

WANTED

Young men in every town to take orders for International Sugar feed products: International Climax Feed and International Special Dairy Feed.

For every 20 tons sold for cash we present a Dan Patch Gold Stop Watch; works guaranteed for five years and the case for 20.

E. Crosby & Co.



Plant Peonies, Hardy Phlox, Japan Lilies now until May. Have good standard varieties.

A few thousand strawberry plants of leading varieties; plant until May 10th.

Asparagus Roots. Make your new bed now and send the order for 2 and 3-year old roots.

C. E. ALLEN

The Albany Cafe

Everything in season

Board by day or week

BROOKS HOUSE

G. E. SHERMAN
Manager

Water Glass for Preserving Eggs

This method endorsed by the U. S. Department of Agriculture.

Perfectly safe, sure and cheap. We are headquarters, by the pint, quart and gallon.

Wilfred F. Root
Pharmacist

BRATTLEBORO MACHINE WORKS

Manufacturing and Jobbing Machinists

Elm Street Brattleboro

ESTABLISHED 1870

Exclusive Undertaking BOND & SON MORTICIANS

Auto Service. Reasonable Prices. Correct Service and Fair Treatment.

Tel. 264-1 Brattleboro, Vt.

Unusual Opportunity OLDSMOBILE

Here is a chance to purchase a high grade speedy car in excellent running condition, at an exceedingly low figure.

E. H. TUDOR, 4 Pearl St.

The Brattleboro Reformer

Published Every Evening Except Sunday at the American Building Annex, Main Street, Brattleboro, Vermont. Address All Communications to the Reformer.

TERMS OF SUBSCRIPTION.
Single Copies Two Cents
One Week Twelve Cents
One Month Fifty Cents
One Year Five Dollars

Entered in the postoffice at Brattleboro, Vt., as second class matter.

The Reformer's Telephone Number is **127** for Business Office and Editorial Rooms.

TO ADVERTISERS.
Transient advertising—Run of paper, 50 cents an inch for first insertion; 25 cents an inch for each subsequent insertion. Limited space on first page at double rates.
Space rates on application.
Classified advertisements—Five cents a line first insertion with 50 per cent discount for each subsequent insertion without change of copy.
Reading Notices—Ten cents a line first insertion with 50 per cent discount for each subsequent insertion without change of copy.
Position, 10 per cent extra.

TO SUBSCRIBERS.
It is the aim of the management to secure efficient service in the delivery of the paper each night, and it solicits the co-operation of subscribers to that end. Prompt report should be given of each failure to receive the paper on the morning following the omission, in person, by telephone or postal card, thus enabling the cause of the error to be promptly and accurately discovered and the proper remedy immediately applied. It is only by this method that the publisher can secure the desired service.

Member of the Associated Press.

MONDAY, APRIL 28, 1913.

ADVERTISING A GUARANTEE.

Advertised goods are goods the quality of which has been certified. The public looks at them much as it looks at a certified check. It knows that good money has been put into them, so that the merchant has faith that they will prove satisfactory.

The business world is full of cheats and frauds. The public has many times been disappointed, even in buying goods of merchants supposed to be reliable. Hence its attitude is one of great suspicion, not so much perhaps of the honesty of the merchant, as of whether he really knows his goods and has tested them out.

Under these circumstances, advertising is the determining factor that convinces the questioning mind. The buyer argues that if the seller has faith enough to subject his goods to the scrutiny of advertising publicity, if he has faith enough to spend money telling people about them, he must have tried them out thoroughly, and must know positively that they will give satisfaction. It regards any knowing deceit under these circumstances as inconceivable.

As a result of this public attitude the merchant understands that his faith and reputation are staked on the fulfillment of his advertising pledges. That is why modern advertising is so very truthful. A lie in an advertisement would mean a peck of trouble, while a lie over the counter would be known to but one person. When a merchant disposes of a line of goods through advertising he is careful to let the public know what the real value is, so that there shall be no come-back.

Thus buying advertised goods is buying under the white light of public scrutiny. The merchant goes shares with you on your purchase. You have bought his wares, but he has paid down the cost of the goods and the cost of advertising to buy your satisfaction. When you buy under these conditions, you know something about what you are getting.

The news from the farmers is very encouraging, while the other industries are in a reverse state. Not only are grain crops in the best condition for years, but the area planted has sensibly increased. It was larger last year than the year before, and again this year the acreage of such crops as are far enough advanced to determine the acreage is also enlarged. The cotton area will be seven per cent ahead of last year and the corn area will also be enlarged. The result of this condition of area and climatic influence is that the prices of farm produce generally show a declining tendency in spite of an almost stationary price for many other commodities. But in the long run the controlling element in the general price making is the price of foods. If they are made low by the efforts of man and nature combined, other things cannot long stay high, no matter what the production of gold is.

