

CONTENTMENT

It is not what we have that sweetens life. Nor is it the circle where our lot is cast. It is not fortune, nor the way we spin that gladdens the moments as they pass. It is not Nature's autisms, or her...

THE OLD MAN OF THE BIG CLOCK TOWER

Jimminy all heck! Wonders never cease. I've known, if I live a few more years what I'll be seeing...

Do you know, I believe Acton's in a fair way for a regular boom. I listened to all the calamity howlers before election and I thought, by Jingo...

The Victory Loan campaign is creating quite a furor all over the town. I'm glad to see by the bulletin in the post office window downstairs that Acton district maintained first place...

One unusual feature of the work was that all of the building was done at home. Every child worked under the eye of his father...

I've been taking a look of these fine shoes for the women which Mr. Goulet of the shoe factory put out for show in the Glasgow House window...

Next to the store which was destroyed by fire during the business career of Johnny McKee was a large block which ought to be known as "The Barracks". In the later years before its destruction by fire it was...

Key, pleasant way for you to get MEDICAL X-RAYS and BEAL'S Great Medical Remedy. It is the most beautiful medicine in the world...

erected over sixty years ago by the late Laclan McDonald, who did a thriving business there for some time. It was a commodious structure, had three stores in front, a storehouse in the rear and about half a dozen apartments for dwelling above. Mr. McDonald conducted a general store with the usual liquor department and also a small hardware business...

Hayward's Drug Store was opened in this building and the manufacture of such standard and permanent patent medicines as Hayward's Yellow Ointment and Hayward's Cherry Tooth Paste were inaugurated there. They are still manufactured in large quantities by the Northern Ontario Co., of Toronto. Mr. Hayward had as his chief clerk in those days the late Thomas Milburn, who later started business for himself as a proprietary medicine manufacturer in the premises now occupied by Brown's Drug Store...

A later tenant of the barracks was Wm. Wiley, who went into the grocery business without training or experience, or much observation. I remember being in the store when he opened up. It was one of the big old-fashioned sixty-pounders. Instead of cutting it in half and then cutting out segments for customers, he cut square across the circle and the first two or three purchasers got more than their share. Jack, the son, went to school and helped in the store. The big school boy, he himself got into the habit of hanging about the store, and he was treated there, but often they'd treat themselves or each other in this fashion. A pound of raisins would be ordered at a cost of 8 or 10 cents. The raisins would be emptied on the counter, the half dozen kids would line up and each in turn pick a raisin in rounds until the store was exhausted. The boy getting the last raisin was expected to pay for the pound. Another popular treat was a can of sardines and half a pound of the old-time apple biscuits. The boys would chip in five cents each and then share the sardines and biscuits...

It was in this block that Major Grant, the present lieve of Georgetown, and his brother John, conducted a dry goods and notions business for a number of years. The third store in the block was the smallest of the three. About forty five years ago a mulatto ran a barber shop here, and his wife a little restaurant behind the shop. She was reputed to be a good cook and introduced lemon pies as one of the delicacies of her menu. She is said to be the first woman in Acton to connect lemon pies. Most people thought the barber shop and the lunch room rather an incongruous combination and it was not long before the mulatto business here was abandoned for life in its transit. The owner arrived down a ladder a minute after midnight, and he brother John, who viewed the remains of his cook stove, the household furniture, and the things were provided quarters for a month or so in the drill shed, which was used as a store for the lumber. He then moved to the corner of Howard Avenue and Eighth Street, where Mrs. H. Holmes' fine residence now stands.

THE OLD MAN. TURNING THE TOWN OVER. A citizen of Springfield, Missouri, has proved that the children can turn things upside down in no time, provided that they are only shown how. This citizen showed the children how, and did the town a lasting good. It seems that there was a great shortage of labor here in Portland, and plenty of idle labor as in many towns this last summer, but the difficulty was not in getting the labor, but in getting the labor to work. When prices were high, soldiers returning home found no places to live in, and the situation was becoming more and more difficult. All the architects in town were asked to give their best plans to the school children for study. They were shown how to make copies of the plans, and to construct little models out of paper. This "toy town" as it is called, grew until it covered the entire floor of Convention Hall. Within seven weeks the school children built models of residences and public buildings, no two of them alike. Some of the models were of such an ambitious project, spending something like five thousand dollars, five hundred of that went into the young builders in prizes for the workmanship. One unusual feature of the work was that all of the building was done at home. Every child worked under the eye of his father...

