

had heard that a post of some sort was being considered for Effie Bright. Her father, as he had told young Perch, was works' foreman at Fortune, East and Sabre's. "Mr. Bright." massive old man with a massve rather striking face hewn beneath a was what Twyning called "stuckald dome and thickly grown all Mate hair. He had been in the firm as long as Mr. Fortune himself and appeared to Sabre, who had little to however jolly she is. She's not one as long as Mr. Fortune himself and do with him, to take orders from no- of your fine ladies, you know." dy. He was intensely religious and he had the deep-set and extraordin- but ignored it. "What's old Bright ary penetrating eyes that frequently going to do with her?" denote the religious zealot. He was not liked by the hands. They called him Moses, disliked his intense re- other day. He's as good as we are, ligiosity and feared the cold and you know. He's an idea of getting heavy manner that he had. He trod her out as a sort of lady's companion neavily about the workships, looking into the eyes of the young men as if far more concerned to search their bered; and he went straight from souls than their benches; and Sabre, when speaking to him, always had the feeling that Mr. Bright was penetrating him with the same in-

Extraordinary that such a stern slip of a young thing as his Effie! Harold, seated at his desk-"and he Bright Effie, Sabre always called her, inverting her names Mr. Bright had Little cupboard called his office at the foot of the main stairway and father there. Sabre had spoken to outside it. He had delight in watching the most extraordinary shining that she had in her eyes.

It was like reading an entertaining book, he used to think, and he had the idea that humor of that rarest kind which is unbounded love min gled with unbounded sense of the oddities of life was packed to bursting within her. All that she saw or heard seemed to be taken into that exhaustless fount, metamorphosed into the most delicious sensations, and shone forth in extraordinarily humorous delight through her eyes Somewhere in the dullest day light is found and thrown back by a bright surface. It was just so, Sabre used to think, with Effie. All things were fresh to her and she found freshness in all things.

Some such apprehension of her Sabre had expressed to Twyning on the occasion that came to his mind during young Perch's entreaty for some one to live with his mother. Sabre had been standing with Twyning at Mr. Fortune's window, Mr. Bright and Effie leaving the office and crossing the street together beneath them. Twyning, who was on intimate terms with Mr. Bright, had

HAD BAD COUGH SORE THROAT

one result; it leaves the throat or lungs, both, affected. A single dose of

DR. WOOD'S NORWAY PINE SYRUP.

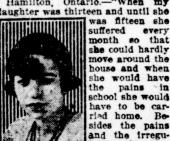
will help to stop the cough, soothe the virtues of the Norway pine tree, along with the soothing and expectorant prop-erties of other excellent herbs, roots and barks promptly eradicates the bad efcts, and the persistent use cannot but o bring about relief.

Mr. Albert Marsh, Lower L'Ardoise, B. writes: "About a year ago I contracted a cold, accompanied by a very bad cough and sore throat. I sent for the doctor, but what he prescribed did me so little good I began to get discour-

ONTARIO MOTHER HELPS DAUGHTER

Mothers—watch your daughter's health. From the time she reaches the age of twelve until womanhood in established she needs your care and advice. Many women have suffered years of ill-health through lack of such care during this time. Lydia E. Pinkham's Vegetable Compound is a splendid medicine for girls and women. For nearly fifty years it has been helping mothers and daughters. Let it help

you and your daughter.
Hamilton, Ontario.—"When my daughter was thirteen and until she



move around the house and when she would have e pains in hool she would have to be caried home. Be-ides the pains and the trregu-larity she also had headache, dizzy and faint spells, and soreness in her back. I saw

your advertisement in the 'Hamilton Spectator' and got Lydia E. Pinkham's Vegetable Compound for her. She does not have the least bit of trouble now, and we both recommend your medicine. She works in a candy-shop now and seems well and strong."—Mrs. I. P. Clause, 26 Walnut St., South Hamilton, Ontario.

It was from Twyning that Sabre given a short laugh and said, "Hullo, you seem to have been thinking a ot about the fair Effie!

