

Yes
it's toasted, of course. To seal in the flavor—



LUCKY STRIKE
CIGARETTE

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This free catalogue will help you to solve your water supply problem and to select the right kind of pump.

KANAWHA WOOD AND RED JACKET IRON PUMPS
Easy to Work - Easy to Fix

Give lasting satisfactory service. A child can operate them and when repairs are necessary you can do the work yourself.

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MOMA BONA Reducing Salts for the Bath do this simply and effectively. \$1.75 worth makes 17 baths.

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Enjoy Genuine Tamales, Chile Con Carne, Enchiladas, Tortillas, Frijoles, Sauces, Relishes and other delicious Spanish dishes. Simple, inexpensive to make. Fall, winter ideal time to serve these delights. Obtained recipes in Mexico—the real thing. Price 50c. Address Advertiser, Box 225, Shelbyville, Ind.

FUR TRIMMINGS FOR WOMEN

on hats, dresses, waists, coats. Send 25c for circular, sample or estimate. **KORNBLUTH BROS., INC.**, 25 W. 25th St., NEW YORK

HONEY—Michigan's finest genuine honey. Sample 20c. 5 lbs. \$1.65, postpaid. **Mich. Honey Producers Exch.**, 7735 Linwood, Detroit, Mich.

\$1,000 DOWN—50 ACRES, 44 tillable, fine soil, mile station, splendid barns, 16 r. house, lighting plant. \$1,000. Box 36, Oswego, N. Y.

Motivated.

"A wife on hand is worth two on vacation," wrote someone recently—probably as he viewed a pile of dirty dishes in the sink.—Boston Transcript.

The meek shall inherit the earth—but they must not grow impatient about it.

Stomach Trouble?

Indigestion?

Stomach Trouble and Sleeplessness Can Be Relieved Mrs. Boyd Says.

Lindsay, W. Va.—"This is to certify that I have used Dr. Pierce's Golden Medical Discovery, and I can recommend it very highly to suffering humanity. I had been a sufferer from indigestion and stomach trouble for over five months, nothing I ate agreed with me and I could not sleep well at night. I used four packages of Dr. Pierce's Golden Medical Discovery and received the greatest of results from its use. I am using the 'Pleasant Pellets' now and find them to give good satisfaction. I am at present in very good health due to the use of Dr. Pierce's medicine.—Mrs. Hattie Boyd, R. F. D. 1, Box 47.

You can put yourself in the pink of condition by obtaining Dr. Pierce's Golden Medical Discovery in liquid or tablets from your neighborhood druggist.

MURINE
Night and Morning
Keep Your Eyes
Clean - Clear and Healthy
Write for Free Eye Care Book Murine Co., Chicago, U.S.A.

I AM THE COUNTRY NEWSPAPER

By BRISTOW ADAMS.

I am the Country Newspaper.
I am the friend of the family, the bringer of tidings from other friends; I speak to the home in the evening light of summer's vine-clad porch or the glow of winter's lamp.
I help to make this evening hour; I record the great and the small, the varied acts of the days and weeks that go to make up life.
I am for and of the home; I follow those who leave humble beginnings; whether they go to greatness or to the gutter, I take to them the thrill of old days, with wholesome messages.
I speak the language of the common man; my words are fitted to his understanding. My congregation is larger than that of any church in my town; my readers are more than those in the school. Young and old alike find in me stimulation, instruction, entertainment, inspiration, solace, comfort. I am the chronicler of birth, and love and death—the three great facts of man's existence.
I bring together buyer and seller, to the benefit of both; I am part of the market-place of the world. Into the home I carry word of the goods which feed and clothe and shelter, and which minister to comfort, ease, health, and happiness.
I am the word of the week, the history of the year, the record of my community in the archives of state and nation.
I am the exponent of the lives of my readers.
I am the Country Newspaper.



But the Home Paper Told It!