Small locks in automobile toys and folds can be repaired by putting on a heavy dash of shellac, properly colored. If you were writing your own up-fab, what is the best thing you could set about yourself on your luncheon?

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SCIENCE TALKS

A celebrated scientist referring to cod-liver oil said that Nature had given the world "almost a ready-made food".

SCOTT'S EMULSION

is richest medicinal cod-liver oil, elaborated in a scientific manner, very much as Nature wraps up each globule of butter-fat. Scott's is not unlike cream in consistency, but many assimilate it easier than they do other fats. Scott's Emulsion is concentrated nourishment that helps keep the body strong. Give it a trial!

War Bond Interest Coupons and Cheques Cashed Free.

The Merchants Bank will cash all War Loan coupons or interest cheques when due, on presentation, without making any charge whatever for the service. If you have not a Savings Account, why not use your interest money to open one with this Bank? THE MERCHANTS BANK OF CANADA. Head Office: Montreal. Established 1864. ACTON BRANCH, L. B. SHOREY, Manager. GEORGETOWN BRANCH, H. R. MIMMS, Manager.

COMFORT LYE. cleans sinks, closets, drains, kills rats, mice, bugs, destroys dirt. Extra Strong.

PARKER'S. The clothes you were so proud of when new—can be made to appear new again. Fabrics that are dirty, shabby or spotted will be restored to their former beauty by sending them to Parker's.

Cleaning and Dyeing is properly done at PARKER'S. Parcels may be sent Post or Express. We pay carriage one way on all orders. Advice upon cleaning or dyeing any article will be promptly given upon request. PARKER'S DYE WORKS Ltd. Cleaners and Dyers. 791 YONGE STREET TORONTO.

Canada at the National Chemical Exposition, Chicago. The importance and magnitude of our Chemical Industries form a sensational chapter in the industrial history of Canada, that has become known the world over. Development followed development during the war, with amazing rapidity and still continues. Some idea of the progress made, may be gathered from the fact that up to a few months prior to the war, of Canadian origin, our production of soda ash was equal to that of the United States. It is no wonder, therefore, that Canada occupied such an important position at the National Chemical Exposition recently held at Chicago. The Government of Canada and the Province of Ontario, realizing the importance of this opportunity of showing to the world the story of our resources in water power and raw materials of the country, The Canadian National Railways had an exhibit illustrating the mineral, forest wealth, and water power and raw materials of the country. During the Exposition two addresses were delivered by C. Price-Green, Commissioner, Industrial & Resources Dept., Canadian National Railways, for enterprise and investment of capital, which were widely reported in the American Press and many scientific publications.

THE GLIDING TUMBLER

The following trick is sure to mystify people until it is explained; then, the many attempts at becoming extremely simple. The apparatus consists of a glass tumbler, a bit of candle and a small sheet of paper. The tumbler is inverted on the glass or marble, and anyone present is invited to set the tumbler in motion with no other means than the flame of the candle.

It seems impossible, but this is the way to do it: First, the glass or marble should be slightly inclined by placing a small object underneath one edge. While the attention of the company is attracted from what you are doing, motion the rim of the tumbler with oil, if possible, although water will do almost as well. Now light the candle and place the flame close to the side of the tumbler. The tumbler will soon begin to move down the inclined plane and will fall off unless you stop it.

POLISHING A DIAMOND

The polishing of a diamond is a very slow process because of the great hardness of the material. Besides this, the work must be frequently interrupted to allow the disk to cool out after it has become overheated by friction. Each time a facet is to be cut, the diamond must be removed from the disk and set at another angle, and the diamond cutter trusts to his eye alone to guide him in this delicate adjustment, although, in the case of very big diamonds, a magnifying glass is necessary. The skill shown in placing the stone in the wheel is sometimes in itself a bare hand, is surprising. The regular brilliant has fifty-six facets, besides the table and the culet; thirty-two above the girdle and twenty-four below; but as slight facets are first formed, both above and below, such of these being cut into three or four smaller ones, there are considerably more than fifty-six separate surfaces to be cut—fifty-six.

The Eyes of Canada are Upon Acton

EVERY Allied Country has raised a loan from its people since fighting ended. They have all raised loans for the same purpose—to finish paying for Victory. Of all that were in the war (from the beginning) Canada is the only one to come out of the struggle stronger than she went into it. Canada has found herself—spiritually and materially. With reason and pride we can look to the future and proclaim Canada indeed A Promised Land. The Victory Loan which is needed to finish paying war obligations is the very barometer of our confidence in the future. In the measure of its over-subscription—we will reap the future's benefits. Come through and come through handsomely. It was fine enough to buy Victory Bonds when war was on the threshold, but it is the bigger thing to buy them now—when the tumult is over. Let's show the stuff Acton is made of—Let's finish the job and let's see it through. Let every citizen of Acton to the limit of his ability.

