TANGLED TRAILS ${ }^{m, 2}$

\}
The Greatness That Endures
 austere guality men and nations have
ceaselessly aspired. $\begin{aligned} & \text { No amount of denial or doubt or detraca } \\ & \text { tion, no testing passage of years, dim } \\ & \text { his }\end{aligned}$ With eyes fixed beyond the foreground $\quad \begin{aligned} & \text { his original greatness in the slightest. } \\ & \text { Steadily, }\end{aligned}$ of temporary triumphs, men seck the greatness that endures. In statecraft, in art, in literature, in
science and in industry, the goal science and in industry, the goal
is eternally the same. Superficial brilliancy, the might of a
moment, is cheap and plentifulenough. Profound achievement, the leadership that lasts, is lone and priceless as Every day of every year a builder rises whose work bears the promise of
greatness. But the brief success, the single and
sensational effort, never is sufficient sensational effort, never is sufficient
evidence of genius. Only by sustained achievement over a
period of years is the title to greasness established.]
and Once in a generation, perhaps, the true and unmistakable leader appears. Boldly, his work forces itself in upon the consciousness of the world as mas-
terful, fundamental, unique. Steadily, the evidence of his genius
grows, and the renown of his name grows, and
grows with it
The whole
The whole eager sentiment and sup-
port of the world unite triumphit port of the
behind him.
The world lauds his leaderahip but mere than his leadership it admires the dependability of his powers, the assur-
ance that it can defitely ance that it can definitely count upon
them as a standard for the world to
follow
Applauding the leader, the world an plauds itself-the undying fire in itself
which lights the age-old quest which lights the age-old quest for en
during greatness.
Great names of Sphere of human effort, all know the
reward of eminene reward of eminence and all bear wit
ness to the The genuine leader cannot
The genuine leader cannot die. His fame He lives steadily on, he survives because the power of his work is permanent True greatness inevitably endures.
Enduring achievement alone is great. NEEL-CADILLAC COMPANY
C A

## D I



## bread-and-milk

## for lunch to-day!

Try it and note the increased enthusiasm you'll
feel for the afternoon's work-the feeling of physical feel for the afternoon's work -the feeling of physical fitness and mental alertness that comes only to those
who eat wisely. At club, restaurant or home-have BREAD AND MILK.


## Bringing the Farm to YOURDoorStep DURING The BLIZZARD

WE are proud to announce that every customer in Philadelphia, as well as in the suburban districts, was served promptly with milk and cream during the storm.

Our farmers waded through the heavy snow of this unusual storm to deliver the milk. The railroads were blocked, but our milk trains, consisting of twenty-five cars, came through and our excellent service was maintained, even to every family that deals with us. We considered your requirements and not the expense.

We furnished Gold Medal Milk with Gold Medal Service.

