# POSSIBILITIES OF COUNTRY NEWSPAPERS

Its Close Relation to the People of the Village and the Countryside Makes It a Medium For Merchants.

Every town of any pretensions whatever has at least one country paper, published at home and dealing with home affairs. Is that paper worthy of patronage? Should you place advertisements in it? Will it benefit you to secure its favor through advertisements on its pages?

These are questions which many a country merchant has asked himself when approached by the solicitor, usually the editor and proprietor, with an advertising proposition.

Let us consider. When spread out beside the great city daily which comes on the train from the metropolis it looks small and of no account. It is dwarfed and insignificant. The pages are smaller and there are not so many of them; the wording of the reading may not be equal to that of the city paper; the typographical work may be deficient; its errors will seem more glaring when you compare the two.

If Theodore Roosevelt wrote you a letter, saying that he had taken his stand against wrong because he believed it was the proper thing to do, and if at the same time, while you were reading the letter, your little son should come in and tell you that he had broken a window pane and was sorry for it, to which would you pay the most instant attention, the letter or the boy? We imagine heir with pride that he had the courage and manhood to tell you what he had done. The letter from the President would interest and please you, too, perhaps, but little Johnny is your boy and he is a little fellow, and he is right beside you, doing what you would have him do.

Johnny is not possessed of the stature and years of the President; he has not the physical energy or the teeth of our chief executive. He may never be as well known or great. The fact that he broke a window is reprehensible, and the mere fact that he came and told you was but proper and creditable-nothing wonderful in it at all. But Johnny is bone of your bone and flesh of your flesh. In me. your heart, Johnny is of more interest to you than even the President of this nation.

So with the country paper and the city publication. The people may take both. They peruse columns on columns of reading, skipping from page to page with interest. They to manage our affairs." like to know what is going on in the great world. But the little paper your family." holds for them a nearer interest. In details of their neighbors and themselves. It may not be so powerful, so large, so important to the world: it may not be so wise, so skilled in mother and father to my face." argumentation. But it is a chronicle of things at lome and it holds a closer relation to the people of the village and countryside than the blg city paper can ever obtain.

the country merchant to recognize the possibilities of the country paper. One man may differ from his grocer's opinion of the President, and still come to the store for groceries. But if one man smites the merchant's son carelessly, he and the merchant are not as a general thing on amicable terms. The boy and his welfare are of vital interest to the parents. As to the President, there is always room for argument in a calm and dispassionate way. Your opinion of the city paper may not be the same as that of your best customer, but you do not find fault with one another about that; but the country paper is right with you, and when more of a personal matter. It is a part of the town family,

Now, what is the attitude of the little paper on your business? How does it stand on the matter of the parcels post, the catalogue house trade and similar matters of importance to you? Have you ever talked it over with the man at the head? Perhaps he does not understand the matter clearly. Possibly his backbone is weak. Once in a while he may get an advertisement from out of town while you do not patronize his columns.

We believe that advertising is vital and that the merchant should use the means and instruments within his reach for his own benefit. The advertisement in your home paper serves a double purpose-it gives you the support of the paper in a busiress way and it brings your business to the attention of the people who may be customers of yours.

Too many merchants consider only the first of these two purposes, and the result is that their advertisements are poorly displayed and poorly written, too.

"Oh, put in 'John Smith, Fancy Groceries,' and let it go at that,' some merchants are apt to say. You have bought space not for advertising purposes, but to "support the paper" and keep it loyal to you. The first thing for such a merchant to do is to consider the worth of advertising. It is unquestioned by is of value, why not put some of it in that barren space you have purchased? The publisher will be glad to have it pay you, for it helps him to have his advertisers realize something from their spaces.

advertisements properly. This is not so difficult as it may seem. A little effort and time and thought and you may produce a very creditable line of advertising. The main thing is to remember that you wish to talk to possible customers. A plain, homely conversation in advertising space attracts attention. Your store has some particular things in it which the public would like to have-tell them. You have some special bargains which should move-tell them. You have added some new feature to the store, ask them to come in and

see it. Get them coming your way. The country paper is worthy of patronage. We have no interest in any country paper, but we have a vital interest in the prosperity of the merchant, and we believe that we are justified in urging him to advertise in his home publication. Most merchants do, you may say, and that is true in a way. Look through the country papers as we do week after week, and we get quite a bunch of them, and you will realize how few merchants, comparatively speaking, advertise with any vim or earnestness. They pay for two things and only take one of them. The publisher is willing that you should have both-why not take them, then ?-Oregon Tradesman.

