## Che Euentiny Merali

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$$
\begin{aligned}
& \text { ordinary opportunities were denied him. He knew only hard } \\
& \text { work under the worst conditions. } \\
& \text { But it only spurred him on. He looked ahead-and }
\end{aligned}
$$

dreamed.

There were no libraries for him to turn to. The benefits of our present day schooling were not his. So he borrowed what Lincoln © of an open fireplace, his dreams grew bigger-but never wer Time let him gradually find his place in the scheme of things Dreams began to come true. But only after he had studie them out and worked them out for himself.
Lincoln, of course, did not know what his goal was going to be. He did not think of going from prairic cabin to capitol. He only dreamed of bigger and better things-and then di
them. The whole world benefited by the reward that came to him.
There is room, in this world, for more dream
ig enough to MAKE their dreatis come frue! $\qquad$


CROSS-WORD PUZZLE No. 55





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## -Retica

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Astociated Press Magazine Section Four-Page Comic Section

## "Home Manager-Purchasing AgentArt Director-Wife"


#### Abstract

Just a slim girl, maybe, or a motherly woman with sweet eyes and white hair-but what a responsibility is hers! She is the active partner in the business of running a home. She buys most of the things which go to make home life happy, healthful and beautiful. Through her slim, safe fingers goes most of the family money. And wisely and well it is usually spent too-far better than the average man could spend it himself. For women are better purchasing agents than men. They compare prices, weigh values and shop carefully. They read advertisements regularly. Every day you'll find the wise little home manager searching the advertising columns for news that will add to the comfort, find the same clever purchasing agent studying the advertisements to find where and when to buy, and what and how to buy most economically. The advertisements, too, tell this responsive art director how she can make her home more beautiful, more individual-the kind of home that a man appreciates but never knows how it is done! Advertisements are the wise counsellors in the spending of money that the clever housewife heeds daily.


* 

The business of running a home is made easier
by reading the advertisements