BUY VICTORY BONDS

This space donated to the Victory Loan 1919 Campaign by W. H. Storey & Son Limited—Canada Glove Works, Acton

If YOU Buy out of Town and I Buy out of Town What will Become of OUR Town? The Dollar You Spend in Acton Will "Come Home to Boost"

Free Press "Buy-at-Home" Campaign

Read these articles with care. They may present something you hadn't thought of before. Patronize the People whose ads. are here. They are your neighbors and will treat you right.

The Money You Spend With Them Stays in Circulation in Acton and Neighborhood

PICTURES ARE NOT ALWAYS TRUTHFUL

"Pictures never lie." It has been claimed, but this is far from the truth. The defaulter who has "discovered" his books in such a way that he has escaped detection for years, knows that figures can be made to lie. The shrewd politician, who knows how to juggle statistics, knows that he can be told a story that is far from the truth. But there is another medium of expression which is also supposed to be a stickler for truth, but which is a greater prevaricator of merchandise than a column of words and figures. It is the picture, supposedly, is an exact reproduction of the original, but this is frequently only a wild supposition. The photographer who did not make his picture tell a little of his own and then would soon go out of business from lack of patronage.

PICTURES BETTER THAN WORDS

Pictures have come to occupy a very important place in the life of the world in recent years. It has been said that for newspaper purposes a picture is worth more than a column of written words on the same subject. Newspapers and magazines have realized the truth of this fact and as a result pictures are used profusely in illustrating the news and action of the day. No one has been quicker to realize the possibilities of the picture when properly used, it might be said improperly—used, than the mail order man. He has realized that a picture will do more to sell his kind of goods than a column of words and figures. One reason for this is that it is harder to catch a picture in a lie than it is to catch words and figures. For instance, if you will a man a table on the strength of his word, the table will be 36 inches wide and if when the table reaches the customer it is only 36 inches wide, the customer not only has a moral right to kick, but he has a legal right to accuse the seller of obtaining money under false pretences. However, if the customer of a table which looks like a picture to be 48 inches wide, but which proves upon its arrival to be only 36 inches wide, he has no legal grounds upon which to have a complaint if the seller has not told him in so many words that the table was 48 inches wide.

STICK TO TRUTH IN FIGURES

Some unscrupulous mail order houses have taken advantage of this selling picture in a very ingenious way. They adhere strictly to the truth in the actual measurements given in their catalogue of the articles which they have to sell. They may employ descriptions which exaggerate the qualities and appearances of the articles offered, but when it comes down to actual measurements the descriptions given are technically correct. Then these concerns rely upon their pictures to sell the merchandise, realising that a picture will make a far deeper impression upon the mind of the prospective buyer than the actual figures given. A picture of a wide rosy bed will attract the eye and the reader probably will not stop to measure off the width of the bed as it is described in the catalogue to see whether it is as wide as desired. Figures, in the abstract, mean little to the average reader and do not convey the impression that is given in the picture. A former manager of a mail order house tells how his concern manipulated pictures in this way to suit its purpose. It had pictures of its chairs retouched so that the legs seemed to be an inch and a half in diameter when they were really less than an inch. It made narrow beds appear in the picture to be wide and comfortable. Posts of iron beds that were really an inch in diameter were made to appear as if they were three inches in thickness. These things are easy for any competent artist to do.

PATRONS HAD NO RECOURSE

This concern, however, adhered rigidly to the truth in the measurements included in the descriptions. Customers who found, when they received their goods, that they were not what they expected, could kick, but it would do them no good. The mail order house could show that it had not for the measurements faithfully in catalogue, and there was no recourse for the customer. There is no question but that pictures will lie, sometimes without any manipulation, and the person who buys an article of merchandise from a picture is taking big chances, even though the picture is not intentionally altered to give a wrong impression. Any amateur photographer knows from experience how the camera often will give a wrong idea of proportions. The only safe method is to buy from the local merchant where one sees the article itself and not a picture of it. The article itself cannot be about its dimensions, at least.

