Page 4

A FRIENDLY SMILE Oh, there's somethin' mighty mark In a friendly smile: Somethin' that just seems to make The world worth while: Somethin' that just reaches out An' grips your heart; An' somehow makes you want to take A fresh new start!

The serious page I only scan,

The light I read with zeal. Just why, in truth, should any ma-Continued sadness feel? If by being so we could improve The earth and all about it.

Temper the powers that grimly move And all the evil, rout it. Why then 'twould pay to mosn an

Payor sackcloth and ashes. Seek out and climb the stony steep, While all about us crashes.

But when, alas, such course will k To deeper ills and sorrows, Let's seek of joy to speak and read And hope for brighter morrows. -Clarence Milligan in the Chicago

COOKING VEGETABLES

It is generally known that vegetables have food value. Vitamins and minerals which are essential to proper growth and health are present s sundance in vegetables. In order that the full food value of vegetables may be secured, it is necessary that special care be given to their preparation. The outside leaves of lettuce and cabbage, and in and just under the skin of potatoes and other root vegetables, are the

minerals are to be found in largest quantities. It is obvious, then, that in the preparation of vegetables the outer leaves and the skins should not be thrown away, because in doing so we waste valuable food materials. Practically, this means that root vegetables should be cooked in their skins, and that the outside leaves of green vegetables should be used.

Vegetables are cooked in order make them more appetizing—to look and taste better. When this can be accomplished by baking it is most satisfactory, as in baking no food value is lost. Other vegetables can be prepared by steaming, but most green vegetables are best prepared by

When vegetables are cooked in water, some of the constituents are dissolved and pass out into the water in which the vegetables are being boiled. This means a loss which can and should be prevented. In the first place, cooking should be continued only until spoils the appearance and the taste. The amount of water used should be the smallest amount required to give the best result in taste and appearance for each vegetable. In all cases, the water in which vegetables are boiled should be kept and used in gravy. soups and sauces. To pour the water down the sink is simply to throw away a large part, a most important part of the food value of the vege-

Compared to past generations, we are fortunate in our ability to secure a variety of vegetables at all seasons. Attention to the points mentioned will make vegetables more pleasing to the taste and in their appearance, and will, at the same time, secure their full food value.—Canadian Medical

TVI

price.

POST OFFICE MONOPOLY

The post office départment of Canada has a monopoly in one thing and that is the "exclusive privilege of conveying, collecting and delivering letters," and no one else has such right, says the Millerton Sun. In Winnipeg, business firms which have been delivering their own letters are threatened with prosecution. According to a ruling of the postal department, bills enclosed in envelopes become letters and as such must go through the post office for delivery. The postmaster-general some time ago issued a warning to merchants and others etc., enclosed in envelopes, through their own delivery men, that they are liable to a fine of \$20 for each and

every such letter. The reduction in revenue is causing the department to check up and stop til leaks. The publisher of the Milverton Sun is also postmaster of Milverton, and no doubt knows the regulation. can be easily evaded by not enclosing the bills in envelopes, and the cost of envelopes will be saved as well

notes or letters enclosed in envelopes longer. Sprinkle generously with the own supplies of chemicals, have done the question is to answer it. It is the question is) to answer it. It is absurd. We suppose that what is intended is that no one has a right to estab-

vish in opposition to the post office, a letter delivery system and that bills are virtually letters. As to individuals we think it may very well be left to each person to decide which is the cheaper and more convenient plan The post office was made for the people, not the people for the post office, splendid, efficient and economical though its service may be. Mt. Porest Confederate.

