Prom out my life seemed taken, And nought was left to cheer. Like Mary in her sorrow,

Spoke mine and Mary's Master, "I'm risen from the dead "All power is given to me.

heaven and on earth." And then a shining angel Proclaimed his matchless worth. That all I held the dearest,

He took in tender love, That I might have my treasure Hid in his home above. Straightway my heart grew lighter,

And darkness turned to day. Por the angel of his presence Had rolled the stone away.

SILAS, PETTIBONE'S EASTER

He was a cross old fellow; at least everyone spoke of him in that way, and the children looked wonderingly at the big white house almost hidden from long lashes lay upon his checks, and he

sight by the mass of evergreens, gloomy brightness in his coul he was very careful to keep it hidden from the rest Tommy, but now that their sweet mother the country folk who know no better and personal reasons dislike the extremeof the world. Everybody said this and was gone, Katie felt that she must take believe that as far as the light reaches, ly movable celebration of the feast at Mcdeville over forty years.

Easter was almost here and their plans him "dear" and "darling" as his mother driven through the dying embers in the of tradition is against it, the probability were not completed. Easter was such had, kissed his bumps and bruises, and hope of keeping them from disease. Is that the change will eventually be a happy time; at least it should be, even tried to prove watchful and com- in Roumania it is the custom on Easter made. The Roman Catholic Church Rockwood. 5% off for cash. Short Lut as Miss Adams said, perhans there forting. were some people who could not forget their troubles even on Easter mornling. The Master had said to go into all through the Bible and this season
the Bible and this season than any other such as the prisoners Easter burs and cakes, that there is good reason to believe that marked with crosses like the hot cross the Vatican is not irreconcilable on the burs, which are eaten in almost every question. pel these people to come to the feast for obeying the command, 'Rejoice!'" of Bible times, and so Miss Adams sug-League should try to make someone glad on Easter Day, and she wondered if it would not be better to do it quietly and secretly and say nothing about if to anyone until afterwards, when they could have a real old-fashloned Methodist experience meeting and tell of the blessings they had received.

to do. Then she remembered that she could trust God to lead her. He knew all about the lonely hearts in Medeville, the right one. She went to sleep sing-

The sun shone brightly in at the beda start, as mamma said comething about an Easter greeting. There she stood, with a great bunch of flowers in her hand, and when Rosamond saw them she cried out with joy. "Really, truly white illacs, her very most favorite flower. Where did they come from?" Then mamma told her that Uncle Jack had cent them from the city greenhouse and they were for Rosamond's awakening. The flowers are not dead

church and everyone clse was busy get- comes again the flowers come with it. ting ready she stood looking at the great brightly awakening when we thought bunch of illacs. As she buried her face in the fragrant blossoms she seemed to ones, the spring time should bring essee a picture—a cross looking old man pecial comfort. For as we see the this minute!" standing in the door of a gloomy, white winter that passed, so may we know

Yes, it was old Mr. Pettibone. How lonely and corrowful he looked! Her heart was filled with pity for him. She fairly trembled at the thoughts crowded into her mind. This was her mission! She knew it, she felt it, and not waiting to get her bonnet, she took the flowers in her dress and hurried around the corner and up the path which led to Mr. Pettibone's house. The pulled the appalled by her own sure journey old brass knocker as hard as the could through those gates of death before the and was surprised when the door opened so quickly. There stood Mr. Pettitop of his spectacles. little girl?" he said. It's voice wasn't

"I thought you might like these flowers. Uncle Jack sent them to me, but I thought perhaps you were lonely and

they would help to make a happy Easter

deed. She heard the church bells ringshe suddenly threw her little arms around-his neck and kissed him. A tear rolled down his cheek and dropped upon her dross. Mr. Pettibone took his silk hat and gold-headed cane from the rack in the hall, and fastening a sprig of church. lilac in his coat and another in Rosmond's hair, he said gently: "Will you" let me go to church with you?" Resamend's mother could not find her anywhere and was wondering what could have become of her, when Mr. Sterling called from the library: "Will you look! there, dear? If it isn't Rossmond and old Mr. Pettibone! The lord be praised!" There was a stir in the congregation when the two came into church and sat in the Sterling pew, but in no neart was there such glad Easter joy as h

shall lead them."-Junior Herald.

the soul of Blas Pettibone, and the

pastor said in his heart: "A little child

od Intellectually and morally, yet parents It is not enough for me to know that at Culloden. of the world have overlooked the child's in the hereafter we shall-meet; I want training from birth."

