

## Just Friends

By L. ROTHBLUM

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Every one who knew Geraldine Blake admitted she was a wonderful girl. Physically she was very attractive. Mentally she was a constant delight to every literary society in town; the hope of every hostess anxious about "table talk" at a dinner; the mainstay of Ferry & Co., with whom she held a very responsible position, and the boon companion of Randolph White.

None ever explained the erratic temperament of Randolph White better than he did himself by his opinions and impulsive actions. He had known Geraldine some five years, during which period she had learned his peculiar idiosyncrasies so well he hardly realized how dependent he had become upon her for sympathy and understanding.

It was a peculiar experience that led to their friendship. At the time he was selling a device for sealing letters and had got a tip through some magazine in which his firm advertised that Ferry & Co., Inc., were going to install some such equipment.

Randolph White was not the type of salesman to permit his card, when he called to demonstrate, to be returned to him with a "too busy to see you" announcement. He flung open the swinging gate between the reception room and the inner office and, with evidence of courage more seeming than felt, knocked at the door of the private sanctum which bore on its pane the legend "Purchasing Agent."

Hardly waiting for the invitation to enter, he stalked in and, somewhat abashed, halted in his tracks as he faced the young lady at the desk. Geraldine Blake was charming.

"I beg your pardon," he apologized. "May I see the P. A.?"

"I am busy right now," came the response in dulcet evenness of tone which somehow carried a cutting edge.

Randolph White for the first time in his business experience backed water and tried to make a graceful exit from the office. As he turned to leave he was detained by a very repartive "But if you will be seated I shall be glad to talk to you in a moment."

Gingerly, because he was nonplussed to find the office of a purchasing agent to be a lovely young girl, he placed his hat beneath the chair on which he seated himself. Vaguely he wondered if she had reached her majority and inconstantly he now hoped she would detain him more than the moment promised that he might have the better opportunity to observe this remarkable personage.

Randolph White got the order but he afterward admitted to himself that he had never before been called upon to exhibit such intimate knowledge concerning the product he was selling.

That was five years ago. Of course Randolph had to call many times on Ferry & Co. Inc. in order to instruct their clerks in the proper operation of the sealing device; and, finding with each visit a growing taste for the society of the purchasing agent, he gladly permitted such increased compatibility to ripen to the point where he felt privileged to ask her to luncheon.

It was not long after that an invitation to dinner was forthcoming, and then naturally the theater; since no considerate host has ever asked the one without the other.

But, strangely, the two had managed to keep sentiment out of their friendship, as if they feared affectionate regard might prove a detrimental factor to the continued harmony of their companionship.

"Now, I don't see why," remarked Geraldine one summer Saturday afternoon, as they leisurely strolled through park grounds, "men and women can't be just friends without getting foolish about it, and"—then hesitating for a moment, she continued, "falling in love."

Randolph called, "Billy, Billy, to a squirrel who scampered off with tail held high. "That's just the way I feel about it," he answered. "We're pals, good pals; but our palship," he added, "is purely platonic."

They sat down on a bench and ate popcorn out of the same bag. Randolph went on airing his views to a sympathetic audience. "If we were to fall in love with each other and get married and all that sort of stuff"—this last with a dramatic flourish of his hand filled with the white, fluffy edibles—"we'd bore each other to death inside of a month."

Geraldine laughed. "Oh, I don't think it would get that bad, but it seems difficult for a woman to wax poetic about the sunset, for instance, before the man who watches her wash dishes."

"No, it can't be done," assented Randolph, "so let's just be friends, Jerry, and contract never to fall in love with each other."

"Or anyone else," Geraldine made reservation. And on this basis they continued their association. It was well along in the sixth year of their acquaintanceship that fate took a hand in affairs to disprove any rule mortals may have dared to set for such an inconstant creature.

scarcity of government orders following the close of the war to increase the volume of business that would be necessary to keep its enlarged plant in operation, had acquired an advertising manager; the man was fairly well along in years, but having possessed himself of a good position at a good salary, was not averse to sharing his good fortune with a good wife.