Spare Time Jobs

SPRINKLING clothes

motions and takes a long time

device used as a water shaker.

for father-

hands means a lot of unnecessary

Make it easier for mother by put-

ting holes in the metal top of an

ordinary catsup or some such bottle

Then the bottle can be filled with

water, the cap screwed on and the

together to look, and heaven only

knews what they got up to; they

were away about half an hour and

weight of old wocls and nine pounds

hey were going through all the other

of needles, and talking about how

bexes, 'now I've got some one to help

me,' as my mother said By Jove,

the girl's wonderful. D'you know

she actually kissed my mother when

she was leaving and said, 'Now be

sure to try that little pillow just

under your side tonight. Just press

Jove, you can't think how grateful I

why have you been having a fright-

Young Perch gave the fond little

heard him conclude his enormous

Now she's got to have his uncle

Henry's armchair in her room, if you

please. That's a nice thing, isn't

her weak back or for any other back.

Sabre said, "But you do like the

"I don't say I don't like her.

said he wanted to bring some one

And then quite suddenly Mrs

Young Perch took her hand and fondled it. Sabre saw the wrinkled,

fumbling old hand between the strong brown fingers. "That's all

right, Mother. Of course, you don't

bit. And before Christmas it will all be over and I shall come flying

back and we'll send Miss Bright toddling off home and-Don't cry,

Look here; here's mine. Look, this

is the one I chose that day with you

in Tidborough. Do you remember what a jolly tea we had that day?

Remember what a laugh we had over

that funny teapot. There, let me wipe them, Mother. . . . "

(To Be Continued Tomorrow.)

PARLORFUN

FOREVERYONE

MATERIALS: Bottle, match bent

Sabre turned away. This frightful

girl, don't you, Mrs. Perch?"

Mrs. Perch pursed her lips.

he is. Ask him."

her in the house.

remained there.

ful struggle over it with your mother

"I am glad," Sabre told him.

felt she'd be just like that.

arguments with his mother.

if she's taken to her so?"

it in as you're falling aslcep.

am to you, Sabre.'

came back with about three hundred-

The kind of laugh and the kind of remark that Sabre hated and he gave a slight gesture which Twyning well knew meant that he hated it. This uppishness" and equally hated, and about and down the throat with stiff he chose words expressive of his resentment,-the class insistence.

Sabre recognized the implication

"He doesn't quite know. He was talking to my missus about it the somewhere."

This was what Sabre had rememyoung Perch to Twyning and recalled

the conversation.
Twyning said, "Hullo, still inter-

ested in the fair Effie?" "It's for young Perch over at Penny Green I'm asking. For his mother. and hard old man should have for He's a young man"—Sabre permit-daughter such a fresh and lovable ted his eyes to rest for a minute on feels he ought to join the army. He wants the girl to be with his mother while he's away."

Twyning, noting the glance, changed his tone to one of much friendliness. "Oh, I see, old man. No, Effie's got nothing yet. She was over to our place to tea last Sunday." "Good. I'll go and talk to old

Bright. I'm keen about this." "Yes, you seem to be, old man."

Mr. Bright received the suggestion with a manner that irritated Sabre. While he was being told of the Perches he stared at Sabre with that penetrating gaze of his as though in the proposal he searched for some motive other than common friendliness. His first comment was, "They'll want references, I suppose, sir?" "Oh, scarcely, Mr.

Sabre smiled. Bright. Not when they know who you are.' The old man was standing before

Sabre in the little cupboard bending his head close towards him as though he would sense out, if he could not see, some hidden motive behind all this. He contracted his great brows as if to squeeze more penetration into his gaze. "Yes, but I'll want references, Mr. Sabre. My girl's been well brought up. She's not going here, there, nor anywhere."

Extraordinary the intensity of his searching, suspicious stare! Hard, stupid old man, Sabre thought, "Dash it, does he suppose I've got designs on the girl?" He would have returned an impatient answer had he not been so anxious on the Perches' behalf. Insteal he said pleasantly, "Of course she's not, Mr. Bright. You may be sure I wouldn't suggest this if I didn't know it was in every way desirable. Mrs. Perch is a very old friend of mine and a very simple and kind old lady. There'll be only her-self for Effe to meet. And she'll be done to me." make a daughter of her."

Nothing of the penetration abated from the deep-set eyes, nor came Perch dropped into a chair and said any expression of thanks from the in a horribly weak voice, "I don't stern, pursed mouth. "Til take my mind who comes into the house, cup sugar, 1/2 cup water.