#### The Family Quarrel.

By JOHN H. McNEELY.

The telephone bell jingled joyously. Mr. and Mrs. Newlove were seated at the pretty mahogany table, reading. "Nellie, dear, will you answer the 'phone?" warbled the benedict.

"Now, Charlie, you know I never like to answer," she replied.

"But it's some member of your family. They generally begin telethat you would look on your son and | phoning about this time every evening.

"It is not so."

"Probably your mother,"

"No, it isn't, Charlie." "Or your father."

"No, not father."

"Maybe your brother, Willie." "The truth about the matter is that some member of your family is call-

"How absurd. They never call." "I suppose they want to tell you how to crush my spirits."

"Rather, it is your mother with some instructions on how to work ma for my money."

"It is untrue." "Well, the 'phone : 1. ssage isn't for

"It isn't for me, either." "But your family are always call-

ng up here."

"They never do." "Are you going to answer."

"What's the use when it's your mother or father trying to tell us how

"I will say the same thing about

"Nellie, I want you to distinctly it are chronicled the little homely understand that you cannot abuse my mother and father to my face."

"And, Charley, I want you to understand that you cannot abuse my

"And Charley, I want you to understand that you cannot talk about my family to my face, either." "Well, I'll end this by answering

the 'phone. Of course, I will have to This being the case, it behooves call you, but what's the difference as long as we have peace. . . . "Hello! . .

"No. This is not B 184. You have the wrong number."-Fron. Judge.

#### The Case of a Drunkard,

The decision of the Appellate Court upholding a verdict of \$3000 against a saloonkeeper proved to have sold liquor to a drunkard is not a "blow" at the saloon interests, but, rightly interpreted, a timely and most valuable bit of advice to this class of the community. It was proved in the lower courts that the owner of a barroom had sold liquor to a man addicted to intemperance, and the latone espouses its cause it becomes ter's sister sued for damages on the ground that she had been deprived of her brother's support. The jury in the trial court awarded her \$3000, and this verdict has been upheld by the Court of Appeals.

The law is clear. It expressly prohibits the sale of liquor to drunkards, and the saloon man who violates this prohibition should be punished in the way he will feel most-by reducing his bank account. Nothing can be more horrible than deliberately pandering to the cravings of a manwhose will has been weakened by protracted indulgence in alcohol. Such an individual is no longer a free agent, he requires to be watched over and guarded from the results of his own weakness, even as the insane. The law seeks to proect him, and these who thwart the law's efforts deserve the penalty.-Chicago Evening Post.

#### Ages of Cabinet Ministers.

A calculating Canadian has been reckoning up the ages of Cabinet ministers in his own country and in ours. He arrives at the conclusion that Mr. Asquith's government is considerably the more juvenile of the two. The average age of the British Cabinet is fifty-two, whereas that of the Canadian is sixty-one. There are ten British ministers under fifty and only three Canadian. No Canadian minister is under forty, whereas we have two in the thirtles-Mr. Churchthose who know. If real advertising ill and Mr. Runciman. The youngest Canadian minister-Mr. Lemieux-is forty-two. He recently went on a mission to the government of the Mikado to negotiate an agreement in the membership roll for the test of water; if in darkness, He is light; reference to future Japanese immi-membership. Quite otherwise is the if naked, He is a robe of immortal-

The



"Why call ye Me Lord, Lord, and do not the things which I say?"-Luke 6:46.

losophy of life or the quintessence lowed or not to be followed. If He to-day. is to lead we must do His will. He is a captain whose commands are

fantastic enthusiast who ever lived. through near 2000 years has proclaimed Him the incarnate mind of ing leaders whose business it shall God, the glorious embodiment of the be to direct the energies, rebuke the eternal wisdom, the supernal leader, sins, vitalize the virtues, clarify the tae only true guide, the mentor of thought, inspire the minds, intensify the mind as the Saviour of the soul the spiritual conceptions and percepof man. Saints have sung of His tions of the sons of God who are beauty, philosophers have yielded members of the church of Christ. homage to the purity and profundity The church of Christ is full of men His wisdom, martyrs have died for upon its rolls for no better reason and Omega, the beginning and the polite or profitable socially and comend, the ultimate both as to inception and finality.