TOO BUSY TO LOVE

oo busy," loyally declared a small maiden, who had from oven, add a layer of marshmaling of a little companion as they set off for school. "She has so much housework to do." The "much house-work" and other work seem to take precedence of love in many households where the members would be shocked if they fully recognized the fact. Love their own? Of course they do; and all the toll is for the sake of these beloved ones, they say and really believe. And yet the work has become a fetish-not something for the family comfort, but some-thing before which all else must give way, to which everything alse must

Washing, fronting, sweeping, dusting, must take their appointed course, and be finished according to the appointed time, whatever becomes of life's higher needs. There is no tenderness or sympathy, for the hours' talk that might clear away doubt and misgiving; for comforting sore hearts or binding up wounded spirits. There are usually notable housekeepers in such households, women of whom neighbors speak admiringly, and recount the wonders they accomplish but there is seldom any deep homespirit. Work counts for everything until some dreary day when the inevitable shadow falls across the threshold, and all things change values. The tasks that seemed so important

yesterday what do they matter? "But oh, for the touch of a vanish-

CHRISTMAS

W E have a nice selection of Christmas

Cards which we can supply, with your name

and greetings printed thereon, at a reasonable

SEE OUR SAMPLES

"THE HERALD"

CARDS ==

OCTOBER DISHES

By Betty Barclay Spanish Salad (Berves 6)

2 large tomatoes 2 green peppers

Cut each tomato into 3 slices. Take seeds from green peopers and dut each one into 3 rings. Peel oranges and cut in small pieces. On each salad plate arrange tomato alice topped with pepper ring. Fill centre of ring with orange. Add minced onion

(Serves 6) 8 lamb, veal or pork chops Melted butter Sliced oranges

in melted butter. Oil broiler well and of the weed have been destroyed with broil chops 8 minutes. Turn and the use of these implements. Farmers place a thick slice of pecific orange have borrowed the tanks from the on each chop. Broil 8 or 10 minutes municipalities, and, purchasing their

Orange Catdled Sweet Potatoes

(Beryes 6) 1 cup orange juice 1/2 teaspoon grated orange rind 1 cup water 14 cup sugar

3 tablespoons light corn syrup Lake Eric counties of Ontario.

Lake Eric counties of Ontario.

Though sometimes occurring farther north it is usually killed the first Combine first 7 ingredients and pour

over peeled uncooked aweet potatoes arranged in casserole or baking dish. Bake covered in a moderate oven (376 degrees 400 degrees P.) until tender, ed field should be ploughed under and 30 to 40 minutes. Baste occasionally. Remove lid last 10 minutes to brown or put under blazer.

COCONUT SALADS

Have you ever thought of coconut in your salads? If not, you have been neglecting a wonderful portunity. Here are two recipes cocomut salads that I feel sure | you will appreciate.

Coconut Salad Delicious - 2 cups cabbage, finely shredded cup grated pinespple, drained 1 cup cocoput, premium shred % cup mayonnaise Dash of salt

Crisp cabbage by allowing it stand in ice water. Drain and dry thoroughly. Toss lightly together with remaining ingredients, Serve on crisp lettuce. Garnish with strips of piminento and chopped chives. Serves

Coconut and Carrot Mold 115 cups grated raw carrots 1 can coconut Southern style

% cup mayonnaise Combine carrots, coconut, and mayonnaise Blend. Pack tightly individual molds, Chill. Unmold on crisp lettuce, Garnish with additional mayonnaise, Serves 6.

IMPORTANT TO FARMERS

Pareners should take warning from the eradication of weeds. At the the experiences of others. Losses Kemptville Agricultural School in Oncaued by forms of exploitation by tario ridging is considered an importcertain uncorupulous firms probably ant tillage practice, all land ploughrun into thousands of dollars yearly. ed early and subsequently top work-Every year smooth-talking, high ed being drilled up in early fall, Anpressure salesmen, neually represent other advantage of ridging is that it ing some firm operating in the United aids in getting on the land a few States or some other country outside days earlier in the spring, which is a of Canada, travel from farm to farm decided gain on low or heavy land selling so-called new varieties of Some clays tend to run together

