Whose name is "I forgot":

They're a very naughty family. And they trouble un a lot. There's a way to stop their bothering And wend them off to stay:

Call policeman "I'll remember," And no'll drive them right away. -flunbeam

THE EASY SUCCESS

a permanent intellectual acquisition, an attractive manner or a protty face in life he comes out ahead of his talented classmates.

Those who make friends easily are the to-dinfrows. Look forward. not altogether to be envied. The people with so much personal charm that narrow circle of friendship means there are always a number eager to cramped life. The girl who assumes claim their friendship, are often temp- that all her friendships must be made ted to deal with their friends rather with a certain "set" loses more than cavallerly. They cannot lose sight of she has any idea of. In a southern the fact that if a friend is offended, it city the daughter of an aristocratic will be very easy to win him back, or family was reared in their narrow failing in that, to find someone to take ideals, but when she began to think his place. The unattractive people, for herself, she discarded them. Now who make friends by consistent cour- when she talks about her "friends" she to give the enjoyment of the old-fash- the younger generation find some inteny and kindliness, exhibited through may refer to a girl from the same ioned "swimmin' hole," but it can't be terest in them too, but I must refrain tesy and kindliness, exhibited through may refer to a girl from the same ioned "swimmin' hole," but it can't be terest in them too, but I must retrain from giving them in allopathic doses.

SUMMER COLDS prize for which they have worked so mean the little manicurist, for whose (properly named) and weedy spots, There's enough in Wm. Firstbrock's long in a moment of ill temper. They plucky struggle against poverty and where only the big fellows dare go, store, and W. H. Storey's saddlery and Many have their worst colds will conquer the impulse to be un- temptation, she has such admiration; and all such things. And, good graci- Ransom Adams' bachelor house and during the warm months. A reasonable, or so to speak unkindly for or she may mean a sewing girl, or a ous me, how would you ever learn to fear of working disaster that will be

out making any special effort, does girls as Emily and Katharine." But But the boy who is slow and plodding. "They are all my friends," she said. especially, when he sets his heart on the rich girls and the poor ones, exstudies remorselessly, perhaps for have so much to contend against." years, with that end in view, tastes a! And the life of this young lady prorapture for which there are no words, mises far more because she has widenwhen at last success is in proportion to its cost. It is a question whether girls from different walks of life. In the people who get what they are after | choosing her friends she looked out without half trying are very much to be envied, after all. On second thought Love should aspire. Look forward. casy success would appear in the light | Friendship should be for eternity.

## TRIM TREES INTELLINGENTLY

The tree-butchering idlot is to be found everywhere. The Peterboro Examiner says: One cannot understand why the men who represent the people are so destructive and careless of tree life. Within a few years we have had some of the stateliest trees in Canada, cheerless fall day. For some reason -the survivals of nature's "sincerity"sacrificed to the vandalism of our city town cars, and the crowd on the corner authorities. In all the city's history had assumed such formidable propor- for keeping these necessaries. It would of nearly one hundred years, the city tions that when the first car came authorities have not planted one tree, along the conductor evidently thought On the other hand they have destroy- it safer not to stop, and the car awang lee during the intense nummer heat od hundreds within the nine years of around the corner without opening its and I believe it would prove a good the city's life, in the growth of their doors. The next did he same, and the sound business proposition for anyone towering trunks, carrying each a little next. forest of magnificent leafage, a delight a disregard of the first, principles of had been washing and ironing, others corner of Mill and Willow Streets. One sant to read this in the American Agriprojecting prongs to be strangulated in the paller of their weariness. and decay in time, and become a rotten us find trying to the temper had a yard of this homestead. Like the large thick, feather bed-and this was tree. The worst-feature of this im- After the first car passed, instead of way out of town. His barn and straw non-conductor." The article goes on: proper work, saids from mutilation of the exclamations of indignation one stacks and stock and poultry yards "Rubber being a non-conductor, it is once of the city to the value and burst of laughter arose. When the of Milburn's drug store, The farm during a storm, so that if the house beauty of our trees, and a disregard second car passed the merriment was was the twenty acres now occupied by happens to be struck, the shock cannot of the interests and enjoyment of joint redoubled. And by the time the third Fairview Cometery. The grain and prove injurious. It affords the greator their forerunners have planted, and would have given the beholder not which the city only seems to regard in the secret the impression that some- all the little folks of that far-back as a medium of the exercise of the thing especially humorous and enjoy-German spirit of destruction. Where able had just occurred. is the public spirit of our citisens of The fourth and fifth cars followed the man was hauling his hay crop to the more effective protest?

