

WHAT MATTERS IT?

What matters it?—a few years more. Life's surge so restless heretofore. Shall break upon the unknown shore!

Twenty Years Ago

From the Issue of The Free Press of Thursday, March 15th, 1919

About two hundred citizens journeyed to Toronto with the hockey team last Friday evening to witness the game between Acton and Beardmore's, Toronto.

Chris Moffat won a \$250 Shortform at the County Stock Judging Classes at Milton, on Monday, also the shield for the highest points in local contest.

The annual report of the Postmaster General for the past fiscal year in Halton County, Acton is listed with \$6,421.48 revenue; Georgetown \$8,815.37; Milton \$8,878.79.

The big snow storm on Sunday morning disarranged plans general so far as church services were concerned. Ministers taking out of town services had to cancel engagements.

The Canadian mint is about to issue bronze one cent coins, smaller and more convenient to handle than the big copper, still used. Two cent nickel coins may be issued also.

RULES FOR ADVERTISERS

The National Better Business Bureau of the United States has prepared principles of ethical business conduct, designed to win and hold consumer good-will for advertisers. Here are the ten rules proposed.

1. Serve the public with honest values. 2. Tell the truth about what is offered. 3. Tell the truth in a forthright manner so its significance may be understood by the trusting as well as the analytical.

4. Tell customers what they want to and ought to know about what is offered, know what they have a right to know, so that they may buy wisely and obtain the maximum satisfaction from their purchases.

5. Be prepared and willing to make good as promised and without quibble on any guarantee offered. 6. Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.

7. Reveal material facts, the deceptive concealment of which might cause consumers to be misled. 8. Advertise and sell merchandise or service on its merits and refrain from attacking your competitors or reflecting unfairly upon their products, services or methods of doing business.

9. If testimonials are used, use only those of competent witnesses who are sincere and honest in what they say about what you sell. 10. Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility.

Advertisers can build solidly for the future in being guided by the sound business principles incorporated in the above rules.

Municipalities Must Retain Control of Relief

Municipalities throughout Canada have been demanding that the Federal Government take over the entire cost of direct relief. This may sound like a sound idea, but beneath the surface there is an obvious danger in such a move.

If the burden is taken from the municipalities, they will lose control of relief operation. Just so long as municipalities have to pay part of the costs will those charged with the handling of relief keep a strict eye on those who are receiving government aid. No one will suggest that those who need relief are not entitled to it, but in every municipality there are spongers who have no right to aid from the public purse. Scores of cases have been brought to light across Canada in the past few weeks of men receiving relief who are not entitled to it. Just so long as relief is locally administered, this type will be controlled. If it should, however, become a matter of federal responsibility, there is little doubt that absentee administration will produce more of these spongers. Even if the province should be relieved of its share of the burden, the municipality should retain a portion of the cost, so as to retain a hold on administration and prevent the wholesale abuse of the relief system.—Fort Erie Times-Review.

No intelligent man can live in the great out-of-doors and study the creatures which occupy it before man has any control over them, combined with the regularity of the sun, moon and whispering stars, without being compelled to believe there is an over-ruling power.—Jack Miner.

THE OLD MAN OF THE BIG CLOCK TOWER



THE BIG TOWER CLOCK

It tells the hours by day and night From the big tower's exalted height. And gives to all a friendly greeting, Reminding them that time is fleeting.

When Acton town is hushed in sleep Still does the clock its vigil keep, Chanting to people when awaking That morn has come and day is breaking.

Sown bells and whistles testify That on this time-piece men rely, And one says to his next door neighbor "The tower clock says it's time for labor."

And when arrives the luncheon hour "Twice" strikes the big clock in the tower. And thus the intimation giveth That not by broad alone man liveth.

So it tells them all from labors done As it announced the day begun, And when all evening duties vanish Day's cares the tower clock tries to banish.

I was indeed pleased to receive, during the week, some recollections regarding the Disciples Church from one who signs the name of Actonian. I enjoyed it very much and I know readers of this column will enjoy it too. So I just pass it along as the weekly contribution. I would be very pleased at any time to hear from any of the older readers of my column.

THE DISCIPLES' CHURCH

Being always interested in the tales of long ago, found in the columns of "The Old Man of the Clock Tower," I wondered, if some of the old-timers might not be interested in some reminiscence of the old church after it passed into the hands of the Disciples.