their warm kisses on my sheeki" This declaration was make by Doctor ment, but the expansion of sound minds woods afforded, stood the two little shelving rocks concealed the entrance. that although trained to use its intellect a child may be so emotional as to

have grave personality defects. The average child might be morbidly your sermon this morning. We couldn't their labor might appear and lead to the timid, fearful or anxious; possibly come in," with a glance at her ragged discovery of the retreat. moody, with no ability to make friends; dress, "but we sat on the steps and I In this concealment the chief continuonly recently that steps have been taken in-memory, I think you called it."

it is five years old its training is the them again and again. background upon which its future will grow, he it good or bad.

TIMES HAVE CHANGED

Auntle: When I was your age I never heartly, "if they will stay and no one ed the tuller, as the gent with the went anywhere with a boy. else has claims upon them." Dora: Geo, Auntle, you're just what children's father had died when they just his natural disposition." these chrap skates are booking for.

. The Free Press Shurt Stury

"REJOICE"

BY CARRIE G. NOTTINGHAM

T WAS a beautiful Easter morn- were too young to remember him and spring equinox-has puzzled a good many words after dinner." ing and the church doors stood they knew of no living relative. "What does it all mean. Kate? asked lenced them. There has seemed to be no ajar, "We can hear the music If we sit there, and maybe some Tommy bewildered. of the sermon, too." It was Katle that "It" theans, dear," , remarked Katle, justes a definite historical event, should said this with a glance at shabby Tommy thoughtfully, "that this is to be our home not fall regularly upon a fixed day, as at her side and then at her own poor and we shall have two mothers, one in Christmas does. Of course, since it must dress that had gotten far past her skill heaven for us to see again some day and . . in on a Sunday it cannot be set

in mending and had holes and rents to one on curth to love and take care of us for a precise date, but it can at least "I'm so tired, Katie," said Tommy my lap awhile," said Katie, tenderly added, "I believe that with such a brave and churches of the world into agreeittle cry that almost escaped her. "I wish he would talk to the children as preach and always refolce." he minister used to where mother took

But Tommy's cyclids dropped, the PASTER IN MANY LAYES tured nothing at all for the sermon, Many beliefs and customs have become or the music, or the beautiful sunshine associated with Easter, some of them in- tian world. The movement in favor of or even for dear Katle herself, for Tom- teresting and others only odd and super- the change has not come from the at two o'clock sharp, the following: She was only two years older than fires" are kindled on the hills. Some of members of the laity, who for business they ought to know, for he had lived in her place. With never a thought for the fields will be fruitful, and the houses present. But there is a strong party her place. With never a thought for the her people free from within the churches themselves that sup-The Juniors were in a quandary, heart of pity for Tommy, she called sickness. Sometimes the cattle are ports the plan; and, though the inertia Sunday to pay a visit to prisons. The would be the most likely of all to hold Keepers 3 months' credit or 14% off visitors go from cell to cell, giving the out against it, but it is said at Geneva for cash.

"I wonder what rejoice means," mused on Easter Sunday has a beautiful signifi-Katle; but the minister was speaking cance, for the light that passes from one "Do the children know what rejoice of Christiahly spreading over the world. means? They ought to, for they do "The Lord is risen!" is the greeting given ing back into renewed life of what had as one person with a glowing taper lights lain concealed in the soil to escape the "Oh, he is going to talk to us," thought the candle of his neighbor. "He is desolating blasts of winter, marked the the heart hungry child on the doorstep. risen indeed womes back the answer, miraculous art of the creative energy "And now" continued the good man, as the neighbor goes forth to spread the that produced vegetation. I will explain it in words that I am light from his candle among his

more rejoicing than grown people."

hotelson wall diliva Distriction

"How can we?" remonstrated Rate.

of the resurrection and its recurrent il-

justration in the coming of the spring

and its flowers. He told it in language

that his youngest listener could under-

stand. His hearer on the doorstep eager-

ly grasped each word and treasured it

"Death is not death!" he exclaimed.

He then spoke a few words about

dead and of their appropriateness in

Kate's face was radiant. See her dear

and feeling the shelter of a mother's

could tell you about it. We ought to

house," said Katle, nothing daunted.