And yet we fail to practice His obey His mandates, to trust His as the only life that eternally is upon a padestal of dominating promnence, and then we laugh at Him. upon the gratitude of the church. We join His church, and then we misrepresent Him. We swear fealty under His control, and then we desert Him in every hour of the test.

the world have no use for eccleciasticism, though they cheer the Christ. receives greater homage than ever in Christ and succeed.

declared wanting.

men will be bad. They expect good brotherhood and practiced an indimen to be good. They detest plous vidualism that has brought sorrow talk and a pious mien that gets no where there is no need for aught but arther than words and looks. And they are righ".

Laodicean Christianity is as traitorous as it is inefficient. It denies sent-tacit or active-of the church. that in which it professes to believe. It betrays its Lord with a kiss. The world has no use for it and we ought to have none. A world that could eges of leadership. Saying "Lord, had sown the seed of disobedience contemplate it with equanimity Lord," will make her acceptable and soon reaped a harvest of greater wouldn't be worth saving. What neither to coming generations nor to shall we say of a church which too largely practices it?

Too much have we cried, "Lord, Lord," Jesus says, "Ye are My friends if ye do whatsoever I com-mand you." Have we done His will? Jesus says: "Love your enemies; bless them that curse you; him that take thy coat also." And Jesus prac-Father. They crucified Him. He besought forgiveness for His persecu-

And yet in a land blessed as is at the great assize. turies of Christian teaching, cultured ture will not prove a photograph of with which the 7th verse opens. Irto be prepared for war. The very man and no church need call upon the church which sings the praises of the Lord in vain. He who hath called us paredness for war has yet to be proneither effective nor necessary. It is supreme labor. He provides contemthan there is to-day and greater pros- His name.

worth. Those that have been tried, however little, have revealed the wisdom of the Lord. Where nations have ceased to war and have brought their difficulties to the bar of divinely guided counsel there have they found the best results. The individual who follows in the footsteps of his Savlour and forgets injury, forgives injustice, requites good for evil, may seem impractical, but he is the happlest as the most honored among the sons of men. The man who submits to persecution while his trust remains in God may lose his head; he will not lose his soul. External forces cannot steal away that life eternal which is the gift of God.

The church must either follow Christ or it must cease to be. reason for its existence is resident in its recognition of His authority. The

be discredited and disowned. save as the church labors for the you. not an end in itself. It is a means to Andrew Murray. the attainment of divine conclusions. The trouble has been and is that we have mistaken theology for Christlanity, the organization for the life, gry, He is bread; if thirsty, He is gration into Western Canada,-Dun- mind of Christ. The test of member- 117. St. Augustine.

ship is not how warm we make seats." or how loud we sing, or how vehemently we pray. The final testing is the testing of service. Do you work as you pray? Do you warm hearts as well as benches? Do you make souls to rejoice? Do you regard yourself not as your brother's keeper so much as your brother's brother? Are you true to Christ? Have you keenness to serve the King?

"Why call ye Me Lord, Lord, and do not the things which I say?" The question is as timely and applicable as it was when it was propounded. Jesus is either a force or a fraud. For there never has been a time when His word is truth or it is nonsense. the church more largely was cogniz-His gospel is either the supreme phi- ant of the ineffectualness of lip service and convinced of the need for reof silliness. He is either to be fol- sultful and helpful labor than she is

