In the way that seems the best, If you follow it, my dearle. ... With a true loye in your breast.

The care of life is lespened If you face it with a maile; The tanks of life ure lightened If you light them with a smile. Oh, give good-bye to worrow And he glad your heart is strong For the nunlight of to-morrow And the beauty, of the song.

The road of life in better If you lourney with a smile; . The bills of life are smoother . If you climb them with a smile, There's always aun and blossom When the heart is amilling sweet At the clouds that drupe the heavens And the stones that brulse the feet.

#### MR. GREELEY AT THE TABLE

Several of the unacdotes that the late , ambanador to England. Mr. Whitelaw Rold, used to relate of Horace Greeley, his old, chief, on the Tribune, have recently been going the rounds of the press. Most of them refer to his poculiarities in the office; a few to those he displayed in com pany, especially at table, where his ubsent-mindedness and queer theories combined to produce unexpected re-

Once, when he was to take supper with a daughter of Nathaniel Willis, founder of The Companion, she ar ranged the meal especially to suit his ideas. It was simple, and there were. plenty of the grahum things that he advocated so ardently. But lest her own family should rebel, there were also hot -rolls upon the table. Mr. Greeley's eye fastened upon them once, and ignoring the graham goma conveniently at hand, he reached for a hot roll-and then for another. As you preach?" was the unperturbed remarked that she was delighted to see "that be liked her rolls, but that she And when the day was over, had thought he did not eat such things

"Funny, do you always practise what you preach?' was the unperterbed rejoinder, and he made his entire meal off the delicious but indigestible rolls that his own decree had manished from the Greeley home-leaving a scant few for his table companions, who had to eke out their supper with the unde-

But if he was funny when he knew what he ate, he was funnier when he dot others bymn the glories did not-as in the famous episode of the crullers, which occurred at the Now I have a shower-bath table of his boarding-house. When the crullers were passed to him, instead of taking a single cruller, he accepted the entire banket, and absently placed it in his lap, as he continued his discourse. Presently, vaguely aware of something there, his hand wandered downward, and encountered cruller. This he mechanically grasped, and raised to his mouth. Quite ate and talked, talked and ate; cruller he now shirks who have made the big after cruller disappeared until the banket was empty. The company were convulsed with suppressed merriment; one or two had to leave the table, to ceptions, but the intelligent farm home have their laugh out in the hall.

But the kindly landlady, distressed boys, and girls, too. on account of possible results, remembered having heard that the best antidote to indignation was cheese. Quietly removing the empty cake-basket from Mr. Greeley's lap, she put in its place a plate of cheese, trusting to Providence that his habituated hand would continue its action, it did. His talk flowed on, but his fingers found the choose, and it, too, disappeared

to the last crumb. "Those who saw the sight," it declared, "were firm in the belief that Mr. Greeley did not know he had eaten anything that evening."

### BMILING

Mons. Edouard Detaille, the famous French artist, was long the possessor of no less a treasure than the flag of the musketeers of Louis XIII-the flag followed by the D'Artiman of history, and supposedly by the so much more real D'Artagnan of romance, with his comrades, Porthes, Athes and Aramis, This flag, together with many precious trophies, weapons, and uniforms, ho bequenthed to the nation, to be pre-

military costume. Detaille had himself served in the Franco-Prussian War, and had the soldier's experience to re-enforce the artist's imagination. A touching ancedote of his army days has been pub- perpetual care plan, for Fairview laned in the French newspapers 'In a lull, after a half-day of hard fighting, the young Detaille heard a faint voice calling to him.

"Comrade! Comrade Detaille!" Detaille crawled across, and inquired compassionately what he could do for the sufferer, a splendidly built,

frightfully wounded. tures of the Prussians-you know-

. Detaille remembered some caricatures that a few nights before had "Yes, my poor friend, it was I." he admitted. "But what can I do for

"Then draw me-I beg you will draw horses, cattle, sheep and pigs was held me," said the young soldier; and he in the field on Bower Avenue, then gave the name and address of his owned by Dr. Morrow, but how occursweetheart, for whom he wished the pled by the factory of W. H. Storey & sketch to be made. She had asked for Bon, Franklin Equare and Association 4 picture of him before he left for Terrace. It was a good show, attracted the front, but in the haste of getting large crowds, but naturally had its! off, it had not been taken.

