



The Acton Free Press

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G. A. DILLES, Editor and Proprietor.

TELEPHONES—Editorial and Business Office Residence

174-175

THURSDAY EVENING, MAY 1, 1930

EDITORIAL

Definitely Indefinite

The public generally of this locality will be interested to know the outcome of the visit of County officials and municipalities to the Minister of Highways last week. So many idle rumors were afloat concerning the continuing of the highway from Milton to Acton, that it will be good to have the assurance that this piece of highway will be the first to be taken over by the Provincial Department in Halton County. It was also good to learn that at some future date the Department has in mind the taking over and continuing the highway from Milton. The indefiniteness of when may cause some anxiety among the older individuals, but the younger generation can look forward with pleasurable anticipation of some day travelling the scenic route to the County Town and on to Hamilton without the bumps and thrills now accompanying it. And of course knowing how the Provincial Government despite the view expressed by Premier King with regard to the "not a five cent piece to any Tory government," Halton may look forward to a repudiation of this policy and expect the Department to show that they are not so biased and give a proverbial Tory stronghold (which slipped into the Liberal fold at the last election) a much needed improvement. The County Council is unanimous in urging the continuing of the highway and the pleasure of the Department will be eagerly awaited in its construction.

No Time to Lie Down

The paid advertisements of the Bank of Nova Scotia and the Canadian Life Assurance Company, published recently, take the right viewpoint of the conditions of business as we are now confronted with them. Quoting from one of these articles, we read: "In the progressive upbuilding of a country like Canada there are some periods of reaction when adjustments must be made to meet new conditions. The way to bring about improvement is to tackle the job and not spend time on post-mortems. The present situation appears to be largely a world-wide decline in commodity prices. The markets of the world are looking for lower priced products and materials. Other countries are not as well favored as we are. Canada's great natural resources place us in an enviable position to meet competition. Canadian brains and initiative can find the way to adjust cost of production to the lower prices obtainable and still create a profit. It has been done before. The drastic decline of commodity prices in 1920 to 1921 was followed by a period of great prosperity covering a number of years." It is no time for lying back. It is a time for taking off one's coat and rolling up the sleeves and tackling a man's sized job. It is the difficulties surmounted and obstacles overcome that make a hard race. It is what has developed the Canada we have. It is their spirit and determination that will make the Canada of the future greater.

You Can't Please Everybody

The world is full of good natured people who try to agree with everybody. If they have any opinions of their own, they conceal them in their efforts to avoid hurting someone else's feelings. But they don't get anywhere. They don't gain the respect or the confidence of anybody, and they count for nothing, or next to it, in the lives and affairs of their families and their communities. How far would a minister get on his mission if he tried to make his sermons please everybody in the congregation? The question answers itself. The politician who flatters all of his constituents and agrees with whatever any of them think seldom gets elected and if he does he is even more seldom renominated. The business man who would let every customer tell him how to run his store would soon be bankrupt. And the newspaper editor who did not have any opinions of his own but ran his paper to suit the supposed views of everyone of his subscribers would find himself in a sorry fix. There is one sound rule for everyone who is ambitious to get along in the world and to be a respected member of his community and his country. That rule is to form his or her own opinions, form them in the light of reason and change them only if reasonably convinced that they were wrong, and then to stand by them, courteously but firmly. Even those who disagree will respect the man who honestly and sincerely holds to an opposing view. And it is better to be respected than merely tolerated.

Brampton Conservator.

Political Guesses

Election dates and predictions of the Budget seem to be the principal item of speculative interest in political affairs. The Financial Post predicts that the Budget will include the following features: Higher duties on some iron and steel products to aid Besco and Algoma Steel. Duties to be imposed on paints and varnishes, domestic utensils, combines and some other farm implements. Imperial preference to be increased. Fruits and vegetables to be protected. Sales tax to be cut from two to one per cent. Income and nuisance taxes unlikely to be reduced. As to when the election will take place, dates are set in July and September, but no more authoritative than just that they are mere guesses. It seems to be a faculty of Premiers to keep secrets well.

A Record for Advertising

There is a remarkable firm of general merchants in the little town of Clear Lake, S. D., which probably holds the world's record for consistent and adequate advertising in a community of that size. English & Toward have carried a full-page advertisement in the Clear Lake Courier every week, without a miss, for twenty years. They have contracted for a similar space for each week for 1930. Yet Clear Lake is a town of only 835 population, in a county with 8,750 people, with two newspapers. The extent of the firm's advertising with the other newspaper was not stated in the source of our information, but it is reasonable to suppose that it was considerable. From their extensive and persistent advertising, English & Toward appear to be pretty thoroughly sold on the proposition. As the Courier says: "They have proven to their satisfaction that large space in the newspaper regularly brings correspondingly big results." —Barrie Examiner.

