

THE HOME TOWN

Women's motto much, but the... The home town, the home town, is the best town in the world...

SHOE STRINGS

Shoe strings are small matters; but there are a great many of them in the world, and on the whole, they are not so small as they seem...

HOW SEA NAMES CAME

Admiral is not an English word. Its origin is Arabic. The word "Arab" is derived from the Latin "Arabia"...

BACK YOUR HOME PAPER

The following extract is a quotation from the speech delivered by Governor Francis: "Each year the local paper gives from \$50 to \$100 in free lines to the community in which it is located..."

HIS REASON

"Johnny," you're not paying any attention to your lesson. What are you doing? "He replied: "I'm playing with a piece of string..."

The Free Press Short Story

Jotham Williams, the Potter's Son

BY HENRY COHEN

JOTHAM WILLIAMS was the largest boy in District Number Two school; and he was very quiet in the entry. When you reached the entry Miss Carpenter would help you into your coat and hat...

FATHER WAKES UP

Listen, son, to what I am saying to you, as you lie asleep. One little boy came under your check last night and curled up with you...

THE LADY AND HER AGE

It is not an ordinary lawyer who can overcome a woman's reluctance to tell her age. I was interested in a case recently tried in a Pennsylvania court...

NEEDED REASONING

A lay preacher took for his text one Sunday, "I am the salt of the earth." Little a number were present to sleep. An official said to him afterward, "My dear brother, the next time you come to preach, bring your own pepper-box as well as the salt cellar..."

JUST SO

The tourist stood in front of a sign "Subway Entrance." "This is the entrance man," he said solemnly. "Life."

GALEB PREACHES HIMSELF A SERMON

"I didn't see you at church this morning, Galeb," said Deacon Hynes in a mildly reproachful tone. He had looked down the street and heard never Galeb Preacher's gate. Galeb himself, wearing a dignified expression, looked up at the minister with a comfortable grin beneath his moustache...

LAWNS AND LAWN MAKING

Damaged lawns should be repaired as soon as possible in the spring, so that the grass will get a good start before the weather becomes warm. Early sowing in the spring is a good time to make new lawns, although it is somewhat better to grow some cultivated grasses in the autumn...

INCREASE IN MILK CONSUMPTION

Twenty leading restaurant keepers in a large city in the United States have testified that since prohibition came in their milk bill has doubled. Several hotel and restaurant proprietors in the busy centers of Canada have given testimony to the same effect...

WHAT TO DO IN ACCIDENTS

What is there that can be done by a person living in the home, and away from the doctor, in case of a real bad accident? Please don't try to remember, but tell us some of your common-sense facts...

DOUGLAS' EGYPTIAN LINIMENT

Relieves caked bag, garget, spider or infection of the test, also through in horses' feet, fetula, etc. Stops bleeding at once. Removes swelling, soreness and swelling. At all Dealers and Druggists. DOUGLAS' CO., NAPAN, ONT.

THE FARMER'S FRIEND

Relieves caked bag, garget, spider or infection of the test, also through in horses' feet, fetula, etc. Stops bleeding at once. Removes swelling, soreness and swelling. At all Dealers and Druggists. DOUGLAS' CO., NAPAN, ONT.

ROYAL GOLD PLATE

Ten million dollars is the value put on the royal gold plate at Windsor. It includes a gold dinner service, ordered by George IV. for 140 persons, and one of the finest wine-coolers in the world...

A SAFE AND SURE REMEDY FOR ALLING CHILDREN

MILLER'S WORM POWDERS. A SAFE AND SURE REMEDY FOR ALLING CHILDREN. MILLER'S WORM POWDERS. A SAFE AND SURE REMEDY FOR ALLING CHILDREN. MILLER'S WORM POWDERS. A SAFE AND SURE REMEDY FOR ALLING CHILDREN.

Always Uniform in Quality

Delicious

"SALADA" TEA

HAS THE LARGEST SALE OF ANY PACKET TEA IN NORTH AMERICA.

GEMS OF THOUGHT

If you want success, excel others; if friends, let others excel you. The world cannot easily get along without the man who never makes a mistake. All physical evils are many because lights to warn us from vision.

A BENEVOLENT MOTEL

Volving his own views and those of other executives of the chain of hotels with which he is connected, Louis Higgins, manager of the Hotel Royal, Quebec, N.Y., is quoted in a recent issue of the Hochster Times-Union, as saying: "The hotel bar was a convenient place to go to, but it was necessary to guard it, at its best, a necessary evil to the hotel. At its worst it brought the hotel into disrepute..."

WHEN A STORE ADVERTISES JUDICIOUSLY

it attracts public attention and it increases its business. But the increase of receipts is not usually equalled by a corresponding increase of expense. Most stores could double their business without doubling the number of clerks, or doubling their rent, light, heat and other expenses.

Consequently the charge per article for this so-called "overhead" expense keeps decreasing as the business grows.

If receipts double, and cost of doing business increases only 50 per cent., it is manifest that the overhead cost for each article sold is proportionately less. As volume of business is more economically done, and the cost of moving each separate article is reduced. The public gets the difference in lower prices.

The advertised store tells the public what bargains it has, while the non-advertised store does not.

A live enterprising merchant who is a good shrewd, wideawake buyer has bargains all the time. It is his principal job to keep on the look-out for special opportunities. If he is on his job he is continually making a wise selection between good and poor offers, and always has things in his store that represents exceptional value.

The public hears about these exceptional chances in the advertised store.

It is not told and does not realize that such chances exist in the non-advertised store, even if that store has them. The public then passes by the non-advertised store because nothing has been suggested to convince anyone that anything is to be gained by trading there. Collingwood Bulletin.

MOON HALOES MEAN RAIN

At this time of the year the moon, when full, is seen in the heavens often seen to be surrounded by a perfect circle of soft light. Sometimes the ring of light is quite small and the light about it is quite dim. At other times it is quite large and the light about it is quite bright.

IN COLLEGE

"What do you know of the age of Elizabeth?" "About 1500," replied the student next week.—Northwestern Collegian.

CONCISENESS

If a woman wears anything that is comfortable she is usually ashamed of it. Those whom you cannot make friends of, avoid making enemies of. The weak may be looked out of anything but their weakness.—Zimmerman.

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Advertisements for 'SALADA' TEA, DOUGLAS' EGYPTIAN LINIMENT, THE FARMER'S FRIEND, MILLER'S WORM POWDERS, and various other products and services.