



## The Acton Free Press

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THURSDAY EVENING, AUGUST 25, 1927

## EDITORIAL

### A Pretty Fair Profession

"To hear many school teachers talk shop, it would appear that theirs was the dullest and driest, and most uninspiring job in the world," remarks the Kitchener Record. Then it adds, "There are, however, a few who surely view the profession as pretty fair pay and short hours with long vacation, and they work at their trade as though it were more than humdrum slavery. The real teachers in this latter class can now be found in summer schools, brushing up a little on this or that, getting ready to deliver knowledge of how to deal with success and failure or more mere knowledge as the supreme end in view whether they regard knowledge as a mere tool to an end should be of importance. As a truant judge recently told a teachers convention, 'Mr. try to teach other things than those found in blackbooks. Acquisition of any sense required a knowledge of how to deal with success. Teachers are more essential in life than knowledge a theoretical theorem or the extraction of cube-

### You've Got to Have a Winner

Frequently we notice press comments on what is the best method of putting a town on the map, a baseball club, a lacrosse team, or a band, or what not. It seems to us you could pick any one of them and be safe. But having picked the favorite one to put the town in the limelight, it is necessary to make it the best of its kind. Brampton was famous for its band that won several years at the Canadian National Exhibition. Toronto was last year noted for the ball team that won the pennant. Burlington's Pig Drill team has brought considerable publicity to that town. Guelph was in the limelight with its centennial celebration for a considerable time. George Young brought Toronto before the public with his swimming ability and got the whole city and countryside going in for that aquatic sport. Beeton has been famed because Alex Hodge got the best of a burglar who was a winner in his duel. And so we could go on and enumerate cases where individuals and organizations have done much to put the place in which they reside before the public. But it does not seem to matter what the line is that has brought the fame. Any kind of a feature will do. The fact is that in each case it was a winner that brought the fame. No one heard much of the man who came next to George Young in his race. No one wanted to claim even relationship to the man who came off second best in the Beeton fracas. The winners get all the praise, and they deserve it all, too. It doesn't matter what your line is that you choose to boost your town. But whatever it is to succeed you've got to have a winner.

### Time for Action

The Dominion Bureau of Statistics issued on Tuesday a special report on deaths from automobile accidents in the nine Provinces of Canada during the year 1926. Under this title are included the accidents in which automobiles are involved in collision with other vehicles, such as horse-drawn vehicles, street cars and trains. In the nine Provinces of Canada deaths from automobile accidents totalled 600 for the year 1926, made up as follows: Prince Edward Island, 1; Nova Scotia, 28; New Brunswick, 11; Quebec, 183; Ontario, 242; Manitoba, 27; Saskatchewan, 21; Alberta, 33, and British Columbia, 80. For the whole country the death rate from this cause was 8.8 per 100,000 of population, the individual Provinces giving the following rates: Prince Edward Island, 1.1; Nova Scotia, 5.2; New Brunswick, 2.7; Quebec, 7.1; Ontario, 7.7; Manitoba, 4.2; Saskatchewan, 2.6; Alberta, 5.4, and British Columbia, 10.6. In the nine Provinces 445 of the deaths due to automobile accidents, of 73 per cent. of the total, were of males; deaths of females numbered 181, or 27 per cent. of the total. Children under 15 years of age contributed 180 deaths, or 31 per cent. of the total. In this age group there were 123 males and female deaths, a proportion of 80 to 34 in the ratio of the two sexes. The above figures compare to raise our small voice this week in upholding the Globe and a number of the other papers of their demand for action from Hon. Mr. Clark on reckless driving on the roads. The item for safety on the highways is fine, but some being carried on is commendable.

"Spare the rod, spoil the child," and it seems as if it use the rod now. The warnings that will spank if motorists do not obey, monotonous without the required action, "papa spanked" and gave the disobedient running they will remember.

The first passenger trip of the Lethbridge Commercial Airways was made on August 7 between High River and Lethbridge. It is announced that commercial flights will be arranged between Lethbridge and Waterton Lakes. At the latter there is a Canadian National Park of hundreds of square miles in area. A large modern hotel has recently been opened there.

### All American Tourists are Not Boozers

Some disappointment is expressed, says the Orillia Packet-Times, that the great rush of American tourists which it was predicted would follow the opening of liquor shops in Ontario, has not materialized. There are a lot of foreign cars, but no more than in former seasons. It is quite probable that, except for the vicinity of the border, Government Control kept away more American visitors than it attracted. It is natural that American motorists might feel uncertain as to the effect of the easier access to liquor on the accident hazard, and might wait to see how it worked out. At any rate, it is clear that the availability of liquor has not proved so great an attraction as some anticipated. The fact that Ontario has all along drawn more American tourists than Quebec might have made it clear that our American cousins are not all bibulously inclined.