"Wasn't it fine about Priscilla getting honors in her school work last term?" said Mrs. Smith to Mrs. Brown.
"What?" asked Mrs. Brown. "I didn't know about it."
"But it was in the Home Town Paper," replied Mrs. Smith. "Don't you take it?"
"No," said Mrs. Brown, "but I am going to."
"And she did, for this is a true story.

As much a part of the community life as is the school or church is the Home Town Paper.

Subscribe for Your Home Town Paper Week, Nov. 7-12

Strong for Home Paper

"No, I don't take the local paper any more," one farmer said to another as they were waiting at the creamery to unload their milk.
They had just been looking at a poster advertising "Subscribe for Your Home Town Paper Week, November 7-12." "I take a daily paper, and that's about all I need. It has a few items every week from our community, and I feel that I save two dollars a year by not subscribing to the home paper."
"Well, that's one way to look at it," said the other farmer, "but I've always felt that a local newspaper was a pretty valuable asset to any community, and if everybody took the attitude you do, there couldn't be any local newspaper. Of course we could not get along without our daily papers, because they keep us informed about what's going on throughout the nation and throughout the world, but when you say that they take care of our local news, I don't think you are sticking close to facts. They simply can't, and the publishers haven't any personal interest in our community the way our editor has.

"I have always felt that I got value received for every dollar I've paid out in subscriptions to the local paper, and I don't have an idea that running a community newspaper is any more of a wealth-producing proposition than running a farm. So long as I've got two dollars I intend that the rural mail carrier is going to tuck a copy of the home paper in my box every week."
That farmer knows that the community newspaper is a necessity in his home; that without it his home would be incomplete and his part in the community would be unsatisfactory to himself and his family. He knows the full value of the local newspaper as an institution.

A Community Servant.

The local newspaper is the servant of the community in which it is published, but to be a good and efficient servant it must be fed by the people it serves. It is an institution of the town quite as much as are the schools and the churches, and quite as much entitled to support.

A Necessary Luxury.

The town newspaper is both a luxury and one of the family necessities.

Community's Archives

"Can you tell me the date the Baptist church burned—I mean, of course, the famous fire that all the old inhabitants talk about?"
The librarian looked up from her work. "No, I can't tell you the exact date, but I think I can find it for you quickly, for we have the files of the local paper since it was started. My impression is that the fire—the big fire, as they call it—was about 1873, and it won't be a very long job to look it up."

She went to the stacks in the rear of the library, pulled out a dusty bound volume marked "Herald, 1873" and spread it open on the table. "Ah, here it is," she said, after a minute spent in turning over the yellow leaves.

The person who had inquired for the date, a member of the woman's club of the town, sat down and read the article. "This gives me exactly the information I wanted," she said.

"I thought it would," said the librarian. "I fear most people do not appreciate how valuable is the local newspaper from the viewpoint of local history. In fact, it seems to me that it is about our only source. Only when an event gets into print is it officially recorded and filed for reference. Flimsy as it is, the printed word of today is the counterpart of the ancient stone inscriptions that give us our records of a long-ago yesterday. I consider the bound volumes of our local papers perhaps the most valuable possession of this library."

There's at least one librarian who is giving "Subscribe for Your Home Town Paper Week," which will be observed November 7-12, the most hearty backing she can give.

OLD HOME TOWN PAPER TO HAVE A WEEK

Nation Wide Campaign Launched for November 7-12—Place in Community Life Emphasized.

November 7-12 has been set as "Subscribe for Your Home Town Paper Week," and this newspaper, together with the thousands of country newspapers the United States over—there are not far from 15,000 of them, weeklies and small dailies—is to participate.

The purpose of the campaign is not only to induce residents of the small communities and the home town folks who are far from their native health to subscribe for the home paper, but also to emphasize the important place the home newspaper plays in the life of its community.

