WALLPAPER

New stock now opened. From 5c. per roll upwards.

CURTAIN POLES

4 and 5 feet. White and Oak.

WINDOW SHADES

In cream, green and white. Plain and fancy borders.

CALL IN AND SEE OUR NEW STOCK

MARRIAGE LICENSES ISSUED

GEO. HYNDS

ACTON - ONTARIO

REAL ESTATE

Money to loan at lowest rate of interest. Large number of farms for sale, cheap. Dwellings and other Property in all parts of the town. We have every facility for transacting our business to your complete satisfaction.

J. A. WILLOUGHBY,
Georgetown

The Acton Free Press.

THURSDAY, JULY 25, 1912

BRIEF LOCAL ITEMS

—The cisterns are well filled now.

—Another splendid rain last Thursday afternoon.

—It looks almost as if the rainy season had set in.

—The spring crops in this section are looking very fine.

—Much very fine hay has been harvested the past week.

—The scarcity of brick continues to retard building operations here.

—Good afternoon! Have you renewed your FREE PRESS subscription?

—Oakville's last tender for the completion of the sewage system was $128,000.

—Monday, 5th August — Acton's Civic Holiday. Cheap fares on all railroads.

—Another wedding or two, but don't say a word about it as it is supposed to be on the q. t.

—Acton Citizens Band will play at a Garden Party at Coalgasby next Tuesday evening.

—Rev. D. D. MacDonald, Keene, has accepted a call to Belwood in the Presbytery of Guelph.

—Steps should be taken for the securing of a chopping mill for Acton in time for the fall trade.

—The piers for the big railway bridge across the valley between the tanneries are being constructed.

—The government grants to Halton high schools for 1912 are, Oakville $685.21, Georgetown $800.23.

—It is stated that the Credit Forks quarries have been purchased by an English syndicate for $100,000.

—Mr. W. J. Williams, of Watford, has been engaged as principal of Oakville High School at the salary of $1,700.

—The twelve hours' rain on Saturday night and Sunday was the heaviest since spring. It will help the crops very much.

—A Hydro-Electric man has been here this week unpacking shipments of supplies to have them in readiness for installation.

—Mr. J. B. McKenie was awarded the contract for the reconstruction of the Sykes building, Georgetown, for the sum of $1,400.

—Rev. H. H. Wilkinson, M. A., assisted in the services at St. George's Church, Guelph, on Sunday, in the absence of Archdeacon Davidson.

—Messrs. Geo. Agnew and W. G. Ramsay played with the Regimental Band at the Drummers' Smack at Georgetown on Friday and Saturday.

—W. A. Sweet, Smith's Falls, has been appointed chief constable at Oakville. He will also act as building and plumbing inspector. Salary $800.

—It is hoped by both farmers and business men that the Hydro-Electric power will be brought in early enough to start a chopping mill in Acton this fall.

—The Oakville Arena Company proposes erecting a building with concert hall, gymnasium, shower and plunge baths, and skating and curling rinks.

—Mr. H. T. Arnold has invented and had patented a new "cuff protector" which he will now use on his celebrated gloves and mitts.—Georgetown Herald.

—The County Council of Wentworth is considering a concrete roadway scheme for the county, which if carried into effect would result in the expenditure of $1,000,000 in 20 years.

—Mr. John Ramsay, of Syracuse, N. Y., made a very interesting address at the Methodist Sunday School on Sunday afternoon. He was a member of the school in his boyhood days.

—Please watch your FREE PRESS label. Let us know of any error in spelling your name or your address. If payment of subscription is not indicated on address label notify us.

—A representative of the Public Works Dept., of the Dominion Govt. was in town on Friday taking measurements and snap shots of available sites for the new post office.—Milton Canadian.

—Mr. Fred Record has wonderfully improved the appearance of the Record block with liberal coats of neatly-contrasting paints. When completed the premises will look better than for a score of years.

—The bill for legal expenses re the high level bridge salt was finally settled for $125.00.—Oakville Star. Where! That amount itself would build any bridge in this part of the country. Even lawyers seem to come high in Oakville.

—A large number from Acton attended the Drummers' Smack at Georgetown on Friday and Saturday. The weather on Friday evening was favorable but the proceedings on Saturday were not of a particularly attractive character.

—Oakville Standard correspondent of the Herald says: "More than three months after the flood work has been commenced on the damaged sidewalks. Contracts in the village are of the opinion that work will be commenced on the foundation of the bridge by the fall."

