THE HOME OF

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G. A. DILLS, Editor and Proprietor

TELEPHONES
Editorial and Business Office 176
Residence 131

THURSDAY EVENING, OCTOBER 20, 1927

EDITORIAL

Liquor Control Act Doesn't Help Payments

A Hamilton merchant, selling goods on the instalment plan, claims that since the advent of the Liquor Control Act collections are more difficult. He said in a newspaper interview: "Since liquor is so much easier to get, men who were just able to get along and meet their payments now take their pay and buy liquor with it and fall back in their payments. Many wives have complained to us that they are not able to have the comforts they could buy during the O. T. A., because their husbands spend all their money on drinks."

Another Change in Merchandising Methods

Toronto departmental store proprietors have recently been opening groceterias in the West, and more recently have opened branch stores in Montreal, Hamilton and Sudbury. Last week's Financial Post gives particulars of the purchase of two large blocks of property in the heart of Calgary and an application to the Provincial Railroad Board for permission to connect the two by a tunnel. Names of the purchasers of these properties have not been made public, but it is accepted that the Toronto departmental store kings will build another immense store in Calgary. The cause of all those branches being opened is said to be the collapse of mail order business. Ten years ago there was no need for branches, as an immense volume of business was done by catalogue and the mails. Lately competition has met this means of attracting custom and now competition must be met on its own ground.—Alliston Herald.

Why Keep on Advertising?

If the same people always lived in the same place and kept on doing the same things, then it might not be necessary to keep on advertising day after day, month after month, and year after year. But they don't. Part of America's market dies every day and a new part takes its place. Families not only change their living places, but they change their buying habits. The pay envelope of to-day is not spent exactly the same as the pay envelope of five years ago was spent, nor will the pay envelope of next year be spent exactly as the pay envelope of this week. One advertising man has these figures about the changes that take place in our markets in a single year: "2,500,000 babies start their earthly careers; 400,000 high school students discover that a diploma is no opening sesame to a job; 1,250,000 couples decide that two can live cheaper than one; 2,000,000 families get the wanderlust; 1,400,000 people shake off the 'mortal coil.'" To play a bigger part in the markets of to-morrow you must keep in front of the public your wares of to-day—and every day. Your goods will not interest the public unless you see to it that they do. How can you do this without keeping on advertising?—Forbes Magazine.

Indian Summer

That season of the year when a nice mild spell of weather sets in in late October or early November, after a taste of winter has been experienced, is usually termed Indian Summer. Many weather prophets contend that we never have real Indian Summer until after a snow fall has been had, and while the time may be of short duration, they contend, it has never failed to appear. Indian Summer is also known as St. Martin's Summer. St. Martin's Festival falls on November 11, and Indian Summer is due about the same date, perhaps a little earlier or later, as it may happen, or even as late as early December. Late summer weather of September and the autumn days of October are not to be mistaken for Indian Summer. But why is this return of summer-like weather called Indian Summer? A plausible derivation is seen in the old Indian custom of harvesting corn in this season. Another theory is that the Pilgrims gave it this name when they were told by the Indians that summer would return after the first spell of winter. Another story has it that the Indians, like some other folks, were dilatory in getting supplies ready for winter and this second summer season was a special dispensation to them to enable them to prepare for winter after the first warning of the approaching season had been given. An interesting explanation is given in the "Notes" of Dr. Joseph Doddridge, born in 1763, a student of the folklore, traditions and history of the Indians and early settlers. He traces the origin of the name to the fact that the incursions of the savages against the white settlers, which were interrupted by the arrival of winter, were resumed during the period of warm weather usually experienced in the Eastern part of the continent in the late autumn.

Credit System is Expensive

Most people are honest and intend to pay their bills, but inattention and delay in settling obligations often work a hardship for the merchant and the commercial world. A certain business man said that it required three days' time for his bookkeeper to make out his bills, several days to present them to his customers, and then only about 50 per cent. paid, and the end of the month wound up with a large number of them often representing all the profit, to be carried over. All this adds to the cost of doing business and consequently is passed on to what the customer pays for what he buys. While there are always periods of brisk and slack business, there never would be any real hard times if all confined their purchases to what they are able to pay for—and then pay it.—Exchange.

