

The Community's Social Side of Life

Visitors To and From Town during the Past Week, as Gleaned by The Free Press

Mr. George Mason visited in Montreal during the Easter holidays. Mrs. R. J. McPherson is visiting with friends in Toronto this week. Mrs. J. W. Fretchous, of Toronto, visited Acton friends over the week-end. Mr. M. Pallant visited with his brother in Warton for a few days this week. Miss Houston, of Alton, visited last week at the home of Mr. and Mrs. A. Mason. Mrs. Margaret Bridges, of Cranbrook, B. C., is visiting with relatives and friends in this vicinity. Mr. and Mrs. Chas. Levery, of Toronto, visited on Sunday at the home of Mr. and Mrs. R. J. McPherson. Mr. Chester Lynes, of Toledo, Ohio, has been visiting with Mr. and Mrs. C. H. Harrison for several days. Mr. and Mrs. Ernest Neer and Mrs. Harley Brignall, of Toronto, visited with Acton relatives and friends yesterday. Mrs. McKeller returned last week to her home in Stratford after visiting with Mrs. Gray and Miss L. M. Gray. Mr. and Mrs. John Greer and baby daughter, of Acton, were guests of Mr. Jas. Greer over Easter. — Bracbridge Herald. Friends are pleased to learn that Mr. A. J. Murray, who has been seriously ill for the past few weeks, is now improving. Mrs. R. Bennett and Miss M. Z. Bennett spent the Easter holidays with Mr. and Mrs. J. F. E. Terry and family in Brantford. Mr. and Mrs. Will Switzer, of Norval; Mrs. Victor McGowan, Toronto; Mrs. George Hodgins attended the military funeral of their cousin, Mr. George Stewart, at Fergus, on Monday.

BAPTIST CHURCH ANNUAL MEETING

Mr. Jas. McIntosh Has Been Treasurer for Forty-three Years — Splendid Reports from All Branches — New Officers are Elected

The annual meeting of the Acton Baptist Church on Monday evening was one of the largest attended in some years, and one of the most enthusiastic and inspiring. The various reports from all the societies showed a good financial condition. Supper was served by the ladies at 7.30 p. m., in the church basement, preceding the business part of the meeting. Mr. Jas. McIntosh has been the Treasurer of the church for forty-three years and his faithful attention to this duty was highly spoken of at this meeting and the wish expressed that he would complete a half-century of service in this position. Receipts by the various organizations during the year were as follows: Ladies' Aid Society \$65.30; Young People's Society, \$43.04; Sunday School, \$42.27; Trustees, \$2,220.64, including \$1,000.00 from the J. A. Murray estate; Missions, \$22.15; Church Collections, \$588.08; a total for the year of \$2,978.48. The election of officers resulted as follows: Clerk—C. W. Landsborough. Assistant Clerk—C. O. Plank. Treasurer—Jas. McIntosh. Missions Treasurer—Miss Laura Reid. Deacons—Messrs. C. O. Plank, H. Reid, S. Cripps and E. Coles. Sunday School Superintendent—E. Coles. Assistant Sunday School Superintendent—S. Cripps. Choir Leader—Mr. Franklin. Assistant Choir Leader—W. Coles. Organist—C. W. Landsborough. Assistant Organist—Miss M. Maasals. Ushers—S. Cripps, J. Reid, W. Worden. Tellers—J. Reid and W. Worden. Audit—Miss M. Maasals, W. Coles, W. Worden. Pulpit Committee—The Deacons. Votes of thanks were tendered Mr. C. O. Plank for his efficient and faithful services as Clerk and Choir Leader, and to the ladies for the splendid supper provided at this annual meeting. An expression of sympathy was made to Miss Graham and Mrs. McIntosh, on the death of their sister. The pastor, Mr. G. L. Gifford, presided over the gathering.

SPRING TREE PLANTING

Deciduous, that is, broad-leaved, trees should not be planted when in leaf. The planting should be done either in the open or in the autumn after the leaves have fallen and the leaf buds begin to fall or have been completely shed, says the Tree Planting Division, Dominion Department of Agriculture. The best time is early in the spring as soon as the ground has thawed out. Trees are then quick with new life and if moved can readily provide new feeding rootlets and adapt themselves to changed conditions. The actual planting will vary with the locality and season, but in general it should be done in April or early May.