NEWS OF LOCAL IMPORT.

Acton Would be a Good Location

The Troy Laundry Machinery Manufacturing Company is looking for a location for a branch factory in Canada. What better location than Acton, with G. T. R. and C. N. R. shipping facilities and Hydro-Electric power available, could be had?

A Happy Family Re-Union

During the past week a very happy gathering under the parental roof has been held at the home of Mr. Thomas Ebbage, Main Street. Mr. and Mrs. Walter Elpton, Gloversville, N. Y., Mr. and Mrs. Robert Ebbage, Albany, and Mr. and Mrs. Charles Ebbage, Berlin, have been sojourning together under the old home roof.

Acton Students Pass Examinations

The results of the Upper School examinations, giving the lists of candidates who passed the examination for entrance into the Faculties of Education at the University of Toronto, were published on Saturday. Among the successful students were Miss Dora Clarke, (Pt. I) and Misses Florence and Amy Speight, (Pt. II,) Acton.

Rev. Mr. Rochester in Knox Church

Rev. W. M. Rochester, General Secretary of the Lord's Day Alliance, occupied the pulpit of Knox Church last Sunday. He preached able sermons. His discourse in the evening on the text: "Remember the Sabbath Day to Keep it Holy," was especially powerful and showed very conclusively the duty of the people in preserving the Lord's Day, and its great value to Canada in the building up of a strong nation with a healthy moral character.

"The Investment of Myself"

The Sunday evening service in the Methodist Church was under the auspices of the Epworth League and had several special features. Rev. Mr. Draper gave a very vivid and inspiring address, with blackboard illustrations, on the topic, "The Investment of Myself." It was impressive and conducive to betterment of character and service. The Choir rendered two anthems "Hosanna" and "March of the Christian Soldier," very effectively. The young men of the League acted as ushers and took the offering.

James McIntosh Not Dead

James McIntosh, the Scotch laborer who fell under the wheels of a freight train at Norval, recently, is not dead as we stated last week. He is in Toronto General Hospital. Of course he will always be a cripple, having lost his right hand. Several of the friends he made while living in Brampton have been down to see him and they report that he will soon be out.—Georgetown Herald.

The New Post Office Site

Postmaster Matthews is making preparations to clear the site for the new Government building. The barn, stable and woodshed in rear of the post office will all be torn down. The store occupied by R. Noble's flour and feed business will be removed to the southerly line of the property and turned to front on Willow Street. The present post office building will be moved to the east side of the property beside the barber shop.

Chief Engineer Sothman Retires

P. W. Sothman, chief engineer of the Ontario Hydro-Electric commission, has resigned to enter upon business for himself as consulting engineer. His salary lately has been $6,000 a year. Some of the big private companies have been anxious to get his services. He is a Dane. Mr. Sothman addressed the Council here prior to the passing of the Hydro-Electric By-Laws.

Light-Fingered Gentry Operating

While waiting for the 8.20 train on Saturday evening Mr. Anthony Stephenson was jostled in walking through a crowd at the G. T. R. Station and later found that his pocket had been picked and four dollars in bills and about another dollar in silver had been abstracted. On Monday the track-laying gang's car standing on a siding in the station yard was broken open and a watch and a quantity of money were stolen. It is supposed that both robberies were committed by the same contemptible thieves.

Canadians It a Good Thing

Dr. L. L. Bennett is writing to the Doctors of Georgetown last week in the Herald says: "Now the Board of Trade have brought the foundry by-law to a successful issue, what is the matter with taking up the question of electric power? Now that the estimated cost of installation is in the hands of the Council why not have a public meeting at once and have Hon. Adam Beck explain this question. Georgetown cannot afford to lag behind in this matter, with Brampton using the power on one side and Acton contracted for same on the other side.

Fatally Injured in British Columbia

On the 2nd July Andrew G. Henderson was caught in the machinery in a saw mill at Ryes, B. C. One arm was cut off at the shoulder, the other badly mangled and Mr. Henderson was hurt internally. He was taken to the hospital at his home town, Cranbrook, where he died last Monday. The funeral took place yesterday. Mr. Henderson was in his 30th year, was the third son of Mr. and Mrs. John Henderson, of Milton, and a nephew of David Henderson, M. P. He left a widow and four children. All the family were here for two months last winter on a visit. Three brothers survive, John, of Winnipeg, James, of Kenora, Ernest, of Milton, also one sister. Mr. Henderson had been in the west for about twelve years. His death was the first break in the family in twenty-six years.—Champion.

