

Births, Marriages, and Deaths are now carried for at the following rates: Births, \$1.00; Marriages, \$1.00; Deaths, \$1.00; Memorials, \$1.00; per line extra for poems.

**DIED**  
HELM—At the home, Mill Street, Acton, Ontario, on Tuesday morning, November 15, 1932, Rose Hilborn, beloved wife of Fred Helm, in her 76th year.

**OBITUARY**  
At the home, Crewe's Corners, Ontario, on Monday, November 14, 1932, Martin Luther Cornell, beloved husband of Maria Rollins, in his 72nd year.

**WINTERBURN**—At 51 Avon Avenue, Mount Dennis, on Wednesday, November 16, 1932, Elizabeth Humphries, widow of the late Alfred Winterburn, aged 79 years.  
The funeral will be held from the above address on Friday afternoon at two o'clock. Interment at Mount Cemetery, Toronto.

### This and that

—Nomination Day—a week from tomorrow.

—The County Council meets in Milton next Tuesday.

—The second instalment of taxes was due yesterday.

—Winter had every appearance of having arrived yesterday.

—The Royal Winter Fair is quite the out-of-town attraction this week.

—Not much leisure period between the lawn mower and the snow shovel this year.

—About time for the usual crop of winter prophecies to make their appearance now.

—Mr. Bert Mowat is having a sun-room added to the back of his residence on Frederick Street.

—Cars stalled in the snow drifts were quite common during the November blizzard of yesterday.

—The Dayite Electric Plant in Guelph has been closed and twenty people are out of employment as a result.

—Children Cry for It! Bruce B. Brewer explains this phrase in his special article in *THE FREE PRESS* this week.

—The chap who complained that he never gets any old-fashioned winters nowadays was strangely missing this morning.

—Just 32 more shopping days until Christmas. The biggest values will be found in the stores that advertise and it's the easiest way to shop—through the ads.

—Acton will vote on daylight saving this year. This is the time to register your opinion when it will carry the most weight.

—Looks as if the hockey season is just about here but we may have a change or two in the temperature before Christmas.

—Mr. E. Tyler is having an apartment constructed at his garage on Queen Street. The workmen have commenced the contract this week.

—The walls on the addition to the Mason Knitting Co. plant are well advanced, and with good weather will be ready for the roof in a few days.

—It will take a pretty old, old-timer to remember anything more old-fashioned in the line of winter than that experienced on November 16, 1932.

—The Acton Machine Shops have recently installed a new fourteen-ton planing machine. This new equipment is now being erected and made ready for operation in this plant.

—Promises of splendid classes in the three months' school, under the direction of the Department of Agriculture, seems assured. The school in Home Economics and Elementary Agriculture will commence in Acton, on Tuesday, November 29.

—Advertising to-day was an essential branch of activity for the extension of business. In bad days, particularly, it was an advisable means of reclaiming slipping trade. Hon. Fernand Rinfret, Mayor of Montreal, and member of Parliament, stated at the inaugural luncheon of the third annual advertising exhibition there.

**Boys Urged to Remain on Farm**  
Emphasizing that Canada depended upon them and thousands of others like them, Denon Massey Tuesday night told about 550 young Canadian farmers who were guests of the Ontario Department of Agriculture at a dinner in the Royal York Hotel to "get some pride into themselves." "If you can only sit back and say: 'I have done a good job,' and get a sense of pride in what you have done and feel you have accomplished something, then you have come out a winner," Mr. Massey said. "But your heart must be in your work if your work is going to be good." The speaker advised them against succumbing to any temptation to leave the farm. "During these days of depression, which are now called days of reconstruction," Mr. Massey said, "there are many men in the city without a roof over their heads; men who don't know where the next meal is coming from. You boys have food, you have homes. There is just as great a work to be done on the farm as in the city."

The Christmas concert of S. S. No. 1, 1932, will be held on Friday, November 19, at 8 o'clock.

### REMEMBRANCE DAY WAS WELL OBSERVED

(Continued from Page One)

shire Chapter I. O. O. F., Lakeside Chapter I. O. O. F., St. Joseph's Church and the Acton Platoon, D Company Lorne (Scottish) Rifles.  
The names of the soldier dead were read and Revell sounded and the benediction by Rev. H. L. Bennie brought the service to a close.

### PREPARING SCHOOL LUNCHES

A very interesting pamphlet, No. 148, "School Lunches," has just been issued by the Dominion Dairy and Cold Storage Branch. Keeping the school lunch appetizing, attractive and satisfying is always a problem in the rural community. This little pamphlet contains a very interesting analysis of the subject and provides some interesting and useful suggestions which serve a real need throughout rural Canada. A copy may be obtained without charge on application to the Publications Branch, Department of Agriculture, Ottawa.

