

# The Acton Free Press

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H. P. MOORE, Editor and Publisher  
Editorial and Business Office  
Residence

## EDITORIAL

### Whiskey occupies some strange hiding places these days. Some people evidently care little from whence it comes if it's only whiskey. The police seized a stock cached in a pig pen in Thorold the other day.

### Four provinces voted on October 25 to prohibit the importation of liquor, but the Dominion Government is holding back the enforcement of their will on the excuse that some of them have not sent in completion returns. Any old excuse is good enough to prolong the reign of whiskey.—Globe.

### The Milton Champion does not believe in keeping quiet about convictions in the police court for breaches of the Ontario Temperance Act and refers its readers to the Crown Attorney's list of convictions which is always published in the Court House corridors every quarter. The men convicted, however, have no objection to the suppression of their names.

### Dancing may be regarded as quite proper in many homes. It is certainly popular in certain circles. It may not have all the evil tendencies with which it was characterized by an eminent divine in a public address in Toronto last week. But there are numbers of parents in Acton who have serious objections to their children being taught dancing steps in the rooms or corridors of our public school. It is alleged on reliable authority that such tuition has been given there within a fortnight, in at least one room.

### Canada's Merchant Shipping Distinctive

The development of the Canadian fleet of merchant marine with a program of sixty-three new steel vessels, thirty-eight of which are already constructed and in service, is one of the most spectacular of the twentieth century and is in its effect upon Canadian trade one of the largest single Canadian development exploits within the last two decades. An important national feature in this enterprise is that the word "Canadian" is a part of the name of every vessel of the fleet: Thus "Canadian Beaver," "Canadian Farmer," "Canadian Victor," "Canadian Exporter," etc. Using Canadian ships and keeping our freight earnings in Canada, will help most certainly to overcome any unfavorable balance of trade we might have with foreign countries. Every pound of Canadian products shipped from a Canadian port speeds up our maritime growth, and strengthens our national prosperity.

### Reducing Our Big War Debt

It is surely gratifying that our war debt is now being very appreciably reduced from month to month. The debt incurred by the great war is somewhat over \$2,127,000,000. It matures at various times in the period between August 1, 1921, and December 1, 1937. It is estimated that if the debt is to be paid at maturity the Canadian people will have to contribute not only the great sum required to pay the interest upon the debt—considerably over one hundred million dollars yearly under present conditions—but also one hundred and twenty-five million dollars annually toward repayment of the principal of the debt. Notwithstanding the enormous aggregate due by Canada at the present rate of collection of war taxes throughout the Dominion every last dollar of this big debt will have been paid, with the accumulated interest, when the last bond is due on December 1, 1937. If Canada can really accomplish this in a short seventeen years the possibilities for great development in the future are beyond present calculation.

### Surprised at Success of Prohibition

While the journalists from Great Britain were generally surprised at Canada's extent and resources during their trip across the continent last summer, the success of our prohibition laws evidently impressed them more strongly than any other conditions. Other business men in the old land are now touring Canada and they appear to be similarly impressed, not only in Canada but in the United States. "Having seen the drinking facilities on the American continent, I am surprised at how well prohibition is being carried out," said Mr. O. C. Hawkes, Birmingham, England, president of the British Glass Manufacturers' Association, who is a guest of Mr. W. Perkins Bull, K. C., of Toronto, this week. "In conversation with the prominent public and business men of New York," said Mr. Hawkes, "nearly without exception, prohibition receives their support and they believe that it has come to stay." Personally, I believe in its beneficial influence and it is very gratifying to see how seriously and honestly prohibition is taken by the public at large both here and in the United States.

### The Famine in China

The famine raging in China appeals to all who have any thought of their fellowmen. Canadian philanthropists have organized to raise money to ameliorate as far as possible the terrible conditions prevailing. It behooves us here, and in every other community in Canada, to give of our abundance for the relief of those in China who are in such terrible distress. Some may be inclined to wonder how much real good is done by such funds. An emphatic answer is given by the report from the American relief fund. Mr. Charles Vickery, General Secretary of the Near East Relief, speaking at the National Club, Toronto, made the statement that in Armenia alone 500,000 persons are living to-day who would not have alive had it not been for the relief that came from the relief fund. The Free Press was glad to be the medium last winter through which kind-hearted people contributed between \$400 and \$500 to that fund. If our services are desired in connection with the China Famine Fund we will gladly receive and forward all sums which may be contributed and acknowledge them in these columns.

