeding for increased egg all these, dear Meg waiting for me, with family." production depends, to a very large ex- ner study-books open and her tongue tent, on the selection of the proper male. ready to chatter." lifeed character, constitutional vigor, to Maisle cheerfully climbed the long male characteristics and proper develop- flights of stairs and stood at her own ment are all very necessary when making door. Blank disappointment confronted this selection, but the most important her, for no tidy, warm room, no tempting factor of all is the breeding of the supper awaited her. In the midst of the bird himself. He must be bred from chilly desolution sat Meg, her hat and a high producing dam and also from coat on, and a pair of skates slung a sire which has blood lines tracing di- over her arm. She looked up with dancrect to high production parents on both ing eyes from a letter she was reading. sides. These are important factors to Mulsie sank in a disconsolate little heap What then is a registered cockerel? straightway embraced by Meg. What guarantee has the breeder as to "You dear, darling old thing! Don't

the bird's breeding? scold! It was such lovely skating-so which have faid 200 eggs or over in per." ing Contests. As no female is eligible out a word, and went about building for registration unless her eggs average the fire in the grate, while Meg rattled rest were having such a jolly time. 24 ounces to the dozen during the con- on: test year, and as registered cockerels. "O Maisle, I've got the most beautiful can be brod only from daughters of news to tell you. I have a letter from registered hens which have themselves Carlina, and she wants us-Oh, you will qualified, these male birds have at least be as excited as I when I tell you!" eggs or better, as well as 200 eggs or whose father and mother, dying three better for annual production. These are years before, had left them to the care of an uncle who had seven girls of his

On the sire side the greatest care is own. He was kind, but there seemed exercised in selection. The male used to be really no room for Maisle and to head a pen of registered females is Meg in his crowded little house. neually a tried, and proven cock bird. To remain a burden on their already bird that produced daughters the Everburklened uncle was, as Maisle look.

Die thried her head that no one might pockets again.

In remain a burden on their niced was, as Maisle look.

Die thried her head that no one might pockets again.

I'm died violent deethe pockets again. be seen, therefore, that these registered decision and finness.

quality given birds by any Government, at school. on by the Department of Agriculture of.

guarded as that known as Canada's thin and overworked. National Poultry Registration Policy .-Experimental Parm Note.

WET CHICKENS COME HOME TO

the law of the land, prohibiting intoxi- just a few of the boys and girls in our the small suppers laid for two, the click, hurried away with his friends. cating liquor, and the Volstead law was set at school. Mamma will play for us clack of the typewriter that earned daily "I did think," said he, "that boy had the beast, however eager he may be to adopted, defining an intoxicant as any to dance. So I want you and Maisle bread for Meg and her, but wouldn't a soul above bakahish." liquor containing more than one-half of to be sure to come. I can't take 'No' for come out of her head when office hours "And did you think, too, that some a vigorous protest, insisting that the per for you at half-past seven sharp. Your and red crepe gown. cent should be higher. Of course they loving friend, Carlina Klaus." wanted a drink that had a "kick" in it, "Meg. dear, a party! Just think of in spite of herself. And all the time even if it would send a man to kick it" cried Maisie so breathless with pleas- those; beautiful, strange, old eyes gazed his wife and children all over the place, ure that she almost sat down in the down, down into the troubled depths of cats, as a class, have defiled and broken and mother were living—such a long just spoken when she was only listening. power other than itself. Whoever tries practically all the laws ever enacted to time ago it seemed to Maisie. curtail or regulate the sale of liquor. It "O Meg, how perfectly delight-" When at last she did answer Maisle's tusions, for sprains or burns, for pains was the same in the days of the licens- Then her face fell suddenly. "But we involuntary confidences, her speech was in the limbs or body, well know that ed saloon, whether the regulation was by can't go! We've nothing to wear in a strange one: low license, high license, or local option. the evening." It probably always will be the same. the pricks of the Volstead law, defining and her hat in another. an intoxicant as any liquor containing "Mairie, please can't we have some new selfish 'life!" alcohol. Where did the idea come from, I want to go so much!" drinks, free from all taxes, that conings for months. tained quite a large per cent of alcohol, and that this was cutting into the sales of liquor manufactured by the distillers and the brewers for the saloon trade fall Ill, you know, pet" Complying with their insistent request, the Revenue Department of the Government made a ruling that all liquor con- she spoke. taining more than one-half of one per cent of alcohol should be taxed. Prom that time to the present this has shall be for you- a scarlet crepe, darlbeen the standard of intexicating liquor ing, just what we have always wanted recognized by the United States Revenue for you. Don't cry, dear. You are go- braver still, and even though it hurts vertisements advocating the use of cigaection from the soft drink business, prior it evenings."