# PROHIBITION IN CANADA

We comment here on prohibition, as we have done at other times under the head of "The Religious World," because the fight for prohibition has been so distinctly a fight of religious forces against the liquor traffic up until the opening of the war. As a war measure prohibition has been greatly advanced and long strides taken toward worldwide prohibition. The war dealt the Germans and the liquor traffic such blows as neither ever experienced before. For more than a year all of Canada, except the Prevince of Quebec, has been under total prohibition; and not need to concern ourselves about the greater part of the Province of the forests of the future, because the option laws. Most of the prohibition

# HER PROGRAMME

to organize and direct it themselves. of a poor woman.

The cottager says to her: "I'm quite well, thank yer, miss, but I-ain't-sood you-afore .- T're fresh at it, ain't yer, miss?"

"I have never visited you before, Mrs. Johnson," The woman dusts a chair, "Well," she says, "yer sits down here, an' yer reads me a short pealm, yer gives me a shillin', an' then yer goes!"

# A COMPLICATED "RUN IN"

"You'll be run in," said the pedcatrian to the cyclist, "if you ride without a light." "You'll get run into," responded the rider as he knocked the other down. policeman, as he stooped forward and ladder. selzed the cyclist.

Just then another scorcher came along without a light, so the policemun was run into, too, and had to run in two.-Tit-litts.

WHEN LOOKING FOR FRIENDS

When you are looking for friends, look up. Friendship should be appiring, not condencending. Most girls have frequent opportunities to make friends among those who are unworthy of them, but such opportunities should be ignored. Do not make an intimate of the girl whose coarse speech jars on you. Do not get on friendly terms with the classmate whose word you cannot trust. Friendship is so mighty a factor in the life that you should aim to choose only those friends who will inspire you to make the most of

In choosing your friends look forward. Hometimes we see buildings put up to provide shelter for workmon for a few months, and very frail and ugly structures they are, too. But when a man builds a house in which he expects to pass the rest of his life, he makes it as substantial and as beautiful as he possibly can. We should The art of getting things easily is a build our friendships not for the predoubtful blenning. The student who sent only, but for the future. Do not can learn a lesson so as to make a fair choose as your intimate friend, the recitation, in fifteen minutes, has to girl absolutely lacking in ambition, have a good deal of character to keep whose growth will not keep pace with on studying till the lesson has become yours. 'Do not be so carried away by The slow, pledding student has no that you will forget that there are choice. He must keep at it, or fail ig- many experiences in life where these hominiously. And that is why so often things will fall to satisfy. Do not choose your friend for to-day alone.

In hoosing friends look out.

It is certain that an easy victory friends, Virginia T an aunt asked her cannot give the satisfaction which one day. "I understand of course, that comes when success is gained after al you are interested in them, and want struggle. The student who takes to belp them, but you cannot possibly prizes all through his school life, with- feel toward them as you do to such not feel any special satisfaction either. Virginia could not see it that way. who has never distinguished himself "I can't make any difference between the town that didn't have. winning the prize in mathematics and cept that I admire the latter more, they ed her horizon by friendships with

Look up in making your friendships Look out. The world is so full of great hearts and beautiful natures that It is a pity to miss them, by looking in only one place.

A STREET CORNER LESSON

A crowd largely composed of colored people stood at a transfer point in an eastern city, at the close of a rather there had been a delay in the cross-

to the eye, and a vertitable boon, by people. Probably there was not one desiring to fall in with it its grateful shade, and its soothing standing there who had not done a hard scenic relief and rest for the eye. The day's work, Some of the men had city now has turned two men loose to been at their places in the factory reminiscent mood I see below and "trim trees; and they are "trimming" when the seven o'clock whistles bley across from me the residence at the by the growth of the trunk-to die But the experience which so many of gateway leading to the barn and farm- fuge from lightning) in the midst of a

substance and taste, that there is not bad example of their predecessors and home barn. Joe Dickson was helping still the crowd laughed. The sixth fol- In loading the hay out at the farm a lowed the fifth closely and was almost doxing. Well-developed garter snake "Ain't so bad we waited aftah all, seeking a place of refuge ran up the kase now we've got a private car." same sunny spirts and laughed instead | the snake was finally dislodged from of losing our tempers and scolding,