The interior of the church has been well described. I remember it vividly. On summer mornings the large windows were opened wide, and the rustle of leaves and the song of the birds added to the peace of those long-ago-Sunday mornings. Sometimes, however, other things drifted in through the open windows. I remember a hornet stinging a small child, who was led forth screaming, by an embarrassed parent.

I was too small to pay attention to the sermon, but the patterns of maple leaves and beavers on the frosted globes of the chandelier, the straight-backed pews, painted cream and brown, and the red cushions and tassels of the pulpit remain clear in my memory, as do the faces of many of the worshippers.

In the front seat, on the right, sat Mr. Gabriel Wells, with his wife and two step-daughters, Mattie and Annie Black. Mr. Wells was a man of considerable

ability and took a great interest in his church and in all municipal and political affairs. His feelings were so ardent that sometimes his zeal outran his discretion.

Councillor William Ismond, who sat on the other side of the church, was opposed to him in many matters. The Council were, at this time, planning the purchase of a new cemetery, and Mr. Wells and Mr. Ismond disagreed rather violently as to its location.

One night at Council meeting, Mr. Wells grew so heated that he strongly advised Mr. Ismond to go to a rather warm place. This was too bad, so voluntarily, on the following Sunday morning, Mr. Wells arose in church and expressed his sorrow and regret at such an untimely remark.

On Monday morning he called on a neighbor, saying, "I apologized handsomely to Ismond right in church yesterday. If he mentions cemetery at Council meeting tonight, I won't say a word—but I'll slap his chops."

But if I stopped to tell anecdotes of the occupants of every pew, this story would never get told.

In the centre aisle sat Charles Hill, with his wife and daughter. Mr. Hill was a Deacon and was also preacher for many years. There was no organ, but with the aid of his tuning fork he led the congregation in his clear, true voice.

In such tunes as "Balaena, Miles Lane and the old Psalm tunes. Later, I remember George Williams leading with his wonderful tenor, "Jerusalem the golden" or "On Jordan's Stormy Bank Stand."

The old Temperance Hall stood next to the church. One summer morning the windows of both buildings were open and the Presbyterians were holding a Gaelic service in the Hall. The Gaelic was too much for some of the Highland Disciples, and they went straight to the sound of the Gaelic.

The Disciples were sometimes without a minister, but the Communion Service was held every Sunday minister or not. One of the Elders would conduct the solemn service. Never have I heard a more tender and reverent communion service than those led by John Robertson in his soft Highland voice. He was one of the most spiritual men I ever knew, and we left the service with hearts lifted up.

Those were the days when the family went to church and all sat together. I remember Richard Hamilton, with his wife and daughter—Sister Robert Royce, Mrs. Royce, with their widowed daughter, Mrs. Orr and Mr. Morton, and Mrs. Orr's children, Minnie, Bertha, Kate and Loretta; Christopher Masales and William Masales, with their families, William Plunk and Mrs. Plunk with a seat full of little folks, the Robertsons, David Towell, with his wife and eight children, George and Joseph Soper, with their families, Mrs. Morton and Minnie, the George Tolbous, the Fyfes, the Donald Fergusons, the Ramsays, Dampiers, Cupps, Cressons, and many more.

Perhaps some of the older folks will remember a group of beautiful girls who attended that church. There were Annie and Mattie Black, Annie McLean, Bella Hill, Aggie Ramsay and Minnie Orr. Three of the group were married on the same day, Mattie Black to the Rev. Wm. Charlton, Aggie Ramsay to Joe Peters, and Annie McLean to Jim Stewart. Mrs. Charlton and Minnie Orr, now a Mrs. Church, of Saskatchewan, are still living. The others "fell in sleep" long years ago.

Changes came, many of the members removed from Acton and many passed to their reward. The church was closed, and most of those remaining joining the Baptist communion. The work was not lost. In many towns of Canada and the United States are earnest church workers, who first found their Lord, and who received their training for service in the little white church on the corner.

ACTONIAN.

The Old Man

MERELY AN OBSERVER

The dinner guest's nose was exceptionally large, and father had noticed Willie staring at it. Expecting the boy to make some frank and outspoken comment, he gave him a disapproving glance.

"That's all right, Dad," came the reassuring response. "I'm not going to say anything. I'm just looking at it!"

A SUBTLE APPROACH

"Lady, do you have a pipe organ I can tune for you?" "How ridiculous! We have no pipe organ in this house."

"Then if I can't earn anything, how about giving me a bite to eat?"

