## The Free Press Short Story

#### WHITE GOLD

"So that is the end of our hopes."

clearing! We can find the trail now."

"That's beautiful quartz," said

Ardmore, as his eyes fell upon a glisten-

take a bit of it with me when I go?"

"Take it all." The kindliness in

"You can't tell about that now."

"Your mountaintop friend,

For a full moment the girl sat staring

at the letter; then with a little gasp

she hurried from the cabin and down

to the mine where her father and Cousin

mind," said Robert at last.

"Father! Father!" she exclaimed, excitedly, "don't seal it up. Read this!" -

"He wasn't either,' agreed Mr. Plum-

"Tell you what!" exclaimed the boy.

Barber's Itch and Ringworm

hy the miner's cheerful fire.

plied the little man brightly.

norning as he was leaving.

she had received in all her life.

By ROY- J. SNEYY

HOA, Barney! Whoa!" The year they had worked early and that Mist rider. Ruth Plumley, barely should be uncovered and long proces-

ground gripping at her heart and fairly The day had arrived when the vein gasping for breath. Just before her there of ore lay in plain view before them. had come a sudden swirl of snow-free The morning before the mountain air This sudden opening had revealed climb, her father had returned to the to her, not solid earth, but extending cabin from the city, gray of face and down, down far as the whirling weary, to announce that the ore would whiteness would permit her to see, a yield but seventy dollars to the ton, while chasm of circling snowflakes. "It-it's it would cost seventy-three dollars like looking into a gigantic kettle of mine, haul, crush, and smelt it. popping corn!" she exclaimed:

"You and I," she said in a steadler told herself, quite forgotting the cold tone as she patted the pony's back, her greater mental misery. . "Gone!" "came near being two great big kernels of murmured. "All gone." pop corn. Four more steps would have

Buckskin, the other pony, had sudtered was he with clinging snow.

"We're lost," explained the girl briefly. "Lost on the mountain," the man

mumbled dazedly. "Have to stay here awhile. Can't trayel now. It's not safe. Might strike a snowslide or we might slip and go down there." She nodded toward the chasm. The other, a slender man with gray

in his hair, shuddered and tugged vainly at Buckskin's rein. "It's safe here. He won't move. He snow from her hair, wrapped her thin coat about her; then began watching the fascinating whirl of snowflakes. They might, she thought in a dull sort of way, move farther from the edge of the cliff, but what was the good? The man was

safe enough. Let him get a little scare. go to the top. He had been to the top: now they were most of the way down again, and lost, lost in the blizzard close to the timber line. 'He won't freeze. At least I don't

think he will." The light coat of some soft stuff that so inadequately protected her, was not her own. It was the man's. Her heavy sheepskin-lined coat was on

Three hours before Ruth had come to accept it. Ask him eight hundred. He the green, natural pasture lands above will pay it. That is all I can tell you. the-timber line in search of her poniesthat had strayed away off up the blazed trail. She had sighted the ponies and gray and purple of distant skies when this lone man had come up the trail. Seeing her there, then gazing away up Robert were busy scaling up the mine. to the bare, rocky peak, he had sighed,

"It's not far now." "Not far," she echoed. "How large do | - Both the men read the note; then they you think those rocks at the summit sat and stared at each other. "He'didn't look like a man who was out of

"Yes." she said. "they might be, but

d said quietly, "is three miles, some endowed with almost a mythical origin, of it almost straight up."

a rock to rest. In his eyes there was a he might have plenty of money. He Billings once said he could always go things are worthy of note. The income look of determination and longing, as made his business known at once. When down into the dark cellar much more from export of liquor to, the United been three days getting this far, and to- he agreed to a contract calling for eight of Dallas County back in the '90's was Revenue, when speaking in the House of

That statement, that look of longing contract was drawn up. had turned the scale. "His first mountain." The girl had tried to imagine life claimed Robert, as the stranger passed State. without a mountain in it, a mountain to from sight down the trail.

mountain, "I'll catch the ponies and we'll ging him hard. "We're well off, very art. Surely no red-blood American would ride over the lower levels. They can well off, indeed. And we are going to ever concede that whistling voices low Gooderham & Wortz was held recently carry us two-thirds of the way. We can have all the things we want and-and mentality or evidences an admission of at Walkerville. The dividend to be paid

the two ponies back a little distance from right first off." gathered the thin coat about her to await that?"