picture, and if you do not draw me, days, both in the hall exhibits and the policy and all that," he said, "but she will have nothing." Of course Detaille complied. But it was hard, for the poor fellow was rack- kinds and, breeds were not considered. face!". . . ed by convulsions of agony, and the The best family cow, which gave the artist was almost unmanned by sym- most milk, was the prize taker. The pathy; yet, between the spasms, the horse classes were bentined to drufts. boy kept his face calm. But he was carriage horses and suddle horses-

troubled that he could not (wholly present day variety of distinctions becontrol himself. me," he gasped. "But you will draw tion and new classes. The speeding on his wife. my face between times, when I can took place up and down Bower Avenue. amile? I cannot smile all the time. I think the competitions were as keen

but you will draw me then? Not the in those days in all departments, as home. other times? Only when I am smil- they are to to-day, and the people "Only when you are smiling, my thorough enjoyment, brave friend," promised the artist; and

hothing to Cighten her!" Then the battle broke forth again, exhibition grounds, as they were dignis for the children on Saturday night is visiting his sister, Mrs. F. A. Hay. Detaille swept forward with the charg- fledly called in those days. We never when a young woman came to her leying ranks, and only after several hours thought of calling this great autumn door.

### CAUSE FOR DAMAGES

amiling in death.

obedience to orders.

Illustrates the dangers of too prompt

"Bay, Tom," said Jack. company for damages?"

the drill shed, the exhibit of stock "I've clear forgot how it feels to Monday in the Methodist Church, with and other outside entries, was held at through the air."

the park, and the inside show at the "Why, Nellie," said her mother in surrounding community will be bene-"Why," explained Jack, "they blew drill shed. Being so far apart this a shocked voice, "you were never in fitted. Rev. Dr. Crossley, of Toronto, he quittin' whistic when 'e was carry- | was very inconvenient. The Municipal Council was finally persuaded to confer with the Govern- | gotten that the wtork brought me?"



The Old Farm Home

The old home I was born in The homestead 'mid the trees. omos stealing back across the year Like murmurs on the breeze, And yet there are no raptures. Buch, as poets sing, all the host of memories The olden dreamings bring.

On the homestead that I know. Chough clear the day or rainy, There were endless tasks to do, And though we labored hugely From dawn to setting sun, My work was never done.

I threw hay from the mows, curried countless horses, I milked a drove of cows. To keep my thoughts from uln. filled the palls with water

And lugged the stove-wood in. My tasks done, in the winter I climbed the drafty stairs into an arctic bedroom To shiver through my prayers; But during all the summer This room of mine would be As hot as-well, the regions

Which good souls nover see. To use whenever I please: Now I have a comfy flat. And from my easy-chair laugh, at the old homestead

And rejoice that I'm not there. -Edgar Daniel Kramer. This man Kramer would readily qualify as a humorist. Any way his reasoning in verse must not be regarded seriously, for it is the boys unaware of what he was doing, he who passed through the experience men of Canada. Boys who grow up in cities solder rise beyond the secretarial stage. Of course, there are exhas no equal as a training ground for

MEMORIES HERE AND THERE I have read with much interest the editorials which have appeared from time to time in THE FREE PRESS impressing the desirability of an organand pointing out the duty of the Council in putting some adequate plan of this kind into effect. I may frankly, "Them's my sentiments." I will rejoice, and so will Mary, and many others, to see such a plan put into effect. It won't be long before both of us are laid to rest up in that beautiful "God's acre," and if we had the assurance beforehand that our graves would be kept green and tidy, wo'd be glad. I don't' much like the suggestion of the citizen, referred to a week or two ago, that if the Council falls to take action in the matter within the next few weeks, the question be made an issue at the coming municipal elections, but we've waited a long time for some action to be taken, without avail, and if a perpetual care plan cannot be secured in served in his home, as a museum of any other way, then, I say, let us candidate who presents himself, plump and plain. "Will you use your influence, if elected, to promptly take action to secure the organization of a all to time and assure citizens, that something will be done: Put it up to every one of them, if the present Council falls to act in the remaining

meetings of this month. "The Young Fallow on the liank Stope" is evidently interested in Acton to the town and its institutions.

