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**CONSISTENT NEWSPAPER ADVERTISING BUILDS SALES FOR RETAILERS**

Consistent newspaper advertising will increase profits, Ontario Retail Hardware men were told at the 45th convention of the Ontario Retail Hardware Association.

"Newspaper advertising has provided time and time again that it can build sales," said Harold Cook, advertising executive, in a panel discussion of paint sales.

Certain Toronto hardware stores even though without good locations, have built up high sales by consistent advertising in Toronto newspapers. "Generally speaking, if you use your large newspapers or local weeklies, you will have a bigger profit at the end of the year."

Canadian paint sales in 1950 will likely triple those of 1939. M. J. Palmer, business paper editor (Canadian Paint & Varnish Magazine) told association members. Sales in 1949 totalled \$79,000,000 compared with \$25,000,000 in 1939, he said, and that level of production would likely be maintained.

Only fifteen per cent of paint sales were made to individuals, he said. Forty per cent of paint production was used in industrial finishes and the balance by paint contractors and for industrial maintenance.

Reduced prices to retailers are not likely at present, said Mr. Palmer. Because most paint ingredients come from U. S. dollar devaluation had added 10 per cent to many manufacturing costs and net profit for most paint manufacturers was down.

The brown trout was introduced to Canada during the last century. It came from Europe.

**Weak, Tired, Nervous, Peppless Men, Women**

Get Your Man, Woman, or Child's health back with this powerful medicine. It is the only medicine that builds up the system, restores the vitality, and gives you the energy and pep you need to get on with your life. It is the only medicine that is safe, reliable, and effective. It is the only medicine that is made in Canada.

**BUILD A HOUSE IN YOUR SPARE TIME**

Many young couples are now realizing their dreams of owning their own homes, at savings of thousands of dollars in building costs. Men without carpenter's experience are constructing houses — during their week-ends and other spare time — that meet strict building-code requirements and pass rigid mortgage loan inspections. The answer, says Don Wharton in the April Reader's Digest, lies in a new build-it-yourself technique which employs full-scale patterns much like those a woman uses in making a dress.

Wharton's article, condensed from Future, says the Patterns show the exact position of each piece of lumber, how to mark and saw the end of each rafter, joist, girder, stud and sill, and even the size and number of nails to use at each joint. They also tell what tools are needed, what materials to buy and how to shop for them. The material list explains what must be bought for each step in construction. This facilitates buying out of weekly income and means that no material need be left where it may be stolen while awaiting the next step.

Except for plumbing and wiring which must be done by licensed builders, most house building requires about 3000 hours of work. That amounts to every spare hour for two years, the article points out unless the builder has help or can take time from his job. But those hours are worth at least \$2 each based on average savings in building costs. On one house cited by the author a contractor gave a \$15,000 estimate. Following the pattern system, the owner of the property built the same house for \$7100, including the cost of plumbing, heating, electric stove, refrigerator, washing machine and water heater.

Development of the house-building patterns was a depression-born idea conceived by Donald Brann, of Briarcliff, N.Y. Building shelves and cabinets in an old house, Brann could not afford to buy any more lumber than he needed. Remembering the dress patterns he had once sold, he drew up full-size designs of everything he planned to construct. When enthusiastic neighbors borrowed his patterns Brann got a \$2000 loan, developed more patterns, had a few hundred copies printed and peddled them to hardware and lumber dealers. Today, Brann employs 18 men and has 6000 outlets selling more than a million of his patterns a year.

The machine aged Moscow has a street called "Ball Bearings Avenue".

**THE SUNDAY SCHOOL LESSON**  
SUNDAY, MARCH 26, 1950

**THE CHURCH OF ROME**

Golden Text—I am not ashamed of the gospel: it is the power of God for salvation to every one who has faith, to the Jew first and also to the Greek. Rom 1:16

Lesson Text—Rom 1:1-7, 12, Ac 28:14b-15, 30-31 (in this order)

Exposition—1. Paul to the Romans. Rom 1:1, 7-12

How Paul regarded himself is indicated by his use of the word "servant." He really wrote "bondservant," meaning one bonded as a voluntary slave to a master. It is a term expressing complete subjection and devotion to the Lord Jesus and was characteristic of N. T. writers (Jas 1:1, 2 Pet 1:1; Jude 1:4). Here is a pattern for all Christians. Those closest to the Lord have always given Him the greatest honor. Paul is not only a servant, but he need be left where it may be stolen while awaiting the next step.