Not so many years ago salesmen ac- winter, but ridging up corrects this. from King Tut's tomb to Ontario farmers at prices ranging from \$5 to \$6 per head. If this grain had actually come from the tomb of Egypt's famous king it would have been several is especially true in orchards thousand years old, and even the sod culture, although even orchards common mustard, which is credited under clean cultivation are frequently with being the most retentive of life subject to considerable damage from of all seeds, cannot hold life within this cause. The amount of damage the seed more than fifty to seventy- caused by these animals varies greatfive years at the very longest. About five years ago Polish peas

were sold in Eastern Ontario at \$12 per bushel, when the higher yielding better quality Canadian varieties were begging at \$2 per bushel. In February, March and April of 1932 nearly a carload of a little known cording to official statistics, but the vinces, despite sectional reverse due and interior variety of cets was sold resutls are quite satisfactory. This to weather conditions or other causes. in a well-known section of Central report is noteworthy in tace of the A preliminary estimate of the Domin-Ontario at \$1,35 to \$2 per bushel. drastic decline in prices which reductions outs were marked Grade 3, ed the incomes of farmers during the which is the lowest grade that is permitted to be sold under the Federal Seeds Act, and a grade that is not suitable for seed at any price, let alone the previous year, the total estimated the gross of the Dominian drastic decline in prices which reductions during the lowest grade that is permitted to be sold under the Federal put was reduced by \$111,000,000 from latest reports a total of around put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not put was reduced by \$111,000,000 from the previous year, the total estimated level is not previous year.

standard variety. Government institutions, such as the levels experienced elsewhere. Central Experimental Farm, Ottawa, the Kemtoville Agricultural School, the Ontario Agricultural College; Guelph, the Ridgetown Experimental Guelph, the Eldgetown Experimental with general co-operation on the part 000 bushels against 183,700,000 bushels Farm, and the Experimental Station of merchants and the people of towns last year and the barley crop at 70,st New Lisheard, test out all the and cities throughout the province successful beyond the expectations of its sponsors. Its commend for planting only those principal result will be to instill in varieties proved to be high yielders and adapted to Ontario Soils. Farmers who follow the results of expectations of imported foodstuffs. It crops have done well, with again the constitutions of the matrix in the provinces in the provinces of the matrix in the provinces are below and adapted to Ontario Soils. Farmers who follow the results of expectations of imported foodstuffs. It crops have done well, with again the periments of these institutions do not is one link in the program to create exception of potatoes, Nova Scotia also

be true" new varieties have been in-vestigated by Government officials and conducted among the public school have been found to be some standard pupils of Peel County on the subject variety sold under a new name. In "Advantages of Using Ontario Parm some cases the evidence would indi- Products." cate that grain has been purchased in Ontario at market price, shipped to Cutting Hen Rations Buffalo, bagged and returned to Ontario as a new variety, and sold at four to eight times more than the claiming that, in spite of firmer prices, market price. This scheme of exploi-, it is impossible to obtain sufficient tation is very old. Perhaps a word quantities of top quality eggs. of warning to the unwary will very

My Kingdom

the farmer thousands of dollars.

The class of a hand or the warmth

The glad joy of living and working the The birds and the fiers and blue skies above me The green of the mesodws, the gold

Murphy.: I ain't seen your old man the eggs produced.

Intely. Wot took him off?

Mrs. Murphy—A seishre.

Customer—"What's

Mrs. O'Relly—Dear, dear, you never say, Wot was it—'eart?'
Mrs. Murphy—No, my dear—police.

News and Information · For the Busy Farmer

Made Fine Showing The dairy cattle-judging team from O.A.C. stood second in the National Dairy Cattle judging competition in Waterloo, lows, early this month. The O.A.C. team achieved first place steamships. in the judging of several breeds and captured the trophies put up by the breed association. The O.A.C. team. coached by Prof. G. E. Raithby, was first in Ayrshire judging, first in Jer-

seys and first in Brown Swiss. In the entire work they were just four marks behind the winning Iowa team. Trade and Commerce. Sow Thistle in Kent. Sow thistle has become such a seri-Popularity of Canadian tobacco ous pest in many districts that concentrated effort is necessary to des-

troy it. Splendid efforts have been made to eradicate it in many parts of Kent county in Ontario. Raleigh Papriks.