The Protestant church is in danger of becoming priest-ridden-the worst commendable and practicable or an that can befal the organization of the untrustworthy leader to obey whom church; ridden with a priesthood is the sheerest senselessness. There shorn of compulsory authority and is no middle ground. Christ is a wise in whom the authority of the Christ man-the eternal wisdom of God- is too precariously admitted to reor a fool; a visioned statesman or a side. The laity of Protestanism are visionary; a religious leader beyond too largely guilty of hiring men to compare, or the most illogical and do their work for them—at salaries on the average that are an insult to The church of the living Christ the Lord whose work they send their employes to do-rather than of callof His thought, sages have reveled in and women who have their names We have declared Him Alpha than that it is politic or proper or mercially so to be enlisted. And the consequence is that enthusiasm has gone out of the most of the meetings truth, to apply His principles, to of the church, the gatherings for prayer are generally so dry and cold word, to live the life that He counsels and uninteresting that they are a distress to earnest pastors and a reworth the while. We clevate Him | flection not only upon the intelligence and spiritual experience, but also

seek. The lalty, and not infrequently the clergy, have been so busy seeking material success that they have And then we wonder why men of had no time to serve the Lord after the manner of the Master. The dollar has supplied so many wants that We are amezed at the paltriness of men have ceased to feel the pressing the church's grip as an organized in- need for spiritual supplies. It has stitution upon humanity compared been declared impossible for a nation with what it ought to be; while the sweep of the influence of Jesus is be- served against the rapacious agrescoming universal. We are astounded sions of the armed. Business men that in an age when the Lord of Life have declared it impossible to follow the reach of years, the church of the have done, till very lately, in the ord—the organized body that bears management of criminals has been His name—is being weighed in the to jail or execute them. The spirit balance of intelligent criticism and of the lex talionis-the lowest law of Judaism-is rampant in the settle-But it is not strange. Too long ment of disputes between nations and have you cried, "Lord, Lord." The nations, society and its members, inworld demands performance as well dividuals and their fellows. We have as protestations. It tires of the pla-titudinous. It expects men who pro-cellency of our livings. We have fess to love the good to be something prayed for reforms that we have more than pious. For the piousness neither advanced, expected or deof the day is almost synnoymous sired. We have thanked God for the with the most cangerous impious- might of His power while fearful to joy, and strife where co-operation would more thoroughly fulfil the plans of God, by and with the con-

The situation cannot endure. church must reform or relinquish her claim to primacy and to the privil-Vain repetitions her bridegroom. are valueless to produce results. Action only is qualified to transmute Jesus says, "Ye are My ideas into achievements. To do His

Jesus, the best theory of peace that We shall be recreant and without exwe can practice is that which bids us cuse if it shall so prove to be. No prince of peace is strangely silent be- and upon whom we call is both willfore the militarism of our age. Pre- ing and able to perform through us effective service for the welfare and ven a guarantee of peace. Indeed it the salvation of individuals and the has been quite otherwise. It is race. God summons us in Christ to purely expedient and never final in poraneously the power necessary to theory or in practice. Jesus' way is succeed. He energizes and verifies a better way. If all the armaments and inspires and enthuses every soul would be a surer guarantee of peace sire and dedicated purpose calls upon

Jesus' theories have never had an am I, send me," "What wilt Thou honest opportunity to prove their have me to do?" Brooklyn, N. Y.

Emotion is the Bud.

Emotion has no value in the Christian system save as it stands connected with right conduct as the cause of it. Emotion is the bud, not the flower, and never is it of value until expands into a flower. Every religious sentiment, every act of devotion which does not produce a corresponding elevation of life, is worse than useless: it is absolutely pernicious, because it ministers to selfdeception and tends to lower the line of personal morals .- W. H. H. Mur-

The great work of the Holy Spirit, what is it? To make Christ present secret of its ancient power lay in its with us. Look at the disciples; they willingness to do His will. And as loved Him, but they were under the the guiding spirit in a larger era power of the flesh. The rule of the gives her visions of wider ministry flesh had not been broken, and Christ and impulse to a service the like of could not get a lodgment in their which she has never known she must hearts; but He said, the Holy Spirit move on with fidelity and fervor or will come, and I will come again to you (in the Spirit) and the Father The church is not the kingdom and I will take up Our abode with The Spirit's work is revealing consummation of the kingdom. It is God and Christ in our very hearts .-

He is All in All.

God is all to thee; if thou be hun-

# Sunday-School

INTERNATIONAL LESSON COM-MENTS FOR OCTOBER 4.

