### BLACK AND WHITE/

A blithe, light-footed, coal-black, coltie Skipping gayly along with a snow-And which was cutest and which was I'm sure I'd never be able to state.

I'm sure that black was pretty as white, While both of the colties wouldn't bite. A fluffy lamb with a fleece like midnight Was gamboling with a woolly brother

Whose coat was white as the down of the thistle. And one was just as good as the other. They played together a happy sight, And knew no difference 'twixt black and or Corinth to Gulatia.

An infinitesimal colored lady And a wee little bit of a white little Hippety-hopped through the fields gether,

While the breezes kissed each flying While both these lassles acted aright. -Minnle Leona Upton.

### TWENTY YEARS AGO

#### From the Issue of the Free Press, of Thursday, November 2, 1911

The local banks are now closing 3 p. m., Faturdays at one o'clock. Mr. N. Patterson is adding a 24x40 brick addition to the rear of the Pat-

terson Block. Mr. John R. Kennedy, who recently admiration of the lovers of horse fiesh Rockwood fairs and second at Brampton

O. P. On the same occasion Mr. James MoIntosh was made the recipient of a solld gold locket, a special token of appreciation of his energetic work in assisting Deputy Chief Wilkinson in his recent canvans for new members.

entertainment of Knox Church, on us. To be governed by a law without Monday evening was a huge success, is bondage (Ro. 8: 15). To be led by there being the largest attendance for the Woly One within is highest liberty. years. The tea was one of those feasts (3) Because the Spirit has set us free for which the ladies of Knox Church are from the law of sin and death (Ro. 8: 3). noted. The programme was given by and we do not now need the law to tell the Misses Morrats, of Brantford, vocal us what we must do (Ro. 8: 4, 14). But numbers, Miss Bertle Smith, several solos, if we have not given ourselves up to be a male quartette composed of Messrs. led by the Spirit we are still under the D. M. Honderson, L. Williams, A. T. Mann and H. Glbbons sang several sel-"ections. ) The Laurie Bros. captured the music sung by their wonderful voices.

Day was fine and many spent much of their time in the bracing open air. in their diaries the fact that the first

#### that the snow had vanished by noon. MARRIED

WORDEN-BARBERREE - At the reaidence of the bride's father, on Baturday, Cotober 28th, by Rev. Clarence L. Poole, B. D., Wm. L. Worden, Acton,

EHORTHHAL-EARLY-In Toronto, Methodist Church, William Bennett Anthony, Georgetown.

No More Asthma. Dr. J. D. Kellogg's Asthma Remedy sounds the death knell significant (cf. Eph. 5: 0, 11). These of this trying trouble. It stops the things that the flesh does are not "fruit;" awful choking and painful breathing. It they are "unfruitful." On the other self of its great value. ..

### VAINEST PEOPLE IN THE WORLD

A Prench explorer has fond the valuest people in the world. By a curious coincidence, they are also the ugliest. They are Pahouins, a savage tribe of the western coast of Africa. Like all savages they hunt, fish, and wage war on their neighbors. Nevertheless their main object in life is to adorn their persons. As the Puhouin's clothing is of so light a character as not to incommode the individual he bestows a good share of his thoughts upon the body, which he tatoos in elaborate dealins, done in red or blue. -i Or a more fanciful, effect is obtaine by tatooing in rollef by injecting beneatt the skin the julee of a plant which produces a permanent swelling. Hometimes the face and body are also thited with dye, red being the prevailing color, The same methods are theed in adorning the face, especial attention being given to the nose. Many of the Pahouins, after tatooing or painting their noses, pierco them with long, slender bones; others after piercing the nose, attach to it

string of colored pourls. Both men and women concentrate their efforts on their hair. Their ingenuity, which is shown in the construction of scores of different hair dresses of bone and metal for the men of the tribe chiefly the warriors, is illustrated in far greater degree by their colffures of the women. The extreme of simplicity in the Puhouin women's methods the head till it is smooth and round as a bafl, and then color it with dye.

Many mothers have reason to bless love, we will reap love. All our actions Mother Graves' Worm Exterminator, be- are a sowing. If we act with the gratcause it has relieved the little one of incation of our own appetites and am-

THE SUNDAY SCHOOL LESSON

FOR SUNDAY, NOVEMBER 1

WORLD'S TEMPERANCE BUNDAY the Spirit. Eph. 5: 18.