# REFORESTRATION ESSENTIAL

It is sometimes argued that we

Quebec has been "dry" under local forests we now have will last us for 50 or 100 years, or even longer; that laws in Canada become inoperative on it is futile to worry about the matter. the signing of the peace treaty; and, so long as we have wood. Of course, as might be expected, hard fighting it is possible to estimate the length of between the prohibition and liquor time our present supply of timber will forces has already begun. The pro- | hold out, assuming certain fixed domhibition forces are quite confident, catio and foreign demands (demands, however, that they will win out in the incidentally, which are by no means end and all Canada will be "dry." The fixed). This question has no direct policy to be pursued is to secure a bearing on the problem of keeping vote of the people on the question. It forest lands productive. Let us supis believed that the granting of the pose, for example, that under certain vote to women has added much to the estimated demands our present forests strength of the prohibition forces. We will last us for a hundred years. That expect to see the Dominion of Canada is no reason at all why we should follow the example of the United States | allow cut-over lands to become wastes and become "dry."-Nashville Advo- or near-wastes. In the first place it takes a hundred years, let'us say, for lows: a seedling to grow into a respectable THE OLD WILLOW TREE WHICH tree, fit for the saw. The trees we are now cutting are, on the average, much older. The time to start our new to ests; therefore, is now-not a hundred "Perfunctory charity"-charity of the years from now-for otherwise wo organized and statistical sort-becomes should have a long period during which so familiar to the recipients of it that we should be without adequate supthey feel themselves quite competent plies of timber. In the second place, those who argue that no present action Punch has a scene in which a district is necessary overlook one of the vital visitor is shown entering the cottage facts in the whole forest problem in Merchants Bank building, now in the any one locality, district, or region The visitor is evidently new to the has a distinctly adverse influence on business, and somewhat embarrased, the prosperity of the country as a whole. The forest problem is essen-

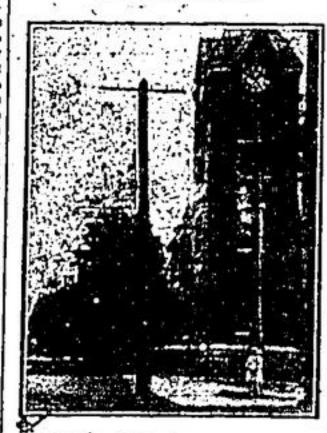
# THE BALANCE WHEEL OF

PRINCIPLE

"Yes, he is smart enough," said a business man of a youth whose appli- B. Scott, H. H. Unsworth, Cameron & cation for a responsible position had been refused, "so smart that he needs Statham & Son, and t). C. Russell is, watching." Ability without the bal- the present occapant. ance wheel of principle is more than The next building. Brown's druglikely to create suspicton. The shrewd- store, has a long history. I believe this ness and keenness which are divorced building was creeted before William from integrity are a menaco to the Biteel planted the Willow tree. Robert community. Many a youth is kept Swann, Acton's first postmaster, and seeking positions while associates, less who named the place for his native able but with more principle, are place near London, England, kept store "You'll get run in, too!" said the steadily wending their way up the and the post office here. It was here

> Many mothers have reason to bless and was a clerk in the post office under Mother Graves' Worm Exterminator, his uncle Hobert Hwann, Later it bebecause it has relieved the little ones came a drug store, and here the pro-