Damage By Neighbor's Chickens

Interesting points of law came out in a small case from Trafalgar at last Friday's sitting of Division Court here. The plaintiff claimed $3 for damages alleged to have been done in his garden by the defendant's cow and chickens. The defendant argued that there was no law forbidding him to let his cow and chickens run on the highway, and that the plaintiff's fence was faulty. Judge Gorham held that it did not matter whether there was a fence at all or not, that evidence had been given as to the damage and defendant not denying that his stock had been on plaintiff's property, plaintiff must receive. The judgment was $3 damages, $2 for that done by the cow, and $1 for that done by the chickens, and the costs of the suit.

THE CHURCH LEAGUE GAMES

The Invincible Presbyterians Continue to Lead in Every Successive Match

THE INTEREST CONSEQUENTLY WANES

Evidently the interest is waning in the Church Baseball League, if the attendance at the Anglican vs. Presbyterian game last Saturday is to be considered an index. The game was not an exhibition of fast ball, but developed into one of those extremely one-sided games becoming so common when the Presbyterians are one of the contestants.

How the Other Players Look to the Presbyterians

For a while at the beginning of the game it looked as though the Anglicans might make a fair showing but this hope was soon abandoned when the Presbyterians continued to score and the Anglicans failed to record runs. Rev. F. G. Burrell was umpire. The score:

ANGLICAN	R.	H.	E.
W. Laird, 3 b.	1	2	3
W. Bauer, 1 b.	1	0	0
J. Bauer, s. s.	1	0	1
F. Macleen, p.	0	1	0
E. White, c.	0	1	0
H. Wilkinson, r. f.	0	2	0
N. Garden, c. f.	0	1	1
J. Woods, 2 b.	0	1	1
T. Algar, l. f.	2	0	1
	5	8	7

PRESBYTERIAN	R.	H.	E.
C. Clark, c.	1	2	0
M. McDonald, 1. b.	3	2	0
G. Hynds, p.	3	2	0
B. Clark, s. s.	2	3	0
F. Smith, c. f.	2	2	0
J. Cole, r. f.	2	1	0
M. Smith, 3. b.	1	1	0
F. Holmes, 2 b.	2	1	1
W. Perkins, l. f.	2	1	1
	16	15	2

THE CHURCH LEAGUE STANDING

CLUBS	WON	LOST	TO PLAY
Presbyterians	9	1	5
Baptists	4	4	7
Anglicans	3	6	6
Methodist	1	6	8

A Machine Shop for Acton

An experienced and successful machinist in an Ontario town is prepared to move to Acton if reasonable encouragement is offered by the town. Here is an opportunity for our authorities to get busy and land a very desirable business.

No Surplus Cash Spent Here

The foreigners in town evidently do not believe in spending any more money in Canada than they can help. Some days this month as much as $1,000 in Post Office Orders has been sent from Acton Post Office to points in Bulgaria, Italy, Macedonia and Russia.

110 on the Indian List

License Inspector O'Brien, of Guelph, states that there are 110 persons in that city officially prohibited from purchasing intoxicating liquor. In Hamilton with 90,000 population there are only 128. Guelph must have a superabundance of citizens with the excessive alcoholic habit.

Guelph Prison Farm Buildings

It is expected that all the buildings now under course of erection at the Provincial Prison Farm at Guelph will be completed by November, 1913, after which the Central Prison of Toronto will be closed. All the inmates will be removed to the Guelph Prison Farm.

Honey Likely to be Dear

According to a report sent out regarding the honey crop by the Provincial Apiarist, bees started to work on clover much later than usual, but generally a fair crop of honey is expected. The price, however, will likely be high because the winter loss of bees in all counties was much heavier than usual.

Halton Needs 25 More Teachers

Inspector Deacon reports that he is advertising for twenty-five teachers to come to Halton and these he will distribute among the different vacant schools in the county. Many applicants have no certificates and it is feared that some schools will have to taught by unqualified teachers.—Oakville Star.

You are Interested Too

The FREE PRESS desires that all the people should take an interest in the columns of the home paper, which is published in the interests of the town and district. If you have friends visiting you or are going away for a trip, or have any other item of general news, please phone, leave word or send particulars on a post card. Kindly send in all items early in the week.