wounded man. Detaille felt, and found the residence of Mr. and Mrs. H. B. his meeting with Mr. Bentley, Mr. Bir- down; 16, West Plains; 16, Zimmer-Holmes, is now located. The exhibit of rell replied: ilmitations. The blasses and sections the subject of Mr. Birrell. "Now it is all she will have, the were much less numerous in those lists of atook entries. In those days a there is one remarkable characteriscow was a cow, and the difference in the about him. Birrell never forgets a

ing then unknown. There was no "It is not like this I wish her to see "splitting of hairs" to make a distinchad just as much interest and, as

Botween thirty und forty yours age presently he showed him the sketch, our public park was purchased from I have the antie-there is the late William E. Smith, and that then became Acton's fair grounds-or could be return to where the young enterprise a fall fair, back in those here lay. He found him quite dead,

The first inside exhibition at the "Come around to-night and I'll give Club at Thistletown. new park was held in a big canvas you Murphy," said the housewife- as tent. The show looked very well there, she went about her work. and the people were well ploused. I In Lippincott's Magazine appears think the late J. E. McCarvin was HER ONLY FLIGHT THROUGH AIR Street School, Toronto, was last week the following interesting story, which Hecretary-Treasurer at that time. The drill shed was moved to its present location about, thirty yours taining a famous aviator. After he tor of Schools, to succeed the late "did you ago. Between the date of the axhibi- had finished a thrilling story, little Walter Bryce. the tion in the tent and the removal of daughter sighed deeply and said:

ment with respect to the removal of the shed Arrangements were finally made and ever since the fair has been

hold in the bark. For a number of years the organization which conducted the fair wan known as Acton Union Exhibition Association. The directors were composed f Acton business men and a number of neighboring farmers. For several year. in succession Acton Union Exhibition was unfortunate in having buil wen her for fair days There was no rain insurance in those days, and us r result finances were brought to a low obb. The effort was finally discontinued and for a year or two there was no fair in Acton. About this time Esquesing fair

usually held at Georgetown, fell on avil experiences and found itself on the financial rocks. A proposal was made to hold Esquesing fair on alternate years at Acton and Georgetown This worked well for a number of yours. It was rather a remarkable co-inclinace that for a number of years in succession the fair would go to Georgetown with a full treatury from Acton, and return the next year with depleted financed. Then about fifteen years ago, Georgetown had an exceptionally good year. When the lime for the next unnual meeting come around a few Georgetown people put their heads theother and decided that it would not be good policy to have the next fulr go to Acton with a big surplus in the treasury. The annual moeting was packed, the Acton delegation outvoted, and the second full in auoceasion was arranged to be held

in Georgetown. The Acton men came, home and recited these facts and immediately public mooting was hold, a new organization effected, to be known as Acton Fall Fair, a guarantee fund of \$500 was raised and paid by our citizens, and a uplendid fair has been maintained from your to year since. The Government recognized Actor's position, put Acton Fall Fair on the list for annual government grants, and the fair has prospered every year. Today we have one of the most comprehensive prize lists to be found in unv of the amaller fairs, with worth-while prize money offered in every class. It is a satisfaction to all to know that the fair this fall was one of the best

ever held here. A plece of enterprise which char- Hunders. actorized the first fair under the new organization ten years ago, was the services in St. Hilda's Church, Toronto. engagement of the Royal Grenadlers' last week. liand, of Toronto. They were a great drawing feature. So far us the music was concerned, however, my old cars the Cartisle circuit. were just as well satisfied with the splendld programme supplied by our finest fruit farm in the district, has own Acton Citizens' liand at our last sold his apple crop for one thousand and previous fairs. Now. "Young Fellow," here's what plaking.

you asked for, a brief history of the fairs of Acton for the past half century. If you want elucidation respecting memories of any other local institution I'll do my best to give you what particulars my old rememberer can

NO NEED TO WORRY 'I'm in a great hurry this morning, Mr. Otway." the summer boarder announced, as she climbed into the carryall that served in conjunction with a laisurely white mare to convey the occasional traveller to and from the rallway station. "I must make the carilor train instead of the eightforty-five. Do you think we shall be "No, don't you worry a mite, Miss.