Surly, stupid old man! However, poor young Perch! Poor old Mrs. down her cheeks. "I'm not fit for Perch! The very thing, if only it anything now. I can't live without would come off.

me so little good I began to get discouraged. A friend came to see me and saked me if I had ever used Dr. Wood's Norway Pine Syrup. I told him I had not and sent him right away to get me bottle. I started using it, and after a couple of days I found I was getting relief, and after taking two bottles the soreness in my throat seemed to be leaving me, so I resolved to continue its use, and after I had used five bottles both my sore throat and cough were law, he's rather an alarming sort I say, he's rather an alarming sort She's coming. I've had the most at it with a fumbling motion but it leaving me, so I resolved to continue its use, and after I had used five bottles both my sore throat and cough were gone. I would not be without "Dr. Woode" for any money."

My mother's started kintering in a limit of socks and old man Bright— understand it. That's just it. You think I'm going out to fighting and of person, Sabre—had hardly opened his mouth when they arrived when training camp here in England for a Price, 35c and 60c a bottle; put up the girl, in the most extraordinary, only by The T. Milburn Company, Liminaking-a-fuss-of-her kind of way, ited Toronto. Ont.—Advt. her life, said, 'There you are, I knew that so, Sabre? Just training in Freddie to do any shapeles. size needles or something. And my Freddie to do any shopping for me. He simply lets them give him anything they like.' And she told the girl she thought she had some other needles in one of those gigantic old boxes of ours. And they went off

LADIES! DARKEN YOUR GREY HAIR

Use Grandma's Sage Tea and Sulphur Recipe and Nobody Will Know.

The use of Sage and Sulphur for restoring faded, grey hair to its natural color dates back to grandmother's time. She used it to keep her hair beautifully dark, glossy and attractive. Whenever her hair took on that dull, faded or streaked appearance, this simple mix-ture was applied with wonderful effect. But brewing at home is mussy and out-of-date. Nowadays, by asking at any drug store for a bottle of "Wyeth's Sage and Sulphur Compound,"
you get this famous old preparation,
improved by the addition of other ingredients, which can be depended upon to restore natural color and beauty to the hair.

A well-known downtown drugglet says it darkens the hair so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and sponge or soft brush with it and draw this through your hair, taking one strand at a time. By morning the grey hair disappears, and after another application or two, it becomes beautifully dark and glossy.—Advt.

Use Movies For Foreign Trade Expansion



Mary Jane Irving and Ethel Clayton in "The Cradle," a poor adaptation of Brieux's story of marital infelicity.

BY JAMES W. DEAN. laugh with which Sabre had so often NEW YORK, March 27.—Representatives of the motion picture "Oh, industry, the U. S. Department of tion. His foreign representatives will you know what my mother is. She's Commerce and the National Associ- arrange for distribution and exhibinow made up her mind that the girl ation of Manufacturers will meet in is coming here to do what she calls Washington April 11 to develop

Anyway, the girl's coming. She's to their fullest assistance to incoming the day after tomorrow, the dustry. day I'm going. Come along in and
That is fodder upon which Will April conference, Will Hays me see my mother and keep her to it." Hays, generalissimo of the movies, start work on his first scenario. The subject did not require bring-may ruminate if, indeed, he is not ng up. "I suppose Freddie's told now behind this new movement. It

him. "It's a funny thing that I position.

should be forced to do things at my time of life. Of course, she's after merce has already developed tentare the state of the state Freddie. Do you suppose I can't see tive plans for the use of motion piccatch Freddie. He's a positive fool tographer of the bureau of mines. author's motive or moral with one of these girls after him.

Klein will send a government engineer to any plant to arrange for filming of scenes showing production abroad.

The cost of such pictures to manucatch me. She'll forget that soon plans for the utilization of movies facturers would be about \$1 a foot. If the idea of exploiting products "sold" to manufacturers at the

It is suggested that the movie in-Mr. Sabre," old Mrs. Perch greeted him. "It's a funny thing that I position. immense interest to Europeans, since the majority of films shown in Europe are of American make.

The screen version of Eugene tures in boosting trade abroad. The screen version of Eugene trade, but she won't see Freddie, but she won't see Freddie, bureau of foreign and domestic com
The screen version of Eugene brief. The screen version of Eugene abroad. The screen version of Eugene brief. The screen ver "She'll catch him," declared Mrs.

