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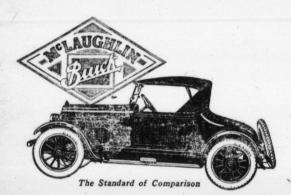
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Annex

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The Transcript

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Advertising.—The Transcript, covers

Advertising.—The Transcript covers
a wide section of territory in Western Ontario, and his readers are the
leading farmers and townspeople.
It is a first-class advertising medium. Rates on application.

teaching a similar kind of auto-sugteaching a similar kind of auto-sug-gostion—"every day, in every way, our political party is getting better and better, and our opponents worse and worse." The appeal was to pre-judice and emotion, not to the reason-ing powers of the readers. Indeed, the idea segmed to be that if certain ing powers of the readers. Indeed, the idea seemed to be that if certain stock phrases, which had often become meaningless, were repeated often enough, there would be no opportunity for an appeal to reason. The result was that public opinion instead of being moulded was blue-moulded. The modern idea is that the people should be allowed to form their own opinion, and that the best service a newspaper can render is to furnish the facts, fairly and completely, without basis or prejudice. In the old days not even the news columns were free from political propaganda. The reader was never sure that he was reading a fair report of a political meeting. There was always the risk that the reports would be colored to suit the newspaper or the party with which it was associated. Indeed, in regard to politics, many of the old newspapers were not "news" papers at all in any honest sense of the word, but party organs.

As a result a good deal of what passed for public opinion was nothing more than heated party feeling. Telling the people to vote for Smith and leave Jones at home is really not moulding public opinion; it is simply an impertinence. The modern newspaper does not presume to supply its readers with ready-made judgments. It believes they are capable of forming their own judgments, and its own duty ends when it supplies them, honestly and in good faith, with the material necessary for reaching their own conclusions.—Exchange.

It Will Prevent Ulcerated Throat.—

In McColim Walker, Neil Walker, Anna McDougall.

II.—Meryl Munro. Charles Giles, Stewart Walker, Mabel Arnel, Lorne McDougall.

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It Will Prevent Ulcerated Throat.—
At the first symtoms of sore throat, which presages ulceration and inflammation, take a spoonful of Dr. Thomas' Eelectric Oil. Add a little sugar to it to make it palatable. It will allay the irritation and prevent the ulceration and swelling that are so painful. Those who were periodically subject to quinsy have thus made themselves immune to attack.

S. S. No. 7, Mosa

Following is the average per cent. April:
Sr. IV.—Florence McLean 90, Clarence Scott 69.

Jr. IV.—Velma McNaughton 78.
Dan Armstrong 68, Archie Gates 64, Violet Gates 62, Jane Gates 54.
Sr. III.—Bessie McVicar 32, Willie Scott 65.

Principal Coon's Room

Sr. III. — Honoure—Merva Stuart

87. Florence Hills 82, Huth McAlpine

82, Carrie Smith 82, Jean Grover 79,
Ethel McAlpine 75; pass—Irene Reith

74, Dougail McIntyre 72, Campbell

Miller 72, Kathleen Wilson 74, Sidney
Ewing 70, Albert Squire 69, Robert

McCallum 69, Helen Clarke 68, Irene
Squire 67, Llewellyn Reycraft 64,
Harold Wilson 62; below—Alvin Hagerty 58, Nelson Reycraft 55, Bert Diamond 54, Margaret McLachlin 48;
absent—Willie Ramsey. Principal Coon's Room

Miss Marsh's Room

Lions.

Jr. III.—Honours—Lillian Hagerty
88, Gertrude Abbott 87, Norene Innes
87, Douglas Davidson 86, Roy Mumford 86, Kathleen McIntyre 85, Lorene Best 85, *Virginia Clarke 84.
Florence McKellar 84, Claude Tomlinson 78, *Margaret Vonne 78, *Vargaret Vonne 78,