to the adoption of the Eighteenth Amend-The wets of the old saloon days de her drowned eyes slowly. to their advantage, but they now pro- older; you ought to have the new gown too, kept going round and round before seems fitting. test against it and insist that the alco- and go to the party. I will stay at her dim eyes. The next moment she litere are a few questions which holic content of drinks shall be raised home. That will be better than having "The wet chickens have simply drunk us both disappointed." on bootleg liquor, and have come staggering home to roost. Their friends now hob rather emphatically. insist that they be reorganized as perfeetly soher chickens, by changing the said. "Her invitation is for you. I am law in a way that will make legal the only asked to go with you. It wouldn't she was delirious; and the doctor prosale of intoxicating liquor.-W. H. Brown. be doing right by Carlina if I went and nounced her illness brain fever. Bhe

ucation gives men nothing which could said, stoutly. "Do you suppose I could and over she would call pitcously: It begins in the nursery and continues so disappointed!"

than -information, comething mare than then fell to crying again. small intelligence. Man needs education, "I will go with you then, on condi- cassingly for hours, until poor Meg was rather than sustaining her strength by at foot; Jersey Cow, due April 1; Holnot morely as a means of fivelihood, but then that you have the new gown. Car- almost broken-hearted.

All that any school or college can do to be fresh and clean now." foundation upon which he can build eyes grew bright again. They discussed hand. throughout life. The school can lay the the party loyously over their cold ham foundation only; self-education must and tea. It was a great event even in

soul of sensuous environment and carries family who lived in one of the hand it into the realm of true knowledge. A some suburbs of the city. Blis was s teacher who sees only the husiness value schoolmate of Meg's, and the two girls engaged for some time in researches upon of education has a very low idea of the had formed a close intimacy.

The Free Press Shart Story

MAISIE AND MEG

after a long walk home in the not make it any better. biting cold! Malaic was tired. When at last, however, the long-talkthe had been sitting at a type- ed of evening arrived, and she arrayed writer all day in a dingy office, writing Meg in the scarlet crepe, she felt reletters about stocks and bonds and rail- paid for all her labor. To her adoring . road investments in which she had no eyes Meg was the levellest of visions. Her own antiquated white muslin did In her state it seemed as if the click. rather try Maisie's beauty-loving woul. clack of her muchine had got into her . It was painfully old-fashloned, and too short besides, and the blue such was a over thing after her tingers had left the triffe-faded. But she would not Utink keys: Not even the March wind could of it any longer. It was good enought take the monotonous zound out of her brain, though it whistled shrilly and blew away the curls from her cars. a little timidly. "Well, after all," thought Maisic, "the

click, cluck means a coxy room, a warm, were the little sister-your gown is so it occurred to me one evening to suggest trouble with his neighbors. He was twice open fire a nice supper, and, better than short! I look like the young lady of the to him that we should try the opposite shot at from ambush; he tried three

> "See that you fill the place with nity then," laughed Malsic. It was a charming party-Carlina, with Meg by her aide, received her friends fidently. very prettily. Every one admired Mag. The young people clustered around her radiant little face, made doubly winsome by happiness. The girls all pronounced her "too aweet for anything."

brother paid her a little attention, and pit to-morrow night," I suggested.

