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Any quantity of choice Maple Wood at \$5.00 per cord. Also dry mixed wood \$5.00 cord. Good Ceder kindling \$2.25 single cord.

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We are now ready with an entirely new collection of Hate in Spring Styles and Materials, Colors and Trimming.

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FREE TRIAL OFFER KRUSCHEN

distributed a great many special "GIANT" parkages white make it yourself. Ask your drugglet for the new "GIANT" 75c, parkage. This remains of our mentar for beatle topolors with a transport fruit beatle medicined for about the core work. Types the trial beatle ford, but it in the last, and then the trial beatle ford, but it in the last, and then the trial beatle for the first trial than the last trial tri the last, and them, if and rinderly think hard that the term white or explains the term. Yellow the results to the term that the state to mind as more. Yellow the term. Yellow the term the term that the term that

MISTAKES

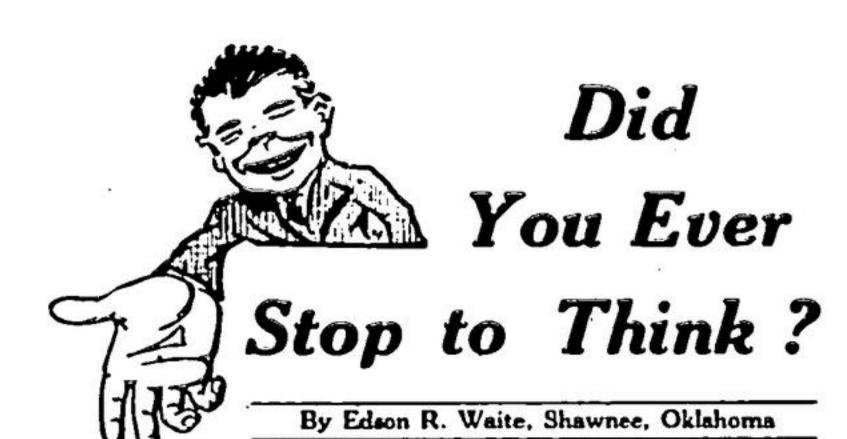
The made mistakes-Just The time mitthes. Bringing us little and big beartaches Bringing us sorrow and sighs are Lat's try to forget them, and star. aggint

And let the past, with Let's turn our eyes to a brighter day And let the bitterness fade away; I've made mistakes-just the same We've made mustakes, like all mortal Let's us to forget them, and smile

And crase our sighing, and dry our "What's done is done," and we can't Let's brewly start down the future's And sternly strive to effice, erase Mistakes we've made, and with smil-Do what we can to help other men Who've made mistakes to take heart

-James Edward Hungerford | wages-"

LISTEN!



William Linton Andrews, editor of The Leeds (England)

Mercury, saye: "Sometimes when I listen to windy talk about marketing plans. I want to get up and remind the speaker that markets are simply people. Some of the experts get entangled in forests and formulas. They ought to make it their job to get right through to the people.

Those who make goods are short-sighted if they look upon their goods as sold when they have deposited them in the warehouse of a wholesaler or upon the shelves of a retailer. No article is truly sold until it has reached the hands of the man or woman who actually intends to use it.

"The manufacturer, in order to sell the right people the right article at the right price in the right place at the right time, must not leave his marketing to the haphazard channels by which so many excellent commodities to-day reach the consumer. Marketing must advance step by step with making. The methods employed must sell more goods at less cost to informed customers who demand them.

"The modern factor in this business which alone can secure the co-operation of distributors, can find markets, can inform customers, and can reduce the cost of the whole operation, is advertising.

"The United States was the first country to discover 'that selling is made easier by the creation of 'pull' from the customer than by the exclusive use of 'push' from the manufacturer.

"One of the effects of the advance of popular education has been to make the reading of newspapers a universal habit. This in turn has built up the very large aggregate sales of newspapers to-day. and has placed at the disposal of advertisers the most economical producer of 'pull' so far discovered.