## The World's Industrial Output

The value of products of the world's industries has reached an enormous aggregate. As nearly as can be estimated, the value of the output of all the factories in the world in the current year is: United States, \$50,000,000,000; Europe as a whole approximately \$50,000,000,000 and other manufacturing countries (chiefly Canada, Japan and India), \$20,000,000,000, making a grand total at present prices of approximately \$120,000,000,000 a year.

## Have Fun, but Let It Be Innocent

Two youths at Brockville have learned to their sorrow that Halloween pranks which result in harm to the property of other people lose all the essence of fun when the aftermath comes. They took a horse from the owner's property, drove it about and then abandoned it without protection. The County Judge sentenced the lads to the Burwash prison farm for terms of six and eight months respectively. The plan so largely adopted in Acton of a Halloween carnival of innocent fun and respectful calls upon citizens is greatly preferred to the old-time destruction or injury of property.

## It's Acton—No Such Place as "Acton West"

For years this journal has endeavored to impress the fact that to call this town by any other name than "ACTON" is a "misnomer." Some folks persist in calling it "Acton West." A scrutiny of the time schedules of the railways shows we are named Acton; the postal guide shows this is our name. A letter from a subscriber in Mexico was received the other day enclosing an advertisement of a mail contract, in which the Inspector asked for tenders for carrying the mails from "Acton West" post office to the G. T. R. station. This subscriber thinks the P. O. Inspector should read his postal lists before writing his advs.

## The Tragedy of the Hunting Grounds

Again there comes from the northland, where the hunters have been since the beginning of the month, news of the annual list of tragedies. Over and over again a hunter has taken another for the coveted deer or moose, and without sufficient precaution has shot at the supposed game with fatal and heart-rending results. Inexperienced persons who carry a modern hunting rifle into the woods assume a serious responsibility. Yes, and this applies to old hunters as well. The hope of game, a moving object not clearly seen, an impulsive shot, and the deed is done. There is another hunting tragedy, another burden of shame and regret to be shouldered by one who a few moments before thought he was alert and careful.

## Prohibition in the United States

Although prohibition has been in force in the United States but a short time the people are beginning to realize what a help it is to the life and homes of that country. State prohibition enforcement officials have just completed a comparative survey of conditions in Michigan designed to show the benefits that have followed in the wake of prohibition. Grand Rapids, Mich., with a population of 137,834, and the second largest city in Michigan, is selected because it is considered an "average city" from a commercial standpoint. It stands thirty-ninth in the list of bank clearings and is second in percentage of home ownership. It has had prohibition long enough—since 1918—to give evidence of its social consequence, and the results prove that prohibition has been eminently satisfactory. Grand Rapids to-day is free from drunkenness, if not entirely free from drink. It formerly had 160 saloons.

## Power and Light for the People

"Hydro-Electric Development in Ontario" comprising a history of water power administration under the Hydro-Electric Power Commission of Ontario, is a timely and highly interesting new volume from the facile pen of E. B. Biggar, Toronto. This is the first time the story of this important commission has ever been attempted in so comprehensive a way. "The future of the water powers of Ontario is dealt with in an intelligent manner and the effort of the Commission to bring cheap light and power to the communities of Ontario for the welfare of the whole people. Referring to Niagara power Mr. Biggar says: "The development of the water power of Niagara has just begun. The present diversion could be doubled without seriously affecting the scenery of the Falls. But whatever the effect on the scenery the day will come when the lower Niagara River will be turned into a gallery of power stations serving the wants of a third of the population of the continent."

## German Propagandists Still Busy

There is manifestly work yet to do in the matter of censoring publications published in Germany now coming into Canada. Only last week a copy of the European Press, published in English at Bremen, Germany, of October 19, reached Acton, in which there is much of ultra pro-German propaganda. Surely our postal authorities are not going to allow a German newspaper to spread abroad such infamous and insulting expressions as the following: "The British imperialist boarded the great galleon 'Germania,' which he had been unable to capture himself, and which by the false lights of the 14 points, had been towed into port for him, by his mighty ally from overseas. He stripped the noble vessel from bow to stern. And not content with this he persists in the absurd defamation of a helpless enemy." "British cant and self-complacency in political crime are revolting." "It is true, of course, that Britain does not wish to 'adjudicate' German hatred against herself, for this, with the present insecure position of the British Empire, may prove a potential danger. She is content to divert this hatred to one of her allies, in this instance, the raging French who are continuing the war in every way possible." "One of the essentials of real reconciliation is moral equality. But the Entente persisted in regarding its heroic opponent, not as an honorable soldier to be overcome, but as a criminal to be punished. The infamous document of Versailles was not a peace treaty, but a sentence of death, a bill of excommunication, a bill of expropriation." Similar infamous assertions, and expressions are made ad infinitum through this pro-German campaign sheet. Surely the Government of Canada will not permit the mails of this country to be used in the dissemination of such pernicious sentiment.