Her thoughts were interrupted by the was, as he had told her, a bank clerk, ounce." name was Ardmore, but that told her actonishment. nothing. He had dismounted and was.

ing, she was upon her feet. "No! ( No! States. That's where all your white gold much less, You must not!" she fairly screamed. is goin' to." "You will be chilled to death."

Yielding, the man crouched down be- later, "I might have refused to take hird the rocks.

that little man to the top of the moun-Released from the problems of the tain; might have sent him, with a great moment, the girl's mind went back, to lorg of disappointment, hurrying away the mountain cabin she called home, and down the trail. And if I had-if I had to the grave problems that confronted he would never have heard our story.

them there. Her father, Joseph Plumley, was a and we would have been poorer than miner. Her cousin, Robert, an orphan ever to-day." who had always lived with them, had learned to be a miner. Even her own hands were hard calloused from wielding lieved by the use of 'Douglas' Egyptian pick and shovel, for they had discovered a Liniment; quick, certain results. Re-

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

eading cereal manufacturers.

and depression. This fact, I believe, is The item for housing is fairly station-

"What's gone, please?" came from close

She had quite forgotten her compan- ever before. denly thrust his nose over her shoulder. ion, and had spoken out loud. Under the "The return to prosperity undoubtedly followed without alterations. But un-On Buckskin's back rode a man, a stoop-circumstances, choosing rather to be would be greatly hastened if suspicions stable as the plan may seem, it is better overcommunicating to a stranger than of the other fellow could be buried and no plan at all. rude, she told the gray little bank clerk confidence fully restored between manu-

> Much of the credit for the continuation this year than ever before. In listening to the story, he, too, forget the cold. They-both forgot until, of the Kellogg Company's unbroken with a start, the girl exclaimed, "It's record of a quarter century of steady us the following suggestions to insure advances is due to the judicious use of Twenty minutes later the two were newspaper advertising, said Mr. Kellogg. n the midst of the silent forest. An hour 'We are taking full advantage of the more and they were warming themselves flexibility permitted by this medium which may be used generally or concen-Mrl trated in certain sections or wherever the ing pile on the window sill. "Mind if I method has proven profitable and will

> At the same time, the Kellogg Com-Plumley's tone was mixed with a note pany has provided an outstanding ex- Bread, flour and cereals ....... 15c to 200 of sadness. "It is pretty, but that's all. ample of industrial adjustment to the re- new economic conditions. The six-hour working day, adopted by Kellogg's slightly more than a year ago, is an established "I can't thank-you-enough," said Mr. success from the standpoints of both in-Ardmore as he shook Ruth's hand next creased employment and more economical

Ruth did hear from Mr. Ardmore. The letter she received from him two weeks later was the most astonishing message it provided, the system has been profit- fashion. "On the day after to-morrow," it read, "a man will call upon you at your

"The Kellogg Company will start 1932 cabin. He will offer you four hundred with a more aggressive advertising plan, dollars a ton for your quartz. Don't without any change in basic policies, and is looking forward to a greater business than that we enjoyed during 1931," declared Mr. Kellogg. "Vincent' J. Ardmore."

> DID YOU EVER STOP TO THINK By Edson R. Waite, Shawnee, Okla.