Emmons," Mr. Otway replied, reassuringly. "You ain't knowin' to this mare and to what she can do the way ized plan for systematic perpetual care I am. I've tried her to that station of all the plots in Fairview Cemetery, and back a good many times, fust and last. There was that time Sim's George broke his leg. I went to the station that time in fourteen minutes. plon. Then there was that time when Senator Wright's wife was sick down South somewheres, and he just had to ketch a train so's to git where she when the Bates boy had the pneumony, fire hall. as they thought, and it turned out ried her much since that time I. allus of Mrs. Cadman, Guelph Street. kind of thought I started her wind some minutes, and we had all of twenty

minutes when we started." boarder, "I really am worried, because Library for shipment to the imperative that I catch that train, dren's Hospital. Toronto. put the question plainly before every and you admit that you have not driven thoughtfully.

> have been bout nineteen years ago this summer. Glddap, Bess!"

### NEVER FORGET A FACE

Probably no public man has a less Fall Fair's history. This is very retentive memory for faces than Mr. slonary Society at the home of Mrs. he had not looked at them for a year. worthy of him. The young man who Birrell. During his Chief Becretary- H. T. Foster yesterday afternoon, was At that time he found that they total-"It was you, was it not," was the takes an interest in local history will ship of Ireland, while staying at an a splendid success, over 100 people reply. "who drew those comical pic- find himself growing more and more to hotel in Killarney, he was introduced being present? desire to become acquainted with the to a Government official named Fits- Arrangements are being completed annals of the community. Such patrick, Next morning Mr. Birrell, on for the organization of the Milton Disknowledge generally leads to loyalty coming downstairs, went up to a man trict Young People's Debuting League. The history of Acton Full Fair ex- ually a year before, and shock him complete, numbered alphabetically as periences goes back over half a cen- warmly by the hand. Mr. Bentley, was follows: 1, Appleby; 2, Bethel; tury. The first fair was held in the both pleased and surprised that Mr. Bronte; 4, Burlington; 5, Carilste; drill shed when it stood on its original Birrell should have recognized him East Plains; 7, Ebenezer; 8, Kilbride; "Have you a pencil and a scrap of site, at the corner of Bower Avenue on the spot, but when someone re- 9, Lowville; .10, Milton; 11, Oakville; paper. in your pockets?" asked the und Eigin Streets, where Villanore, marked to the Chief Secretary about 13, Palermo; 13, Trufalgar; 14, Water-

"Hentley, who is Hentley?" "Why, that chap you rushed up to and andok hands with in the hall." "Good heavens!" said Mr. Birrell; I thought he was Fitzpatrick." Some time afterwards Mr. Bentley

