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charged accordingly.

TELEPHONES-

## EDITORIAL

For some time Germany has been a hot bed o strikes, but with all its liking for war, military and industrial, it is getting tired of the constant turmoil Even the workmen there are commencing to realize that there is no advantage to them in engaging in strikes, because there as elsowhere, it is the labor agitators-who never work themselves-who get any thing out of it. The working man is generally the agitator's "goat."

The United States Treasury is being filled with the world's gold. It would be better for the nation's prosperity were its ports filled with the world's shipping to carry abroad American merchandiso. Great Britain's policy is not to fill lier treasuries with the world's gold, but to invest the gold in world-wide activities and, being satisfied with the interest it bears, keep the gold at work. Hence its constant financial success and world power.

lature to pass an act enabling local municipalities and boosting of prices. In all probability the price - THI Mary did appear." throughout the Province to license motor trucks, the of sugar will drop cent by cent until in a few months owners of which reside within their limits, in addition it reaches per war prices. And no one will be sorry to the license paid to the Province, the moneys so collected to be expended on streets only. The peti- the hole. tion sets forth that the licenses now paid for motor trucks are not sufficiently large when compared with the earnings of the trucks or with the damage that they do to the highways. Such a tax will no doubt be popular with everybody but the motor truck men

The municipal elections are looming up again. Jobs will be open to self-sacrificing citizens who have the public welfare at heart. A certain class of citizens is constantly deploring a lack of civic spirit in Acton. This may be so to some extent, but what are they doing to overcome it? Men may talk and write about it, but do they share in the work required to uplift and transform matters. The real hard work is left for a few to undertake. Civic service and civic self-denial in an effort to overcome lethargy and selfishness, is greatly needed in Acton, as it is in many another municipality.

## The Price of Wheat

Unfortunately for the farmers present indications are not encouraging for the maintenance of high prices for wheat. An organized attempt is being made by farmers' organizations in the west to hold back wheat for better prices. This is evidently not justified by the reports of the International Institute and of other experts, which show that there is not a world shortage. On the other hand, prices are now nearly double the average before the war. It would therefore seem to be the wiser policy to sell wheat

# The Ontario Temperance Act More Effective

For a number of years the counties of Huron and Perth have had the Canada Temperance Act-otherwise known as the Scott Act-in force. This measure gave great relief from the evils of the drink traffic before the enactment of the Ontario Temperanco visions of the Ontario Temperance Act.

# Glaring Profiteering in Prices

Hon. Manning Doherty is reported to be trying to discover the cause of the big "spread" between the price of apples in the Ontario orchard and the price paid by the old country customer. He doesn't need to go as far from home to find big "spreads" in price between producer and consumer. Walking through the Union Station at Toronto the other day we noticed oranges which came 3,000 miles across the continent ticketed "4 for 25c" and apples, probablygrown out at Clarkson, fifteen miles away, in the Minister's own riding, at "3 for 25c." There's room for Mr. Doherty's investigation right at home. It is hold-ups like this which give Canada a black eye in the view of the travelling public.

# The Place Canada Occupies as a Nation

more and more a nation of power for good. At the a couple of months ago, was such an inspiration to to bring-him here. industry, said that the position of Canada is the link. which holds firm the bonds of friendship between Great Britain and the United States. "Canada has

#### American Respect for the British Flag

Irish sympathizers with the Sinn Fein movement got a well-merited rebuke in New York on Armistics Day, in their fight against the display of the British Hag. . The Navy Club in that city, which looks after United States sailors and marines, though not softcially under the Government, was asked to haul down the British flag hung in honor of the anniversary. Lamb," is as familiar to many Cana-The demand was made on Capt. O. P. Jackson, in dlan children as the letters of the charge of pavy publicity and morale. His answer to a real Mary Hawyer, who owned the the club officials was: "Keep-the-Union-Jack-there lumb, which went-with-her-to-school Armistice Day as you do the Stars and Stripes." The about two miles from here, but was

#### "Back to the Farm" Movement

The Ontario Government Employment Bureaux father's flock, but the sheep mother report that the trend of workers is more and more back to the farm. It looks as if there would; at least fleven months later the tamb followed for the next year or two, he less difficulty in securing teacher came some of the boys aughelp for farm work. At the present time many men, apparently believing that a hard winter is shead and that the farm will be the surest place to provide food and shelter if a break does come, are applying for work on farms. The bureau receeived during the week 80 applications, and all but three of the applicants were placed, sixteen of them going to the farm. Positions were found for 47 returned soldiers.

