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BIRTHS, MARRIAGES AND DEATHS are set out in the following columns. Births, marriages, deaths, notices, obituaries, etc., are set out in the following columns.

DEATHS

HEATLEY—At the home of his daughter, Mrs. Wm. Ritchie, lot 23, third Mts., Esqueping Township, on Friday, May 13, 1932, John Heatley, Sr., in his 80th year.

IN MEMORIAM

MAISON—In loving memory of our dear mother, Mrs. William Mason, who passed away May 9, 1927.

THE FAMILY

HULLIARD—In loving memory of our darling son, William Franklin (Faddy), who passed away May 16, 1930.

We have only your memory, dear Faddy, to remember our who's life through. As we treasure the image of you...

Sadly missed by

MAMMA, DADDY and KENNETH.

HULLIARD—In loving memory of our dear Paddy, who passed away May 16, 1930, aged six years and two months.

Sweet little flower of heavenly birth. He was too fair to bloom on earth. And while he lies in peaceful sleep, His memory we shall always keep.

Always remembered by

GRANDPA, GRANDMA, UNCLE ANDY, AUNT PEARL and JUNE.



Victoria Day is next Tuesday.

Empire Day is on Monday, May 23.

Oakville's tax rate will be 48.5 mills this year.

Baseball is now among the local fans' pastimes.

It is expected that Parliament will prorogue in a week.

The odd load of gravel is improving the roadways about town.

The gardens are being planned and planted now with real vim and vigor.

Milton will adopt daylight saving time from May 28 until September 4.

The bird houses about the community have all seemingly been tenanted.

Milton has decided not to reduce the salaries of its school teachers, also.

Well, if the grass does need cutting, at least the furnace doesn't require stoking!

R. Hoare has been elected Reeve of Orangeville to succeed the late E. Thompson.

Oakville will advertise for a new Clerk and Treasurer at a salary of \$1,500 per year.

The garden parties will soon be numbered among the entertainment attractions of summer.

A group of young men are endeavoring to form a box lacrosse team and will practice in the Arena.

There are a lot of people connected with the Lindbergh affair that place money much beyond its real value.

Those who are using the small ads to dispose of articles about the home and farm are reporting excellent results.

Blossom Week may be wonderful in the Niagara district, but in a week or so beauty will be all around us, too.

Friday, the 13th, is over last week; and for the benefit of the superstitious it will not occur again until January next.

The new office addition at the Mason Knitting Company plant is completed and is now ready for the exterior finish.

These are the days for careful and judicious buyers. The advertisers can be depended on for quality products at moderate prices.

June—the month of roses and brides—will soon be here. And The Free Press can supply quality wedding announcements, etc.

If you want more business, tell the buying public what you have to sell in the advertising columns. That's where the buyers get the shopping news.

Signs have been posted in the Park, putting the speed limit for autos at 10 miles per hour. Drive slowly and see the Park—drive fast and see Chief M. Pherson.

A new baseball diamond is being laid out at the park, in front of the grandstand. The old diamond will be used this year until the new one is completed.

Mr. John Aldred, Jr., is a truly remarkable individual. Mr. Magrath says the \$50,000 payment was fair to the people, and Mr. Sweeney isn't kicking about the \$125,000 fee paid for the advice given in a single telephone conversation.

THREE IS A CROWD

Friendship sometimes necessitates criticism, but it should be strictly between the two concerned. Criticism delivered in public never accomplishes its end. Of course the object of friendly criticism is to correct the fault criticized, but wounded pride makes such correction difficult if not impossible. Even a child resents being taken to task before "company."

If you feel that your friend is making a serious mistake, tell him so, by all means, but do it when there is nobody to overhear. In criticism, as truly as in loving-making, three is a crowd.

Variety of News

First Accident on Welland Canal

The first boat accident on the new Welland ship canal occurred last night when the C. J. freighter, Canadian, crashed into a fender at lock one, tying up canal traffic for about three hours. The fender is a new device, used for the first time on this canal, and it proved its worth last night when the cable, contained in a steel boom, held and prevented the boat from striking the lock gate. The fenders cross the lock between downbound boats and the gate, to hold back vessels in accidents such as the one which occurred last night. The boom was badly damaged and traffic was halted until the twisted steel could be removed. The accident is blamed on one of the four lines slipping, from a snubbing post and putting the vessel out of control. Capt. Edward Corcoran, of St. Catharines, was in charge of the boat, which was downbound from Fort William to Montreal, carrying a cargo of grain. Repairs were commenced within a short time of the accident by workmen on the canal "derail" gear. The "prow" of the "Canadian" was badly dented by the impact, but Capt. Corcoran declared her to be still seaworthy.