BHE KNEW

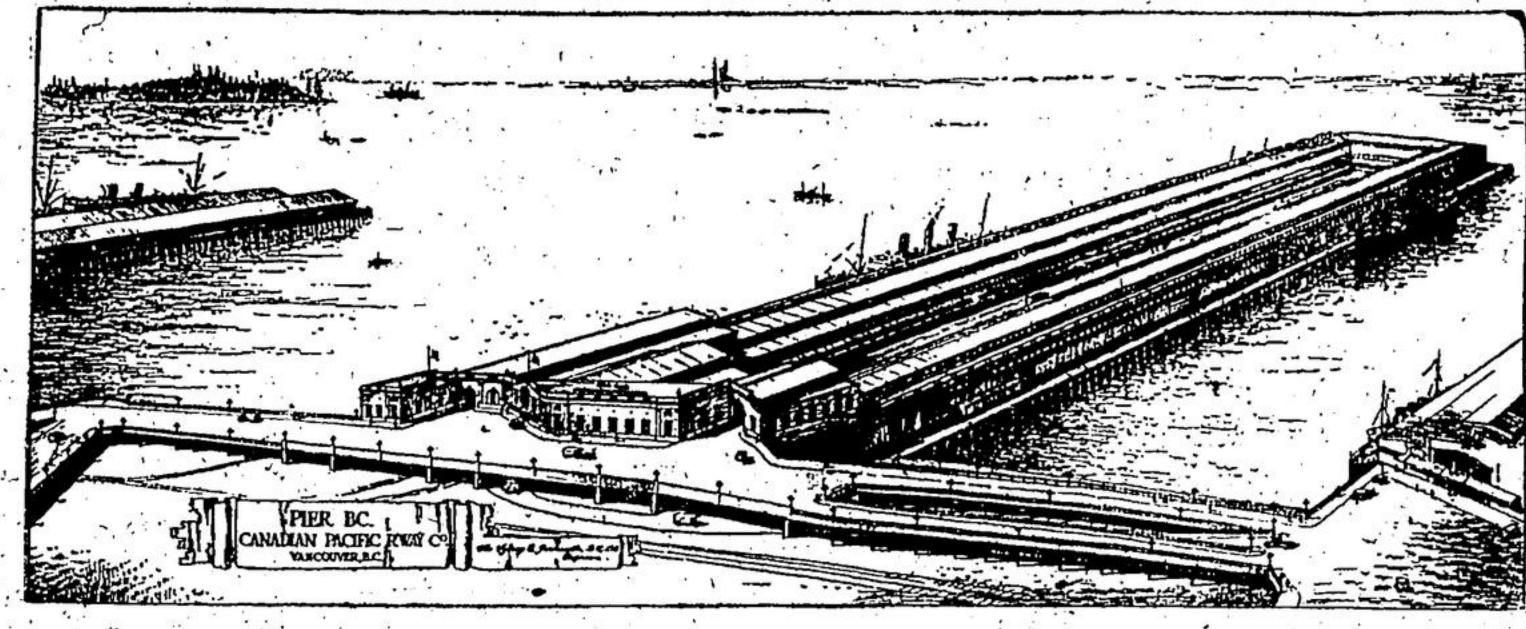
The other day Jones heard & prett

"Do you know why I am like mule?" he asked her when he would "No," she replied promptly. "I know ou are, but I don't know why you are."

A DONATION Mrs. Murphy was getting the supper

to the responsible position of Inspec-

GIANT CANADIAN PACIFIC PIER UNDER WAY AT VANCOUVER



The growth of Vancouver and the ever-increasing trans-Pacific trade of this seaport has necessitated the construction of a new pier, one of the largest on the continent, for the accommodation of the Canadian Pacific Empress liners. According to an announcement made by E. W. Beatty, K. C., President of the Company, at Vancouver recently the pler, which is to be known as Pier B.-C. will be of modern concrete design, capable of borthing the largest vessels trading to and from this port. It will be 1,100 feet long and will extend from the shore between Pier A, Burgard Street, and Pier D, Granville Street, on Burgard Inlet. An putlay of several million dollars upon this work and the associated buildings will be involved.

#### Neighborhood News-Town and Country

#### MILTON

Mr. J. C. Engleson has sold his real dence on Robert Street to Mr. Hev. Canon Nattel conducted mission

Rev. T. H. Hole, Milton, preached anniversary sermons last Sunday on Mr. W. J. Hartley, owner of the dollars, the buyers to do their own

Charles and Mrs. Ellis, of Milton, announce the engagement of their town. eldest daughter, Reta Florence, to George Edward, son of E. R. and Mrs. Smith, of Bartonville,-Reformer. Mrs. Alex. Lees, Commercial Street, returned home on Monday from a two months' visit to Bootland. Mesers. T. D. Hume & Son have

old out their shoe business, which they have conducted successfully for nearly five years, to A. L. MacNabb, who has taken possession. L. E. Fleck, of Georgetown, and Panton, of Milton, got home last week from their outing at Rice Lake with W. E. P. Duncan, of Toronto, and M. F. Panton. Un to the time they left

attendance of members at a special most of them from Campbell Lodge,

#### BURLINGTON

At its last meeting the Town Counwas. I didn't loaf along any that cil decided to offer Knox Church \$50 time, you better b'lieve! And then per toot for the land adjoining the

Miss Elsie Bruton arrived on Sunday be the measies. I haven't really hur- from Dudley, England, and is the guest Knox Church Ladies' Aid held an then, and I've let her take her own apron shower in aid of their bassar time ever since. But she was good at the home of Mrs. W. W. Boyd, on breaking length, and they are still struction of an extension to the water-

