

Births, Marriages and Deaths are now charged for at the following rates: Births, 60c; Marriages, 50c; Deaths, 50c. Memorial Cards, 50c. 100 per line extra for poems.

News of Local Import
(Continued from Page One)

Neighborhood News--Town and Country

BIRTHS, MARRIAGES AND DEATHS
A recent appointment to the Municipal Act, village, and townships may find their Councils up to \$150 a day for services in attending the council meetings. With such proposed modifications the Council is having this year they surely earn some such recognition.

Councillors May Receive Pay
By a recent appointment to the Municipal Act, village, and townships may find their Councils up to \$150 a day for services in attending the council meetings. With such proposed modifications the Council is having this year they surely earn some such recognition.

NEIGHBORHOOD NEWS--TOWN AND COUNTRY
NASSAGAWAYA
Nov. George H. C. Cameron, B. A., is in (last) this week attending the summer session of the Hamilton Conference of the United Church of Canada, of which he is the able secretary. Cameron's garden party was a great success. The attendance was good, the programme excellent and the weather the real old summer time brand. The church lawn was beautifully decorated and when illuminated looked like fairy-land.

The Acton Free Press

Brief Local Items

Middletown is here.
Haying is general now.
Hamilton's tax rate has been fixed at 46 mills.
July came in with comfortably cool weather.
Valmerton has the fancy tax rate of 53 mills this year.
The fall wheat is beginning to ripen in some places.
Purgas bowlers won the Wallace trophy last week at Guelph.

The Magistrate Fined Himself
Magistrate Bell, of Chesley, made a wrong turn with his auto one day recently and got into a collision with another car. He had other auto accidents and was fined for violation of the traffic law, and he had the constabulary information against him, and imposed on himself a fine of \$5 and costs, double what he had fined the others for a similar offence.

ROCKWOOD
Our hose ball boys won out at the summer tournament on Dominion Day. The big crowd which witnessed the game evidently enjoyed the splendid playing and gentlemanly conduct of Rockwood's crack team.

FORGOT TO TURN OFF ELECTRIC CURRENT
Mrs. J. H. Johnson, of St. Catharines, took a trip to Port Dalrymple on the electric line. She had left her house using iron clothes for the kids. When she returned to her house, she found the iron had burned a hole through the table, and the flames communicated with the woodwork. Considerable damage was done to the house.

MILTON
On Tuesday two Italian appeared before Police Magistrate. They were charged with neglecting to do their share of labor or contribute it, which they could have done for \$1.50 each. Their neglect cost them \$15 each.

PREMIER POPULAR IN HALTON
The Premier's popularity is popular among the residents of Halton and Peel was shown last week when he gave addresses at Brantford and at Brantford on the local U. F. C. and the Oakville band shared the honor in four weeks attendance at Brantford. All six are between 16 and 20 years old.

MILTON
Mr. W. C. Kerne has purchased the old property at Port Nelson from Mr. W. C. Campbell.

GOOD PRICES FOR STOCK
Last week A. J. McNaught, of Milton, shipped some cattle to the U. F. C. at Toronto. Mr. E. F. Zacher, also of Milton, shipped some cattle to the U. F. C. at Toronto. Mr. J. H. Stricker, of Milton, shipped some cattle to the U. F. C. at Toronto. Mr. J. H. Stricker, of Milton, shipped some cattle to the U. F. C. at Toronto.

GREYBONS CORNERS
Haying will be general here next week. The crop will be much better than was at first expected. Fall wheat looks very good. A particularly fine field to be seen on Mr. Lincoln's farm which he recently purchased from Mr. J. A. McMillan.

NEW SALARY PLAN AT O. A. C.
Following the appointment of Dr. J. H. Reynolds, M. A., as president of the Ontario Agricultural College, Guelph, a new scale of salaries has been set for the coming year, which will be retroactive to last November, and should place it on a better basis. The range will be as follows: President, \$750; demonstrators, \$1,400; lecturers, \$2,000; assistant professors, \$2,500; professors, \$3,500.