TOURIST TRAFFIC AND QUEBEC LIQUEUR

A communication from Mr. Geo. H. O'Neil, Vice-President of United Hotel System, has appeared in the press in reply to a letter re tourist traffic and the attraction of Quebec beer.

Mr. O'Neil furnishes no exact data on the destination of tourists. It is simply a general statement of opinion backing up that of Mr. R. Home Smith. Mr. O'Neil, by reason of his position, may be in a position to know something in a general way about our tourist traffic, but he is not by any means a disinterested witness. He calls the official figures of cars entering the two provinces a joke, but he discreetly ignores mention of the estimates of tourist expenditures in the two provinces, published by the Bureau of Statistics, a disinterested authority, and of the decline in these receipts in Quebec and British Columbia in 1929, while they were still rising in Ontario. This omission is perhaps the joker in Mr. O'Neil's letter.

There is, however, on record a survey of tourist traffic which though limited presents some exact data on the problem. The Chamber of Commerce of the Border Cities in 1929 established two bureaus upon main highways some distance out of Detroit, where the bulk of the traffic from the whole West and South passed. Eight supplementary bureaus were also established, reaching back 150 miles. These bureaus were manned by University undergraduates, thoroughly qualified by training and by special study of the immediate surroundings. The check-up covered out-station cars, containing Michigan and Canadian. The questionnaire sought to elicit the viewpoint and desires of the tourists. The survey covered the months of July, August and September, 1929.

The following statements of the destination of tourists ascertained in this careful and authoritative survey throws light on the matter under discussion. Of the tourists who entered Ontario via Detroit, the destination was as follows: Niagara Falls, 29%; Toronto, 12%; Border Cities, 8%; Other old Ontario points, 18%; Northern Ontario, 12%; Province of Quebec, 19%; Maritimes, 2%. Quebec, with its scenic attractions and the frequent routing of trips north of the lakes one way and south of the lakes on return, and the importance of the great city of Montreal would be expected to attract considerable traffic. The fact, however, that 79% of the tourists interviewed were destined for Ontario and only 19% for Quebec, is not at all convincing as to the compelling appeal of the Quebec-beer-system-to-the-American tourist.

A. J. Irwin. Toronto, April 11, 1932.

THE CLOCK AND THE CALENDAR

The clock and the calendar are two important aids to a successful life. There are so many tasks you mean to do today, drop in to see Warren, who is recovering from a siege of pneumonia, write a letter acknowledging Aunt Betty's birthday present, make up the lesson you missed last week. Somehow when bedtime comes, none of these "to do's" are done. You did not set any special time for calling on Warren, or writing the letter, they were omitted. Use your clock. You need it.

The same thing happens when you fail to make use of the calendar. You must fix on an earlier bedtime for you are not getting enough sleep and are dull and weary in consequence. Well, there is the calendar on the wall, and all that is necessary is to draw a line around the date that stands for to-day and follow its suggestion. Instead, you are always going to do, and no definite time set. You save your conscience and do nothing.

Undoubtedly there is a clock and a calendar in your home. Do not overlook them, for if you utilize their assistance as you may, it will go a long way toward making your life successful.

GALLANT

A taxi driver had a very stout fare and experienced some difficulty in getting her in and out of the cab. "I'm afraid I'm a bother to you," she said, as he was helping her out. "Not a bit," answered the man, meaning to be gallant. "I like a fare who steadies the cab."

Opening Dance!

EDGEWOOD PARK--Eden Mills

Tuesday, May 24th

CAMPBELL'S FAMILY BAND--6 PIECES

3 Brothers and 3 Sisters

GENTLEMEN 75c, Plus Tax

LADIES 25c

Park Open for Picnics, Family Re-unions, Etc.—Dancing Every Saturday Evening

Quality Chicks at Economy Prices!

BRAY'S CHICKS

From Government Approved Flocks, blood tested by their bacteriologist, at the following prices:

EFFECTIVE MAY 23rd

Rocks and Reds, \$10.95 per 100; White Wyandottes and White Rocks, \$11.95; Leghorns, \$2.95; Ten Day Old Chicks, \$14.85; Three Week Old Chicks, \$19.95.

ATTRACTIVE QUANTITY PRICES

After June 1st—1c per Chick Less. Send \$1 per 100; balance on safe arrival. Free Brooder Box with each order 50 or more. Phone for prices for immediate delivery. Turkey Eggs, 40c each—Young Turkeys, 75c.

BRAY CHICK HATCHERY

Phone 783W BRAMPTON, ONTARIO. Opposite Post Office. Hatcheries at Welland, Dunnville, Hagersville, Lindsay and Peterboro.