Trim fat from thick chops and dip ed chemical tanks and many patches in 1931 was approximately 2014

> Dodger in Clover Field A weed that is scarcely hardy enough to survive the winter in Canada is the dodder which grows along with clover. It twines around the clover stem and draws its food from it. The last there sessons having been mild, dodder has spread in the sporting event. Success of two

When dodder seed is mixed with clover seed at is almost impossible to separate the two. Any badly infestplanted to a hoed or grain crop for a sufficient length or time to completely eradicate any accumulation of dodder Variation: Just before removing which may have taken place in the rom oven, add a layer of marshmal-soil. Where a sight infestation is noticed patches containing dodder can be cut and used for fodder before the field is ripe.

> Bir Prises for Barley Out of a total barley crop of 20, 000,000 bushels, Ontario barley grows tario and Quebec use 2,500,000 bushels annually and they are anxious to have more attention paid to the crop by Ontario growers. For this reason they have given \$1,000 that will be distributed in prizes for bar;ey at the Royal Winter Pair.

In addition to a cash prize \$500 for first place, a gold medal will be awarded, Second prize will be \$200; third, \$100; fourth, \$50, and the next six \$25 each, a total of \$1000. The exhibits are to consist of 100 be of six-rowed berley prown in Ontarlo during the season of 1932, and suitable for malting. The points or which the entries will be judged in clude soundness, size and uniformity of kernel, and freedom from other grains, weed seed and inert matter.

Ridging in the Fall

One of the test methods of killing weeds is to ridge the land in the fall. There are men who claim that there is no benefit in the way of killing rootstocks of sow thistie and couch grass remaining in the soil after summer cultivation. Others regard ridging as supplementary left in a highly cultivated state all

One of the greatest hazards in the growing of an apple, orchard is the danger of girdling by mice. ly from year to year, depending largely upon their available supply of food.

Crop production in Ontario, owing chiefly to climatic conditions, was a higher quality. Yields were generalightly below the yield of 1931, at prices four to eight times higher value of farm production, \$305,624,000 than the ordinary market price for was a decisive factor in sustaining good Ontario No. 1 cets of recognized purchasing power and it prevented business in Ontario from falling to

A Successful Campaign "Ontario Farm Products Week" met as a rule give away hard-carned cash keener demand for home-grown fruits, recording a 30% loss of the apple crop to smooth-tongued salesmen who are full of promises and never operate in the same district twice.

Time and again these "too good to stopped to stimulate interest in the Prairie Provinces — More normal process."

Keener demand for nome-grown fruits, vegetables etc. and thus enhance the output of the same district twice.

As an example of the unusual methods age. Details follows:

Prairie Provinces — More normal

> Is Unwise Retrenchment Many Ontario egg distributors are

While in conversation with a memlargely check the practice and save ber of the Ontario Marketing Board staff, T. A. Benson, Federal Government; who is senior poultry promoter for Ontario, related an experience which might possibly be the answer to the Ontario situation.

prevailing depressed prices. This plan perienced in only a few districts.

was adopted quite generally and, when Average estimated wheat yields are as

these eggs?". Waitress—"Don't esk

Here and There

'A total of 120 shillings to and from Hulifax will be made during the coming season to the Old Country, the majority of which will be by Canadian Pacific