CHILD MAKES COSTLY FIND
With his right arm out of at the wrist and his face severely cut, the four-year-old daughter of Thomas MacNaught, of Oakville, in the hospital. The child was playing in a field near her home on Saturday afternoon when she was struck by a ball which she had tried to pound upon the end of a pencil she was carrying in her hand. She was taken to the hospital where she is now recovering.

SUBSIDY AT HOMEWOOD, GUELPH
Stewart Thierri, 40 years of age, an inmate at the Homewood Sanitarium, committed suicide Monday morning about 10:30 o'clock by leaping into the Speed River at a point directly across from his home and close to the Homewood grounds. He was in the water over twenty minutes before he was rescued. He was found by Angus A. McConaughy, secretary of the Y. M. C. A., who was taken from the river by the unfortunate man's length of time which he had been lying in the water. The lung motor was used to remove the body but without success. Bruises about his face and head indicated that he had struck something heavily while leaping into the water, and as there are a number of stones close to the shore it is believed that he had come in contact with these. The victim of the drowning had been a patient at the Homewood for the past few months. He is a married man, and his home is near Chatham, Ontario. Recently he was suffering from neuritis, wanting parole from the institution, and it is believed that it was through their refusal to grant this parole that he carried out the rash act in a fit of despondency. He had never given any trouble to the officials at the Homewood before, and was always of a very bright disposition.

THE "KNOW HOW"
A fellow in Hamilton, who couldn't make \$2 a year for a newspaper, went to two-cent newspapers in a downtown Vancouver to know how to take books. He got an answer: "Take hold of the top, and pull for all you are worth."

THOSE GOOD OLD DAYS
In announcing an increase in subscription to \$1 per year, The Kinship Review has gone into "ancient history" regarding "relative values." "When the present publisher of The Review bought the business, a year's subscription would buy a cord of wood two feet long; how we have to give the paper for three years for a cord of wood sixteen inches long, since then all products such as we buy directly or indirectly from hundreds of our subscribers have increased in the same ratio. The \$1 we got from the farmer for the Review would buy 8 to 12 dozen of eggs, from 8 to 10 pounds of butter, 15 to 20 pounds of fresh beef or pork, 2 to 3 bushels of potatoes, 18 to 20 pounds of fowl, while now a year's subscription will only buy us half a bushel of potatoes, less than two dozen eggs, 3 or 4 pounds of beef or pork, and not two pounds of bacon. Flour was in those days only \$2 to \$2.25 per 100 pounds; today it is over \$7. We could add more to this list to make the comparison complete, but those should be sufficient to show any reader that he or she is still getting the benefit of the deal in an exchange of commodities. A newspaper at the new price is still the cheapest article that can be purchased today."

THOSE GOOD OLD DAYS
At the convention of Westworth and Halton W. C. T. U. at Hamilton last Friday Mrs. J. M. Doney, of Milton, was elected President for two counties and Mrs. Teak, Oakville, vice-president for Halton.

Our Big Shelf-Emptying UNLOADING SALE

Now Going on Old High Prices Rocked to Sleep

High Class Clothing and Furnishings for Men and Boys at Blended Prices

Acton Granite Works

J. NICOL EXPERIENCED GRANITE

Scientific Investigation

A small boy came hurriedly down the street, and looked breathlessly in front of a stranger going in the same direction.

THE OFFICIAL LIST AND DATES OF ONTARIO FAIR HOLIDAYS
The official list and dates of Ontario fall fairs have been published. Those who plan to attend the fairs should consult this list. The fairs will be held on the following days: Acton, Oct. 21 and 22; Abercrombie, Oct. 1 and 2; Brantford, Oct. 2 and 3; Burlington, Oct. 3 and 4; Cambridge, Oct. 4 and 5; Castleton, Oct. 5 and 6; Fergus, Oct. 6 and 7; Georgetown, Oct. 7 and 8; Hamilton, Oct. 8 and 9; Ingersoll, Oct. 9 and 10; Markham, Oct. 10 and 11; Milton, Oct. 11 and 12; Niagara Falls, Oct. 12 and 13; Port Hope, Oct. 13 and 14; St. Catharines, Oct. 14 and 15; Simcoe, Oct. 15 and 16; Toronto, Oct. 16 and 17; Windsor, Oct. 17 and 18; Woodbridge, Oct. 18 and 19.

