# The Acton Free Press

THURSDAY, AUGUST 12, 1920

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H. P. MOORE, Editor and Publisher.

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## EDITORIAL

Two Federal bye-elections will be held in the Maritime provinces on September 20. The results may give the Government a brief breathing spell, or on the other hand may bring on a case of sudden heart failure. Time will tell.

If a small girl can, without tiring herself, earn $2.00 in a forenoon, picking strawberries, what should a copy of fifty-two issues of a good town weekly newspaper sell for? is the pertinent query of the Simcoe Reformer.

A petition has been signed by many ladies of Parry Sound, desiring the support of the Board of Trade in a movement to have the stores close at 10 p. m. on Saturday. The petitioners pledge themselves to do their shopping earlier and assist the merchants in this move.

### For Betterment of Ontario Herds

Very commendible efforts are being made throughout Ontario to improve the quality of the herds in every county. A new element intended to assist in this splendid work has lately been inaugurated. During the last few weeks motion pictures have been taken of a great many Ontario herds. These herds are representative of the various breeds of cattle throughout the province. The pictures will be available early in the fall, for use in all the counties of the Province of Ontario. They are specially designed to assist in the Better Bull Campaign which is being carried on. The Ontario Motion Picture Bureau is co-operating with the Provincial Live Stock Branch in securing these films and slides.

### Young People, Cultivate Brain Power

The school, college and departmental examinations for promotion, entrance to higher schools, and graduation are now over for the year and the results have been published. It is now up to the young people who have enjoyed school and college privileges during the year to put into effect the knowledge they have gained through the instruction and tests of the year. The head of a great business enterprise complained recently that there was not enough brain power available for the important posts. The colleges are more crowded than ever before, but not every one who this year takes a college diploma, will help to reduce that shortage. The power is inherent in most intelligent young people, but it must be developed, and this calls for exacting, persistent toil. If you think more of ease than success, you will never develop it to the point of supplying the shortage of which commercial leaders complain, and filling the vacancies waiting for young men and women of brains.

### Give Yourself A Square Deal

This is a practical world after all. A great many people complain that the world does not treat them fairly, when the trouble is that they do not treat themselves fairly. If a person goes around with a long face and a heavy heart, wondering what piece of ill luck will come next he is himself putting insuperable obstacles in the way of success. Smile all you can. Make a point of looking on the bright side. Keep up heart even when the outlook is disturbing. Give yourself a square deal in the way of hopefulness. If you are doing only what you are obliged to do, putting half-hearted effort into your duty and looking with envious eyes on those you consider more fortunate, you are not playing the game fairly. Give yourself a square deal by doing your work whole-heartedly. It makes very little difference how fairly you are treated by the outside world, if you are unfair to your own powers and your own possibilities. Your success and happiness depend largely on giving yourself a square deal.

### Our Crops and Prices

There is seldom a financial page which does not, in some burst of enthusiasm, point a finger at the good crops in Ontario and other parts of the country, and state that they are sufficient guarantee of abundant money in the land to sustain a good purchasing programme on the part of the farmer. Now this compliment may be all right, and then again it may be all wrong. In one way it is complimentary to be told that the backbone of the purchasing power rests with the man on the farm. In another way some of the financial guessers may be all wrong, and no farmer who keeps a close check on his costs is going to be fooled by all the flapdoodle that the youthful financiers can pen from an impression of farming gathered from being whisked by a high-powered car. What are the facts? Crops good? Yes, for the most part. The price likely to be sustained at a fairly high level? Certainly. But remember this—the farmer and the manufacturer are in much the same position this year, viz: they are both turning out a high-cost article. The manufacturer is paying a big price for his material, for his haulage, for his skilled and unskilled labor. In fact everything he touches in the production of his finished article is at a high level. The farmer has taken on a very considerable obligation in order to produce the crop that now is ready for the barn. He will have to realize well on it in order to get out from under, and at the end of the season find that he has a real—not an imaginary—balance on the right side. The farmer has paid a high price for his seed, fertilizer, for feed, which in many cases has been purchased in the open market, for his machinery if he has had to buy any, for labor and for everything else that has entered into the production of his 1920 crop. Putting a high cost crop on the market needs a high price in return, otherwise the man who is financing the deal is going to be worse off than when he was selling low-cost crops at an average price.—Farmer's Magazine.

### Examples for Other Boys to Follow

In the public life of Canada and also of the United States, the farm or the printing office often, if not generally, has the call. Prime Minister Meighen was born on the farm and spent his youth and early manhood ploughing, hoeing and peddling milk, and on they other side of the line, whether Republicans or Democrats win, the next President will be a man who began life as a printer's devil, and worked his way up to the editorial chair. Moral for the boys: If you can't be a farmer, make your start in a printing office.—Orillia Packet.