#### The Gamble in Sugar-

Evidence is now coming out to show that at no time during the past five years has there been a real shortage of sugar in either Canada or the United States. No less an authority than Carl Spreckles, the great sugar king of America, now reports that there are to-day a surplus of 1,500,000 tons-tons mark you, not barrels-of sugar. And this in the face of It made the children laugh and play a new crop of raw cane and boot sugar just harvested. The refiners of both countries have immense stocks to the teacher turned it out. The Council of Welland is petitioning the Legis- of sugar, the result of the unwarranted gambling but the sugar gamblers, who now find themselves

#### Every Newspaper has an Influence

This fact is beyond any peradventure. When th Board of Commerce made that iniquitous sugar orde a few weeks ago, which was later countermanded by the Government, the Ottawa correspondent of the Toronto Telegram wired to his paper a remark said to have been made by a Cabinet minister to a group of sugar men: "We would have given you what you wanted if it hadn't been for the fuss kicked up by these - newspapers." So the newspapers were the means of saving a great deal of money to the people of-Canada. And this is one of the functions of every well-regulated newspaper, country weekly or metro- Boston. Her tomb is beside that of the politan daily. Many wrongs have been righted through this influence in the past. The newspaper has an eagle eye on public wrongs,

## The Railway Men and Politics

There has been quite a furore the past few weeks relative to the action taken by the administration of Canada's national railways, to the effect that employees may not be candidates, for members of Parliament nor Provincial Legislature. Several men who have disobeyed the order and been dismissed assume that they have a serious grievance. Some labor leaders profess to see in Prisident Hanna's ruling an infringement of the rights of citizenship. No one suggests, however, that the liberties of members of the civil service have been attacked because they are in eligible for Parliament. Employees of a publicly owned railway have a similar status. It will be a difficult matter to-persuade the general public that the railway men have a substantial griovance.

# "Remember the Glorious Living"

Throughouf the Armistice Day gatherings for un veiling tablets and memorials, or other services com- little man," they said, "what to the use memorative of the day, there breathed forth this Act, but suspension of the former and adoption of thought, "Don't forget the living soldiers who saved from curiosity to see the famous the latter law is now desired. In both counties sus- you, or the burden of their challenge." This was an pension has been approved by the requisite majority exhortation impressively voiced by Hon. Walter fatherly-looking man stepped forward and all formalities have been met. Actual suspen- Long, First Lord-of the Admiralty, at the unveiling and nodding kindly, said: sion of the Act is, therefore, more or less a matter of of the cenotoph at Whitehall, London, England, personal altusion. My father was form. The effect of suspension will be to bring the last Thursday. It was referred to in several of hatter, who lived on Third Street, Illie counties within the operation of the stricter pro- the addresses at the City Hall, Toronto, gathering, kind and wise in her treatment of me. and it was the burden of Major Burtch's appeal When I was a mere boy I loved to at the unveiling of Acton Citizens' Memorial. "That "Let him do it," she said. "It is good any man who faced death for us should walk our for him." When I was grown sho streets or country lanes and seek in vain for work to it." So it is owing to her that I is an intolerable shame and disgrace," said the First have learned a little about these living Lord of the Admiralty. It is well indeed to relterate you something of the little that these sontiments, "Lest we forget, let we forget."

# Not a Representative Liberal

The Milton Reformer announces that Hon. Charles Murphy will speak in Milton to-night at the invitation of Milton Women's Liberal Association. Surely them-Youth's Companion. the Milton Liberal ladies could have secured an outstanding Liberal of more savory reputation to address them. This man Murphy was one of the three members of the House of Commons who disgraced themselves last Saturday by cabling an insulting message to Lloyd George respecting his splendid Guildhalf speech on Ireland and Home Rule the night be- ordered some speets of statistics profore. Murphy needs another castigation or two such when he needed them he could not It is surely gratifying that Canada is growing as Hon. N. W. Rowell gave him in the House last find them. He called for the boy winter, when his scurrilous tongue was silenced. If such things and gave him a cruel Canadian Club dinner in New York last Friday Sir the old Liberal party is to be restored it will not be "tongue-lashing" before those in the Aukland Geddes, British Ambassador at Washington, accomplished by men like Murphy. It is not a comwhose address at the opening of Toronto Exhibition pliment to the intelligence of the people of Halton stupid blunderer and returned to his