"Markets, I say, are only people, and newspaper advertising is demonstratably the most certain and economical and the simplest method of placing a sales message before the people. As an Englishman I take off my hat to those Americans who have led the way in sales publicity. We in Britain are benefitting by their example. We try to get right through to the people."

LOCAL ADVERTISING HAS THE JUMP ON ADVERTISING THAT COMES IN FROM THE OUTSIDE, BUT YOU, MR. MER-CHANT, HAVE TO KEEP THAT LEAD BY PROPERLY UTILIZ-ING THE HOME TOWN NEWSPAPER COLUMNS CONSIST-ENTLY AND WITH CAREFUL ATTENTION TO THE PREPAR-ING OF COPY.

NOTICE TO CREDITORS

Happy Fools

set/ est' don't say." Him Losy es mery har mean the current. "Illd you ver to all your life? I shorely nevthur Liling. "That Copley hop has run may hold therefore.

tuns with fameria one of the date in' Itanies twine, shore snough lust simpled by to tell his mother The livered girl's stepfuther is the ut up to cried in the telling. be got the blame, same as for stage-ducing, and bim as innerent us a line unbora." "Lylux, an usual" Mins Lovy com mented. "The tetus would

quietly of tome if he hade't fooled want the tile money You Reserve junir fellow, left his widow. His's the of those smart foots-1 tried to warn her against Jack Itons, Leins a church-stater, but she nald no at tention He she married bim and Le used all her money, and it was sin ful hard on Damarta and Storie ('ourse they took to dancis'. The had to do something for their living

"Ala" beard tell-yit. Let you

know when I do." Widow Lane cald

grumpily, whereat Miss Lesy countered. "Needa't trouble. I'll see that ridid to about half a lifty-"What fort" the widow demanded Min feey, already bonneted. soulded toward the door, with u through the side gate, classed run

to the lloss boms Hilding in ghost-like thattart guld ed her to Doris-who had found santuary to the playroom, where to front of a big clouded mirror, she was

ulay rowards the short rat leading

complex a new step. "I'm glad you-know." Daris told her. "Dammy wanted to fell you-but they had to hurry so, Mr. Ross was simply dreadful-talked about kidnaping. We are not of agewon't be for a year. We've been paying him to leave us alone since se went to work. Hays now he means to keep me bere and save the cook's

"He cala" His Long exclaimed Shorts smiled wanty, guiped and replied: "But he can. Mother made Mm our guardian-I can't got work without his consent. Healdes-I can't get away-to has locked up my danctar, my jamela-three elleer dollars to all the money I have in the world. Bid had so little I couldn't let Dammy go to him empty-handed. Ro-I'll grit my teeth and bear it for the year, rather than give him three parts of what I carn-if I wore free-"

"You're guin' to be free in short order." Miss Lary Interrupted. "Come with me right now. Time somebody took Mr. Jack Ross in hund-and I'm the person to do it-with a little help from the good Lord, and Tommy Woodley," the last under her breath. "Come just as you are-fetch wothing but your music." Miss Lawy or dered very low, setting her back against the door. The heard from the front Jack Ross laying down the law furiously to his wesping wife. Instantly she set her black but upon Doris' golden head, huddled the girl tate her ewn prim jacket, and, welktag to front of her, went to the back foor undiscovered. There she whis-Bared: "Run your heat to my house. You know the way. Here's the key. Lock up-tight-and open to nobody." Five minutes later she had gained the highway. The first passing motorist was glad to take her straight to the country town. There she illvided an hour between the bank, the courthouse and the law office of Bryce & Wondley, whence she rode home in a rather extravegant etc. with Tommy himself at the wheel.