### The Advanced Cost of All Products

With a view to showing the increased cost of food products the following comparative prices are quoted: Between 1914 and 1919 farm lands, with dwellings and buildings increased in value per acre from $38 to $52. The total value of live stock has increased from $1,102,261,000 in 1914 to $1,296,602,000 in 1920. The field crops in 1913 were valued at $552,771,500 and in 1917 at $1,144,030,450. Between 1913 and 1918 the price of wheat per bushel rose from 87 cents to $2.02, of oats from 32 cents to 78 cents, of barley from 42 cents to $1, of rye from 60 to $1.42, of buckwheat from 64 cents to $1.58, and of mixed grains from 55 cents to $1.14. The wholesale price of hay, per ton, increased from $14.04 to $26.50; of bran, per ton, from $19.96 to $45.00; of cattle, Western butchers', per cwt., at Winnipeg, from $6.77 to $10.25; for beef, dressed, hindquarters, per cwt., at Toronto, from $12.80 to $25.00; of hogs, per cwt., at Toronto, from $9.08 to $18.50; of creamery butter per lb from 27 cents to 64 cents; of milk per 8 gals. from $1.47 to $3.10; of fresh eggs, per doz. from 35 cents to 00 cents; of potatoes in Ontario, per bag, from 87 cents to $2.95. War and scarcity explain the advances. It must be remembered also that the war has laid heavy burdens upon farmers, who receive these advanced prices as upon all other classes.

### Give Visitors a Preliminary Welcome

A visitor struck a pertinent note the other day when he said, referring to Acton: "You've got a good town. Why don't you let the people who pass through it know what it is and what you do here?" Why not? We are proud of Acton, of its homes, with their pretty flowers and lawns, its well-kept streets, its industries and its people, and yet, as one appreciates when he thinks about it, dozens of passing motorists might come into and leave the town in any direction and, unless they were curious, might never know the name of the place. Certainly they would never know that we had one of the most important leather industries in the empire, nor again, that the town was anxious to attract new industries and can offer unusual advantages to these. How to do it? There's no doubt no more direct method than the road sign, for which hundreds of thousands of dollars are being spent annually by advertisers of all kinds in Ontario. Georgetown has a couple of weather-worn signs at her borders, and while these are not particularly inviting they are better than nothing. But why not something worth while? Here is an idea for the proposed new Chamber of Commerce. Let's plan for four really first-class signs, to be placed at the corporation limits on each of the four roads leading into Acton. We shouldn't be satisfied with a plain board announcement "Welcome to Acton." Suppose we plan for a real high-class metal sign such as are used on the bill-boards, possibly painted in colors to add to its attractiveness. It would be a very easy matter to connect up such signs with the street-lighting system and to have the illuminated with two or three hooded lights. Imagine the thoughts of motorists coming into Acton after dark and being greeted by such a sign. Immediately there is a favorable mental impression, and ten chances to one, a man will say to himself: "There's an enterprising town. I want to know more about it." As to wording, how would something like this do:

> **Acton** A Centre for LEATHER PRODUCTION and GLOVE MAKING
>
> 2,200 Good People All Working **Welcomes You**
>
> WE HAVE SPLENDID INDUSTRIES AND SPLENDID FACILITIES FOR MORE
>
> To— Toronto 43— | Not Faster Than **15** Please | To— —Guelph 17

Expensive? Yes, they would cost something, as does everything worth while. But here is another suggestion. The Free Press is strongly of the opinion that aside from any general value to the town, such signs, particularly if illuminated, would have direct advertising value to our leading industries. Suppose provision were made for fair-sized advertising plates below or beside the town sign? We believe half a dozen of our merchants, as well as our manufacturers, who would be less directly benefitted, would be willing to contribute sufficiently to defray the cost, particularly if this were spread over a term of years as would be anticipated. There is no doubt that such advertising matter would at least pay the cost of upkeep. Shall we have them or not? It is for you to say. Let's be the first town in the county—perhaps in the province—to do efficient advertising at her borders. If it is done right the fame of the town will be widespread and the advertising value very material.

Another suggestion comes when considering the matter of signs for the borders of the town. When a business house, a bank, an industrial concern in the city starts a new building the first thing done, even before the excavation is commenced, is to put a good-sized sign informing the public that "The Jones Manufacturing Co. is erecting a five-story factory on this site to provide for the demand for the Jones Cameras." This not only satisfies people's curiosity but is valuable from an advertising standpoint. Out near the Corporation limits on Main Street south, on the Wallace property, is a considerable excavation over which will shortly be erected a rather notable structure. You and I in Acton know what it is. People from outside do not. How effective it would be if a fair-sized sign on the fence at the spot noted: "Acton is erecting here the stand-pipe and reservoir for our new waterworks system. Another advantage for an already splendid town." Will the Council move on this suggestion?

### THE DESIRE FOR BETTER THINGS

What is it that makes any individual grow? That makes him grow in character, grow in power of mind, grow as a leader among men? In plain words, what is it that makes anyone succeed?

It is the desire for better things. Behind this desire, of course, there must be determination and purpose. The desire must be coupled with action, and both be guided by intelligent division of mind and will. But the great supervision of mind and will. But the desire, the heart-burning, all-impelling desire to make each day a better one than the day before, to make each task performed an improvement over the former one—this is the thing that makes us grow. The desire is the primary incentive, and without it there could be no action, no power of will.

