

DEATHS

Notice of Birth, Marriage and Death... in this column without charge.

BORN - On Sunday, May 29th, 1938, in the Guelph General Hospital...

DECEASED - In Guelph General Hospital, on Monday, May 30th, 1938, Albert D. Cook...

LAMB - At the home, Knox Avenue, Acton, Ontario, on Saturday, May 29th, 1938...

EDMONDSON - At the home, 5111 Street, Acton, on Sunday, May 29th, 1938...

HENDERSON - Jessie Hope McLeod, nee Henderson, on May 29th, 1938, at her late residence...

McINTYRE - Entered into rest on Thursday, June 2nd, at Guelph General Hospital, Donald McIntyre, son of the late Duncan and Margaret McIntyre...

LOCALS

Crops now give splendid promise of a bountiful yield this season.

Soon be time for the first garden party of the season to be announced.

The exterior of the Free Press building is being repainted and decorated.

Plans are progressing nicely for Acton's observance of Magna Carta Week.

Oakville meets Acton in the baseball schedule in Acton on Saturday afternoon.

Bloomfield Old Boys Re-Union will be quite a feature for this district on Dominion Day.

Five cases for infractions of the Highway Traffic Act were heard in Police Court here yesterday.

Five electric lights are being installed and will be ready for the Centenary Celebration at Churchill on June 19th.

Pickpockets and short-change artists operating in Guelph on Saturday were reported to have secured nearly \$60.

Magistrate Watt, of Guelph, this week completed twenty-five years of service as Magistrate in the Royal City.

Gray Coach Lines offer some very attractive summer vacation trips. Some of which are specified in their advertisement in this issue.

Members of the Duke of Devonshire and Lakeside Chapters of the I.O.D.E. were guests yesterday afternoon at a lawn social of the Guelph I.O.D.E.

Georgetown High School Board has requested the Council to submit a money bill to the electors to provide \$46,203 for an addition to the High School.

Presentations of travelling bags were made to Inspector and Mrs. J. M. Denyes by members of St. Paul's United Church, Milton, at the annual congregational meeting.

Acton Park has been further improved this week by the underbrushing at the "Point," and now a view of the expanse of water at the west end can be secured when driving around the track.

The exterior of Norton Motors building has been re-decorated and greatly improved. A new illuminated electric clock on the front of the building is quite a convenience and very attractive.

A copy of the original Magna Carta from the document in the British Museum is on view in the Free Press window. It was loaned for exhibition by Councillor John Chapman, who some years ago secured the copy.

Melvir Young Men's Bible Class of Temple Baptist Church, Toronto, will conduct a special service in Acton Baptist Church on Sunday morning, Mr. James A. McConaghy, leader, will be the speaker. A welcome to all.

There have been many fine beds of tulips about town, but none have exceeded those in the garden of Mr. and Mrs. John Smith on Mill Street. A fine bouquet from this garden graced the editor's desk during the week.

Beatrice Lambert, eight-year-old daughter of Mr. and Mrs. John Lambert, had a narrow escape from serious injury on Tuesday afternoon, when the bicycle she was riding crashed into the trailer of a car driving along Church Street, at the Frederick Street crossing. Fortunately injuries were confined to a few cuts and some painful bruises.

GOOD SHOES FOR YOUNG AND OLD "Carvelty Fit" B. D. RACHLIN, Acton

ADVERTISING - A NATIONAL BLESSING

By John C. Kirkwood

I am an enthusiastic advocate of advertising as printed in our newspapers and magazines; and in this contribution I want to tell why advertisements are published in newspapers and periodicals give me so much satisfaction.

First of all, however, let me define advertising. Advertising is the communication to the public of information about goods, services, causes and needs, with a view to having them more widely and largely accepted. Or, if you like it better, advertising is a man's pride in what he makes, or distributes, or believes in - pride made vocal, as it were. Thus, a man makes a very good soap - as did William Heakth Lever - then there burns within him a desire to let others know about his good soap. He would have felt choked if he had not been able to proclaim the news about his good soap. And it is the same in respect of all other makers of good products and who provide a good quality of public service. It is wholly right and natural for the maker of a labor-saving implement for use on farms, or of a domestic utility, to communicate news and information about it to all the world.

