



The Home of The Acton Free Press

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THE ACTON FREE PRESS is printed every Thursday evening at The Free Press Building, 100 Main Street East, in addition to being charged additional to others in the United States. The amount which advertisements are paid is indicated on the address columns.

ADVERTISING RATES: For small, unclassified advertisements, and in other columns, the rates will be found at head of column. This place advertising rates on application.

G. A. DUNN, Editor and Proprietor
Telephone: 1111
Editorial and Business Office
Residence

THURSDAY EVENING, AUGUST 30, 1928

EDITORIAL

Canada Gains in Sheep Raising
The output of sheep and lambs on the farms of Canada in 1927 was the highest in the previous five years, reaching over the half million mark for sheep and lambs sent to stockyards, packing-houses, and direct to export trade. This is an increase of about 40,000 head over the previous year.

Financial Affairs Speedily Wound Up

Another Gala Day and athletic sports event is closed by the financial statement of the Gala Day event published elsewhere in this issue of THE FREE PRESS. With all due respect and regard to the handicaps of former events, we believe this last day's events have been wound up the most speedily of any of its predecessors. The committee and its officers are to be congratulated on the despatch with which this event has been handled. The publishing of the financial details has been a feature that has been much towards the success of all these former events. The public confidence is taken in the final winding up as well as in the request for their support. That the financial balance is very much on the right side is a matter for congratulation to all, considering the threatening weather of the day.

"The Best Education I Can Give My Sons"

Sometimes it would seem that being close to that wonder of all exhibitions, the Canadian National Exhibition, we fail to appreciate the magnitude and the privilege we have in being able to view it frequently. An American medical man two years ago made his first trip to see this exhibition. Last year his boys accompanied him on his return visit. He said, "It is the best education I can offer my sons." This man certainly realized the opportunity offered for his sons to see the world in view in miniature provided at this great annual event. This year a large majority of the friends of this man are attending Canada's great show. And so the fame spreads. The Canadian National Exhibition's greatest advertisement is itself. Visitors to it are duly impressed by its scope. We who live so close to this wonder are indeed privileged each year at being able to view it with its ever-enlarging and ever-changing field.

Not Recognizable

During the past week some of the outside newspapers have published pictures purporting to be taken from photographs of Andy Taylor, the North Land prospector recently lost for 46 days in the bush in Northern Manitoba. If the pictures are actually photographs of the man found then a terrible mistake has been made. They must have found the wrong man. Certainly the pictures are not of Andy Taylor. They are not even like him; they are actually unlike him. A glance at these pictures makes it plain that they bear no resemblance to Andy Taylor. Daily newspapers, however, have the advantage that only a very small proportion of their readers will have any idea that a photograph may not be what it purports to be. More than one daily newspaper has achieved some reputation for enterprise by saving all the half-tones cuts used in the patent medicine advertisements and employing them in occasion when a picture of a man is necessary. Timmins Advance.

Suburban Towns Have Good Prospects

There is no doubt in the minds of observant people that the suburban towns, within thirty to forty miles from the provincial capital, will benefit by manufacturers seeking locations outside the city. Many Toronto manufacturers will require, sooner or later, to locate outside the city's areas. Industries are finding the cost of operation in the big city, the higher taxes needed to finance the overgrown city, and the higher wages demanded because of these mounting costs of running the city, prohibitive and intolerable. They are seeking the small town which possesses satisfactory transportation advantages as the most profitable field for their operations. The workers, too, are each year realizing more clearly the benefits of sunlight and clear air. They are looking for places in which they can have room to live and bring up their families under healthful conditions. THE FREE PRESS has voiced this contention for years. Several of our important factories already prove the truth of this conclusion. The next decade or two will undoubtedly see the establishment in Acton and other nearby towns of numbers of city enterprises, the executives and the operatives of which will find it advantageous to remove from the city.

Continue to Learn Something

Numbers of young people have just completed their course in school and college, and are ready to go into the world to battle for a livelihood. And conflict and difficulty will be encountered. Notwithstanding the splendid education received and standing acquired, it is desirable to go into life's activities with the thought that there is still much to learn; much practical knowledge to acquire. When young folks get to the point where they think they know it all and make no effort to learn more, or else give up the attempt to improve because of indifference, there is danger ahead. When habits become fixed, faults and weaknesses are accepted as settled facts and no effort made to improve them, that is a dangerous age, whether it is sixteen or sixty. The only safe way to live is to keep growing, to keep pushing ahead, to keep learning something, to keep gaining in character. When the point is reached, whether at seventeen or seventy, when that causes to be true young people, you have come to the dangerous age.