Perch doggedly. "Any girl could of M. Leopold, expert industrial pho-

STRAWBERRY DISHES



twice as far, here try: Strawberry Fluff.

powdered sugar.

a strong dover beater. Do not crush in to be with me I never supposed the berries before adding to the other he was going to bring a chit of a ingredients. The beating is rather child into the house. I assure you hard work, but the result is worth the Fresh Strawberry Pud I never supposed that was going to effort. Serve on sponge cake and top with a whole perfect berry.

Strawberry Dip of Ice Cream. One and one-half cups berries, 1

five minutes. Strawberry Sauce.

Five tablespoons butter, % cup Freddie. I like the girl; but all this house where we've been so happy . . powdered sugar, 1/2 teaspoon vanilla, the berries. Keep hot over hot water It came off. Sabre went up to Puncher's Farm on the evening of the day Mr. Bright, "to see for himself," had called with Effie. Young Perch greeted him delightedly in the doorway and clasped his hand in gratitude. "It's all right. It's fixed. She's coming. I've had the most of the sugar. I cup berries, 1/2 cup whipping cream. I cup berries, 1/2 cup whipping cream. Cream butter and beat in sugar of the eggs. Remove at once from this war at all." Her voice trailed off. Her hands fumbled on her lap. A tear fell on them. She brushed and dried between towels.

Nowse where we've been so happy... powdered sugar, 1/2 teaspoon vanilla, the berries. Keep hot over hot water and fold in the stiffy-beaten whites of the eggs. Remove at once from this war at all." Her voice trailed off. Her hands fumbled on her lap. It's fixed. A tear fell on them. She brushed and dried between towels.

Nowse where we've been so happy... powdered sugar, 1/2 teaspoon vanilla, the berries. Keep hot over hot water and fold in the stiffy-beaten whites of the eggs. Remove at once from the berries, the powdered sugar, 1/2 toward the berries, 1/2 cup whipping cream. Cream butter and beat in sugar of the eggs. Remove at once from the water and fold in the stiffy-beaten whites of the eggs. Remove at once from the berries, 1/2 cup whipping cream. Cream butter and beat in sugar of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs. Remove and fold in the stiffy-beaten whites of the eggs.

F you would serve Whip cream till stiff with a dover strawberries early beater. Combine mixtures and serve in the season and at once on warm sponge cake or cotthem go tage pudding. Strawberry Busque.

are a set of simple One pint whipping cream, 2 cups rules for you to berries (1 pint box), 1 cup powdered

Whip cream till stiff. Wash and drain berries. Cut berries in small One cup straw-berries, 1 egg white, 1 cup drain berries. Cut berries in small pieces and mix well with sugar. Fold berries in cream. Line a mold with plain vanilla cream and fill with merely ask what I'm going to do with Put sugar, berries and egg white in strawberry mixture. Pack in ice and When Freddie mixing bowl. Beat 20 minutes with rock salt and let stand three hours. Unmold and serve in slices with one or two whole berries on the plate.

Fresh Strawberry Pudding.
One pint berries, 1 cup water, 3 tablespoons cornstarch, 1/2 teaspoon salt, % cup sugar, eggs (whites).

Wash berries and crush slightly. Let drain. Put juice and water in a help to stop the cough, soothe the stern, pursed mouth. "Til take my mind wno comes into the nouse, stern, pursed mouth. "Til take my mind wno comes into the nouse, at, and if the cough or cold has beat, and if the cough or cold has bestern, pursed mouth. "Til take my mind wno comes into the nouse, now. I can't contend like I used to girl over and see for myself, Mr. now. I can't contend like I used to contend." Immense tears gathered contend." Immense tears gathered Crush berries with a spoon and cook Stir into boiling point. smooth saucepan and bring to the hot water, stirring constantly for 10 minutes.

Add salt and sugar and the rest of

ADVENTURES OF THE TWINS

EENA MEENA---MAGICIAN

(By Olive Roberts Barton.)



"Hello," said the magician. "What a start you gave me."

the fourth end of the earth, but want her for myself." he sells good dreams only. When one wishes a wicked dream he goes old Eena Meena. "You want dreams to Eena Meena, the magician, who that will make them lose their way.