There is the case of a man named Howe. About 100 years ago he invented a very good sewing machine, which he offered for \$40. But for good or poor reasons, this man Howe failed to advertise his sewing machine to women. His sales efforts were confined to clothing factories. A whole generation passed before Howe's sewing machine found its way, in any large numbers, into the country's homes. For 20-30 years women had to go on sewing by hand, while all the time there was a good and inexpensive machine to be had - a sewing machine which cost no more than the obligation which rests on manufacturers making labor-saving implements and mechanisms to advertise their products to make it known, and to give the public a chance to buy it if it wishes to do so.

Just as there is an obligation on doctors who discover better ways of treating human ailments and of alleviating pain to make known what they have discovered, and to make available, widely, their discoveries, so there is equal obligation on the part of manufacturers and those providing public service to make known and available what they have for the public's good and advantage. If Frederick Banting had kept silence about his discovery of insulin, what would have been said of him?

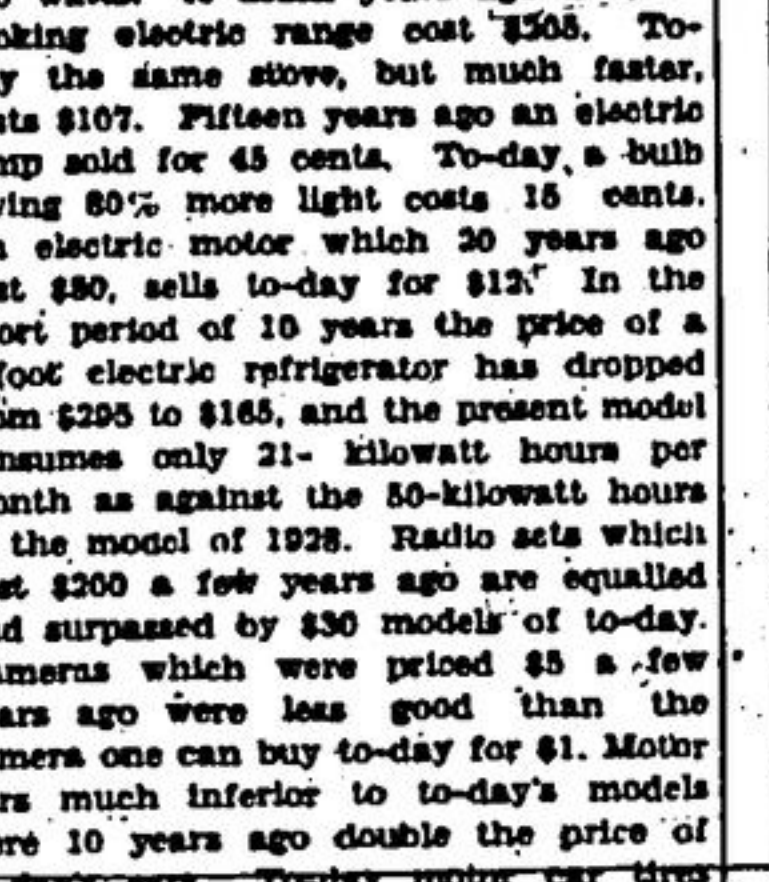
As a matter of fact, the public demands advertising. It feels that it has a right to be advertised to. Its attitude is this, toward all who elect to serve it: "If you have anything for us which will soften the hard things of life - which will reduce drudgery, which will conserve health, which will help us economize time and effort and money, which will put more sunshine into life, then we want you to inform us about it. You can trust us to be appreciative of what you are making or doing for our advantage. Be assured of this, namely, we want to be informed about everything designed for our good or advantage. Advertisements are news just as truly as what is printed in the editorial columns is news. Indeed, they are a really better kind of news, for advertisements tell us what to do, or have; they give us information which we can turn to account in the affairs of daily life. They give us visions of better ways of living, whereas editorial news is just intended to feed our desire for knowledge of what is going on all over the world, to give us something to talk about when we meet people. It is the news which comes out of factories, and retail stores, and laundries and bakeries, and financial institutions, and out of corporations, operating railways and steamship companies and mines and telephone service, which is vital concern to us. Give us news - lots of it, and regularly."