Thrown into daily contact with Geraldine, upon whose judgment respecting his work he had come to depend more each day, it seemed a natural development that he should seek to extend his opportunities to promote his suit with her.

But for this poaching on his preserves Randolph White had not quite prepared any line of defense and it was a very surprised young man who heard his invitation to the theater that evening refused.

"But, Jerry," he remonstrated, somewhat puzzled at this unusual happening, "I already have the tickets."

"Sorry, Ran," came the answer, with a slight ripple in her voice, "but I promised to go with Mr. Burton."

Now Randolph subsequently expressed his feelings would have done justice to a trooper, and while under ordinary conditions the occurrence would have been a portent of a severed friendship, Geraldine, perhaps in feminine wisdom, smiled to herself contentedly.

At the other end of the wire Randolph turned in late haste to the innocent stenographer seated before her typewriter. "Do you want to go to the show with me tonight?" It was the same tone of voice he employed when he sold a letter sealer. The customer couldn't say "no."

Arriving a few moments after the performance had begun, two couples walked down opposite aisles, directed to four vacant seats in the center of the row.

On adjusting themselves Geraldine, amazed, saw Randolph with "his stenographer," and the look that entered that young man's eyes brought Mr. Burton to the edge of his chair. It was the snappiest show in town, but for some inexplicable reason none of the four enjoyed it.

As if nothing out of the ordinary had occurred which was the occasion for a sleepless night for both, Randolph accompanied Geraldine to their usual haunt for luncheon the next day.

They ordered. Neither ate. "It's no use, Jerry," he abruptly began, "it can't be done."

Geraldine pretended not to understand. "What can't be done, Ran?"

"Oh, this 'just friends' business." He leaned across the table and took possession of her hand. "Will you let me be something more? Say Jerry, will you marry me?"

And evidently they came to some understanding about being "just friends" because Ferry & Co. have had to find a new purchasing agent.

**ODOR TRAVELS IN CURRENTS**  
Experiments Seem to Have Demonstrated Fact Beyond All Possibility of Dispute.

The rapid propagation of smells noticed in the open air appears due entirely to currents, since in small tubes, where currents do not exist, the rate is found to be very small. Experiments along this line were first undertaken in England by Professor Ayrton, and additional data have been reported in this country.

With ammonia diffusing through a tube a meter and a half long, over two hours elapsed before the smell could be detected at the other end of the tube. Using different lengths of tubing, it was found that the time required for the diffusion of the smell was roughly proportioned to the square of the length. Ammonia and hydrogen sulphide were used for these experiments. The presence of ammonia could be detected chemically at a point in a tube after about the same time as when the sense of smell was used for a detector. The rate of propagation of the smell of ammonia was not markedly different when this had to pass along the same tube either horizontally or vertically upward or vertically downward. With camphor, however, while the rates horizontally and downward were about the same, the speed upward was about twice as great. The smell given to iron and brass by rubbing these with the fingers was also tried, but gave no definite results.

**Efficient American Farmers.**  
The average American farmer produces nearly three times as much food as any other farmer in the world. Most people will be surprised to hear this, especially in Europe. We often read that farm land abroad produces three or four times as much per acre as in the United States, and the American farmer is often criticized for this state of affairs. It is true that an acre produces much more abroad, but that is because there are so many more men to work on it. Some 35 per cent of the population of the United States work on farms, and they not only feed themselves and the 65 per cent who live in cities, but most of the world besides.—Boys' Life.

**What's the Use?**  
Mother—If you wait to ask father for money to buy a hat I advise you to wait till he's in good humor.  
Daughter—But, mother, by that time it will probably be out of style.—Harper's.

**The Result.**  
"I like a man with plenty of touch and go about him."  
"The last one of that kind I met was in jail for picking pockets."

**\$50 to \$5,000**  
A YEAR FOR LIFE  
**A CANADIAN GOVERNMENT ANNUITY PROVIDES IT**

- No better life investment available
- No better security obtainable
- Cannot be seized or levied upon for any cause
- Will be replaced if lost, stolen or destroyed
- Not affected by trade depression
- Free from Dominion Income Tax
- No medical examination required

Anyone over the age of 5 years resident or domiciled in Canada may purchase.