Acton Granite Works

J. NICOL EXPERIENCED GRANITE

SCIENTIFIC INVESTIGATION

A small boy came hurriedly down the street, and looked breathlessly in front of a stranger going in the same direction.

July the Month for Hot Weather Specials
Men's Balbriggan Underwear--2 piece suits with long or short sleeves, drawers ankle or knee length, all sizes in stock. Special at \$1.00 each.
Men's Balbriggan Combinations--Short sleeves, ankle length, sizes 32 to 42. A special at \$1.50 each suit.
Men's Nainsook Combinations--Just the make for this hot weather, easy to wash and will give good wear. Sizes 32 to 42. Special at \$1.50.
Men's Natural Wool Underwear--Turnbull's make, sizes 32 to 44. This line will be 50c a garment higher this fall. It will pay to buy now. 32 to 40 special at \$2.25. Sizes 42 and 44 at \$2.50.
A Bargain in Girls' Black Ribbon Hose--Fast colors, double heel and toe. We carried this line over from last year. Special at size 3/2 at 30c. Size 6 and 6 1/2 at 35c. Size 7 and 7 1/2 at 40c. Size 8 to 10 at 45c.
Beached Table Damask at Less Than Regular Price--This table damask is 72 inches wide, floral design with 16 inch border, rich mercerised finish. Regular price \$1.50. Special this week for \$1.21 per yard.
Extra Good Value in Ladies' White Hose--All Last Season's Buying.
Ladies' White Cotton Hose at 40c. pair.
Ladies' White Silk and Lisle Hose at 75c. pair.
Ladies' White Silk and Lisle Hose at \$1.00 pair.
Ladies' White All Silk Hose at \$2.75 pair.
Four Yards Wide Linoleum now in stock. Also 3x4 and 3x3 1/2 Linoleum Rugs with Border.
McLean & Co.
MILL STREET WE SELL FOR CASH WE SELL FOR LESS ACTON

"Saturday Treat"
As we foretold in last week's paper last week was our best week in Acton. You will find that the confidence you place in us is not misplaced. Our specials are exactly as advertised. This Saturday we have THREE RED HOT SPECIALS for you that will bring us more business than ever.
100 lbs. of our fresh Home-made Butterroll. A soft nougat rolled in chocolate and chopped nuts. A high-class confection. Reg. 50c lb. Saturday Treat Price 39c lb.
WEEK-END CHOCOLATES, 49c. Lb.
This line sold extra well last Saturday--it is because when compared with other lines our Week-end Chocolates come out on top. Reg. 60c and 70c per lb. Week-end Special, 49c. lb.
CHOCOLATE BARS 7 FOR 25c
We had the good fortune to meet a manufacturer, who had too much stock on hand, so we unloaded his Chocolate Bars at a low price. Sweet Vanilla Chocolate Bars, unwrapped, as large as any 6c bar. Saturday, 7 for 25c.
T. H. MOOREHEAD
BRAMPTON - GEORGETOWN - MILTON - ACTON
Please be Prompt in Renewing

Advertising Reduces Cost of Goods to the Consumer
There are some economists who say that advertising is one cause of the increased cost of goods. This is not true, says the St. Paul News. Advertising actually reduces the cost of goods. To disprove with advertising in order to reduce the cost of goods would be like threshing grain with a flail to reduce the cost of grain. Advertising is the time and effort-saving device in the sale of goods just as power and machinery are in the production of goods.
"All goods, including new and unknown goods, would sell themselves if given time enough--one satisfied customer would call another. But time is an important factor in the cost of goods, carrying charges in the way of interest and rent from the time of production to final sale. The speed with which goods are sold determines their price, and in another larger way than reducing the carrying charges. The faster a stock of goods is sold the lower the margin of profit the manufacturer or merchant is compelled to charge the customer. The profit in doing business is not in the large profit on each sale, but rather the number of profits from many sales. Many small profits from each sale add up to one large profit.
This principle is technically known as "turn-over" and of times a merchant sells his complete stock in a year. A candy store makes four per cent, not profit only on a dollar. But say it "turns," sells the stock, completely, in a week, this merchant making 52 times 4 per cent, making 208 per cent. It seems paradoxical that a customer should pay only half cents worth of candy to enable the merchant to make 208 per cent will be understood in considering the fact that the investor supply only.
Both the manufacturer and the merchant use advertising of goods--to increase the "turn-over." If they had all the profit they are thus able to reduce the price--making the goods within the range of more persons' power, the high gear of sales. It is not only an educator, better goods, but to a lower price for the customer and merchant to live and prosper at a lower margin."