I know that some say that the cost of advertising adds to consumer prices, and that some advertisements are not fully reliable. I am not a particle upset by such charges. I am not looking for blemishes and shortcomings in the character of those who attend church, or who serve me. What matters most is the totality of lives and conduct. Christopher Columbus was not a saint, but he had the will and the courage to go exploring across the Atlantic. It was this that mattered in his day and generation. What matters with me is that life for us all is infinitely more tolerable because of the enterprise of advertisers because of the great quantity of advertisements appearing in our newspapers and magazines. Standards of living are higher; wages are higher; employment is more assured; and back-breaking labor is lessened all because of advertising.

About the charge that the cost of advertising adds to the consumer price of products in common use and therefore to the cost of living, I want to say quite emphatically that advertising does not add to the cost of living. On the contrary, advertising lowers living costs. I am ready to grant that in the case of some products, the cost of advertising them may add something to their consumer price, but in respect of most things in common use and which are re-bought frequently, their consumer price would not be 1 cent less if they were not advertised. Indeed it might be more.

Advertising most certainly focuses consumer demand on advertised products. This leads to mass production. Mass production lowers production costs, quite amazingly. Consumer prices drop correspondingly. Such illustrations of the drop in consumer price of classes of products in wide demand are: In 1891,

TOPS IN RACING



When starting time for the famed Hamiltonian Stakes, to be run in August at Goshen, N.Y., rolls round, Vio Fleming, above, leading Canadian driver from Dundas, Ontario, hopes to have more than a slight chance for victory. He is prepping four candidates, Verona, Exeter, Montana and Blair.

It is true that science has been a very large contributor to the betterment of products and to the cheaper ways of making them; but science gets its chance in laboratories of factories which have grown great in size and income as a consequence of advertising.

Without advertising few products could or would attain large consumption. Advertising acquaints millions upon millions of consumers with what science and invention devise. The new soaps and cleansers, the new lubricants, the new metal products, the new electrical utilities - all have had their consumption made huge because of advertising.

Advertising has made possible the vast number of newspapers and magazines which are available to us at such a low per copy cost. If there were less advertising, our newspapers and magazines would be fewer and smaller, and their per copy cost would be multiples of their present-day prices. If there were less advertising, there would be fewer retail stores, and consequently fewer factories and less employment - which would be an incalculable disaster.

It is advertising which has led us to transfer so much work formerly performed in the home to factories - such work as food-cooking, dress-making, washing. This transfer of domestic labor to factories and laundries has released young women from the necessity to remain at home, and has provided them with wage-paid work in offices, factories and stores. So the family income is now being earned by several members of the family, not merely by the husband-father.

The transfer of domestic labor to factories has been beneficial to farmers. Millions of acres of land are kept in steady and assured production, producing vegetables, fruits, fodder, which become packaged sugar, milk, starchy vegetables, fruits. Advertising has made this continent consumers of oranges, fruits of other sort, tomato juice, ice cream, confectionery, and so has given assured pre-natal employment to millions of farmers.

The mammoth consumption of foods and beverages of branded sort, which is a consequence of advertising, has brought into being new industries - the making of glass and tin and paper and wood containers, for example. The printing and lithographing businesses have grown to immense dimensions because of advertising. The transportation services, land, sea and air, have been enormously magnified by the increase of industry, which increase is attributable to advertising. The gigantic motor car industry, with its limitless cognate industries, is a child of advertising. Many towns and cities have factories in them whose products are consumed by the motor car industry.

So, one could go on and on stating the value of advertising.

Burny Callus, Iva Corn and Icky Toe were friendly with Jerry Foot until Cress Corn Sales removed them. Sold by Brown's and all Drug Counters.