"He will know how to get them into the

With folded hands and bowed head

preached "Rejoice!" in the morning. It

looked as if he who above all others

should have been cheered by the services,

had failed to do so. "Your sermon to-

day was very beautiful," his wife said

gently. "It has been a great comfort

The wife was allent a few minutes;

only a little but very much depressed."

close to her she drew forth the pitiful

story. A glance at her husband showed !

"Of course we'll keep then," said he

that they read each other's thoughts.

on: "The truth is, I want our children.

"And yet you seem a -little

but rather a long sleep with glorious peared into the darkness before their

n her desolate little heart.

the gates of death."

the church at Easter.

cthers we should rejoice.

sure you all can understand. Rejoice neighbors. means, be glad, and you all know what! On Easter Day in Jerusalem one can and I were glad all the time when country people collect large numbers of caga for several weeks before Easter, to

In Switzerland, on the last school day before Easter, the children are allowed "There should be and is great rejoic- to bring hard-boiled colored eggs to revivined life. ing at Christmas time, the season when school. The mothers, in their loving Christ was born among men; but there mother sympathy, vie with one another exemplified in one supreme instance, freeliened in December, bred January 0 should be more rejoicing now, at Easter, in coloring the eggs. When too poor to that this world is to experience a grand Then he told anew the wonderful story of pretty flowered gowns.

post office last evening, but they disap-

"Suspicious characters!" repeated when we miss them in the winter time, but only sleeping; and when the spring Gladys started for the library door i breathless alarm. "O auntie," she cried, them dead. To us who have lost dear "what time was it? I must tell father "Your father has gone to his office," said Aunt Louise calmly. "Sit down and that we shall have our dear friends back. let me think just when I saw my susmore beautiful, loveller far for the separation and for having passed through

"And you never told us a word!" cried

"I should say, rather, that she was mother again! She was not depressed lounging." "She!" echoed Gladys. "Seven to nine by the possible years of waiting; not -why that was when Nina was here." Aunt Louise glanced from the handker- displeasing .- La Rochefoucauld. glad reunion. She only thought of once | chief she was embroidering to the girl's flushed face and amiled. "Don't you again being enfolded by a mother's arms consider Nina a suspicious character?" that which is false; the second, to know she asked. "I can hardly help classi- that which is true.- Lactantius. "I wish you would wake up so that I lying your friends since you allow me to hear your enlightening conversations. I have had some flowers in the church gathered last night that Nina was not is possible; believe in God and believe to-day for mother. We didn't think absolutely sure that the new freshman that this is holiness. M. A. Simons.

"Please, Mr. Pettibone, this is Easter, about it, but never mind, we can get was the Stevens that was expelled from come for to-night. Oh, Tommy dear, the Kingham High School for cheating." "She said she thought he must be the be swallowed, and some few to be chewed in one of his notebooks," Gladys replied. The closing hymn wakened the little "His seat is just back of mine, and I The things that we do to-day mound fellow and, after hearing part of the kept thinking this morning that he was our lives to-morrow. We cannot escape wonderful story he gladly accompanied copying my algebra over my shoulder." the effects of our deeds. planned to say and she felt afraid, but Mr. Pettibone took the flowers and said service—a tribute to the memory of their "But, granted that he is the Stevens, "Of course you can't help being sun-

It was a long and weary way the esting bit of news about your new music children went; but they were righly rewarded and came back laden with all teacher. I wonder how our school board they could carry of the beautiful symbols came to hire a young woman with an unof the resurrection. Up the church steps "Oh, Miss Morgan is a splendid teachthey climbed, only to find that the door cri" cried Gladys. Nina wasn't positive

whether it was the music or the drawing teacher in Camdem that struck the boy who refused to sing or draw, whichever was-she explained it all out at rocess." "But you are suspicious of Miss Morglight. His appearance was dejected and Gladys looked thoughtfully out of the window for a minute. "I suppose it has made un suspicious characters," she ad-

CONSTANTCY An English writer upon "Mountains and Men" quotes in praise of the life "Thank you, my dear," said the min- of mountaineers; The mountain cheer, the frosty skies, Breed purer wits, inventive eyes:

And then the moral of the place Hints summits of heroic grace. good by many a story devotion of the His wife looked distressed, and he went, fatthful followers of Charles Edward turkey in taste and delicacy. Stuart, the Pretender, who was defeated

