

**The Acton Free Press**  
 Published Every Thursday at Acton, Ontario.

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Although every precaution will be taken to avoid error, the Free Press accepts advertising in its columns on the understanding that it will not be liable for any error in any advertisement published hereunder unless a proof of such advertisement is received in writing by the office daily signed by the advertiser and with such error or corrections plainly noted in writing thereon and in that case, if any error is noted, it is not corrected by the Free Press, its liability shall not exceed such a proportion of the entire cost of such advertisement as the space occupied by the noted error bears to the whole space occupied by such advertisement.

G. ARLOP DILLS, Editor.  
 TELEPHONES—  
 Editorial and Business Office 124  
 Residence 121

**EDITORIAL**

**In the Midst of a Playground**

Judging from the number of American license plates one sees on cars these days our neighbors find a great deal of pleasure touring and visiting in Canada. This is especially true on the highways in the northern part of the Province. The lure of the beauties of nature in this part of Ontario are seemingly very attractive for vacationing Americans. But no matter how many of them chose to come here for holidays, it would seem that Ontario can provide ample accommodation. Highways are sometimes crowded getting to the camping ground, but off the highways and on the by-ways, on the little roads that lead to lakeside, there are plenty of places with little or no crowd. Places where real rest can be secured. It would seem that Ontario is abounding with just such rest places. No wicker American visitors are returning each year in greater numbers to vacation in this land. We sometimes wonder if we who live in its midst of this playground appreciate the facilities that visitors come so far to enjoy.

**No Substitute**

In the course of his reading recently the editor of the Smiths Falls Record-News came across an interesting article relating to railway ties, and learned that the wooden cross-tie, under railroad tracks, is believed to be one kind of industrial equipment for which a satisfactory substitute never has been developed. During the past 50 years more than 2,500 patents on other kinds of ties have been issued but none of them has been adopted. During the week we travelled on a road that had formerly been a railroad and was now used to reach a camping ground. Years after the old lumber railway has been abandoned this road, with the ties covered over with earth is being utilized for the more recent method of travel in motor cars. We doubt if railway ties will be used extensively in road construction and we could not sincerely advocate their use for such after-riding over that two miles of railroad right of way. But, without those old ties, that stretch in many places could not be travelled. It looks as if railway ties are things of lasting usefulness.

**An Unique Population Estimator**

Upon the wall in the entrance hall of the Dominion Bureau of Statistics, Ottawa, is a curious little instrument which records the estimated population of the Dominion of Canada every three or four minutes. Colored lights indicate the progress made from hour to hour in building up the population. They turn off and on automatically and as they appear and disappear the totals accumulate. The most joyous light is orange in color for when it flicks on it indicates that a child has been born. On an average there are 845 babies born in Canada every day, one in every two minutes and fourteen seconds. Alongside the orange bulb is a red light, which shows that a death has taken place. The average death rate in the Dominion is 288 each day, or one every five minutes. When the green light shows up it means that an immigrant, in all likelihood full of hope and confidence, has arrived to put up a brave battle for success in the new land. There are 124 of them every day on the average at this time, but there are 66 persons who leave the country daily as shown by the yellow light. By addition and subtraction, the estimated increase or decrease in population can be arrived at. At present there is an estimated increase of one person every three minutes and twenty-eight seconds, which is shown by a white light. At the census taken in 1931 the population of Canada was 10,376,786, and the estimated increase since then is about 853,000.

**That Heater Question**

Notices mailed this week to those who had Hydro water heaters installed under the plan advocated by the Ontario Commission, simply state that maintenance on the heaters will be discontinued. At the time these heaters were installed it was understood that the payment each month included an allowance for maintenance. And yet no intimation of reduction is given in the notice.

Of course it is well known what precipitated the action of the local Commission. A bill from the Ontario Hydro Commission was received for the cost of the equipment that was rather disturbing and unexpected. We wonder if other municipalities who are advocating that consumers adopt the plan are being billed now for equipment or will the charge come along later. The question was discussed at the recent Hydro Convention. We failed to read any satisfactory answer by Hydro. Those who have heaters installed are asking questions. It is a matter that requires an answer from the Hydro, and an explanation. Do new rates come with the change in policy?

**Advertisements Are Read.**

Watch in your home how THE FREE PRESS or any other newspaper is read. Possibly the main headlines on the front page are first scanned; but it is a pretty safe thing to say that women readers will turn very early to the advertisements of local firms which advertise fashion items, food prices, and other offerings related intimately to current needs and desires.