A Selection of News Items

Inquiry into York Township Administration Announcement was made yesterday by Attorney-General William H. Price that a Royal Commission inquiry into alleged irregularities in York Township had been authorized by the Government and would be proceeded with immediately. Judge James M. Hall, of Sault Ste. Marie, who conducted the probe into the Sturgeon Falls relief muddle, will preside over the York Township investigation. Owing to press of other business it is unlikely that W. H. Williams, K. C., of Pembroke, will be able to continue as assisting counsel, and consequently a new counsel will have to be appointed by the Attorney-General. Request for the York Township probe came from the Unemployment Relief Committee of the Government, headed by Hon. Dr. Joseph D. Mowbray. Other than to confirm filing the request, Dr. Mowbray declined to comment on the situation.

CHEESE PRODUCTION FACTS

In a comprehensive review of the export cheese trade in Canada on a recent occasion, J. F. Singleton, Dominion Dairy Commissioner, stated that diversion from the manufacture of butter to that of cheese is likely to continue in cheese producing districts until the price of butter becomes relatively higher as compared with the price of cheese; and during the past two seasons, he observed, the operation of cheese factories during the winter months is economically unsound under such conditions as have prevailed recently, that is, the price of butter being two and a half times the price of cheese.

ELECTRIC POWER CHEAP AND PLENTIFUL

There need be no concern about a shortage of electric power in Canada for a long time to come. The latest official survey of the water-power resources of the Dominion discloses that they will permit a turbine installation of 43,700,000 horse-power. At the end of 1932 the total turbine installation was 7,045,260 horse-power or slightly more than 16 percent of the total available. The known available water-power in Canada from all sources is 20,347,400 horse-power for conditions of ordinary minimum flow and 33,617,200 horse-power ordinarily available for six months of the year. Hydro-electrical engineers agree that sound practice in actual development to install turbines to 30 percent in excess of the ordinary six-month power available on a stream, hence the recorded water-power resources of the Dominion would permit installation up to a total of 43,700,000 horse-power. In addition to the recorded resources many unrecorded rapids and falls of undetermined power capacity exist on rivers and streams from coast to coast. The six-month flow figures show the province of Quebec with 13,064,000 horse-power; Ontario 6,940,000; Manitoba 2,344,500; British Columbia, 5,103,500; Saskatchewan, 1,082,000; Alberta, 1,049,500; Yukon and Northwest Territories, 731,000; New Brunswick, 169,100 Nova Scotia, 128,300; and Prince Edward Island 5,300; a total for all Canada of 33,617,200 horse-power. In turbine installation the Province of Quebec leads with a total of 3,357,320 horse-power. The Ontario installation totals 2,208,105 horse-power; that of British Columbia 713,792; Manitoba, 390,925; New Brunswick, 133,681; Nova Scotia 112,167; Alberta, 71,597; Saskatchewan, 42,035; Yukon and Northwest Territories, 13,199 and Prince Edward Island, 2,439. The total installed water-power development in Canada has grown from 890,489 horse-power at the beginning of 1910 to 7,045,260 horse-power at the end of 1932.

GREGORY THEATRE

FRIDAY, APRIL 28 "Lucky Girl" Adapted from the musical play, "Mr. Abdulla," starring Gene Gerard, Pitts & Todd comedy "Show Business," Scene, "Oriental Cocktail." Novelty, "Rambling Round Radio Row." SATURDAY, APRIL 29 "WHAT PRICE HOLLYWOOD" Branded with headlines and sold to the crowd. Drama that rips the veil from life behind the screen, starring Constance Bennett. Mickey Mouse Cartoon, "Trader Mickey." Fox News. MONDAY, MAY 1 "What, No Beer?" Comedy drama, starring Buster Keaton, Charlie Chase comedy "Girl—Grief." Novelty, "Sea Spiders," "Abe Lyman's Band." The fourth piece of the 68-piece Set of Free Dinnerware will be given away.