Should Pay for It

Under the above heading the Guelph Mercury has the following editorial, which vividly depicts the costs of campaigns calculated for public welfare, a large amount of which money is taken by professional promoters. The unfairness of the whole arrangement is the fact that the promoters are well paid, while those deeply interested in the movement are asked to contribute their services and means of their disposal gratis. "Mrs. Frederick Etherington, of Kingston, Vice-President of the National Council of Women, recently left for the coast, accompanied by Captain H. H. Bradford, of Pittsburgh, Pa., to organize Canada's West in a nation-wide drive for a \$200,000 foundation fund for that organization. Some criticism has been voiced as to the resort of a great federated body of Canadian women to the employment of professional campaign experts from the United States to raise funds to carry on their work. In answer to this criticism, which on the whole seems to be justified, Captain Bradford, whose Pittsburgh firm is one of ten American companies which have come into existence since wartime campaigns were waged when the United States entered the world conflict in 1917, explains that as yet Canada had no organization similar to the Pittsburgh one, which makes a business of organized appeals to the public. Captain Bradford and his staff

were to receive for the services the very considerable sum of \$13,000, whereas the meagre sum of \$1,000 has been set aside for publicity, \$500 of which is to be expended for a specially prepared booklet telling of the varied work of the National Council, and the balance not in advertising, but to provide for the placing in Canadian papers, free of charge, of the news stories prepared by the Pittsburgh organization. Captain Bradford estimates the total expenses of the seventeen weeks' campaign at \$6,500. The Pittsburgh firm receives this and an additional \$6,500 for its services. Mrs. Etherington, who is a wealthy woman, has contributed \$10,000 to the expense fund, and the balance will eventually come from the foundation fund. If Captain Bradford is frank, he is also amazing in his astuteness when he says his organization prefers news stories and finds newspaper publicity most valuable in the stories in which the names of those taking part, etc., are kept before the public, and in the same breath explains that no appropriation has been set aside for newspaper publicity. The National Council is a worthy organization, and there is no doubt it does a great amount of good, and like other organizations of the kind, it gets a good deal of free newspaper space. It takes a lot of money nowadays, with costs ever mounting, to conduct a newspaper. Advertising, like any other commodity, should be paid for, and no individual or organization should expect otherwise. If the National Council of Women can afford to hand over thirteen thousand dollars to an American firm which will take the money out of this country, it can well afford to pay for the advertising, which will be the biggest factor in inducing the people to subscribe to the foundation fund for which it is campaigning."

EDITORIAL NOTES

The West received its quota of harvesters to gather in the banner crop. The final excursion announced was cancelled.

From every section of the country crop reports point to a bountiful harvest, in a large number of cases now safely housed.

A country's or a town's population is never increased nor prosperity brought on space by the "blue ruin" agitators. It's usually the optimists that fight their way to successful culmination of their dreams.

Every year growing to greater records, every year more deserving of its success, the Canadian National Exhibition has come to be an institution that has helped make Canada famous all over the continent and far beyond.

The Greater Oshawa edition of the Oshawa Daily Times shows that that journal is keeping pace with the rapid growth of that young city. The 112 page edition is complete with the many features that have been instrumental in the progress of Oshawa.

A directory census of Regina, capital of Saskatchewan, shows a population of 55,000, an increase of 4,000 in twelve months. A similar census shows the population of Saskatoon to have increased 5,000 during the past year. It is now placed at 45,000.

Export of Canadian products during the twelve-month period ended July 31 last reached a value of \$1,206,062,078. This was an increase of \$23,331,454 over the preceding twelve months. The value of imports into Canada during the twelve months ended July 31 last was \$1,154,809,606, or an increase of \$7,561,881 over the corresponding period a year ago.

A real practical offer is that of a prize of \$25,000 for "the best and most practicable plan to make the Eighteenth Amendment effective" in the United States. Previously too many inducements have been available to make it ineffective. Mr. W. C. Durant, the donor of the prize, realizes the peril of the violation of the liquor laws of that country and in a practical way is willing to help secure a remedy.

Neighborhood News

Mr. David McKechnie, of London, is spending his vacation at his home here. Mr. and Mrs. J. T. Edge spent Sunday with friends in Guelph.