While the people of Vermont are debating whether or not the science of road construction has reached a point that will warrant the state in bonding for the purpose of building a few hundred miles of highway, other states are going ahead with the construction of roads on a large scale and leaving us far behind. New Hampshire has just appropriated a million dollars with which to build a series of cross-state highways to supplement the trunk lines that extend lengthwise of the state. Massachusetts is continually spending money on really good roads. Vermont, it is true, is doing a little something along that line but not nearly enough to keep pace with adjoining states. Why should we hesitate over a

liberal expenditure for highways? If it is worth while to build a few miles at a time, as we are now doing, it ought to be worth while to build a few hundred miles.

The people of South Londonderry, like those of many other towns, are interested over the likelihood of a change of postmasters as a result of the Democratic administration. It is not on record that they are up in arms against a change, but an article in their home paper indicates a feeling that the patrons of the office ought to have something to say about the selection. In this attitude they are fully justified. If a new man is to have the job he ought to be one whose recommendation comes from the people rather than from some politician with a pull.

The officials of the Rutland Fair association observed Arbor day by planting 106 young trees on the fair grounds, thereby setting an example that might well be followed by other fair associations through the state.

Now that the Washington Americans have left the capital Congress ought to be able to make faster progress on the tariff bill.

The Meddler

"If the coat fits you, put it on."

There is a law on the statute books, passed by the legislature of 1910, which provides that persons or corporations that wish to dig up any public highway for the purpose of laying pipes or wires must first secure a permit from the selectmen, and that the digging shall be done under supervision of the selectmen, who have the authority to have it done in case the work of filling is not satisfactory. The Meddler presumes that the local selectmen are aware of the existence of this law and are taking advantage of its provisions. There are a number of places in the principal streets where carelessness in filling ditches has left depressions that are at once annoying and dangerous.

One of the powers that the village will acquire under its new charter, providing that document is adopted, gives it the right to lay the dust on highways by sprinkling or otherwise, and to assess, by vote of the village, such portion of the cost as may be voted to the abutting land-owners. If possible this matter ought to be taken up at the village meeting and settled in such a way as to put an end to the unsatisfactory method of raising a street watering fund by subscription. The village ought to be able to handle the sprinkling cheaply and to distribute the cost so that all who benefit will be obliged to pay a fair share of it.

Another long-needed function which the new charter will give the village pertains to the collection and disposal of garbage. This is something of more than ordinary importance because it has a direct bearing on the health of the community. The hit-or-miss manner in which garbage is now gathered is not only extremely annoying to housewives but likely to cause the spread of disease through the opportunity that accumulation of table refuse offers flies and other insects for breeding purposes.

George Bell, an elderly man, committed suicide Friday by hanging in the barn of his brother, Bert Bell, in Essex Junction. He had been in ill health along time. His wife died in Fairfax 10 years ago.

OUR QUESTION BOX

Please tell me through the Question Box when Home, Sweet Home was written—by whom and the circumstances surrounding its composition.

It was while strolling one morning through a town in southern Italy that John Howard Payne heard from the lips of a peasant girl what is believed to have been an old Sicilian melody. This he asked her to repeat, jotting down as she did so the notes, as near as his limited knowledge of music would permit. Later, when he wrote "Clari, the Maid of Milan," which proved to be the great success of the London theatrical season of 1823, this air was the feature of the production. However, the author received only \$150 for the entire opera, and for the song, not so much as a complimentary copy.

Payne's work as editor and publisher of a critical journal, at the age of 14; his ability as an actor and author of tragedies and his services to his country in diplomatic service are no longer remembered; but the song of Home, Sweet Home, is sung today by the humblest peasantry of Europe, and in her staidest places. Religion, paraphrasing the words and adopting the music, has pressed both into her solemn service. It is the sweetest lullaby the mother ever sings.

The author, since the death of his mother when he was a boy of 13, never knew what it was to have a home of his own, and died in loneliness in a foreign land, in 1852, at the age of 60. Twenty years later his ashes were brought across the Atlantic, and reverently and tenderly reinterred at the capital of our common country, to the music of a thousand instruments and voices as they blended in the immortal melody of Home, Sweet Home."

Why are flags half-masted and what was the occasion for starting the custom?

Ever since flags were used in war it has been the custom to have the flag of the superior or conquering nation above that of the inferior or vanquished. When an army found itself hopelessly beaten it hauled its flag down far enough for the flag of the victors to be placed above it on the same pole. This was a token, not only of submission, but of respect.

In those days, when famous soldiers died, flags were lowered out of respect to his memory. The custom long ago passed from purely military usage to public life of all kinds, the flag at half-staff being a sign that the dead man was worthy of universal respect. The space left above it is for the flag of the great conqueror of all—the angel of death.

Can you tell me when the first wireless message was sent from a ship at sea?

It was on November 5, 1899, when the first wireless message was sent from the St. Paul to the Needles, 86 miles away. In February, 1902, the steamship Philadelphia remained in communication with the Marconi station at Cornwall for a distance of 1500 miles. In 1906 telegrams were accepted for wireless stations by the English general post office.