Every woman knows what she wants—not perhaps in the precise form or color or variety or manner, but certainly in the main matters of her desire or need. This applies to clothes, hats, shoes, food items, beauty preparations and many items pertaining to home furnishing. And so women are eternally on the watch for information—and for temptation! They are swiftly perceptive of the advertisements which present and propose the things of their desire or need. And obviously it is those retailers who advertise to them who stand the best chance of their custom.

It is the same in the case of men. Few men buy impulsively. When they leave home each day for their place of employment, it is not just to get rid of their money. What they buy is, mainly, something whose purchase has been planned—clothes of other forms of apparel, hardware items, motoring sundries, shaving and other bathroom needs, plants, books and so on. Men, like women, have been reading the advertisements in line with their ripening desires and intentions, and of course they go in largest numbers to those retailers who have been informing them and soliciting their custom.

All of us, instinctively, go where the light is, not where the darkness is. Advertisements are light, so they attract the buyers to those stores which they illumine.

The way to get business is to ask for it. Can the truth of this statement be successfully disputed? And here is another equally true statement: The public buys from those who invite its custom.

**EDITORIAL NOTES**

The worst of a holiday is the first day after it or the last.

The glorious twelfth on Monday had weather that was typical of that day each year.

Highways on the week-end would lead one to the belief that Sunday was not a day at home.

A recent issue of THE FREE PRESS contained six hundred and eighty names of folks in and around Acton.

Canadian National Exhibition posters, coming into prominence are reminders that summer will soon be over.

There were 44,000 trailers registered in Canada during 1936, an increase of more than seven thousand over 1935.

A ten per cent. increase in the price of the 1938 automobiles is predicted. Price increases seem to be the popular trend in most everything.

Sunday's storm again shows that a multitude of things may happen to crops between seed time and harvest. Many a field of grain of good promise is badly flattened.

Preliminary figures for 1936 indicate that the production of chemicals and allied products in Canada was valued at \$125,702,725, a gain of six per cent. over the previous year.

We might have used these editorial columns this week to dilate on fishing. With that important occupation occupying a good share of the week, it would have been an easier subject than any other. But we'll just spin our yarn in some other column.

The minimum of power interruptions on the local Hydro is appreciated by all. When one of the big transformers in the substation was put out of commission, with lightning, users of electrical power were inconvenienced for less than a half hour until a temporary change was made, and few conceived of the damage that had been done.

**THE SUNDAY SCHOOL LESSON**  
 FOR SUNDAY, JULY 18th

**GOD ENCOURAGES A LEADER.**  
 Golden Text.—"The Lord will give strength unto his people.—Psalm 29: 11.  
 Lesson Text.—Exodus 3: 12-16; 4: 10-16; 5: 1.  
 Time.—1012 B.C. Place.—Horeb and Pharaoh's Court.

Exposition.—I. "I am hath sent me." 3: 12-14.  
 Moses seems to have feared his people's rejection by the Hebrews upon their liberation through Pharaoh. This is the basis for his question in whose name he is to go to them. The name, "I Am that I Am" (Jehovah in Hebrew), which God gives him in reply, is a sublime revelation of the nature of the Infinite Being, the highest and most majestic ever vouchsafed to mankind—Hill, through the incarnation. He revealed Himself as I AM. Each name of Deity represents a certain aspect of His character and attributes. That of Jehovah reveals as the One eternal, unchanging, self-existent reality in all the universe, Who is, and was, and ever shall be, "without variableness, neither shadow of turning" (Jas. 1: 17). Throughout all generations this name has remained a "memorial" to Him, the Rock of Ages on which rests the hope of the world. Moses was to declare to the Hebrews that "I AM Who had appeared to him was the covenant God of their fathers, the God of Abraham, of Isaac and of Jacob. Stability was the first attribute to be stressed in this new revelation only through their utter trust and confidence in His purpose and integrity could God accomplish for them His unchanging purpose. The very name in itself was a pledge that the covenant shall stand and that the God Who changeseth not would fulfil it. This sublime message to the Israelites, carrying to them its appeal to trust in the Divine integrity, could not fail to change their despair to confidence. Their weakness to strength (cf. ch. 4: 31).