An Out-of-Date Method

In December of this year the Rural Mail Carriers of the Dominion, through their legal adviser and officials of their Association, will make protest to the Postmaster-General at Ottawa against the continuance of the present conditions under which they work. The system under which these men secure their positions is a most unfair one. The routes are let by the department to the lowest bidder. And as in most cases there is always a fresh recruit who is willing to underbid the man who has had experience at the work and knows what remuneration would be fair for the work involved. The result is that most of the rural carriers are so poorly paid that after a few years of service they are glad to discontinue the work. The plan of letting the work this way is most unsatisfactory and it is the only branch of the Government service to use this old-fashioned method of employment. The carriers are dissatisfied with their positions. The Government is not securing the best of service and men qualified for the position, and it is time this method was discontinued. The results of their efforts will be watched with interest.

A Justifiable Tax

Up in Aylmer the license fee for Hawkers and Peddlers is $75.00 per year. Acton's fee is only $25.00, and it seems quite difficult to collect this amount. The trouble is that these traders are in and out of town before they are apprehended and when the authorities do locate any of them peddling their wares and demand the fee they usually get out of town at once. Such are this type of people. They wouldn't contribute twenty-five cents to any local enterprise. The Aylmer Express, in commenting on the fee says: "The sole intention of the Aylmer Council was to make those itinerant peddlers, who come into town selling rugs, dress goods, etc., in competition with local merchants, who do their full share in paying taxes, pay something worth while for the privilege. Then again it is a protection for our citizens who so frequently imagine they are securing barguins, only to find later that the goods were 'shoddy.' Let it be understood that the by-law in no way interferes with farmers of the community selling their products within the corporation at any and all times. It is as much for their protection that the advance in license rates to outside hawkers and Peddlers was made."

An Irish View of British Labor and Russia

"Good riddance to bad rubbish" would seem to sum the majority opinion in the British Isles about the decision of the Trades Union Congress to end relations with the Soviet Unions. It was not unexpected, and indeed, remarks The Weekly News of Belfast, a large labor centre, the only wonder is that it was deferred for so long. The Congress is said to have burned its fingers badly over its friendship with, or rather its subservience to, the dictators at Moscow, and this newspaper goes on to say: "Now that it has shaken itself free from the entanglement, its members must be asking themselves what they ever hoped to gain from the alliance. Two years ago the Russian delegates were received with enthusiasm at the annual meeting of the Congress at Scarborough, and this was followed by the formation of the Anglo-Russian Joint Advisory Council. High hopes were built on this achievement, and some of the leaders painted bright pictures of the future of Labor when Briton and Russian should march in a solid body toward one common goal. But it was just here that the trouble began. Russian and Briton were not marching toward one common goal, but toward two different and widely separated ones; and while the majority of the British trade-union leaders were anxious for the welfare of the workers, the Russians were troubled with no such anxieties."

EDITORIAL NOTES

The Border Cities Star man "positively refuses" to take sides on the Meighen-Ferguson scrap until he has carefully looked over the slow-motion movies.

Last year over 2,400 miles of radial tracks were torn up in Canada and buses substituted. Such is the trend of travel and we suppose in a few years much of the good roads will be useless and airways will be utilized.

All Southern Alberta records for spring wheat yields this year so far as is known were broken on the farm of "Goldie" Hill, of the Enchant district, when a 70-acre field of spring wheat averaged 67 bushels per acre, according to a recent press despatch to the Calgary Herald.

Dr Arthur Thompson, eminent British anatomist, considers that woman resembles the ape more than does man, and said so at a meeting of the Royal Academy at London, England. The professor's courage is to be admired, but most men will leave him alone to debate the subject.

The Financial Post has been devoting some attention to chain store operations in Onatrio and in a recent issue gave some figures concerning the best known companies handling foods. It stated that the estimated turnover in 1927 of 500 Dominion Stores is $13,000,000, that of 67 Arnold stores $9,000,000, and that of 65 Loblaw groceterias $13,000,000.

Aylmer has been without a band for the past two years and the citizens are now quite jubilant over the fact that one is to be organized again. If there is one organization that every town needs more than another it is the town band, and the town that has to do without one for a short period soon realizes this fact and appreciates the worth of the band to community life.

GRANDMOTHER'S TEAKETTLE

Grandmother's teakettle swings on a crane,
Crooning a ditty again and again.
Never aweary nor seeming to tire,
Grandmother's teakettle sings to the fire.

