

The Acton Free Press

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H. P. MOORE, Editor and Publisher

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EDITORIAL

With unemployment in the cities, an effective "back to the land" movement has begun in earnest and apparently the "hired man" once more is to be an institution on Ontario farms. This will be fortunate for the men, for the farms, and for the country as a whole.

Present indications are that the prohibitory law will come into force in Nova Scotia, Alberta, Saskatchewan and Manitoba, about the end of January. That looks better. An extended period in which liquor importations would be permitted, would be a travesty on the voted wish of the electors of these provinces.

Evidently the Liberals of Milton and vicinity failed to recognize in Hon. Charles Murphy, M. P., a representative Liberal. Respecting his recent visit to Milton the Champion says: "Hon. Charles Murphy, M. P., for Russell, spoke at the Princess Theatre last Thursday evening, having been invited to Milton, by the Women's Liberal Association. On account of his stand on the Irish question his visit was disapproved of by many Liberals and the turnout was small, not quite 100."

For seventeen years Mr. R. E. Mills has successfully conducted the Elora Express, and his very earnest efforts have made the paper a local journal of which the people of Elora are justly proud. Mr. Mills is an experienced newspaper man and his practical knowledge of the mechanical side of the business has enabled him to keep abreast of the times. The Express stands for the best interests of the community materially and morally, and is a very worthy representative of the constituency.

No Place for "Wet" Planks

It was fortunate that the Conservative convention which was held in Toronto last week had a good strong quota of wise and considerate heads in attendance. The effort of several persons to secure the adoption of a "wet" plank in the platform of the party was promptly overruled. It is very generally conceded that the electors of Ontario will vote to adopt "bone dry" prohibition on the 18th April next. It would be a sorry thing indeed to have the Conservative party allied to the liquor interests, as some evidently desired.

Old Line Party Provincial Leaders

The Toronto Star made this significant statement in its leading editorial on Saturday evening: "By selecting Hon. Howard Ferguson as leader of the Liberal-Conservative party in Ontario the great convention in Massey-Hall gave the people of this Province one more reason for keeping the Drury Government in office. Both the old line parties are now led by politicians who regard public life as a battle between the ins and outs, with the spoils of office as the prize. Neither Mr. Ferguson nor Mr. Dewar can be regarded as the natural leader of progressive forces. Public ownership and temperance measures will not get far if they have to depend on support from men of the Ferguson-Dewar type."

Make Our Streets Presentable

The waterworks service contractors have left Mill and Main Streets in a badly disfigured and dangerous condition. The back-filling of the trenches has left a mound at every service connection. This earth will be required eventually to fill up the trenches when they settle. But during the winter there will be little settling, and every mound left not only disfigures the street, and interferes with traffic, but dams the surface water and will inevitably cause serious flooding of cellars next spring, if left in their present condition. It would not be an impossible job to grade these streets with the grader, remove the surplus earth to some convenient locality from which it could be teamed when needed next spring to level up the depressions. The level streets and the immunity from threatened danger from flooding would largely overbalance the cost.

Canada's Conspicuous Recognition

Reports from Geneva give gratifying evidence that Canada is playing one of the directing parts of the present sessions of the assembly of the League of Nations. It is necessary to be in Geneva, says a correspondent, to make this discovery, as Canada's new-born diplomacy has been functioning most powerfully rather beneath than on the surface of the proceedings. Comparisons are odious, but by the very nature of Canada's position, it has fallen to the part of her representatives to speak in some sense at this gathering for its absent member, the United States; to be the principal voice raised on behalf of the two American continents, and to continue to lead in the assertion of the rights of Dominions to nationhood which found expression at Paris two years ago. Canada's delegates will try to make it possible for the United States to enter the League by moving for the striking from the covenant of article ten, which was the chief stumbling block in the long and acrimonious debate in the United States Senate. Our representatives have in general been well recognized at the assembly. Hon. Mr. Rowell has been appointed with M. W. Hani, as Rapporteur of Number One Commission and Sir George Foster as Rapporteur of Group Number Four on the Financial and Economic Commission and Sir George Foster as Rapporteur of Hon. A. J. Balfour, the honor of being one of the two vice-presidents of the Assembly nominated from the British Empire. It is understood that Sir George has done some very good work, particularly on Group Number Four, whose task it is to prepare a basis for the economic and financial conference to be held next year. Hon. Mr. Rowell's work has made such a good impression that he is spoken of as possessing a distinct lever for international affairs.