## PREACHER'S WIFE ORIGINATED DETACHED COLLAR

Tradition has it that the detached collar was the inspiration of a preacher's wife. One can readily appreciate that her intention, must have been surely that by her ceaseless efforts to keep her good spouse in clean raiment, the men before the Civil War of the United States, did not wear of on their shirts. They had them attached to their shirts. But one day inspiration came to her, and she tried the detached collar on her husband. Her good man went forth thereafter with shining, spotless linen at his neck, the minister's lady went into the manufacturing business and made detached collars by the dozen. Nowadays big factories turn out well-stitched shirts and trim collars. No longer must busy feminine fingers fly, stitching shirts for husbands and sons.

An aspiration is a joy forever, a possession as solid as a landed estate, a fortune which can never exhaust and which gives us year by year a revenue of inalienable activity. Many of these to be aspirationally.—Robert Louis Stevenson.

## Asthma

Positive relief is sure, renewed health certain.

## RAZ-MAH

Restores normal breathing, stops mucous discharges, relieves cough, soothes inflamed tubes, gives long nights of quiet sleep.

A health-building remedy, put up in capsules, easily swallowed, prescribed by doctors, sold by druggists, \$1.00 a box. Ask our nearest agent or write for a free trial package. Templeton, 142 King West, Toronto.

Local Agent—E. J. Haasard.

### STORM WINDOWS & DOORS

SEES to make your windows and doors weather-tight, fire-proof, burglar-proof, and safe.

THE HALLIDAY COMPANY, Limited  
1410 BAYVIEW AVENUE, TORONTO

## Tom Rumley

GENERAL BLACKSMITH AND WOODWORKER

Promptness and Efficiency our motto. Special attention to Horseshoeing and wheeling. Agent for the famous Victory Flour.

YOUTHFUL BUSINESS SHOPS—CORNER MILL ST. AND PARK—NEAR THE MILL

## Acton Granite Works

J. NICOL  
EXPERIENCED GRANITE CUTTER

Is prepared to supply monuments of all kinds with skillfully cut inscriptions at low prices. See samples of work and styles of monuments at the monument works.

PERRYMAN BLOCK  
MILL STREET—ACTON, ONT.

## Fall Arrivals

See Fall Goods Just put in Stock

Men's Tweed Caps—\$1.00  
Men's Spring Caps—\$2.00  
Good Tweed Knitwear for the men. Large assortment of Box and Stocking all sizes.

Come in and Look Them Over  
SHOE REPAIRING A SPECIALTY  
We Don't Cobble

E. K. Cook  
MILL STREET—ACTON

## Roy Hindley Auctioneer

LIVE STOCK, REAL ESTATE AND MERCHANDISE

Consolidated Phone Exch.—AT 1-1  
R. R. 3, ACTON



## Kenney Bros.

Fall and Winter Boots and Rubbers  
Lumbermen's Heavy Rubbers and Boots  
Heavy Boots for all the Family  
Good Assortment of Fine Goods  
OUR PRICES WILL ALWAYS COMMAND OUR GOODS

Repairing, Carefully, Personally and Promptly Attended

HUBERT LEWEL A SPECIALTY

## Kenney Bros.

MAIN STREET—ACTON, ONT.

## HOW THE ARABS MAKE COFFEE

People who make coffee in this country, as well as most others, buy their coffee already roasted, either already ground or in the berry which they grind themselves. But the Arabs, who are exceedingly fond of this drink, have a peculiar way of making it. First a lot of them gather in a circle. Then one man roasts the green berries in a small spoon held over a panful of hot coals. As soon as the berries are properly roasted he passes them over to another man by his side and the latter grinds them by means of a cumbersome iron pestle and mortar, in the same manner that a druggist grinds up crystals or other hard substances to be used in the manufacture of medicines. A third man then takes the ground coffee and prepares the steaming drink in a small pot. From this pot he fills the tiny cups from which the liquid is drunk by the whole crowd. The older men keep this up at intervals all day long while the younger ones join in the coffee drinking whenever they feel the need of a stimulant.