NEW INDUSTRIAL MINERALS LABORATORIES

New facilities for the investigation and testing of industrial minerals, including all branches of ceramics, have been provided by the erection of a modern, five-story laboratory, and office building in Ottawa. The new building has been erected immediately adjacent to the ore dressing, metallurgical, and fuel testing laboratories of the Department of Mines and Resources in order to permit close co-operation with these units.

The equipment of the new laboratory includes apparatus for testing building materials by the application of compressive loads up to 600,000 pounds, and tensile loads up to 200,000 pounds; for the determination of hardness, toughness, resistance to abrasion, and to impact; and a freezing chamber for the investigation of the effect of severe climatic conditions on building materials. There is machinery also for crushing, grinding, washing, screening, and tempering of ceramic materials; and for the production of ceramic ware by several processes.

One floor is being used for the examination, classification, and storage of mineral samples, ceramic materials, and products; and on another are the laboratories for the preparation of ceramic materials and products, and for research and testing on ceramic and road materials. Two floors are occupied by offices, and provide space also for records, a microscope laboratory and a photographic dark room, and the library. On the top floor are laboratories for the testing of ceramic raw materials and products, for tests and research on refractories, pottery, glazes and plasters, and for the chemical investigation of industrial waters.

Considerable space in the building is occupied by the many kilns and furnaces used for determinations of fusion points, and the investigation of the effects of heat treatment on ceramic ware and minerals, in which temperatures in excess of 3000 degrees Fahrenheit may be obtained. Adjoining the new building is the milling laboratory, where large and small scale tests on crushing, grinding, screening, washing, and purification of industrial minerals are carried out.

HOW TO TRI AT YOUR PHYSICIAN

Honor a physician with the honor due unto him for the uses which he may have of him for the Lord with created him. Ecclesiastes 38:1.

The late Dr. G. W. H. Kemper, of Muncie, Indiana, prepared the following Commandments which were intended to demonstrate to the patient how to treat his physician.

1. If emergencies arise, call him at any hour. 2. If no emergencies arise, call on him at proper hour.

3. Try to see him at his regular office hours. This will accommodate you and him. 4. When possible, leave orders for visits in the early part of the day.

5. Don't demand his time while he is at his meals. 6. Unless necessary, don't make demands upon his hours allotted to sleep. Don't nurse your ailments all day and then call him after he has gone to bed.

7. Allow him all the rest possible on Sunday. Everybody ought to rest one day in seven. 8. Physicians are made of the same material as their patients and so require rest, food, sleep and time for study and proper recreation. The rested doctor will give you better advice than one who is overworked.

9. The true physician never forgets his patient who is sick. Day and night he is thinking how he can relieve your pain and cure your disease. When you get well, remember him, and so express your gratitude in words and actions, if that is all you can render; otherwise, indicate thanks and pay cash.

10. Don't try to get your neighbor dissatisfied with his doctor.

EXPOSED TO ATTACK

A group of boys were holding a snow-battle. Upon his return home that evening, a member of the group was describing the battle to his family.

"Why didn't you get behind a tree?" inquired his mother. "Tree? Why, mother, there weren't enough trees even for the captains and the majors!"

NO TROUBLE AT ALL

"Did you find it difficult to find a name for your little son?" "No! Certainly not, for we have only one masculine relative in the family that has a fortune!"

7,750,000 CANADIANS CAN'T BE WRONG

In Canadian towns and villages with populations from 1,000 to 10,000 live 7,750,000 people.

69%

Of Canadian Retail Business is Transacted on the

MAIN STREETS

of These Towns and Villages

The Shopping Guide of these 7,750,000 people is the Home Town Newspaper -- the community paper serving their towns.

Successful merchants on the Main Street of the Towns and Villages who are enjoying their full share of the 69 per cent. of retail business realize the benefit of advertising. The secret of the real success being enjoyed by advertisers using the home town newspaper lies in the fact that the community newspaper --- and only the local newspapers --- can offer the sales-making, friendly introduction which builds regular users of a product. Each and every week the people of this area read the messages of local advertisers. They are ready and willing to buy on Main Street if the message of the advertiser is sufficiently inviting.

This Vast Audience is Waiting . . . What Have You to Tell Them?

Put Your Message to Them in

The Acton Free Press The Only Economical Advertising Medium in the Acton District

For Best Buys---Consult the Ads

MUGGS AND SKEETER



By WALLY BISHOP