Malsle could not tell what was the matter with her head-it felt so stupld and heavy-and diszy, too. She did not wonder that her partners had been glad When D. L. Moody went to Hethany, it was anything but an accident. not enjoying the party-though she and Meg had looked forward to it so eager- gave quantities of "bakshish," and then boys, with the result that they became

town, and came to the city and to that It was a pretty little sitting-room full dragoman to call for allence while he The guarantee of breeding that goes machine of hers which clicked out daily of books, pictures and delicate bric-a- made an address. Then he said: with each registered cockerel is the Reg- bread for her and Meg. She took lodg- brac. There, face to face, Maisle met "I have come six thousand miles of inspection of registered matings, the The plain dishes were seasoned with girl- face. But her eyes were so dark and no more bakahish, and I bid you all save hours of awful suffering. banding of chicks the product of such ish fun and sweetened with affection, so young-such tender, restful eyes-that good-by." matings, and the recording, approving Maisle and Meg, untouched by the great it did one good just to look in them. | A. fine-looking boy of sixteen replied

> idol of her life. By the side of pretty light. exclaimed, and road thus from a ltter: | talk with an old lady a while?" reventeenth, you know, and mamma ing, she had told this wonderful old- us a great deal more.

The lady had drawn it all from her, Well, the liquor business is always en- coal-hod. She hadn't been to a party Mainie's soft, sad gray ones; and all couraging "kickers." The liquor inter- since she was Meg's age, when her father the while Maisle felt as if the lady had but doing that perfectly.

The tears came into Meg's dark eyes I think of you? I am an old woman; in general use. Let us examine the kicking against as she threw her skates in one direction to you will pardon my frankness. I think, my child, that your living a very more than one-half of one per cent. of gowns just this once? Please, Maisie! "Am I?" gasped Maisie, a painful flush spreading over her pale face. anyway? It came from the wets them- Maisle never could bear to dany her "Yes," went on Carlina's Aunt Hester; Away back in the eighteen- young sister anything attainable. She "you want to go to heaven where your

eighties the distillers and the browers laid down the loaf of bread, went over dear father and mother are waiting for protest to the Government, claiming that wellet that had been their father's and day to give your sister Meg a chance the sunfish that attempts to digest any- make! If this grand old formule of a counted-out-eighteen dollars all her save to win her way there, too. You are thing offered him from a place of red well known physician brings you the swift "Dearie, that's all the money we have for you are making her selfish and vain, slightest care for a possible hidden hook. to dozens of others, you surely will be every hit. We must have some more in order that you may creatify your own. Monwhedge may be acquired through thankful and very well pleased. If it -every bit. We must have some more in order that you may gratify your own | Knowledge may be acquired through coal soon. And we might one of us desire to be unselfish. Do you not see, reading more rapidly than in any other child, that there is selfishness on your manner. There is no doubt of this. Bull, But Meg went on sobbing. Maisle look- part in this anatching of every oppor- the wise reader stops a moment when ed thoughtfully at her small hoard while tunity to be unselfish? Do you over let some unusual statement appears, to ask "Don't cry any more, Meg. I think self for love's take, or try to make her for brain food or whether there may

Department, as well as by the liquor ing to look so nice in it! There's just you to see her suffer, teach your younger rettes in the place of sweets. Bome dealers themselves, who demanded pro- time to get it made, if I work hard on sister to walk with you the thorny path of us pooh-hooted the idea and forgot She touched Meg's curly head softly lead there, my dear, no matter who the suggestion. Par be it from me to manded this standard when it worked "No, Maisle," she said, "you are the the words would not come. The room, of cases where a little self-questioning

death. Meg hung over her in agony, "I won't go without you, Maisie," Meg but Maisie did not know her; for over

line will want you to look nice when "Every person," says Gibbons, "has two you meet her friends. You owe "it to Carlina's nunt sat watching by Maisle's ographer's desk, rather than the preseducations—one which he receives from her to look nice. It doesn't matter much; bedside, when the gray eyes opened with ent box of bonbons? If candy is fattenothers, and one more important, which about ms. I'm ohi-old. I'll wear my their old clear, sweet expression. white muslin. It happens, by good luck, "Dear heart, you are better; now go

to sleep again," the lady said. for a student is to help him lay the Bo they compromised, and Meg's dark Maisle reached out one weak

their quiet lives. Carlina Klaus belonged to a wealthy fire brick and the best make-up to be new gown was bought, and every ev- of granulated allica with various oxides