Florence McKellar 84. Claude Tomlinson 78. "Margaret Young 76.
Blanche McCracken 75; pass—"Jack
McCallum 73. "Haroid Weekes 72.
Gordon McEachren 65. Ernest Whitehall 65. "Clara George 63; absent—
Angus Ramsey.
Sr. II.—Honours—Emily Abbott 93.
Dorothy Watterworth 90. Hugh McEachren 88. Mildred Blacklock 88.
Janet McMurchy 87, Clara George 84,
Della Stevenson 82. Glen Kerr 80.
Graham Snelgrove 78. "Jean Strachan
77. Charlie McCracken 76. Kathleen
Ewing 75; pass—Jean Reith 74, John
McMurchy 74. Jinnnie Grover 74.
Charlotte Smith 73. Kennie Miller 73.
Bobbie Miller 69. "George Blacklock
68. "Albert George 68. Mercedes Heal 68, *Albert George 68. Mercedes Heal 65, Marie Stinson 65. Jack Heal 64. Helen Reycraft 63, *Kenneth McRae 62; below—Richard Brand 51.

Miss McLachlan's Room

die 99, Marjorie McKae 89, Dorothy Diamond 87, Clarence Ford 87, Annie McKellar 86, Ralph Ewing 85, John Abbott 77; pass—Faye Watterworth 74, Kathleen Young 72; below—Geo. McCracken 54; absent—Meta Dot-

terer.
Sr. I. — Honours—Ivy McCracken
93, Carl Watterworth 91, Bruce Ramsey 85, Lloyd Mumford 85, John Ramsey 85, Andrew Snelgrove 84, Muriel sey 85. Lloyd Mumford 85, John Ramsey 85. Andrew Snelgrove 84, Muriel Abbett 84, Sybil Willaus 83, Albert Haggith 81, Pearl McLachlin 78, Glen Watterworth 76, James Smith 76, Alvin Watterworth 76, James Smith 76, Alvin Watterworth 75, Bertha Hills 75; pass—Mae Blacklock 74, Jean Brand 73, Duncan McMurchy 72, Bert Ewing 70, Allin Wilson 68, Gordon Dickson 763; below—Ella Haggith 55, Myrtle Wilson 57, Abe Haggith 55, Isabel 63; below—Ella Haggith 56, Isabel 64, Douglas June 52.

Miss Morrison's Room

Jr. I.—Honours—Leah Tomlinson, Doris Love; pass—Jean Wilder, Clarence Squire, Tony Smith, Florence Require, Tony Smith, Florence Middlemiss School

Miss Morrison's Room

Jr. I.—Honours—Leah Tomlinson, Doris Love; pass—Jean Wilder, Clarence Squire, Tony Smith, Florence Middlemiss School

Miss Morrison's Room

Jr. I.—Honours—Leah Tomlinson, McLiewellyn, Teacher. Middlemiss School

The C. E. Nourse Co. Dealers in

Gouire.

Primer, D.—Honours—William Mecracken, Mary Strachan, Margaret Lumley, Vera Diamond; pass—Margaret Hagerty, Dauglas Allin, Frances Clarke. Mary Leve. Willie George. Nellie Haggith, Harry Hudson; below—George Remsey.

Primer, C.—Honours—Willie Ab.

Liv.—Wargaret McNeil 446, An.

Middlemiss School

Report for month of April. Enrolment, 22; average, 18, *Perfect attendance.

Sr. IV.—Part 2, test exam.; pass. 466—Evelyn McIntyre 569, Graham McDonald 465.

Liv.—Wargaret McNeil 446, An.

thlets, circulars, posters, blank forms, programs, cards, envelopes, office and wedding stationery, etc.

A. Z. Sutherland, Publisher,

MOULDING PUBLIC OPINION

The London Free Press regrets that "many of the Western Ontario papers which were formerly powerful moulders of public opinion are not only independent in politics, but of a milk and water part of the milk enter the politics and the primer in the propers of the pro

Miller's Worm Powders act so thoroughly that stomachic and in-testinal worms pass from the child without being noticed and without inconvenience to the sufferer. They of a milk and water neutrality."

There is a good deal of nonsense talked about the moulding of public opinion. The old partisan method of moulding was to keep repeating, parrot-like, that one political party was made up of sages and parties and the other of incompetents and trascals. Long before Coue announced his famous formula for restoring health—"every day, in every way, etc."—the old party newspaper was teaching a similar kind of auto-sug-

SCHOOL REPORTS

S. S. No. 4, Metccife Report for month of April. Names

in order of merit.
Sr. IV.—John D. McCallum.
Jr. IV.—Mary McRae, Janet McCal-

S. S. No. 7, Mosa

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