



By this Sign You may know them.

When you see a person wearing this mark of the Christian Endeavor Society, it is more than likely that you are looking at a reader of *THE GOLDEN RULE*. Stop a minute and think how many times a day you see this mark—what kind of people wear it—the homes they represent—what their tastes and inclinations seem to be.

There is no better way to get acquainted with the constituency of *THE GOLDEN RULE*; to learn why it has paid more than fifty leading advertisers who have used it for the past ten years. There is no better way to satisfy yourself of its value to you, if you have an article likely to be appreciated by such a class of people.

Space contracts at one-third of a cent per line per thousand subscribers. For further particulars, address

Golden Rule Company,

646 Washington Street,

BOSTON, MASS.

GEORGE W. COLEMAN, Advertising Manager.