

N. A. ROBINSON
Live Stock Dealer and Butcher, Normal
LIVE STOCK TRUCKING
All loads fully insured
PHONE: Georgetown 101 - 13

New Spring Millinery
— LADIES —
We are now prepared to supply your needs with a full line of NEW SPRING MILLINERY
— MISSES CLARIDGE —
HERALD BLOCK (Upstairs) Georgetown

Counter Check Books
Get your supply of COUNTER CHECK BOOKS at "The Herald Office"

— HE DID —

William Wrigley, Jr., who was 70 years old, was a successful merchant. He convinced not only the United States that it was proper and beneficial to chew gum, but he spread his ideas throughout the world, despite the ridicule he had to overcome. He made the Chicago Cubs one of the most successful baseball teams, financially, in the country, setting record after record for attendance. He gave the philosophy of his salesmanship several years ago in these words:

"Tell 'em quick and tell 'em often. You must have a good product in the first place, and something that people want, for it's easier to row downstream than up." Explain to folks plainly what you have to sell, do it in as few words as possible—and keep everlastingly coming at them.

PLAN ADVERTISING

Advertising is pretty much like running a furnace. You've got to keep on shovelling coal. Once you stop stoking, the fire goes out. It's strange that some people's imagination can't compass this fact.

Wrigley "kept shovelling coal" into whatever he did, whether it was the merchandising of gum, the promotion of Catalina Island or Arizona real estate properties, the establishment of the Chicago Cubs in the hearts of baseball fans, the satisfaction of his greatest personal ambition—a World Series pennant, or philanthropy.

The success of the Late William Wrigley Jr. was attained through Consistent and Persistent Newspaper Advertising

THE WATCHERS
She always learned to watch for us. Anxious if we were late. In winter by the window. In summer by the door.

They've looked her tenderly. Who had such foolish care. The long way home would seem more late. Because she waited there.

Her thoughts were all so full of us. The tower could forget. And so I think that were she here she must be watching yet.

Waiting till we come home to her. Anxious if we were late. Watching from Heaven's window. Learning from Heaven's gate. —Margaret Widdemer.

THE DAYS RESULTS
Is anybody happier because you passed to him today? Does anyone remember that you spoke to him today? This day is almost over and its tolling bell is through— Is there anyone to thank now a kindly word to you?

Can you give a cheerful greeting to the friend you passed today? Can you give a cheerful greeting to the friend you passed today? Can you give a cheerful greeting to the friend you passed today?

Did you give a cheerful greeting to the friend you passed today? Did you give a cheerful greeting to the friend you passed today? Did you give a cheerful greeting to the friend you passed today?

Many progressive women are up-to-date in everything, except possibly their birthdays.

Proud Mother—"I think Junior becomes more like his father every day."

Wife—"No, I took two pieces the first time."

Tom—"Daddy, why do they call it the mother tongue?"

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(Beatty of the C.P.R.)
As Members Know Him

By a Member of the C.P.R. and his played regularly over since they say it was a ruse to get the railroad to pay the C.P.R. (Lord it not know).

He is probably the best man in Canada. He is a quarter-century old, but by a twist of fate he is a member of the C.P.R. and his played regularly over since they say it was a ruse to get the railroad to pay the C.P.R. (Lord it not know).

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WOLF'S PATH TO GLORY

On the dusty shores of a Toronto second-hand book store recently the writer found a faded, loose-backed volume, "Wolf's Path to Glory," published in Montreal 60 years ago.

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THE HOUSE WITH THE OPEN DOOR

(Continued from Page 1)

She said, "I don't believe that any young generation of any period, or class, or race, will ever go to the dogs." —Victor Hugo.

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Try These Lenten Dishes

During Lent we sometimes find it difficult to decide upon a suitable dish for dinner. Many of our old favorites are not in order and our recipe files do not seem to furnish us with what we need. Here are two delicious Lenten dishes. You will be delighted with the manner in which a touch of sugar brings out the flavor of the eggs and the vegetables called for.

Carrot and Potato Fritters
Three-fourths cup carrot, four one-half cup milk, two eggs, one-half cup flour, one-half cup sugar, salt, one-half cup oil, one-half cup butter, one-half cup raisins, one-half cup currants, one-half cup nuts, one-half cup almonds, one-half cup walnuts, one-half cup pecans, one-half cup cashews, one-half cup hazelnuts, one-half cup pineapples, one-half cup mangoes, one-half cup guavas, one-half cup papayas, one-half cup kiwis, one-half cup mangoes, one-half cup guavas, one-half cup papayas, one-half cup kiwis.

Egg and Potato Fritters
Three-fourths cup carrot, four one-half cup milk, two eggs, one-half cup flour, one-half cup sugar, salt, one-half cup oil, one-half cup butter, one-half cup raisins, one-half cup currants, one-half cup nuts, one-half cup almonds, one-half cup walnuts, one-half cup pecans, one-half cup cashews, one-half cup hazelnuts, one-half cup pineapples, one-half cup mangoes, one-half cup guavas, one-half cup papayas, one-half cup kiwis.

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So They Say—

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SHOP IN GEORGETOWN

Be Loyal to the Merchants and Business Men in your Home Town ...

They offer you as good merchandise at as Low Prices as you can get elsewhere.

They pay a big proportion of the taxes to support the schools that educate your children and deserve your support.

Read the Advertisements in "THE HERALD" and Shop in Georgetown