Maisie set the teapet down

"You are Carlina's friend, dear,"

in billows of scarlet creps. Mog was is found that the best binding substance their children and how necessary prompt reserve. The acused—I was not going thirty unable to give her much austrance. Her is extremely fine quarts powder, which action is in applying relief, always keep that amount 10 months' credit will be examinations were coming ou, and she is produced in special crushing mills. The at hand a supply of Dr. Thomas' Re-

A HOURT INSTEAD OF LOVE

had led them into such a delusion as liver was a steady, hard-working miller that to which Mr. J. P. Puller's friend on Olinch River; he raised eight boys. to frequent in his company. He confi- the boys grow up as temperate men,

of the company-the leading old man- to the University of Chicago, took his and she lived with him. I saw the pair for the first time in head of the mathamatics department in Hamlet, in which they played Polonius a southern university. The rest of the and Ophelia. I sat by my chum, who sens are living and doing well in other niways occupied the same seat, the end occupations.

aide of the dress circle. "If her gaze follows you," I said, "it men against whom he bore grudges. will be pretty strong evidence in your 'In this atmosphere it was only natural

hard to look like a shabby little girl her right oye-that's why!",

TAKEN IN

Meg had looked forward to it so eager- asked if any of the children had the useful citizens. The other kept a jug of ly. The tears were not far from her names of Mary and Martha. Yes, in- whickey where anyone might drink who

consistently produced large ages. It can gray like a dove's wing, did not lack tall white lilies on a stand there by the came, until his visit seemed likely to window. Blue went to look at the flow- result in a fight for existence. The case cockerels possess breeding of very choic- One day she left the sleepy country ers, and thus regain control of herself. | was getting desperate, and he told the istration Certificate which is the seal of ing on a quiet street, and placed Meg. the most wonderful-looking lady she had see this little village of Bethany. It The medium of qualification for regis- They cooked their simple meals over casy-chair in the sitting-room, had hair and I have come to see it because He of attacks. Dr. J. D. Kellogg's Asthma trallon of poultry is the Canadian Na- the small grate, and ate them from a which was of a snowy white, and lay loved it. I am very glad to meet you Remedy taken early, will prevent incipitional Egg Laying Contest. The work rickely table near by. But what of that? in noft waves on either side of her all, but now I want to be alone. I have ent condition from becoming chronic and

and marking of each registered cockerel city's strife, lived happy and innocent. The old lady were a pale gray gown, to the address. He spoke fluently and touched daintly with pink here and with the grace of an orator. Mr. Moody Maisle was nearly twenty years old there. She made Maisle think of a soft was delighted with the beginning of his ficials who assist in making this guar- now, and sixteen-year-old Meg was the rose sunset just melting into gray twi- orution, but not with his conclusion: No other system of recording product Meg, Maisie was a plain little person. She, on her side, noted Maisie's sweet, and his friends who have come so far. tion and following up the work of scien- but she had soft eyes and a sweet mouth. tremulous lip and the shabby, unbecom- But the gentleman must not think that tine breeding of poultry is so carefully She was smaller than Meg. and looked ing dress. Her quick mind put two and his actions are equal to the importance two together. Maisie was about to with- of his visit. Six thousand miles is a prevent his braying. "Well, Meg, out with your news!" said draw, but the lady's smile restrained her. long way to come, and the gentleman "I am Carlina's Aunt Hester, my dear," must have sacrificed much to make the that it dates back to the early days "I'll read you what Carlina says!" Meg the lady said, "Won't you alt down and visit. In contequence, it is natural for of Oregon, when mule-team drivers us to expect that he would be mumific- thought of a similar plan to keep their "Dearest Meg.—I am going to have a Maisle did ait down, and somehow be- ent in bakshish. This he has not been, slumbers from being disturbed. In order birthday next week Thursday, - my fore she quite knew what she was do- and we now expect that he will give to bray successfully, a mule finds it Soon after the Eighteenth Amend- says I may have a little party of my young aunt of Carlina's all about the Mr. Moody was so disgusted that he

one per cent alcohol, the wets began an enswer, and shall send the carriage were over, and all about Meg's beauty of the children were named Martha and Mary?" he was asked. "Certainly. Why not?"

"Nothing: only they were all boys."