This campaign has the hearty support and co-operation not only of the newspapers but thousands of ministers and school principals, and many state agricultural colleges and farm and home bureau organizations.
Some persons, it is pointed out, have been inclined to belittle the place and function of the country newspaper. They have not realized that in reality the home paper is a community institution and that it enables the other institutions, such as the church and the school and all the rest to function better and more effectively. That it is a necessity if the town is to advance.
During the time between now and "Home Town Paper Week," November 7-12, this newspaper in its columns will have much to say about the Home Town Paper—not this newspaper in particular, but the home town paper the nation over, the home town newspaper as a real and distinctive factor in American life.

A Messenger to Garcia.

The local newspaper is the messenger to Garcia for your town. It goes out to the world as an advertisement for the community. To be a good advertisement it must be a good newspaper. To be a good newspaper it must have the support of the people of the community in the way of subscriptions and advertising. Are you doing your part toward making your paper a good advertisement for this community, one that will carry the kind of a message the people of the community wish carried to the world?

MICKIE SAYS

EXTRA!
NOV. 7 TO 12
IS
"SUBSCRIBE TO YOUR HOME TOWN PAPER" WEEK!
YOU'RE INVITED!



A FINE OLD HOME PAPER

(Tune—A Fine Old English Gentleman) These magazines with gravures and all these works of art, Are very well for city folks who live by dint of smart; But give me first and foremost, I hold it is the prime— That fine old home town paper—one of the good old time.

The printin' isn't perfect, the ink's not uniform. The type is set by hand perhaps—considerably overworn. The dear old press—I know it well—it's covered o'er with grime— But it prints that old home paper—one of the good old time.

I look for it each week as regularly it comes. And when the postman brings it in, I drop all other rhums. I drink it in, from start to fin, ridiculous and sublime. That fine old home town paper, one of the good old time.

Smith's cat may have some kittens; Jones is putting in new pumps. My girl chum has got married and the kids have got the mumps. Jack Wilsey's built a lean-to, Johnson's roses upward climb. Oh! I love the old home paper, boys, one of the good old time. —GEO. E. WRAY.

Back to Town Crier

How many residents of any small community have ever considered what might happen if there were no newspapers? Just previous to "Subscribe for Your Home Town Paper Week," which is to be observed the country over November 7-12, is a good time to recall the plight of Macon, Mo., not long ago, when fire put the Chronicle-Herald out of business for two weeks.

According to The Publishers' Auxiliary, the old town crier, relief of many years back, was yanked from his hiding place, dusted off, and put back on his job, with a jangling bell, a megaphone, and a fog-horn voice only a little worse for long disuse.

It may have been a novelty for two weeks. But think of a community without printers' ink, compelled to get its announcements of auctions, sales, court sessions, births, marriages, deaths, epidemics of sickness, dog ordinances, board meetings, commencement, tax notices, advertisements of help and situations wanted, accidents, and the rest, through a shouted word like that of the ordinary train announcer in a city depot. The town crier was a romantic figure in his day, but few towns would like to return to his ministrations now.

When one thinks of the temporary plight of Macon, and that it might become the permanent handicap of many towns, it is well to think of supporting the local paper.

He Knows His Folks.

Here are some random observations of a man who has visited and studied a good many small communities: If you read your local paper you will not miss much that is happening around home. There is no use saying that you wish your town had a paper like one in the other town, for the other fellow there is saying the same thing. The man who reads his local paper thoroughly is usually a pretty good citizen and has it all over the fellow who does not. Local papers, when all is said and done, do more to uphold the institutions of this state and country than any other known contributing force in the world's work.

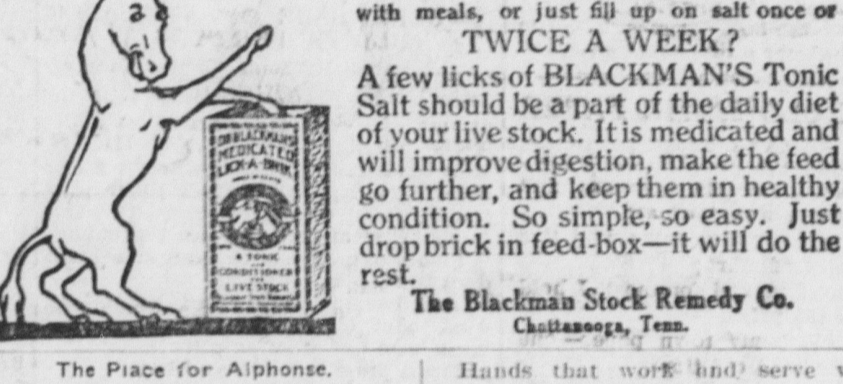
Random Observations.