Tommy talked but little and churkled a lot on the way home. "Thinking over the case," he explained to Aunt Laty. "l'ussle? Not a bit. There's several ways to win Tommy was sudden-after the man-

ser of youth. But he had the grace to wait until after a late but lovely staner was out of the way before saying anything startling. Then, in the warmth, glow and perfume of a June afternoon, he stepped behind Dorle' chuir, leaned over her, and said, with the least touch of tremor: "Honey, I've loved you mineteen years at least-since I saw you first, you know-so if only you can tolerate me it will he a joy to look after you all the rout of our lives."

"Hut-Mr. Ross-my guardlast" "Mr. Ross knows his danger-prison if it were proved in court how he had looted your father's estate, of which your mother had life-use, but which he assumed to be here in fre. But we don't want to wend him there

-ne blots on the family record if we

can sideuten it." "In that really how it stander" said Doris wonderingly. He smiled down at her, saying: Ray you'll marry me, darling-say It right now, do it right now. We can go get the license and find a parson in an hour at the longest. Aunt lexy shall be our bridesmald and Judge Bryce our heat man. First thing after that, we'll serve suiter to varute to Mr. Ross-tell bim to go quickly while the going is good. That will leave nice quarters for Daminy and Rid-they love country living as we love town atmosphere. You'll go with

us, of course, Aunt Lexy."

ziri throws."

went out together that you'd thrown the other fellow over." She-"Yes, but you know how

"For a lad, you do talk right down

sanaible," Miss Lexy said with a

Amateur Magician-Will the gentleman in the second row please lend me The Gentleman-Not until you return the lawn mower you borrowed

The shoe salesman adjusted the buckle on the customer's shoe and critically surveyed the result. "Are you sure these shoes are the size I saked for?" queried the lady the large foot, as she stood up "They seem to be a little tight when

The man amiled discreetly, madam." he replied, as he removed the shoes, which were ex-actly the size she had ordered; "these are two sizes smaller, but I must admit you were right after all."

-Cet your Counter Check Books the Herald Office.

Of the Kelale of JOHN MecOCK, let of the Younship of Wood Brandywlas to Chester County, in the Stat of Pennsylvania, and of the United Males of America, retired minister

against the estate of the said John McColl, who died on or about the third day of December, 1933, at the Youn of Ocorpetown, in the County of Halton, in the Province of Ontario are required to send to the under-signed solicitor on or before the first day of April, 1934, full particulars of their claims and any securities they

AND TAKE NOTICE that after first day of April, 1834, the emoulos will proceed to distribute the estate having regard only to laims of which he then shall have had notice and that he will not lable to any person of whose claim he will not then have received notice for the suits so distributed. earth o'erebelm think to men's eyes. DATED at Occupations this know day of Pobruary, 1834

KENNETH M. LAHODON. Georgetown, Onlarlo, Solicitor for Horsee M. boschman.

Cook with Scotch Anthracite

Class, quick lighting, even burdlait Geaules Stouch Ambruche le a dillate to thousands of cooks. Is forms so clinkers and lives thide sile. You can get it in the the that is best for your store. It's the simpless fint-so michanical gadges to get out of order, so smalls, an explosions. Constace sourcell. Order Genelas Scouls Asibrecia.

Sold in Georgetown by

J. B. Mackenzie & Son

GENUINE SCOTCH ANTHRACITE

Miss Prim (reprovingly) - "Your grandmother would have objected to being photographed in her bathing Miss Pert-If you could have seen grandmother's bathing suit

APROBLEMS

A friend narmities. To see what is right, and is want of courage or of principle The wise man knows he knows nothing: the fool knows he knows all The way to gain a good reputation is to endeavor to be what you desire

He who svalds the temptation avoid to barefoot.