Eclectric Oil needs no testimonial of its the medicine proves itself and needs no "Do you want to know, my dear, what guarantee. This shows why this Oil is

> ASK YOURSELF QUESTIONS A January Item by Richard

trying to get to heaven without her; flannel to a julcy worm without the and satisfying comfort it has brought

to Paradise. The path of roses does not it. Others may have actually followed Maisle opened her lips to speak, but read, but I give it as one of thousands CHOICE JERSEY AND HOLSTEIN had fainted in the arms of Carlina's suggest for the man or woman really

them to yourselves and to your friends honestly before you swallow the stateyou did not. You must lot me decide could not be moved, and Carlina's aunt A piece of candy may weigh several these matters. Meg. You are not old shared with Meg the labors of nursing. times as much as a cigarette, but could enough yet," Matsie finished, with her Por days, Maisie lay between life and you today kmoke a cigarette for each not have developed from within himself. enjoy myself a bit at that party when "Mcg. darling, come to heaven with of candy when the race is half over? This Team is well broken, weight about Therefore, education may be defined as you were poked up here in this dull me! Oh, my dear, I didn't nican to go Did Commander Byrd take a half ton 2,000 that Borrel Gelding, 9 years, genthe harmonious development of our fa- little room all by yourself? I suppose without you, indeed I didn't! Come, Meg! of candy with him on his last trip bewe must give it all up. Oh dear, I'm Come to heaven with me! They are all cause it was injurious? Would Gerin white there-not scarlet. No. Meg. trude Ederle have gotten across the Engthrough life. It means something more Meg hung up her wraps stormily, and dear, don't cry-not scarlet but lish Channel more rapidly if she had white!" Thus the would talk on un- smoked a cigarette or two en route

But Maisle did not die. One day a carton of cigarettes upon each atenthe baby in on them rather than wait- at foot, bred November 1; Grey Cow, fat ing until he has gotten beyond our con- call at foot, bred October 3; 2 Good surprised at the answers that your intelligent little brain will give. Anyone can be a sunfish, but they build statues

Mothers Value this Oil.-Mothers who ening Maisic sat at work, overwhelmed in powder used as a binding material. It know how suddenly croup may salse & Son, and will positively be sold without Meantime Make would not own, even the strength of the bricks at a high them that this is an excellent preparato herself. that she was tired; but the temperature of 1,500 degrees Centigrade, tion for the treatment of this allufant. you'll be backing into something. Forty click, clack of the type-writer seemed which is one of the most important quali- And they are wise for its various uses

CONTRAST

Two families lived in Hancock County, romantic imaginativeness and conceit Tennesses, named Tolliver. Ward Tol- lieves more energy is spent in patting fell a victim could be shown that the Tolliver told his sons that "righting was human enterprise. That upplies to those grounds for their confidences were as hard on old clothes," at its best; at its of its who are younger us well as to slight as those in the following story: | worst it meant murder, widows, orphans, those who are older., Writing all excey It happened in Bouthampton, where, and endless tragedy. Tolliver saw, and that wins a prize is encouraging to an Mr. Puller says in Omniana, my chunt his boys saw with him, that must of ambitious high-school student, but one had been, before my advent, spending the troubles in the Bloody Bevently, as who wins the cases prize, and forthwith the greater part of his allowance on the the section of the country in which they regards himself as an author who has theatre-which, of course, I soon began lived was called, were due to whiskey; to "arrived" is unlikely to do anything bigded to me the secret that he was deeply One of them, Jake Tolliver, is now patting ourself on the back is not exin love with Miss II—, the leading young a leading wholesale grocer in Hannock pended in improving our oulput. Exlady. They had never met. He was County, and an honored and respected cept for the satisfaction derived from HREE flights of stairs to climb buts of the sawing-machine at night did but there was a difficulty about the farms and are comfortable, happy, and energy involved in patting ourselves on meeting, as her father was a member prosperous. One of them, Charles, went the back as sheer waste.