Bronte Bank Robbed

Last Friday three robbers entered the branch of the Bank of Montreal at Bronte and escaped with \$1,600. It is believed they made way in a stolen motor car. John Patterson and Miss Grace Ingelhart, bank employees, were placed in the vault by two of the thugs, while a third man waited outside in the car. The hold-up was a fast one, the robbers simply walking in and ordering the employees to "throw 'em up and make no noise." After Patterson and Miss Ingelhart entered the vault, the robbers attempted to lock the door but were unable to do so. Immediately after the thugs left Patterson gave the alarm, and police and citizens rushed to the scene. The car swerved around the corner of the highway and disappeared eastward, travelling fast. Belle Bray, 16, entered the bank just as the bandits were leaving, but the men never stopped, brushing past her and hurried away. They were armed with sawed-off shot-guns. The two bank workers, Patterson and Miss Ingelhart, were still in the vault, frightened at first to come out, though the door was unlocked.

Millions of Tourists

A total of 4,103,777 tourist automobiles entered Canada from the United States in 1932, of which 3,049,586 came to Ontario; 936,156 to Quebec; 287,089 to New Brunswick; 143,879 to British Columbia; 43,604 to Manitoba; 21,575 to Alberta; 20,736 to Saskatchewan; and 1,161 to Nova Scotia. The principal port of entry was Windsor, Ontario, where the entries during the year numbered 1,186,425, of which 883,108 were entered for periods of 24 hours or less; 203,278 for periods up to 60 days and 39 for periods up to six months. Fort Erie, formerly Bridgeburg, Ontario, where the Peace Bridge is situated, was the second principal point of entry, with a total of 944,198, of which 825,492 were entered for 24 hours or less. Niagara Falls was in third place, with 652,911 entries, 531,891 being granted 24-hour permits. The majority of tourists from the United States who entered the Province of Quebec in 1932 applied for 60-day permits, the total being 313,243. Twenty-four hour permits issued at Quebec points on the international boundary numbered 222,801. Permits for six months aggregated 102,207. Rock Island was the chief point of entry in Quebec, with a total of 79,895. Phillipsburg came second, with 70,783 entries, and Lacolle was third with 54,403. Canadian automobiles exported for touring purposes in 1932 numbered 276,857. Canada extends a cordial welcome to tourists. Citizens of the United States do not require passports, and their automobiles may be brought into Canada for purposes of health or pleasure for a period up to 90 days without duty at bond, and for a period up to six months by fulfilling certain security requirements. It is absolutely unnecessary for a tourist entering Canada to pay any fee for an automobile entry permit or its extension, as Canadian Customs Officers will, without charge, assist the tourist in making out all forms. The tourist may drive his car under his state license for a generous period in every Province in Canada.

EXTRAORDINARY Friday & Saturday Bargains

RED ROSE ORANGE PEKOE TEA SPECIAL 35c 1/2 lb. Pkg. Maxwell House COFFEE 27c 1/2 lb. Tins Rowatree's COCOA 19c 1/2 lb. Tins WONDERFUL UNWRAPPED SOAP 6 Cakes for 19c PURE Strawberry JAM 33c Spec. PURE Raspberry JAM 33c Spec. AYLMER PORK and BEANS 2 Large Tins for 22c AYLMER TOMATO SOUP 3 Tins for 24c AYLMER Vegetable SOUP 3 Tins for 24c GOLDEN SPRAY SLICE or SPREAD CHEESE 2 1/2 lb. Packages for 23c HORNE'S Peanut BUTTER Special 15c Jar ROSE BAKING POWDER Special 18c Tin OUR OWN English Breakfast Tea SPECIAL 23c 1/2 lb. Pkg. POST'S BRAN FLAKES 2 Pkgs. for 24c CLEAN COOKING BRAN 5 lb. Bag 13c BARR'S

Round Trip Bargain Fares to Toronto

SATURDAY, MAY 6. Going Leave Acton, Ontario 10.07 a. m. 6.12 p. m. Tickets Good in Coaches Only. Returning FROM TORONTO ALL TRAINS Up to Monday, May 8th. Children—5 years and under 12—Half Fare No Baggage Checked. NOTE—TRAINS OPERATE ON STANDARD TIME Obtain Information—Purchase Tickets From Acton, Ontario— Depot Ticket Agent CANADIAN NATIONAL T-34

M. R. STARK, R. O.

OPTOMETRIST and EYESIGHT SPECIALIST Has Opened an Office at Rachlin's Store and Will be Here TUESDAY AFTERNOON AND EVENING—MAY 2nd AND EVERY TUESDAY THEREAFTER. If you are suffering from Eye Pains, Imperfect Vision or Head-aches, come in and have Your Eyes Examined. TELEPHONE 145 CONSULTATION FREE APPOINTMENTS MAY BE MADE AT RACHLIN'S

Who is He? What's His Weight? He's on Page 1

This Week's Specials! NELSON & CO.