"The sharing of an ideal is the first condition of international peace."—Aldous Huxley.

### GRADING IS DESIRABLE

The current issue of the Economic Annalist, official organ of the Federal Agricultural Economics Branch, is the source of the following statement:  
"The establishment and maintenance of grades is particularly desirable in the case of co-operative marketing. The grower of a good commodity should receive a premium for the extra care and efficiency involved in producing a superior product.  
Canadian farmers or business men handling farm products who are looking for new markets must bear in mind that their products will meet competition from other areas and perhaps other countries. It will pay to study trade requirements and competitive practices and to build a sales policy around a product sold on the basis of standardized grades."

### HELL SOON LEARN

Wilkes—What is the best way to finding out what a woman thinks of you? Brownson—Marry her.

"I believe that adventures are an indication of inefficiency. Good explorers don't have them."—Herbert Spencer Dickey.

### MARKET REPORTS

#### DAIRY PRODUCTS

Quotations to Shippers:  
These are Toronto quotations:  
Creamery, No. 1 pasteurized 20 to 20 1/2 do second 19 to 19 1/2  
Above prices for goods delivered Toronto.

Quotations to Retail Trade:  
Butter:  
Creamery prints, No. 1 24 to 00 do second 23 to 00  
Churning cream, f.o.b. country points—Special 00 to 21 No. 1 00 to 20 No. 2 00 to 17

#### POULTRY AND EGGS

Quotations to country shippers delivered:  
Eggs—  
Fresh extras 42 to 00 do firsts 37 to 00 do seconds 21 to 00

Quotations to Retail Trade:  
Carton, fresh extras 48 to 00 Fresh extras, loose 48 to 00 do firsts, loose 43 to 00 Pallet extras 38 to 00 Fresh seconds 28 to 00

Quotations to Shippers:  
Spring Chickens—  
Over 8 lbs. each 10 to 15 Over 6 to 8 lbs. 9 to 15 Over 4 1/2 to 5 lbs. 7 to 13 Under 4 lbs. each 6 to 11  
Fatted hens—  
Over 6 lbs. 10 to 14 Over 5 to 6 lbs. 9 to 13 Over 4 to 5 lbs. 8 to 12 Over 3 to 4 lbs. 5 to 9  
Young geese—  
Over 8 lbs. each Market price 8 to 12 lbs. each Market price  
Old roosters, over 5 lbs. 5 to 8 White ducklings—  
Over 5 lbs. 8 to 12 Over 4 to 5 lbs. 6 to 10 Colored ducks, 2 each, less.

Quotations above indicate the general market range in value to eggs and poultry on delivery basis.

#### DRESSED MEATS

Wholesale dealers in dressed meats quote the following prices to the trade—  
Eels, forequarters 7.00 to 8.00 Carcasses, choice 9.50 to 10.00 do medium 10.00 to 10.50 Calves, choice veal 10.00 to 12.00 veal kip, 2 1/2 c; heavy, 3 1/2 c; light hogs, cwt. 4.00 to 5.00 Abattoir hogs 8.00 to 8.50 Lambs, cwt. 8.00 to 10.00 Mutton 4.00 to 6.00

#### HIDES AND WOOL

Toronto dealers in hides and wool quote the following prices to shippers:  
City hides, green, 3c; bulls and brands, 1 1/2 c; country hides, green, 2 1/2 c; cured, 3c; calf, green, 3c; country calf, cured, 2 1/2 c; city veal kip, 2 1/2 c; country veal kip, 2 1/2 c; country 2 1/2 c; country grasser kip, 1c; horse hides, No. 1, \$1.30; No. 2, \$1.00; tallow, solid barrels, No. 1, 1 1/2 c to 2c; cakes, 2 1/2 c pound.

#### HAY AND STRAW

No. 2 Timothy in baled ton 10.00 to 09.00 No. 3 Timothy, new crop 8.00 to 9.00 Straw, wheat 6.00 to 6.50 do oats 6.00 to 6.50 All straw must be good length.

#### POTATOES

Ontario, new, 60c to 65c bag. Prices on car lot, delivered on track, and via truck, respectively, Toronto.

#### GRAIN QUOTATIONS

Grain dealers on the Toronto Board of Trade are making the following quotations, c.i.f. bay ports—  
Manitoba wheat No. 1, hard, 53 1/2 c; No. 1 Northern, 52c; No. 2 Northern, 50c.  
Ontario grain approximate prices, track shipping point—Wheat, 40c to 42c; oats, 28c to 30c; barley, 38c to 41c; rye, 30c to 32c; buckwheat, 30c to 32c.