A rise in wholesale prices in Canada during September is considered to be one of the outstanding favorable events in the Canadian economic situation, according to a statement recently issued by the Department of

in the United Kingdom is increasing. For the eight months to August last, 8,950,568 lbs. of Canadian tobacco valued at \$2,545,380 was exported to Great Britain as compared with 4,917,128 lbs. valued at \$1,429,892 exported in the same period of 1931. The Canadian silver production

million ounces, or 10.5 per cent of the world's computed production of 196 million ounces. Canada has for many years ranked third amongst the silver-producing countires of the world, being exceeded by Mexico and the United States. New Brunswick is to stage the North- American Cover Dog International Trials as un annual

ville recently, has brought about formation of a permanent dog fanciers and owners association which has fixed dates for 1933. Photographs of Banskok's shrines, temples, statues, and other places of interest in Slam Canadian Pacific liners, are being taken to Bangkok for King

days' trial concluded at Peters-

Prajadhipok by the Siamese Consul-General in Canada, who sailed for the Far East on the Empress of Asia recently. . Hon. Herbert M. Marler, Canadian Minister to Japan, left for

Tokio recently aboard the Empress of Asia after a two-month vacation in Canada, strong in the belter that the Dominion is on the threshold of great trade developments in the East. With 500 million people in Japan and China, the possibilities, said the Minister, are incalculable.

China is on the eve of an era of tremendous development in railway expansion, engineering works and general trade, in the opinion of Major W. S. Nathan, chairman of the Pekin syndicate, who recently sailed on the Empress of Japan from Shanghai to Victoria en route for England. Rationalization and expansion of China's railways would be the first step in this expansion, be

Three months in the unexplored regions of the Fairweather Range in Alaska, with mountain climbing, sirplane explorations, and ski-ing, was the unusual summer holiday of a party of Harvard undergraduates, headed by H. Bradford Washburn, Jr., president of the Harvard Mountaineering Club, who returned on Canadian Pacific "Imperial" train to his Alma Mater recently. "We had bad luck with weather and snow," said Mr. Washburn, but otherwise the party is bringing back some very interesting moving pictures of their experi-

FINAL CROP REPORT

of telegraphic reports received at the Head Office of the Bank of Montreal from its branches under date of Oct. 20th, The Branch Managers have complete and intimate knoweldge of each local situation and are in close touch with crop conditions in all sections of the districts mentioned. General-Taken as a whole the principal field crops of Canada have seldom attained such total volume as during the present season or been of ac- ally satisfactory in each of the Prothe ten year average and the largest crop since 1928. Last year's Prairie crop was approximately \$00,000,000 bushels. The wheat marketed to date has graded exceptionally high and tests indicate that the high protein content will be maintained. The Western out crop is estimated at 274,000 -

this year and the spring season was favourable for germination and early growth. Plentiful, although unevenly distributed, rains continued throughout June but in July drought and ex-treme heat caused deterioration in Central Saskatchewan and Southern areas of the three provinces. Weed growth affected yields and insects principally grasshoppers and outworms, caused searous damage in many cases in Manitoba and Basicstohewan. Damage except from drought was negligible in Alberta. Hail losses were less severe than usual and rust appearing late, caused little damage. More pientiful rainfall in August peace While visiting Prince Edward Island recently, at the time when the egg market was more or less demoralised, Mr. Benson attended a meeting of representative egg porducers. One of this group advised his colleagues to out down their hems' rations, giving as a reason that nothing was to be gained by producing eggs in view of prevailing depressed prices. This plan checked deterioration to some extent and assisted late crops. An area of near failure prevailed in South Central Saskatchewan, with below average crops in the greater part of Southern Saskatchewan and in parts of Southern Manitoba, Southern Alberta. In other areas crops on the whole are good and feed shortage will be expressed in only a few districts. checked deterioration to some extent The green of the meacows, the gold of the grain;
A song in the evening, a dear heart to love me

And just enough pleasure to balance the pain.

—W. D. Bagley.