Badly Burned Playing With Matches

Little Estelle, the five-year-old daughter of Mr. Bert Clark of Glasgow street, Guelph, met with an accident on Friday in which she was very badly burned about the upper part of the thigh, though it is expected that she will recover from the injuries. The little one was playing in the backyard and in some manner got hold of a number of matches. She lighted a piece of paper with one of them and the flames shot out and set fire to her clothes. In an instant she was a mass of flames, when her father heard her screams, and ran and smothered the fire.

How's This?

We offer One Hundred Dollars for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last fifteen years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all druggists.

Take Hall's Family Pills for constipation.

SOCIAL AND PERSONAL

Mr. Kris Garvin spent Sunday in town.

Mr. Cecil Swackhamer was home from Toronto.

Miss Nellie Hynds, of Toronto, is home for holidays.

Miss Lillian LePage, of Toronto, is a guest at Moorecroft.

Mr. Roy McIntosh, of Guelph, was in town over Sunday.

Miss Vera Forbes, of Saginaw, Mich., is visiting friends here.

Miss Mystic Dills, of Toronto, is spending holidays here.

Dr. John M. Macdonald, of Toronto, was in town on Monday.

Master Edwin Landsborough has returned from Hamilton.

Mrs. Hubert Smith was in Berlin last week visiting relatives.

Miss Maud Thompson, of Toronto, was home for a week-end visit.

Mr. Adam Stewart spent a day or so this week with friends in Berlin.

Mrs. C. C. Speight and Miss Bertie left on Friday on a trip to Detroit.

Miss Annie Martin is spending a week or so with friends in Guelph.

Mrs. Wm. Mason and Miss Hazel visited friends in Berlin last week.

Mr. Neil McDonald is spending the week with friends at Bracebridge.

Mrs. W. T. Stone, of Toronto, is the guest of her brother, Mr. J. L. Warren.

Mr. Peter McNabb left on Tuesday for a visit with friends at Neepawa, Man.

Mr. John Stone, of Toronto, visited at his uncle's, Mr. J. L. Warren's, this week.

Mr. John McDonald, of Ethel, visited his brother, Mr. Neil McDonald, last week.

Mr. and Mrs. Rolland Smith and daughter returned to Minneapolis last Friday.

Miss Gladys Glave, of Franconia, is the guest of Misses Florance and Amy Speight.

Miss Monteath, of Montreal, has been a guest at the home of Mr. P. McNabb the past week.

Mr. Arlof Dills, of the FREE PRESS, spent a few days this week with Toronto friends.

Misses Barbara Warren and Minnie Fraser, of Toronto, visited friends here during the week.

Mrs. Wm. Mason and Mrs. Joseph Agnew and Ray visited friends at Meadowvale last week.

Mr. and Mrs. Chas W. Mason are now comfortably settled in their new home at 152 Elgin Street, Berlin.

Mrs. L. G. Matthews and Misses Myrtle and Mildred visited friends in Berlin during the week.

Mrs. Nicholas Forbes, Sr., of Saginaw, Mich., is visiting her son, Mr. N. Forbes, Church Street.

Mr. and Mrs. Alex. Matthews and Miss Farnley, of Toronto, were guests of Mr. William Brown this week.

Mr. and Mrs. Wm. Grant and Mr. and Mrs. Wheeler and children left on Friday to visit friends at St. Marys.

Mr. and Mrs. Arch. McDonald, of Cleveland, Ohio, have been guests of Customs Officer McDonald this week.

Mr. and Mrs. James McDonald, of Toronto, were guests of Messrs. G. & A. McDonald, Young Street, this week.

Mr. and Mrs. C. C. Henderson returned on Monday from a delightful trip down the St. Lawrence to Montreal.

Mrs. C. S. Smith, Mr. and Mrs. Rolland Smith and Messrs. Arthur and Allen had a delightful trip to Niagara Falls and Grimsby last week.

Mrs. A. McDonald, of Georgetown, and Mr. and Mrs. Newcomb and Master Jimmie, of Toronto, were guests of Mrs. G. Thomson last week.

Mr. Ernest Macklin, who has been in Toronto the past three months, has decided to remove to Rochester, N. Y. He was here a day or so last week.