II. "I Will Be With Thy Mouth." 4: 10-12.  
 We are very inventive in finding excuses for not doing the will of God although we profess to love His presence and assure Him of success. He had outlined a plan of action for him and even put the words in his mouth which he should speak (ch. 3: 16-22). But strangely enough, Moses hung back. He brought forward a variety of excuses. "They will not believe me," he objects. In reply God gave him unimpeachable credentials—the power to perform miracles (4: 1-9). But Moses still tries to evade the responsibility. "I am not eloquent—even when inspired" (v. 10c), he says. Right here we touch the crux of the whole reason for his hesitations and evasions. Moses was still looking at himself. He had not yet realized that the matter was God's enterprise and he, himself, merely the instrument through which God worked. His apparent humility was mingled with much pride and self-will. He had tried once the role of deliverer and the memory of his failure still rankled. This is a very common mistake. Much of our sense of inadequacy in life, with its attendant fret and strain, would go did we but live in the realization that in all our work for Him it is God Who is working through us (Zech. 4: 6). Moses seemed to think that the success of the whole undertaking depended on his personal qualifications. That God meets his silly excuses with a gentle reproof, "I will be with thy mouth." Note that He does not promise to make Moses eloquent. What He does assure him is the "word of power" (1 Cor. 2: 1-4). This is a great promise. All Christian leaders may find strength in it. God makes no mistakes. He never calls, but what He empowers. (2 Cor. 12: 9), and when He calls it is our business to obey. "He has an answer for every doubt, a promise for every fear, a supply for every want, strength for every human weakness."

III. God Gives Moses a Human Helper, 13-16.  
 Even this marvelously tender response (v. 12) does not suffice to overcome Moses' reluctance to attempt a task of such magnitude. With a flash of his old egoism, he makes an attempt to throw the whole thing overboard. He says, "I am afraid, and I am not a man of words." "Find someone else, any one else, only don't ask me." This refusal to do his duty, and God's anger in justly kindled against him. Moses had been born, preserved and trained for this one mission in life, and for human self-will will not thwart God's divinely appointed plan. But God knows the human heart and His respect unto his words. He cannot find contrive for his great task in the consciousness of Divine protection alone. God will endeavor to give him the further encouragement of human fellowship and assistance. Joining his brother Aaron to him in this work, He infused His spirit into both (vs. 16-18). The power of co-operative labor with our fellow Christians in God's service is a recognized principle which we do well to remember (cf. Mark 6: 7; Luke 10: 10). (Concluded on Page Seven)

**SCOTT'S SCRAP BOOK** By R. J. SCOTT

GEORGE II WAS THE LAST ENGLISH KING TO COMMAND TROOPS IN BATTLE. HE LED HIS SOLDIERS PERSONALLY AT THE BATTLE OF DETTINGEN IN 1743, IN THE WAR OF AUSTRIAN SUCCESSION.

PALACE IN A TOWER  
 "PI-SHU-SHAN-CHANG" MEANS "MOUNTAIN LODGE FOR AVOIDING HEAT." WAS THE SUMMER HOME OF THE MANGHU EMPERORS OF CHINA FOR MORE THAN 200 YEARS. BUILT IN 1271, IN NORTH CHINA.

PHILIPPINE 1916 STAMP 2 CENTS  
 FIRST ANNIVERSARY OF THE 1916 ANNEXATION OF THE PHILIPPINES TO THE U.S.A.

KENTUCKY'S STATE FLAG WAS MADE IN 1792. IT IS THE ONLY STATE FLAG TO BE REDESIGNED IN 1892.

**Popular Ontario Holiday**

Summer life in Ontario is centered, as far as possible around its many thousands of lakes ranging in size from the great "Inland Sea" that mark the southern boundary, to small, unnamed lakes in the northern hinterland. Fishing, swimming, and boating are the chief pastimes with golf, tennis, riding and hiking as leading land sports.

Search for a perfect holiday like this is what makes bungalow camps like those at French River and Devil's Gap near Kenora so popular. Their location, not far from the city yet in unspoiled heavily wooded lake country, gives them undisputed advantages. The Canadian Pacific Railway's chalet-bungalow camps at Devil's Gap and French River are outstanding examples of this type of holiday resort. Fishing is excellent for "muskie" and other northern pike, large and small mouth bass, trout and other game fish. The camps have their own modern facilities, including electric light plants.

**If You Expect to Sell, You Must Advertise**

**Test Airway Spanning Atlantic Between Newfoundland and Ireland**

Those two giant British and American flying boats took off simultaneously on flights east and west to survey the route that will eventually become the first regular commercial airway carrying passengers and mail across the North Atlantic. The boats are the mighty GADHM and the Sikorsky clipper ship 'The Canadian' skippered by Capt. Harold E. Gray, pictured above. The clipper ship left Bowwood, Newfoundland, arriving safely at its destination, Portlaoine, Ireland, after 12 1/2 hours flying proceeding thence to Southampton. The Canadian took off from Bowwood for the westward crossing and came down safely at Botwood, taking approximately 2 1/2 hours longer on its trip. From there it moved to New York by way of Montreal, Canada, after rounding the 2,000 miles of ocean. The flights were in the nature of tests for the planned passenger and freight routes, which the two companies will operate jointly.