> one, nearest the stage at the left-hand "Bullback" Tolliver was Ward's halfalde of the dress circle,-where evening brother, and he had five sons. "Bulldress, fortunately for us, was not in- back" Tolliver never went out without sisted on,-and was instructed to notice a big pistol belted round him or conhow the fair one's gaze was always di- couled in his pocket. He talked guns rected toward him. There was no doubt and killing to his boys from the time But Meg eyed the stifrly starched skirt about that; and subsequent observation they were big enough to understand anyfrom the same position seemed fully to thing, until they were grown young men. "Why, Maisle, any one would think you warrant my friend's interference. But Meanwhile "Bullback" had all sorts of times, although unsuccessfully, to kill

Doctor of Philosophy degree, and is now

that the boys of his second family should "Oh, of course it will," he said con- eagerly get into the whiskey business, But it didn't! Ophelia's look was section has always been, and in some still to the left, except when she faced cares remains until this day, the backthe audience-which was seldom, and bone of local enterprise. Blade and Steve then with drooping lids. He went away Tolliver ran a moonshine still, eventually with me, despondent but not hopeless. | were caught by raiders sent to jail, No one noticed Muisle much. Carlina's; "Suppose we try the front row of the heavily fined, and their atill destroyed. Jeems killed a man and was sent to the on the faded old lounge, and was then she was left alone. Carlina was, We did so; still the gaze of the be- penitentiary for life. Hayliss Tolliver too busy to notice the lonely little figure loved one was to the left. But I made murdered a man, was tried convicted, an important discovery, which I had to and sentenced to be hanged. He appeal-At first, Maisle forgot her own insign break to him after the performance, ed the case, getting out on bond, and A registered cockerel is the son and I've just got home myself. I haven't nificance in her pride for Meg. But! "It isn't love, my dear boy," I said; while awaiting action of the state grandsorr of registered females, both of had time to make the fire and get sup- after all, Maisle was human. It was "It's a squint! Miss II-, a cast in supreme court, engaged in a drunken one of the Canadian National Egg Lay- Matsie slid down from the lounge with- when she was almost twenty-hard to Subsequent closer observation confirm- and was stabbed to death. The last of the brothers was found dead in the road one night after a terrific storm, with his skull crushed by a limb lying beside him. Though accounted an accident, there were many to whisper that to escape from her duliness. The music during his travels in the East, he was | These two families show a dramatic two successive generations of 24 ounce. Maisie and Meg were orphan sisters of the plane failed to drive the click, very soft-hearted over all the multitudes contrast. There was just one basic difclack of the type-writer out of her head, of beggars there, not only because the ference between Ward Tolliver and "Bull-She shook herself a little. She was place is so unusual, but because he was back" Tolliver. That was whiskey. One moved by its beautiful traditions. He believed in temperance and so taught his

Authors Docun't West off Alone, Do asthma to wear away by itself. While

pears that a little bag of sand attach-

necessary to stretch his nock and element of the U. S. became the law of friends to celebrate it. There will be little room at the top of three flights, abandoned the situation entirely, and that privilege by weight of a small rock or a sack of sand fastened to his tall, impart his emotions to the moon, is denied the utterance.

> IT USUALLY WORKS "Do you know how to make a peach "Bure, send her some candy."

Troublesome Nights Swiftly Relieved

If you are troubled with a burning senzation, bladder weakness, frequent daily annoyance, getting-up-nights, dull pains in back, lower abdomen and down through groins-you should try the amos-

AUCTION SALE

COWS, CLYDE HOMSES, YORK-

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Bhort-keep Bloers: 3 Helfers, 3 Jersey November 16: Bow, with plus at foot registration. Property of J. P. Henham

R. J. KERR, Austianser,

WASTE ENERGY

ourself on the back, thun in any other

And your own sense of taste will convince you.



Did You Ever Stop To Think

By EDSON R. WAITE, Shawnee Oklahoma

That the town that fails to encourage the business concerns it now has will fall way behind in the March of Progress.

That when business concerns fail to use every effort to increase their business in the home town and its trade territory, they are holding back its progress.

That merchants should show the people of their community, by NEWS-PAPER ADVERTISING that they can supply their every want.

That people appreciate the true merit of the home town as a trading centre when the local concerns take interest enough to tell them what they have through the recognized shoppers' guide--THE NEWS-

That newspaper ads draw shoppers from other localities. Shoppers do not come to a town to buy just one article, they usually buy many articles.

That out-of-town shoppers, as well as the local shopper, should receive prompt and strict attention.

Advertising, Service, Quality and Price are the Big Attractions that Bring Them to Trade