Exposition .-- I. Walking in the Epirit and walking After the Plesh, 15-26.

Paul tells the simple but glorious secret of not fulfilling the lusts of fiesh. The secret is simply this, "Wa by the Epirit." Our walk is our daily conduct. To "walk by the Spirit" give the control of our conduct into the keeping of the Holy Spirit; then we are sons of God (cf. 1to. 8: 14). The Epirit of God dwells within every believer in Christ (1 Cor. 6: 10; 100, 8: 0), and to ready to take complete control of every act, word and thought. If we give 11im control we shall not fulfill the lusts of the flesh. If we do not, we certainly shall. The fiesh is our natural self, which is largely under the control of our physical natures. The lusts of the fiesh are not something overcome once for all by some momentary experience by which

we enter into "the higher life," but they is corrupt) we shall reap corruption (cf. are overcome by daily walking by the Phil. 3: 19). The loss we suffer is not them at that very hour; working so that with "for," and tells us why it is that, fruit of carinal mindedness. If, on the the privileges of youth. if we walk by the Spirit, we shall not other hand, we not under the leading lusteth against the Bpirit; it does not sowing to the Spirit, and of the Spirit at the various full fairs. It was awarded desire the things which the indwelling (who is Himself life; cf. Jno. 6: 63; 2) first prizes at Georgetown, Caledon and Spirit desires; but, on the other hand, Cor. 3: 6) we shall reap life eternal. The the Spirit lusts (or eagerly desires) figure of sowing and reaping is a favorite against the fiesh. His intense longings one in the Hible (cf. Ps. 126; 6; Prov. At the conclusion of the Foresters' go out in the other direction from those 11: 18; 22: 8; Ifos. 8: 7; 10: 12; Jas. 5: Concert at Georgetown last week, Mr. C. of the flesh, in order that we may not do 7, Mat. 13: 3-30), but there is, perhaps, C. Speight, Acton, was presented with a the thing that we would (i. e., which we nowhere a more convincing and impressolid gold watch, in recognition of his naturally will do). If we give ourselves sive use made of it than in Gal. 6: 4-9. up to be thus led by the Spirit we are The suggestions of the seventh and as financial secretary of Acton Lodge Y. not under the law. Why not? (1) Be- eighth verses are very solemn. On the cause the law is not for holy men such one side glorious vista of possibility is we do not need a law of ordinances, of endless decay as one goes on forever "thou shalt do this and thou shalt not sowing and reaping corruption. do that," without us, for we have the

The annual Thanksgiving tea and Lawgiver Himself within and governing

If. The works of the Mesh, 19-31. If the Spirit is not given control, and audience completely with their Scotch so the fiesh has the own way, it works its own works, and it is a dark catalogue The weather on Monday, Thanksgiving of "works" to contemplate. First we have sexual impurity in three forms. Then idolatry, and the "occultism" in its vari-Local weather observers have recorded ous forms summed up under one word "Lorcery." Then eight forms of bitterness snowstorm of the season arrived on the of one against another, the commonest morning of the 27th of October, and form of carnality in Galatia and in the world and in the Church to-day (cf. Jas. 3: 14-18, R. V.). By "heresies" is mount the making of parties, a common munifestation of carnality. Then "drunkto Lottle, daughter of A. Harberree, front, close the catalogue. And - now

cimeas" and "revelings," the forms, of carnality that we usually put in the forecomes a warning of awful solemnity (v. 21; cf. 1 Cor. 6:8, 10; Eph. 5:5). These are awfully solemn words and it will stand us each in stead to go carefully Bhorthill, Ballinafad, to Mrs. Jennie over this catalogue of things which shut Early, daughter of Mr. and Mrs. James men out of the kingdom of heaven and ask ourselves, an I doing such things? III. The Pruit of the Spirit, 23-26.

