

WHAT WILL YOU DO?

What will you do with the New Year? To you who are travelling onward...

IMITATE BRITAIN

The talk of learning by Britain's "mistake" makes one tired, says an American writer...

CHILDREN CRY FOR FLETCHER'S CASTORIA

Mr. Arthur Meo in the Daily Chronicle: "Europe may reel, but beer is king..."

HAD WORST CASE OF CONSTIPATION

Although generally described as a disease, constipation may never exist unless some of the organs are deranged...

CASTORIA

For Infants and Children In Use For Over 30 Years

TURNING THE TABLES

The wife of a saloonkeeper said, in a tone of almost despair, to her negro washerwoman: "If the town goes No-license, I don't know how we can pay our bills..."

IT IS NOT—WHAT

It is not what we read, but what we remember, that makes us learned. It is not what we know, but what we do that makes us useful.

AUTHOR OF "OLD MOTHER HUBBARD"

Very few people know who wrote the favorite story for children of "Old Mother Hubbard."

CHILDREN CRY FOR FLETCHER'S CASTORIA

For many years in Hong-Kong the industry of vermilion-making, entirely in the hands of the Chinese, has been an important one.

HAD A VERY BAD COLD AND COUGH

DR. WOOD'S NORWAY PINE SYRUP CURED HER.

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ESTIMATING THE AGE OF THE EARTH

The age of the earth is determined by the salt of the ocean, no we are told by meteorologists. The idea is that salt is carried down year after year into the sea, where it accumulates, and if we can divide the entire amount of salt at present in the ocean by the amount carried down in a year, the quotient will be the age of the earth.

SHARP PAINS SHOT THROUGH HEART.

Thousands of people go about their daily work in the verge of death and yet don't know it.

LIKE FATHER LIKE SON

When I was about seventeen, relates George M. Cohan, "I considered myself a classy drummer. One day, respondent in ascending hostility, striped waistcoat and a "speaking" necktie, I went into father's library."

CHILDREN CRY FOR FLETCHER'S CASTORIA

NEW LIGHT BUOY MAKES OWN ELECTRICITY.

An automatic light buoy has been invented that produces its own electric current, in ascending hostility, striped waistcoat and a "speaking" necktie, I went into father's library.

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NEW YEAR PHILOSOPHY

We never complain about misfortune, but we'd like to see the chap that stole our shoes when we got so happy we danced 'em off our feet.

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SCHOOL CHILDREN DUBILLY AT WORK

The school children are enjoying having a chance to take a hand in the United States great war. With the approval of the President, the Red Cross has organized the country's millions of school children into the Junior Red Cross.

EATS DIRT

MADE IN CANADA GILLET'S LYE

A MOTOR-TRUCK GRIND MILL

A farmer living near St. Paul, Minnesota, makes a one-ton motor truck play many parts.

HE DREW THE LINE

I was in a barber-shop in Los Angeles one day, relates Jack Wolford, when an Irishman came in to get shaved.

A Grippe Epidemic

Every winter Health Boards warn against this weakening disease which often strikes those who are least prepared to resist it.

SCOTT'S EMULSION

which is the cream of cod liver oil, refined, purified and so skillfully prepared that it enriches the blood streams, creates reserve strength and fortifies the lungs and throat.

Use SCOTT'S Refuse Substitutes

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A BOY IS A FAILURE

When he has no confidence in himself nor in his fellow.

NOT IN THE RUNNING

The judge stopped to have a word with the colored man-of-work, and asked if he went to church.

SUCCESS A LA MODE

To each pound of your invested capital, add several ounces of good book-keeping, a generous quantity of service, a goodly portion of advertisement, and a great big dash of enthusiasm.

KIDNEYS SO BAD WOULD FAINT AWAY THAT WAY FOR TWO YEARS.

Those who have never been troubled with kidney trouble do not know the suffering and misery which those afflicted undergo.

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SPECIAL DECEMBER SERVICE

BETWEEN Toronto and Winnipeg DAILY

Westbound, Dec. 3rd to Jan. 2nd. Eastbound, Dec. 1st to Jan. 5th

Winnipeg and Edmonton DAILY. Edmonton and Vancouver TRI-WEEKLY

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ADVERTISING

in its highest sense is the creation of a new want and providing the means with which to supply that want.

The aim of advertising is not to spread the name of a firm so much as to get business for that firm.

The ad, that counts is the one that makes the luxuries of to-day the necessities of to-morrow.

A great many people advertise as they give to charity—merely to get rid of the solicitor.

Then the advertiser says it doesn't pay, and when done in that spirit it does not.

Advertisers must put brains and selling force into their copy, and when this is done they find that advertising is not an expense, but the finest kind of an investment.

S. C. DOBBS, Past President Associated Advertising Clubs of America.

THE FREE PRESS IS READ BY 5,000 PEOPLE WEEKLY, MOST OF WHOM SHOULD BE THE CUSTOMERS OF THE ACTON STORES.

To get their business, advertise in the Free Press.

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The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of Dr. J. C. Williams.

What is CASTORIA? Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrup.

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrup. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance.

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