Let no one ever recidiate an hon est effort.-Boott. Better a little chiding, then a great seal of heart-break. No one is fatigued after the exer us of forbierance-Carrick. A man often stube his too on hirisheld of success-Harmidon. A thread will the an bonest may etter than a rope will the a know. The half-stater of sumbtion is feelouty, and envy is its mother-in-law. Foul deeds will the though all the

MININ THE CHA SCHIE

There are at local 200 references blids in the libbs, says the American Porestry amodistion. Yuhoush 113 of these references are to birds in paneral, 31 species of birds are mared. . The does and eagle, the one eastthe other symbolic of strength and courses and noted for the helphis to which it can soar, are mentioned more often than any of the others. Alexander Sorunt. Jr. writer for the American Porestry executation, says that the dove is mentioned is times end the rack tt.

Other species mentioned by Borunt listed according to the number of limes their names appear, are: Maven, code han, out, pieson, sparrow stork pelican, quall, swellow, vulture, rich, bittern, percock, cormorant, rene, partridge, offirege, capery, kite cuckoo, rawk, turon, nighthawk, lapwing, globest, swan and gier sagle.

ECUCH ON RATH

"With so much that is beautiful and good in the world," protests an Irishdesignable that so many writtens grovel in the sever and delight in special their suggestive, salarious and sensual poison! What alle our modern writers?" "Bosse of them," sapiently suggests the editor, "ought to lift their minds out of the gutter. After all, we must keep our gutters clean."

GREENLAND'S MERROS

The great too ca pthat covers all but a small coastal strip of Greenland to an estimated depth of \$,000 feet is responsible for lorbergs. As the great electers that form the cap move down into the we they break off at week points and pieces float off into Balinn day and Davis Streit. Thousands of three are sent out from Orienland's icy mountains each year, but the greater part of them are grounded on the shores of Labrador and Newfoundland or are Essited by erosion.

"You, a Bootsman and don't play it up twenty years ago." "I lost the ball."

by Vamous Canadian Homody "I have found Pertonal to be a most

reliable temedy for all stomach trosbles and can truly recommend it to all those who suffer from above complaints" That is what Mr. C. W. Caldwell, 1313 Landowne Ave., Toronto, thinks of Pertonal, the celebrated Canadian remady for all stomach troubles, after giving it a trial. Scores of unsolicited testimonials from sufferers (names on request) who have found relief from Indigection, Gastritis, Dyspepsis, Platulesce, Hearthurn, Ukernied Stomach, and similar disorders after years of suffering testify to the high regard in which this Canadian formula is light. Poptonal to scientifically developed to help the storatch organs function naturally by

poneul crtime. Pertonal will give tramediate relief to able to est all you want and enjoy it to. This senderful formula's fuection is to free you for ever from the sony and discomfort caused by stomech disorders.

toning them up and vitalizing them to

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LAST LONGER The amount of light you get from your gasoline lamp or lantern depends largely upon the kind of mantles you use. To be sure of longer service, better light and more light, always use

senuine Coleman Mantles on Coleman Lamps and Lanterna Colonia Maniles ses scient feelly made. They are cornect to sire, design and termire. No side scenes to split. Mainforced

across bottom. Buttireted with highest grade light-girley chareteals. They are made stronger Look for the name "Colonia" sumped on each mattle. Always sik for the purples.

ASK WEED LOOM, BEALED

THE CALESTAN TWEE & GAME Partition Controls

STOMACHTROUBLE ENDED FOR EVER

Belocting names for characters in novels, writes W. H. Holland is the Miami Herald, has long here a troublacome task. This is emperially trie when the mostker is to be given to u villain. There is danger of a libel will If the name of a real individual happress to be sideeted, as he can sue for damages and set up the claim that he has been held up to shame and Hdi

With Characters' Names

Novelists' Woos Begin

ults to England that purliament has the that or evel fall est the son the ed tell every age oder redide know of the extensions of the individtel who had the same name as his Imaginary character can offer this un defense and avoid being mulcted. flar numerous suits trought in lingland account for the unusual games often found in finglish sovels.