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**CLEARING AUCTION SALE**

The undersigned have received instructions from

**WALTER HARBOTTLE**  
to sell by public auction at his farm, Lot 6, Con 2, Twp of Nelson, 1 mile west of Lowville, 2 miles east of Kilbride on

**FRIDAY, MARCH 24**  
at 10 o'clock the following:

**HORSES and EQUIPMENT**— 1 Grey Percheron Mare, 10 yrs old, about 1600 lbs.; 1 Black Percheron Mare, 12 yrs old, about 1400 lbs.; 1 Grey Percheron Mare, 15 yrs old, about 1400 lbs.; 2 Sets Heavy Breeding Harness; Odd Collars, Bridles, Blankets, S. G. H. Bells, etc.

**COWS and YOUNG CATTLE**— 2 Durham Cows, fresh; 1 Guernsey Cow, fresh; 1 Brindle Cow, due time of sale; 1 Holstein Cow, due time of sale; 1 Jersey Cow, due April 12; 1 Guernsey Cow, due April 26; 1 Holstein Cow, due May 8; 1 Gray Durham Cow, due May 10; 1 Holstein Cow, due May 13; 1 Brindle Cow, due July 22; 1 Durham Bull 14 yrs old; 2 Durham Steers, 2 yrs old; 12 Yearlings, Durhams; 12 Calves, Durhams.

**HOGS and EQUIPMENT**— 9 York Hogs, about 175 lbs.; 7 York Hogs, about 125 lbs.; 9 York Chunks; Pig Feeders; Hog Crates; 7 Steel Hog Troughs.

**POLYMER**— 11 Hens, 1 yr old; 25 B. Hens, 1 yr old; 60 Hybrid Hens, 1 yr old; 50 Heavy 2 yr old Hens; Hoppers, Feeders, etc.

**FERTILIZER**— 2 Ton Mixed Hay, Lucerne and Timothy; 10 Ton Mixed Hay, Loose; Quantity of Shredded Straw; 350 Bus. Fall Wheat; 300 Bus. Mixed Grain, Oats and Barley; 1 Bus. Clover Seed; No. of Bags of Salt; Full Barrel of Molasses; 30 Cotton Clover Seed Bag.

**ELECTRICAL EQUIPMENT**— Cuckabutt Milking Machine, 2 un'pl'ping and motor, new; Beatty Grain Grinder, 2 h.p. motor; Cock-shutt Cream Separator. These 3 articles are almost new.

**FARM IMPLEMENTS**— M. H. Grain Blender, 7 ft.; M. D. Mower, 5 ft.; M. H. Inthrow Disc, M. D. Grain Drill, 13 Disc; M. H. Hay Loader; M. H. Side Rake; M. H. Manure Spreader; Cultipacker; Set of Harrows, 4 Section; Spring Tooth Cultivator; 2 Section; Farm Wagon and Hay Rack; 2 Walking Plows; Scuffer; Root Pulper; Fanning Mill; Slight Cutter; Blower; Clone Seeder; Fence Stretcher; Quantity of Brass Wire; 4 Collie Pups; Forks, Hoes, Shovels, Chains, Neck Yokes, Double Trees, etc.

**FURNITURE**— 2 Sewing Machines; 2 Wooden Beds; Large Brass Parlor Lamp; Odd Oil Lamps; Dairy Chair; Dog Chair; Odd Chairs; Odd Tables and other household effects.

Terms: Cash Settlement with Clerk Day of Sale. No reserve as Spring Tooth Cultivator and Inthrow Disc are sold by the proprietor has sold his farm and is retiring. Hindley and Elliott, Auctioneers C. Eves, Clerk.

of some does not make the faithfulness of God of non-effect (Rom. 3: 3, R.V.). Paul was not at all shaken in his own faith, because so many including scholarly ones, had not believed. No, rather he was confirmed in his faith; for was not this a fulfillment of prophecy? But note how plainly Paul spoke to those rejecters of the truth of God, and we ought to use equal plainness of speech. Paul told them what lay at the root of their unbelief was: gross hearts, dull ears, closed eyes. And it is not superior scholarship that lies at the root of the prevailing unbelief today. It is as then "gross hearts, dull ears," deliberately closed eyes. Their eyes were closed because they themselves had closed them (cf. 2 Thes 1: 7, 9). Though they refused the salvation it was none the less of God. If they would, not have it, others would (v. 10).

**PRAYER UNIT**

Electric All purpose Sprayer that manufactured by an English firm is being distributed in Canada according to The Financial Post. It can be used for spraying paint and cellulose, delimiting insecticides, disinfectants, protective coatings etc. makes states. It is a self contained unit powered by a one fifth hp. universal motor, possessing three specially designed nozzles, and to eliminate use of bulky air compressor tank. Easily portable, one weight of complete unit only 14 lb. power unit measures 12 in high by 6 in diameter. Supplied with swivel spray gun and three interchangeable jets.