Marvin E. Holderness, Vice-President

denoting pleasure, disappointment, fear, the border direct is that Canada loses came puffing up the trail. He was a surprise, a note for every sudden change an excise the of \$9 per gallon." Sighing, the man had dropped upon short, stout man, who looked as though in the gamut of human feeling. Josh In view of this agitation, two or three he had said, "It's my first mountain, the Plumleys, following written instruc- courageously if he whistled in the dark. States lost by the change was, according I had so wanted to reach the top! I've tions, refused to sell at his first figure, Jimmy Jones, as the champion whistier to Mr. Euler, former Minister of National hundred dollars a ton for the quartz The just as famous as Dick Daily is to-day, Commons against the proposal, not \$16,-

Don't make a thing," said Mr. Plumwrote a derogatory and decrying editormild-mannered, kindly-appearing strang- "Only this," exclaimed Ruth, suddenly doubtful whether anybody took seriously the press; the amendment to the Act has er who trusted her-knowledge of the throwing her arms about him and hug- his outburst against the simple and manly had decisive effect. need most." At that she burst into a defeat. We shall have to look further for the present quarter is only half that thanks. The two had scaled the moun- The secret of their great fortune was the radio and the professional enter- the export market was given by Mr.

ped his hand on his knee. "Know all joyful and profitables usages? Mechanically the girl turned to lead about it!" he exclaimed. "Guessed it This is just one study on the subject interferes with the export of liquor."

"Know what I paid for this? Fifty life. It isn't necessary for all of us to have dropped from 28,405,719 in the man, the slight-gray-haired man who cents. Don't weigh nowheres nigh an get rich, and we don't have to keep up twelve months ending August, 1931. . . with the Joneses. Back yonder some of Whiskey shipments have dropped by 50 with a daughter near her own age. His "But what's it for?" Ruth gasped in us didn't see any money but about once per cent. in the last twelve months." a year, and not very much then, but we Of the liquor exported from Canada in "Radio. Crystal set. Can't use 'em had three square meals a day, and a the year ending March 31, 1930, the year apparently struggling to remove her without this bit of quartz. With 'em warm place to sleep. Too many people preceding the change in the export law warm coat from his shaking shoulders. you can hear a concert thirty miles expect too much nowadays, and don't 65% was destined to the United States

> Let us; hark back to the good old valling depression, has more than cut "And to think," Ruth told herself whistling days.

#### NO OTHER CASUALTIES

Gus on the way back to camp, "are all part of an honest neighbor in ceasing the rest of the boys out of the woods to be an abettor of law-breakers, but also never seen our cabin, nor our quartz, yet?"

"Yes," said Gus. "All six of them?"

"And they're all safe?"

"Then," said Bill, his chest swelling, of the Ontario Prohibition Union, De-

THE NEW YEAR'S FOOD BUDGET By Barbara B. Brooks

A housewife remarked the other day that she would gladly plan a budget it she ever had anything with which to start. - Evidently she is one who immedi-London, Ontario, Dec. 31.—Confidence ately checks out this month's salary for in our ability to break through the cycles last month's bills. Her New Year's resoof deflation and put business on the up- lution may well be to work out some sort grade and confidence in each other in of spending schedule and try to follow it our immediate business dealings were. There never was a budget so firm that urged to-day by W. K. Kellogg, founder it would not budge to cover unforeseen and President of the Kellogg Company, situations. In fact, most budgets are readjusted nearly every month in the "This past year closes the Kellogg year. This is as it should be so don't Companys' twenty-fifth anniversary with feel that you have lailed if your plan an unbroken record of progress, regard- changes so often that it seems to lose its less of the several cycles of deflation original form altogether. One of the through which the country has passed," greatest values is that, in planning is said Mr. Kellogg. "Although we have budget, you think through all the sources ore to the station where it would be adapted our business to the changing of income and the channels of "out go" conditions, we are adhering steadily to and have a fairly clear picture of what the basic policies that have governed is going to happen barring fire, flood or