This precention, interior, is not alwasa sufficient. When Mark Twales end Charles Inidley Warner ware writing "The tillded age" they devised the Lame of Col. Mullerry Hellers for one of the characters They were greatly surprised when a real Multerry Hellers appeared and demanded redrice lie did not feel flattered at ell la being pictured as a visionary chisp who was always dividing urbeined to make money. No externa ever worked but Colours Killians lasisted "there's millions in it."

Claim Persiamon Tree

Native of New England It is not generally known that the persimmon tree to a native of New England, having been found entured! ly wild to Rhude Island and Connectt. cut. It is much totter known and more teautiful doub south, where it is an

contant tree Unfortunately it is not hardy enough ground Boston to produce the fruit, atthough it is fairly common here and prised for its teafage and flowers it Is looked upon as one of the most promising of American native tress as a subject for experimentation and in-

Crovement. "The wood of the American persimmon to hard and close grained, and the se-ralled heartwood, which is so slow in forming that a hundred years may pass before it is definitely developed, because almost black in eld individuals" says J. G. Black to the Arnold Arboratum balletin. "It to from tress of this genus, which is known to include from 175 to 300 named species, that the shoay of commore la derived, particularly from the variety found in Indian and Coy-

on and in the Dutch Kast Indies." The persimmon in the north, here a America, often passes unusticed among many other trees of different families, but with compubat similar follage. The bark to durk gray or hrown tinged with red, and is deeply divided tate thick, square plates --Roston Cloba

The "Cush Ree"

Since 1908 it has been known that the air is being traversed by a form of radiation capable of discharging an electroscope and having a greater penstrating power than X-rays. This radiation is espable of penetrating a lead block 16 fest thick. Experiments with ballsons indicate that It comes from outer space, and it has been found that its intensity is independent of the solar or sidereal time and of the latitude of the observer, and that therefore it does not come from the sun or any particular region among the stare. The term applied to this rediction by Millikan is country rays. (Its ways length is about 0.00001 Ang strem.) Doctor Militan has suggested that these rays originate in the depths of space by the transformation of radiation back tate atoms.

Lady's Eredits "How-Ly-De" At a literury tea party, It. II. Lawware took me across the room to inroduce me to his wife, who, interrupting her conversation with another woman, busined at me very targets and said: "What do you make of

"Come, come," said her husband. ther discussion continued for several work Lawrence's idea of immortal ife was not something which would tart after death, but a living reality within the going on even now, all the time, though intermittently clouded over by the Illusion of time."-William lierhardi in the Raturday Review.

The Granter

The garnard, see robin or grunter, is a curious fish found in all assu usually quite near the shore. It received the appallation grunter, no doubt, because of the odd granting noise it makes when it is taken out of the water. One pacultar chargeteristic of this fish is that it possesuse three finger-like peoresses in front of such breast to by means of which is said to walk upon the bad of the occup. There are tlying species of this fish found on both cousts of the Atlantic, but these are not coneldered true garaards by extentists.

"Mike" Contonery Noted Landon has observed the one-hun draith unniversary of the birth of David Hughes, inventor of the microphone. It was recalled that Hughes was the first man to transmit and recrive signals via the other. His first interophone was made in 1879 and convisted of pieces of firewood, a match bur, some walling wax and his wife's work banket. Hughes spent 5 cents in its production.

Wood for Sale Choice Hardwood, Beech and church at \$3.00 per cond; Mitted wood of the per cord; Malls \$3.00 per cord.

Wood!

No. 2 Mardwood been and mands \$3.00; Mardwood limbs and mined wood \$6.76; Marie \$2.00 any quantity. is in Minches of hardwood for Quebes healers \$3.36. Friday are for wood delivered. This wood is always dry, as it is kept under cover.

WOOD FOR SALE Choice Mante Mardwood and Cledar Matie at Hight priest. Criers left at A. Mintel's or at my house, These lew promptly absended to.

A. Mintel's Allert Mantel So.

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