Better for All

The measure, sponsored by T. L. Church, M. P., making it compulsory for newspapers to make public the ownership of Canadian newspapers, has been defeated by the Senate, after being unanimously passed by the House of Commons. Of course that is another strong argument for the abolition of the Senate, but one naturally wonders where the opposition to the bill centred among the newspapers and the general public. Some individuals or set of individuals must be strongly opposed to the measure and are apparently using their influence with the Senate rather than the editorial columns for educating the general public to the great good (?) accomplished by this secrecy. The opposition to the bill certainly does not come from the weekly press. Everyone in the community and the readers outside know who own and control these journals, and when an opinion is expressed in the column of the weekly press it is the conviction of the editor and the "Who's Who" of the journal in never enshrouded in mystery. In urging the need of legislation to make public the ownership of journals, Mr. Church pointed to the case of two cities, one in Western Ontario, and the other in Quebec, in which Liberal and Conservative papers are controlled by the same interests. Surely when readers are asked to believe in the political tenets espoused by these newspapers, they are entitled to know who owns them. It would be better for all newspapers to make a frank statement of their ownership. The defeat of the bill for the fourth time by the Senate is only creating distrust and suspicion of the actions of all newspapers, most of whom would willingly give a statement of ownership to the public and are willing that all who desire may have this information. It would be most interesting to know what is back of the Senate's opposition to the bill.

EDITORIAL NOTES

—Don't try setting up at nights on Standard Time and getting up on Daylight Saving schedule, it won't work satisfactorily.

—When some one is trying to get you to invest money in a good buy, make him be specific as to the spelling of that last word.

Fergus tax rate is down three mills to 48 mills for this year. The increased assessment is responsible for the saving to the ratepayers.

Electoral issues have gradually been growing smaller, but if the coming one has an influence on the "Five Center," it will eclipse them all for its dimensions.

The salary grab of the Council in Toronto has accomplished one good in that all four papers are at last agreed on one viewpoint, in opposing the increased salaries.

This man who expects always talking "hard times" will help to improve them any, is twin brother to the one who tries to lift himself by his own bootstraps.—Sholbourne Economist.

The fine weather brings the crowded highways again. Use care and caution in order that your jaunt may end in pleasure as was planned. Undue haste and recklessness may bring sorry to you and to others.

The Dominion Budget, scheduled to make its appearance any-day-now-is-earlier-anticipated by many, although the even tenor of business does not seem to have been materially influenced by anticipation.

The Canadian Senator has decided once again that it shall not be compulsory for newspapers to tell the name of their owners. We don't care of course, but we are becoming curious as to what papers want their secrets kept.—Fergus News-Record.

The Collingwood Bulletin likes the sportsmanship of Acton Hockey Club. It says, last week: "Here is a new line of good sportsmanship. The Acton Hockey Club gave the Town Treasurer \$350 to be applied on the debt incurred by the erection of a new rink. Our town first, is evidently the word with these young fellows. Truly a fine spirit."

In speaking of the power of the press, the Fergus News-Record cited various examples that have been given where the principles supported by the press have gained the point striven for and concluded its article thus: "These examples are all from towns and the same truths may not apply to the larger cities where the press is great and mighty but not necessarily so powerful for all that."

Neighborhood News

GEORGETOWN

Our Georgetown Board is getting busy, putting the old cottages in shape. There was a good attendance at the Minstrel Show, under the auspices of the Fire Brigade, last Thursday evening.

Mr. and Mrs. Walter Waters Pella, was the guest of Mrs. G. H. Dayford during the past week.

Mrs. J. H. Mackenzie, of Rosedale,

Mr. and Mrs. N. H. Brown and Miss Irene, of Highgate spent the weekend.

Mr. and Mrs. Fred Butterfield, of Owen Sound, spent Easter with Mr. and Mrs. A. E. Gordingley.

Miss Edna and Elsie Duncan, of Toronto, spent Friday with Mr. and Mrs. A. G. Reeve.

Rev. Dr. John Steele, D. D., of Hyden,

Rev. Justice, a former pastor of the Presbyterian Church in Georgetown, whom he was known as "the Rev." occupied the pulpit in the United Church on Easter Sunday.

Mr. and Mrs. John Steele, of Oakville, were guests of Rev. Dr. Steele on Easter Sunday night.

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Mr. and Mrs. Walter Horne spent Easter with their son, Mr. Walter Horne, of New York.

The Water Commission are advertising for a Water Superintendent.

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