> largely responsible for the satisfactory ary so after it is decided on, it should condition in which we find our business take care of itself. The food allowance is more difficult to keep uniform. Food "We-always have believed that all of prices, choice, variety-and even appetites the people with whom we deal should are all uncertain quantities. A houseto know our policies of doing business so wife can plan her Sunday roast with the that they might have complete confid- thought that there will be enough left for ence in our prices and in our methods. hash, but when she checks upon Monday Business dealings should be based upon she may find only bones, and the hash such confidence and, adversities should automatically becomes vegetable soup not be permitted to destroy this con- So it is with many other things. No fidence, for under existing conditions one is able to draw up a food budget there is even greater need for it than which can be followed exactly. No one

facturers, the trade and consumers alike." their food expenditures more carefully

Bread, flour and cereals ...... 15c to 20c

Vegetables and fruits ...... 30c to 25c

Dividing the food dollar in this way will bring the greatest-return in nutritive values for the amount of money used Approximately four hundred new, per- The less money a family has to spend for manent jobs were created by the Kellogg food the more important it is that it pian and, even with the increased wages should be spent approximately in this

> Time Has Tested It.-Dr. Thomas Eclectric 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 excellnce has carried its fame beyond the seas. If it were double the price it would be a cheap liniment.

#### LIQUOR EXPORT

What looks very much like inspired That whistling is almost a lost art. articles have been going the rounds of When you and I were kids, everybody the press, especially of that portion that whistled. Whistlers were poor, good, favors a moist policy. They lament the better and best, but it was a useful art loss to the Dominion Treasury of \$16,and everybody practiced it; regardless of 000,000 revenue and ridicule the pracage, sex, color or locality. There was tically unanimous action of Parliament the shrill whistle used for signal or call in passing the amendment to the Liquor purposes; the tuneful whistle that carried Export Act. One of these journals states: Two days later the stranger, who by perfectly the notes of popular melodies; "The only difference between shipping "Many times, and the distance," she that time had come to Ruth to be the short or long exclamatory whistle to St. Pierre and sending the stuff across

even if Dick is captain and quarterback 000,000 but \$12,000,000. Of course, an "Now what do you make of that?" ex- on the Fordyce High, Champions of the increase of \$4,000,000, or 25%, is an easy exaggeration for our wet friends. A college professor in recent months Liquor frequently makes men see double. Moreover, if we are to believe the reial on the practice of whistling, but it is ports of the distillery firms appearing in

tain peaks. It had been a glorious climb. not disclosed until some days tater. Ruth tainers made us ashamed to "pucker?" Hume (president) as the reason for the She had thought in the beginning that was telling the kindly old postmaster at O., are we so materialistic that we are decreasing profits. He called on the in accepting this hard task, she was to the Gap about it when he suddenly clap- getting far away from nature's simple, 12,000 Canadian shareholders to use their influence to change legislation which now

of living happy lives. The sooner we The Ottawa correspondent for a To:the edge of the precipice. Crouching low Fumbling in his vest pocket, he drew cease to strive for the artificial the onto paper recently called attention to against a great up-ended boulder, she forth a bit of shining quartz. "Like sooner shall we be happy. Let us be our the fact that the official government rereal selves over again, whistling, sing- turns show that "exports of alcoholic ing and dancing and leading the simple beverages from Canada to all countries

Instantly, having divined his mean- away. Millions of 'em in the United realize that they could be happy with It is pretty clear that the export law,

this export in half. --Canada's gain has been in the direction of decency, self-respect and mora benefit. She can congratulate herself not with only that she has elected to play the that she has largely closed up her own borders and saved considerable sections of her people from a mightly corrupting influence. But evidently if Canada "Yep," answered Gus, "they're all wishes to preserve these gains she had better stand-on guard.-From the office

# 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 customers 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

#### 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 estimationthey will not become your customers. It's a long way gound, 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.

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May We Assist You in Your Plans for 1932?

# The Acton Free Press

Constantly Striving to Maintain Leaderishp for Acton with a Representative Newspaper