Mr. D. Henderson and Mr. P. Cameron, of Cheltenham, spent a day last week with the former's sister Mrs. T. P. Martin, Church Street.

Mr. Lewis Atkinson returned from the General Hospital at Guelph last week. He has quite recovered from his recent operation but is still feeling rather weak.

Mrs. Wm. Ramsay, of Gloversville, N. Y., arrived on Friday to make a prolonged visit at the home of her grandparents, Mr. and Mrs. Wm. Hematreet.

Mr. R. D. Warren returned Friday from a trip to the Pacific Coast. Mr. Warren reports the crops prospects in the West to be most promising, while the western cities and towns are showing remarkable growth.—Herald.

Mr. John Williamson and family, of Appleby, came to town in their auto on Monday to visit his brother, Mr. D. Williamson, Guelph Street, and remained until Tuesday. They are touring for a week in Western Ontario.

Mr. John Leavens, of Parry Sound, was here this week. He brought Mrs. Leavens to Toronto for treatment for her eyesight, which has become much more defective since she left here. She will remain here for a month or so.

Mr. John Ramsay, of Syracuse, N. Y., spent several days during the week with his grandparents, Mr. and Mrs. Wm. Hematreet. Mr. Ramsay left Acton when a lad. He is now one of the prominent business men of Syracuse.

Miss Clara E. Moore, in company with her brother, Mr. Jno. S. Moore, Toronto, left yesterday for Edmonton, Alta., to visit at the home of their brother, Mr. Arthur E. Moore. They took the boat at Port McNichol last evening for Port Arthur.

The Japanese Way.

The question of choice between two vases was decided by a patron in a Japanese shop when the proprietor said: "That smaller vase, madam, is thoroughly Japanese in form and decoration: That floral pattern in gold around the upper half is characteristic, and so, too, is the exceedingly narrow and short neck. The vase will hold but a single blossom that should be long-stemmed and stand upright. Thus the flower will be individualized and the vase likewise. That is the Japanese way."

Graving Far Variety.

The servant girl who had been given an afternoon to attend a matinee returned unusually early.

"Why," said her mistress, "you surely couldn't have waited to see the whole performance?"

"No, ma'am," was the reply. "It said on the program that act 3 was the same as act 1, and I don't want to see it again."—London Opinion.

Canadian National Exhibition

SOME FEATURES OF

Imperial Year

Imperial Cadet Review
Cadets from all the Overseas Dominions
Exhibits by the Provinces
Dominion Exhibits
Band of Scots Guards
From Buckingham Palace
Paintings of the Year from Europe
Paintings by best Canadian and American Artists
Imperial Cadet Competitions
Boy Scouts Review
Everything in Educational Exhibits
Siege of Delhi
Besses O' Th' Barn Band
Britain's Best Brass Band
Dragoons' Musical Ride
Industries in Operation
Butter Making Competitions
America's Greatest Live Stock Show
Canada's Biggest Dog Show
America's Prettiest Pussies
Japanese Day Fireworks
Motor Boat Races
Hippodrome and Circus
Four Stages and Arena all going
Eruption of Mount Vesuvius
Athletic Sports
Ten Band Concerts Daily
Acres of Manufactures
Imperial Fireworks—40 Numbers

Aug. 24 **1912** Sept. 9

TORONTO

KING ST. DRUG STORE

Fruit Preserving Necessities

Rubber Jar Rings
(Quarts and Pints)

Paraffine Wax
For Sealing Jellies & Preserves

Bottle Sealing Wax

Corks
(All Sizes)

A.T. BROWN

DRUGGIST & STATIONER

Sole Agent for Victor Gramophones, Victorias and Records

Acton - Ont.

Learn How to Keep Books and Get a Good Position

OUR CATALOGUE EXPLAINS

Kennedy School

— 570 Bloor W. —
Toronto

Bookkeeping and Shorthand

FRANK E. HOLMES

EMBALMER AND FUNERAL DIRECTOR

HAS OPENED UNDERTAKING PARLORS IN THE ARTHURS' BLOCK

Calls day or night attended to.