France and the League of Nations It is not at all surprising that France has resoby force of circumstances the duty and privilege of lutely decided to veto any proposal to admit Germany his care. being the interpreter of Britain to the United States fo the League of Nations. French statesmen have all and of the United States to Britain. Her great deeds along made it plain that Germany's entrance must be when the inner office door opened and achievements have predestined her to be the contingent on her fulfillment of the Peace Treaty. leader in securing cordiality between her partners They point to the pressure which has been necessary and her neighbors." In a glowing tribute to the to secure compliance with the provisions regarding he began. Then he called to the Dominion he declared that Canada could not fail in coal supplies and disarmament, and contend that ago I talked severely to this boy," he this great task. "Read the manner of men the Cana- Germany has given no adequate guarantees that she went on. "Am I talking as loud now dians are," he said, "and you will never associate the will not try to evade other obligations. It is unlikely round at the group. idea of failure, with their national effort. Canadians, that the Congress of the League will risk the possion you is laid the high destiny of being interpreters bility of France's withdrawal by opposing her wishes. and mighty smiths interpreters of the great quali- The British Government is willing to open the door all that I was wrong and that this lad ties of England to the United States and of the Unit- to Germany, but a rupture of the Entente would be That is all. I was wrong, and I am ed States to England-mighty smiths to forge links too heavy a price to pay. Yet the inclusion of Ger- deeply sorry." of mutual respect and understanding which shall at many is essential to the purpose of the League and faces gazed after him in autonishthe last bind the nations in co-operation to serve the must be only a matter of time if the League survives group behind the president's door. cause of peace and to win renewed prosperity for to accomplish the end almed at in the origin of the mankind." This high reputation as the estimate of League. Germany must needs learn her lesson and a great and observant statesman surely gives Cana- fulfil her obligations before undue leniency is permitted. France is justified fully in her position.

## HISTORY OF MARY'S LITTLE

arnonage in the town of Sterling. Mann, about forty miles from Boston. Through about a foot of snow I went o the burn and wood shed, which in part is made of the old schoolhouse to which Mary's lamb followed her one lay. The poem, "Mary Had a Little! ulphabet; and I wish to say there was in the house which originally stood later wold, removed, and built into the barn above mentioned. Mary IC. Hawyer was born March 22, 1806, and seven years later twin lambs were born to a ewe of her would only own one of the lambs; so Mary look the other and mothered it her to school one day, and before the gosted that Mary put the lamb upon her dock, which she did, and the lamb went to sleep. But later it, waked up und kicked and scrambled out of the duck. This made all the children laugh, and of course the teacher had

to put the lamb out; but she did not scold Mary. She orly laughed with les and the other children. The lamb strayed all day and went home that night, never to come back to school nguin ... Hut fame-awaited this little shoop. Gleveral days later a young Harvard student, John Roulstone, who was a friend of the teacher, visiting in the neighborhood and hearing of the Incident, wrote:

Mary had a little lamb. Its fleece was white as snow; the everywhere that Mary went

That lamb was sure to go. followed her to school one day, Which was against the rule;

and was hooked to death by a cow in her father's barn. The wool of the lamb was apun and knitted into stockings for Mary by her mother; but these stockings were never worn, being kept for years in memory of the lamb. Many years later, when the Old South Church, in Boston, was to be sold for debt, Mary, who was then a mature woman, with some other omen not up a sale for the Church's benefit. The stockings were unraveled and the thread cut to pleces of one yard in length. Each place was wound on a card, on which Mary wrote her name, and those were sold for twenty five cents such. Thus the two pairs of stockings brought \$200, and the Old South Church was saved from the

sheriff's hummer. Mary Suwyer married a man by the name of Tyler, and they lived in Homerville, Mass. She died in 1889 and in buried 'in Mt. Auburn Cametery, near her life a lover of children and animula, and ut her death by her will and that of her husband who had dled before her, their home was turned into a playground for the children of Bomerville. It is so used till this day.-C. C. Young.

## BIMPLICITY

auccessful city physician said ely: I went, when I was a student a course of loctures on natural science. The first was given by Professor Dart, a teacher of small repute u preparatory school. He began in a pompous stentious tone:

"The primal laws of natural science are so recondite as to challenge the comprehension of the loftlest intellegt." This was followed by the statement of these laws in "technical" language, majestic and ponderous. "Ife, 'may have known what, he meant," said the physician, "but I am sure hone of his heavers know. We listened, perplexed and unxious, for a while and then gave it up, and sat

careless and indifferent," The next lecturer at the college was a man who at that time ranked as one of the most learned scientists in America. The pupils were apprehensive. "If we could not understand the

of listening to the great one? However, the hall was filled, more naturalist than from any hope of benefit. When the hour arrived, a

second wife was my stepmother, but study beetles and plant and birds. said, "That is his work, he must keep things. I am now going to try to tell know." These simple words brought us in a moment into a hearty fellowship with the kind old man. The truths he taught us were told with the same homely directness, in striking contrast with the umbitious phrasing and obscure technology of the preceding lecturer. I never have forgotten