—W. D. Bagley. Customer-"What's wrong with liels compared with 89,003,000 bushels for the same period last year. The sugar freet crop in Alberta is estim-ated at 130,000 tons from 13,500 acres,

THE LAUGH CORNER

against 105,000 tons from 12,000 acres

smaller than last year, was of good

quality. Pastures were in good con-

nominal. Preliminary estimates issu-

hels and barley 30.9 bushels as com-

wheat is of good, gets of fair, and bar-

vields were average. Mangolds, tur-

up to last year. Tobacco, in approxi-

mately the same acreage as last year.

vielded a heavy crop estimated at over

40,000,000 pounds and the quality,

particularly of the flue variety, is the

finest yet grown in Ontario. Small

fruits were average, peaches satisfac-

tory and grapes while slight'y under

last year in ydeld, are of good size

and quality. Apples suffered from a

heavy June drop. The yield is under

average and probably 60% of last year.

Pasturage except in Eastern Ontario,

was uniformly good throughout the

Maritime Provinces Crops are

good average, with the exception of

throughout the season.

odder for Winter feed.

ed by the Ontario Department of eh?"

dition throughout the season.

last year.

Quelico-Hay was a good average Irate master (to negro servant)crop, although in some distircts it Rastus, I thought I told you to get a suffered from rain during cutting. domestic turkey. This one has shot Cereals were better than average. Potatoes were affected by rot and Rastus-"I done get a domestic tur the yield was below that of last year, other roots were above average. Apples were plentiful and small fruits setted

Rastus-"I 'specks' they was meant

A smile cannot be bought, begged, Ontario-Hay and clover crops were borrowed or stolen, for it is some- ternoon, the following valuable free heavy in Western and Central On- thing that is of no value to anyone hold property. tario, comparing favourably with last until it is given away. Some people ALL AND SINGULAR that certain year, but the quality was impaired by are too tired to give you a smile. Give parcel or tract of land and premises rains during harvest, in the Eastern them one of yours, as flone needs a situate, lying and being in the Vilsection yields were light due to smile so much as he who has no lage of Georgetown in the County of drought. Fodder corn acreage was more to give. again increased and the yield was very satisfactory. Borer damage was

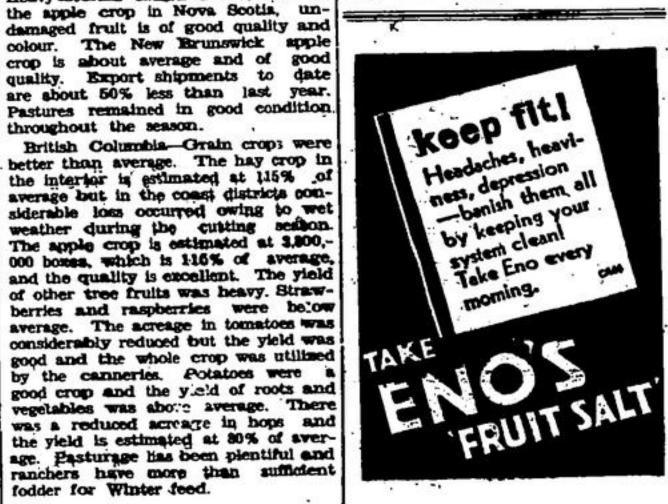
Agriculture covering cereals show that Jam-"Yes, Doc said he wants as in 1931 and that yields for fall what he really wants to get out of me is a new car." wheat were 30.1 bushels, oats 33.6 baspared with 28.6 bushels, 33.5 bushels Grecer-"You want a pound and 30,06 bushels last year. Pall

ey of average quality. The average of canning crops was much reduced making puddings." nins and sugar beets are heavy and

> What Happened to Lil Oct. 3-Adv. for girl stenog. \$ 6-Violets for new stemog 8-Week's salary for new Oct. 11-Roses for new stenog Oct. 15 Selary for new stenog' Oct. 15 Candy for wife over Sunday 19 Jameh with Miss-

Oct. 22-Lillian's salary Oct. 25-Theatre and supper with stenog Oct. 26-Fur cost for wife Oct. 26-Adv. for male stenog.