The Conservatives' Provincial Leader

The Conservative convention at Toronto last week selected the Hon. Howard Ferguson, late Minister of Forests and Mines in the Hearst Government as the leader of their party in Ontario. Mr. Ferguson has a small number of followers in the House, and cannot hope for any large degree of prestige during the life of the present Government.

Hydro Extension and Consolidation

The big deal put through last week by which all the power and traction interests of the Mackenzie corporations are to come under Hydro control, means much to Ontario. Power shortage will now be eliminated, and Hydro radial extension will be assured. Through this new purchase Toronto gets the street railway system on very favorable conditions. The Mackenzie interests are to receive \$32,734,000 for their entire plant.

The Relation of Wheat to Business

The relation which the wheat crop bears to business is always an important consideration. Navigation from the great wheat centres at the head of the Great Lakes has now closed, and the wheat situation is naturally being canvassed by the financial institutions with keen interest. Considerable disappointment is being expressed over the backwardness in marketing wheat in the West, with consequent slowing down of collections and lessening of buying power. A Calgary authority wired an Eastern bank last week that 75 per cent. of the wheat in Alberta was already away from the farms, but even accepting this as approximately accurate this did not mean that that quantity of wheat by any means had been sold. Much of it had merely been shipped to elevators to be held for the market later on, when the farmer was better satisfied with the price. A Toronto banker expresses the view that the Canadian wheat growers were running serious risks of further declines in price by holding their wheat. It was pointed out that the Australian and Argentine crop would bring that much more competition in the world wheat market by January.

The Tariff and Employment of Labor

The Council of this town has placed itself upon record on one phase of the tariff problem at least in the following resolution, which was unanimously passed, signed by each member of the Council, and forwarded to the Tariff Committee of the Dominion Government:

Resolved that this Council of the Municipality of Acton, Ontario, realizes that the industries located here provide employment for a very large proportion of the citizens of the town, and that directly or indirectly, continuance in operation of such industries is a matter of concern to all residents; to the agriculturists in the surrounding districts, and, we believe, to the entire country, and this Council hereby declares its conviction that no downward revision of the Canadian Tariff should be made which would cause curtailment of industrial operation and resultant unemployment.

No elector need be a high tariff protectionist to endorse this resolution, which only requests that the tariff be maintained to a point which shall avoid the throwing of citizens out of employment, doing injury to town and country.

The People's Progressive Party

At a banquet given by the Maple City Club at Chatham last Friday evening Premier Drury made the significant statement that the perpetuation of the Farmer-Labor Government cannot continue indefinitely in this province. The perpetuation of this union he declared, is not in line with public opinion. The farmers of Ontario, he asserted, do not want class administration, but they do want fair and honest administration of the affairs of the province in the interest of all the people. The U. F. O. has got to branch out, if it is to remain in politics successfully. If I were asked, to name the new party which will eventually develop, I would call it the People's Progressive party, and take in everyone. Before long we will have to develop into a real people's party. The farmers will still have representation in the party, and will stand for the ideals they held before they started out to get power; other parties will also have to be represented in that people's progressive party, which will eventually take the place of the present United Farmers-Labor administration. The Premier has evidently been doing some hard thinking. He has come to the same conclusion which scores of other thinking people have reached. The country is not prepared over again to follow the old line hide-bound parties. Mr. Drury's proposed people's progressive party will more nearly fill the bill and give administration preferable to that of any government than either the Grit or the Tory party can produce when confined to party lines alone.

High School Opportunities

We make no apology for so frequently referring to the value of education to young people entering upon the activities of life, nor for endeavoring very strongly to impress the value of embracing the opportunity of a High School course. As the New Year approaches boys and girls are tempted, and unfortunately encouraged by their parents, to leave school and go to work. This is especially true when they have reached the age when the law no longer compels their attendance at school. The demand for labor has been so great for several years that fairly good wages are offered boys and girls when they have not even completed their Public School course. When boys and girls stand at the parting of the ways trying to decide whether to go to work or to go to High School, they ought to remember that if they do not go to High School as soon as their Public School work is completed, the chances are eight that they will ever go to school later. Once a young person starts to work, the probability is all against any more school for him. Some decisions can be changed later, but the decision to go or not to go to High School, is almost always final and should be made with the greatest care. Simply from the point of view of dollars and cents those who go through High School are far better off in the long run, than those who go to work at the end of the Public School course. But money is only one of the gains of High School. There are besides the athletic sports and the other good times to be taken into account. There are the friendships which are a joy through life. There is the widened intellectual horizons, which make one feel more at home in this great world; get far more out of life, and do more for the world because of his broader education.