"Boil away, boil away, boil away hame!
Homefolks are waiting and wanting their tea."

Grandmother's teakettle, homely and stout,
Laughs with the funniest sputter and spout.
Nothing amusing at all do I see,
What is it, teakettle? Tell it to me.

"Laugh away, laugh away, little girl, do,
Tea-time is coming, is coming to you!"

Grandmother's teakettle awung long ago,
Singing that same little song clear and low.
Grandmother seems to have never a doubt
What the old kettle is singing about.

"Swing away, sing away, chuckle along,
Just the same teakettle just the same song!"

May Justus.

A peep backward into the record of happenings in this community fifty years ago this week shows that the residents in those early days, were having busy days, and were as enterprising as our neighbors of to-day.

At the Provincial Exhibition at Toronto C. S Smith took first prize for aged ram in the Lincoln class, first prize for ram lamb and second for two ewe lambs. W H Storey & Son took first prize for gloves and mitts of leather, and first for gloves and mitts of kid. Acton Plow Company's garden and hop yard plow was commended.

At the Esquesing Fair at Georgetown, C S Smith and William Waldie, Acton, were the principal prize takers in the sheep classes. Mr. Smith won six first prizes, and Mr. Waldie won both firsts and seconds.

Here is an interesting wedding notice for the week. On October 10, at the residence of the bride's father, by Rev. D. H. Cameron, Robert Wallace, Esquesing, to Marjorie, daughter of Graham McDonald, Esq., of Nassagaweya. Mr. and Mrs. Wallace lived for many years in Acton. Both of them passed away a number of years ago. It is an interesting incident that their daughter, Miss Annie, now Mrs George Murray, resides in a house built on the Wallace homestead property.

There were births that week, as well as marriages. In Acton, on September 25, 1877, the wife of Allan Mann, of a daughter.

In Nassagaweya, the wife of Archie McPherson, of a son. Mrs Mann and Mrs. McPherson were sisters. Misses Lucy and Eliza Tushingham. Mrs. McPherson is the only survivor of the four heads of these two families, and she lives on Bower Avenue, Acton.

In Nassagaweya, the wife of William Waldie gave birth to a son on September 27, and also in Nassagaweya, the wife of Duncan McGregor, a son, on October 1.

And there were deaths in the community also during the week, half a hundred years ago. Ann Eliza Matthews, wife of Joseph Fernley, Acton, passed away on October 1, aged 37 years, and Isaac Cooper, of Erin Township, died on 4th inst., aged 60 years.

Chas. W Hill, photo artist, was awarded first prize for an excellent exhibit of photos at Georgetown Fair. His chief competitor was W H Kahre of Georgetown. James Ryder, Acton, showed two buggies and two demorcats, and carried off three prizes.

Special services were held every night during the week in the Methodist Church. Rev Richard Hobbs was the minister.

Lieut.-Col. Murray, of Stewarttown, inspected Company No. 6 volunteers, of Acton, and gave flattering praise to Capt. John Shaw and his men for their efficiency in drilling.

The Young Pastime Baseball team, of Acton, and the Rockwoods, of Rockwood, played an exciting game here on Saturday afternoon. The score was 28 to 11 in Acton's favor. The Acton players were: John Agnew, r f; Pat Kelly, p; W Smith, c f; H Ryder, c; W Nicklin, s s; Wm Macklin, 1 b; James McConnell, 2 b; Will H Speight, 3 b; and James Lozier, l f. George Matthews was the umpire.

On Thursday morning a son of Peter Masales, of the second line, Erin, accidentally shot himself in the thigh with a revolver, which he was handling. The ball entered the thigh, passing downwards, and outwards about six inches. He [illegible] out down to the bone and succeeded in extracting it, and also a small piece of cloth from the lad's trousers, which the ball, in its course, had detached and carried with it. The boy is expected to be about again in a few days.

Here's a significant item for fifty years ago: "Boys smoking pipes and cigars on their way to school may desire to show a sign of progressive education, but their appearance is far from being manly." And that was fifty years ago, right here in Acton.

Sold By
W. D. TALBOT—ACTON, ONT.

And some pessimists rant about the boys of to-day being far worse than when they were boys.

Patrick Kelly advertises his new home on Church Street completed and ready for rental, and as an attraction says it faces the Russia House on Mill Street.

