

I KNOW SOMETHING I SHANT TELL

I know something I shant tell Where the fish-bones ring their bell...

MR. FRANKS' RECENTS HIS PASTOR

Mr. Franks, wearing that Deacon's hat later on his head, came into his neighbor's doorway...

REVISITING

The house was younger, the old mill there, the cottage here by the single stream...

KNIGHTS IN THE SUGAR HUT

The editor told me that he had called a "crack" on Mr. Joe Leslie of the first line...

WHEN I GOT DOWN AS FAR AS

When I got down as far as Mr. Leslie's, I continued, "I stepped in there to see how he got on...

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THE OLD MAN OF THE BIG CLOCK TOWER



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Three hundred thousand a year for food



Good health, however, is the thing—all these considerations are taken account of by the...

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ADULT HALL'S "LEGACY"

During a recent domestic crisis, writes the editor of the "Companion," I found myself in need of a substitute...

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NOW SOLD IN ACTON BY J. G. LINNACK. Superior Taste. As Served at Hockey Banquet.

Why it Will Pay to Buy

Why it Will Pay to Buy. Why it Will Pay to Buy. Why it Will Pay to Buy. Why it Will Pay to Buy.

Suppose

Suppose. Suppose. Suppose. Suppose. Suppose. Suppose. Suppose. Suppose. Suppose. Suppose.

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City Battery & Electrical Service. Generators - Batteries - Rechargers - Testing - Repairs - Automobile Keys Made.

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THE THING THAT MADE HIM CHAMPION

Who was the better man with the axe, "Jim Hawley" or "Tom Hodge"?

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"Balmo" Salve. MARVELLOUS HEALER. Man of Honor. Large Box for 40¢, 3 Boxes for \$1.15.

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CARD & CO.

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Attracting Actonians to Acton Stores

Attracting Actonians to Acton Stores. HAVE you ever watched some of our Acton citizens go riding off away from Acton to do their shopping?

Attracting Actonians to Acton Stores. But the advertising of the manufacturer whose goods you try to sell, as well as your immediate job as you can well see, is to get into your local, home newspaper the advertising aid of the manufacturer whose goods are on your shelves.

Attracting Actonians to Acton Stores. After all, merchandise can be sold in ratio to the amount of selling effort expended. Advertising is selling effort. It performs all the functions of selling but that of supplying the personality which the merchant himself does.

Attracting Actonians to Acton Stores. One of these days, maybe to-day you will be visited by the salesmen of the manufacturers whose goods you stock. Whenever they come, interest them in Acton. Interest them so that they stay interested. Interest them so that they'll want to interest their sales managers.

Attracting Actonians to Acton Stores. Once you've injected this interest into the salesman, it will spread. And spreading it will prove extremely helpful in bringing into your local, home newspaper the advertising support of the manufacturer whose goods are on your shelves. Interest them so that they'll want to interest their sales managers.

The Acton Free Press