

The Free Press Short Story

WHITE GOLD

By ROY J. SNEYD

"HOO, Barney! Whoa!" The shaggy brown pony came to such a sudden stumbling halt that the rider, Ruth Plumley, barely missed a headlong plunge from the saddle. The next instant she was on the ground, gripping at her heart and fairly gasping for breath. Just before her there had come a sudden swirl of snow-free air. This sudden opening had revealed to her, not solid earth, but extending down, down far as the whirling whiteness would permit her to see, a chaos of circling snowflakes. "It's like looking into a gigantic kettle of popping corn!" she exclaimed. "You and I," she said in a steadier tone as she patted the pony's back, "came near being two great big kernels of pop corn. Four more steps would have done it."

BUSINESS BASED ON CONFIDENCE

Well Known Firm Believes This Outstanding Principle—Newspaper Advertising Designated as Most Flexible Media

London, Ontario, Dec. 31.—Confidence in our ability to break through the cycles of deflation and put business on the up-grade and confidence in each other in our immediate business dealings were urged to-day by W. K. Kellogg, founder and President of the Kellogg Company, leading cereal manufacturers. "This past year closes the Kellogg Company's twenty-fifth anniversary with an unbroken record of progress, regardless of the several cycles of deflation through which the country has passed," said Mr. Kellogg. "Although we have adapted our business to the changing conditions, we are adhering steadily to the basic policies that have governed our actions in times of both prosperity and depression. This fact, I believe, is largely responsible for the satisfactory condition in which we find our business to-day."

THE NEW YEAR'S FOOD BUDGET

By Barbara B. Brooks

A housewife remarked the other day that she would gladly plan a budget if she ever had anything with which to start. Evidently she is one who immediately checks out this month's salary for last month's bills. Her New Year's resolution may well be to work out some sort of spending schedule and try to follow it. There never was a budget so firm that it would not budge to cover unforeseen situations. In fact, most budgets are readjusted nearly every month in the year. This is as it should be, so don't feel that you have failed if your plan changes so often that it seems to lose its original form altogether. One of the greatest values is that, in planning a budget, you think through all the sources of income and the channels of "out go" and have a fairly clear picture of what is going to happen barring fire, flood or death. The item for housing is fairly stationary so after it is decided on, it should take care of itself. The food allowance is more difficult to keep uniform. Food prices, choice, variety and even appetites are all uncertain quantities. A housewife can plan her Sunday roast with the thought that there will be enough left for hash, but when she checks upon Monday, she may find only bones, and the hash automatically becomes vegetable soup. So it is with many other things. No one is able to draw up a food budget which can be followed exactly. No one can even make out menus which will be followed without alterations. But unstable as the plan may seem, it is better no plan at all. Probably housekeepers are studying their food expenditures more carefully this year than ever before. Authorities on food budgets have given us the following suggestions to insure adequate nutrition. If there are children in the family, out of every dollar it is well to use for Bread, flour and cereals..... 15c to 20c Milk and cheese..... 25c Vegetables and fruits..... 20c to 15c Fats and sweets..... 20c to 15c Meats, fish and eggs..... 15c If the family consists entirely of grown-ups, out of every dollar it is well to use for Bread, flour and cereals..... 15c to 20c Milk and cheese..... 15c Vegetables and fruits..... 30c to 25c Fats and sweets..... 20c Meats, fish and eggs..... 20c Dividing the food dollar in this way will bring the greatest return in nutritional values for the amount of money used. The less money a family has to spend for food the more important it is that it should be spent approximately in this fashion.

LIQUOR EXPORT

What looks very much like inspired articles have been going the rounds of the press, especially of that portion that favors a most popular policy. The lament the loss to the Dominion Treasury of \$16,000,000 revenue and ridicule the practically unanimous action of Parliament in passing the amendment to the Liquor Export Act. One of these journals states: "The only difference between shipping to St. Pierre and sending the stuff across the border direct is that Canada loses an excise tax of \$9 per gallon."

NO OTHER CASUALTIES

"Gus," said Bill, as he caught up with Gus on the way back to camp, "are all the rest of the boys out of the woods yet?" "Yes," said Gus. "All six of them?" "And they're all safe?" "Yes," answered Gus, "they're all safe."

Time Has Tested It—Dr. Thomas' Electric Oil

Electric Oil has been on the market upwards of fifty years and in that time it has proved a blessing to thousands. It is in high favor throughout Canada and its excellence has carried its fame beyond the seas. If it were double the price it would be a cheap liniment.

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Launched in 1932

We are now launched into 1932. It's a New Year, full of promise and opportunity. The old year has gone. Its errors can be best used as experience in the New Year.

To a great extent your measure of happiness and prosperity for 1932 depends on yourself. It's impossible to secure a marked degree of either just by wishing, no matter how sincere that wish may be made.

Every successful business man makes a study of his customer's needs; strives to anticipate their wants and fulfil them promptly. That is taken for granted in the average business man of to-day. He doesn't buy something he never expects to be asked to supply or can create a demand for.

BUT---

No matter how careful the buying, no matter how big the stock, or how courteous and prompt the service, if you don't tell the buyers of the things that make your store outstanding in your estimation they will not become your customers. It's a long way round, waiting for your friends to do your advertising. It takes all their help and all the other aid in these days of keen business competition.

EVERY WEEK

You can address between 4,000 and 5,000 prospective customers (allowing an average of three readers for each paper). Certainly they don't all live in Acton, but THE FREE PRESS circulates in a wide territory in the country surrounding. If you have an attraction for these readers you can get acquainted with them real intimately by your message to them each week.

PROSPERITY IN 1932

Will come to a great extent in just the proportion you go after it. Among the sages and spokesmen for big business interests better times are predicted in many quarters. What share will you play as an individual in having it come to your community and to you? Now is the time to make your plans for 1932.

We Have Many Facilities

Never was there a bigger field presented to serve you in Acton's paper, THE FREE PRESS. Never were we able to present a better service to you. We will be glad to go into detail with you if you will call us and arrange a suitable time.

May We Assist You in Your Plans for 1932?

The Acton Free Press

Constantly Striving to Maintain Leadership for Acton with a Representative Newspaper