Mr. and Mrs. A. McLaughlin, Toronto, spent Sunday with Mr. and Mrs. K.

Mr. and Mrs. G. A. Overland and family, of Guelph, are spending a vacation with Mr. and Mrs. L. Overland.

Mrs. Dorothy Gibson has returned home from a long vacation two weeks with Dr. and Mrs. Frank Greenleaf, Midland.

Mr. J. D. Hough, of Rochester, N. Y., returned home after a week's visit with Mr. and Mrs. John and Mrs. A. McLaughlin.

Misses H. and J. Brown, Muskoka, have returned from a pleasant trip.

Mr. and Mrs. John and Mrs. Lane, of Guelph, are staying with friends and relatives in this community. They motored and report a most enjoyable trip.

The barn dance held at the new barn of Mr. John Berry, under the auspices of the Brisbane Women's Institute, on Saturday evening, attracted a large crowd.

Mr. and Mrs. Jim and Mrs. Lane, of Guelph, are back to business.

The man tasses the tea, finds that it is bitter long time, sips out of his seat, pays the bill and hurries away.

She marches into the shop with a little boy on one side of her and a little girl on the other.

"I want a table for three," she says, "the manner of one about to order a dinner at ten guineas a head."

"Yes, madam," replies the monk attendant. "Will you kindly step this way?"

"Mummy," says the little boy, when the party is seated and the attendant is waiting to take the two-penny order, "mummy, why has that lady got a turned-up nose?"

"Want a score," complains the little girl.

"A pot of tea for one," orders "mummy," "will you mind bringing an extra cup, so that my little girl can have some milk?"

"One tea and one milk?" asks the attendant.

"No, thank you. I thought I gave my order quite distinctly. I want a pot of tea for one and an extra cup. That's all."

"Yes, madam," says the monk attendant, and drags herself away with the first intention of becoming an actress let the little boy be.

"Just one moment," says "mummy" when the tea is brought. "I should like to make sure that this is not too strong. You have much too strong. Will you let me have another cup of hot water, please? And I don't think you have brought quite enough milk."

"I am sorry, but I have none left," she replies, and she marches proudly from the shop, having paid exactly the same sum for these privileges as the wretched man who could not swallow a mouthful, and who sat in a draft.

GEORGETOWN

Mr. and Mrs. G. O. Dunn, of Guelph, enjoyed a week-end at Mr. and Mrs. G. O. Dunn's farm last weekend.

Mr. and Mrs. G. Dunn, of Guelph, spent the weekend with Mr. and Mrs. J. Wallace.

Miss Gladys Hill is holidaying in Hamilton for two weeks with Mr. and Mrs. Alex. Dobbs.

Mr. and Mrs. F. E. Dodds and daughter, Dorothy, of Hamilton, Sack, are visiting Mr. and Mrs. A. Wilson's.

Misses Constance Whitmore, Yvonne Adams and Mr. Frank Whitmore are holidaying with their uncle and aunt, Col. G. O. and Mrs. Brown.

Miss Jean and Marjory Mackenzie returned home this morning after a pleasant trip to Whistler, Edmonton, Banff and other Western cities.

Mr. and Mrs. P. F. Watson, of Acton, are in town Saturday.

Mr. and Mrs. Gordon Harber returned home on Monday after a pleasant holiday in Muskoka.

Our lacrosse boys were defeated in Hamilton on Saturday last by a score of 10-6. Unfortunately we were short of three of their regular players.

Mr. and Mrs. Wm. Sprad, of Acton, were in town Saturday.

Mrs. Birrell, of Port Credit, Mississauga, has returned home from a holiday in Gravenhurst and other parts of Muskoka.

Mr. and Mrs. G. H. Strood and children, Grace and Mina, are holidaying for a couple of weeks with Mr. Strood mother at Bear Lake, Muskoka.

Mr. and Mrs. G. C. Collier and daughter, Marjorie, of Plurid, are holidaying with relatives here and in this vicinity. They made the trip by motor.

The hotel was visited by quite a severe winter storm on Saturday morning.

Trees and poles were blown down, but no serious damage has been reported.

Mr. Clinton Cotter, Mrs. Cotter, Mr. and Mrs. M. Cotter, of Guelph, are spending their mother and friends at Port Nelson.

The Gazette is informed that the Major Kenneth D. Mariott, of Oakville, has appealed to Justice of the Peace for a rifle permit in Halton County.

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