### Too Much for Young or Old

Dr. Charles Mayo, the distinguished Minnesota surgeon, thinks the excesses of the so-called "Jazz Age" are too much for the young people. This idea is held by many. What are the excesses of the jazz age? Well, for one thing, a lot of young people have the idea that they must be going to something every night or very much of the time. If they are studying in some school or college, their lessons look pretty slim on examination day. And in the effort to do two things at once, they are driving their physical health too hard. When people get through school, and try to carry on the night stuff much of the time, and turn up at the job at 8 or 9 o'clock, they are also playing the game too hard. The day was made for work and the night for rest. If the night occupations are not restful, they wear out the human machine, concludes the Sidney Review.

### Easy Money

The crash in Picton of another high flyer in business, and the carrying down with him of a hundred or so hard-working farmers will prove another object lesson that will not be remembered a week after the flurry is over by the general public. Any kind of a smooth-tongued artist who will promise big returns on money and make a payment or two always seems to be able to find plenty of suckers to make it easy for him. Any man who will invest money on a promise of 17 per cent., and borrow funds to put into such an investment is not what we would term "a hard-headed business man." Most everyone has a desire to ring a little bit of money for big returns or a chance for a fortune. But when the savings of a lifetime are so used, or the desire to flog is depriving of needables it is time to halt. Anything that promises dividends of 17 per cent, can generally be classed in the straight gamble class. And no one should gamble with funds he cannot afford to lose.

### Advertising as a Science

Like all things, advertising has had an evolution. A century ago the leading merchants resorted to what is now the classified ad. and the modern display ad. was unknown. The store which a century ago purchased newspaper advertising in quantities of a dozen lines or so weekly now contracts for one and two pages, and the Sunday advertising for a roomer or a young lady seeking a lost cat consumes almost as much space in the newspaper of to-day as the most thriving merchant of yesterday. As in quantity, so has advertising had an evolution of quality. With in the shopping memory of the present generation the advertisement, both newspaper and magazine, has risen from a relation of articles and prices to attractive displays artistically phrased, graphically illustrated and in the case of magazines often beautifully lithographed. The modern advertisement is not a narration of goods and prices; it is a storehouse of information about buying staples, thrift and economy. The public once complained of spending a penny for a newspaper and getting 50¢ worth, more or less, of its paper in advertising. Now magazines are purchased by many for their advertisements alone, and as for the newspaper, the advertisements form an important part of the day's reading—Markham Economist.

### EDITORIAL NOTES

The will of a St. Louis philanthropist, who died recently, provided for giving all children who attended his funeral ice cream cones. It was attended by a record number of juveniles.

The Globe tells us instances of the fathers offering up their sons for burnt sacrifices. A different mode is employed these days when sons are offered as living sacrifices for the advancement of civilization.

Premier Ferguson announces an increase in gas tax and a decrease in license fees. There is consolation to the fellow who doesn't own a car in that he doesn't have to worry about either of the propositions.

Premier Ferguson knew how to "speak out" when the time came. There is no doubt about his answer to the query of whether he would take the Ottawa job or not. He hit straight out from the shoulder and his "no" was apparently emphatically convincing in showing his position.

The farms of British Columbia produced \$71,302,000 in 1926 breaking all records and gaining \$6,208,000 in value over the previous year, according to the final figures of the Provincial Statistician. Lumbering is the largest industry in the province, with agriculture second.

A rather peculiar situation has arisen in the liquor question. According to a certain Judge, the provincial permit grants permission to buy but says nothing about the consumption. What is the matter with getting out another card granting permission to consume the liquor you have already been privileged to buy?—Aylmer Express.

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### Neighborhood News

#### GEOERTZWN

Rev. E. H. Wan is holidaying with friends at Port Dover.

Mrs. H. B. Henderson and Mr. N. Henderson, of Winnipeg, are visitors to town.

Mr. John Ryan, of New York, is spending his vacation at his home point.

Mr. Campbell Ladlow, of Ottawa, is visiting Dr. Campbell McColl, of Guelph.

Mr. and Mrs. J. D. Thompson left Saturday on a trip through Western Canada.

A small crowd were in attendance at the lacrosse match Thrusday night.

Mr. and Mrs. Rohr, Edwin and Mrs. and Mr. H. G. Gough, spent Sunday at Crescent Beach, Badie Point.