New Vermont Corporations.

Burnham Meadow Tool Sharpening company, Barre, \$5000. Subscribers, F. T. Cutler, J. J. Goodwin, Alex. Ross, Fred A. Grearson, John D. Laporte, Alex. A. Miles, James A. Long.

Springfield Fair association, Springfield, \$5000. To maintain an agricultural fair. Subscribers, Fred C. Davis, G. H. Moore, G. Leland & Son, Lawrence & Wheeler, B. H. Harlow, J. C. Eaton, J. E. Woolson & Co. Moline Scale company, St. Johnsbury. To take over and continue business at Moline, Ill., conducted under the name Moline Scale Factory, E. & T. Fairbanks Co. proprietors. Capital, \$500,000. Preferred stock 2500 shares.



Stevens-Duryea

"Nearly a Quarter-Century of Leadership"

Three-Point Support

Most people think its main function is to keep the driving parts in alignment and therefore save power, avoid wear on bearings, strain on mechanism, and make the car last longer.

True. But it also dampens the inevitable lurch of the engine and prevents it from communicating itself to passengers; and, for that and other reasons, the Stevens-Duryea is the most comfortable riding car ever built.

One ride in the C-Six will prove this—absolutely.

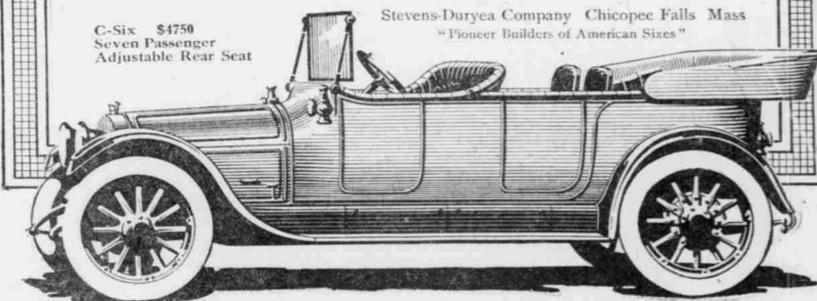
Demonstration by appointment. Catalogue on request

EDWIN D. WHITNEY

Distributor in Vermont Brattleboro, Vt.

C-Six \$4750
Seven Passenger
Adjustable Rear Seat

Stevens-Duryea Company Chicopee Falls Mass
"Pioneer Builders of American Sixes"



\$6,500

Buys a 10-room house with all modern conveniences, 7 minutes from post-office, one minute from car line, on corner lot 100 by 70 feet, good location, new furnace, Western Aqueduct water, hardwood floors and finish. Has been used for two tenements. Inquire—

W. A. SHUMWAY

Premier Brand Peanut Butter

The very best quality, as the name implies

25 cents

for a jar that weighs 14 oz. more than jars put up by other concerns to sell for the same price.

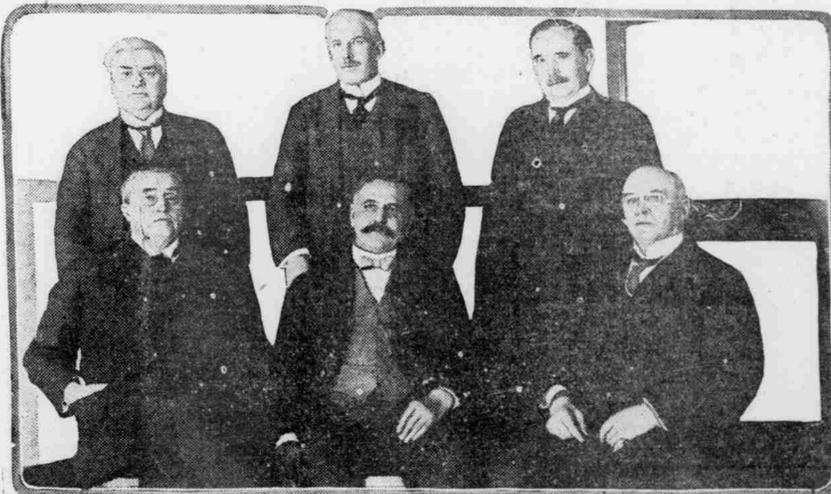
F. C. CLARK, Grocer

Exclusive Agent for Premier Brand Goods

"Just Looking"

Don't waste time on your shopping trip "just looking." Read The Reformer's advertisements thoroughly each evening. Then you will know what to buy and where to buy it.

INTERNATIONAL JOINT BOUNDARY COMMISSION



Photograph of the International Joint Boundary Commission, which was organized last January and consists of three Americans and three Canadians. Standing, left to right: H. A. Powell, C. A. Magrath and George Turner. Sitting, left to right: F. S. Stroeter, James A. Tawney and T. C. Casgrain.