## War Bond Coupons 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

Established 1884  
Head Office: Montreal  
ACTON BRANCH, GEORGETOWN  
L. B. SHOREY, Manager  
E. W. GRANDY, Manager

## Do Your Christmas Shopping Now

# Why It Pays to Handle Advertised Goods

### ADVERTISING DOES NOT INCREASE COST

Every retailer handling standard advertised lines of goods of any kind has no doubt been approached many times by salesmen who say to him: "Here is a line which is not advertised, so I can make you a lower price than that of the advertised line, and you will save the difference."

If the dealer has not "been there before" perhaps he swallows the bait and proceeds to acquire a little experience.

### SAVES TIME AND EFFORT

Just what is the real difference between a standard advertised line and one which is not advertised? Which will it best pay the dealer to handle?

The principal advantage in handling an advertised article is that the advertising has made a great many people familiar with the good qualities of that article, and has given them confidence in it and in the people making it.

With the un-advertised goods there is, of course, not this feeling of confidence, since the customer does not know anything about the goods. It is evidently up to the dealer to overcome the natural hesitation on the part of the customer and to instill a feeling of confidence. By careful, skilful, patient salesmanship he may make the customer want the goods. This takes time, and unfortunately every clerk is not an expert salesman, and therefore misses many a sale which would have been made if the article had been favorably known to the customer. One big advantage of handling advertised goods is this saving of time, and the fact that the sale can be made by almost any clerk.

### ASSURANCE OF VALUE

If the goods have not real merit in themselves, however, advertising will not carry them far.

This simple fact is quickly realized by most manufacturers, so most advertised lines are continually being improved. Many a line which was only ordinary when the advertising started has been perfected because the manufacturer felt he could not afford to have anything wrong with an article which he was spending so much money to make well known.

Advertising, therefore, is practically assurance of value in goods. The public are rapidly coming to realize that this is so.

But you may feel that while advertising is probably a good thing, and may help to sell the goods, it is still an expensive luxury, for which you pay the price and the manufacturer reaps the benefit. This is not borne out by the facts.

### REDUCES MANUFACTURING COST

Modern advertising costs money. This money is paid by the manufacturer or advertiser. If it does not eventually result in greater sales, he loses it. If it greatly increases his sales, as good advertising should, the money spent is a profitable investment, because it reduces his manufacturing cost per article.

In arriving at the cost of any manufactured article the manufacturer must first find out what it actually costs him in materials and in labor. To this cost he must add a sum to cover his overhead expense, such as rent, heating, office and management expenses, interest on investment, etc. Usually the production could be greatly increased without adding very much to these overhead expenses. The greater the production—in other words, the more articles over which the overhead expenses can be divided—the smaller the amount of overhead expense which must be charged against each article. The more goods the manufacturer can turn out, the less both his overhead and net cost will be on each article. Materials can be purchased in larger quantities at lower price, machinery can be made to do the work which formerly required expensive operations by hand, and in many other well-known ways cost can be reduced when the output can be increased.

It is perfectly clear, therefore, that if advertising can increase the output it will reduce the cost. As a matter of fact, proper advertising will not only pay for itself in this reduction of cost, but will leave a further margin, and, therefore, often result in lower prices rather than higher prices.

### RESULTS IN LOWER PRICES

If Henry Ford could make only 100 or 1,000 cars a year, do you imagine for a moment that you could buy a motor car at the present price? That is one of the best known examples of the power of advertising in increasing output and reducing manufacturing costs; and therefore, selling price.

Other examples are numerous. For instance, it would be absolutely impossible to produce and sell C. C. M. Bicycles at their present quality and prices in face of the enormous increase in cost if it were not for the quantity which they are able to produce.

While the quality of these bicycles is the basic reason for their present repute and wide sales, it is also true that these good qualities would not have so quickly become known to cyclists all over Canada had it not been for the extensive C. C. M. advertising.

## IT PAYS TO HANDLE ADVERTISED GOODS

### MORAL--Retail Merchants should buy advertised goods. Retail Merchants should advertise advertised goods, unadvertised and then some. The Free Press is ready to help in this enterprise.

## Business Directory

### MEDICAL

YHOB. GRAY, M. D., C. M., M.G.I.L.L.  
11 St. J. St., Montreal; 11 St. J. St., Acton.  
M. Glasgow, Member British Medical Association, 11 St. J. St., Acton.  
Otho—Frederick H. Wood, Acton, Ont.