On Thursday evening the members of the Women's Institute packed u "But, Mr. Otway," persisted the barrel of preserved fruit at the Public Library for shipment to the Bick Chil-Mr. Frank Hills, who has been conso fast lately. How long ago was it fined to St. Joseph Hospital, Hamilton, that you drove in fourteen minutes?" for the past few months, had his

Mr. Otway considered a moment hand amputated last Friday and is the man who claims the honor of hereinbefore mentioned on the 10th progressing as well as can be expected. possessing the champion set of whis- day of October A. D. 1923. "Wal," he said, at length, "as near Representatives of the Fire Underaccount of the Bates boy. I can't be ing a survey of the town with a view sure within a year or so, but it must to re-adjusting the insurance rates. Mr. und Mrs. D. J. Johnson, Akron, Ohio, and Mr. and Mrs. H. L. Carson, of Ottawa, have been renewing acquaintances in town and vicinity. The musicale, held under the ausploes of the Methodist Women's Mis-

named Bentley, whom he had met cas- About sixteen leagues are expected to

## GEORGETOWN

Mr. J. H. McLood, of Windsor, visited friends in the old home last week. Dr. and Mrs. Somerville, of Haileybury, visited with friends in town last

Col. and Mrs. Ballantine, of Hamilton, N. Y., visited with Mr. and Mrs. John Ballantine last wook. Mrs. Peter Dick and children have returned home after spending four months with Mrs. Early, of Buskatoon. Mr. and Mrs. J. A. Willoughby attended the wedding of their nicco, Miss Willoughby, at Ottawa, last week. Rev. Dr. McColl is progressing nicely after his operation at Toronto Hospital and expects to be able to return home shortly. The firemen are ready making pre-

parations for their annual outertain-Mrs. Wesley Booth, accompanied by her little grandson, Edsel Omar Marsdon, of Glenwilliams, went to Port Huron, Mich., last week, where they will spend two wooks with relatives. Mr. Joseph LeFrancols, of Montreal.

"I'm a collector for the Drunkard's lady and gentlemen golfers from times. It was always Acton Exhibition Home," she said. "Could you help Georgetown played a friendly match with the Thistletown Golf and Country Mr. Will. E. Hume, a Georgetown boy, educated at Georgelown High School, and lately principal of Howard appointed by the Board of Education

On Haturday afternoon about forty

A beries of union services began on "Gracious, mamma! Have you for- reputation as a sane and

#### A by-law for. \$52,000; covering a loan High School and equipment, was pamed at last meeting of the Town

.During the past few weeks rapid late of the Township of Erin, who died with the construction of the new Tor- | ber A. D. 1923, and all persons having onto-Hamilton highway bridge across claims against his estate, are required the Sixteen Mile Crock.

of the church at a most delightful trator of the estate of the said Andrew social guthering in the church hall N. Cree, their Christian and surnames. Mr. Burnell, of Toronto, has purchused a building lot on Palmer held by them for the same. Avenue and has started the construc-

tion of a new house. . He purposes in day of November the said administhe near future to move his family to trator will proceed to distribute the On Monday ovening last the first titled thereto; and he hereby gives

was an exceptionally large attendance shall not have received due and perand much enthusiasm shown in the sonal notice at the time fixed for such various discussions which ensued. A most enjoyable time was spent recently by the people of the Drumquin . community at the home of Mr. and Mrs. J. F. Ford, the occasion being a reception and shower in honor of Mr. Clarence Ford und his bride, (nee Miss C. Farlow, of Milton.) . On Friday evening of last week Mr. and Mrs. N. Ollbert, Bronte, onterthe total bag of ducks for three days tained the Molvirs Club to a supper. after which the regular club meeting was held, also community singing, etc.

meeting of Ht. Clair Lodge, No. 135, and expressed their gratitude to their R. C., with a number of visitors, host and hostess for their hospitality. Pleading of the father saved Percy No. 603, Campbellville. The meeting Walters, Toronto, from a probable jail was called for the investure of R. W. sontence when he appeared before Bro. J.-M. Mackensie, D. D. G. M., of Magistrate Shields in the police court Hamilton District, with the regalla of last Wednesday to answer a charge his office, to which he was elected at of assaulting Highway Constable the meeting of the Grand Lodge of Hunter. In imposing a fine of \$50

# tions were enforced.-Record.

to the United States, and perhaps in then he is willing, at the request of

Elco, Nov., is reported to run him a close second, with a growth of eleven

Langueth admits frunkly that he does | thereafter. not muy much attention to his whiskers any more. They have coased to 1923.