The change from "works" to "fruit" is

guards against night attacks and gives hand, the graces mentioned in verses renewed ability to sleep and rest the 23 and 23 are "fruit;" they are the whole night long. Much is claimed for spontaneous and delicious product of the this remedy, but nothing but what can in dwelling and all controling Spirit of be demonstrated by a trail. If you suffer God. And they are not fruit, but "fruit" from asthma try it and convince-your- one fruit with many flowers; there is unity of origin in all the multiplicity of manifestations. When the Spirit is given control all of these graces will appear. What a fair catalogue it is. "Love," the preeminent grace (1 Cor. 13: 1-3), love to God and man, the all-inclusive grace (1 Cor. 13: 4-8), the fulfilling of the law (v. 14; Ro. 13: 10). "Joy," adding beauty and power to the life (cf I Thes. 1: 6; Heb. 1: 9). "Peace" in our own hearts and with all men. "Long-suffering," the rare grace of taking attack and insult without a word of retort or a trace of resentment in our hearts. "Kindness," thoughtful consideration of others. "Goodness," a comprehensive word, but especially marking large-heated benevolence (cf. Ro. 5: 7). "Patth" (the change to faithfulness in R. V. is not warranted). faith in God and in His Word that leads the one who has it to be faithful in every relation of life. "Meckness," gentleness in dealing with others. "Temperance," the control of appetites, desires, ambitions (hardly "self-control;" for it is the Epirit which does the controlling). Moreover: we do well always to remember that God rules the world and through it all He has established the law that a man will reap just what he sows. God is not mocked (or sneered at). Men may try to sneer at God, and fancy that they will escape the operation of His laws, but they will find in the issue that they mock themselves, not God. The primary appulteation of this principle suggested by the context is its application to giving (cf. 2 Cor. 0: 5, 6). But the principle has far wider application than this. In all our actions we will reap what we sow. making themselves beautiful is to shave If we sow honor, we will reap honor. If we sow truth, we will reap truth. If we sow deceit, we will reap deceit. If we sow now truth, we will reap truth. If we sow

#### AN ASSET

No person can be an asset to his or not an asset to his own home twon is not to enter, when a group of larger boys an asset to his country. Conversely, any yelled at him. man who is true to himself, any woman who is true to herself, neither you nor ing on third base." I can judge. That is the province of the Their attitude was almost menacing. Golden Text .- Be not drunken with one to whom the innermost thoughts of wine, wherein is riot, but be filled with the heart are as an open book. Although safety, he was afraid he would find his there are many apparently plain reading car damaged on his return. So he drove Time.-A. D. 57. Place.- From Ephesus for all to see, yet God and one's self, a few houses further and walked back. only, know what is truly worthy or conmendable in a man's heart. Let us, and we can well understand the temp-

> ."I am not bound to win, but I am business, trying to make a living. bound to be true. I am not bound to Which is more inportant, boys playing succeed, but I am bound to live up to or men -working? the light I have. I must stand with 'The value of play is generally admybody who stands right- stand with mitted, theoretically and practically him while he is right and part with him Never in all the world's history has more

when he goes wrong."

### SILENCED

tipirit (cf. Ro. 8: 13). Verse 17 begins an arbitary punishment, but the natural their children might be able to enjoy all as we become if we are led by the Spirit opened up. On the other hand, an (cf. vs. 22, 23; 1 Tim. 1: 9). (2) Because awful view is given his of the possibilities.

#### WORK AND PLAY By Arthur B. Rhinow

"Move on," they ordered; "you're park-

and while he did not fear for his personal The boys were engrossed in their game, then, strive for our own sakes and for tation to disregard everything else for

the time being. The man was out on

been done to give children and youth a chance to play than right now. But after all, play is but a preparation for the serious tasks of life. If it falls of that purpose, it is a fallure. Adults play to Chiropractor -I had a patient to-day keep from growing dull in their work, and we encourage play in children, to de-Wife-Stop! I don't want to hear any velop faculties which they will need to I make a mark in life and serve their fel-Work is the real thing; to produce and create. Play is mostly make-(believe; work is the real thing. The boys riesh (see R. V.), and of the fiesh (which who to notsily ordered the man to move

Mr. A. C. Carridge, dairyman, has a fulfill the lusts of the fiesh. The fiesh of the fipirit (cf. ch. 5: 16-25), we use boy and he will do all in his power to give

If the boys had asked the man to please drive a little further, as he was parking on their third base, he would

"I do now. I come by motor carl"