HEAD OFFICE—ST. CATHARINES, ONTARIO

Inquiries by mail should be addressed to St. Catharines. Local Agent—GEO. C. BROWN, Norval—Phone Georgetown 382r21

SPECIALS

That Save You Money

- BOYS' CAPS, good value at 60c each 39c
BOYS' BROADCLOTH BLOUSES, sizes 6 to 12. Special, each 39c
BOYS' GOLF HOSE. Sizes 7 to 10. Fancy tops. Special per pair 25c
BOYS' TWEED PANTS. Regular \$1.75. Special, per pair \$1.25
MEN'S CAPS, newest style. Regular \$1.25. For, each 85c
MEN'S FINE SHIRTS—newest patterns. Sizes 14 to 17. Special at, each 85c
MEN'S WORK BOOTS for, per pair \$1.98
MEN'S WORKING SHIRTS, big make. Sizes 14 to 17. Each 69c
A shipment of Ladies' Summer Dresses just arrived. The very newest styles and shades. These dresses are good value at \$5.00 each. Extra special at, each \$2.95
Ladies' Silk Hose, all sizes and shades. Regular 50c. Special, per pair 35c

PALLANT'S

CLOTHING AND FOOTWEAR. MILL STREET ACTON, ONTARIO

A Co-Operative Plan

To Assist in the Relief of Acton's Unemployed

At a meeting of the Acton Relief Committee ways and means of assisting in the solution of the unemployment problem were discussed, and as a means of assisting all may help in the following plan.

The Unemployed Men's Part

All unemployed men who are willing to work at odd jobs, such as cleaning windows, basements, stovepipes, raking lawns, digging gardens, trimming hedges, etc., at a nominal rate of 25c per hour, are requested to register with Mr. F. Roney on or before Saturday evening, May 21, on forms that will be supplied.

The Citizens' Part

All Citizens who can supply work or require the services of a man to do any of the spring jobs outlined at a rate of 25c per hour, by the hour, day, week or month, can secure these services by phoning the Hydro Shop, No. 82w, or calling there, and the Committee will do their utmost to have a man fulfil the job. Requests for help should be made the day previous to required, and no requests can be supplied until the plan is put in operation, on Monday, May 23.

Acton Relief Committee

F. RONEY, Chairman, Unemployment Division

WHEN YOU BUY

Let the Advertisements be Your Guide

MOTOR TIRES NOW HAVE CORD BASIS

Do You Know the Number of Cords in a Tire?

Most motorists will recall the days when there was a choice between "fabric" and "cord" tires. For many years automobile tires were built up on a basis of woven fabric. Then "cord" tires were introduced. The cords lie side by side, imbedded in rubber, being merely held together by slender cross threads which keep them in place until they are surrounded and bound together by the rubber. This was a big forward step in tire construction.

Practically all automobile tires are now made in this way. Layers of rubber-surrounded cords crossing each other at an angle form the "carcass," upon which the walls and tread of rubber are imposed, and give the tire its strength and springiness—much greater, because the cotton is not a tightly woven fabric, but a series of parallel cords encased in rubber.

Some tire manufacturers claim superior strength and toughness for the cords used in their tires. The Goodyear Company, for instance, which makes its own cords in its cotton factory at St. Hyacinthe, Quebec, has an interesting little machine which demonstrates the elasticity and toughness of these cords, and which it supplies to all its dealers. This machine shows how far the cord will stretch before breaking and without losing its "life" and resiliency.

The Goodyear Company has taken an unusual step to draw attention to the importance of the cords in its tires. It is offering substantial cash prizes for the nearest correct estimates of the number of cords in the average Goodyear tire. Any one may enter this contest by securing an entry form from a Goodyear dealer and viewing the six types of tires upon which the estimate is to be based. It is the average number of cords in these six tires that must be calculated. Much interest is being displayed all over Canada in this contest, which closes on June 5.

CROSS-BREDS VS. PURE-BREDS IN PRODUCING MARKET HOGS

With the object in view of determining the comparative economy of pork production between pure-bred hogs of the Yorkshire, Tamworth, Berkshire and Duroc-Jersey breeds and the respective crosses of the same breeds, six tests have been conducted, over a period of five years, at the Dominion Experimental Station, Lacombe, Alberta. For this purpose the following hogs were used in the trials: 68 pure-bred Yorkshires, 44 pure-bred Berkshires, 28 pure-bred Tamworths, 20 pure-bred Duroc-Jerseys, 17 Yorkshire-Tamworth crossbreds, 12 Berkshire-Duroc-Jersey cross-breds, 11 Berkshire-Tamworth cross-breds, 9 Tamworth-Berkshire cross-breds, and 9 Tamworth-Berkshire cross-breds, making a total of 160 pure-breds and 58 cross-breds fed. The comparison of breeds as economic producers was studied at the same time, which accounted for there being only a comparatively small number of cross-bred pigs used.