Seven Assessment Appeals - Tobacco License Set at \$12

(Continued from Page One)

being serviced was forced to stand on any public highway.

A list of accounts for indigent patients was submitted to the Council from Guelph General Hospital. Most of the items had, however, already been passed upon.

Samples and prices on watchman's clocks were received. A rebuilt clock was sent for inspection. Prices ran from \$45 to \$88 and \$6.50 for each station. It was felt that this expenditure should not be made at this time. Council expressed appreciation for the information and filed all the correspondence given for further reference.

The Clerk reported that the Provincial Treasurer had requested copies of all debenture by-laws. The by-laws were quite lengthy and the work involved was considerable. The Clerk was instructed to write to see if this was absolutely necessary.

Complaint was made of the condition of the eave-trenching on the I.O.O.F. building and the water running on the street. The Municipal Officer was appointed to investigate.

Requests were made for the drainage on Church Street and Bower Avenue, at the entrance to properties. Tree trimming was also requested. These matters were left for the attention of Councillor Jones and the Municipal Officer.

Arrangements were to be made for grading the streets, prior to the application of the calcium chloride. The County grader was to be used for this work.

It was decided to strike the rate at the next regular meeting of the Council on June 13th.

Council adjourned at 10.30, to resume as a Court of Revision on the appeals. Changes in the assessment were made as follows:

On the shoe factory building, \$1,800 on the building, and \$200 on the land, a total of \$2,000. Reduced from \$4,400.

On the warehouse property, formerly occupied by Beardmore & Co., reduced from \$5,000 to \$2,000.

The Sayers and Ashenhurst appeal on the D. A. Henderson property was reduced from \$1,500 to \$1,350 and the mill property, now assessed at \$900, was reduced to \$450 on the land and buildings.

The assessment on the land at the Bowling Green and Tennis Club was reduced from \$800, as at present, to \$500. Councillor Mason was opposed and favored a reduction to \$400.

With these changes, a resolution was passed confirming the assessment roll for 1938.

CHURCHILL CENTENARY PLANNED FOR AN OLD-FASHIONED GATHERING

Old and new will mingle to make the Churchill Centenary on June 19th and 20th an outstanding event. It's the same building but the latest step in modernization visitors will see is the new electric lighting which will be used for the first time on this occasion. It is probable too, that the building will appear, on that occasion, freshly painted on the outside.

But, whatever the embellishments of the building, visitors will find that whole-hearted welcome when they go back to visit with the folk "on the Hill," and that spirit of worship which has maintained Churchill all down through a century of changing times. A small booklet, giving a historical sketch of the church is in course of preparation and will no doubt be cherished by those who are fortunate enough to secure one of the limited copies which will be made available.

When holidaying, you can have The Free Press sent to your summer resort. Just notify us and we'll gladly change the address for the period desired. Or, if you're not a regular subscriber payment of the counter sale price for the issues desired will bring it each week.

Don't Wait Until . . .

The time to stop accidents is before they start, and the best way is to make sure that your Car is in Good Driving Condition. Perhaps the adjustment is only a minor one and the expense only trifling. Our complete system of checking up on your Car gets all the little, unseen details and gives you care-free driving.

Our Service is complete in every detail. Get this check-up now and have care-free motoring right through the season. It costs no more. We use only the best lubricants, which ensure the greatest life for your motor.

A FEW USED CARS ARE AVAILABLE Under the Ford R. and G. (Renewed and Guaranteed) Policy

NORTON MOTORS FORD V-8 SALES AND SERVICE PHONE 69, ACTON

CRACKS!!

FROM THE BAT AND FROM THE GRANDSTAND

Although the locals outfit Oakville, the score was 5 to 0 in favor of the Lakeside lads.

The lads from around the old home town (Acton, we mean) promise a different story this Saturday when Oakville visit here.

Williams and Waterhouse were the leading hitters in the game, with three apiece. Galbraith lead the parade for Oakville with two.