It was on a star. He boils all sorts "Right o'!" croaked Twelve Toes

PROBLEM: By placing the match changed himself into a bat and flew and coin as shown at left, to cause up to the star to old Eena Meena. the coin to fall into the bottle without touching or breathing on the
bent match or coin.

"Hello!" he said, flying down Eena
Meena's chimney, to that person's
astonishment, and hanging upside
astonishment, and hanging upside
Meena, going to his cupboard and down by his feet on the clothes line where Eena Meena's dreams were

"Hello,", said the magician. "What start you gave me, Twelve Toes! What can I do for you?"

"I want two dreams—awful ones," croaked Twelve Toes. "I want 'em for a boy and a girl called Nick and Nancy, who are giving me a lot of barnyard." trouble. They are on their way to the palace of the Princess Therma, lives between the kingdom of SOLUTION: Dip finger in water the Diddyevvers and the Korsknotts.

Now, the Dream Seller lives at of one country or the other, and

to Eena Meena, the magician, who lives on a star. He boils all sorts "Right o'!" croaked Twelve loes. They are asleep now in the lovely of dreams—makes 'em to order. Valley between the Electric Mountain, but not completely broken, small coin, water.

So Twelve Toes, the Sorcerer, detain and the Eiderdown Mountain, siring a specially terrible dream, and they will start over the Eiderdown Mountain at daybreak. They "Hello!" he said, flying down Eena have so much magic along I'm

> taking down bottles, cups and measuring glasses. is listless, cross, feverish, full of cold, or Then he went down cellar and

> after a while returned with all sorts has colic, a teaspoonful will never fai f queer things.
>
> "I've got everything now but seven you can see for yourself how thoroughly of queer things.

green feathers from seven green parrots," he said, "I'll find them in my (To Be Continued.)

(Copyright, 1922.) WHITENING WAX.

and let a few drops down on the They carry a phonograph record angle of the bent match. The match given them by Longhead, the wise-will tend to straighten from the man. I don't want them to get moisture and the coin will fall there, because when they do the princess will marry either the king color is gone.

They carry a phonograph record If you would whiten yellow wax "California Fig Syrup" which has directions for babies and children of all ages out in thin layers exposed to air and there, because when they do the princess will marry either the king color is gone.

POLLY AND PAUL AND PARIS

CHAPTER LVI.—Fate Tangles Her Threads. By Zoe Beckley __ NERVES and body can play it and dismissed it with scarcely

spoke encouragingly she felt alone as on a wave of exultation.

THE SOIL

MRS. LUTHER BURBANK ILLUSTRATES HER HUSBAND'S

fallen upon the track.

As Polly lay there, holding the con-

and deserted in the hour which

Aloud she said to the concierge,

comfort. Leave me now. I think I

"Yes, sleep, ma petite. All will be

When she had gone Polly had an

odd fancy-as if she were tiptoeing

shadows lurked, hopes half formed,

great deep wisdom over all-mother-

many times she had said it and read

"Dear Mme. Dubois, you've been

added their tax, and Paul's note, so dispersed.

and companionship.

brief and curt.

well, believe me.'

GARDEN TIPS.

turist. SPADE your ground early!

Remember that texture in the soil is

probably as important as all the

This is of vital importance.

together.

mould

But

down and be ready for the young

Physicians and eye specialists pre-scribe Bon-Opto as a safe home remedy

in the treatment of eye troubles and to strengthen eyesight. Sold under money sefund guarantee by all druggists.

MOTHER!

Move Child's Bowels with

"California Fig Syrup"

Even a sick child loves the "fruity" taste of "California Fig Syrup." If the

it works all the coastipation polson, sou

bile and waste from the tender little bowels and gives you a well, playfu

Millions of mothers keep "California

Fig Syrup" handy. They know a tea-

spoonful today saves a sick child to-morrow. Ask your druggist for genuine

child again.

little tongue is coated, or if your child

Bon-Opto for the Eyes

Doctors Recommend

BURBANK

as do humans.

things put

spade your

d is good. LET THE

Work

ground early and

in a little stable

GROUND REST!

points for

I stress these

reason: with your

soil once loosened

and ready, the air

should be allowed

to get in. This gives the soil life

Soil needs air just

The air MUST ge

strange tricks upon the mind. realization of what it meant. Some THE DEAVES AFFAIR. By Hulbert Polly lay there, holding the con- of her friends had passed through it, Footner. New York: George H.