HOMEMADE DIFFICULTIES

Many of our "difficulties" are homemade. "I've got an awful week's work ahead of me," says George gloomily as he sits at the breakfast table on Monday morning. "I don't know how I'm going to get through with it. Well, if I fall, it's not my fault." A fellow can only do what he can do. If his worst enemy sat beside him, whispering in his ear that which would hinder him most in making success of his week's work, he would probably adopt very similar tactics to those George has chosen. For a feeling of discouragement is the greatest handicap we can have. When we allow ourselves to undertake our duty with doubt and dejection, instead of courage and determination, we are making success extremely unlikely. The habit of belittling one's self is responsible for a great many of our difficulties. The girl who declares that she is the "most clumsy, awkward girl in the world" is not aiding herself to become more graceful. Indeed, the conviction of her awkwardness is in the way of her ever acquiring grace. It is a mistake to foster any thought of ourselves which is contrary to our desires. Do not think of yourself as stupid and uninteresting. Refuse to consider yourself as destined to be a failure. On the contrary, hold before your mental vision the picture of yourself as you would like to be. The hard things we encounter in the world are not always put in our way by unfavorable circumstances. Quite as often they are created by our own mistaken thinking. The humbling difficulties which beset our path are to the majority of cases, homemade.

DON'T WASTE TIME

The main difference between the man who succeeds and the man who merely grows along in a mediocre sort of way is that one utilizes every hour of his time to the best advantage he knows how, while the other is content to loiter. When business is not particularly brisk and the weather is depressing there certainly is a temptation to sit at the window and watch the crowd go by. But those who succumb to such temptations are up sooner or later to find that the whole procession has passed them and left them in the lurch. Don't sit at the window. Get out and hustle—Forbes Maxfield.

QUITE LIKELY

Angler (describing a catch)—That trout was long—I tell you I never saw such a fish!
Ditto—No, I don't suppose you ever did.

HIGH YIELDS

are always Profitable

Because farms of only a few acres can be made to produce a large amount of crops, the farmer who has a few acres can make a large profit. The following table shows the yields of crops on a few acres of land in Ontario.

Crop	Yield per Acre
Wheat	30 to 40 bushels
Oats	40 to 50 bushels
Barley	30 to 40 bushels
Hay	10 to 15 tons
Grain	10 to 15 tons

For information write to the Soil and Crop Improvement Bureau of the Canadian Farmers' Association, 311 Temple Building, Toronto.

Acton Granite Works

J. NICOL
EXPERIENCED GRANITE CUTTER

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

FRYERMAN BLOCK MILL STREET - ACTON, ONT.

Tom Rumley

GENERAL BLACKSMITH AND WOODWORKER

Promptness and Economy our motto. Special attention to Horseshoeing and Blacksmithing.

YOUNG FOR BUSINESS

SHOPS—CORNER MILL ST. AND PARK AVE.—NEAR THE MILL

Village of Acton

TAKE NOTICE THAT

The Council of the Municipal Corporation of the Village of Acton has laid water meters for local improvements on the streets as shown by Schedule "A".

The cost of the work is \$70,000 of which \$24,000 is to be paid by the Corporation. The special rate per foot frontage to be paid in thirty annual instalments.

1. The estimated lifetime of the work is fifty years.

2. A Court of Revision will be held on Monday, December 29, 1920, at 8 o'clock at the Council Chamber in the Town Hall for the purpose of hearing complaints against the proposed assessment and the accuracy of frontage measurements and any other complaints which persons interested may desire to make and which is by law cognizable by the Court.

DATED November 30th, 1920.

N. H. FARMER, Clerk.

STREET	PROM.	TO
Willow	1	Mill
Willow	2	Church
Mill	3	Agnes
Main	4	Lot 47
Main	5	St. Mary's
Church	6	St. Mary's
Church	7	St. Mary's
Church	8	St. Mary's
Church	9	St. Mary's
Church	10	St. Mary's
Church	11	St. Mary's
Church	12	St. Mary's
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Church	46	St. Mary's
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Church	48	St. Mary's
Church	49	St. Mary's
Church	50	St. Mary's

WITTY AND HUMOROUS

I saw Jessu kissing Kate,
The fact is we all three saw!
I saw I saw I saw Kate,
And Kate saw I saw Jessu.