Gordon pitched good ball with a strike out and received plenty of support from the infield.

Fifteen put-outs and one error is a good day's work for any infield, and it also shows how the Acton infield has improved.

Williams made a good impression at bat, when he had three hits out of four times at the plate. Nicé going, George, hang in there and you'll lead the League at the end of the season.

More players are coming out every night and we predict some new faces in the line-up Saturday.

The new faces will have some old ones, maybe.

Oakville have a nice team, just as strong as any in the League, but Acton feel confident they can take them Saturday.

The Ball Club are looking forward to a large crowd Saturday. Let's not disappoint them.

They are young players, and at the rate they are improving will take some beating before the season is half over.

That's all till Saturday. Come out and see for yourself. Maybe somebody will equal Greenberg's record for long hits.

To insure invention of news items in The Free Press, the contributor's name should be signed. A very interesting article is held over this week again for lack of this information.

JUMBLED WORDS

Think of a dozen or more names, such as the names of a well-known politician, a film star, an actress, a car, a town, a country, a sport, a game, and so on. Print these names in a jumbled fashion on separate slips of paper number each slip, and pin them up in various parts of the room. Make some of them really difficult to find, and when found not easy to solve. You must, of course, provide a clue, by stating "a town" or "an actor," or whatever it may be. Provide each guest with a pencil and paper, and give them ten minutes or a quarter of an hour to find all the slips of paper and unravel the mystery of each jumbled word. The one who gets the correct list wins the game.

A STAUNCH FRIEND

Hills-Doris bought a silk evening frock yesterday for a most ridiculous figure. Ethel-Don't you dare talk about Doris like that! She's got a figure as good as yours!

ROYAL Guelph's Modern Theatre

Thursday and Friday THE RITZ BROTHERS -IV- Kentucky Moonshine -WTTH-

Tony Martin - Marjorie Harner Extra-THE NEW MARCH OF TIME Shows at 2.15, 7.15 and 9.15 p.m.

Starting Saturday-For 3 Days Robert Louis Stevenson's KIDNAPPED with

FREDDIE BARTHOLOMEW Warner Baxter C. Aubrey Smith - Reginald Owen Saturday Continues from 8 p.m.

June . . . PREPARE NOW

For Your SUMMER APPAREL!

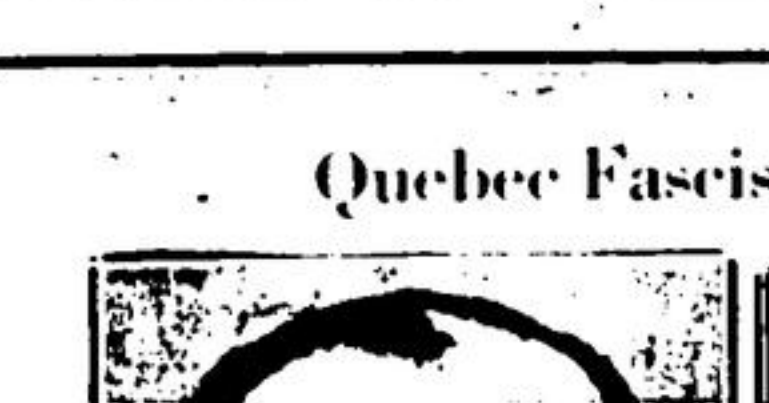
CORDS TWEEDS TROPICALS FLANNELS GABARDINES are featured FOR SUMMER WEAR

TIP TOP TAILORS LIMITED

PALLANT'S CLOTHING ACTON FOOTWEAR

Quebec Fascist Party Split

The ranks of the Quebec Fascist Party were widely split by the announcement that Dr. Gabriel Lambert, Right, and J. R. Leonard, Chief Officers of the Party, have been expelled for insubordination by Adrien Armand, Left, Chief of the Party. Lambert and Leonard claim a large following amongst the Fascist element and have announced they will re-organize the party along their own lines unless Armand capitulates to their demands.



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SALLY'S SALLIES



Full curves come from square meals