

THE LAND OF BEGINNING AGAIN

I wish that there were some wonderful place... Called the Land of Beginning Again...

HE CONSIDERED HIMSELF SMART

I was talking with Mandy Simmons... I was telling her about my crop...

WITH THE SIMPLEST IMPLEMENTS

There is a story in Lippincott's Magazine of a husband who, on his return from a long absence...

THE WORTH OF A SMILE

One of the great financiers of this country estimates that the other man as worth a million dollars...

The Free Press Short Story

AMONG THE ACID VATS

BY ALBERT W. TOLMAN

FOR three years Hugh McCracken worked for a firm of manufacturing chemists in the heart of the business district of London...

THE WALL AROUND THE GARDEN

Cultivate the sort of manner which will attract instead of repelling. They are very few people who will climb over a high stone wall...

YOUR BETTER JUDGMENT

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NEW YEAR'S NEWS FROM ENGLAND

Items of Interest from Acton Published on New Year's Day

The following paragraphs appeared in the Acton, England Gazette on Friday, January 1st...

The appearance of the Mayor in a butcher's smock, over which he wore a coat of office, at the Christmas distribution of good things, caused many smiles.

Proprietors of the scheme for a County School for girls in Acton are generally in favor of a site on the Heathfield Lodge Estate...

Edward Lyons, a hairdresser, of Osborne-road, Acton, was ordered to pay 15s. and costs at Acton Police Court on Monday for being drunk and disorderly...

At a meeting of the clergy of the Acton, London, on Monday, the Rev. H. Henry Moleworth, Dean, M.A., of St. Dunstons, East Acton, was unanimously elected, rural dean.

At a cost of £577 16s. 5d. Christmas dinner parcels to the number of 1264 were distributed here on Monday night in the Central Hall on Christmas eve...

The Acton Parish Church Sunday School treats are taking place this week. The girls had their treat on Monday night, the boys on Tuesday night, and the infants will have theirs on Saturday.

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SPARE TIME

The business person especially has need to consider how to spend his spare time...

It is by no means difficult when driving through a farming district, to distinguish the home of the farmer from that of the laborer...

On the farm where kindness rules the animals tell the story to the stranger. The horses in the pasture look calmly over the fence as he approaches...

At a large party one evening, at which she and her husband were present, she was singing a song...

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WHERE KINDNESS RULES

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The Delicious Flavor drawn from the leaves of "SALADA" GREEN TEA has won it millions of users. Finer than any Japan, Gunpowder or Young Hyson. Ask for SALADA.

You can trust the man who sells PURITY FLOUR. He has his choice of the world's finest brands. He chooses Purity Flour to meet your baking needs.

Free Press Job Printing is Always Neatly Done

Who Pays For Advertising

There is an old and, praise be, a rapidly disappearing notion among the general public that advertised goods are higher priced than those whose desirable qualities are never thrust upon them from the printed page.

"Who pays for advertising?" was an oft-repeated question in the days when the Baloney Barons and Ketchup Kings were driven to their offices behind a high-stepping team of bays and surety, the general public thought, when they purchased a fifteen cent can of advertised soup they received only ten cents' worth of food value and five cents' worth of advertising -- for how else could the advertisers afford to pay for so much costly space?

No business has flourished more during the last quarter century than that of advertising. A comparison of almost any kind of publication to-day with those of a few years ago will show an enormous increase in the amount of advertising carried. Records show a similar growth in direct mail advertising.

Could any enterprise, unless based on the soundest of business principles, withstand the test over a long period of years and experience the growth which advertising has enjoyed?

It is indeed surprising, when facts are considered, that even the small number of anti-advertising people still demand, "Who Pays for Advertising?" when it is so obviously the non-advertising competitors of advertised products who eventually sign the checks. -- The Northern

Your Advertising in the Acton Free Press Will More Than Pay For Itself

KRAFT'S CHEESE Guaranteed Selected for quality, blended for flavour, pasteurized for purity, wrapped for cleanliness, we put our name on it and assume a moral responsibility for every ounce of it that goes on your table. Always look for the Kraft label.