# A BIG MAN

The head of a large New York firm recently proved himself a really big man, according to a writer who dosoribes in the New York, Evening Sun how he publicly apologized, to his office boy for a mistake. He had pared and placed on his deak, and outer office. Finally, be dismissed him publicly with the remark that he was a

The boy walked quietly to the bench where the office boys rest and waited. He had been given no opportunity to admit himself wrong or declure himself faithful to the small but Important duty that had been left to

Those within hearing of the outburst had hardly resumed their work again and out came the big man.

was right. My boy, I ask your pardon.

Ohildren Gry FOR FLETCHER'S CASTORIA

#### THE MILKING OF COWS

Shall cows be milked twice or, thre the farmer and dairyman it is a ution: tion of considerable interest. have recently been made in Novn Bootla, Quebec, and Ontario, Profesthat It has been found from the standcow giving 60 lbs, of milk a day should udder is over distanded there is little or no advantage to be gained by milking three times h day. These authorities are quoted in the Septem: ber number of The Agricultural Class ette of Canada, Professor Wade Toole same problem by giving results of tests made at the Ontario Agricultural College. The tests are to be continued and Professor Tools hopes to be able to give, a more definite opinion another year than he does at present. In the meantime he shows that three highthe same as those of Professors Har-

## HOW ROMANTIC

than her head, walked about the town quite thrilled with rapture and awe. When she reached the rallway sintion, where her train had not yet ar rived, her enthusiaum was not abated and the looked about her with brim-"Ah," she said, "I think tide place affects me more than all. Here

a power of its own that will be found offective.

nor Barton, of Mandonald College, says

by Holloway's Corn Remover. It has

the train to Landon."

Shakespears must have, come to take

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# ADVERTISING

By Dr. Frank Crane

Advertising is simply making your business known. It is perfectly consistent with anyone's dignity or modesty. It is not necessarily boasting or self-pushing. In fact, a bragging advertisement defeats its purpose; it repels and does not attract.

There are several points that it might be well for all advertisers to keep in mind. These are not expert items, but are simply common sense applied to publicity.

1. All advertising should be CLEAR. It ought to state just what your business is and where it is, giving your precise address. Don't assume that every one knows where the "Jones-Dry Goods Store" is, nor how to get tthere. Tell them. You cannot make things too plain.

2. Advertising should be reckoned as a PART OF YOUR BUSINESS. It is as necessary as the sign over your door. It is not an occasional nor an outside matter; it is essential, . How can the public do business with you unless they know about you?

3. It should be REGULAR AND CONSTANT. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner. If you are in business permanently let your advertising be permanent.

4. The newspaper going daily into the hands of the people, is the BEST MEDIUM for advertising. It's where the public naturally turn when they want to see where to buy, whether bonds or beans.

5. Advertising should be ATTRACTIVE. The most attractive thing you can put in is something that appeals to the self-interest of the reader. Funny or startling matter, that has nothing to do with your business, is not good advertising. No man can be funny every day. By and by your antics become tiresome. If you can show a woman where she can save 10 cents, or where she can buy stuffs that last longer and wear better, it is much more to your advantage than to crack jokes, or to begin your advertisement with a picture of a wild Bolshevik and wind up with announcing your superior stocks. What you want is to tell folk that they can get the most for their money at your place; that is the most attractive fact you can publish.

6. BE BRIEF. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth. Use readable type and don't say too much.

7. BE HUMAN. Make your advertisements as live and warm as you can. Don't be too cold and precise.

8. Tell the TRUTIL When customers come to your store, do a little more for them than you said you would in your announcement. The prosperity of the liar is brief.

9. It is the DUTY of all HONEST concerns to ndvertise. That is the best way to crowd out the fakirs. It enables newspapers to reject suspicious and questionable advertisements.

. 10. Advertising is necessary to ALL FORMS of business which appeals to the public. Banks, telephone companies, gas and other public utility concerns, besides city, provincial and national Governments, ought to keep regularly in touch with the people by advertising.

The NEWSPAPER is the street that runs through the minds of a community---Your NAME PLATE ought to be on that street.

# Business Directory

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