THE OLD MAN OF THE BIG CLOCK TOWER



The heat of the latter part of last point. I found cooler spoin than the clock tower, but even then the heat was felt. I strolled over to the "swimmin' hole" at Corporation Pond and Take into account to-morrow and all I sure did envy those youngstern, with no fear of cramps, rheumatics or any bad after-effects of a plunge into those cooling waters. I can remember I used to always count on the w. ter being warm enough for the first sp'anh by the twenty-fourth. It's generally a little later nowadays, but none the less | there. enjoyed by the participants. A "swimmin' holo" will always be the same. Let them build their shower baths and days. I know the old folks enjoy these public baths and everything else to try | ntories of former day events. Perhaps swim if you always had a nice graduated floor telling you just how far to about these next week. go. You've got to have a place where you just fall off over your head and everytime you holler you get a mouthful" and spit it out and somebody gives you a boost and you start and swim. You never are afraid, or forget how, after you've learned in a real "swimmin' hole." Acton's got lots of them and I wouldn't give two hoots for

Another thing this hot weather made me think about was ice. Not being one of means enough to afford an icohouse and install a private supply, and knowing that the big majority of the citizens of Acton are in much the same circumstances as myself. I have been wondering why some man looking for profitable and much-needed side-line to his regular business, could not cater to the wants of citizens in this line during the war weather. I realize that to be effective this year's operations should have been started last winter or sooner, but like all other human beings I never see the wisdom of a thing until the necessity arises. have heard all kinds of complaints about milk souring, butter being soft, although kept on the-cellar floor, etc. The milkmen and butter-makers are blamed. It's not the fault of either of these parties. We haven't the facilities certainly be a fine thing for us common people to be able to secure some The crowd was made up of working for the idea (if it is new) to any one

machine, were an event of interest to ning."

time for a day or two every fall. I remember one day the old gentleempty. As its doors opened and the was loaded with a coll of the newfellow, with a broad grin, remarked, up. Main Street it became lively and pant leg of Joe's blue Jeans. About It was a simple little lesson on the the time Speight's blacksmith shop philosophy of life. One could not help was rouched Joe became aware of his thinking that this would be a much scrpentine visitor and yells like those day. Your success depends upon yourmore comfortable world if all of us of a Commanche Indian were heard soil. took our small vexations with the Joe jumped from the load of hay and the right lower extremity of the futury itooye, as badly scared as the boy. While Mr. Steel was busy with his farming operations the good wife bus-

led herself making yeast cakes to help the local housewives with their bread. and Miss Jennie made dresses for the lassies and their mothers.

After the Steel family this was the nome for years of William Williams and family, and they remained until it was moved back to the rear and rebuilt. It is now owned and occupied by Mr. George Rossell

Nincteen years ago this month, when the last re-union of the pupils of the late Robert Little was being celebrated the big willow tree had been cut down and an expansive stump remained. In a jocular mood Tom Kennedy and Ed. McGarvin both made "stump speeches" from this vantage point. During the gathering the Faxx Paxxs distributed souvenir sections of the old willow bearing a historical sketch of it, neatly printed on the dressed surfaces, as fol-

GAVE WILLOW STREET HAN ETI

This is a cutting from the stump of the lik Willow Tree planted by the late William Steel on his property, corner Mill and Willow Stroots, Acton. in the spring of 1863. It gave the street it's name. The tree was quite solid, measured 16 ft. 9 in. in circumference on the stump, and was cut down to make room for the new course of erection as a part of the Warren Block.

The Warren Block, which covers the Mill Birest frontage of the Biccl protially a local problem.-F. E. Olmsted, perty, had for its first Anante the Merchants liank, Wm. Erskine, druggiat and Gurney lirothers, coneral merchants. The Merchants liank atill occupies its quarters; 12. J. Hansard is now in the drug store, and Gurney Brothers have had for successors: IL Moore, W. E. Moore Caster & Co.

that James Matthews served his apprenticeably to the grocery business, of suffering and made them healthy. | printery drug business of the T.- All-

burn Co., Toronto, was established by Thomas Milburn, the father of the present owners of the big Milburn bustness. Thomas Milburn and his staff manufactured Hugyard's Yellow Oil



drug store in the premises. He went o Toronto and J. V. Kannawin was his successor. Mr. Kannawin's health week drove me out of my observation failed and he went to Asuza, California, where he died. Dr. McCarvin bought the business. When he went to Butte, Montana, the present proprietor, A. T. Brown, became the owner. It was here that the Bell Telephone business was first established in Acton, and here it is atill in operation, now with an all night service. For a year or two, during an interruption in the succession of the drug business Mrs. Mc-Nair conducted a fancy goods business But I must not go on further this week with my rehearsals of the old

big barn still in this block to fill another column. Look for the yarns THE OLD MAN

## A BEAUTIFUL TRIBUTE

People with real troubles do often complain. But they frequently find it a relief to confide in some one. so depressing. Build up your If you are chosen to become a recipient of such a confidence, it is a compliment to your sympathy and to your discretion.