Table listing various food items and prices: DUTCH SETS 10c 1 lb. for, Irish Cobbler Potatoes 25c 1 Peck for, Red Rose Orange Pekoe Tea, reg. 38c, half pound 34c, SLICED PINEAPPLE 14c 1 Tin for, LARGE PRUNES 10c 1 lb. for, TODDY—with Puzzle 54c 1 Tin for, VALENCIA RAISINS 10c 1 lb. for, CHOICE JAM 31c 1 40-oz Jar for, IVORY HAND SOAP 23c 6 Bars for, SOUR PICKLES 40c 1 Quart Bottle for, FLOOR SCRUB BRUSH 5c for, FLOOR WAX 24c 1 lb. Tin for, BOECKH SWEEPING BRUSH screw adjustable handle 70c

NELSON & CO. WE DELIVER

Value of Advertising Stressed by Official

Bovril Board Chairman Asserts Consistent Use Important AT ANNUAL MEETING London, Eng., April 17. — Addressing the annual meeting of Bovril, Limited, in London recently, Lord Luke, chairman of the board, drew particular attention to the fact that, while the economy had been practised in every other department, they had not diminished their advertising. "We consider it of the utmost importance," he said, "to keep our advertising bright and persistent. At a time when purchasing power in many countries is much reduced, a policy of keeping the virtues of our product well in the public eye meets strongly with your board's approval." Bovril is sold and advertised all over the world. Those in charge of its sales policies therefore have exceptional opportunities for gauging the benefits to be derived from consistent advertising. Lord Luke and his associates are emphatically not of that school who look upon advertising as a regrettable but necessary expense, and who argue that when sales fall off advertising expenditure should be cut proportionately. On the contrary they maintain that is the very time when one should maintain and if possible increase one's own advertising. In other words they believe in capitalizing on a competitor's weakness, and making a bold bid for that position of his business that has been made vulnerable through his failure to defend it. Lord Luke comments on radio as an advertising medium are interesting: "We have not utilized this service," says Lord Luke, "and it would take a great deal of persuasion to induce us to do so. The reader of a newspaper does not need to read the advertisement it carries unless he likes. He can keep himself occupied with whichever section of its news columns appeals to him. But the broadcast listener has no such choice. He must listen to whatever is thrown at him through the ether or switch off his set. If there is one thing that long experience in advertising has taught us, it is that one must be tactful in making one's approach. One buyer, or one potential buyer, annoyed might well point for more on the debit side than several of the merely interested type on the assets side."

YES MAYBE

The golfer—"They're all afraid to play me." "What do you think my handicap is?" The Girl—"Oh, I don't know. It may be your face."

HAVING A GOOD TIME

No one needs to apologize for having a good time. Part of your business in this world is to enjoy yourself. Those who get through life without having any fun are poor and imperfect, for an important factor in their development has been left out. While good times are important, some young people have an entirely wrong idea as to what constitutes a good time. It is not something that happens when your work is done. You should have a good time while you are working as well as when you are playing. It is not necessarily extravagant. If you cannot have a good time without spending money, you have a wrong idea of pleasure. Of course, you do not check your conscience at the door when you start to enjoy yourself. A good time of which your conscience does not approve means misery at the end. Have a good time, but have the sort of good time that does not mean shame and humiliation next day, or even a headache.