PHONE NO. 5

RU-BER-OID

ROOFING

is made under Canadian Patents 93,027 and 93,160 in soft, handsome shades of Red, Brown and Green, as well as natural slate color. These colors are an integral part of the saturated felt, not painted on. Cannot fade out or wash off. Don't decide the roofing question till your dealer has shown you Ru-ber-oid, or you have written for samples and booklets to the

Sole Canadian Manufacturers
The Standard Paint Co. of Canada, Limited
Montreal, Winnipeg, Calgary, Vancouver

Great Slaughter

—OF—

Graniteware, Tinware, Garden Tools and all Heavy Goods

Rather than move any stock a second time I will slaughter all above goods at prices Below Cost for the next two weeks.

Call at my Temporary Store, Speight's Main Street shop, and ask prices on anything you want.

C. C. SPEIGHT

ACTON

The RIGHT HOUSE

HAMILTON'S FAVORITE SHOPPING PLACE

GREAT

Sale of Men's Shirts!

Now in Progress at the Right House in Hamilton—Greatest Event of its Kind in the History of the Store

To make this the best of all Shirt sales, THE RIGHT HOUSE for weeks past has painstakingly canvassed the plants of the best shirt manufacturers, securing from them the best of their various lines, about 6,000 Shirts altogether. With these is included our regular stock, giving you the greatest variety for choice you have ever had.

The styles include Lounge Shirts with separate soft collars, negligee Shirts, pleated Shirts, stiff front Shirts, outing Shirts, working Shirts and night Shirts. Also a line of good Pajamas.

The materials are fine quality Madras, Oxford, Cambric, Percale Soisette, Cord Cloth and Chambray, in all the newest striped and figured patterns and in white self stripe effects, etc. The colors include beside these figured, striped and pleated designs, plain tans, blues, helios and creams.

Regular $1.00 and $1.25 Shirts **65c**
Regular $1.25 and $1.50 Shirts **95c**
Regular $1.50 and $2.50 Shirts **$1.29**
Sizes 14 to 18

These are only a few of the many other bargains in the Men's Furnishing Section.

Remember that there are only a few days left of the July Clearance Sale. This sale closes with the end of the month. Great reductions on every floor and particularly in the Furniture Section where prices have been reduced in some cases as much as 50 per cent.

Railroad Fares Refunded on a Liberal Basis

Thomas C. Watkins, Limited

King and Hughson Sts. - HAMILTON, Ont.

BIAS CORSETS

A mistaken idea of some people is that a Bias Corset is one Corset. A customer will sometimes ask for a "Bias" because her friend wears it, often refusing to be fitted, thinking because it fits her friend it must be good for her.

As a matter of fact there are twenty different models in Bias Corsets—each one adapted to the requirements of some specific type of figure. Consequently the model that is intended for your individual figure should be carefully fitted and selected. It is equally important to get the right size and not one that is too small.

We are sole agents in Guelph for this high-grade Corset, and for further information it will pay you to visit the Corset Counter.

Men's Clothing. **D. E. MACDONALD & BROS.** Dress Goods.
Cor. Wyndham and Macdonell Streets, GUELPH, ONT.

The Standard.

MONTREAL.

THE STANDARD is the National Weekly Newspaper of the Dominion of Canada. It is national in all its aims.

It uses the most expensive engravings, procuring the photographs from all over the world.

Its articles are carefully selected and its editorial policy is thoroughly independent.

A subscription to The Standard costs $2.50 per year to any address in Canada or Great Britain.

TRY IT FOR 1912!

Montreal Standard Publishing Co. Limited, Publishers.

OVERLAND

Motor Cars and Trucks

1912 Models are unsurpassed for value and efficiency

Above cut represents our five passenger, thirty horse power car at $1275.00, delivered in Toronto fully equipped.

Call without fail and see our 1912 Models.

Shaw-Overland Sales Co.
52 to 58 Adelaide St. West
TORONTO ONT

When Summer Stops the Swing

Most of us can remember the school lesson in the law of accumulated motion—momentum.

If you exert a pound of pressure against a man in a swing, you'll start him moving slowly "to and fro." If you continue to exert a pound of pressure against him every time the swing makes a trip, you'll soon have him going so high that he almost turns the whole circle. If you stop pushing, the momentum will die out and the swing come to rest at "dead centre."

Winning trade follows the same natural laws.

Advertisements are the force behind the swing of public favor. Each new advertisement increases the momentum. Finally, the accumulated force of these numerous impulses swings indifference to the buying point.

If you stop Advertising, you lose momentum.

The moral of which is: Don't stop the business swing in Summer. Keep adding the pounds of Advertising pressure.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 505 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested. Or talk to The FREE PRESS about it.