Any two persons may purchase jointly. Employers may purchase for their employees—school boards for their teachers—congregations for their ministers.

Apply to your postmaster, or write, postage free, to S. T. Bastedo, Superintendent of Annuities, Ottawa, for new booklet and other information desired. Some rate and age last birthday.

Choice Line of  
**Fresh and Cured Meats**  
on hand at all times.

We also carry Fresh Sausage, Cooked Ham, Bologna and Weiners, Lard, Margarine and Mince Meat.

YOUR ORDERS SOLICITED  
GIVE US A CALL

**EDGAR MACHELL**  
The Old Veteran, JARVIS

If you buy out of town and I buy out of town what is going to become of our town?  
The dollar you spend in Jarvis will eventually "Come home to Boost."

**JARVIS' BUY-AT-HOME CAMPAIGN**

Read these articles with care, they may present something you have not thought of before. Patronize the home merchants, whose ads. appear here. They are your neighbors and will treat you right. The money you spend with them stays in circulation in Jarvis and neighborhood and benefits the town.

**Service is The Measure of a Bank's Usefulness**  
We think we give the best. Our facilities are at the disposal of all who appreciate courteous consideration and the best terms consistent with sound banking. We are always glad to be consulted.

**BANK OF HAMILTON, Jarvis-Nantacoke**  
J. H. BROWN, Manager.

**Bring Your Old Shoes to Me for Repairs**  
I will make them look like new. These are the days when it is necessary to cut down your expenses. I also have a fine line of men's and ladies' shoes to select from.

**J. W. NORMAN,**  
The Old Veteran Shop.

**Seldom Will You Find a Combination of grocery and bakery giving the service and quality of goods I do. I do not fear competition of any nature because the groceries and baked goods I sell cannot be duplicated anywhere.**

**D. C. ALLEN, Grocer and Baker**

**A Drive to and From My Garage is an economy drive. If you spend some money with me you will save money. If I attend to your car it will render a faithful accounting. Oils, Greases and Accessories.**

**E. W. ANDERSON, Garage**

**•Pocket Billiards is a Recreation**  
It aids digestion. — Come in and try it. My shop is clean and sanitary. If you need a shave, haircut, shampoo or massage you will get the right kind of service here. A full line of smokers' supplies and tobaccos always kept in stock.

**W. M. HODGES,**  
Barber and Tobacconist.

**GERARD HEINTZMAN**  
The piano whose present popularity with music lovers has been won by merit and by merit alone. If interested first consult any Gerhard owner, then for a quality deal of 100 cents per dollar consult the district representative.

**C. S. MCCARTER,**

Get your next job of paperhanging, painting or decorating done by me. My long and wide experience in Jarvis is your guarantee of a service well rendered. I also sell wall papers of every description. Look over my samples before buying elsewhere.

**W. M. MACHELL, Paperhanger.**

**Buying Furniture in Jarvis**  
You will find my prices right, and I stand back of every piece of furniture I sell. My Undertaking Parlors are well equipped for service—night or day. Call me up or come in and see me.

**IVAN W. HOLMES,**  
Furniture and Undertaker

**I Am Always Prepared To do all kinds of Sheet Metal Work, Trimming and Spouting. If I do your work you will be sure it is done right. No job too big or too small. I am always prompt and my prices as well as service is right.**

**W. A. OWEN,**  
Plumbers and Tinsmiths

**BUYER PROTECTED BY ADVERTISING**

Manufacturer Must Maintain Quality of Goods Bearing His Name.

**HIS REPUTATION AT STAKE**

Man Who Buys Standard Brands From Local Merchants Knows That He is Getting Full Value for His Money.

(Copyright.)  
Time was when advertising did not occupy the place in the world of trade that it does to-day. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising. Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys to-day. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people when they buy his products will know just what they are getting. The consumer, when he goes into a store to-day, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect.

**In the Line of Meats**  
You cannot beat the OLD VETERAN SHOP. Everything I have in stock is "proven best by every test." I invite your patronage with the assurance that you will be satisfied. Carry a good line of all vegetables in season.