A Danbury man describes a church service for raising money as an operation wherein one-half the church buys berries at fifteen cents a quart and sells them to the other half for a dollar.

Guilty or not Guilty—An Irishman, when asked "guilty or not guilty," said to the judge: "How do I know; sure that's for you to find out."

The Coming Race—Held the political orator, "I am speaking for the benefit of posterity." Some one shouted, "Yes, and if you don't get through soon they'll be here."

A little boy refusing to take a pill, his mother placed it in a piece of preserved pear and gave it to him. In a few minutes she said, "Johnny, have you eaten the pear?" "Yes, mother, all but the seed!"

One Account for Two People

The Joint Bank Account is a home convenience. It may be opened in the names of any two members of a family—husband and wife—brother and sister—father and son—and each person may make deposits and draw cheques independent of the other. Many families are putting their savings in a Joint Savings Account, on which interest is paid.

THE MERCHANTS BANK

Head Office: Montreal, OF CANADA. Established 1854.
ACTON BRANCH, GEORGETOWN. L. B. SHOREY, Manager. C. W. GRANDY, Cashier.

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, skillful, 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 cost can 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 reputation and wide sales, it is also true that these good qualities would not 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

THOS. GRAY, M. D., C. M., MCGILL
Office—Frederick Street, Acton, Ont.

DR. J. A. McNICOLL
Physician and Surgeon
Office and Residence—Corner Howe Avenue and Elgin Street, the residence formerly occupied by Dr. M. H. Henshaw, Acton, Ont.

DR. E. J. NELSON
Physician—Acton, Ont.
Office and Residence—Corner Mill and Frederick Streets.

DR. C. F. W. ROBB
Georgetown, Ont.

Ex-House Surgeon Grace Hospital, Toronto

Special attention to diseases of Women and Children and Infant Feeding.

LEGAL

Phone No. 22 Y. O. Box 336
HAROLD 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 anaesthetic used in dentistry.
Office at residence, Corner Mill and Frederick Streets.

MISCELLANEOUS

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

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Bookbinder
About 1000 copies of all kinds of books made to order. Periodicals of every description carefully bound. Ruling neatly and promptly done.
Wyndham Street—Georgetown, Ont. (Over Williams' Store)

R. J. KERR
Licensed Auctioneer
For the Counties of Halton, Wellington, Peel and Dufferin and the City of Quebec

ACTON ONTARIO
Sales may be arranged by mail or at residence at Acton or in the Free Press Office, Acton. The Mercury Office, Geolp. The News-Record, Paris, or With W. J. Gordon, Harrow, Maker, Halton.

Sales entrusted to R. J. Kerr receive attention from date of listing to date of sale. List your sales with me. Residence—Bower Avenue, Acton. Phone 34, Acton. Call at my Expense

Roy Hindley Auctioneer

LIVIN STOCK, REAL ESTATE AND MISCELLANEOUS

Consolidated Phone Erie—47-1-1
R. R. 3, ACTON

J. E. CHEEVERS BOOK BINDER

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

D. ALEX. NIVEN

Ontario Land Surveyor and Civil Engineer
Surveying, subdivisions, plans, etc. Reports, locations, blueprints, etc. Certificates for purchasers and exchanges of surveys for Agriculture, Builders and Municipal Councils. Drainage Reports, Estimates, etc. McLEAN BUILDING, Douglas St. QUELPH (Phone 1054) ONT.

GRAND TRUNK RAILWAY SYSTEM

The Double Track Route

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 C. S. Hornum, District Passenger Agent, Toronto.

H. S. HOLMES, Agent
ACTON, ONT. Phone 18

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 quality of granite and marble in the Dominion who can operate pneumatic tools properly. We can give references from hundreds of our customers in Toronto and other places, who either have to have law suits in order to collect. We have the largest and best stocks of granite in the Dominion, and more than any three dealers in the West. We are legitimate dealers and our goods are genuine, and do not annoy or pest our customers by sending out ignorant agents soliciting orders—we employ only mechanics and carry out our work.

HAMILTON & SONS

100, Northwick & Woolwich Sts., Geolp.