Live Local Merchants The Free Press' Column

Prof. Reynolds Now in Charge at O. A. C., Guelph

Anticipates No Changes in Staff of Professors and Lecturers GLAD TO GET HOME AGAIN
Plunging into his work almost on his arrival in Guelph Monday evening, Prof. J. H. Reynolds, who succeeds Dr. J. C. Greenman as president of the O. A. C., was busy at his desk at the College Tuesday morning. Prof. Reynolds stated that, with his best thoroughly enjoyed the few years he had spent in Manitoba, he was glad to get back once more among his old Guelph friends.
President Reynolds stated that, as far as he knew, conditions generally at the College were satisfactory, and he did not anticipate any change in the faculty. He spoke in the highest terms of the general condition of the institution, and said the work of the Guelph College was steadily improving and its fame was nationwide.
The new President's first address will be delivered this evening on the occasion of the annual banquet of the union banquet, which is being held in connection with the conference of agriculturalists and will remain at the Hotel Manning Doherty, Ontario Minister of Agriculture, will also be a speaker at this banquet.

Farms for Sale

60 ACRES IN NASSAGAWAYA TOWNSHIP--AT CREWBONS CORNERS--3 MILES FROM ROCKWOOD
35 acres workable, balance pasture and bush; small orchard; clay loam soil; never failing spring. House of 7 rooms and good coal. Stable to up to 10 head of cattle and 3 horses. School 3 miles. Rockwood churches, 4 miles from Acton; 6 minutes walk from Radial. Rural telephone. Possession any time. Price \$25,000. Terms arranged. Price for farm including crop \$22,800.
100 ACRES IN ERIN TOWNSHIP--2 1/2 MILES FROM BALLINAFLE--5 MILES FROM ACTON
65 acres workable; balance bush and pasture; 14 acres orchard; well water; 2 wells and a never failing spring. 104 brick house of 8 rooms, summer kitchen and woodshed. Bank barn 80x25, the up 12 cattle sheds. School 1 1/2 miles. Churches 2 1/2 miles. Rural mail. Possession arranged. Price \$40,000. Terms arranged.
40 ACRES IN ERIN TOWNSHIP--2 MILES FROM RADIAL--3 MILES FROM ACTON
30 acres workable, 5 acres hardwood bush; 1 acre orchard; clay loam soil; good water; 1 well and a spring. Frame house of 7 rooms, school 1 1/2 miles. Churches 2 1/2 miles. Pig pen; driving shed; 12 cows shed for stock with hay loft over top. Pig pen; driving shed; 12 cows shed. School 1 1/2 miles. Acton churches. Rural mail. Possession arranged. Price \$45,000. Terms arranged.
100 ACRES IN ERAMOSA TOWNSHIP--1 MILE FROM THE RADIAL--2 MILES FROM ROCKWOOD
24 acres workable, 4 acres hardwood bush; 1 1/2 acres orchard. Sandy loam soil. Plenty of water. Solid brick and rough-hewn house of 12 rooms, soft water inside. Furnace in house. Two bank barns 60x40, the up 20 head of cattle and 10 horses. Cement floor in kitchen. Driving shed, splendid site. Laying house capacity of 1,500 fowl and 12 colony houses 8x8. School 3 miles. Rockwood churches. Rural mail and telephone. Possession arranged. Price \$40,000. Terms arranged. Stock and implement could be bought if desired.

Willoughby Farm Agency
HEAD OFFICE GEORGETOWN, ONT.