Subject: David Brings the Ark to Jerusalem, 2 Sam. 6-Golden Text, Ps. 100:4-Commit Verse 12-Read 1 Chron. Chapters 13, 15, 16. TIME. - 1045 B. C. PLACE .-

remarkable type of Christ. Christ is

Immanuel, God with us, and the ark

was the symbol of God's presence

David was perfectly sincere,

ence and Irreverence, 6-9. David's

folly was soon made manifest. He

disobedience and death. A cart drawn

by oxen, even though it was a new

cart, was no place for the ark; and

trouble soon comes: "the oxen stum-bled." Of course they did, but what

had oxen to do with drawing God's

the shoulders of fit men. It was quite

natural for Uzzah to put forth his

hand to steady the ark, but it was al-

together wrong. It was an act of ex-

plicit disobedience to God, and of

gross irreverence. Even the sons of

Kohath, who were divinely appointed

for a moment (Nu. 4:15, 19, 20, R.

name is an awful sin, and God in Hi

great mercy often deals very sternly

with it in order that we may know

how He regards it (cf. Lev. 24:11-16;

10:1-3; 1 Sam. 6:19). Even in the

Christian dispensation men are cut

off when they approach the table that

sets forth the solemn truth about

Christ's atoning death in a thought-less way (1 Cor. 11:27-30). We do

not need to suppose that Uzzah was

eternally lost. He simply suffered

temporal punishment for his sin, even

unto death (cf. 1 Cor. 11:30-32; 6-

judgment; he might much better have

been displeased with his own folly

that made that judgment necessary

When he had taken time to think it

over he put the blame where it be

longed, on himself (1 Chron. 15:11-

displeased at God's judgments when

a little honest reflection would show

us that we are to blame ourselves, and that Gcd's judgment is only a

merciful way of bringing us to our

III. God Blesses the Home in

Which He Dwells, 10-12. We have

just seen G.d dealing in judgment,

and now we see Him dealing in mer-

cy. A moment ago all was death,

now all is blessing. Obed-edom was

only a heathen by descent, a Gittite

(cf. ch. 15:19), but he welcomed the

resence of God in his home, and

God "blessed Obed edom and all his household." Nothing else brings

such blessing to a house as the pres-

ence of God in it. That ark in his

home was the symbol of Christ in our

homes. Where He is there is bless-

IN THE SANCTUM.

long story short, the Old Man just

blue-penciled my stuff to beat the

Second Reporter-"Why, to make s

long story short, of course."-Toledo

First Reporter-"And to make a

genses.

band."

We are often tempted to be

David was displeased at God's

The place for that was upon

Kirjath-jearim. EXPOSITION. — 1. Bringing Up God's Ark in Man's Way, 1-5. This is one of the most solemn and searching passages in the entire Bible. I teaches a lesson needed to be learned in our day. It shows us how necessary it is to serve God in God's way. David's desire to bring up the ark of God's presence into his own city, the very centre of the national life, was most commendable; but he should have inquired from God's own book the proper way in which to bring it It was declared there with perfect plainness (Nu. 4:5-12; 7:9). His neglect to consult and obey the Word of God got David and others as well into great trouble. Neglect of God's Word has gotten many a well meaning man into great trouble, and his friends also. The ark was the symbol of Jehovah's own holy and glorious presence. Men must be taught to treat it with the reverence due to His great and holy Name. It was "the ark of God which is called by the Name, even the name of the Lord of hosts." The ark was also a

with His people. Moreover, in the ark the law of God was perfectly kept, and in Christ the law of God is The reason for this is not far to perfectly kept. Further still, over the perfectly kept law was the blood sprinkled mercy seat where God met His people (Ex. 25:18-22). In Christ we have our blood-sprinkled mercy seat where God meets and communes with us. David had no intention of not conferring due honor on the ark of God. He made great and costly preparations. He "gathered together all the chosen men of Israel, thirty thousand." It is often said that it does not make any difference what a man believes or does if he is only sin-The best we cere. but he was wrong - and it made a great deal of difference both to him and to Uzzah. David was to blame for his ignorance. He had the means of enlightenment. If men to-day are ignorant of what is in the Word of God and suffer for it, it is their own fault. They cannot blame God for it, though they would often like to. The ark had been in Kirjath-jearim twenty years (1 Sam. 7:1). Men always get into trouble when they try to improve on God's way. God had given explicit command that the sons of trust His sufficiency against the on-Bad men have a suspicion that bad slaught of Satan. We have talked | Kohath bear the ark upon their shoulders (Nu. 4:4-12; 7:9), and a new cart under the circumstances was no better than an old cart. David had really learned this "improved plan" from the heathen (cf. 1 Sam. 6:7, 8). That is where all improvements upon Ged's way come from. II. Ged's Judgment on Disobedi-

work we gnust do His will.