In selecting hogs for the experiment, an endeavor was made to obtain hogs of fairly uniform size and at the same time obtain lots of as nearly the same blood lines as possible. There was some variation in the age of the respective lots, which was unavoidable. Based on the five year average, the results of this test show the cross-bred pigs to make an average daily gain per head of 1.113 pounds, as contrasted with 1.023 pounds on the part of the pure-breds, or an increase of over 11 per cent. in favor of cross-breeding.

In "meal required to produce 100 pounds of gain" there is a marked difference in favor of the cross-bred pigs, the average showing a saving of 34 pounds of meal on the cross-bred lots over the purebred for every 100 pounds of gain produced. Coming to the cost per hundred pounds gain, here again the cross-bred lots make the better showing, with an average for all lots of 55 cents per hundred pounds again in favor of the cross-bred lots.

While the cross-bred pigs clearly exceeded those of pure breeding it must be kept in mind that it takes pure-breds on both sides of the pedigree in order to gain whatever benefits may accrue from the cross-breeding process. In order to obtain the results in cross-breeding, outstanding individuals must be secured for foundation stock of the breeds it is proposed to cross. The progeny of cross-bred litters should be for market purposes only, and should never under any circumstances be retained for breeding purposes.

Warning!

Our attention has been drawn to the fact that a collection firm, located in Montreal, is going about the country claiming endorsement from The Free Press. No such recommendation or endorsement, either written or verbal, was given by The Acton Free Press.

We would advise any parties who may receive communications from this firm to pay absolutely no attention, as no list of accounts from this office was sanctioned for their attention.

We would indeed be very grateful if any of our friends who receive communications from this firm, understand, is contacted the National Clearing Co. of Montreal, would forward the communications to us in order that proper steps may be taken.

The Acton Free Press G. A. DILLIS, Publisher

This Week's Specials! At Patterson's

- FORK CUTS: Fresh Hams, whole or half, lb. 13c; Shoulder Roasts, trimmed, per lb. 12c to 13c; Loin Roasts, per lb. 15c; Fresh Side Pork, per lb. 10c. BEEF CUTS: Choice Rib Roasts, lb. 16c & 17c; Thick Rib Roasts, lb. 14c and 15c. Choice Shoulder Roasts, per lb. 13c and 14c; Rib-Boll, per lb. 8c to 10c. SMOKED AND CURED MEATS: Smoked Hams, whole or half, per lb. 10c; Smoked Cottage Rolls, whole or half, per lb. 16c; Side Bacon, by the piece, lb. 14c. HOMEMADE SAUSAGE, 2 lbs. for 25c.

EXTRA SPECIAL

- 4 Clark's Tomato Juice 25c
3 Tins for 23c
3 Tins Crosse & Blackwell Pork and Beans for 23c
2 LARD 18c

PATTERSON'S MEAT SHOP

WE DELIVER PROMPTLY PHONE 178

Your Behavior is Standard Behavior

PERHAPS you like to think that your behavior—meaning the way you behave in regard to the affairs of everyday life—differs from that of the multitude. Well, perhaps it does, but the chances are that it is the same as that of the great majority of persons. Thus:

You wear clothing and hats which conform to the prevailing fashions.

The meals which you serve in your home are almost identical with those served in other homes.

What offends most others is pretty sure to offend you.

Your views on books, novels, preachers, entertainers and radio programmes are likely to be the same as the views of the great majority of your friends.

Your taste in holidays and places is likely to be identical with that of most of your friends and acquaintances.

The books which you most want to get at your public library are pretty certain to be "out"—showing that your reading taste corresponds with that of the great majority of men and women.

NOW do not be offended when it is said that your behavior is standard behavior. Who wants to be "different"? Why run counter to the practices of most men and women?

What you want to believe is that you have individuality and personality. But, for goodness sake, don't be out of step with the great majority of men and women.

Individuality and personality are not behavior. They are permissible, and everyone should aim to have individuality and personality. But, in the realm of behavior, to be "different" is to be eccentric, uncouth, abnormal—perhaps offensive.

Very interesting, is it not?

NOW, do you know what standardizes human behavior? It is the reading of advertisements. Advertisements in newspapers influence the ways of millions—make most of us act in the same way. Advertisements simplify human conduct or behavior—by standardizing it. A simplified life gives us greater opportunity for the expression of individuality and personality.

SUGGESTION

Cut out this advertisement. (for it is an advertisement), and make it a subject of discussion—in your home, in a friend's home, in a literary society. Let the question be: Is it good for the world to have human behavior standardized?

This advt. is sponsored by the Canadian Weekly Newspapers Association