This isn't a country publisher talking, but the editor of a farm paper: The metropolitan daily will bring to one's doorstep the news of the world seen through the spectacles of the city editor, but it is the editor who lives in the heart of the community who is able to reflect the sentiment of the local group. He alone is the true interpreter of events as they affect the small town and the farming community that immediately surrounds the town.



Never say "Aspirin" without saying "Bayer."
WARNING! Unless you see name "Bayer" on tablets, you are not getting genuine Aspirin prescribed by physicians over 21 years and proved safe by millions for—
Colds Headache Rheumatism
Toothache Neuralgia Neuritis
Earache Lumbago Pain, Pain
Accept only "Bayer" package which contains proper directions.
Handy tin boxes of 12 tablets—Bottles of 24 and 100—All druggists. Aspirin is the trade mark of Bayer Manufacture of Monocrocin-ester of Salicylic Acid

Salt Your Stock the Blackman Way



DO YOU TAKE SALT with meals, or just fill up on salt once or TWICE A WEEK? A few licks of BLACKMAN'S Tonic Salt should be a part of the daily diet of your live stock. It is medicated and will improve digestion, make the feed go further, and keep them in healthy condition. So simple, so easy. Just drop brick in feed-box—it will do the rest.
The Blackman Stock Remedy Co.
Chattanooga, Tenn.

The Place for Alphonse.
"Alphonse," said the helress, "I have been thinking."
"Thinking of me, precious?" asked Alphonse.
"Indirectly, yes; I have been thinking that if you married me, everybody would say you only did so to get my money."
"What care I for the unthinkable world?"
"But, Alphonse, I will marry you."
"My own dar'—"
"And I will not have people say unkind things about you, so I have arranged to give my fortune to the missionaries. Why, Alphonse, where are you going?"
Alphonse paused long enough on his way to the door to look back and mutter: "I'm going to be a missionary."

Can't Fool 'Em.
Two colored gentlemen were engaged in conversation when one of them became very much annoyed by the persistent attention of a large fly.

"Sam, what kin' a fly am dis?"
"Dat am a hoss fly."
"A hoss fly am a fly what buzzes 'roun' cows, 'n' hosses 'n' jacksasses—"
"You ain't makin' out for to call me no jacksass?"
"No, I ain't makin' out for to call you no jacksass, but you can't fool dem hoss flies."—Forbes Magazine.

Truly Transatlantic.
North—How do you know Robb just arrived from Europe?
West—He's whistling "Dardanella."

Too many people regard speed and progress as synonymous.
Don't expect applause. Deserve it.

You remember the story of the Pitcher—

It made a good many trips to the well and it came back in good order.
"I can take care of myself," it said—"they don't need to talk about risks to me."
But it went once too often.
After that it was only part of a pitcher, and they didn't need to talk to it about risks—it knew.
A lot of people won't believe coffee can harm them until it does harm them.
"Nonsense!" they say, "it never disturbs me."
When it does disturb them, then they know.
Often the disturbance which they then recognize is the result of irritations to nerves and digestion which have been going on for a long time.
If you have to lie awake at night and count the clock ticks, after an evening cup of coffee, then you know that it's better to be safe than sorry.
The risk of coffee's harm is gone when the meal-time drink is Postum.

Here's a delightful and satisfying table beverage, with charm for the taste and without harm for nerves or digestion. You know you're on the right road with Postum; there's never the possibility that you'll go once too often.
Postum comes in two forms: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for 20 minutes.

"There's a Reason" for Postum
Made by Postum Cereal Company, Inc., Battle Creek, Mich.