

THURSDAY, JANUARY 8, 1931

CANADIAN APPLES

Does vivid memory speak to you? Of how Canadian apples grew? In early spring their blossoms fair...

TWENTY YEARS AGO

From the issue of The Free Press of Thursday, January 12, 1911. The Hockey Club announces a ball and supper for to-morrow evening in the Town Hall...

MARRIED

BURBURY-MARCHMONT—At the home of the bride's sister, Mrs. John A. Clark, Greenville, on Monday, January 27, 1911...

UNRECOGNIZED

Involuntary flattery is sweet to the soul, but its opposite, the obtuseness which fails to recognize our good points...

THE SUNDAY SCHOOL LESSON FOR SUNDAY, JANUARY 11

THE CHILDHOOD OF JESUS

Golden Text.—Jesus advanced in wisdom and stature and in favor with God and man.—Luke 2: 52.

Lesson Text.—Luke 2: 40-52. Study also, Deut. 6: 3-9; Matt. 10: 3-9; Luke 24: 28-32; Eph. 6: 1-9; 2 Tim. 1: 3-5; 3: 14, 15.

Time.—A. D. 8. Place.—Jerusalem.

Exposition.—I. Jesus Inquiring and Manifesting His Wisdom, 40-50.

When Jesus became twelve years of age and as the son of the law He went to the feast at Jerusalem. At this visit everything took on a new and deeper meaning to Him.

MR. FEARLESS FINDS SOMETHING OUT ABOUT HIMSELF

"Yesterday mornin'," Caleb Peaslee remarked as he returned to his accustomed corner in Deacon Hynes' wagon...

"I never talked better sense, no matter how it sounds to you," Caleb said. "I talked with cheerful conviction."

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A YEAR TO INCREASE ADVERTISING

London, Ontario, December 31—"A period that will bring the most exceptional rewards to virtually all sound and aggressive lines of business."

This is the forecast given to-day by Mr. W. K. Kellogg, Chairman of the Board of the Kellogg Company, leading manufacturers of cereal foods...

"This is the kind of year when our Company adds measurably to the strength of its foundations. Business is harder to get. Therefore, we go after it all the harder."

"During the year just ending we materially increased our expenditures for production facilities, advertising and sales. We are going to spend even more in 1931 and we expect it to pay."

"We believe this is going to be one of the best years to spend money wisely in advertising that we have had in the last ten years. People have learned new lessons in discrimination during the past year."

"They are more interested in reading about and buying good merchandise and more likely to be responsive to the manufacturer who goes to them with a telling selling message."

"We especially expect to increase our expenditures in newspaper advertising. This medium provides the flexibility and concentration of check groups and can be directed most effectively to building up any territories that may be slow."

"Our quotas set for 1931 represent a material increase in volume over any year in our history. And we expect to make them!"

Persian Balm. Cool and refreshing. Soothing and protective. The perfect aid to beauty. Unrivaled in its softening and beautifying effect on the skin.

"Do you," the telephone company inquires, "observe the golden rule of party-line usage?"

"Absolutely! If the other party's talking, we flip the receiver hook and make wise cracks until he gets discouraged and quits."

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J. Cadesky OF TORONTO. On account of Holiday Season will not be here on January 8, but will be here on Monday, February 2. Anyone suffering from Eye-strain, Defective Vision or Headache should not miss the opportunity of consulting this eye-sight specialist.

HALTON COUNTY Ex-Service Men's Re-Union At Brant Inn, Burlington, on Thursday, January 22 COMMENCING AT 8 O'CLOCK Banquet Tickets \$1.25

The Name is Sufficient Butter-Nut Bread "Rich as Butter"—"Sweet as a Nut" SOLD AT FOLLOWING ACTON GROCERS: Red & White—J. W. Jones Superior Store—Hill's Nelson & Co. Mrs. Oakley W. Nesbitt

Free Press Ads Will Sell Your Goods Let Us Convince You

The Bigger and Finer 1931 Chevrolet. New models of the Chevrolet, now on display throughout Canada, show many improvements and refinements. Above is the beautiful sport sedan with radiator grille and cow lamps and six wire wheels.

TIME TABLES AT ACTON

CANADIAN NATIONAL RAILWAYS

Table with 2 columns: Train No., Schedule. Rows include No. 26-Daily, except Sunday, 7:02 a.m.; No. 30-Daily, except Sunday, 11:45 a.m.

Table with 2 columns: Train No., Schedule. Rows include No. 31-Daily, except Sunday, 7:36 a.m.; No. 39-Daily, except Sunday, 9:10 a.m.

Table with 2 columns: Train No., Schedule. Rows include No. 180-Daily, except Sunday, 6:18 p.m.; No. 37-Daily, except Sunday, 7:24 p.m.

Table with 2 columns: Train No., Schedule. Rows include No. 25-Sunday only, 10:23 p.m.; No. 29 will stop only on discharge passengers from Toronto and east.

CANADIAN NATIONAL ELECTRIC RAILWAYS

Table with 2 columns: Train No., Schedule. Rows include Daily-except Sunday, 8:10 a.m.; Daily, 8:16 a.m.

Table with 2 columns: Train No., Schedule. Rows include Daily-except Sunday, 7:33 a.m.; Daily, 7:39 a.m.

Table with 2 columns: Train No., Schedule. Rows include Daily-except Sunday, 9:35 a.m.; Daily, 9:40 p.m.

TRAVEL BY BUS

Table with 2 columns: Train No., Schedule. Rows include Daily, 1:05 p.m.; Daily, 4:05 p.m.

Table with 2 columns: Train No., Schedule. Rows include Daily, 9:35 a.m.; Daily, 3:00 p.m.

ARROW

La Salle Cleaners GUELPH, ONTARIO. VALETOR PRESSING Service and Satisfaction. All Orders Left at Davidson's Barber Shop will Receive Prompt Attention.

Painting and House Decoration. Graining a Speciality. Prompt Attention. Satisfaction Guaranteed. Estimates Given. TELEPHONE 179 RICHARD H. BLANCHE Box 355, Acton

Savage & Co. WATCHES DIAMONDS CHINA GLASSWARE ENGAGEMENT AND WEDDING RINGS. GUELPH, ONTARIO 21 Wyndham St.

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