

THE NEW YEAR
I will find a way, or make one!
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A QUESTION FOR THE NEW YEAR
No doubt it is true, as we are often reminded, that in reality there are divisions of time and the term "New Year" is a good deal of a misnomer.

The New Year
It comes across the wide, white world,
The world of ice and snow,
Just as the Old Year, worn and wan
And weary, turns to go.

LINCOLN'S LAUGHTER
The very phrase is misleading. Did Lincoln laugh? He made others laugh. He gave it a richer function.

Canadian Wool to England
Graded Fleeces in Demand
Among the British Mill Operators
A large sale was recently made of Canadian graded fleeces wools for Bradford, England—500,000 lbs.

JOHNNY'S WAY
"What dirty hands you have, Johnny," said the master. "What would you say if I came to school that way?"

FIGHTING THE STORM

Well, Christmas with all its joys and happy homecomings and pleasant visitations is gone for another year, and as I said at the outset, we're on the threshold of the New Year.

AN ENGLISH FARMHOUSE SCHOOL
Using a farm as the background of education naturally gives fresh air and larger place in the process. It also makes children forget the fact that they are being taught.

SELF DEPRECIATION
If you run yourself down and do not mean to stop what you say, it is time to stop a foolish and senseless trick.

NATURE AND SCENERY
"For procreation charms our senses with such a blithe and sweet variety that even the most unpoetic of us are glad to be made of it."

HOW'S THIS ONE
The old colored woman had just concluded a powerful sermon on "Salvation in the Day," and was announcing that a collection would be taken up for the benefit of the person and his family.

MARRIAGE FEAST IN NORWAY
A Norwegian housewife will spend months in the active preparation of a daughter's marriage feast.

THE REAL REASON

Certain public employees who have to submit daily to a rapid fire of well-meant but needless questions may be excused if they occasionally turn upon their persecutors.

HE QUIT RIGHT THEN
A young and untired woman was working at his desk first, and the chief "catching" up to him, shouted, "Climb up that ladder to the eighth floor, crawl along the cornice to the fourth window, drop down three floors and catch that wooden sign you are smoking; then swing yourself along to the second window, break the glass and be as free as air."

THEIR CHURCH LEARNING
"I'm sorry, Pat, but I cannot be your wife," said Bridges, after Pat had proposed.

WIFE LAD
"Now Willie," said a generous father, as he and his little son were going into a tailor's shop to buy a new pair of trousers, and you shall choose them. Which will you like best?"

THE OLD MAN

An article contributed to the Fortnightly Review by Mr. Edward Leggo contains three notable instances of the English courtesy of King Edward VII.

THE REAL REASON
"I wish you every one a happy and prosperous New Year."

HE QUIT RIGHT THEN
"You've done it, you've done it!"

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Quality Counts
That's the only reason we can account for the demand for Excelsior Brand Flour, and we will always maintain that quality.

A New Ford Body Type - The Tudor Sedan
The Ford Motor Company of Canada, Limited, announces a new two-door type closed car which will be known as the Tudor Sedan.

New Ford Prices
Coupe, \$665 Tudor, \$755 Fordor, \$895
Touring Car, \$445 Running Board, \$405 Truck, \$495

What is Advertising?
If a certain customer comes into your store, and you have something new that you think he might like to purchase, you tell him about it, show it to him, and use your persuasive powers to induce him to purchase.