Mr. and Mrs. E. Doherty and daughter, Isabel, of Sterling, visited friends in town on Friday.

Miss Helen Grant, who has returned from a pleasant holiday spent with friends in Toronto and Buffalo.

Major Grant and Miss Helen Law, the winners of the annual games and banquet of the Royal Canadian Police Force on Wednesday last.

Mr. Wm. Ward, inspector of dairies and producer of butter, under the milk by-law, will commence his duties on Monday next.

Mr. Victor Holmquist is nursing a broken arm, the result of a fall from a horse.

Miss Addie Hewson, a nurse in Chicago, was home last week on her vacation.

Mr. E. Littlefield motored to Ontario yesterday, where he will spend his vacation.

Mr. William Pearson, of Richmond Hill, visited with old friends in town on Saturday.

Mr. Charles Kerr has returned from Vancouver, B. C.

Mr. and Mrs. A. A. Allen motored to Guelph yesterday.

Miss L. Hirsch, a reliever of the Bank of Montreal staff, is relieving one of the staff at Clarkson this week.

Mr. Edward Wood, violinist, of the Guelph orchestra, has returned to his home in Guelph for a week's vacation.

Misses Marjorie Witaker and Helen Tyrrell returned to-day from a five-day vacation in the Manitoulin Islands.

The new concrete bridge being laid across Stewart Street and Herk Avenue, are being rapidly pushed forward by Contractor Kilgour.

Mr. and Mrs. F. Davis, of Davis and Shurz, Deve, motored to Grimsby Beach on Saturday and held a picnic.

Mr. and Mrs. J. P. Jackson and Mrs. Jackson, of Georgetown, are in Oakville this week, the guests of Mr. and Mrs. Thomas Parker.

Mr. and Mrs. F. M. Ferguson, of the Forest, and Mr. F. M. Ferguson, of Toronto, are attending a meeting at which many were present from distant points.

Mr. and Mrs. Deacon, with a painful accident in his home a few days ago when he slipped against a chair, met with such force that three ribs were broken.—Record.

### ERIN

Mr. Chase Trimble, of Dauphin, Man, called on friends here last week. Mr. and Mrs. Sampson, of Nolin, spent Sunday with Mr. and Mrs. J. H. Leslie.

Mr. and Mrs. Wm. Nicol and Mr. and Mrs. Wm. MacLellan, of Toronto, were recent visitors at Mr. and Mrs. K. McDougall's.

Mr. and Mrs. Wm. Chisholm, of London, called on friends here last week.

W. A. Burchell, Manager of the local branch of the Royal Bank, has returned from his vacation and is back to business.

Ms. Eagles, of Erin, and her son, James, attended the funeral of the former's brother, the late John Keith, at Collingwood, on the 8th inst.

The court was badly damaged and the occupants, including an elderly lady and gentleman, were slightly injured.

The McLaughlin was more or less damaged. We understand officers from Guelph were called to the scene and there will be a considerable fine before the matter is settled.

### MILTON

Mr. A. L. Hemstreet visited friends at Acton last week.

Dr. and Mrs. O. A. King are on a two-weeks' motor trip.

Mr. Holt, Richmond, of Saskatoon, is visiting Mrs. W. H. Stewart, Court Street.

Mr. Dewar, the newly appointed Postmaster, took charge of the office Thursday.

W. D. Pantel left last Saturday for Vancouver, where he will visit his son, Mr. D. Pantel.

Mr. and Mrs. I. Baker, of Cheltenham, attended the funeral of the former's brother, the late John Keith, at Collingwood, on the 8th inst.

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### NO MORE OF HER

The "Dollie" girl had been visiting. When it was time for her to go, she said, "I don't give you money to buy me clothes."

"Why don't you give me money?"

"I don't know my husband."

"How did you get yours?"

"From my husband."

"I shouldn't call that hard work."

"You don't know my husband."

"I belong to the Sunday Breakfasters!"

"Just give me some milk,

a bowl of Kellogg's Corn

Flakes and a spoon and I'll

get my own breakfast!"

There's nothing like

Kellogg's to start the day.

Wonderful flavor and crisp-

ness! Serve with milk or

cream—and add fresh or

canned fruits or honey.

Made by Kellogg in London,

Ontario. Oven-fresh in the inner

sealed red-and-green package.

Imitations cannot equal such won-

der-flavor. Demand the genuine.

At hotels, cafeterias. At all

grocers.

**Kellogg's**

CORN FLAKES

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25,000 Harvesters Wanted

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Through Colonist Cars operated from principal points.

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