Jesus gives us a picture of the end of the institution or the man guilty of lip-service or of lukewarm adhertaketh away thy cloak forbid not to ence to the propagation of the truth. 'Not every one that saith unto Me, ticed His proclamations. He was the Lord, Lord, shall enter into the kingfriend of God. He did the will of the dom of heaven, but he that doeth the will of My Father." He forecasts to bear the ark, were not permitted the fate of those insincere and paltry to touch the ark, or even to look at it Christians who stand before Jehovah

of the world were wrecked there and every society that with high de-

Not "Lord, Lord," but "Lord, here

The Work of the Spirit.

Blade. More than four hundred languages

ing for all (cf. Acts 16:31).

are used today to give the Word of God to the heathen world.

Syrup & Figs and Elixir & Senna

Cleanses the System Effect-ually; Dispels Colds and Head-aches due to Constipation; Acts naturally, acts truly as a Laxative. a Laxative.
Best for Men, Women and Child

ren-Young and Old.
To get its Beneficial Effects
Always buy the Genuine which
has the full name of the Com-

CALIFORNIA FIG. SYRUP Co.
by whom it is manufactured, printed on the
front of every package:

SOLD BYALL LEADING DRUGGISTS.



Handsome is that handsome does. -Goldsmith. So. 39-'08.

Hicks' Capudine Cures Women's Monthly Pains, Backache, Nervousness, and Headache. It's Liquid. Effects immediately. Prescribed by physicians with best results. 10c., 25c., and 50c., at drug stores.

#### TABASCO.

After a woman a musician comes nearest to being a man.-New York

A man rarely knows anything worth telling until he gets old enough to keep his mouth shut .- Dallas

The Salome dance can never be a success until it has obtained Houston's approval, and it will have to shuffle in pretty fancy style to get an indorsement here.-Houston Post.

When some horses go into a mere trotting race nowadays they look as if they had been outfitted for a game of football between two colleges that believe in a liberal interpretation of the rules.-Indianapolis News.

### Fortified.

"I could tell a tale that would make your hair stand on end." "Very thrilling, is it?"

"It is. Shall I tell it?"

"No; I haven't time to listen to it. Wait a few minutes. My uncle will be in, and you can tell it to him. He is baldheaded."

## Modern Maternity.

A little girl's mother attended a number of card parties, leaving the child at home with the nurse. On one such occasion the child's attention was attracted by the plaintive cries of a young calf. Running to the window she exclaimed, "Poor little calfey! has your mama gone to the card party and left you, too?"-October Delineator.

#### A Natural Buzzer.

Laura was playing on the porch with her dolls, but was greatly distressed by the song of a locust in a tree near by. Running to the tree she called, impatiently, "Ring off, bird!" -October Delineator.

#### AFRAID TO EAT Girl Starving on Ill-Selected Food.

"Several years ago I was actually starving," writes a Me. girl, "yet dared not eat for fear of the conse-

quences. "I had suffered from indigestion from overwork, irregular meals and improper food, until at last my stomach became so weak I could eat scarcely any food without great dis-

tress. "Many kinds of food were tried. all with the same discouraging effects. I steadily lost health and strength until I was but a wreck of my former self.

"Having heard of Grape-Nuts and its great merits, I purchased a package, but with little nope that it would

help me-I was so discouraged. "I found it not only appetizing but that I could eat it as I liked and that it satisfied the craving for food without causing distress, and if I may use the expression, 'it filled the bill.'

"For months Grape-Nuts was my principal article of diet. I felt from the very first that I had found the right way to health and happiness, and my anticipations were fully realized.

"With its continued use I regained my usual health and strength. Today I am well and can eat anything I like, yet Grape-Nuts food forms a part of my bill of fare." "There's a Reason."

Name given by Postum Co., Battle Creek, Mich. Read "The Road to Wellville," in pkgs.

Ever read the above letter? A new one appears from e to time. They full of hurean are genuine, true interest -