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For Armistice Day.

When the armistice was signed November 11 1918, which was supposed to have ended the terrible World War, was a short while after all?

The dictionary defines "armistice" as a "brief suspension of hostilities by agreement." The word carries the thought that the hostilities are quite likely to be started within a short time. Sometimes seemed as if the world did not intend to start another on November 11, 1918, but that a form of warfare has been carried on ever since, which is worse than any time break out in violent hostilities.

What the world wants is peace—real peace, not any mere temporary suspension of hostilities because the combatants are out of breath and have to recover their wind before they proceed to battle. Not since the world began has such a thing been known as peace.

The contentions of a time of theoretical peace have been so intense that the fuel has been kept alive and will flare up again unless people have a care.

Selling Better Living.

Calvin Coolidge once related that when he was a boy in the hills of Vermont the only merchandise he saw was in the country store, but his horizons was broadened by the advertising of things made available to youth. With his desires aroused for the interesting and better things in life, he strove to obtain them. As a result that advertising performed a distinct public service. Mr. Coolidge explained. It is exactly all in the first instance to produce good merchandise but it is just as essential to create a desire for it. This, in a nut-shell, is the service of advertising. As Calvin Coolidge implied, the most useful household appliance, the humble everyday kitchen stove or the best mousetrap in the world will never be popular if hidden from the public. We can not have desires for things we do not know about. We become concerned about having desires for things we do not know about. We become concerned about having desires for things we do not know about. We become concerned about having