

THE SIMPLE THINGS OF LIFE

The simple things of life are best; And happy is the man Who seeks to tread the quiet paths...

SLATS' DIARY

Friday—I wood of got a good grade in my test today when the teacher said what was optimal...

TIME TO BE OFF

"Alphonse," said the waitress, "I have been thinking." "Thinking of me, precious?" asked Alphonse.

SELF-MADE

The "self-made" man is always ready to advertise the fact, provided he has made a success of it.

SOLVING THE HELP PROBLEM

"We kept a cook for six whole weeks this year," said Mrs. Trim. "We were cruising on a house-boat and Bridget couldn't swim."

MEN WANTED

Earn \$3 to \$8 Daily at Auto and Ignition Repairing, Battery, Welding, Electricity, Radio or Drafting.

TIME TABLES

Table with columns for 'Going East' and 'Going West' listing train routes and times.

TWENTY YEARS AGO

From the Issue of The Free Press of Thursday, January 11, 1912. The snow shovellers have had a busy week.

CO-OPERATION

First Study (over the phone)—"And what have you been doing?" Second Study—"I just finished washing my B.V.D.'s."

IT'S UP TO YOU

Life is a horse With a bridle and bit— It will drive you If you don't drive it.

HELPFUL HENRY

"Traveller: "Porter, I want to be called at 5 o'clock in the morning." Porter: "Boss, Ah guess you all are acquainted with these head model inventions."

Advertisement for Red Rose Tea: A Resolution for 1932. "I will try Red Rose Tea." RED ROSE TEA "is good tea". 2 CHOICE QUALITIES — Red Label & Orange Pekoe.

Advertisement for BGS Buses: TRAVEL BY BGS BUSES. EASTBOUND and WESTBOUND schedules. ARROW logo.

Not a week passes that you are not being canvassed by representatives of nationally-advertised products to stock and push them, and to give them good window and counter displays.

Local Retailers Is It Fair?

Their representatives tell you of the large sums of money being spent in metropolitan daily newspapers and in nationally-circulated magazines like "MacLean's," "Chatelaine," "Canadian Home Journal," "Canadian" and others, to create and maintain consumer demand, and they try hard to persuade you that such "remote" advertising will surely create and sustain large local demand.

It is admitted that it is advantageous to you and your customers for you to stock nationally-advertised products, but such products will sell faster if they are locally advertised, in this newspaper, in addition to being advertised in non-local publications.

There is no good or sound reason why a national advertiser should not do local advertising, in this newspaper. You will be told, when you say to the representative of firms canvassing you to stock and push his firm's product, "Oh, we could never afford to do local advertising." What he really means, when he says such words, is that he doesn't expect large local sales. If he did, then he would see that these local sales can provide a sum of money adequate to maintain a local advertising campaign.

Why should you help a national advertiser to develop his business in the territory covered by the circulation of this newspaper without advertising co-operation from him? You provide local distribution facilities for manufacturers of branded products, and your value to them is recognized. Why, then, should these manufacturers not assist you to sell these goods, if stocked by you, by a series of local advertisements, perhaps carrying your name as local distributor, published in this newspaper?

The more frequently and vigorously you present your point of view to national advertisers, direct and through the representative who calls on you, the more surely will you persuade them to accept it. (N.B. Cut out this advertisement. Paste it on a card, and then show it to representatives who urge you to stock goods not being locally advertised).

The Money Comes. Almost daily we receive letters of appreciation from clients for whom we've accomplished the "impossible," and "got results." Let us do so for you. KELLY & AIKEN. The Persistent Collectors. ORANGEVILLE. No Collection No Charge.

Painting and House Decoration. Graining a Speciality. Prompt Attention. Satisfaction Guaranteed. Estimates Given. RICHARD H. BLANCHE. Box 359, Acton.

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

CLASSIFIED ADS. The Door of Opportunity! These Small Ads will Open the Door to Whatever You Are Seeking.

MARRIED

McGILLOUGH-BROWN—At the residence of the bride's parents, Main Street, Acton, on January 3, 1912, by Rev. J. C. Wilson, B.A., E. B. McCullough, of Loma, Alberta, formerly of Eramosa, to Alyce, eldest daughter of Mr. and Mrs. James Brown.

SCHOOLBOY HOWLERS

- 1. Gladiators are iron things which give out heat. 2. Aristocrats are people who perform on the stage. 3. A sextant is a man who digs graves. 4. Herrings travel in the sea in shawls. 5. The highest mountain in Europe is Blanc Mange. 6. The Gulf Stream is composed of warm currents. 7. Cereals are stories which last several weeks. 8. A centimetre is an insect with one hundred legs. 9. A vacuum is the residence of a Pope. 10. Barbarians are things used to make bicycles run smoothly. 11. An epigram is what we say, after a man's death, about him. 12. Mandolins are high Chinese officials. 13. All Baba means that you were somewhere else when you committed the crime.

BENEFACTORS

The people who teach us to see beauty would not have discovered by ourselves, are our great benefactors. Sometimes a poem opens our eyes to some everyday beauty that had escaped us by its very familiarity.

ODDS AND ENDS

It is a wise fish that can read between the lips. "Did he kiss you against your will?" "He thought he did." The ambition of every unmarried woman is to make a name for herself. Mother (just back from shopping): "You are a good boy, John; baby asleep already?" He-man: "Yes, one upper-cut was enough."

GOING WITHOUT BREAKFAST

Have you developed the habit of going without breakfast, hoping that by so doing you will be able to take off some of that surplus fat? This fat may result in impairment of health and is especially dangerous to those under thirty years of age.

AMONG FRIENDS

A certain bond salesman who had been dreg needed some money to tide him over until he could get a job. So he went to a friend of his who happened to manage a circus, and asked him for a loan. The circus manager said his trained baboon had died and it was going to cost him \$5,000 or \$10,000 to get a new one; consequently, he could not accommodate him.

CALLING YOUR MEMORY NAMES

If you want a good memory, do not stop saying that yours is bad. There is a proverb to the effect that if we give a dog a bad name, he will live up to it, and the same is true of memories. No memory does better than its owner expects. If you reiterate that you have a wretched memory for names, faces, dates, or numbers, your memory will fall you in regard to all these things.