"The chief of the Macphersons having greatest need, the need of emotional to feel their arms around my neck and been deeply engaged in that insurrection this life became of course forfeited to His voice trembled and on his cheeks the laws; but neither the hope of re-Emiley A. Blanton, Professor of Child were tears instead of longed-for loving ward nor the fear of danger could induce Study at Cornell and Vassar universities, careases. Hefore his wife could speak any one of his people to betray him. the doorbell rang, and hastily wiping For nine years he lived concealed in mental hygiene plays a great part but his eyes the minister himself answered a cave a short distance from his own according to Dr. Blanton, this does not the summons. There with their aims house; it was situated in the front of mean mental defectiveness or its treat- full of blossoms, the levellest that the a woody precipice of which the trees and through emotional training. He declared motheriess children looking wistfully up. The cave had been dug by his own people who worked at night and carried "If you please," said Katle, "we want the stones and rubbish into a neighborthese flowers in the church. We heard ing lake, in order that no vestige of

heard every word. We never could re- ed to live secure, receiving by night the an uncontrollable temper which may ruin. Joice since mother died; it has been so occasional visits of his friends, and somelenely; but now we will. We under- times by day, when the soldiers had be-"Buch emotional training may mean stand it better—we know she had to gun to alocken the vigor of their purdifference between mediocrity and bril- go-and we shall have her again-and suit. More than one thousand persons liance or success and failure. Yet it is we want the flowers in church, please; know of his concealment, and a reward of one thousand pounds was offered to to remedy this grave lack of training," ... /"My dear child!" was all the minister any person who should give information could my as he held out his hands in regard to the chief. Yet not a man The speaker declared that from the for the flowers; but his wife caught was base enough to betray him; and so the little to the right. The of Hay. time a child is 18 months old until both children, in her arms, and kinsed dexterous were they in conveying to their chief the necessaries he required in his "Oh, you poor darlings!" she exclaimed. I long confinement, that not a trace of

"Tell me about it." And holding, them him could be discovered. A COMMON TYPE

grouch left the room.

LYONS REPUSED TO BOAK

ficed at the Passover in memory of God's home he repeated this story to a circle protection of the children of the Terael- of friends. It was received sceptically.

The complicated method of reckoning made those flons run away!" "Oh," said Easter-it falls upon the first Bunday the naturalist. "I simply murmured to after the first full moon following the them, 'You'll be expected to say a few worthy Ohristians and often inconvengood reason why Easter, which cele-

b. .. and for the same Bunday in each ...r, and there are many excellent Hitherto there has been no agency then kissing Katle's wise little face he capable of bringing the various nations little woman in the house to make sun- ment on this point, but now the League shine for me, I shall practice what I of Bations has taken a hand; its commission on the reform of the calendar has recommended that the second Bunday in April be settled upon as Easter to sell by Public Auction at his farm. day, and there appears to be a very Lot 4, Concession 5, Eramosa, adjoining good chance that that recommendation Rockwood, just off Provincial Highway good chance that that recommendation No. 7, on will actually be adopted by the Chrisstitious. In some parts of Europe "Easter churches themselves so much as from

A PIXED EASTER

first born of the Kayptians.

THE SPRING MIRACLE

Experience has taught us that a similar plan runs through the whole of tions from creation, its various elementary constitu-

Next Sunday, Easter Day, crowns all with the azaurance that man, creations' highest effort, shares in this renewal. Now, we know, for men have seen it

of Men, women and children dissolved into dust, or into other elements. served in the careful keeping of the years old, bred-last of October; Jersey acters were seen lurking about the Creator, in the case of every one of them. Every bud, every leaflet, that springs out of the soll at this season is a preacher of the fact of a Resurrection of the body, and whispers:--

"Since I am here doubt not He rose

GEMS OF THOUGHT

While it is illuminating to see how enessential that men regard themselves as Potatoes; 10 Bags of Cobbler Potatoes; picious character. As I remember, it moulders of their environment.-Walter 25 Bags of Dooley Potatoes, grown from

Our repentance is not so much regret Gladys, her blue eyes widening. "Was for the ill we have done as fear of the ill that may happen to us in conse-