DR. J. A. McNEIVEN  
Physician and Surgeon  
Office and Residence—Corner Flower Avenue and King—St. John's, Toronto.  
Office formerly occupied by Dr. J. S. Henderson, Acton, Ont.

DR. C. F. W. HOBS  
Georgetown, Ont.  
Ex-House Surgeon Grace Hospital, Toronto

Medical attention to Diseases of Women and Children and Infant Feeding.

### LEGAL

Phone No. 33  
HABOLD NASH FARMER, M.A.  
Barrister, Solicitor, Notary Public  
Conveyancer, Etc.

PERRYMAN BLOCK—ACTON, ONT.  
MONEY TO LOAN  
Hours—9:30 a.m. to 5 p.m.

### DENTAL

DR. J. M. BELL, D. D. S., L. D. S.  
Dentist  
Honor Graduate of Toronto University. The latest scientific method of dentistry. Office at residence, Corner Mill and Frederick Streets, Acton, Ont.

### MISCELLANEOUS

MARRIAGE LICENSES  
H. P. Moore, Issuer Marriage Licenses  
Private Office. No witnesses required. Issued at residence in evening. Free Press Office—Acton, Ont.

### FRANCIS NUNAN

Bookbinder  
Account books of all kinds made to order. Periodicals of every description carefully bound. Binding neatly and promptly done.  
Wynham Street—Georgetown, Ont.  
(Over Williams' Store)

### R. J. KERR

Licensed Auctioneer  
For the Counties of Halton, Wellington, Peel and Dufferin and the City of Guelph  
ACTON ONTARIO  
Gents may be approached by mail or at residence at Acton or at—  
The Free Press Office, Acton  
The Mercury Office, Georgetown  
The News-Record, Georgetown  
Or by Mr. J. Gordon, Harness Maker, Hillburgh  
Sales entrusted to R. J. Kerr receive attention from date of sale to date of sale. Let your seller with the Residence—Bower Avenue, Acton. Phone 28, Acton. Call at my residence.

### J. E. CHEEVERS

BOOK BINDER  
Quebec St. East—Georgetown, Ont.  
Books and magazines bound in handsome and substantial covers. Names lettered in gold on Biblos, Hymn Books and other books.  
All Work Promptly Executed

### WE BUY OR SELL

## Victory Bonds

Bearer or Registered

### J. E. CARTER

Investment Broker—Georgetown

### D. ALEX. NIVEN

Ontario Land Surveyor and Civil Engineer  
Surveys, Subdivisions, Plans, Reports, Descriptions, Blueprints, etc. Certificates for purchase of land. Mortgages; Surveys for Architects, Builders and Municipal Councils; Drainage Reports, Estimates, etc.  
McLEAN BUILDING, Douglas St. GUELPH (Phone 1044) ONT.

### Consulting Engineers

The E. A. JAMES CO., Limited  
E. M. PROCTOR, B.A. Sc., Manager  
36 Toronto St., Toronto, Ont.  
Bridges, Pavements, Waterworks, Sewerage Systems, Incinerators, Schools, Public Halls, Hospitals, Factories, Artistic Work, etc.  
Our Fees—Usually Paid out of the money we save our clients.

### GRAND TRUNK RAILWAY SYSTEM

## The Double Track Route

BETWEEN MONTREAL—TORONTO DETROIT—CHICAGO

Unexcelled dining car service.

Sleeping cars on night trains and Parlor Cars on principal day trains.

Full information from any Grand Trunk ticket agent or G. S. Horning, District Passenger Agent, Toronto.

### H. S. HOLMES, Agent

ACTON, ONT. Phone 33

### The Old and Reliable

## Granite and Marble Dealers

We are manufacturers and direct importers of all kinds of Monumental and Headstone work. We sell direct to our customers at wholesale prices, thus saving our customers 40 per cent. We have the best appliances and the only mechanics in the Dominion who can operate granite, marble properly. We can give references from hundreds of our customers in Toronto and other places, where others have to have law suits in order to collect. We have the largest and best stock of Granite in the Dominion, or more than any other dealer in the West. We are legitimate dealers and employ no agents, and do not annoy or pest customers by sending out literature agents selling their wares. We employ only mechanics and designers.

### HAMILTON & SONS

108, Water St. & Woolwich Sp. Guelph