There are some people whose bigness

of heart and sound judgment is so apparent that wherever they go, the strungers begin to tell them their troubles. Somebody on the train, on the street car, people they never saw before and will never see again, open up that hearts to them. It is the sincerest and most beautiful tribute that one human being can pay to another. When people tell you their troubles -real troubles-you are very dull if you do not learn something. Have you talked with any of the soldiers who have come back from the other side, maimed, or blind, or suffering from the effects of gas? If you were lucky enough to learn the story of what some of them went through, or fragments of the story, for few of them can tell it in full, you must have formed new ideals of patience and courage and .iplendid patriotism. And as you listened with a full heart and realized how far the young soldiers were from:

making a fuse you must have prayed

that you might meet your little troubles

as bravely as they met their greater

ones. If you think of it rightly, it

really is part of your education-list-

## PROTECTION

ening to other people's troubles.

them in the puglistic sense. There is that morning. Of the women some late William Steel. It stood at the are so often ridiculed that it is pleaproper tree trimming-limbs are sawn scrubbing. All were tired and some of the big willows which gave the culturist in an article about protection off, or rather backed off-leaving long of the dark faces looked almost gray street its name shaded the home, while from lightning: "Our grandmothers another waved its branches over the used to ensconce themselves (as a respot, the beginning of death of the curious effect on this waiting crowd. French farmers he had his farm a little a wise thing to do, for feathers are a the trees, is that it shows the indiffer- would naturally expect to hear, a were just in the rear of the home and well to allp on a pair of overshoer owners of the trees—the resident own- had swung around the corner, the wait . hay were teamed into town and the est relief for the nerves if the curtains me-whose wishes are impredently dis- ng group was fairly hilarious. The threshings, with the old six-team horse are drawn down, and the lights turned regarded in respect of the trees they flash of white teeth in the dusky faces power, and the hum of the threshing on, for then one cannot see the light-

# SUCCESS IS IN YOURSELF

dozen predecessors have failed, and comes out with flying colors. It is not crowd swept forward, a brawny young mown hay. On the trip over the hills the result, of friendly "boosting." Friends may give a youth a chance, but they cannot help him to improve it. Some people complain that times are not what they used to be, but that form of croaking was old in Noah's

> PARTY HE BELONGED TO A young woman reporter on a country paper was sont out to interview now on hand. We carry Groceries leading citizens as to their politics. "May I see the gentleman of the

house?" she asked of a large woman who opened the door at one residence "No, you can't," answered the woman decisively. "But I-want to know what party ho belongs to," pleaded the girl. "Well take a good look at me," she said sternly, "I'm the party he belongs

FILOM A CALF'S DIARY

Ricked over one pall of mash. Got my head caught in a bucket. Yolled like blazes for mother for at Rolled my eyes at a little boy and

frightened him. Experimented on how far I could spraddle my lega. Tangled myself in 10 feet of rope. Nibbled at a small green apple and had a tummy ache. Refused to be hugged by an impudent bired man,-Hoard's Diaryman.



YOU PUT IN FOUR DOLLARS AND TAKE OUT FIVE -

## HE KNEW THE CASHIER

started to take up the collection. self as convoy to papa, following him down the ainle with his eyes growing It. N. Thurtell, druggist, Ingersell and larger and rounder as the money flow-

"If you lose your money, you may find it again, and if not, you can earn more. If you lose heart, a good night's sleep or an evening spent with some cheerful companion will often bring back your courage. But when you lose an opportunity, it is gone forever."

into the blood that helps thwart that rundown condition that is vitality-try Scott's. Boott & Downe, Toronto, Oat. 19-6

visit to a Pico Heights Church, was Unable to stand the sfrain, he deftly

This method of obtaining wealth wan new to him, but he thought hesknow its destination and as the ushers reached the rear of the church and turned for the solerin murch to the pulpit his other products. In the manufacture of voice rang over, the room: "Give it to Yellow Oll hundreds of dozens of eggs me dad; I can take it to mamma!"-