It is not surprising to discover that Langueth was born in Norway, the was the sign of the warrior and the leaders of men. Nor is it surprising that he should prefer to keep his tremendous whiskers in concealment From a place of honor the board has callen in the last half-century to be a subject of humor.

# Wanted

Women weavers for woollen mill. 50 hours per week -Saturday free. Learners taught

Harris & Co., Limited ROCKWOOD

Choice Clover Honey Six 10 lb. Palls in Crate Price-\$7.50

ANDREW MOPHERSON,

#### Acton Monument Works

DEALERS AND IMPORTERS OF MONUMENTS OF ALL KINDS

Orders for lettering on stones already erected promptly attended to. Expert workmanship and reasonable prices.

### Notice to Creditors

## Of Andrew N. Cree, Gentleman,

The creditors of Andrew N. Cree, ber, A. D. 1923, to send by post pre-The Ladles' Aid of Knox Church paid, or otherwise deliver to the unentertained the members and adherents dersigned solicitor for the adminisaddresses and descriptions, full particulars of their claims and the nature of the security or securities, if any, And that on and after the said 19th

social of the season was held by the notice that he will not be responsible A. Y. P. A. of St. Judo's Church. There thereafter for any claim of which he distribution. Dated this 18th day of October, A

GAVIN CREE,

# By H. N. Farmer, Acton, Ont., his

VILLAGE OF ACTON

NOTICE OF REGISTRATION OF BY-LAWS Notice is hereby given that a by-Council of the Village of Acton on the

Canada in Ontario at Toronto.-Cham- and costs, amounting to \$30, Magis- amount of \$452,00 for the purpose of trate Shields stated that the highway defraying the cost of the construction officers must be backed up by the of a cement sidewalk on the southlaw, as the safety of motorists largely easterly side of Brock Street, in the depended on how the highway regula- said. Village from the north-easterly limit of lot twenty-nine (19) to the south-westerly limit of lot twenty-two (22), and that such by-law was registorod in the Registry Office of the County of Halton on the 10th day of And notice is further given that a by-law was passed by the said Council

took all of seventy-seven years for providing for the issue of debentures purpose of defraying the cost of congrowing. Their owner finds it con- works system on the following streets venient to carry them tucked into a within the said Village, namely: On bag inside his walstoost, but now and Victoria Avenue from Brock Street to Mill Street, on Church Street from a visitor, to bring them forth from Street from the Toronto Suburban concealment and bt them fall in a cat- Hallway to Cameron Street, and on Hans W. Langseth, of Barney, in the pond, and that such by-law also the breezy state of North Dakota, is was registered in the Registry Office

three months after the first publication of this notice and cannot be made

H. N. FARMER, Clork

# Personal Greeting Cards

BEAUTIFUL EMBLEMATIC 1 CHRISTMAS DESIGNS

Artistically Lithographed. Your Name Neatly Printed in Text or Scripts. Fine Plate Card with Envelopes to Match. Good Choice of Designs and Greeting Inscriptions.

3 Doz. 4 Doz. L\_Doz. 2 Doz. \$5.00 5.50 3.50

ASSORTMENT IS BROKEN The Acton Free Press

PHONE 11w

ORDER AT ONCE-BEFORE

# A Flour that's at the Head

Of the procession of pastry makers is the Excelsion Brand, It has a natural and carned right to take such high rank, because the wheat from which it is made, the skill, care and cleanliness used in its manufacture, prove our claim that EXCELSIOR

FLOUR is the best made. TRY EXCELSIOR FLOUR TO-DAY

D. H. LINDSAY

# No Advertising Campaign

It is not wise to speak of an advertising campaign. You can accomplish anything by advertising, you can accomplish nothing by an advertising campaign.

Either your advertise or you don't advertise: The word "campaign" is too limited to describe this thing. You might as well speak of a "breathing campaign," or an "eating campaign!"

Do not think of advertising as something to be done by fits and starts. If you have any such idea take twenty deep breaths right now and then try stopping until lunch time.

The Successful Advertising Campaign is One that Continues all Year Around