It is good to know that this desire for better things has caused many despondent ones to lift up their heads and make a new start. It will drive discouragement from the most heavily-burdened soul. It will bring the light of hope to the one who finds himself groping in the darkness of failure, and lead him out into the sunshine of confidence and faith. As long as we have this desire for better things, we have in reserve that measure of power needed to push us on to ultimate attainment. The amount of this reserve power is in every proportion to our surroundings and aspirations.

"Great men are but common men more fully developed, and ripened," says a philosopher. They were "developed and ripened" through their desire for better things. Look at Whitefield, the great preacher. A spendthrift when a boy—reckless, indifferent, careless. But he had a good mother, and she helped kindle in his heart a desire for better things. The boy lifted his head—and he began to grow. Dumas, when a boy, was a "worthless, idle lad," so his biographer declares. But he, too, had in his heart a desire for better things. This desire led him up the ladder of success and fortune—and he became one of the greatest writers of France. Speaking of great Frenchmen, it is said that Thiers, as a boy, "was by far the worst pupil in school. All at once he changed his course, and he declared that he would some day be president of France." And he was.

Why should we let any present discouragement, any prevent failure, hang like a millstone about our necks? The future is ours—all ours. Desire should be strong on our hearts—a desire to forget past failures and lift up our heads. We can win if we will.

Nor is this desire to grow and to keep growing a quality peculiar to those who are discouraged. The more fortunate ones need it also. In truth, constant success may lead one to believe himself above failure, incapable of mistakes or errors. But error is common to us all. The overly-confident individual may find himself groping helplessly some dark day. Then will he need the assuring, uplifting power of this desire for better things—to forget failure, to profit by his mistakes, and climb upward.

If you have this desire—don't smother it. Let it burn brightly on your heart—and make of it an incentive to reach up and on.—Hubert Hendersen.


Children Cry
FOR FLETCHER'S
CASTORIA


### THE JUST CALIPH

Once, in Bagdad, a Caliph built a magnificent palace, but, in order that its main entrance should be imposing it was necessary to pull down a small laborer's hovel. The vizier was ready to destroy it, but the Caliph ordered that the poor old man who dwelt there should be paid for his hovel.

"I will not sell," said the poor man. "My forefathers lived and died here. I wish to die here. Tell the Caliph I said so. He is just."

The Caliph considered long, when this answer was brought him, and then he answered:

"Let the hovel stay. There is no gate so splendid, that I could rule to my palace. If people saw a gate blazing with gems they would say only 'The Caliph is rich', but if they should see the hovel, they could cry, 'The Caliph is just'."

Justice is greater than riches.


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30

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## *Why We Need New Money!*

This year we are spending about ten million dollars to extend our system to accommodate new subscribers.

Year by year we must spend millions so that people requiring telephone service may be accommodated!

Such huge sums of course cannot be provided out of our revenue. The only way of obtaining money in such amounts is from investors seeking profitable employment for idle funds.

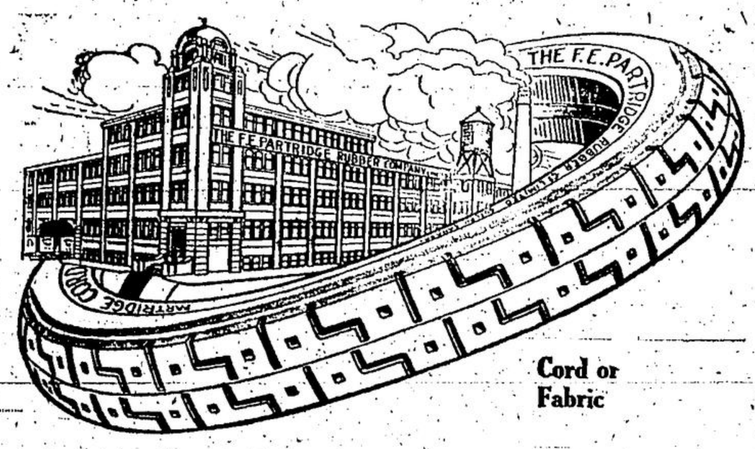
Investors naturally won't put their money into any enterprise that does not promise absolute security and a sure return. Nowadays security and a handsome return on investments are not difficult to find!

*Our problem then is, in spite of the high cost of everything we buy in both labor and material, to pay such a return to present investors—our shareholders—as will attract new money. This must be accomplished while, at the same time, keeping our service up to the highest standard. If the rate of return is not attractive, then the supply of new money ceases.*

This is the problem of telephone companies everywhere. None of them has found any other solution than to charge a fair and adequate rate to subscribers.

THE BELL TELEPHONE COMPANY OF CANADA



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## Business Directory

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L. R. C. P. Edinburgh; L. R. F. P. & S. Glasgow. Member British Medical Association, etc.
Office—Frederick Street, Acton, Ont.

DR. J. A. McNIVEN
Physician and Surgeon
Office and Residence—Corner Bower Avenue and High Streets, the residence formerly occupied by D. M. Henderson, Acton, Ont

DR. C. F. W. ROSS
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