## THEN ONLY

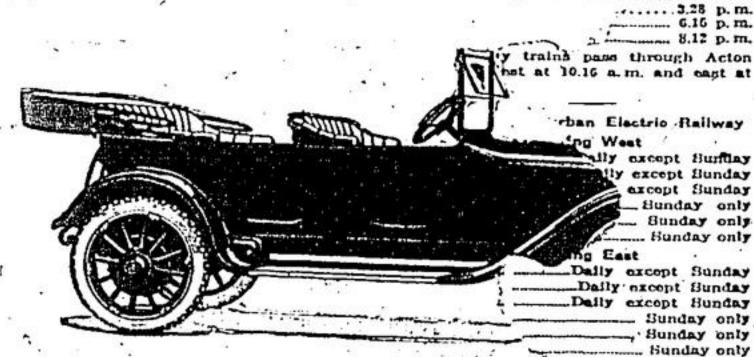
Young Lealle Harris, on his initial extremely interested when his father cluded his mother-and attached him-

When the granshopper ceases to hop and the old cow quits her bawling; when the fishes no longer flop and the baby stops its squalling; when the dunners no longer dun and the hootowl quite its hooting; when the vine no longer runs and the skylark stops its larking; when the sun no longer shines and the young man quits his sparking; when the heavens begin to drop and old maids stop advising; then it's .time to shut up shop and quit your advertining.

## LOSING AN OPPORTUNITY

after meals, puts that quality

DODGEBROTHER MOTOR CAR



ND EXPRESS Dodge Bros, have concentrated on one style of Car and have Decial express u cars. Freight make as good a car as can be built. · picked-up

The DODGE CAR has the reputation of low cost of Up-keep, Easy Ria. to Operate and a Low Consumption of Gaso line.

All DODGE owners are well satisfied with their choice.

INVESTIGATE THIS CAR AND BE CONVINCED WILLY

J. N. O'NF AND POULTRY

Dealer for Acton and Geor

Milligan

w Mill Sta, Acton

If YOU Buy out of Town and I Buy out of Town What will Become of OUB T The Dollar You Spend in Acton Will "Come Home to Boogights

# Tablewaro-Fine

Free Press Buy-at-Home Care, Tinware and Granite Read these articles with care. They may present something you hadn't thought of ora Stoves and Ranges. the People whose ads. are here. They are your neighbors ous Heaters.

and will treat you Right.

The Money You Spend With Them Stays in Circulation in Acton and Neighbo

You Will Always Find it Profitable to consult us when desiring Dry Goods, Clothing, Boots and Shoes, Lincoleums, Olicloths and Groceries. Our aim is to anticipate your desires

MCLEAN & MILLS Our Aim is to Sell You Dry Goods, Men's Furnisings and Groceries, the quality and price of which will keep your money in Acton. We can compete with anyone anywhere and strongly urge com-

parison. D. C. RUSSELL June Victor Records

in Acton.

On Sule Monday. Call and hear A. T. BROWN Consult us First When buying Hardware. We carry

the most critical our prices and quality are right. JAMES SYMON Order Your Goal Now Delay, under present conditions invariably means an advance in the price. Nut. Stove and Furnace Coal

a complete stock of shelf and heavy

Hardware, Silverware, Cuttery,

Granitoware, etc., and can convince

an woll. J. C. HILL Never Buy Furniture From a catalogue. It all looks good in pictures. When buying from us you see the article before 'you buy and our best advice and service

is yours. Undertaking in connection JOHNSTONE & CO. Make up That Order for Oroceries Bring it to us. We can compete in service, quality and price with anyone, anywhere. We carry as well a full line of Dry Goods.

NELBON A GO. We Have Sald It Before And we say it again. You can buy to better advantage in Acton than in Toronto. Hoe us when you require anything in General Merchandiso. We will not be undersold.

L STARKMAN Now That Warm Weather Is approaching you will require refreshment. Our drinks are icocold and invigorating -our lee Cream is delicious-our Candies fresh and

Our Large Business Connection In Actou is ample proof that our Meals, Vegetables and Provisions uru of the best quality. We sell on close margins and solicit the privilege of supplying your homo.