Patient-Doctor is there any danpotatoes, of which a substantially Surgeon Really, my good man cals yielded well both as to quantity considering that we are experimenting. and quality. Hay was above average. on you free of charge, your idle curi-



Mortgage Sale

Under and by virtue of power of sale contained in a certain mortgage which will be produced at time of sale, there will be offered for sale by public auc-

tion at the premises on Friday the 28th day October

at the bour of two o'clock in the af-

A Halton and Province of Ontario and being composed of parts of Village lots numbers Porty-seven and Porty-eight in Young and Barber's survey of that perf of said Village, and which may be Agriculture covering cereals show that Jam—"Yes, Doc said he wants to more particularly described as follows: acreage was approximately the same take out my appendix, but I think PIRSTLY, commencing at the westerly angle of Village lot Forty-eight Moresaid thence north easterly along Mill Street one hundred and twelve feet to a point thence south easterly ochre? Is it red ochre for making parallel to Market Street one hundred and fifteen feet to a point, thence Small Boy-"No, it's tappy other for southwesterly parallel to Mill Street one hundred and twelve feet more or less to the northerly limit of Market Street, thence northwesterly along the portherly limit of Market? Street one hundred and fifteen feet more or .75 less to the place of beginning. EX-CEPTING thereout and therefrom that portion of said lot forty-seven and forty-eight heretofore conveyed by 20.00 the Grantor to George Albert Henry by deed dated the Eighteenth day of December, 1915, and registered in 10.00 the Registry Office for the County of 22.50 Halton on the Eighth day of May, 1916, as number 4101. SECONDLY Commencing at the northerty angle 625.00 of said Village lot forty-eight thence .50 southwesterly along Mill Street twenty feet thence southeasterly parallet with Market Street sixty-five feet thence northeasterly parallel with westerly sixty-five feet to the place of commencement together with the full right and liberty of passing and repassing on foot or with horses or other animals, wagons or other vehicles through, along and over that certain portion of the said parcel firstly described, being twenty feet in width and along the southeastern boundary of said parcel firstly des

On the said land there is said to be erected a two-storey building stone and brick occupied as a garage, show room and office and overhead dwelling. The building is said to have a frontage on Mill Street of 75 feet by a depth of 70 feet, and the upstairs dwelling is said to consist of

TERMS-10% down at time of sale and balance within 30 days with interest at the rate of 5 per centum per annum. The said property to be sold subject to reserve bid and to conditions

For further particulars apply to un dersigned solicitor. W. I. DICK. Bolicitor. Milton, Ontario.

DATED at Milton, September 26th

LISTEN!



Let's Fire Some Lustomers

The Sales Manager jumped to his feet.

"Wait a minute, gentlemen. I have a better recommendation than that. Let's fire some customers. 'And let's tell our prospective customers that we don't want their business-

"Do what?" interrupted the chairman. what do you mean?"

"That's just what we are doing," was the answer, "when we decrease or cut our advertising. We fire our greatest asset: Our customers. When we quit telling them about the goods we have to sell, they will go elsewhere to buy products that they read about. Every year our business has grown, because our number of customers has increased.

"Instead of being in favor of fewer customers, I want to see more. I move the original full amount recommended by the advertising manager be approv-

Startled at the realization of what they might have done, the group, without further discussion, passed the motion.

Can any business grow and prosper without

Without, in fact, a constant growing number o cutsomers?

Obviously, no

Certainly this is no time to discharge customers, to send them to buy goods in the city. Instead, isn't it a period when you must hold all your regular customers, and invite and attract new ones?

Here's a real bargain! Your old lamp or lantern (any kind) is worth \$1.50 on the purchase of a new Coleman . . . for a limited See these up to date lamps and lanterns that give from 200 to 300 candlepower of pure white brilliance. The fi-nest light for a penny a night! They're modern to the migate! This Special Trade-In Offer and, New Low Prices make it SEE YOUR LOCAL DEALER

OR WRITE US

THE COLEMAN LAMP AND STOVE COMPANY, LEL