Some Mail Order Houses Find Them Very Useful in Their Business—Can "Doctor" Photograph

DRY GOODS, MEN'S FURNISHINGS and Groceries, the quality and price of which we guarantee. We can compete with anyone anywhere and strongly urge comparison. D. C. RUSSELL.

The Penalar Store Is Criticized

Purity and wholesomeness in patent formulas. We carry, as well, choice Perfumery, Toilet Articles, Vitrolins. Our Spring Wall Paper now in stock and very special bargains are offered. A. Y. BROWN.

Consult us First

When buying Hardware, we carry a complete stock of shelf and heavy hardware. Cultivators, Carvers, Granite, etc., and can convince the most critical our prices and quality are right. JAMES BYMON.

Order Your Coal Now

Delay, under present conditions, invariably means an advance in the price. Nut, Hove and Purmace Coal now in hand. We carry Groceries as well. J. C. HILL.

Never Buy Furniture

From a catalogue. It all looks good in pictures. When buying from us you see the article before you buy and our best advice and service is yours. Underskating in connection with furniture. JOHNSTONE & CO.

Make up That Order for Groceries

Bring it to us. We can complete in service, quality and price with anyone anywhere. We carry as well a full line of Dry Goods. NELSON & CO.

We Have Sold It Before

And we say it again. You can buy to better advantage in Acton than in Toronto. See how you require anything in General Merchandise. We will not be undersold. L. STARKMAN.

Now That Warm Weather

Is approaching you will require refreshment. Our drinks are low-cold and invigorating—our Ice Cream is delicious—our Candies fresh and wholesome. H. WILEY.

Our Large Business Connection

In Acton is ample proof that our Meats, Vegetables and Provision are of the best quality. We sell on close margins and solicit the privilege of supplying your home. McENERY & EVANS.

Contemplating Building?

If so let us estimate on your requirements. We prepare plans, make estimates, take contracts for any kind of building. We would suggest ordering next winter's coal now. J. B. MacKENZIE.

Fair Dealing and Low Prices

Are building up our business. We carry a full line of Groceries and Provision and our prices will relieve the necessity of further search. Our quality and price will stand comparison. MRS. J. McDOUGALL.

We Deal In All Kinds

Of Fresh and Cured Meats and it is our desire to secure and hold your patronage by fair prices and honest dealing. We endorse this campaign—buy in Acton—It pays. W. LANDSBOROUGH.

Bargains In

Easton, Hill-Tweed Stockings at 25c. Bob Long Overalls at \$2.50. A shipment of Bob Long's Men's Wearing Shirts expected this week. Now requiring a special order. E. K. COOK.

When You Buy Shoes

From us you are sure of securing the best selection in Acton. Our prices are much lower than city prices. Our guarantee is behind everything we sell. KENNEY BROS.

Our Bread Is Baked

Right here in Acton and we guarantee the wholesomeness. We solicit, as well, your patronage for home-made cakes, pastry, etc. We aim to satisfy. M. EDWARDS & CO.

This Campaign

Meets with our approval and has our hearty endorsement. BEARDMORE & CO.

Our Personal Interests

Are centered in Acton. This movement is deserving of success and we endorse same. RYDER & MOWAT GLOVE CO.

I am Local Distributor

For the Ford Automobile and can supply you with genuine Ford parts at reasonable prices. A complete stock of tires always on hand. Let your next car be a Ford. H. A. COXE.

I Manufacture and Repair

All kinds of furniture. Let us estimate for you on the making over repairing or upholstering of your furniture which requires attention. I guarantee my work. The Furniture Hospital. W. J. BYUCKLEY.

Summer Toggery

Complete lines in Men's Summer Outfits—light-weight underwear, fancy socks, wash ties, etc. W. M. COOPER.

Never Buy Jewelry from Catalogues

All jewelry looks good in catalogue. When buying from the catalogue you have the benefit of my service, advice and personal guarantee. GEO. HYNDEN.

Meet Your Own Hardware

Tools, Hammers, Nails, etc. let me endeavor to meet your requirements. My stock is complete—my quality is of the best—my prices are right. Repairing done. W. WILLIAMS.

Did You Ever Stop to Consider

That it costs over five thousand dollars a year to deliver goods from the stores to the Acton people? The consumer pays for it. Carry your own barrels and get your share of the savings. Cash and Carry Grocery. CHESTER PLANK. Multi St.—Phone 13.

Consult Me First

When you require farm implements of any kind, I can help you for interest-free delivery and can guarantee your satisfaction and service. I carry boots and shoes as well. CHAS. E. PARKER.