In the adversity of our best friend we

Some books are to be tasted, others to

THE TURKEY

Despite the well-established fact that the turkey is a native to the western hemisphere and was carried by the Spaniards workers. rom Mexico to Europe, the claim is reneatedly made that it is of Asiatic origin, mys an article in the New York Times. By way of "proof" it is pointed out that in sixteenth century English it was called "hen of Turkey," or sometimes even "Asia." The Prench word "dindon" North Germany and parts of Holland it calved March 20, 6 years old; Jersey was known as the "hen of Calcutta." held over the minds of Europeans four

hundred years ago, it is not surprising that this jewel of the table was assigned an Asiatic origin. Although people were Pair of Helfer Calves, 8 months old; not part of the Indies, the name "Indian" as applied to the American aborigines good herd of Cows. became as firmly fixed as the word "turkey." This has not affected the ethnology of our red men any more than the various European names for the great American bird have changed its place of origin. To the Spaniards The truth of the last couplet is made belongs the credit of having introduced the demesticated species, which, after . chaive breeding, was brought back to his country and now outrivals the wild

RATS FOLLOW THEIR NOSES Experiment Shows Why They Turn Right or Left

been shown to be literally as well as figuratively by work recently completed by Joseph B. Yoshioka. five rats through a muze several times that a few showed tendencies always to He discovered that they all had a curvature in the mecian suture of the nasal bones. A slight curve to the right in this bone makes the right nasal pas- feet long. sage larger and causes the tip of the nose man records of the rats revealed that No Reserve as the Proprietor to Giving

the look o' mine either."

don't like the look of my wife." A closer questioning showed that the "No," sighed the patient wife, "that's Dan--"I'll come wi ye-I don't like

The Christian Easter has always been A naturalist had gone to Africa to a movable feast, so much so that there collect specimens, and he went unarmed. is a period of thirty-five days during One day, while trekking through the Where all the family had the flu, which it may occur. That is owing to Jungle, he encountered a very feroclous the fly flew thru the fluey air Jewish Passover, which was traditional- murmured a few words, and the heast All had the flu. He caught it top ly determined by the phases of the moon; lowered its tall and slunk away. Pive for the first Christians, who were, of minutes later, he encountered another From Uncle Tru, Aunt Lou and the course, Jews, began by identifying Christ brute and with the utmost success re- And once again flew thru the flue with the Paschul Lamb, which was sacri- peated his procedure. On his return ites when the angel of death slow the "But tell me," asked one of his auditors, "What were the words you spoke that

> Corna disappear when treated with Holloway's Corn Remover without leaving

UNICESERVED AUCTION SALE

IN ERAMORA TOWNSHIP HIGH CLASS STOCK OF YOUNG CATTLE

The understaned has received instruc-

The Above Stock is in Good Condition and Will l'ositively be Sold

CAN HE HELD UNDER COVER

TERMS-10 months' credit on approv-

R. J. KERR, Auctioneer,

Phone 36, Acton, Ontario.

UNRESERVED AUCTION SALE

IN ESQUESING TOWNSHIP HIGH CLASS DUAL PURPOSE DAIRY COWS, OXFORD SHEEP, YORK HOGS, HORSES, SEED

POTATOES

off Provincial Highway No. 7, on MONDAY, APRIL 1, 1929 at two o'clock sharp, the following: HORBER-1 Pair Colts, 1 year old, 1

because He lives again and forever." buy dyes, the eggs are boiled with bits Spring, when back into a new better ex- January, bred in January; 1 Red Cow. Pebruary: 1 Red Cow, 6 years old, fresh-

old; 1 Calf. 3 months old; 1 Calf. 3 weeks old. BHEEP 4 Oxford Ewes, having 2 lambs each; 5 Oxford Ewes, in lamb; 1 PIGS—8 Pat Pigs; 1 Yorkshire Sow, with 9 pigs 1 month old day of sale, ready to wean. A real nice litter.

POULTRY-50 White Rock Hens. 1 Set Renfrew Truck Scales, now, 2,000 lbs. capacity. POTATORS-50 Bags of Early Sunrise certified seed by Arthur Bwackhamer. l'ositively No Reserve as the Proprietor is Going Out of the Milk Business TERMS-\$10.00 and under, cash; over that amount 10 months' credit given on furnishing approved joint notes. 5% off for cash. Powl and Hogs, cash.

CLEARING **AUCTION SALE**

R. J. KERR, Auctioneer,

Phone 36, Acton, Ontario.