The landford salmon which never goes to the sea though in many cases it could have larger scales than the Atlantic salmon.

**You'll feel at Home**

Paul is evidently referring to himself in verse 5. These are words which tell what the Gospel has done for him. It has imparted divine grace to him. The Gospel is the cause of his apostleship. The results of the Gospel are obtained by faith and obedience. Paul has them and he exercises his apostleship among all nations for the name of Christ (Rom. 15: 20). Then he turns his attention to the Roman Christians. It is no longer "we" but "you," "also." What a glorious spiritual democracy are believers enrolled amongst! They are the called of Jesus Christ. Jesus called and they answered. He is still calling (Matt 11: 28) and there are those who still answer His call.

What were these Christians at Rome? First, they are "beloved of God" (v. 5). Why? For the answer read John 16: 27. What a privilege of grace this is and what treasured consequences come from it (Deut. 33: 12). They are also called to be saints. This is why many Christians refuse to lay claim to sainthood. But it is ours just the same. It means one who is the Lord's wholly.

The benedictions of the Bible are always rich in meaning. So is the one Paul pronounces on the Roman Christians in v. 7. "Grace" is that which results from our dwelling in God. Paul follows this benediction with a thanksgiving (v. 8). Notice how in both benediction and thanksgiving the name of our Saviour is placed in juxtaposition to that of God the Father. Nothing could more completely affirm the deity of Jesus than this.

The apostolic mood is one of service to the Lord's people. Paul wanted to see good Christians even better than they were. The most devout among us are always the most humble and anxious servants of our welfare (2 Pet. 3: 18). There was one consuming purpose in the heart of Paul. He wanted to meet the Christians in Rome (v. 10). Why does Paul want to see them (11)? There are two elements in the answer. He desires to impart some spiritual gift and he wants to see them "established."

II. Paul at Rome, Ac. 28: 14b-15, 30-31.

How all the schemes of the enemies of Paul and Christ had turned out to the furtherance of the Gospel (Phil. 1: 12)! They had brought Paul to Rome at the expense of the state, they had given him a great audience of the leading Jews, but further than this, they had given Paul an audience of Roman soldiers. These soldiers would never have come to a service conducted by a Jew, but as they had to guard Paul they had to hear what he had to say. Many were thus converted (Phil. 1: 13), and as the Roman soldiers went everywhere they became most efficient missionaries in Gaul, Germany, and Britain and elsewhere. Paul opened to the Jews the Old Testament scriptures concerning the death and resurrection and reign of the Christ (cf. ch. 17, 2: 3; 28: 22, 23) showing how all this was fulfilled in Jesus. He gave witness to the kingdom of God—that is, to reign of God on earth in the coming Messianic kingdom. All his exposition and testimony centered in Jesus. It was no abstract reign of God in an improved state of society, but a definite reign in a definite person, Jesus. Paul proved his points "both from the law of Moses and from the prophets, from morning till evening."

The preaching of the gospel always causes division; those who are ordained to eternal life believe (cf. ch. 13: 48); and the rest reject (cf. ch. 13: 48-50; 14: 4; 17: 4, 8; 18: 6-8; 19: 8). Those who believe are saved; those who believe not are lost (Mk. 16: 15, 16). But the unbelief

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License Required under the Tourist Establishments Act, 1949

**NOTICE TO OPERATORS**

**Licences Expire MARCH 31st**

If you operate a Tourist Establishment, accommodating the travelling of vacationing public, and if you are not already licensed under the Game and Fisheries Act as an "outfitter" or under the Liquor Licence Act, you must apply before March 31st for a licence under the Tourist Establishments Act.

A Tourist Establishment includes:  
An Inn - A Lodge - A Tourist Home renting five or more rooms - A Cabin Establishment of two or more rental units - A Cottage Establishment of two or more rental units - A Trailer or Camping Park.

Licences are issued by municipalities, or, in that part of a territorial district without municipal organization, by the district inspector of the Ontario Provincial Police Force. The fee on first application is \$5.00 and on each annual renewal is \$2.50. Fee shall accompany application.

Operation without licence entails a maximum penalty of \$100.00 on conviction, as does any violation of the regulations. Copy of the regulations will be forwarded on request by

**THE DEVELOPMENT BRANCH DEPARTMENT OF TRAVEL AND PUBLICITY**  
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HON. LOUIS F. CECILE, K.C. Minister  
TOM C. McCALL Deputy Minister

National Tourist Service Week From May 1st to May 6th

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