#### HAVE YOUR

# Eyes Examined

O. T. Walker, D.O. Sc. EYESIGHT SPECIALIST

Who Will be in ACTON on

# Tuesday Afternoon, November 10

NOTHING

IS TOO

FOR YOUR

EYES

GOOD

148. Dr. Walker comes well recommended and will be in Acton the Second Wednesday of Each Month.

GOOD GLASSES AT A REASONABLE PRICE - DO NOT MISS THIS

## We are Going to Save You Money by Selling Coal for Cash Only

This year coal prices to us are higher than but year, owing to the duty, excha: tax and the discount on the Canadiar dollar and increased freight rate on the U.S. rallways. Yet to-day we are selling coal for less money than last year, and we

can continue to do so by selling for cash only. Many of our last, year's coal accounts are still uncollected, and we do not believe it would be right, in these days of difficult times, to charge our oash customers sufficient to carry these slow accounts. HAVE ONE THERD OF YOUR FUEL BILL by burning Hamilton Coke and Pocahontan Coal. Adjust your way of first to use these Yuels, which

have the same heat units as hard coal, at two thirds the price. KEEP CANADIAN WORKMEN BUSY BY BURNING HAMILTON COKE

Our terms until April 1st, next, will be CASH with order, or if ordered over the 'phone, cash on delivery. RANGE BIZE HAMILTON COKE, per ton PURNACE AND LARGE STOVE SIZE COKE, per ton Less thun ton deliver, 25c extra

# J. B. MACKENZIE & SON

EVAN JONES, Carter

our

Local

Retailers

TIME TABLES

# AT ACTON Going Bast

Dally, except Sunday ...... \*Dally, except Sunday ...... 10.06 a.m. Dally, except Bunday ..... Bunday only ...... B.00 p.m. The Chicago flier, that passes through here at 9.30, eastbound, stops at Georgetown at 9.42 p. m.

Going West Dally, except Sunday ...... 7.31 u.m. "Dally, except Sunday ...... 9.08 a.m. Dally, except Bunday ...... 2.28 p.m. Daily, except Bunday ...... 6.40 p.m.

· Denotes a flug train.

EASTBOUND Baturdays, Bundays and Holidays, only ...... 10.00 p.n

WESTBOUND

Daily ..... 7.30 p.m. Daily-except Baturday., 10.10 p.m. Baturdays, Bundays andholidays only ...... 11.10 u.m

Saturday only ...... 12.10 a.m. -ACTON PHONE 58-

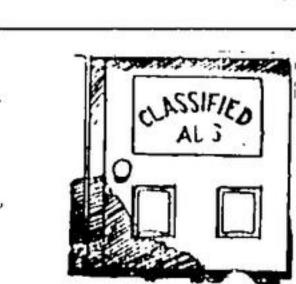
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If effectiveness means anything to you, then you will send your. list of notes and accounts to

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.. Taken at The Free Press

Subscriptions for All Magazines

# a Retail Business Doubling in Five Years

# AnAdvertisement Addressed to

To double a retail business in five years, add 15 per cent. to the sales of the preceding year. At the end of five years, sales will be double their present amount.

Increasing one's sales to the extent of 15 per cent. per annum to sales can be accomplished in two main ways. Thus:

- 1. Increase the amount of each sales transaction by an average of 15 per cent. (Note: This is not the same as raising your prices 15 per cent. To do that would be fatal, even if possible).
- 2. Increase the number of enstomers served daily to the extent of 15 per.

Good salesmanship will enable raretailer to raise the level of his average sales transaction---with advantage to both his customer and himself. Thus, a well-informed buyer will readily pay 20 cents or 25 cents more for a pair of gloves or stockings or

shoes, or for a piece of enamelware, if the better value of the higher-priced article is well presented.

But the better way of raising sales to the extent of 15 per cent. is to increase the number of your customers.

Customer-increase comes from (1) satisfactory service, (2) satisfactory goods and prices; (3) good window displays; and (4) good advertisements in this newspaper.

Men and women buyers always want to be informed, in their homes, by newspaper advertisements, about things which they, plan to buy; and they are re-. sponsive to retailers' invitations. Also, they like to see the advertisements of those retailers whose customers they are.

A silent retailer can hardly hope to increase his business; and it's pretty certain he won't double it in five years

Issued by the Canadian Weekly Newspaper Association