H. WILES

MOENERY & EVANS Contemplating Building ? if so let us estimate on your redirements. We prepare plans, make estimates, and take contracts for any kind of building We would suggest ordering next winter's coal now ..

J. B. MacKENZIE Fair Dealing and Low Prices Are building up our business. We carry a full line of Grocories and Provisions and our prices will relieve the hereasty of further search, Our quality and price will stand

MRG. J. McDOUGALL

# "SIGHT UNSEEN" TRADE IS.

Consumer Takes Long Chance When He Buys From the Mail

METHOD OF DOING BUSINESS IS VERY DIFFERENT WHEN YOU PURCHASE GOODS FROM YOUR HOME MERCHANT

When you were a youngater, did you over make a trade, "sight unseen?" Of course you did. 'What boy has not risked his Jackknife or his choicest marble on such a proposition and how often has be repented of his rash deed when he discovered what he got in the trade? He generally found that the deal turned out to the advantage of the

There is a little of the gambling instinct in the blood of nearly every man, woman and child, but even the hardened gambler likes to get a "run for his money." The "aight unseen" proposition doesn't appeal to him in the least. There are thousands of people, however, who would be properly indignant if they were accused of being gamblers, who every day take a chance on the greatest gambling game in the world. And worse than that, they are risking their money on a "sight unseen"

When one of the thousands of persons who build up and keep up the great mail order houses of the country sends his money away to pay for some article that he has selected from the mail order catalogue. he is taking a change on getting what he expects to get. The mail order house may be perfectly honest and still the purchaser stands a good chance of not getting what he expects to get. The mail order catalogues are filled with pictures that eatch the eye. The descriptions are brief, as they must be when thousands of articles are to be described within the confines of one book. No matter how hard the mall order house might try to tell the truth, the whole truth and nothing but the truth, it would be an impossibility. The buyer is simply taking a chance.

BUYING "SIGHT UNSEEN" How much more satisfactory it is to walk into a store in your home town and ask to see an article which you may have seen adverthed in your home paper. What would anyone think of your business ability or your common sense if you walked into a store at home and said: "I saw a picture in the taper to-day of a suit which I liked very much. Please wrap one up for me. Here's the money." The merc'ant would think that you were crazy, but that is exactly what you do every time you send an order to a mail prefer house. You huy "night unacen' 'and you haven't a ghoot of a change of getting your money

back if the article is unsatisfactory when it reaches you How different in the proceeding when you go into the store in your own home town to buy a suit of clothes, or a stove or a yard of ribbon. You may have seen a picture of it in the merchant's advertisement. But does he ask you to take his word for everything? Does he hide the article behind the counter and tell you that you can't even see it until you buy it and pay over the money for it? Hardly. If the article is not already in plain view on the counter, the merchant produces it for your inspection. If it does not exactly suit you, he line others that are a little different and that he is glad to have you inspect.

# GET MERCHANT'S GUARANTEE

Then, if it is a suit of clothes you are buying, or a piece of dress goods or a pair of socks, you may ask if the merchant will guarantee that it will wear as long as an article of that kind could be expected to wour and he will tell you either that he will marantee it or that he will not. If he tells you that he wil guarantee it you will know that you will get your money back or another buit or another pair of socks in the place if it doesn't wear like it should, for the merchant, besides being an honest man in most cases, cannot amed not to make his word good. He is dependent upon your bushwas Japet that of others in his quin community and he cannot afford to interepresent his goods.

After having all this opportunity to see what you are buyling. you take your suit or your stove or whatever it is you buy home or if la sent home, for you without delivery charges, and after you get home and take another look at it and decide you don't want it after all, you send it back. You are not buying something "sight unseen" when you buy

from your home merchant. You don't look at a picture of an article in a newspaper, read a short description of it, go to the post office and buy a money order and send it to the merchant with the instructions, "Send me a suit of clother" for a stove or whatever it may be-"and

I'll pay your delivery man to cents for delivering it to me." There's a world of difference in the two methods of doing bustness and its not hard to figure out which is the best for the man who is b doing the buying.

We Deal in All Kinds Of Fresh and Curn your patronage.

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