The New Orleans Minstrels will be in the Drill Shed to-night. Remember this will be the only opportunity you will ever have of seeing them.

Hurrah! Hurrah! On and after October 1 milk will be sold in Acton at the following rates: Per quart, 1 cents; per pint, 2 cents. New Imperial measure to suit the hard times. P. S. Armstrong.

A couple of street fights took place on Friday night. Considerable pummelling was done. No arrests were made.

Last Wednesday Mr Thomas Gowdy of Limehouse, had a narrow escape from losing his life at Limehouse station. In company with Mrs. Gowdy he had just stepped into Clark's open bus, when a horse jumped off the station platform down to the heels of the horses. The frightened animals started off rapidly and Mr Gowdy was thrown out, the hind wheel scraping his ear and bruising his head. The very narrow escape appalled those who witnessed the affair. Mr. Gowdy was quite recovered in a few days.

Mr. William Dredge, President of Nassagaweya Agricultural Society, has returned from a trip to Manitoba. He speaks very favorably of wheat he saw in the Prairie Province, and considers it in every respect exceedingly fertile and a desirable farming country. He brought home samples of spring wheat and barley, both of which are very good. It is just fifty years ago this fall that the first railway train entered Winnipeg. Perhaps my friend, Mr. Dredge, was one of the first passengers to go to the Prairie Province by rail.

In the above record of events of a week fifty years ago you will see that life moved on then very much as it does now; that the activities, the every day doings, the domestic occurrences were quite as human, and quite as enterprising, relatively, as they are to-day.

The Old Man

HE WANTED SERVICE

Emphriam Jones was a colored preacher and a staunch admirer of Roosevelt. Like Roosevelt, he did not believe in race suicide. He and his wife, Armadilla, had ten children.

When number eleven made its appearance, Armadilla said to Eph: "Eph, dat baby, relapse am done on me last time. We church hab to git us a new one."

Eph glanced at the battered vehicle that had perambulated ten little Joneses.

"You all said it, Armadilla! Dat carbage am done foh! Reah am de money, git a new one, but git it good and strong, so dat it'll gib service."

JUST AS IMPORTANT

The haughty Englishman was endeavoring to impress the importance of his family on his guide in the Scottish highlands.

"My ancestors," he exclaimed, with a fine gesture, "have had the right to bear arms for the last five hundred years."

"Hoot, mon," cried the Scot, "my ancestors have had the right to bare legs for the last two thousand years."

BREAKS UP GAS IN THE STOMACH

Don't suffer from dangerous gas pressing around your heart, from sourness, acidity, bloating or pain of indigestion. Stop worrying. Whenever you need quick stomach relief, take a little Bisurated Magnesia—powder or tablets. It breaks up gas, neutralizes acids and keeps the stomach sweet and strong, and digestion perfect. At good drug stores everywhere. Not a laxative.

HIS DENOMINATION

At the close of service on Sunday morning the pacing of a city church went down the aisle, as was his custom, to greet the strangers in the congregation. "You are not a member of our church," he said to one of them.

"No, sir," replied the stranger.

"Do you belong to any denomination, may I ask?"

"Well," responded the latter, hesitatingly, "I'm what you might call a submerged Presbyterian."

"How is that?"

"I was brought up a Presbyterian, my wife is a Methodist, my eldest daughter is a Baptist, my son is the steward of a Universalist Church, my second daughter sings in an Episcopal choir, and my youngest goes to a Congregational Sunday School."

"But you contribute, doubtless, to some one church?"

"Yes, I contribute to all of them. That is partly what submerged me."

POULAR TYRANTS

Teacher (during history lesson): What are the races that have dominated England since the invasion of the Romans?

Small Boy: "The Derby and the Grand National, miss."

WHEN HE IS QUIET

Her Mother: Ferdinand is a very quiet dresser, is he not?

Miss Gamesport: Not as very. But when he gets home at 2 a. m. he's the quietest undresser you ever heard of.

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Weekly Fashion Hint

FOR THE MODISH SILHOUETTE

Correct line is as important in underwear as in outer garments, but at the same time comfort must not be overlooked. The brassiere pictured may be made of glove silk and accompanies bloomers that have a fitted yoke in front. There are plaits where the yoke is attached to the bloomers, and a gusset provides ample width and comfort. Medium size requires 1¾ yard 39-inch material for the bloomers, and ¼ yard same width for the brassiere.

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