#### WHOLESALE FRUIT PRICES

Fruit on sale at Toronto wholesale houses are quoted as follows:  
Apples, bushel 75 to 1.50 do B. C. McIntosh box 2.00 to 2.50 Grapes, 6 quart 20 to 25 Pears, bushel 1.00 to 2.50

#### CURRENT LIVE STOCK PRICES

Steers up to 1,050 lbs.—  
Good and choice 3.75 4.25 Medium 3.00 3.75 Common 1.50 2.75  
Steers, over 1,050 lbs.—  
Good and choice 3.75 4.50 Medium 3.25 3.75 Common 1.50 2.75  
Heifers—  
Good and choice 3.75 4.25 Medium 3.00 3.75 Common 1.50 2.75  
Fed Calves—  
Good 6.00 6.50 Medium 4.50 5.50  
Cows—  
Good 2.00 2.25 Medium 1.75 2.00 Common 1.50 1.75  
Canners and cutters 1.00 1.25  
Bulls—  
Good 2.00 2.25 Common 1.50 1.75  
Stocker and feeder steers—  
Good 3.00 3.25 Common 1.50 2.75  
Milkers and springers 30.00 50.00  
Veal Calves—  
Good and choice 5.00 5.50 Medium and common 3.00 4.75  
Crassers 1.50 2.00  
Hogs—  
Bacon, f.o.b. 3.15 3.25 Bacon, off trucks 3.40 3.50 Bacon, off cars 3.65 3.75  
Ewe and feeder lambs—  
Good 4.75 4.75 Medium 4.00 4.50 Culls 3.50  
Bucks 3.50  
Light Sheep—  
Good 2.00 2.50 Heavies 1.50 2.00 Culls 1.00

#### CONSIDERATE

Kindness of heart does not always mean consideration. Some young people are extremely kind-hearted, and yet so thoughtless that they make trouble for everyone who comes in contact with them. Inconsiderate young people are constantly irritating and annoying their friends.

The verb "consider" means to ponder, an especially thoughtful form of thinking. A considerate person is one who is particularly thoughtful. You know whether or not this applies to you.



BERT JOHNSTON

At the Gregory Theatre, Acton, Next Tuesday and Wednesday—Real Treat

The Gregory Theatre, of Acton, has been very fortunate in securing the services of SEERY POSTON, Canada's Foremost Magician, to entertain the people of Acton and vicinity with his up-to-date magic and fun show.  
Mr. Johnston is known from coast to coast as a most versatile entertainer and humorist and will convulse his audience with his wit and clever sleight of hand, his mysterious illusions and baffling magic. Usual admission prices will prevail.

#### SOMETIMES THEY DO

"They never come back!"  
How many times, when former sports champions attempt to once more get into winning form, have we heard this said. Yet, how many of us know the derivation of the expression.

Twenty-three years ago, when Jim Jeffries was being roomed for his "white hope" fight against the giant negro, Jack Johnson, it is said that a certain eastern newspaper paid Mike Murphy, the famous old coach and trainer for the University of Pennsylvania, to visit Jeffries' training camp, and to wire back his opinion of the ex-champ's appearance and capabilities.  
Murphy went west, visited the old heavyweight in his training camp, noticed the heavy creases of abdominal fat that years of idleness had added to that once perfect body, and then sent the message to the waiting newspaper office: "They never come back!"

## ELLIOTT'S STORE NEWS

The Christmas Season will soon be here, and we are Preparing to Supply You with a Good Assortment of Merchandise Suitable for Gifts. We advise You to Shop Early!

Men's Overcoats Regular to \$20.00. For ... **\$10.95**  
BOYS FLEECE-LINED Underwear Shirts and Drawers each ... **39c**

**Holeproof Full-Fashioned Silk Hose**  
All Sizes in the Lot. Several Shades. Regular to \$1.50. Saturday only ... **79c**

Silk Scarfs Regular to \$2.50. Special Value at ... **59c**  
CORSETS Regular to \$2.50 for ... **98c**

**Chatelaine Patterns** IN STOCK  
Every Pattern Guaranteed

Stripe Flannelette 36 inches wide. Saturday Only, yard ... **19c**  
See the New Assortment of BUCKLES, BUTTONS, DRESS MATERIALS, ETC. That We Are Showing

WE ARE ADDING NEW LINES OF GROCERIES WEEKLY AND WOULD ASK YOU TO SEE OUR PRICES

We Deliver **Elliott Bros.** Quality Merchandise at Reasonable Prices  
SUCCESSORS TO McLEAN & CO. ACTON, ONTARIO  
PHONE 38

## Completely Equipped

TIRE VULCANIZING BATTERY RECHARGING  
CAR WASHING, POLISHING AND GREASING

### Acton Tire and Battery Service

At Your Service  
TRAIL GAS AND OILS — MAPLE LEAF ALCOHOL ANTI-FREEZE  
GOODRICH TIRES AND TUBES—MONARCH BATTERIES  
Trail Gas is the Product of an All-Canadian Company—Buy Canadian



### Save Time!

So complete is our stock of staple millwork items, and so efficient our mill methods, you will save time, for any Millwork you require by ordering here. Any item of a special nature—from details provided by you or from sketches furnished cheerfully by us, will be promptly, accurately produced and delivered at prices that invite your business!