Footner. New York: George H. Doran Company. \$1.75. cierge's hand to steady herself in the and come out with a deep look in storm of emotion that swept over their eyes that Polly had not been THIS LATEST of Hulbert Footner's books concerns the unrave, her, she did not think with the clear- able to read. As if they knew many and straightness that was all to her. She still felt misertell. natural to her. She still felt miser-tell.

ably dizzy and sick. Despite the She went cold at the responsibility. second chapter, and no murderer is, ably dizzy and sick. Despite the woman who patted her shoulder and The next instant she felt lifted up traced to his lair by such rudiment traced to his lair by such rudiment

ary methods as a chemical analysis. If Paul had come home when the of the dust about the body. There is crime in it, of course, but should have been golden with love emotional wave was bearing her on its crest the clouds that had hung the law-breakers go about their, Contention and a sleepness night so heavily would have been instantly work in a gentlemanly manner, with a gift for ironically suggestive letter But he didn't. It chanced that writing which relieves the harshness

some work in a neighboring town had of their purpose. Add to such original and polished gone wrong and Paul was required criminals Simeon Deaves, a selfto straighten it out. At a point between two tiny villages a repair made millionaire whose fortune was train was at work and had met with not collected without some peccadil an accident. A load of concrete had loes, and Evan Weir, a forceful young artist with a flair for discov ering hidden facts, and three-fourths With the other passengers Paul of the necessary ingredients for the scrambled out to ascertain the story are complete. The remaining into the strange region of her inner trouble. It was nothing, they said; ourth is soon supplied by the tellself and finding marvels there. Dim would take but a short time to clear. ing presence and more telling ab-Thus it hapened that Polly waited sence of Corina Playfair, possesse vague fears that made her shiver. at home brooding. Not even at dinof a voice, wistful eyes, and a spirit Mysteries beckoning and receding, ner time did Paul apear. It was o match the glories of her auburn

knowledge revealing itself, and a too much. He was cruel, brutal. She wished she were dead. At 8 o'clock he rushed in, breathnaive, and so beset by an aspiring Motherhood! Polly whispered the less-and found an empty flat. laughter-in-law and a flaccid (To Be Continued.) that deserves pity; the artist has an (Copyright, 1922.) inusual way of speaking out his whole mind at odd moments; the -BURBANK'S BETTER GARDEN TIPSlady is in turn all woman and all

vixen. As befits the work of an experienced writer, the narrative moves swiftly, and is but little confused by the necessity of following two threads at once. The plot makes up for what it lacks in Jurid horror by the novelty of the situations which arise and the ingenuity of the ruses whereby the enemies of Deaves attempt to gain their ends. And de not forget the breathless second when the amateur detective feels the rim of icy steel against his temple. Surprising freaks of fortune and unexpected discoveries are by no means lacking, nor do they depend on unconvincing chance, and a certain hunder runs throughout, lightens the suspense and triumphs in the end-

The public library may seem an uninspiring milieu for crime until its possibilities are realized, but its use. together with that of other common place settings, sustains the interest by lending to the story a circumstantial air of veracity. In short, there is much that may catch the attention and nothing that will give

Too many beginners turn their soil and immediately start to plant. Don't begin making use of the earth the moment you have turned it over. Give the soil a chance and your garden will be the better for it.

Tomorrow Burbank discusses Flant Needs."

KID OR CANVAS.

When cleaning silver it is wise to wear either kid or canvas gloves. World's Greatest Scientific Agricul-



roots. A little time is necessary for

Are Protected by the Sealed Package



Reduce the Cost of Selling -Use Long Distance

Think of Long Distance in terms of time and money saved. "Use the Bell to Sell." It is to-day the most effective form of approach to customers. Your personality, the convincing tones of your voice, will bring results when everything else fails.

"Increasing the efficiency of a sales force ten per cent is well worth while" — writes a subscriber. call up our travellers by Long Distance, or they call us. We encourage them, advise them, help them to secure orders. If competition arises we learn of it in time to meet it."

"Two of our most capable men look after Long Distance orders. Our Private Branch Exchange switches calls instantly to one of these men, which gives our customers the advantage of Station-to-Station rates.

> Every Bell Telephone is a Lang Distance Station