TOWNSHIP OF ESQUESING FARM STOCK AND IMPLEMENT The undersigned has received instruc-

J. D. BROWN to sell by Public Auction at Lot 28. ist line, Esquesing, just outside of Acton, WEDNESDAY, APRIL 3, 1929 at one o'clock sharp, the following: HORSES-I Bay Horse, Heavy Draught

15 years old; I Hay Clyde Horse, Heavy Purpose Horse, 5 years old; 1 Bay Mare, These are all

Pebruary 1, 6 years old: Roan Durham Cow, calved December 5, 5 years old: Jersey Helfer, calved March 7, 2 years Durham Helfer, rising 2 years; Durham Bull, Durham, 2 years old. This is

BHEEP-4 Well bred Oxford Down PIGS-1 York Sow, bred January Pen of Chunks. HENS-About 80 Rock Hens HARNESS-Set Long Tug Team Har-ness; 1 Set Short Tug Plow Harness; Bet Bingle Harness; 2 Buraingles; 3 Horse Blankets; 6 Long Straw Collars,

rom 18 to 22 inches; Pair Brass Mount-IMPLEMENTS-Wide Tire Half Truck Vagon, Wagon Box and Stock Rack; Cop Buggy; Road Cart; 1 Sloop Sleigh und Platform; 2 Cutters; Chatham Panning Mill; Prost & Wood Binder, 6 foot cut; Peter Hamilton Mower, 5 foot cut; Deering Hay Rake: Turnip Bower: Deer-13 tooth; Deering Cultivator, 13 tooth; No. 21 Pleury Walking Plow; Stubble Walking Plow with wheel; 2-furrow Walking Plow; Peter Hamilton Scuffler; Viking Cream Beparator, 650 lbs.; Exalways to turn to the left. Beeking an Curtney Milking Machine; Hand Sprayer feet long, some 14 feet long, some

up Farming, and the Farm will Either be Sold or Mented

Refore the Sale ----TERMS-\$15.00 and under, cash; over that amount 10 months' credit on furnishing approved joint notes. 5% per annum off for cash. Poultry, Grain, Feed and Doors, cash. Everything must he settled for before leaving farm.

O. O. PLANK, Clerk.

IL J. KERE. Austlanger.

Phone 36, Acton, Ontario

NOT SO CONSPICUOUS

A bashful young couple, evidently much in love, entered a crowded train. an early attempt to connect it with the looking lion. He gazed at it steadily, And took a chew from each one there. he asked, looking doubtfully at her able place. 'Hon't you think, dear, we had better,

ALL THE TIME

Mrs. Green bought a syndlal and bait erected in her garden. She subsequently called in the hallier and instructed him to move it to a more suft "Where would you like me

acked the builder walt until we get home?" was the low, "Then we shall be able to see the time when it is dark."



Round each clusive, nimble dollar, I find a simple rule suffices-Just buy at Carroll's low-cut prices! Carroll's Specials for Thursday

and Saturday — Closed Friday BUTTER Fastourized. Per 16. 430

ACADIA PURE BONELESS CODFISH 1-1b.carton 13c

PANCY JUMBO SWEET

Aylmer No. 2 tin

LOBSTER Halver Tin 32C:

"Where Quality is as High as Prices are Low"

LOW-CUT

PRICES Shaker Salt-Regal Sifto, package Chalesu Chesse-Plain Pimiento, pkg.10 June Chases-Latra ric

w . and tasty, Ila 28 MEATWICH Var Sandvishes

2 tins 25c Marmalade-Shirriffe Karavas Dalas Stoneles 2 packages

African, 2 lbs. Currents - Australian reclemed 2 lbs 280

Ginger Ale

Also Orange and Lames

Infante-Dellete

SOAP 4 cakes 23c

Open Thursday Evening

Did You Ever Stop To Think

By EDSON R. WAITE, Shawnee Oklahoma

That without the aid of advertising no manufacturing business can succeed. no matter the quality or price.

I recall a concern who, knowing the constant and ever-increasing demand for a certain product, planned to market a product that would lead the field in quality and service.

No expense was spared to reach that standard---the finest materials procurable were used, men who were specialists were employed, with every modern mechanical aid at their service. They made a product that challenged comparison.

It was an accomplished fact; they had made the lest. They filled their warehouses with manufactured products, then sent out a number of good salesmen. At every hand the dealers answered the salesrom. "We never heard of your products. The demand is for those advertised and we carry only products that are advertised."

It took this firm one year to wake up to the fact that you can't sell a product without advertising, and when they did it was too late. They were in the hands of their creditors.

If you have something worth selling. it is worth advertising. It takes advertising of quality to put you on the road to

Quality Advertising is the Free Press Kind