Free Delivery Service to all points in Georgetown, Acton, Milton and surrounding territory.

**Georgetown Lumber Co. Ltd.**  
N. McLEOD, ACTON MANAGER  
Phone: Georgetown 250 Acton 120

## Announcing

That the G. G. Martin Fur Manufacturers of Toronto

Have made arrangements with Pallant's Clothing Store, of Acton, to have a display of Ladies' High Grade Fur Coats at Pallant's Store. We will have a large stock of Coats on display and these Coats are sold direct from factory to wearer, and there are great savings on Every Coat. All we ask you is to come in and see the wonderful values we offer.

Display Starts November 16 Until 25

OUR REPRESENTATIVE, MR. M. GOLDENSON  
Will be here to serve you personally. Remember the place.

**Pallant's Clothing Store**  
MILL STREET ACTON, ONTARIO  
G. G. MARTIN Manufacturing Furriers

## Children Cry For It!

Copyright, 1932, By BRUCE B. BREWER, Vice-President  
Ferry-Hanly Advertising Company

What is it that children cry for? So many of you know the answer, and think of it when children need it, that you have helped to build one of the largest drug businesses in all the world.

Why do you think of it? It is because, I believe, the makers of that product never allow you to forget it.

Regularly in advertising has built most of the successful manufacturers, and most of the successful merchants.

In cities the leading stores are in the paper every day. In smaller cities and towns, merchants should advertise in every issue of their weekly.

Men who study how the mind works can tell us the reason regularly pays but it may be simpler to point out that a steady drip of water from a roof will soon bore a hole in the soil. The steady drip of advertising finally brings in the

customer. Reminder after reminder; appeal after appeal for his patronage; eventually tells on him, and you have added a new customer to your list.

Regularly in advertising also helps you hold your present customer.

A survey made not long ago showed that owners of a certain motor car were more regular readers of the ads about that car than any other group. Your customers are the most regular readers of your advertising, and when they look for you in the paper they should be able to find you.

If you can hold the customers you have, and attract new ones also, your business is bound to grow. That is as plain as that 4 and 1 makes 5. And that is just what you want to do, and can do, with advertising used regularly; make 5 come in where 4 came in before.

# The One Thing You Can Afford

The great national pastime this weather is squeezing the expenditure column so that it will remain in proportion to the revenue. The first step in this, of course, is making a decision as to what items are absolutely necessary to the well-being of our minds and bodies and consigning the balance to the limbo of "things we will have when times improve."

You cannot do without your local newspaper for several reasons, the first of which is that as an intelligent citizen of the community it is necessary that you keep informed about what is taking place in that community. Whether your interests are being cared for in the governing of municipal affairs; what is transpiring at the schools, the churches; if grants are being made from public funds, or cut off, and why; what your community proposes doing about relief measures; where foodstuffs, meat, wearing apparel, wood, coal may be bought to best advantage; where you may sell or trade some used article, or buy such an article to advantage. All the intimate personal news; the deaths, births, and marriages, and the thousand and one other occurrences that go to make up the life of a community.

That is the function of the weekly newspaper. Its news columns each week carry the story of the activities of the community and in addition the effective news of the world at large. Its advertising columns bring into your home the best offerings of the stores and shops with prices and description. The small advertising column is a meeting place for buyers and sellers in every conceivable line.

THE FREE PRESS costs you but four cents a week. If you will read it thoroughly, intelligently, you will receive many, many times over a return in value. And THE FREE PRESS is a good paper for the family to read. There are many things children may learn from its columns, but nothing they should shun. Its columns are clean, carefully edited, and contain all the NEWS.

If you are not already a subscriber to THE FREE PRESS take advantage of the three months' trial offer below. Do it to-day—NOW—while you think of it.

THE ACTON FREE PRESS, Acton, Ontario.

Enclosed please find 50 cents in payment for THE FREE PRESS for three months. At the end of that time I will notify you if I wish to discontinue.

NAME \_\_\_\_\_

Street, P. O. Box, or R. R. No. \_\_\_\_\_ P. O. \_\_\_\_\_