**E. MACHELL, Meat Market.**

**Pure Drugs Are Essential to health.** We carry a full line of 100 per cent, pure drugs—and medicines. Big line of toilet articles and sick room supplies and everything usually carried in a first-class drug store. Buy in Jarvis.

**JARVIS DRUG STORE**

**SHARPLES' DAY**

We have arranged with the Sharples Separator Company for a Sharples Day to be held at our store and farmers are invited to come in to the store and bring their families with them on that day. Special representatives of the Sharples Company will be with us and demonstrate the machines from the "world's greatest separator factory," the wonderful

**SHARPLES SUCTION-FEED CREAM SEPARATOR**

We want you to see this separator because it is a marvel in the new profit it insures you. And yet, it is more simple and easier washed than any of the old-style fixed-feed disc machines. It gets all the cream at any speed at which it may be turned and delivers a cream of even thickness at widely varying speeds.

A Sharples representative will demonstrate this Suction-feed Separator and tell you of the Sharples Milkier at our store on Sharples Day and will show the women folks how easily the Separator can be cleaned—only one piece in the bowl—no discs to wash.

If you are now using a Sharples Separator and it is in need of any repairs, bring it in to the store on Sharples Day and a factory expert will be on hand to repair it for you. His services will be free to you. It is our wish that all farmers of the county can be visitors at our store on Sharples Day and we will have souvenirs for all.

Remember the date of Sharples Day at our store—it is

**Feb. 11th, 1921**

**W. M. HOSKINS, JARVIS**

ZEAT Genuine Sharples repairs and oil carried in stock



AN this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods, for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods, for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over.  
These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the mail order quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of the responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold to the stores of the larger cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

There are about 22,000 deaf and dumb persons in the United Kingdom, between 3,000 and 4,000 residing in London.

**When It Comes to Supplying the needs of this community in the line of Groceries and Dry Goods.** We feel proud to state that our lines cannot be surpassed. A complete line of everything kept in stock, and the service we at all times extend to our patrons is deserving of your patronage.

**MILLER BROS.,**  
General Merchants

**Always at Your Service**  
Anything in the line of Real Estate, Fire Insurance, Loans & Conveyancing will be given the strictest attention by me. If you are considering the sale of your home or farm see me.

**GEO. L. MILLER,**  
Real Estate and Insurance.

**GOODS OF QUALITY!**  
By buying at home you have the advantage of seeing the goods you are paying for and know what you are getting. The quality of our goods will always bear inspection, and we invite you to come and look over stock. Groceries always fresh.

**J. A. BURWASH,**  
General Merchant.

**I have just opened up and have taken the agency for the Farmers Cocksbutt line of farm implements, also the Adams' make of wagons. Come in and get my prices on anything you may need, and I will assure you in advance of every courtesy possible in my line.**

**HERBERT PEACOCK, Implements**

**I Have Said It Before and Say It Again.**  
You can get better prices as well as quality in footwear at my store than in the city. My stock is of the best quality. Also carry a good line of harness, whips, etc. Bring in your harness now for repairs.

**A. H. LANGRAF,**  
Saddler and Shoes

**If You Have a Blowout, Stone Bruise, Puncture or if your tires need re-treading bring it to me and I will show you how to save money on your tire bills. I have a complete vulcanizing and tire repair plant, and the service rendered is your guarantee of good work.**

**J. W. MORRISON,**  
Tire Repairman

**In the Line of Groceries**  
I always aim to keep my stock fresh and clean. You can always return anything you buy from me that is not satisfactory. I carry at all times the choicest cuts of beef, pork, lamb, in fact, everything in the meat line. I solicit your patronage, guaranteeing to service in advance.

**THOS. HARRIS,**  
Groceries and Meats

**General Hardware Needs**  
At C. T. Carter's. Everything in Hardware, Builders and Contractors Supplies, Farm Needs, etc. You can depend on any line of Hardware you purchase from me. Coal Ranges, Coal Oil Stoves and Heaters always kept in stock. Full line of Paints.

**E. T. CARTER, Hardware**