HOW TO KEEP FROM GROWING OLD

Always drive fast out of alleys. You might hit a policeman. There's no telling. Always race with locomotives to crossings. Engineers like it. It breaks the monotony of their job. Always pass the car ahead on curves or turns. Don't use the horn because it might unnerve the other fellow and cause him to turn out too fast. Demand half the road—the middle half. Insist on your rights. Always lock your brakes when skidding. It makes the job more artistic. Often you can turn clear around. Drive as fast as you can on wet pavements. There is always something to stop you if you lose control—often a heavy truck or a plate glass window. New drivers should be shown how to drive fast in heavy traffic. It gives them the experience every motorist should have. Always speed. It looks as though you were a man of pep even though an amateur driver. Never stop, look or listen at railway crossings. It consumes valuable time, and besides no body believes in signs. In wet weather always drive in trolley tracks. It's smoother going around. Always drive close to pedestrians in wet weather. Dry cleaners will erect a monument to your memory. Always try to pass cars on a hill when it is possible. It shows your bus has more power, and you can turn somewhere rarely if you meet another car at the top. Never look around when you back up. There is never anything behind your automobile. A few shots of booze will enable you to make your car do real stunts. For permanent results quaff long and deeply of the flowing bowl before taking the wheel.

THERE IS A REASON

"I am afraid, my friend, that you are not listening," said the lecturer, pointing angrily at the little man who was yawning in a front seat. "I'm not a friend of yours," retorted the little man, "and I'm not here to listen. I'm waiting to put out the lights and lock up."

YINGLE, YINGLE

One night, just before closing time, Ole Olsen came running into the general store, hatless, coatless and breathless, and dropping on his knees yelled: "Yon, Yon, hide me, hide me! Ye sheriff's after me!" "I've no place to hide ye here, Ole, Yon Yonson, the proprietor, said. "Ye moost, ye moost," screamed Ole. "Crawl into that gunny-sack, then," said Yon. He had no sooner gotten hid than in ran the sheriff. "Seen Ole?" he asked. "Don't see 'im here," said Yon, without lying. Then the sheriff went nosing around and pretty soon he spotted the gunny-sack over in the corner. "What's in here?" he asked. "Oh, jost some old harness and sleigh-bells," said Yon. With that the sheriff gave the sack an awful boot. "Yingle, yingle-yingle!" moaned Ole.

WHY CANADIAN FISH IS BEST

Fish caught in the sea fisheries of Canada in 1932 totalled 71,917,800 pounds, valued at over \$11,000,000. Of the total catch British Columbia accounted for 327,631,900 pounds; Nova Scotia, 194,788,800 pounds; New Brunswick, 98,594,800 pounds; Quebec, 67,164,300 pounds and Prince Edward Island, 23,738,000 pounds. The fishing grounds of Canada are perhaps the most extensive in the world. On the Atlantic the coast line, not including the lesser bays and indentations, measures over 5,000 miles. The Bay of Fundy, 8,000 square miles in extent, the Gulf of St. Lawrence, fully ten times that size and other ocean waters comprise not less than 200,000 square miles, or over four-fifths of the area of the fishing grounds of the North Atlantic. In addition there are on the Atlantic seaboard 15,000 square miles of inshore waters controlled by the Government of Canada. Large as are these areas they represent only a part of the fishing grounds of Canada. The Pacific coast of the Dominion measures 7,180 miles in length and is exceptionally well sheltered. Throughout the interior of the Dominion is a series of lakes which together contain more than half of the fresh water of the globe, Canada's share of the Great Lakes alone amounting to over 34,000 square miles, a total which does not include Lake Winnipeg, 9,457 square miles; Lake Manitoba and others of even greater area. Still more important than the extent of the Canadian fishing grounds is the quality of their product. It is an axiom among authorities that food fishes improve in proportion to the purity and coldness of the waters from which they are taken. Judged by this standard, the Canadian cod, halibut, herring, mackerel, whitefish, salmon, etc., are the very best obtainable.

JOYOUS WORK

The most optimistic are bound to become discouraged over the young man who is continually complaining that he has to keep his nose to the grindstone. No one who thinks of his work in that fashion can possibly make a success of it. When in his youth Frank Munsey worked sixteen hours a day, it never occurred to him that he was an object of sympathy. "If it had, he would probably have been one more of the poor boys from the country who become the poor men of the city. Any one can work hard, but to work joyously and with enthusiasm is the indowment of the few who are to achieve an outstanding success.

A VALUABLE SERVICE

Few things are more important at the present time than to promote friendliness between nations.—It does little good for statesmen to meet and discuss measures if the rank and file of the people at home despise everybody who speaks a different language, or whose skin is of a different color. You young people cannot do a greater service to your generation than to strive to understand the people of other races, to look for all that is admirable in each, and to remember that the doctrine of the Fatherhood of God implies the brotherhood of man.